

GRUDEN

INTELLIGENT INTERACTIONS

INTRODUCING THE GRUDEN GROUP



OUR MISSION

To become a world leading technology company
delivering intelligent interactions for global businesses,
brands and Governments.

COMPANY OVERVIEW GRUDEN



A well established technology company offering fully integrated platforms and services in the digital marketplace



Enabling digital transformation for corporates, brands and Governments to better attract, understand, engage and transact directly with their customers



An Australian based company focused on global expansion



Over 100 staff across six locations

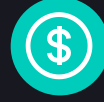


Well-funded to drive global customer growth, with over \$5m in the bank (as at 30/06/16)



Listed on the ASX (code GGL) in May 2016 via an acquisition by Exoma Energy Limited which acquired 100% of all shares in:

- Gruden Pty Ltd, est. 1995
- Blackglass Pty Ltd, est. 2005
- Mobile Den Pty Ltd, est. 2011



Financial year 16 revenues (pre-acquisitions) c. \$13m +40% YOY

CAPITAL STRUCTURE

SHARES

PERFORMANCE SHARES¹

Shares on issue

613,846,696

180,000,000

HIGH CALIBRE LEADERSHIP TEAM BOARD



TODD TREVILLION

EXECUTIVE DIRECTOR
MD MOBILEDEN

Over 20 years' experience developing digital strategies, websites, mobile apps and campaigns and rich interactive experiences



WARREN BARRY

EXECUTIVE DIRECTOR
SALES DIRECTOR

Over 20 years' digital marketing experience. Former MD of Patts Digital, one of Australia's largest digital agencies



STEPHEN HARRISON

NON-EXECUTIVE DIRECTOR

Over 30 years' experience in the financial services, funds management, private equity and accounting fields, including Investec and Sanford C. Bernstein



GARY CASTLEDINE

CHAIRMAN

Over 20 years' experience in stockbroking, investment banking and capital markets

HIGH CALIBRE **LEADERSHIP TEAM** EXECUTIVE MANAGEMENT



TIM PARKER

CHIEF EXECUTIVE OFFICER

Over 30 years' executive leadership and industry experience with world leading agencies, including Publicis, Clemenger Group, Interpublic and Ogilvy



ROSS IOPPOLO

CHIEF FINANCIAL OFFICER

Over 20 years' experience in senior management, commercial and operation roles across KPMG, Rio Tinto and Disney



BRENT TRIMNELL - RITCHARD

GROUP CLIENT
SERVICES DIRECTOR

Over 20 years' experience across a broad spectrum of creative disciplines from print, TV and web/digital industry

OUR FOUR PILLARS

DELIVERING INTELLIGENT INTERACTIONS

GRUDEN DIGITAL SERVICES

Building & maintaining digital platforms for business

GRUDEN PERFORMANCE MARKETING

Using data analytics to connect brands and customers

A POWERFUL INTEGRATED OFFERING

Multiple digital entry
points for clients
Strong customer and
brand-centric approach

