



Simble

INVESTOR PRESENTATION
MAY 2018



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Simble

Company Snapshot

- ASX listed Australian technology company focused on **energy management** and mobility **SaaS** solutions
- Heavily oversubscribed IPO** in February 2018 raising maximum \$7.5m
- Tight share register with **10 institutions**
- Internet of Things** enabled energy platform with '2-way Smart Control' capabilities
- Fastest growing** energy management platform on the ASX

ASX Symbol	SIS
Ordinary Shares	
• Quoted¹	69,605,935
• Escrowed for 12 months from issue	1,214,51
• Escrowed for 24 months from admission	19,094,54
Total	89,915,000
Performance Shares²	40,000,000
Market Capitalisation	\$14.4 million
Share Price	\$0.16
Cash (31 Mar)	\$3.4m
Enterprise Value (EV)	\$11m
Top Shareholders	
Fadi Geha	13.4%
Tribeca Investment Partners	8.3%
Velasco S.A	6.1%
Regal Funds	5.4%
Top 20	68.3%

¹23,100,250 quoted shares are subject to voluntary escrow for six months from quotation.

² Performance Shares are issued in four separate classes. See Simble's pre-quotation disclosure announced on 20 February 2018 for further information.



Simble

What we do

Simble Energy Platform

- Real time visualisation, control and monetisation of energy systems
- SMEs target market
- Internet of Things enabled solution to remotely automate savings opportunities



Mobility

- White label mobile apps for enterprise and SME markets
- Recurring SaaS contracts, paid annually in advance
- Foundation of existing revenue stream (\$2.8m FY17) with blue chip customer base



McMillanShakespeareGroup



Simble

Our business vision



Data is de-commoditising
the energy industry



Energy intelligence is
a **currency** of the future



The Simble Energy **platform**
captures this value

\$6 Trillion

Energy traded annually¹

¹Source: BP Statistical Review of World Energy, Simble Estimates.

The Simble Energy Platform



Energy Visualisation & Analytics Platform

Enabling SME customers to save on energy bill



Internet of Things (IoT)

'2-way Smart Control' to remotely automate savings opportunities



Scalable SaaS Solution

Targeting the \$42.9b¹ energy management systems market which is forecasted to grow by 18.8% pa to 2021¹



¹<https://www.marketsandmarkets.com/PressReleases/energy-management-systems-ems.asp> (currencies have been converted to AUD at the date of 14 May 2018)

Technology Roadmap

Product enhancements yet to be implemented

'Rear View' Analytics

Conversion of data from energy and travel bills into sustainability metrics for enterprise CSR reporting



2009

Our Heritage



Real Time Analytics

First release of visualisation software which reads and reports live circuit level electricity consumption data for SME



2015

Platform Launch

Australian pilot projects



Circuit Control & Microgenerator Billing

IOT based platform enabling real time visualisation, control, & monetisation of energy systems for SME. Platform engineered to be hardware agnostic



2017

IOT Upgrade

UK pilot projects



Virtual Analytics

First mover data advantage supports release of forecasting tool for premises yet to integrate with our platform



2018

Data Flow

Commercial Rollout



Optimisation

Algorithms are embedded into the platform to identify efficiency and sustainability projects suitable for our users



2020

Data Harvest

Renewables platform



Virtual Generation

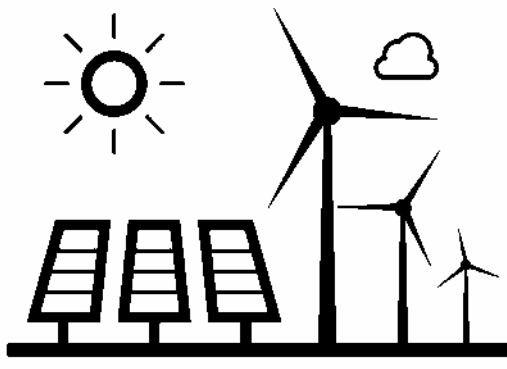
Surplus capacity from Renewable / Storage projects implemented by our users is collectively managed and sold into the grid



