Appen Limited

Global Leader in Language Technology Solutions

Annual General Meeting

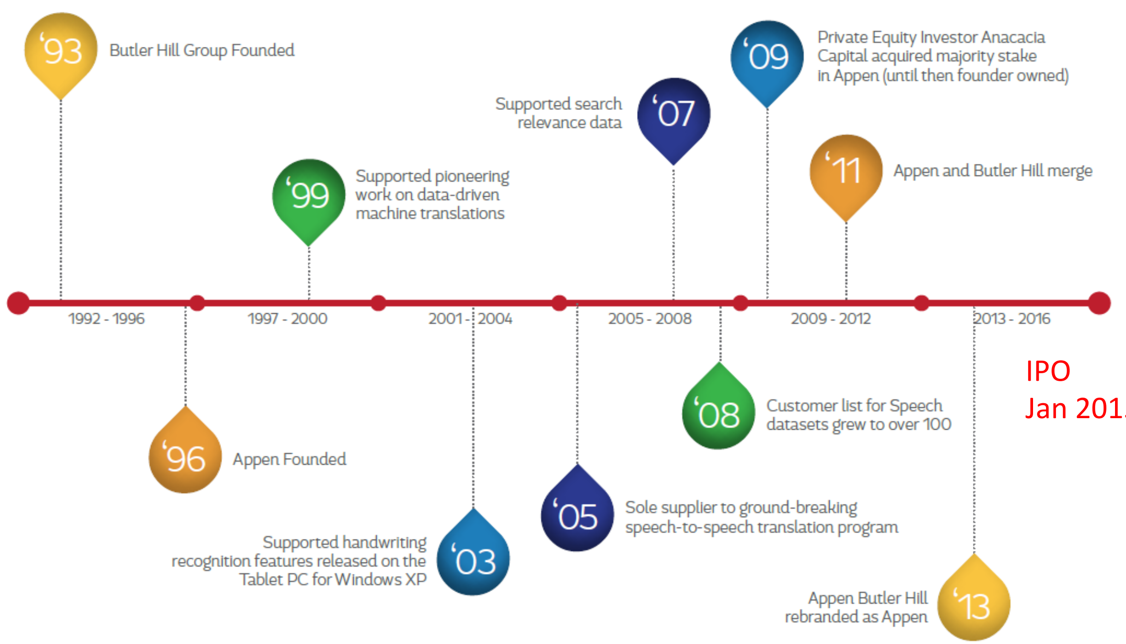
Introduction to Appen

Company snapshot

Global leader in language technology solutions

- Provides language technology data and services. Customers include:
  - nine of the ten largest information technology companies
  - four of the top five largest internet companies.
- Coverage in over 100 markets and over 140 languages and dialects
- 150 staff globally – based in North America, Philippines and Australia.
- Ability to leverage a proprietary data base of 150,000 global independent contractors

History



Speech and Data Collection

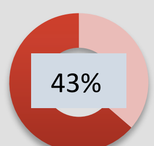
Description: Data and Services for developing speech and other linguistic technology

Customers:
- Speech synthesizers
- Speech recognition
- Machine Translation, Grammar Checkers, Content Analytics

Revenue Drivers: Consumer Electronics (game and TV consoles), in-car systems, smart phones, government

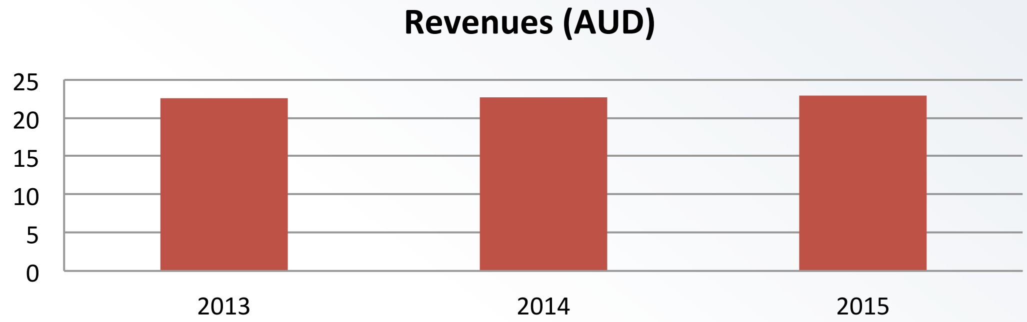
Revenue Model: Fixed price project , rate cards and license

