



ASX ANNOUNCEMENT

20 May 2021

ANNUAL GENERAL MEETING PRESENTATION

In accordance with the ASX Listing Rules, the Chairman's address and CEO presentation to the Annual General Meeting ("AGM") are appended.

This announcement has been approved for release by the Board of Directors.

Kim Clark

Company Secretary

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Simble Solutions Limited
ABN: 17 608 419 656



Chairman's Address to Shareholders
2021 Annual General Meeting

Ladies and gentlemen, my name is Ben Loiterton, and I am the Non-Executive Chairman of Simble Solutions Limited. I was previously a Non-Executive Director of the Company since being appointed in July 2019 and was appointed Chair at the last AGM on 1st June 2020.

It is my pleasure to address you today at our 2021 Annual General Meeting.

The Financial Year 2020 (ending 31st December) was in many ways an unprecedented and very challenging year. COVID-19 had a significant impact on business activity everywhere and resulted in many challenges for Simble including frustrating new growth initiatives and delays in expected revenue, especially in the UK.

This came off the back of the Company's own particular challenges faced in the 2019 year, which the board and executive team have worked tirelessly to address over the past 18 months. We have made the necessary tough decisions to streamline operations, reduce operating costs, pay off legacy liabilities, refocus revenue efforts, develop new product offerings, and by raising equity capital to put the company on a sound financial footing.

Our 2020 financial results, as detailed in the Annual Report, showed a tremendous improvement on 2019 led by Software as a Service (SaaS) revenues from the Simble Energy division which increased by 19% year on year. The main driver of revenue growth was the increase in connected customer sites on the SimbleSense platform, onboarded through our growing network of channel partners.

This coupled with our continuing program of vigilant cash and expense management, and gradual balance sheet improvement resulted in a significantly improved financial position at the conclusion of 2020. Our near-term financial objective is to become self-sustaining, cash flow positive and profitable.

These initiatives have significantly improved the economic stability of the Company and will allow Simble to pursue current and new opportunities as demand for smart energy technology continues to rise. We are focused on the various opportunities in the pipeline in both the Australian and UK markets.



In March of 2021 this financial transformation was boosted by the early conversion of \$1.18M of convertible note debt, which had the effect of extinguishing the major liability on our balance sheet.

With the Company's finances in a stronger state relative to a year ago, the board feels the company is now well positioned to pursue growth in the fast-growing global market for technology that activates energy efficiency, renewable energy transition, and user-friendly data monitoring, in a World that is now moving swiftly towards a carbon-zero future.

We have sharpened our strategic focus to marketing our Software as a Service (SaaS) products in the clean energy, carbon reporting and workforce mobility sectors, and we have seen pleasing growth in our SaaS recurring revenues.

We are currently pursuing new commercial customers, and in particular new sales channels, with partners in the solar, LED lighting, energy efficiency and carbon reporting sectors. We recently announced two major new solar energy customer channels with Juice Capital and United Solar, both of which have substantial solar installed customer bases, and orders from both of these companies are building already steadily.

We are also identifying acquisitions of businesses that complement these themes, and which augment our technology suite and distribution pathways to market as we aim to become a leader in the carbon-zero and energy management software sector.

There has been recent strong growth in the global market for products such as ours which assist businesses, government and homes with managing energy usage and carbon emissions.

As a Company we are committed to a doing our bit to contribute to the Global drive for a sustainable planet by creating and deploying software technology.

I would like to thank Philip Tye for his services as a director and chairman of the Company since the IPO in February 2018 until his retirement from the board in December 2020. The Company benefitted greatly from Philip's contribution and he has also been a supportive shareholder and participant in equity issues undertaken by the company during the reporting year.

The board welcomed Darryl Flukes as a Non-Executive Director upon Philip's retirement, and we are very pleased with Darryl's stable dedication and excellent contribution to the board, in particular with regards to his experience in the energy retailing and solar generation sectors.

We are very thankful for the support of our shareholders (including staff and directors) for contributing to equity placements to recapitalise the company over the past 18 months and put Simble on a firmer footing to face the opportunities that lie ahead.