GRUDEN mobileDEN

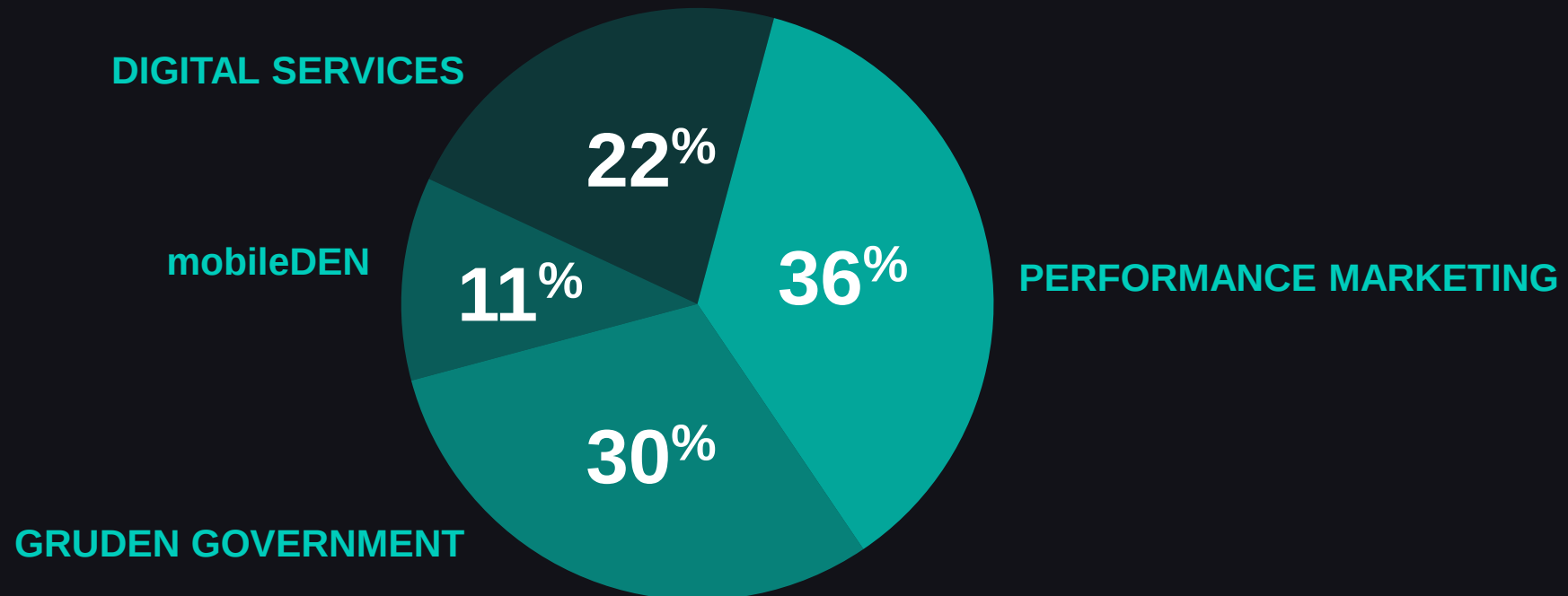
FinTech platform enabling mobile transactions

GRUDEN GOVERNMENT

GovTech platforms for Federal & State government

REVENUE

By Business Unit FY 2016 (Total Rev c.\$13m)



BLUE-CHIP CLIENTS



GRUDEN DIGITAL SERVICES



GRUDEN PERFORMANCE MARKETING



GRUDEN mobileDEN



GRUDEN GOVERNMENT

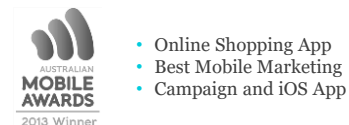
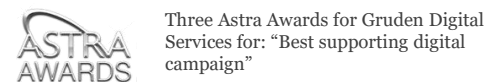
TECHNOLOGY CREDIBILITY



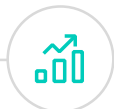
STRATEGIC PARTNERSHIPS & CERTIFICATIONS



AWARDS



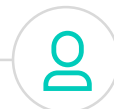
GOVERNMENT PREFERRED SUPPLIER PANELS



Commonwealth
Department of
Finance



Commonwealth IP
Australia



Commonwealth
Department of
Prime Minister
and Cabinet



Commonwealth
Department of
Human Services



NSW Department
of Finance Services
and Innovation



Victorian
Government

GRUDEN DIGITAL SERVICES: POWERING INTELLIGENT INTERACTIONS

GRUDEN DIGITAL SERVICES



A leading mobile and online platform developer

- Enabling clients to maximise their business through optimised digital solutions, since 1995
- Core offering includes CMS experience & management platforms, creative and development services building apps, games & campaigns, as well as digital branding & strategy, managed hosting services and fully customised bespoke platforms



Developed and manages Accor's membership programme, Accor Plus



Platform delivered on the Award Winning Sitecore CMS



14 multi-lingual sites launched, an Asia-Pac regional site and the leading global site, as well as the Tableplus booking system



Ongoing enhancements to the platform



Generated project development and retained service level agreement fees for Gruden

GRUDEN PERFORMANCE MARKETING: DRIVING INTELLIGENT INTERACTIONS

GRUDEN PERFORMANCE MARKETING



Leading digital strategy and tactics business

- Driving customers to digital assets to help businesses make the most of their online presence and investment since 2005
- Measures, monitors and optimises key metrics to provide sharp, transparent insights on the best channels for a client's brand, including:
 - pay per click advertising (PPC)
 - search engine optimisation (SEO)
 - conversion rate optimisation (CRO)
 - engagement marketing (social, email and content marketing)



Appointed as Betta Home Living's digital agency in 2012



Key objective to drive sales and qualified traffic to the website as well as foot traffic into over 170 stores nationally



Significant improvements 2015 Vs 2014:

- in traffic
- increase in transactions
- increase in average order value
- increase in revenue



