



# Investor Presentation Progress Update

MAY 2017

# Major Awards 2016/17

## Ancillary Revenue & Merchandising



### North America

October 2016



**MEGA AWARDS**

Innovation of the Year

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### Europe

27 April 2017



**Best Presentation**

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### Asia

August 2016



**Best New Product**



## Location Based Services

United GAP platforms and apps allow real time tracking and historical tracking



## Analyse

Real-time, historical movements, travel patterns, Devices and software



## Communicate

Drive valuable conversations with customers in multiple languages with USSD, In-App Messaging & SMS



## Engage

Integration and leverage with your core offers whilst providing connectivity



## Real Time Billing

Multi-currency including loyalty points

## Providing simple solutions that matter

United provides low-cost, white-label turnkey solutions, integrated web and mobile API's allowing partners to enrich the data and value add to their customers whilst providing new ancillary revenue streams. Supported by United Cloud Based GAP Platform.

<b>Global SIM Card</b> For low cost calls, text & data	<b>Mobile App</b> Available on Apple & Android	<b>Unlimited Data</b> at 60+ Million Wi-Fi Hotspots	<b>IOT &amp; MTM Tracking</b> with device and mobile app
+	+	+	+
<b>Emergency Assistance</b>	<b>Wi-Fi Mobile App</b>	<b>Geo-marketing Alerts</b>	<b>Location based Services</b>

## Revenue

- ✓ Changed revenue model with key clients to a commission only model in Dec 2016 has improved gross margins. A revenue effect of \$460K relating to unearned revenue has affected the sales in the 9 months. The unearned income will be accounted as the customers use the credit in coming months.
- ✓ Negotiated significant reduction in Global Data costs helping drive up United's gross margin and at the same time lowering the price points to customers by over 50%
- ✓ Major clients delay in rolling out new integration and products. - Launched End May 2017.
- ✓ Delay in moving current clients to new platform resulting in reduced revenue of \$800K

## New Clients

- ✓ Major client order migration to improve effectiveness of offers and control of end to end offer process completed in April 2017
- ✓ Increased geographical footprint of resellers new international resellers for selling of Global SIM (Canada and Europe) - add 2 new resellers
- ✓ Significantly expand the Sales Pipeline internationally with focus on Asian Markets. (Revenues Start from May 2017)

## System Development

- ✓ Expanded the GAP to include new Languages including multiple languages
- ✓ Increased our footprint with AWS to enhance reliability/scalability and security
- ✓ Promo module/opportunity module and notification module released to increase functionality Q2 2017
- ✓ Implemented new expanded 2 way messaging for provision of emergency services/Advertising

## Products

- ✓ Launched Wi-Fi app with Major new international Client - Chubb Insurance
- ✓ Expanded Location Based Services to include detailed Wi-Fi tracking map and 3.5 million locations adding 60,000+ points a month
- ✓ Advertising Module Stage 1 Delivered

## Geographical Growth & Staff

- ✓ New Senior management and Business Development team appointments
- ✓ App expands global reach
- ✓ Revenues will migrate to USD
- ✓ App Purchases from 16 different countries to April

9 Months 2017 Actual (unaudited)	
<b>Cash at end of Period</b>	<b>\$4.986</b>
Cash In	
- IPO	\$7,134
- Receipts	\$5.891
<b>Total Cash In</b>	<b>\$13.024</b>
Cash Out	
- Float	\$0.829
- Loans Repay	\$0.854
- Development	\$0.099
- Payments	\$6.764
<b>Total Cash Out</b>	<b>\$8.546</b>
Cash Surplus (Deficit)	\$4.478

## Investment Milestones

### Where the money has been utilised

- ✓ Changed revenue model Dec 2016 to improve conversion rates, margin and distribution. Includes SIM repurchase program
- ✓ Wi-Fi App for United completed Jan 2017
- ✓ Wi-Fi App & Website for Chubb Launched May 2017
- ✓ Upgraded Location services to include Wi-Fi
- ✓ Promo module/opportunity module and notification module released to increase functionality
- ✓ Implemented 2 way messaging for provision of emergency services
- ✓ Integration with 3rd party email platforms to allow migration of partner offers to United and increase the tracking whilst ensuring data security

### Forward Looking

We expect to see the benefits from the current investments over the next year with revenue and margin improvements from April 2017. United expects to invest up to \$0.75m over Q4 2017 and Q1 2018 on expansion and delivery on the current partner opportunities.