I would also like to sincerely thank the management team, our staff and my fellow directors for their hard work and focused determination in what was a challenging but transformative year for Simble. These efforts have positioned the Company for an exciting future ahead.

On behalf of the Board, I would like to thank you again for your ongoing support.

I will now hand over to Ronen Ghosh, Simble's Chief Executive Officer, who will present the Company's future strategy for 2021 and beyond.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ben Loiterton', is positioned above the printed name.

Ben Loiterton

Chairman

ENDS



Simble

Simble 2021 AGM

ASX Code: SIS

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Simble Solutions

Simble is a software company focused on energy management, carbon & sustainability reporting and Internet of Things (IoT) solutions.

Simble's suite of Software-as-a-Service products allows users to monitor, control and optimise their energy consumption in real-time through the cloud via Internet of Things (IoT) technology.

Mega trends driving our business:

Net Zero | Distributed Energy Resources| IoT

SIMBLE: OUR VALUE PROPOSITION

Macro environment is in our favour

- Energy efficiency and energy management are key topics for 2021 and beyond
- Growing need for understanding and interpreting Energy and IoT data.
- Businesses are launching their Net Zero journeys
- Climate change focus and regulatory response – doing nothing is no longer acceptable
- Distributed Renewable Energy growth
- Energy Intelligence is the currency of the future

Our competitive advantage

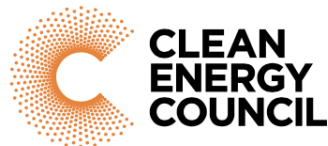
- World class software, built to scale on Amazon Web Services
- 15M+ data points processed per day and counting
- Validation by local and global partnerships in the energy, solar and LED lighting sectors
- Strong customer base ensures growing recurring revenues
- Very lean cost structure moving forward
- Global market opportunities still in sight

“It is within our power to build a future of renewable energy and green infrastructure that protects people and planet and ensures prosperity for us all”

