

Stratatel Ltd

INVESTOR PRESENTATION

March 2007

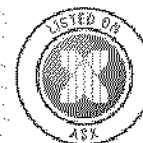
Presented By

Mr Mike Fairclough
Managing Director
Stratatel Ltd

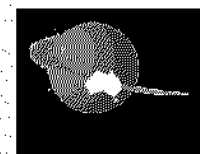
Setting the Standard



Financial Resources



World Class Technology



STRATATEL'S SYSTEMS



- **FleetManager®** – is a SAAS; Software As A Service (accessed via the internet)
 - asset and expense management system for fuel cards, mobiles, fixed line, cabcharge, credit cards etc.
 - independent of all suppliers
 - cost recovery module; personal usage
 - integrates into client finance system
 - variety of tailored reporting options delivered to managers and staff PC via the internet
- **Objective**
 - generating sustainable and profitable recurrent revenue from proprietary software systems that deliver a swift ROI for clients and require little ongoing staff effort to deliver.

"ONE SYSTEM, ONE PASSWORD FOR LIFE, REGARDLES OF SUPPLIER"

FLEETMANAGER® 

Asset Management Cost Analysis Main Menu Find Service Exception Reporting Administration Log Out

Expand All Contract All

- Fleetmanager Demonstration
 - Corporate Affairs
 - Development
 - Management
 - Production
 - NSW - Production
 - VIC - Production
 - WA - Production
 - Finance and Administration
 - Administration
 - ACT-Admin
 - NSW-Admin
 - QLD-Admin
 - SA-Admin
 - TAS-Admin
 - VIC-Admin
 - WA-Admin
 - Finance
 - Accounts
 - Payroll

Email

<< Last Month Next Month >>

Billing Month January 2006 Select

Bill Summary

Budget

Cost Authorisation

Exception Report

GL Report

Policy Report

Top Users By Cost

Top Users By Transaction

Zero Usage Report

Service Types: ☒ Credit Card ☒ Fixed Line ☐ Fuel Card ☒ Mobile Phone ☐ Pager ☒ Taxi Expense Update

☐ Credit Card
☐ Fixed Line
☐ Mobile Phone
☐ Taxi Expense

Monthly Usage - Subordinate Organisation Units for Fleetmanager Demonstration

Download CSV

Org Unit	Services	Avg	Total (Ex GST)	GST
Corporate Affairs	20	\$40.83	\$816.59	\$81.69
Development	98	\$34.14	\$4,084.28	\$408.76
Finance and Administration	251	\$24.91	\$8,284.38	\$820.83
Human Resources	220	\$27.06	\$6,802.97	\$680.78
International	162	\$35.31	\$6,139.79	\$614.50
Legal	26	\$21.60	\$561.69	\$56.26
Marketing and Sales1	260	\$31.78	\$8,489.98	\$848.10

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Done
Internet

THE NEED FOR FLEETMANAGER®

Lack of control and visibility over the supplier and usage of portable assets including mobile telephones, fuel cards, cabcharge for example:-

- **21% of a monthly mobile telephone bill is spent on personal phone calls.**
- **The way in which a mobile telephone is used is an indicator of how other portable assets are used.**
- **25% – 40% of corporate monthly mobile telephone bills are for calls made between 6 pm and 6 am.**
- **Lack of asset and user management. Who has what and how are they being used?**
- **Costly for finance to administer; high volume, low \$ value transactions.**

The Value Proposition

- **reduces usage costs by up to 30%**
- **improves visibility and corporate governance**
- **allows cost recovery of personal calls/usage**
- **reduces administration and processing time by up to 75%**
- **ROI inside 6 months**

WHAT CLIENTS SAY

Extract from SRA Testimonial

"...savings of approximately \$1,000,000 per annum."

***David Swan, Manager Telecommunication Technologies
State Rail Authority of NSW***

Extract from ASX Announcement re: Managing Defence Mobiles

"NEC chose the Stratatel MobileFleet® system because it supported world class functionality and has the flexibility to make changes according to our customers business needs".

***Peter Wellard, Senior Executive
NEC Business Solutions***

Extract from NSW Area Health Service Testimonial

"The benefits have included; savings, effective management of the fleet, policy compliance for personal use and financial control. "...reduced our average monthly phone expenditure by around 28%".