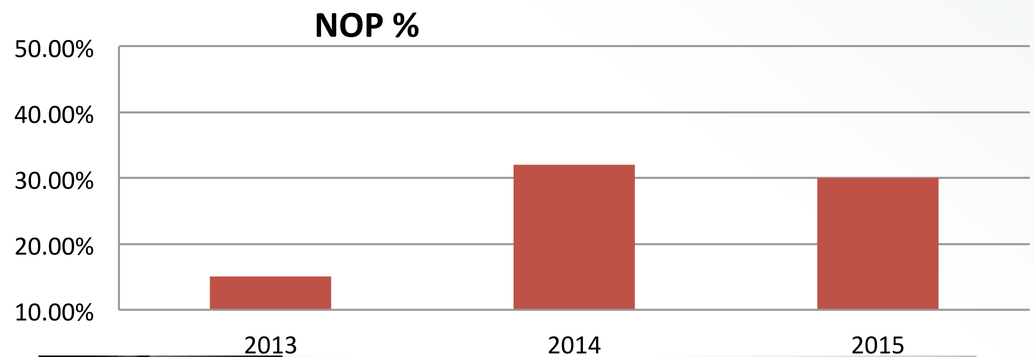
Revenue Contribution % (2015 Est.)



FY15 Est. Revenue Growth [1%]

FY15 Est. Net Operating margin (pre Corp overheads [30%]





Content Relevance

Description: Data and services ensuring global search technology returns the most relevant and accurate answers for each market.

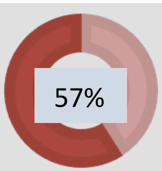
Content Relevance Customers:

- Web Search
- Social Media Search
- E-commerce

Revenue Drivers: Clients launch new features or functionality enhancing their web search , e-commerce and social media technology. Additionally, internet content and traffic patterns change requiring maintenance data.

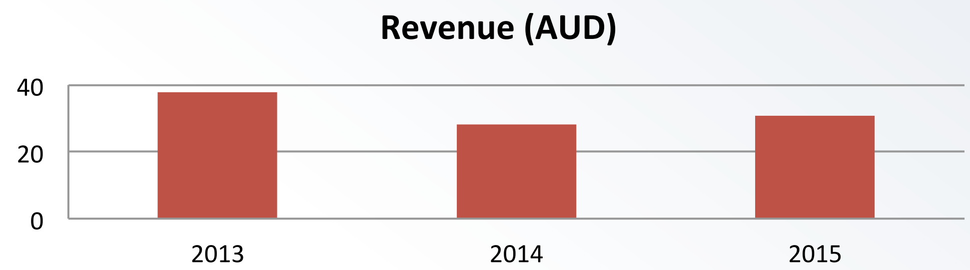
Revenue Model: Time and material. Generally one-year contracts renewed annually.

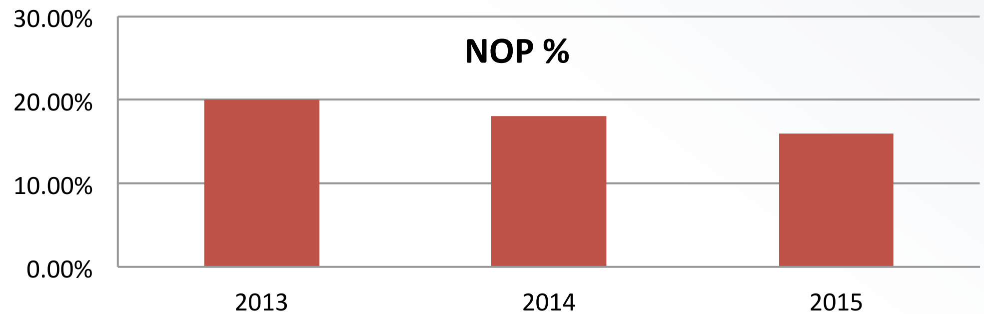
Revenue Contribution % (2015 Est.)