- Antonio Guterres, UN Secretary General

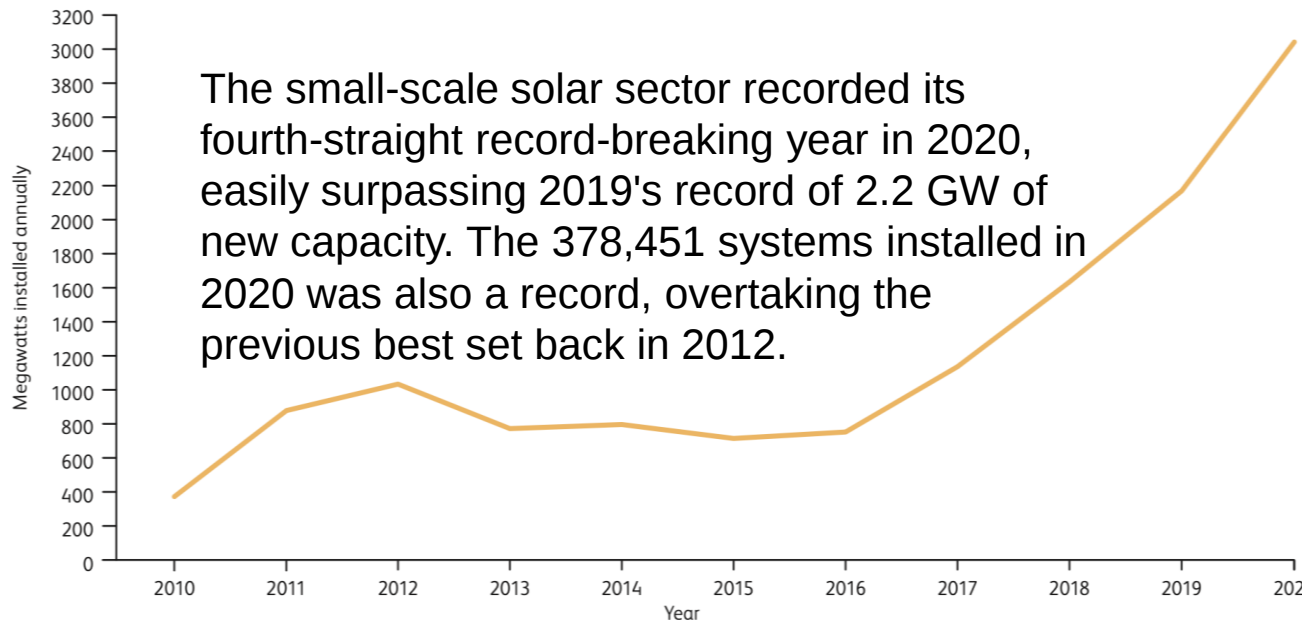
CLEAN ENERGY AUSTRALIA

REPORT 2021

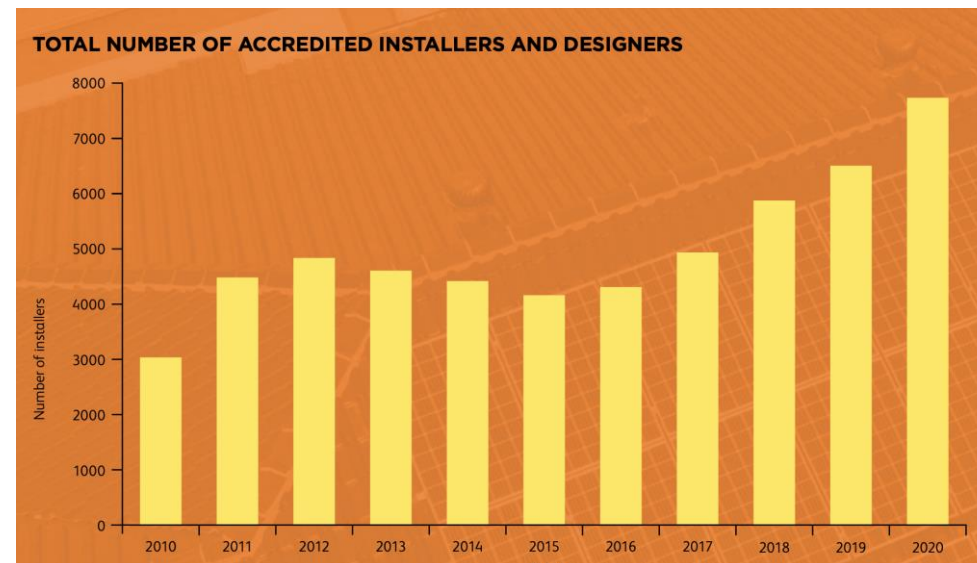


378,451
rooftop solar installations
in 2020

ANNUAL INSTALLED CAPACITY OF SMALL-SCALE SOLAR SYSTEMS UP TO 100 KW



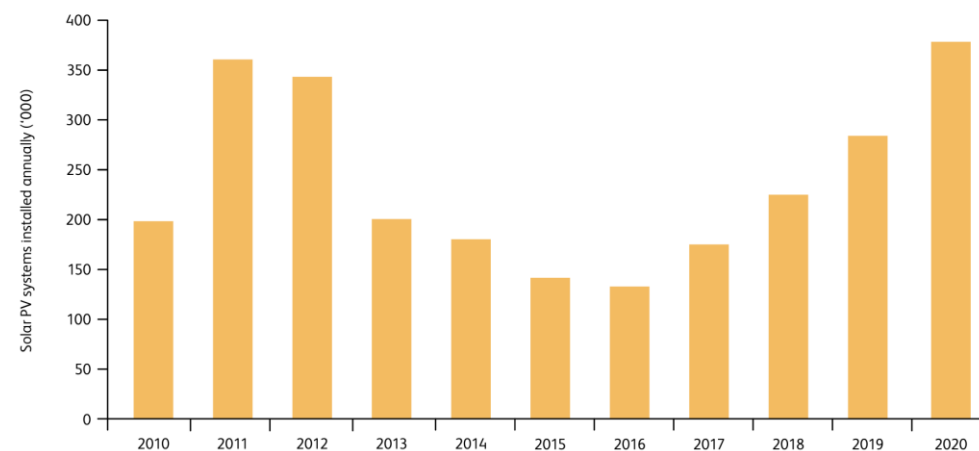
Simple Solutions Commercial in Confidence May 2021