Generates advertising and service fees to Gruden

GRUDEN GOVERNMENT: TRUSTED INTELLIGENT INTERACTIONS

GRUDEN GOVERNMENT



Long term provider to the Australian and NSW Governments for major whole of Government web-based business solutions

- Assisting government agencies to address their policy and operational business needs, since 2005
- Specialist expertise in secure Cloud hosting design and implementation services to the high standards required by Government
- As well as digital technology, information architects, business analysis, project management, cloud infrastructure, cyber-security, social media & quality analysis



Design, build, enhancement of the successful whole-of-government AusTender system



Key platform for achieving accountability and transparency around the expenditure of public sector funds



Supports \$60bn + transactions annually



Generates ongoing consulting fees for implementation, plus ongoing support & maintenance

OUR “SWEET SPOT”: TRUSTED & PROVEN PLATFORMS

GRUDEN GOVERNMENT



GRUDEN mobileDEN

WE

Run the largest Government
platforms in Australia

Support some of the world's
most recognised brands



AusTender platform now
supports over \$60bn of
transactions a year for the
Australian Government's
Department of Finance



NSW eTendering platform is
used by the NSW
Government to interact with
industry for all of
its procurement needs



Cloud based engagement
and loyalty platform handles
over 3,000 transactions
per day



350,000 users of
the platform via
over 700 retail
outlets

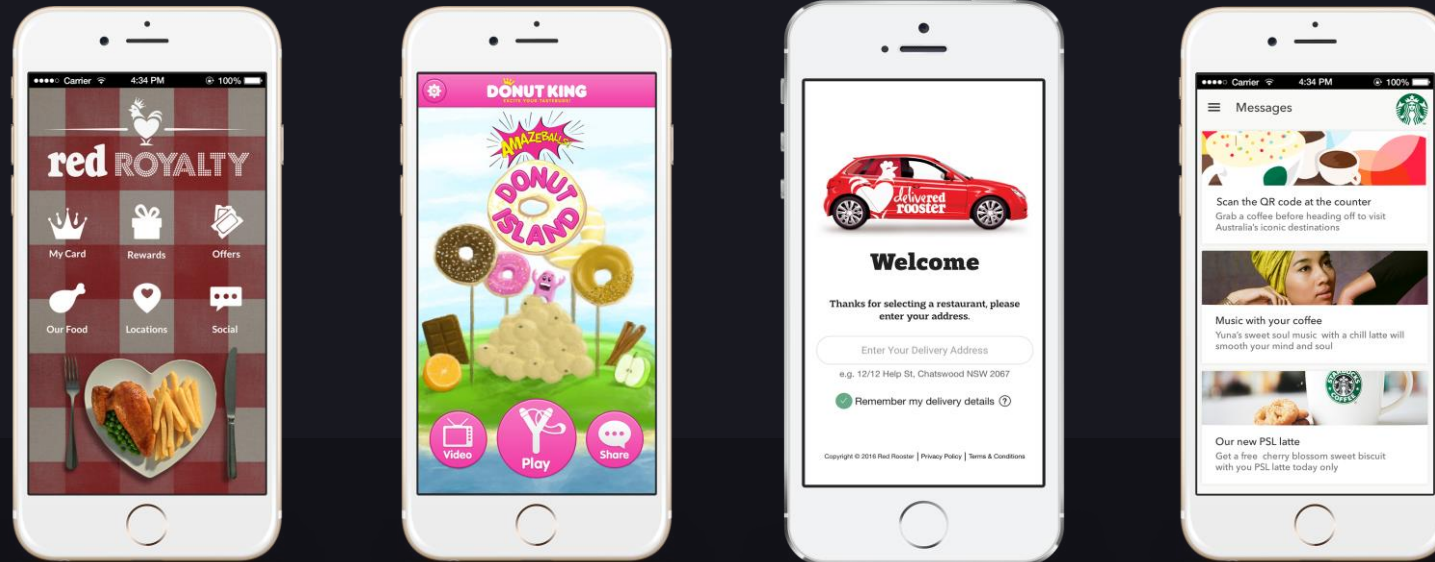
GRUDEN

A hand holding a white smartphone, with a teal banner and a plus icon overlaid.

mobileDEN
OPPORTUNITY



POWERING INTELLIGENT INTERACTIONS



GRUDEN mobileDEN

A FEATURES RICH
ENGAGEMENT AND
TRANSACTION MOBILE
TECHNOLOGY PLATFORM

- ✓ First mover market advantage powering brands to seamlessly interact with consumers, since 2012
- ✓ High profile customer validation
- ✓ Targeting enterprise and retail brands initially in the QSR space, with opportunity to expand into further verticals
- ✓ Over \$2m investment over 3 years to build a fully proprietary platform with multiple modules, delivering both service & licensing fees and transaction revenues

mobileDEN.

