Simble

ASX ANNOUNCEMENT

08 November 2018

Simble launches disruptive Virtual Analytics App into UK residential market

Highlights

- Simble launches into UK residential market, unveiling disruptive new software product - the "Virtual Analytics App"
- Platform targeted at UK energy retailers offering advanced analytics to end-customers in multichannel customer journey
- Go-to market strategy supported by technology collaboration with Utiligroup, which services over 100 utilities and metering companies, handling data for over 7 million underlying end-customers
- Potential gateway for mass market penetration as UK government mandated smart meter rollout to 53 million homes and businesses enables accelerated, low cost deployment, eliminating requirement for onsite hardware installation
- Discussions are very advanced with energy retailers to take white-labelled solution to market

Simble Solutions Limited (**Simble** or the **Company**), is launching into the UK residential market after unveiling a disruptive new software product targeted at UK energy retailers, the Virtual Analytics App (**Virtual Analytics** or **the App**). Presented at Utiligroup's Innovation Showcase alongside the European Utility Week 2018 in Vienna, Austria, Virtual Analytics is designed to enable the *digital utility of the future* offering advanced analytics to their end-customers in a multichannel customer journey.

Built on the existing technology infrastructure of the Simble Energy Platform, Virtual Analytics represents a disruptive enhancement and potential gateway for mass market penetration in the UK residential market. The App is a highly scalable and low-cost solution, delivering remote analytics without the need for onsite hardware installations. Designed for energy retailers to offer white-labelled to their residential customers, the Virtual Analytics App offers a market-leading energy dashboard connected to the smart grid.

Simble's go-to market strategy is supported by a technology collaboration with Accel-KKR backed energy service provider Utiligroup Limited (**Utiligroup**). Servicing over 100 utilities and metering companies, Utiligroup offers a range of software solutions to help energy retailers enter and grow in the UK energy market. Utiligroup handles data for over 7 million underlying end-customers. Accel-KKR, a technology-focused investment firm with over $5 billion in capital commitments, acquired Utiligroup through its services company Energy Services Group (ESG) for £100m in 2017.

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Virtual Analytics is expected to generate recurring subscription and Software-as-a-Service revenues linked to the number of end-users using the App. Revenues will be recognised on a pro-rata basis over the contract life.

Commenting on the launch, Simble CEO Fadi Geha said: “By digitizing the customer experience, utilities can improve customer satisfaction, lower costs and increase revenues over the long-term. As competition intensifies and consumers are empowered by their smart meters, the Virtual Analytics App offers a source of differentiation for the next generation of utility. Our partner Utiligroup services over 80% of the utilities market and we look forward to helping these energy retailers transform themselves ahead of the curve using our disruptive software technology.”

Mark Coyle, Chief Strategy Officer at Utiligroup commented: “We are excited to be working alongside Simble, a partner whose commitment to make utilities smarter for everyone in the digital age is aligned closely with our own. The Smart DCC will bring profound changes to the energy landscape in just the next few months through secure, interoperable smart metering at scale and we are confident that end-customers will benefit from the energy understanding, control and innovation this unique value proposition creates.”

Market & Technology

Simble’s entry into the UK utilities industry comes at a time of heightened competition within the space and rising demand for value added technologies such as the Virtual Analytics App.

As of October 2018, there were more than 70 energy retailers operating in the UK market, a new record and a circa four-fold increase over the past decade. Competition is being stimulated by the UK Government’s mandated rollout of smart electricity and gas meters, which is poised to accelerate.

By 2020, the UK Government has legislated deployment of 53 million smart electricity and gas meters to all homes and small businesses. The rollout is being led by energy suppliers, who are responsible for installing smart metering equipment. As of October 2018, there were over 13 million smart meters installed, representing approximately 25 per cent of the UK Government’s 2020 target.

The Virtual Analytics App allows utilities to differentiate against competitors by offering smart analytics solutions to their customers, and furthermore use the data to identify and drive new revenue opportunities. Simble’s technology offers utilities the ability to analyse customer attributes and behaviours and define customer groups by predictive criteria such as willingness to pay for specialised services or susceptibility to switching.

Smart meters and the smart grid form the foundation of the Virtual Analytics App, supplying the volumes of data from households and business. The data infrastructure is managed by the Data Communications Company (**DCC**). The data is captured and analysed by Simble’s powerful machine learning technology infrastructure and the array of means used to analyse information ranges from local diagnostic tools to highly complex planning instruments. The insights are delivered to the end-used in a beautiful and responsive mobile application allowing utilities to *engage, educate* and *empower* their customers.