TECHNOLOGY PROFILES

SOLAR SMALL-SCALE: SYSTEMS UP TO 100 KW (CONTINUED)

ANNUAL SOLAR PV INSTALLATIONS⁸⁷



SIMBLE PRODUCT OVERVIEW

Commercial sustainability solutions to help businesses improve their efficiency and reduce their environmental footprint

SIMBLE ENERGY SUITE



Sustainability & Carbon Intelligence Suite

Carbon emission measurement, monitoring and reporting



Energy Intelligence & Analytics Suite

Analyse, control and automate energy usage



Business Productivity Suite

Workforce mobile apps for enterprise customers



THE SIMBLE ENERGY PRODUCT PORTFOLIO



WHAT WE DO:

Energy software solutions available as entry-level applications or as premium hardware bundles supporting live data collection for energy consumers. Allows businesses to understand their usage and reduce energy consumption remotely using IoT technology.

KEY FEATURES:

Circuit Level Monitoring | Data Analytics | Monitor & Control
Measure & Verify | Multi Site Comparison | Reporting

DOMESTIC



SME



LARGE | INDUSTRIAL | MULTISITE



ENTERPRISE



SIMBLEHOME APP

Residential Energy App,
connects to smart meters as
well as energy sub-meters



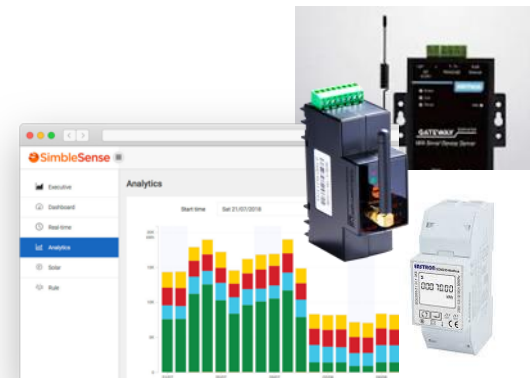
SIMBLECONNECT

Business Energy App,