2022

Vision

Utility of the future



Target Market

- 7.7 million SMEs in Australia & UK
- SMEs make up **99%** of total **businesses** and are responsible for **13%** of the world's **energy demand**
- Energy bills **A\$100billion** per annum in **Australia** and the **UK***
- Potential savings **A\$20billion** pa by implementing smart energy technologies
- Legislative driven demand** as governments pursue energy efficiency policies



¹Sources: Warren, P. (2017) The Potential of Smart Technologies and Micro Generation in UK SMEs. Simble Estimates

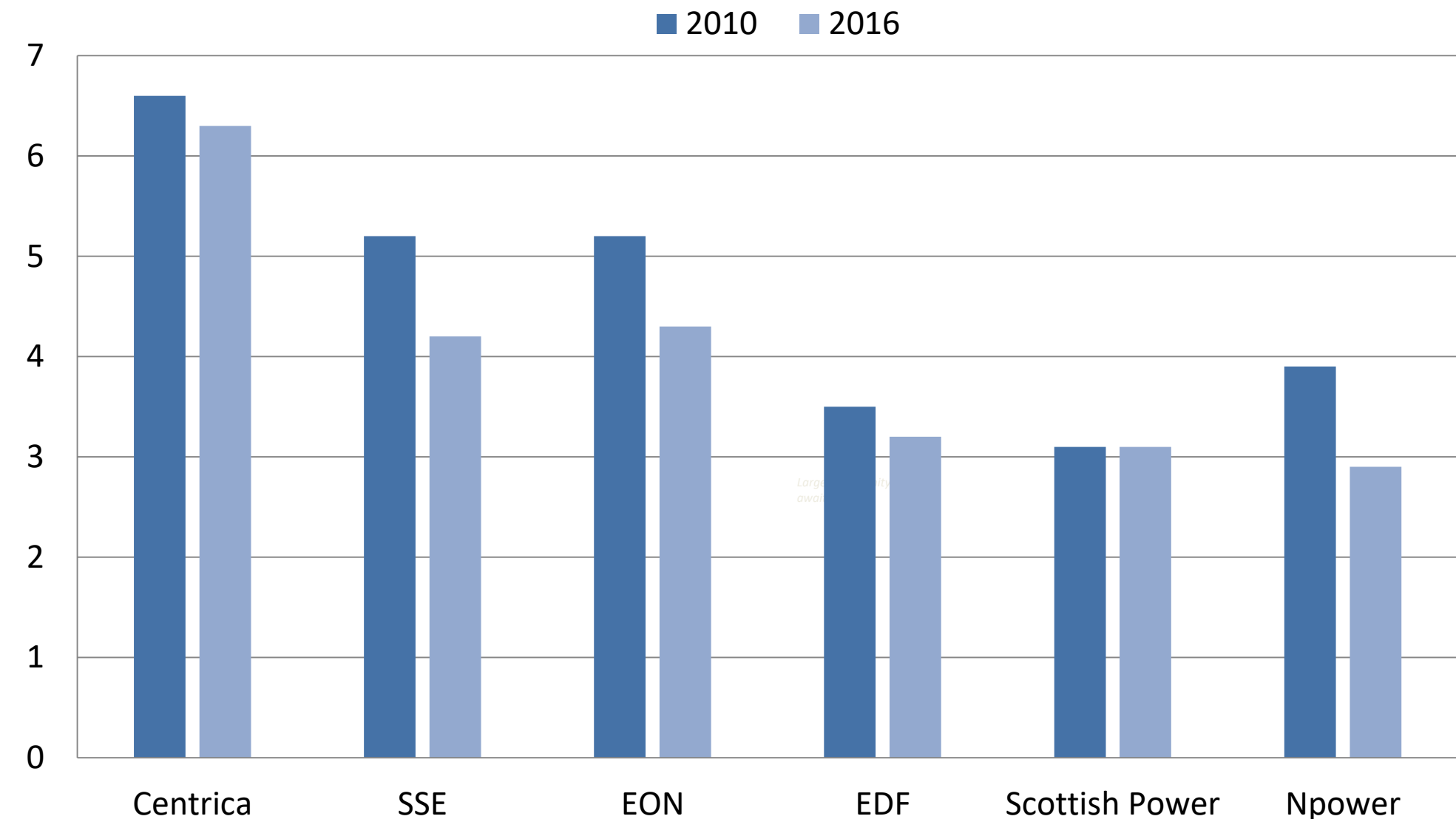
UK Legislation

- Mandated deployment of 53million smart electricity and gas meters by 2020.¹
- Lowers barriers for new entrants, representing major strategic threat for incumbent utilities
- 83% of SME energy consumers would consider an alternative provider, such as a telco or retailer²