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Commenting on these industry trends, Fadi Geha noted: "By delivering IoT enabled analytics and control capability, we are allowing utilities to drive greater engagement with their customers. With 75 per cent of the Government's rollout still awaiting completion by the 2020 target, we are excited by further opportunities arising from this program".

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About Utiligroup

Utiligroup is the leading single-source enabler of expert Software as a Service to competitive leaders in the UK energy market. Its software enables optimised market entry, competitive growth at scale, operational performance optimisation and smart enablement for new entrant energy suppliers, metering service companies and technology innovators to the UK sector. Utiligroup complemented a majority investment process with Accel-KKR in 2017 and is now the European arm of Energy Services Group (ESG). Accel-KKR, a technology-focused investment firm with over $5 billion in capital commitments.

About Simble

Simble Solutions (ASX:SIS) is an Australian software company focused on energy management and mobility solutions. The Simble Energy Platform or 'SimbleSense' is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. The Company's Software as a Service (SaaS) platform has Internet of Things (IoT) capabilities and empowers enterprises and consumers to remotely automate energy savings opportunities to reduce their energy bill. Simble operates in the SME SaaS market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Sydney and Melbourne (Australia), London (UK) and Da Nang (Vietnam).

Simble

ENERGY
RE-IMAGINED.

European Utility Week 6-8 November 2018

Vienna, Austria

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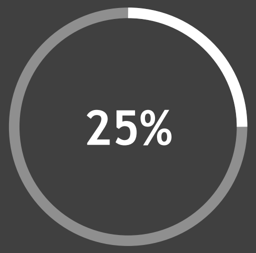
Simble

Our Mission

Leveraging smart IoT solutions
we turn data into insights
and help shape a sustainable world

The UK Energy Market
A Changing Landscape

The UK has emerged as a global leader in energy efficiency. The UK government has mandated the deployment of 53 million smart meters to all homes and businesses by 2020. The Data Communications Company (DCC) manages the UK's data and communications infrastructure to support the mass roll-out of smart electricity and gas meters.



Smart meter rollout

Over 13 million smart meters have been installed, representing approximately 25 per cent of the UK Government’s 2020 target.