entry-level solution



SIMBLESENSE + IoT

Business Energy Platform,
feature-rich with hardware



CARBONVIEW

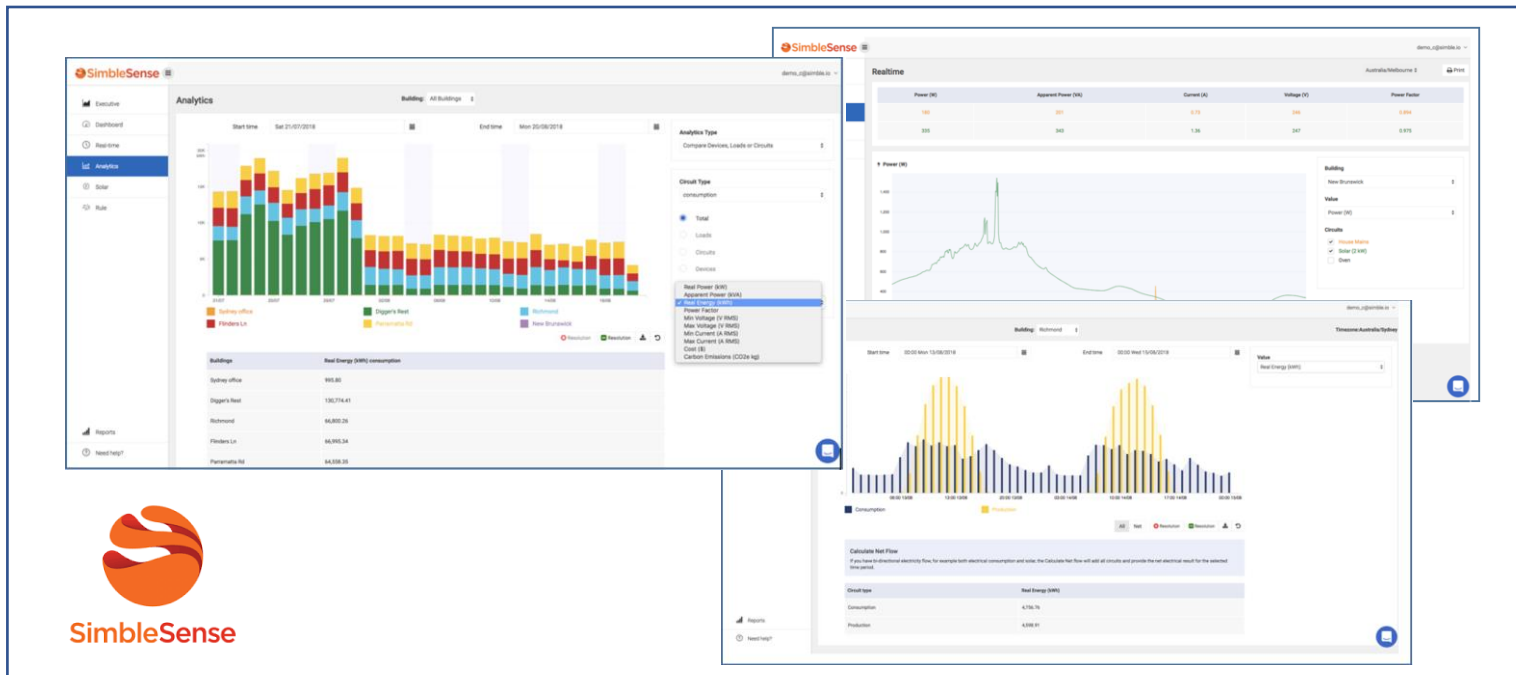
Carbon Accounting & Management
Platform for business



CASE STUDY: SOLAR ENERGY PROVIDERS



Australian Solar Energy Providers to deploy **SimbleSense** to their C&I customer base as well as **SimbleHome App** to their residential customer base to retain existing customers and acquire new customers as part of a “Customer Engagement Initiative”



USE CASE: ENERGY RETAILERS & BROKERS



1. Australian Energy Retailer deploying **SimbleSense** to their C&I customer base as part of their energy retailing model to acquire new customers as an integral component of their customer management model

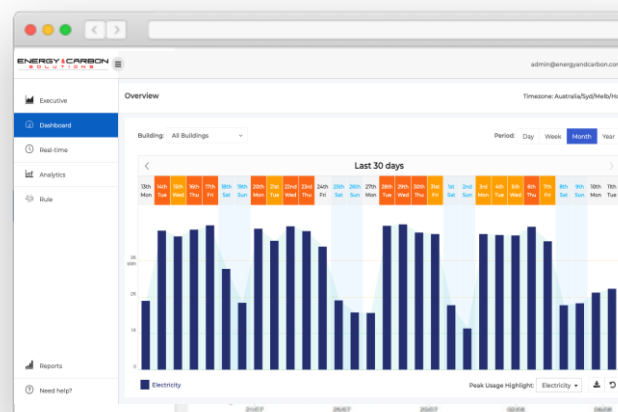


MTA Energy

2. UK energy broker UCR Consultants deployed the **SimbleConnect** solution to its SME customers starting with an initial target of 10,000 meters. Simble also partnered with BID Energy on this project




SimbleConnect



“It is simply not enough anymore to just offer the cheapest deal to our customers. Simble's technology allows us to engage with our customers on a whole new level whilst creating new recurring revenue stream.”