## Quarterly comparative

	Q1		Q2		Q3		9 Months unaudited	12 Months
\$'Millions	FY 2017	FY 2016	FY 2017	FY 2016	FY 2017	FY 2016	FY 2017	FY 2016
Revenue	2.4	1.7	1.3	1.5	0.8	1.6	4.8	7.5
COGS	1.6	1.0	0.8	0.7	0.4	1.0	3.1	4.3
<b>Gross Profit</b>	<b>0.8</b>	<b>0.7</b>	<b>0.5</b>	<b>0.8</b>	<b>0.3</b>	<b>0.6</b>	<b>1.7</b>	<b>3.2</b>
Total Cost	0.597	0.597	0.425	0.667	0.704	0.386	1.976	
<b>EBITDA</b>	<b>0.197</b>	<b>0.86</b>	<b>0.026</b>	<b>0.168</b>	<b>-0.366</b>	<b>0.214</b>	<b>-0.309</b>	<b>1.020</b>
NPAT	0.022	0.072	-0.634	0.052	-0.537	0.137	-1.352	0.337

- ✓ Excludes changed revenue model with revenue effect of \$460K - unrealised revenue (Cash received) Q3 2017 (unaudited)
- ✓ Listing Expenses brought to the P&L: \$445K -Q3 2017 (Unaudited)
- ✓ All Numbers presented are unaudited.

## Wi-Fi App Stats

Wi-Fi App is currently being used in

**16**  
Countries

**1.21GB**  
Av. per account downloaded April '17

**30% ↑**  
on 932MB YTD Average

**83,117**  
April Minutes Connected

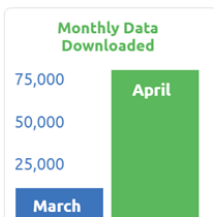
**112% ↑**  
on 39,300 YTD Monthly Average

**\$11.50**  
ARPU

**3.8% ↑**  
on \$11.08 YTD Average

**\$0.0055**  
Effective Cost Per MB Downloaded  
Year to Date

## Global SIM Stats



**50 Mins**  
Av. Minutes Connected/Called Per SIM Card

**1,191,897**  
Total Minutes Connected/Called Year to Date

**\$71.89**  
ARPU

**45% ↑**  
AR



Wi-Fi is 17X Less Expensive

**\$0.09**  
Effective Retail Cost Per MB Downloaded  
Year to Date

ARPU - Average Revenue Per Subscriber  
AR - Activation Rate of Sims Dispatched

# Conversion Rates for Offer & Acceptance (Global SIM)



SIM Conversion Rates	FY 2017	FY 2016	% Difference
Free Offer No Credit Offer Conversions (Order Rate)	11.1%	10%	11.0%
Free Sim that Activated with Credit (Activation Rate)	43.4%	40.1%	8.23%
ARPU on Free Sim Offer	\$71.89	\$62.90	14.29%
Paid Sim Activation Rate	95.7%	85.5%	11.93%
ARPU on Paid Sim excluding Including Revenue	\$50.50	\$37.84	33.46%

✓ All Numbers presented are unaudited.

✓ All Key Metrics are showing increase in activation and ARPU this is as result of improving offers and a very competitive data offering

✓ Current improved metrics indicate that with growth anticipated from new partners United is well placed to accelerate revenue and delivery improved margins for FY 2018.

✓ Recent improvements in retargeting show early signs of further improvement in the activation rate leading to reduced sim card wastage

United Emergency Location Based Services Platform "GAP" has been used in several critical events across the globe to locate alert and protect people in conjunction with our partners.