Smart Metering -
Threat and Opportunity

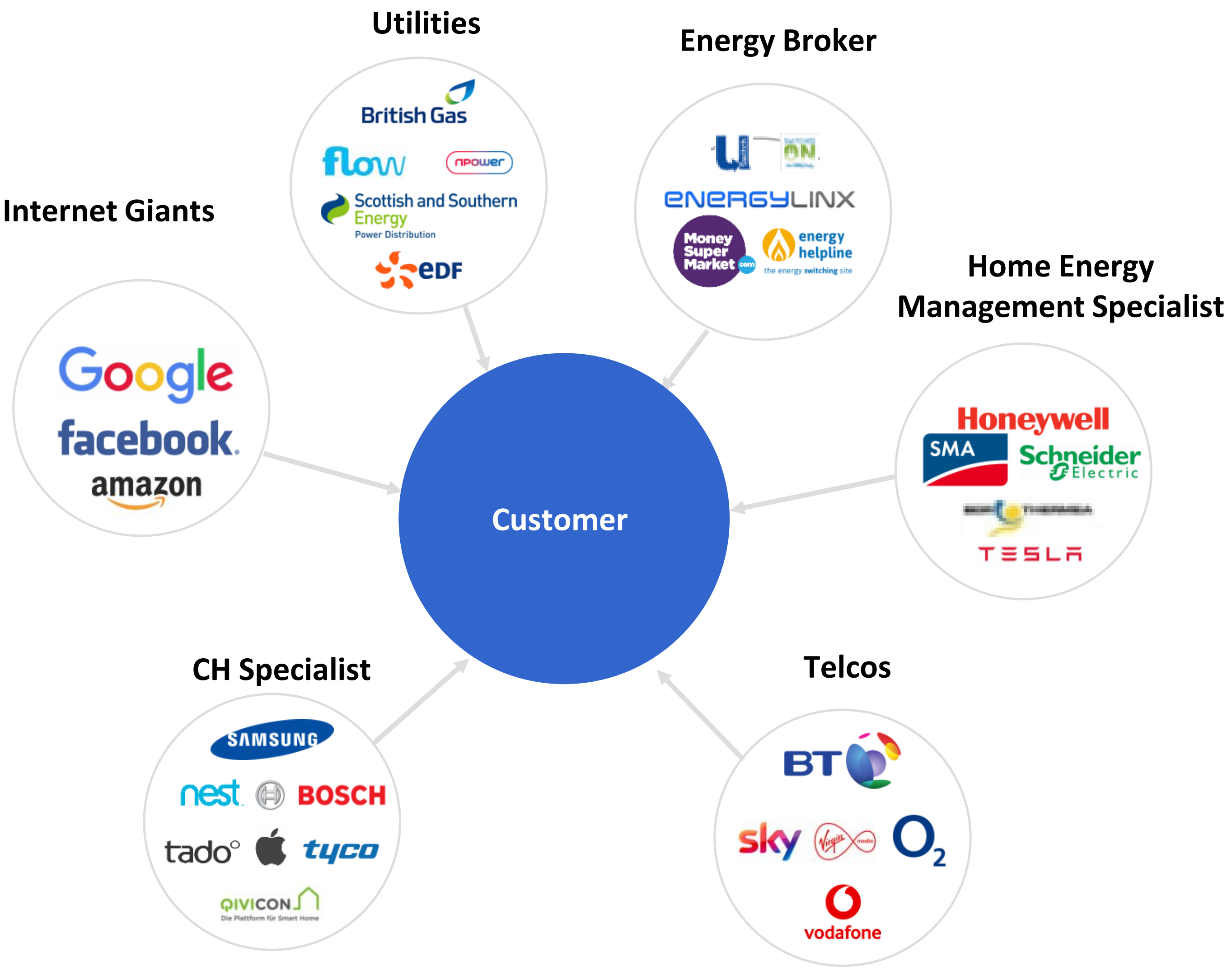
Opportunity

Government regulation and policy are helping to create new market opportunities.
Those that develop capabilities around "the art of what is possible" will win

Competitive landscape for energy retailers

- New competitors to utilise smart meter data
- 24 hour switching services
- Regulatory changes
- Reduced entry barriers

→ Risk increases that competitors seize new business opportunities



But the changing landscape provides an opportunity for utilities to take a proactive role in becoming the consumer provider of choice