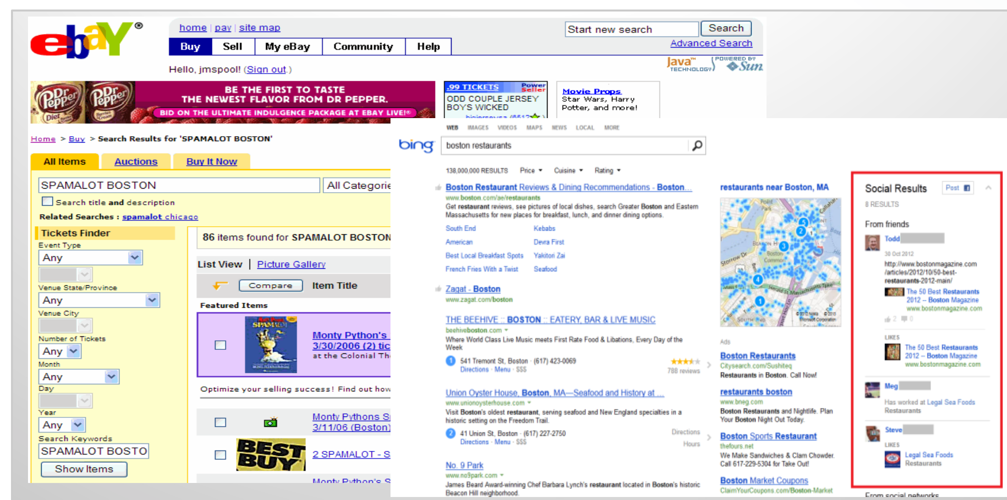


FY15 Est. Revenue Growth [9%]

FY15 Est. Net Operating margin (pre Corp overheads [16%]







Financial Highlights

FY2014 Pro-Forma Financial Highlights

Appen has exceeded FY14 prospectus forecasts

- Revenue A$51.0m up 4.0% vs prospectus forecast of A$49.1m ✓
- EBITDA A$6.7m up 15.2% vs prospectus forecast of A$5.8m ✓
- NPAT A$3.6m up 5.4% vs prospectus forecast of A$3.4m ✓
- ASX Listing in January 2015 ✓

Appen reaffirms FY2015 prospectus forecast

Appen reaffirms its FY2015 prospectus forecasts – Revenue $53.6m and EBITDA $6.8m (pro-forma)

- Current operating results with revenue and business won thus far in FY2015 is on track with forecast
- Pipeline strong and follow on engagements from pilots
- Prospectus AUD exchange rate is A$0.90
- Microsoft renegotiation due to be completed by June 30

Growth and Outlook

Appen 2015 Focus

We continue to implement our strategy

- Reducing the cost structure through globalization of our workforce and ongoing technology innovation
- Expanding our client base and reducing customer concentration
- Pursuing opportunities for Content Relevance in social media and e-commerce
    - Converting pilots to renewable revenue streams
        - Deep integration with clients' engineering process
    - Expanding offerings using our platform
        - Configurable data collections supporting a broad range of data
        - Mobile
        - Appen IP

Growth and Outlook

Strategic Growth Opportunities

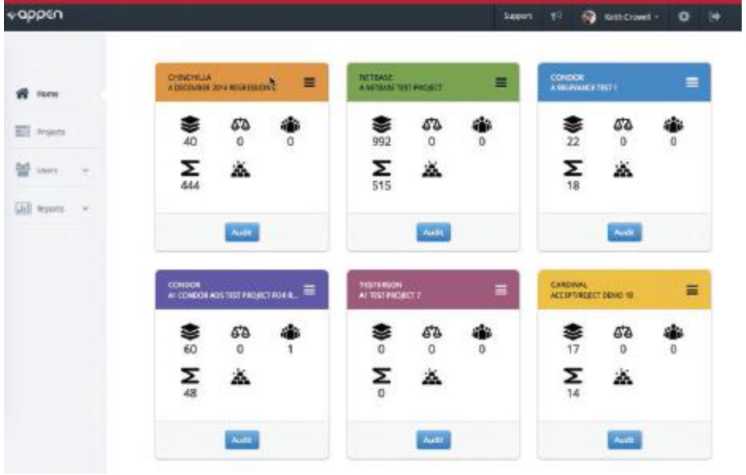
Industry drivers are positive across all segments
- Search, social media, e-commerce, automotive

New client acquisition in Content Relevance
- Expansion of current offerings to new customers in social media and e-commerce search
- Repeatable revenue

Appen's growing strength across both speech and text aligns with industry convergence
- Global workforce and operations provides capability to benefit from the forecast growth in internet non-English languages

Appen's new technology platform is in place
- Facilitates scalable growth
- Strong competitive advantage
- Faster response to new customer needs
- Yields a reduction in unit costs as business volumes grow

APPEN GLOBAL HOMEPAGE USER INTERFACE



Corporate Responsibility

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