Darrel Brookes

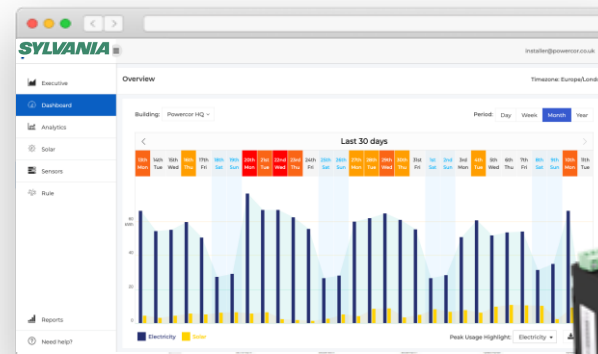
*Chief Executive Officer @ UCR
Partner & Distributor*



CASE STUDY: LED LIGHTING COMPANIES



1. Powercor UK, is a Value-Added Partner of Philips Lighting (now Signify) and deploys **SimbleSense** to its customer base as part of its LED lighting installations as a “Measure & Verify” solution for their clients, some of whom are listed below



“Demand for LED technologies has reached a tipping point and Simble offers a clearly differentiated solution that allows us to work closely with clients as trusted advisers, bringing our expertise in LED Lighting and control to help them reduce their energy consumption and operating costs.”

We can now provide our clients with detailed measurement and verification of the savings they can achieve through LED lighting and control projects, by offering the Simble Energy Platform, under a recurring subscription model that will help us further engage our clients and strengthen our client retention capability”

Chris Wright

*Technical Director @ Powercor
Channel Partner*



2. Sylvania Lighting UK has commenced deployment of **SimbleSense** to its customer base as part of its LED lighting installations as a “Measure & Verify” solution for their clients across 5 EU countries including UK, France, Germany, Spain and Italy

“We are excited to partner with Simble and bundle their innovative solutions into our world-class lighting projects and demonstrate the financial and environmental benefits to our customers. We have a rich history of delivering innovation and Simble’s cloud-based energy Intelligence platform will allow our customers to understand their energy data in real-time, thus bringing energy savings to life “

Nick Clark

*Global Strategic Director @ Sylvania
Channel Partner*



CASE STUDY: CARBON REPORTING – PATH TO NET ZERO



- Global Manufacturing client headquartered in the UK
- CarbonView implemented as the client's standardised carbon reporting platform globally with multi country rollout across all sites including, UK, US, China, Russia, Germany and Australia

A SELECTION OF PARTNERS & END USE CUSTOMERS



CHANNEL PARTNERS / RESELLERS



END USE CUSTOMERS



REVENUE MODEL: BY PARTNER BY PRODUCT

CUSTOMER SEGMENT	Commercial & Industrial	SME	SME	Residential
PRODUCT TYPE	 SimbleSense	 SimbleSense	 SimbleConnect	 SimbleHome
INDICATIVE ANNUAL PRICE PER METER	~\$400	~\$250	~\$60	~\$50
POTENTIAL ARR PER PARTNER*	\$50K - \$100K	\$30K - \$40K	\$50K - \$250K	\$20K - \$40K
CURRENT PARTNERS	4	6	2	4

THE KEY TO REVENUE GROWTH IS ADDING MORE PARTNERS

- ARR: Annualised Recurring Revenue
- *Based on historical performance

HOW DID WE PERFORM IN 2020?

Energy SaaS Revenue

↑ 19%

December 2020 year on year

EBITDA loss improvement

↓ 61%

December 2020 year on year

↑ 18%

Energy ARR 1 Jan to 30 April 2021

Net cash used in operating activities

↓ 55%

December 2020 year on year

Meters under management

↑ 33%

December 2020 year on year

“Simble has made significant progress over the past 12 months addressing its cost structure and is now poised for growth on the back of solid growth of meters under management during calendar 2020.”