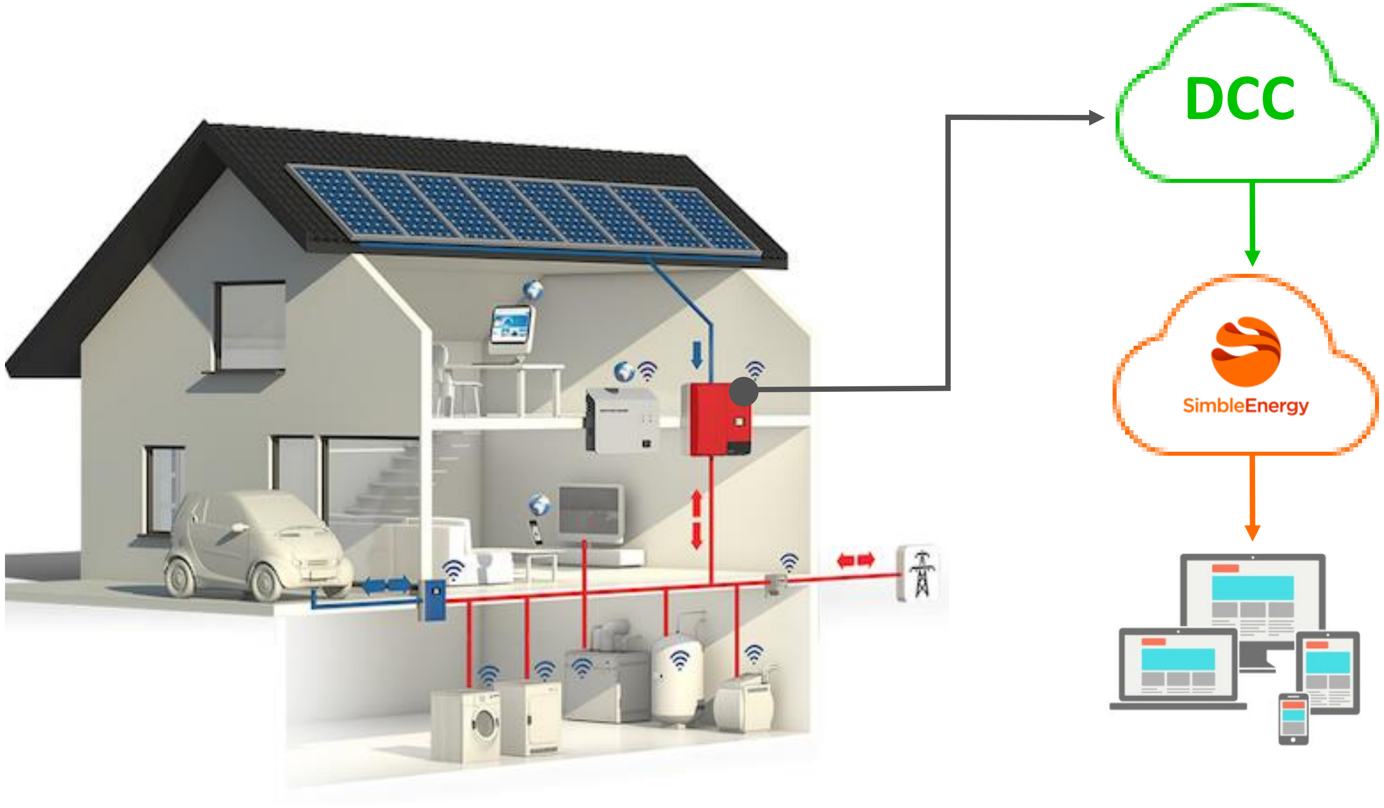
Simble Empowers

Taking Advantage of the DCC

Using the DCC (WAN) to ingest smart meter data is cost-effective, simple and scalable as it eliminates requirement for onsite hardware installation.

It is non-intrusive and provides a simpler journey than working within the Home Area Network (HAN), which requires a gateway (hardware) and installation.

Simble's powerful technology captures and analyses these data streams.



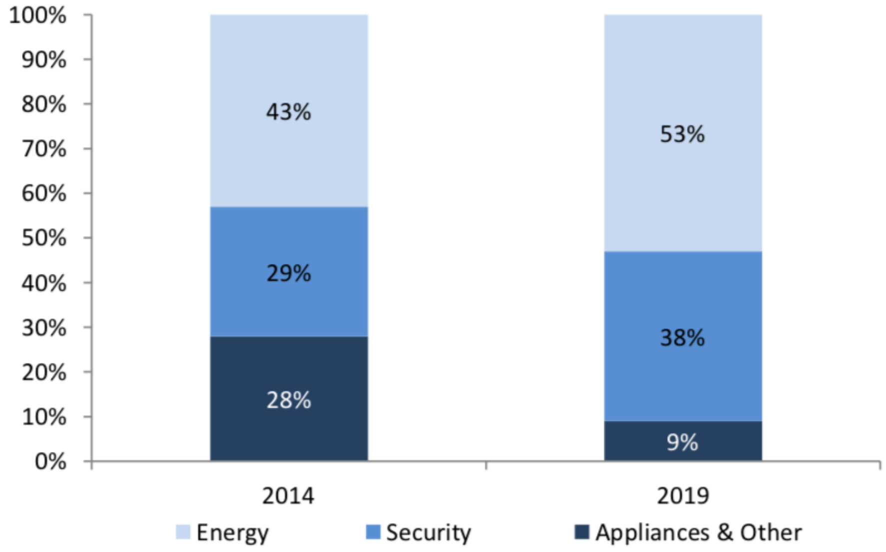
Customer Expectations

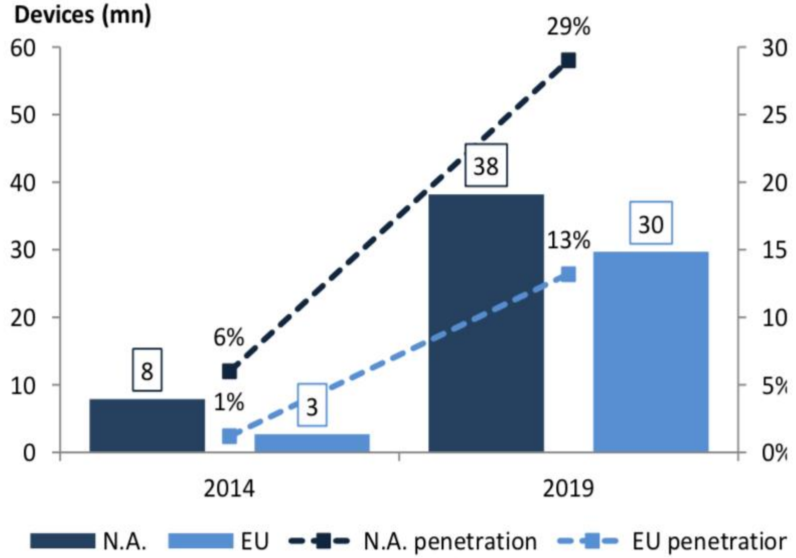
Key headlines from a Simble survey on customers in the energy market

- ➔ Energy retailers should help **reduce energy consumption and costs**.
- ➔ Energy saving products should be kept **simplistic**: offer a concrete range of devices, with clear functionalities.
- ➔ Energy saving products should be **easy to use and easy to install**.
- ➔ Energy saving products should offer a **clear payback**.
- ➔ Customers prefer to buy **smart products from an energy provider**.