John Bursford, Manager Telephone Services

THE MODEL

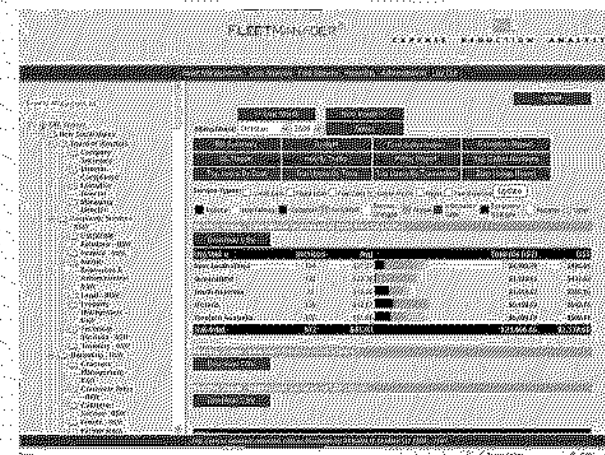
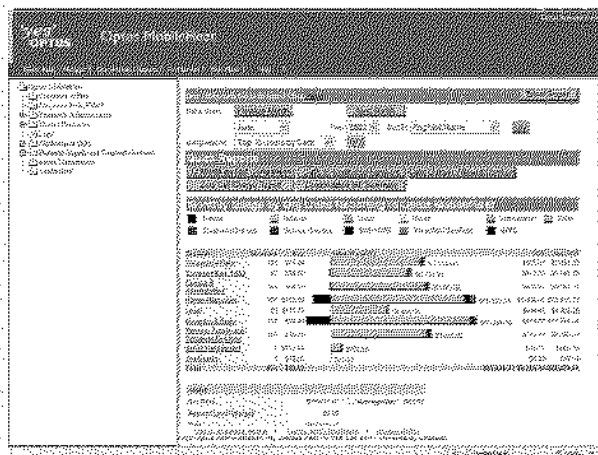


- Client nominates No. of units to be managed by FleetManager® system
- Once only Establishment fee (typically one months management fee in advance)
- Monthly fee per unit/month for duration of contract with auto rollover clause, plus:
 - CPI charge commences month 13
 - Historic billing charge commences month 13 (optional but take up is high)
- Client is trained on/and drives, the FleetManager® system
- Initial contract terms between 1 year and 5 years with auto rollover clause

Example: Client has 2,000 mobile telephones
Stratatel charges \$4/mobile/month (ex. GST)
Therefore, Establishment Fee \$8,000
Monthly Management Fee \$8,000/month
Auto CPI increase at month 13 of approx. 3%
Auto Historic billing charge at month 13 of \$25/month of data
(compounding)

FLEETMANAGER® SALES PARTNERS

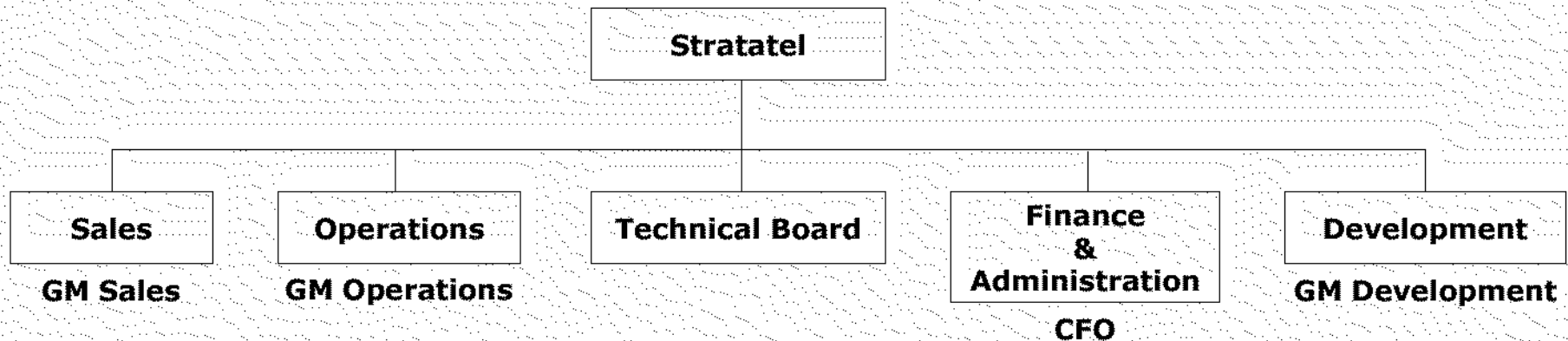
- **Optus – Optus MobileFleet**
 - marketed through Optus Account Executives throughout Australia
 - generating recurrent revenues
 - forecast sales growth
- **Expense Reduction Analysts – marketed through ERA consultants (approx. 40) throughout Australia**
- **Tollring/Azzurri – used by Azzurri corporate clients in UK**