1. <https://www.ofgem.gov.uk/gas/retail-market/metering/transition-smart-meters>
2. Accenture New Energy Consumer Handbook

Shifting Market Structure

Customers of UK 'Big 6' Utilities



Source: Bloomberg



Simble

How it Works

- 1 Channel partner engages SME
- 2 IOT sensors installed at SME by channel partner. Our platform is agnostic and can be connected to any device
- 3 Access to our platform is remotely activated
- 4 Our software's 'Measure and Verify' features analyse SME's base line energy consumption
- 5 Our software's '2-way Smart Control' features are used to action savings

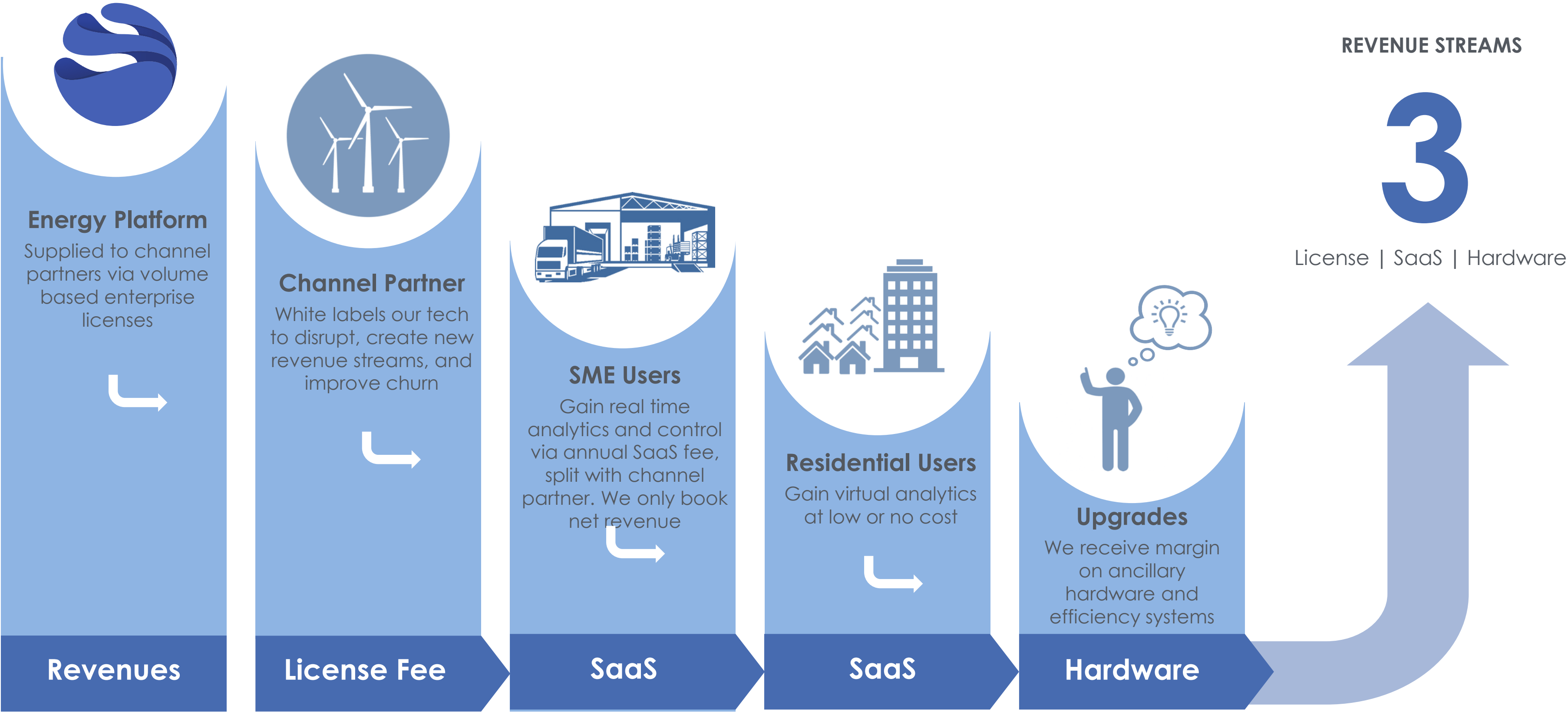


By saving 10 – 20% off their energy bill, our SME customers can realise an ROI within weeks



