



FULL YEAR RESULTS

FY17 Presentation
August 2017

CROWD MOBILE LIMITED

ASX:CM8 & FWB:CM3

Crowd Mobile is a global mobile entertainment and digital media company that monetizes mobile products through our own **Proprietary Technology Platforms** which leverage **Digital Influencers & Social Media channels**

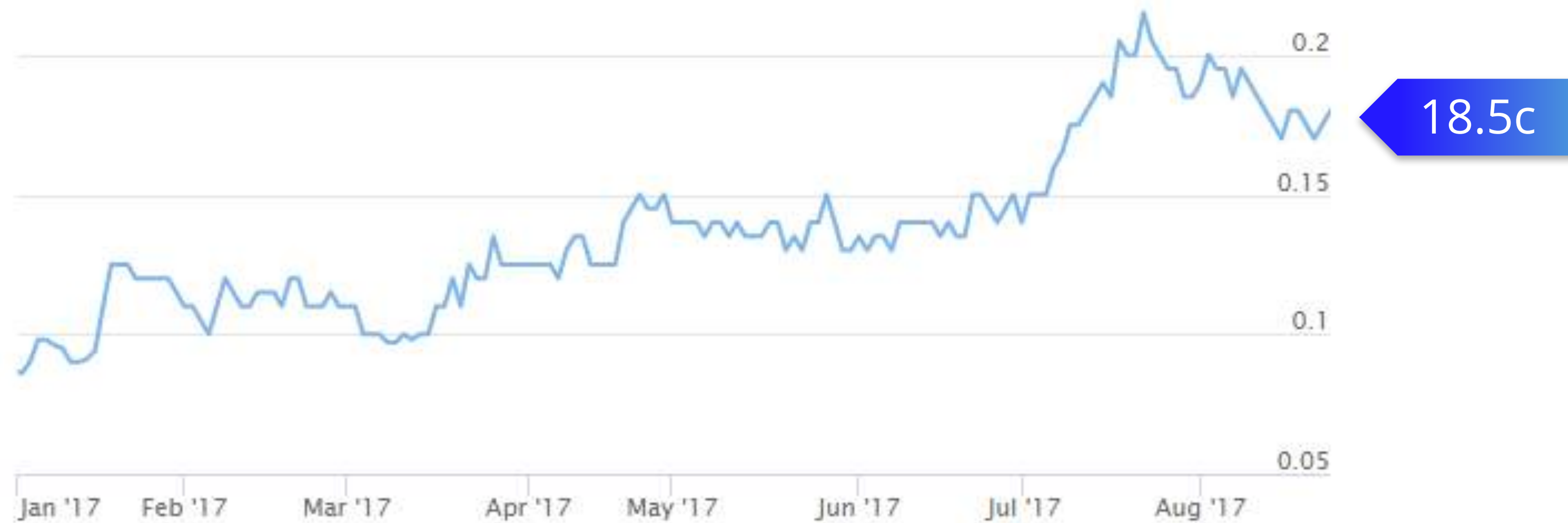


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CROWD MOBILE LIMITED

ASX:CM8 & FWB:CM3

Ordinary Shares on Issue	Options (from 25c to 39c)	Market Cap (18.5c) (30/8/17)	Cash at Bank (30/6/17)	Net Debt (30/6/17)	Enterprise Value (EV) (30/8/17)	EV/EBITDA	EV/NPATA*
219.7m	48.2m	\$40.6m	\$5.2m	\$2.8m	\$43.4m	4.6x	9.6x



* Calculation is $\$43.4m / \$4.5m$
($-\$85,524 + \$4,549,699$)