- Ronen Ghosh, CEO

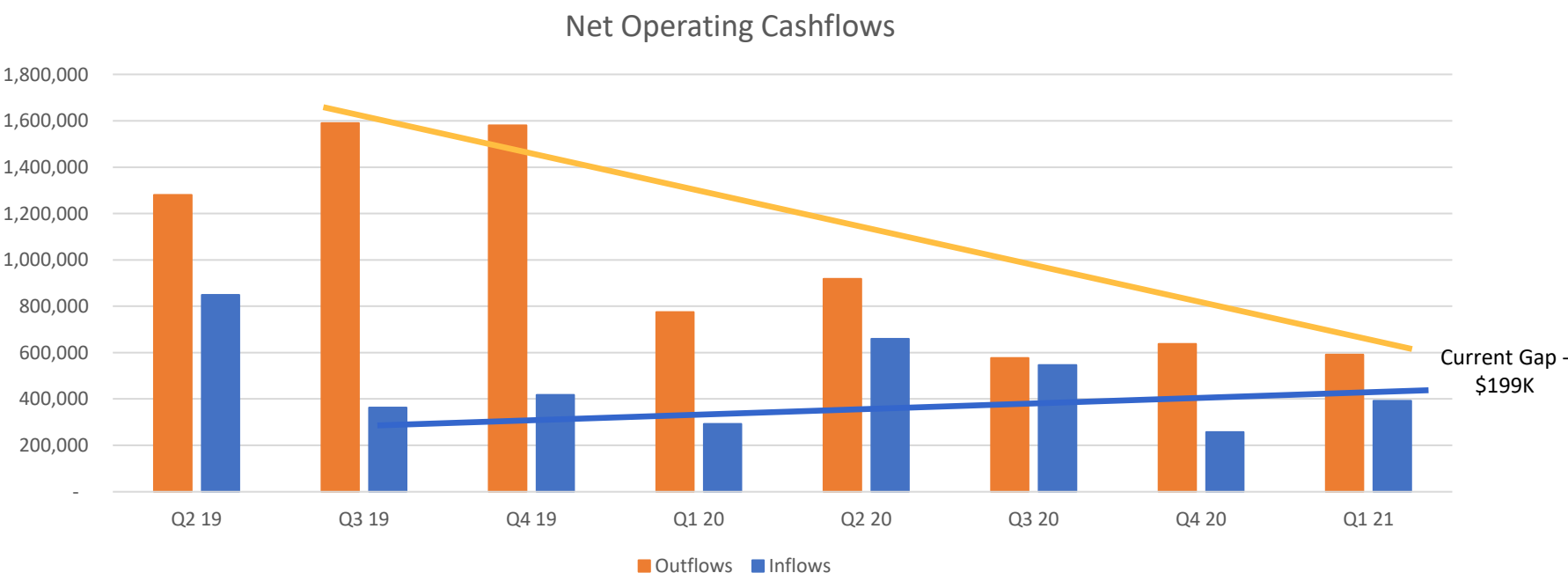
CLOSING THE OPERATING CASHFLOW GAP IN 2021



2019 average quarterly operating cashflows (\$940K)

2020 average quarterly operating cashflows (\$288K)

Targeting positive quarterly operating cashflow



-\$940K

Average quarterly operating cashflow gap 2019



-\$288K

Average quarterly operating cashflow gap 2020



Cashflow Positive

CLOSING THE GAP: PLAN FOR CASHFLOW POSITIVE



Australia

- Focus on revenue generating opportunities in Energy Efficiency and Renewables
- 2 key deals signed with Renewable Energy providers Juice Capital and United Solar
- Small and medium scale solar sector recorded record growth in 2020 resulting in significant opportunity set
- CarbonView deal signed with Australian Alliance for Energy Productivity (A2EP)
- Increased opportunity for CarbonView as company's assess mandatory reporting requirements and ESG preferred status
- Generate rapid growth in renewables segment through targeted marketing informed by recent wins



Closing the Gap

- Rapid growth in recurring revenues and cash inflows from marketing to focus market segments
- Focus on achieving cash flow positive



UK and Other Markets

- Focus on consolidating and growing our significant foothold in the key UK market
- Leverage existing partners to achieve scalable revenue growth in market segments ready for our solutions
- Expectation that engagement levels will increase once Covid-19 restrictions are lifted
- CarbonView deal signed with David Brown Limited
- UK and Europe much further progressed on net-zero commitment, leading to opportunity for CarbonView as mandatory reporting requirements increase



Positioning for Growth

- Technology and Innovation roadmap in place
- Investing in growth initiatives and ensuring resources are able to scale in line with growth

BOARD OF DIRECTORS



Ben Loiterton – Non-Executive Chairman

Ben's career spans over 28 years in investment banking, executive management and entrepreneurial activity. He is an experienced public company director having served on three ASX-listed company boards, various private company boards and advisory boards. He has extensive experience with driving commercial strategy, corporate finance, equity capital raising, IPOs and RTOs, mergers & acquisitions, financial structuring, and providing legal and business advice for fast-growth businesses. Ben was appointed Non-Executive Director in July 2019 and has been a key driver of the Company's focus on financial management and associated restructuring.