Events the United Emergency Services Messaging Platform has been used



## Growth in LBS event alert platform usage, including emergency and terrorist events

**May 2017**



Manchester City Bombing  
New York Times Square Attack

**April 2017**



Paris Arc De Triomphe Shooting

**March 2017**



London Westminster Terrorist Attack

**January 2017**



Cancun Playa Del Carmen  
Fiji Earthquakes

**December 2016**



Berlin Christmas Terror Attack

**November 2016**



New Zealand Earthquakes

**October 2016**



Italy Earthquakes  
USA Hurricanes

**August 2016**



Italy Earthquakes

**July 2016**



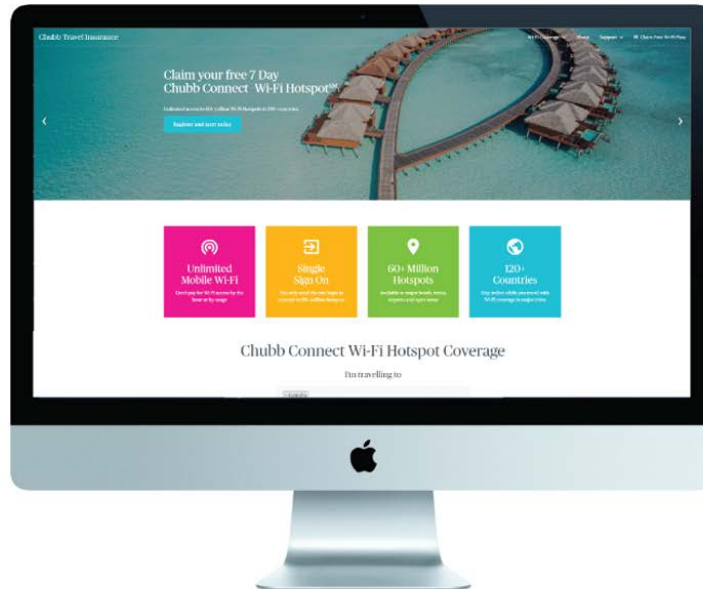
France Nice Terrorist Attacks

# Chubb Connect Launch

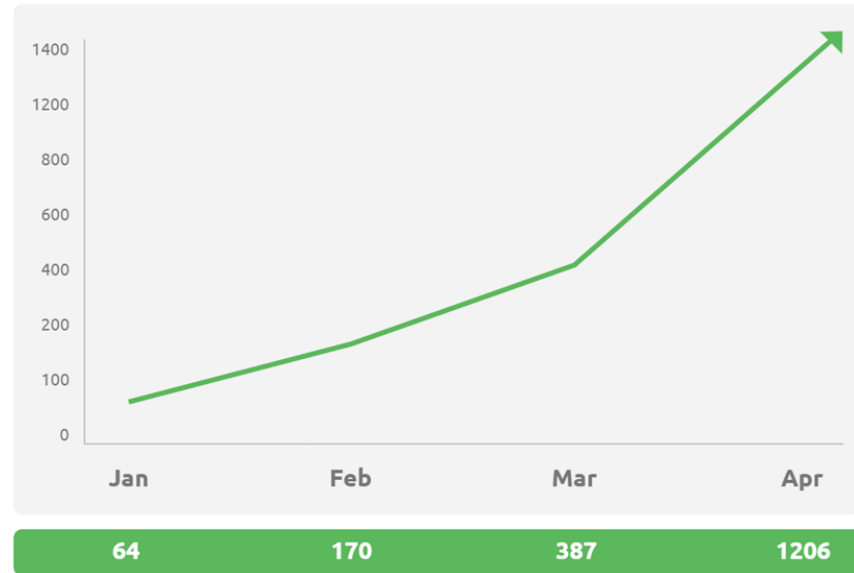
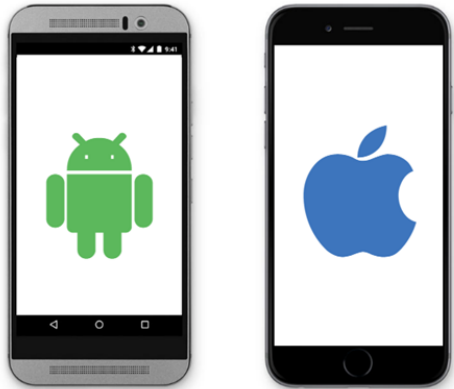
Launched May 2017

Chubb Connect Wi-Fi rolling out across APAC over the next 12 months

Offers are now live in market at [connect.chubbtravelinsurance.com](http://connect.chubbtravelinsurance.com)