COMPETITIVE LANDSCAPE



First mover advantage
offering an end-to-end
platform



Loyalty, POS
& eCommerce
platform agnostic

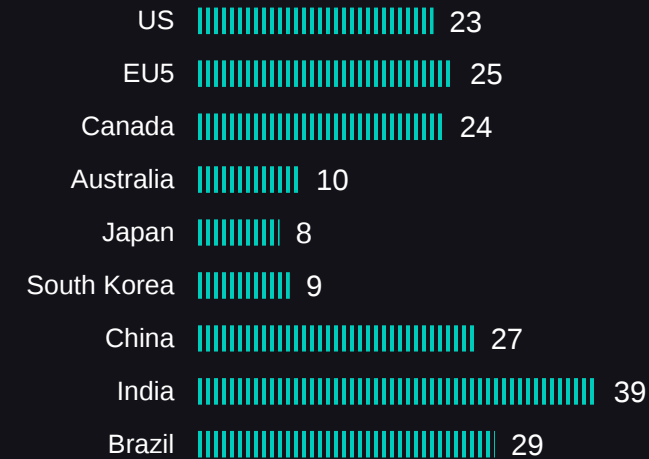
	ENGAGEMENT	MOBILE WALLET	LOYALTY	ORDERING	PAYMENTS	ADVERTISING & MARKETING	TECHNOLOGY AGNOSTIC
MOBILEDEN	✓	✓	✓	✓	✓	✓	✓
MINT WIRELESS		○					
PUNCHTAB			○		○		
BEAT THE Q			○	○			
MOBILE EMBRACE					○	○	
REWARDLE			○	○	○		
CLIP					○ PUBS ONLY		
PAYDIANT		○	○		○		
MULTIPLE DIGITAL AGENCIES	○						

MOBILE TRANSACTIONS

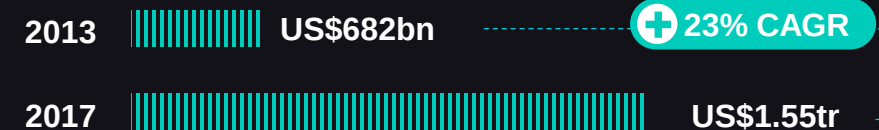
A LARGE & GROWING MARKET OPPORTUNITY



REGIONAL CAGR (%)



FAST GROWING MOBILE INTERNET REVENUES



Includes apps, content, services, enablement platforms, devices, mobile operating systems, Access (service providers), network/infrastructure operating expenses