Simble

Commercial Model



CHANNEL PARTNER NETWORK

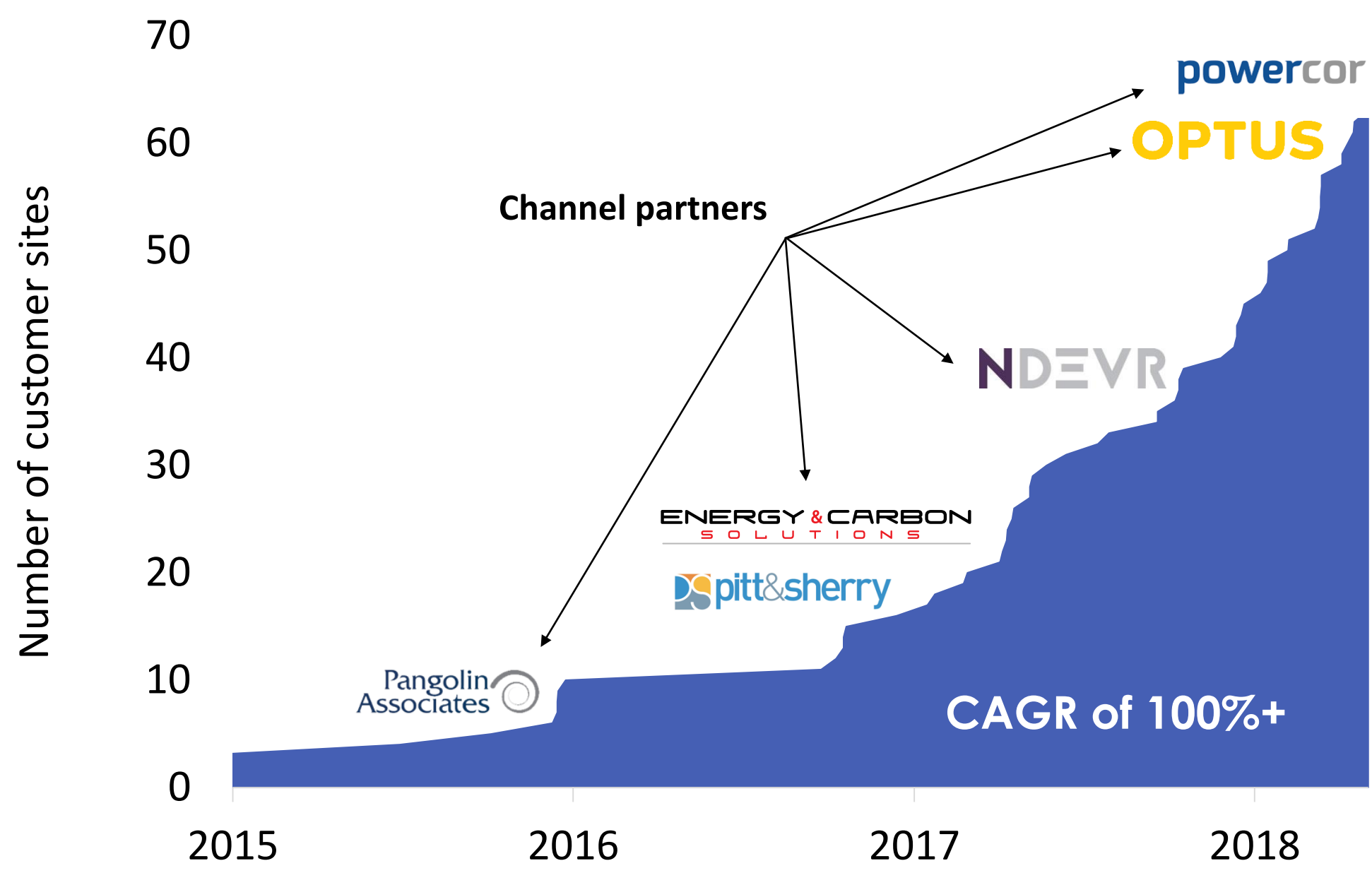


On track to shortly announce major new partners in Australia and the UK

SME Customers



Customers using the Simble Energy Platform



The Simble Energy Platform has seen a CAGR of 100%+ prior to signing up large channel partners