CURRENT POSITION & STRUCTURE



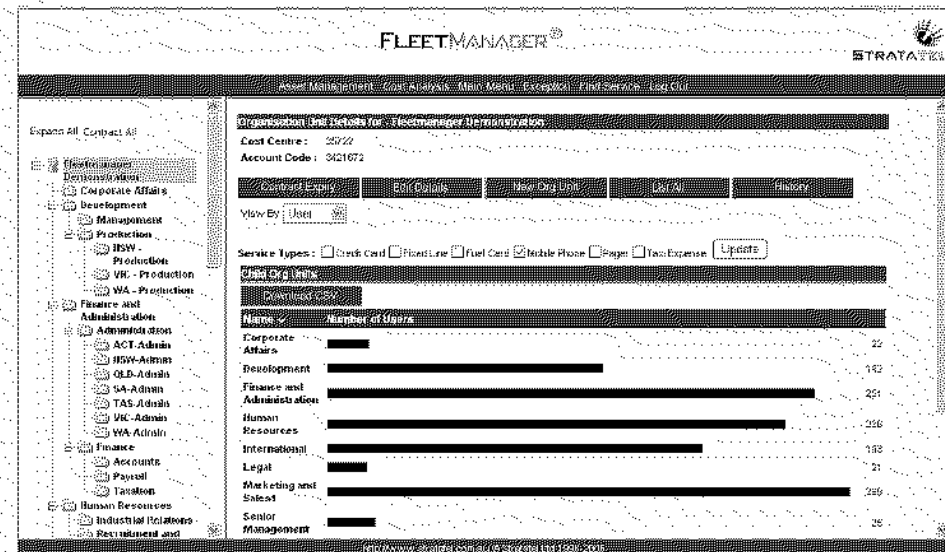
Offices: Melbourne, Sydney, Perth
25 staff



- **In excess of 100,000 units under management at 28/02/07.**
- **\$1.56m cash at bank as at 31/12/06.**
- **0.55c earnings per share as at 31/12/06.**
- **Strong sales opportunity pipeline of approx. \$3 million of recurrent revenue.**

HIGHLIGHTS

- Strong growth in units under management
- Strong revenue growth
- Profitable (earnings of \$413,142 compared to loss of \$275,509 same time last year)
- Cash flow positive
- Acquisition of Vircom; earnings accretive



STRATEGIC DIRECTION



Organic Growth

- new business growth direct and channel
- client retention
- growth in units under management
- continuous growth in earnings

+

Good Fit Acquisitions

- strong recurrent revenue flavour
- earnings accretive
- benefit from integration
- increased growth through upsell and cross sell to larger client base
- decrease costs through efficiencies
- improve margins of business model
- increase critical mass

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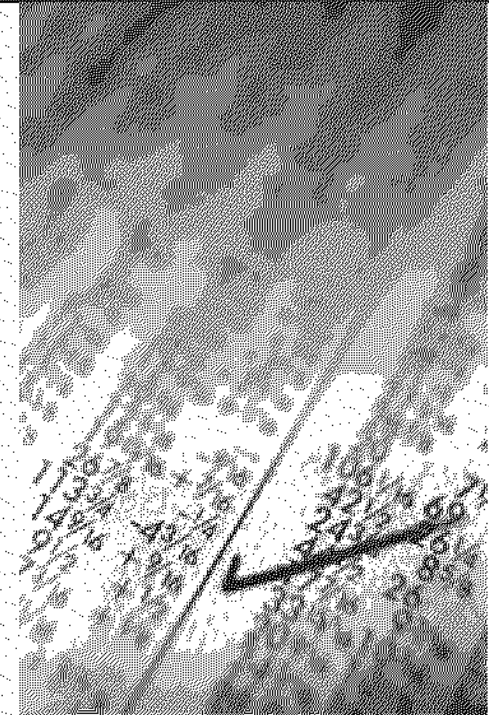
Change the Game

- strong annuity revenue
- diversified income base
- captured client base for further product opportunities
- larger sales footprint
- greater earnings
- greater financial capacity to pursue international growth
- higher share price
- dividends

CAPITAL STRUCTURE



- **79,570,496 shares on issue**
- **2.3m unlisted employee options on issue**
- **Share price 8.5c at 28/02/07**
- **Market Cap \$6.76m**
- **No debt**
- **Strongly cash flow positive and profitable**



WHAT'S IN IT FOR INVESTORS/SHAREHOLDERS?

- **Capital growth**
- **Share price, Earnings Sensitivity**

Earnings	X 10	X 15	X 20
\$600k	7.5c	11.3c	15.1c
\$1 mill	12.5c	18.9c	25c
\$1.5 mill	18.9c	28c	37.7c

- **Future dividends**
- **Low risk**