- ➔ **Smart energy products** must include:

LED lighting
Smoke and CO_2 alarms
Thermostat
Temperature Sensors
Energy Auditors and Monitor Tools
Timer Controllers
Water Saving Kits
Lighting Dimmers
Color Controls
Security Monitoring
Back-up Generator



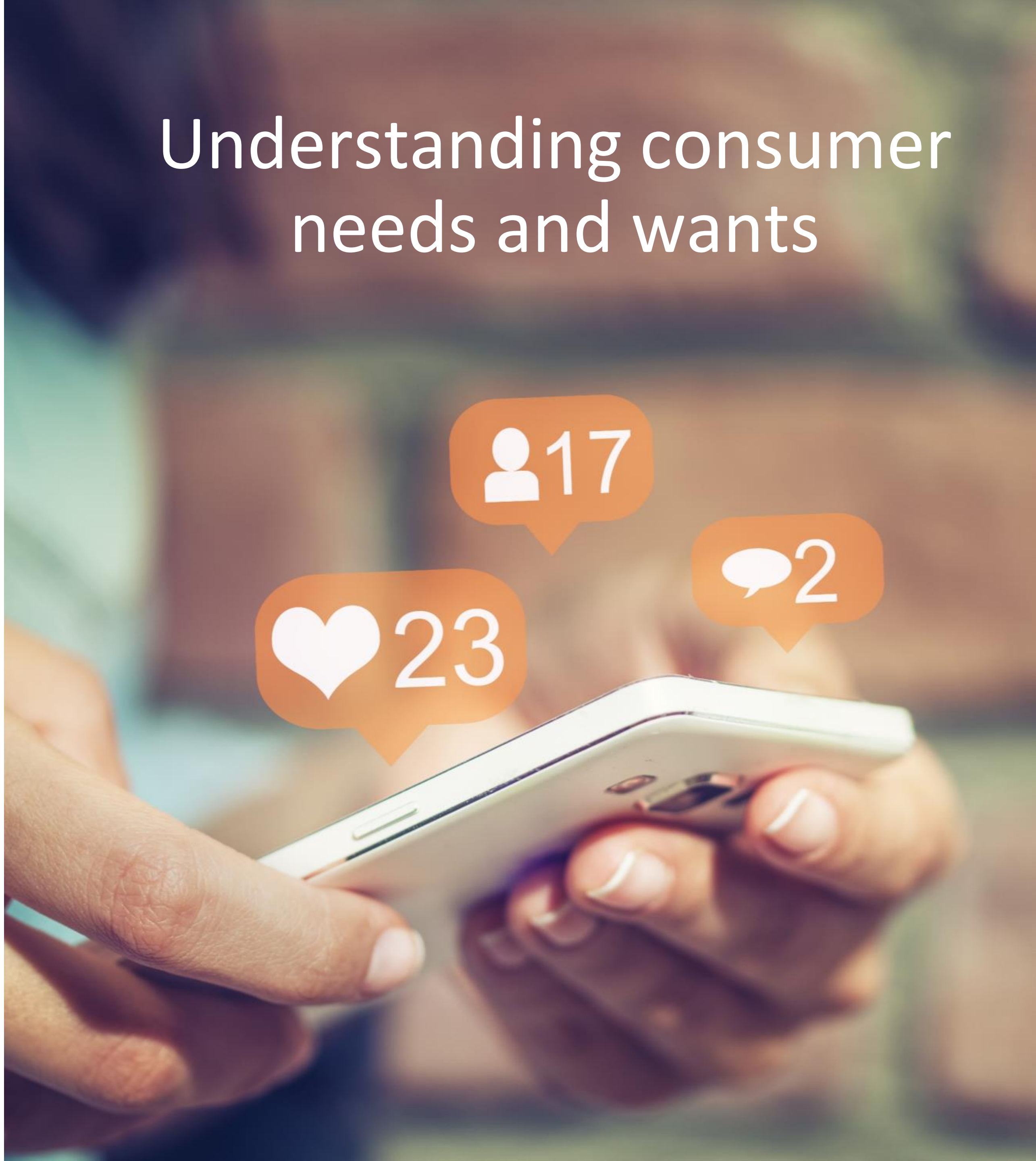


N.B., excludes smart meters.
Source: Berg Insights, RBC Capital Markets

Energy retailers are seen as trusted sources when considering energy solutions

	Purchase propensity	Energy provider preference	Most important needs per product area
Energy tracking incl. solar management	70%	68%	63% Save money 40% Control energy use 30% Optimise energy usage behaviour 22% Protect environment
Heat control	66%	48%	50% Save money 34% Optimise energy usage behaviour 31% Increase comfort 22% Control heating