Opportunity Pipeline

We are on track to deliver key prospectus objectives

Identity	Status		Opportunity
	Dec Qtr	Mar Qtr	
Australian Energy Service Providers	Existing Customers	Further sites added	Upsell to further sites
UK Energy Service Provider	Completed trials	Channel partnership*	15 new customers / month
Major Lighting OEM	Trial pending	Channel partnership negotiation	30 new customers / month
2 x Small Utility	Negotiating trials	Negotiating trials	TBC
Major Telco (Optus)	Negotiating LOI	Channel partnership**	100 – 300 new customers / month
Major UK Bank	Contract negotiation	Trial underway	Total of 1000 branches
Major European Airport	Trial Pending	Channel partnership negotiation***	TBC
Major UK Metering Company	Demonstration	Demonstration	20 new customers / month

* refer to ASX announcement dated May 10th

** refer to ASX announcement dated April 3rd

*** targeting major air and land transportation hubs including a major European airport – trial pending

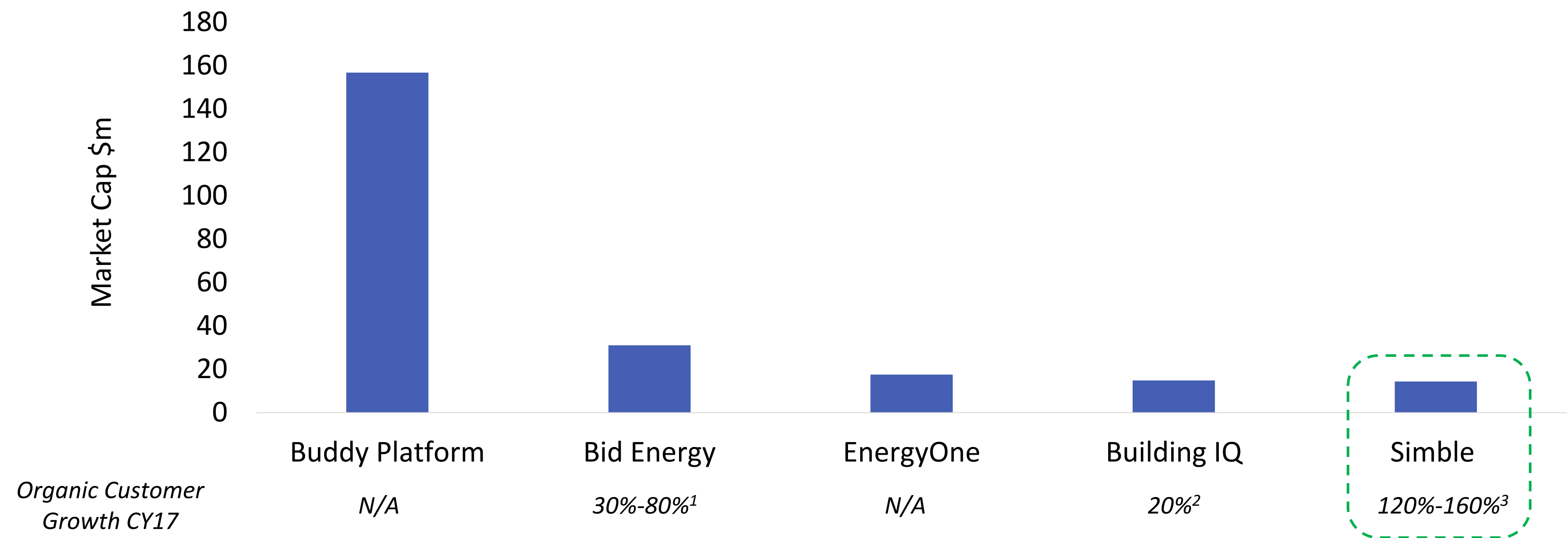
Opportunity Pipeline

We have also deployed IPO capital towards new opportunities

Identity	Status		Opportunity
	Dec Qtr	Mar Qtr	
Major Australian Technology Distributor	-	Contract negotiation	TBC
Local arm of Global Electronics Company	-	Contract negotiation	TBC
Australian Energy Service Company	-	Contract negotiation	TBC
Small UK Utility	-	Contract negotiation	TBC
UK Energy and Infrastructure Provider	-	Contract negotiation	TBC