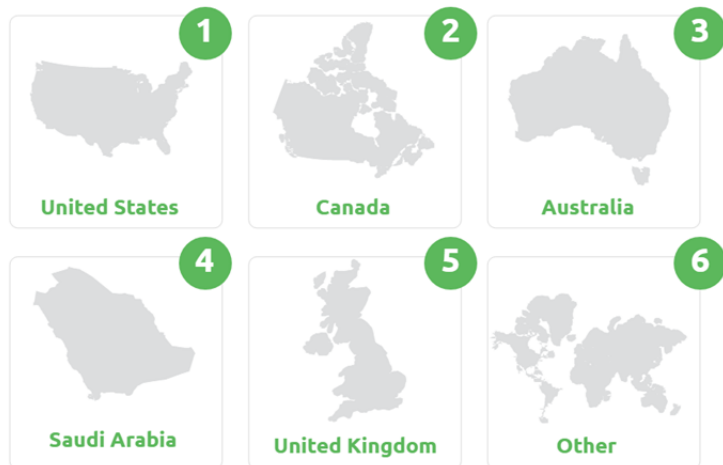


## ↓ Total App Downloads by Month

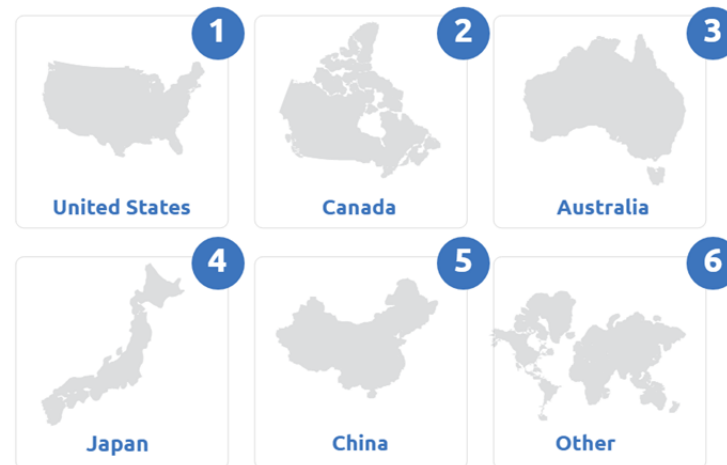


## 🌐 Top Countries (Installations)

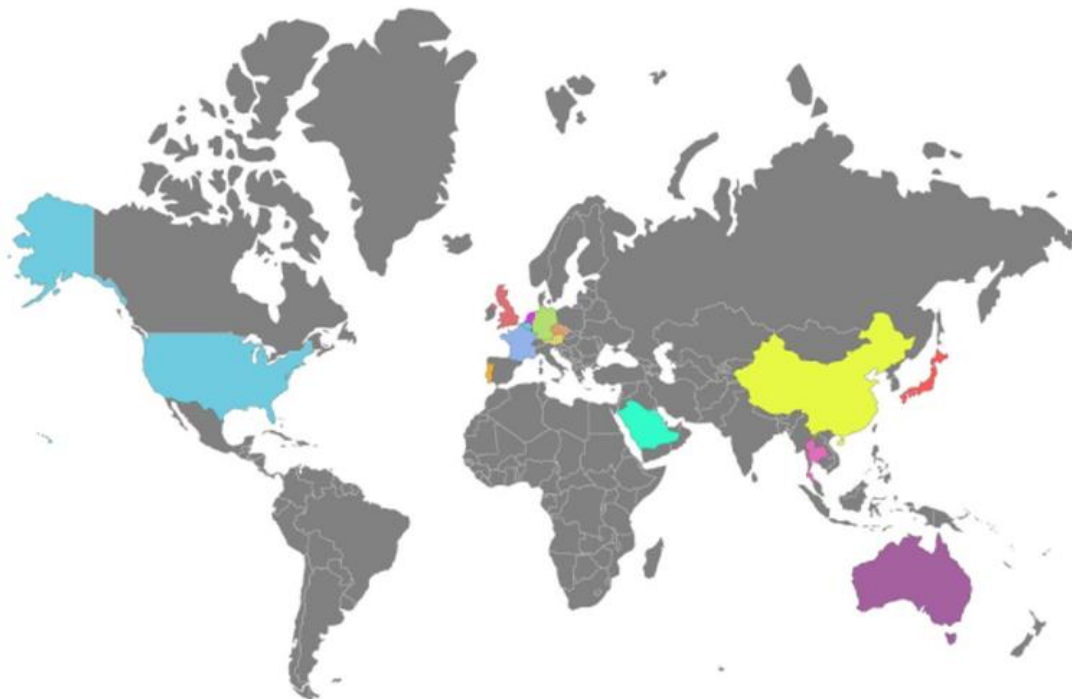
### 🤖 Android Devices



### 🍏 Apple Devices



# Countries the Wi-Fi App has been used in






1. United Kingdom
2. UAE
3. Netherlands
4. China
5. Belgium
6. France
7. Germany
8. Czech Republic
9. Portugal
10. USA
11. Hong Kong
12. Thailand
13. Australia
14. Austria
15. Japan
16. Singapore

## United Wi-Fi / SIM / Tracking and Messaging platform

The current potential pipeline includes total offer opportunities in excess of 125,000,000 offers per annum.

Estimated offers are based on discussion with the client and the potential offer base . The Opportunity size is calculated using current SIM conversion rates and Wi-Fi rates

## Key Focus Areas

Type of Opportunity	Offer Size
 Airlines in 8 Countries	55,000,000
 Global Online Booking and In Trip Operators	25,000,000
 Banks and Global Credit Card Providers	25,000,000
 OEM Manufacturers	20,000,000



## Wi-Fi/SIM Expansion and Location Based Services

- ✓ Strong Focus on new partners rollout to 12 countries for Wi-Fi and Global SIM
- ✓ Finalisation and execution on the rollout of our New strategic relationship.
- ✓ Further commercialise Location Based Services and in enriching the data for our partners
- ✓ Increase in connectivity points and enriching data sets on hotspot locations
- ✓ Extend revenue opportunities for LBS data and demographics



## Product Development and SaaS Platform

- ✓ Focus on increasing revenue from GAP Platform and Apps
- ✓ Focus on increasing the ARPU of SIM and activations through New Product innovation and data bundling
- ✓ Roll out and growth of Local SIM in Australia (FY 2018) This has been delayed by local operator platform upgrades
- ✓ Launch new M2M/IOT devices and with enrich tracking and reporting
- ✓ Enriched real time reporting, monitoring solutions and billing solutions.
- ✓ Extend interconnections platform partnership with third party apps and transaction services providers.



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