Understanding consumer needs and wants



150 times / day

The average person in the UK checks their phone 28 times per day, millennials up to 150 times per day

Over 50%

One in two consumers are likely to switch brands if a company doesn't anticipate their needs

9 out of 10

It is estimated that 89% of businesses are soon expected to compete mainly on customer experience

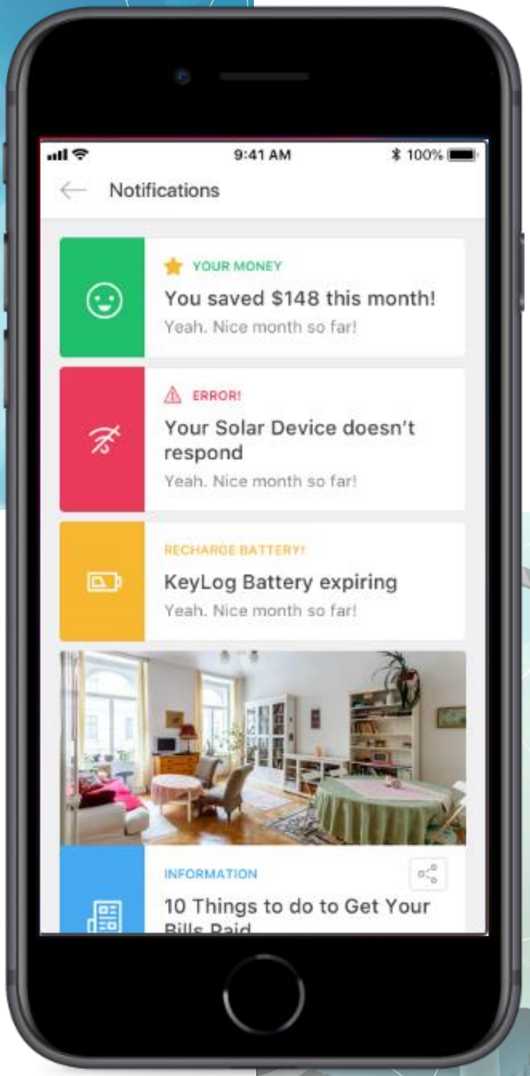

Simble
utiligroup
An ESG Company
9:41 AM
100%
Dashboard
1590
POINTS
Monthly Summary
kWh
£
CO2
TARGET
ESTIMATED USAGE
104.56
kWh
BREAKDOWN
MONTH
YEAR
Total Usage
100 kWh
Target Tracking
26%
Actual v. AVG
4%
SUMMARY
BUDGET
CHARTS

Virtual Analytics App: Built with the customer in mind.

Designed for energy retailers to offer white-labelled to their residential customers, the Virtual Analytics App offers a market-leading energy dashboard connected to the smart grid. Personalised insights are delivered to the end-user as a beautiful and responsive mobile application allowing energy service providers to engage, educate and empower their customers.

The 3 E’s


1,590
YOUR POINTS
RECENT ACHIEVEMENT
Forester
You saved 100 trees!
23
POINTS
All
Received (12)
Upcoming (39)
Boy Scout
Add 3 devices
23
POINTS
Sunny Day
Generate Solar 4000m...
23
POINTS



- Personalised recommendations
- Smart notifications
- Rewards system
- Advanced segmentation modelling