Peer Comparison

ASX Energy Management Software Peers



Simple is the fastest growing energy management play on the ASX and offers the least demanding valuation

Sources: Company filings. Market cap data as of 11 May 2018

Notes:

- 1. Calculation based on number of customers (lower end) and number of meters under management (upper end)
- 2. Calculation based on number of buildings
- 3. Calculation based on number of meters under management (lower end) and customers (upper end)



Board of Directors



Philip Tye
Chairman

- Capital markets professional with 20 years experience in the investment banking and hedge fund management industries in Asia.
- Listing Committee of the HK Stock Exchange.
- Director of HFL Advisors Limited
- Member of the Institute of Chartered Accountants in England and Wales.
- Member of Remuneration and Nomination Committee and Audit and Risk Committee



Fadi Geha
CEO & Executive Director

- Engineer with over 25 years experience in enterprise software sales, consulting, and IT M&A.
- Founder of Simble enterprise SaaS business (formerly known as Acresta) and CEO for the past seven years.
- Senior management positions with SAP Australia and Accenture.
- Member of Remuneration and Nomination Committee



David Astill
Non Executive Director

- Legal professional with over ten years experience in corporate advisory and governance.
- Member of the Australian Institute of Company Directors. Admitted as a solicitor of the Supreme Court of Queensland and the High Court of Australia. Director of the Astill Legal Group
- Member of Remuneration and Nomination Committee and Audit and Risk Committee



Tharun Kupanda
Company Secretary

- Significant experience in managing the corporate secretarial functions of ASX listed technology, gaming and mining companies and large unlisted public companies.
- Member of the Law Society of NSW and an Associate of the Governance Institute of Australia.



Simble

Executive Management



Fadi Geha
CEO & Executive Director

- Engineer with over 25 years experience in enterprise software sales, consulting, and IT M&A.
- Founder of Simble enterprise SaaS business (formerly known as Acresta) and CEO for the past seven years.
- Senior management positions with SAP Australia and Accenture.



Mark Duke
Chief Financial Officer

- 14 years Executive Management in multi-national financial and technology firms, including Findex and GE Capital
- CEO, COO and CFO, positions at Crowe Horwath, Australia
- VP European Finance for Security Capital Group throughout its NYSE listing, prior to its \$4bn takeover by GE



Bill Dimopoulos
Head of Sales & Marketing

- 25 years experience in sales, marketing and leadership positions.
- Track record of building the revenue profiles of mature, SME, and start up businesses to in excess of \$100million.
- Formerly HP Australia, Hutchison Telecom Australia, Optus Australia, Symmantec, Oakton, NBN Co



Kalana Navaratne
Head of Strategy

- Transformation and technology expert in the utilities and smart home industries.
- Worked in analytical and advisory capacities for three of the UK's six largest utilities – including British Gas, E.On and npower.



Martin Hannah
Chief Technology Officer

- 30 years experience in Enterprise Software and ICT industry
- Previously held senior management positions in multi-national technology and software companies
- Experience in employing Cloud, Hybrid and Miniature computing technologies, having led companies through local and international expansion.



Simble

Investment proposition

- Proven management team with track record of creating value in ICT industry
- Fastest growing energy management company on the ASX
- On track to shortly announce major new partner and customer wins in UK and Australia
- Tight share register with 10 institutions and significant inside ownership
- Undemanding valuation versus other ASX energy management plays

Contact



Simble



+61 2 8208 3366



Level 12,
6-10 O'Connell Street,
Sydney NSW 2000



www.simblegroup.com

Investor enquiries:

Tharun Kuppanda
Company Secretary
+61 2 8016 2875
cosec@simble.io

Media enquiries:

Krissie Vitasa
Media & Capital Partners
+61 434 131 579
krissie.vitasa@mcpartners.com.au



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