INTEGRATED MARKETING & PAYMENTS OFFERING

EXTENDS REACH OF BRAND BEYOND VENUE

CONNECT WITH CUSTOMERS ANYWHERE, ANYTIME

KEY

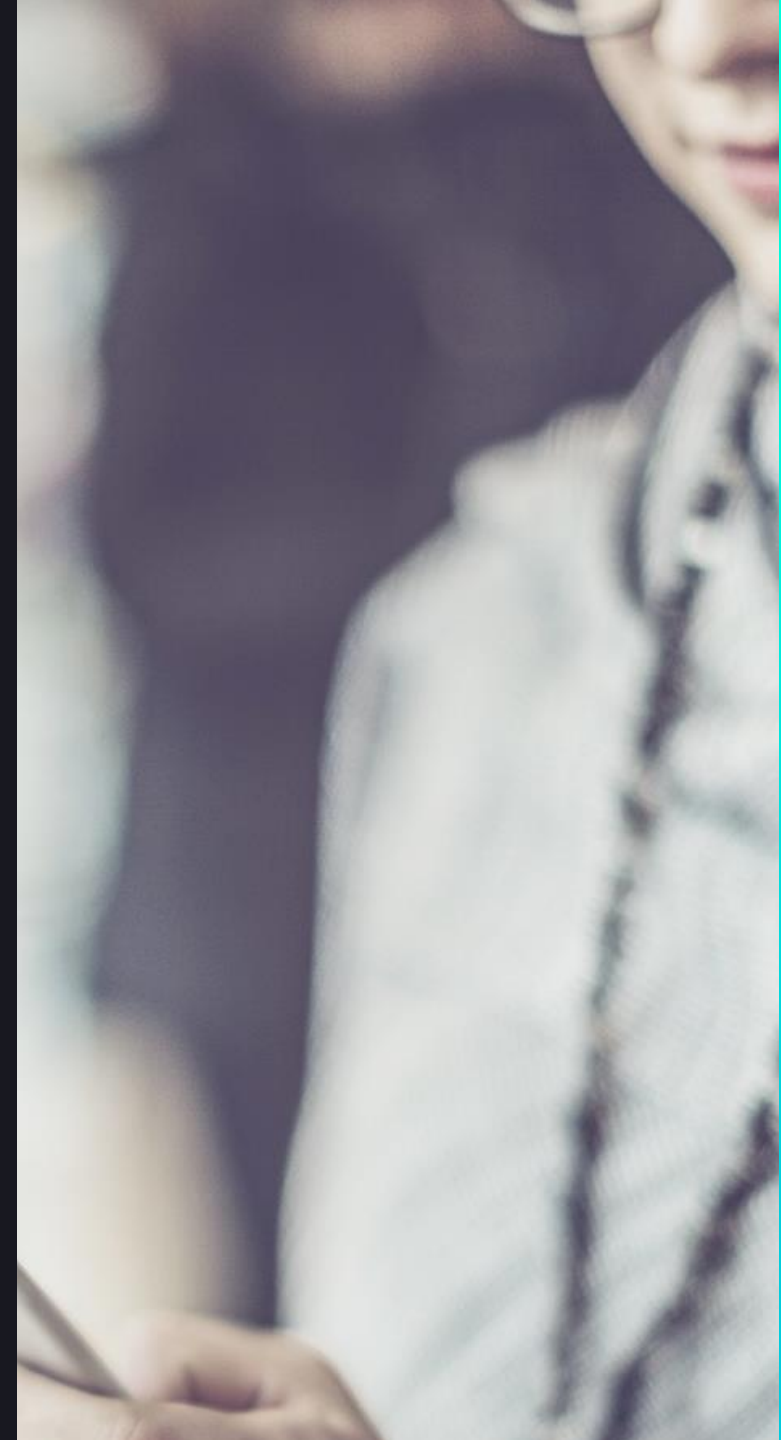
ADVANTAGES FOR END CUSTOMER



- Superior user experience
- Engagement with preferred brands
- Loyalty points and dollars, rewards, offers
- Reduced waiting time by extending services via digital channels
- Entertainment via augmented reality & gamification
- Flexible mobile payment options/mobile wallet

- Real time automated and targeted marketing
- Highly scalable marketing - easy to add modules
- Loyalty, POS & eCommerce agnostic, with deep integration
- Operational oversight, reduce costs
- Increased average spend per customer

ADVANTAGES FOR VENDOR





TRANSFORMATIONAL NEWSFLOW PIPELINE



Global distributor
and licensing
agreements



Establishment of
global partner
network



New group
commercial
contracts



mobileDEN
expansion into
multiple vertical
markets



Strategic global
partners and advisor
appointments



SUMMARY



STRATEGIC GROWTH PRIORITIES



ACCELERATE GLOBAL
COMMERCIALISATION OF MOBILEDEN



ENGAGE KEY GLOBAL STRATEGIC
ADVISORS AND PARTNERS



EXPAND INTO NEW GEOGRAPHIES
WITH PRIMARY FOCUS ON ASIA



INTENSIFY DEVELOPMENT OF
PRODUCT AND SERVICE OFFERINGS



FAST TRACK RECURRING
ANNUITY REVENUE STREAMS



INVESTMENT PROPOSITION



TRANSFORMING BUSINESS MODEL

Layering licensing & transactional revenue on reliable consulting fees



BLUE-CHIP CLIENT BASE

Established corporate, brand and government clients



SIGNIFICANT CURRENT REVENUE

Generating annual revenues of around \$13m



REVOLUTIONARY PAYMENT PLATFORM MOBILEDEN

Primed for commercialisation



LARGE AND GROWING GLOBAL MARKET

Mobile internet ecosystem expected to reach \$1.55 trillion by 2017



STRONG TECHNOLOGY CREDIBILITY

Strategic partnerships with Micros/Oracle, Sitecore, Amazon Web Services and Google Certified Partner



CLEAR COMMERCIALISATION STRATEGY

Expand into high value international mobile marketplaces, led by mobileDEN customer and transaction growth



WELL FUNDED FOR GROWTH

With cash reserves of over \$5m (as at 30/06/16)



EXPERT MANAGEMENT TEAM

Substantial technology, digital marketing and managerial experience



TRANSFORMATIONAL NEWSFLOW

Multiple catalysts for growth

GRUDEN