01

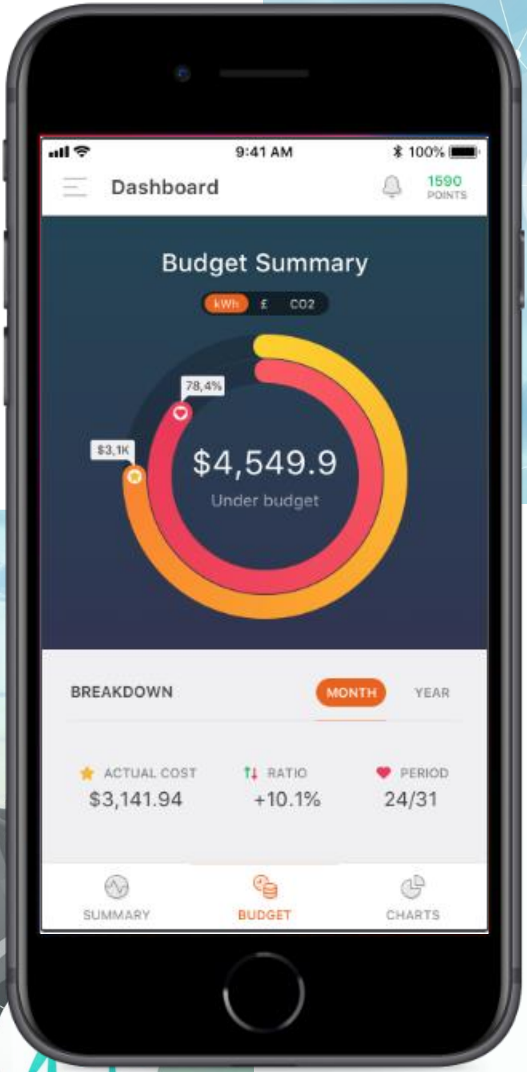
Engage

"We cannot always control what we encounter, but we can always control how we engage it" - Jerry Corstens

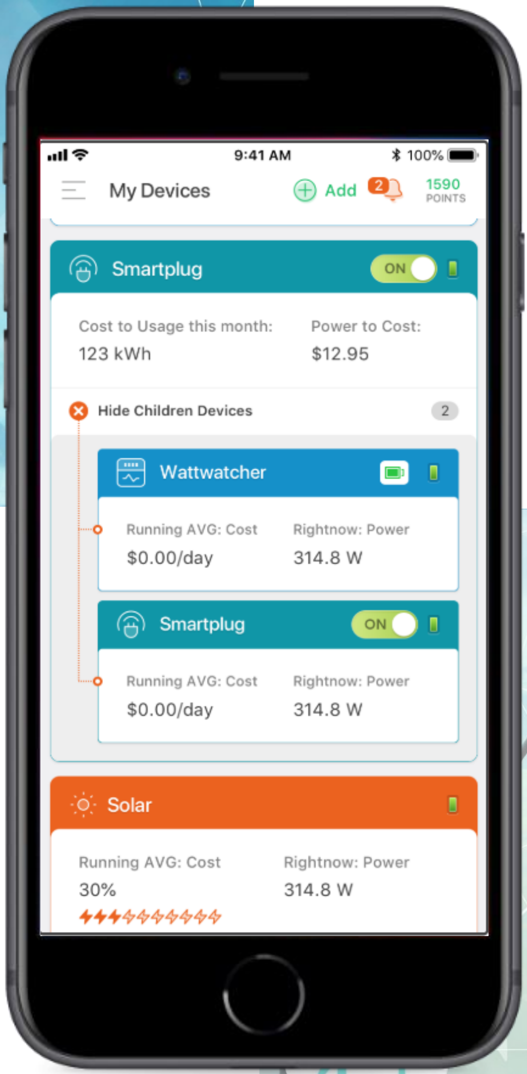
02

Educate

"Education is for improving the lives of others and for leaving your community and world better than you found it" - Marian Wright Edelman



- Individualised budgeting tools & news feeds
- Comparison modules
- Individualised consumption insights
- Gamification and sharing on social media



- ✓ IoT enabled 2-way smart control
- ✓ Machine learning insights
- ✓ User empowered to make change

03

Empower

"The beauty of empowering others is that your own power is not diminished in the process. On the contrary, it's greatly enhanced by those that you empower" – Fadi Geha CEO, Simble

Customer Journey

DCC App

Highly scalable, low cost solution

offered as a beautiful "off the shelf" mobile application with company branding. Continuously enhanced by Simble.

Utility offers app to customers

White labelled for download

offered to customers via smart meter enrollment. Utility provides customer and meter credentials to Simble database.

Customer **engaged**

Digital customer experience

through engaging, playful and user friendly dashboard. Utility builds trusted relationship with customers.