Fadi Geha – Executive Director

Fadi is an engineer with over 30 years experience in enterprise software sales, consulting, and IT M&A. He is the founder of Acresta (now part of Simble) and served as CEO from Nov 2009 to October 2019. Fadi has held senior management positions with SAP Australia and Accenture. From 2003-2006 he served as Vice President Asia Pacific and Director at Viewlocity Technologies and led Viewlocity's expansion into the Asian region including the acquisition of key clients in Japan, Korea, and South East Asia which resulted in Viewlocity being named top IBM partner in Australia for SaaS offerings in 2005.



Darryl Flukes – Non-Executive Director

Darryl is a recognised leader and expert across the Australian energy sector with a focus on renewables and energy retail. He has deep experience in energy commodity markets and risk management backed by a breadth of knowledge and skills across a number of corporate disciplines. He is currently Chair of ESCO Pacific Pty Ltd, an Australia-focused utility-scale solar developer and asset manager. Prior to this, he was a board member of wind generator/retailer Powershop (Meridian Energy), Chairman of SME retailer/gas generator Perth Energy, a past board member of the Clean Energy Council, the peak body for the clean energy industry in Australia and was an advisory board member of Country Carbon. Darryl has also served as CEO of Infratil Energy Australia following roles at Southern Hydro in Australia and with Vitol and BP in the United Kingdom.

MANAGEMENT TEAM



Ronen Ghosh – Chief Executive Officer

Ronen is an executive with more than twenty-five years of experience in blue chip organisations including Universal, BMG, Alberts and PriceWaterhouseCoopers. During his career he has worked in Australia and internationally in the fields of intellectual property, entertainment & media rights, and investment management. He is a Chartered Accountant and a graduate of the Australian Institute of Company Directors. Ronen joined Simble in August 2019 as the Chief Financial Officer to oversee the financial and operational functions of the group. In November 2019 he was appointed CEO.



Fadi Geha – Executive Director

Fadi is an engineer with over 30 years experience in enterprise software sales, consulting, and IT M&A. He is the founder of Acresta (now part of Simble) and served as CEO from Nov 2009 to October 2019. Fadi has held senior management positions with SAP Australia and Accenture. From 2003-2006 he served as Vice President Asia Pacific and Director at Viewlocity Technologies and led Viewlocity's expansion into the Asian region including the acquisition of key clients in Japan, Korea, and South East Asia which resulted in Viewlocity being named top IBM partner in Australia for SaaS offerings in 2005.



Bill McGhie – Head of Product

Bill has worked with the Simble team as Product Manager responsible for both the CarbonView carbon accounting platform and SimbleSense energy monitoring platform since 2015. Bill also has recent experience in the fields of energy management and energy contract brokering as well as carbon emissions management advice and training. With a Masters Degree in Science and another in OHS & Environmental Management, Bill is passionate about working with technology to help businesses reduce their energy consumption and environmental footprint.



Rashan Anushka – Chief Technology Officer

Rashan is an experienced solutions architect with over 15 years of experience in the IT field delivering complex mission critical solution designs and implementations. His project work spans across many technical domains such as Big Data Analytics, Distributed Computing, Cloud Platforms, Enterprise Application Development, Database Systems and Mobile Application Development. Rashan has successfully delivered number of solutions by leading small to medium size project teams in various domains including Retail, Healthcare, Apparel, Hospitality, Education, Real Estate, LifeStyle and FinTech.

RONEN GHOSH

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