Customer **educated** on performance

Educational features

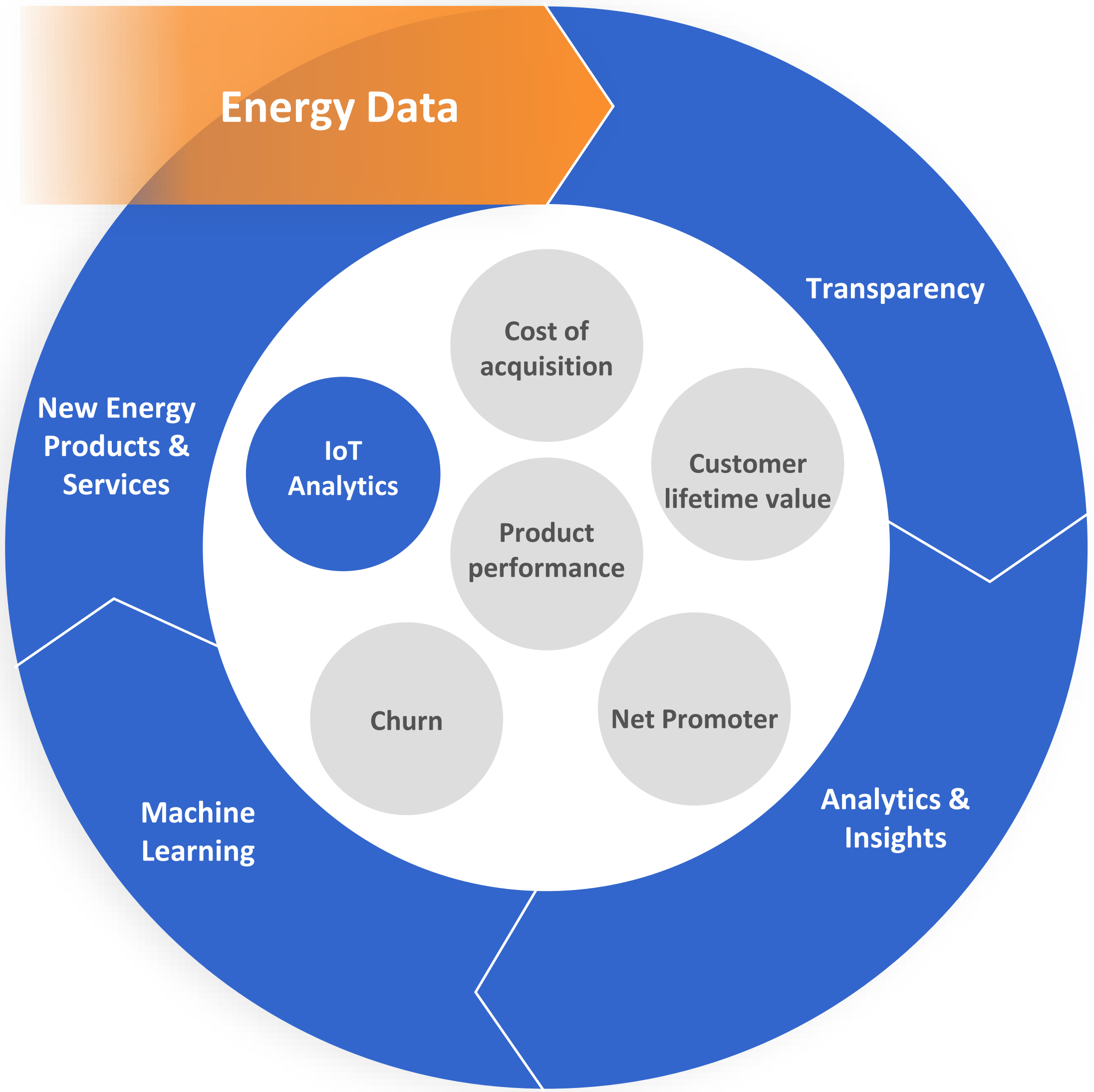
help customers understand performance metrics of their home. Powerful data infrastructure delivers personalised budgeting and diagnostic tools.

Customer **empowered** to improve

Customer satisfaction

due to digital, multichannel customer journey. Value-added technology empowers customers to succeed and in return creates stickiness.

Energy Data transformation into insight



Energy Dashboard

- ✓ Consumption tracking normalised with weather data ingestion overlaid
- ✓ Customised reporting of usage & cost
- ✓ Different views for energy vs financial vs environmental
- ✓ Site comparison

Energy Analytics

- ✓ Accurate forecasting and budgeting
- ✓ Bill Validation
- ✓ Notifications and alerts
- ✓ Customised tariffs

Machine Learning

- ✓ Machine Learning creating new segments community
- ✓ Comparisons & Benchmarking
- ✓ Solution Sizing (HVAC, Solar PV, etc.)

New Energy Products & Services

- ✓ Enabling targeted energy investments
- ✓ Control and Automation (Rules engine)

Enabling long-term value for customers and energy retailers

Our domestic Virtual Analytics app helps build long-lasting high value customer relationships, increase stickiness and reduce churn.

Acquisition/Renewal

Virtual Analytics is a low cost solution to acquire new and retain existing customers

Acquisition/Renewal

Targeted

Target the right energy solutions for the right customers

3+ months

E2E solution design

Solution sizing and ROI benefits

Incorporate energy **policy** incentives or utilise potential tax incentive schemes

6+ months

Increase Revenue per customer

Measure and verify customer investments

Maintain customers for longer contract periods

Offer **greater assurance & confidence in ROI** when providing financing solutions

Bundling propositions with energy contracts

2-5 years

Simble

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