CROWD MOBILE LIMITED

TOP 10 SHAREHOLDERS

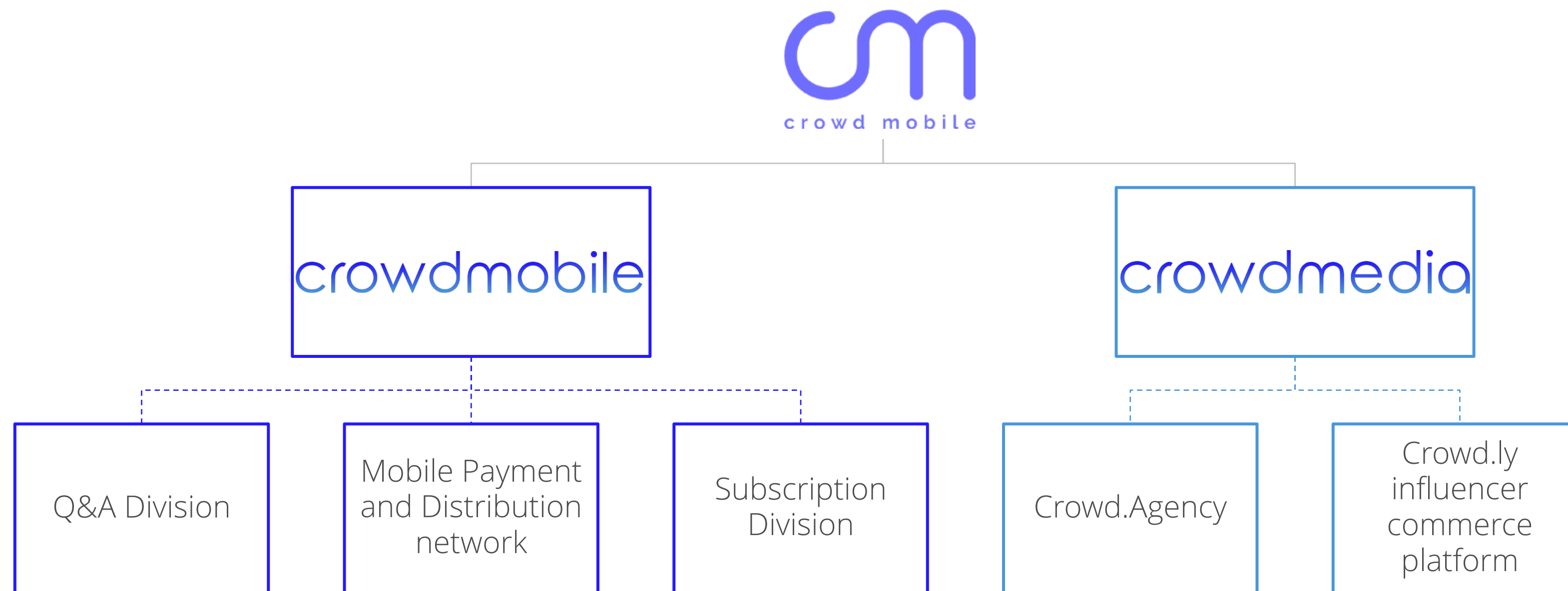
Shareholder	No.	%
Dominet Digital and associated entities – Exec. Director/CEO D.Carosa	25.6m	11.6
DSAH Holdings and associated entities (Danny Wallis)	20.0m	9.1
Collins Street Asset Management	18.8m	8.5
Mr Rene Rath (Track vendor)	8.8m	4.0
Mr Hendrikus Antonius Johannes Kusters (Track vendor)	8.8m	4.0
RBC Investor Services Australia Nominees Pty Ltd	7.9m	3.6
National Nominees Limited	4.9m	2.2
Lempip Nominees Pty Ltd	4.3m	2.0
Australco Super Investments Pty Ltd – Chairman T. Hnarakis	2.4m	1.1
Ms Zi Yi Zhang	2.0m	1.0
<u>Total</u>	<u>103.5m</u>	<u>47.1%</u>

Research is available from Bell Potter, DJ Carmichael & Wiseowl <http://investor.crowdmobile.com>



CORPORATE STRUCTURE

INCORPORATING NEW CROWD MEDIA INVESTMENT



Crowd Technology Platform & Mobile Distribution Network For Sustainability

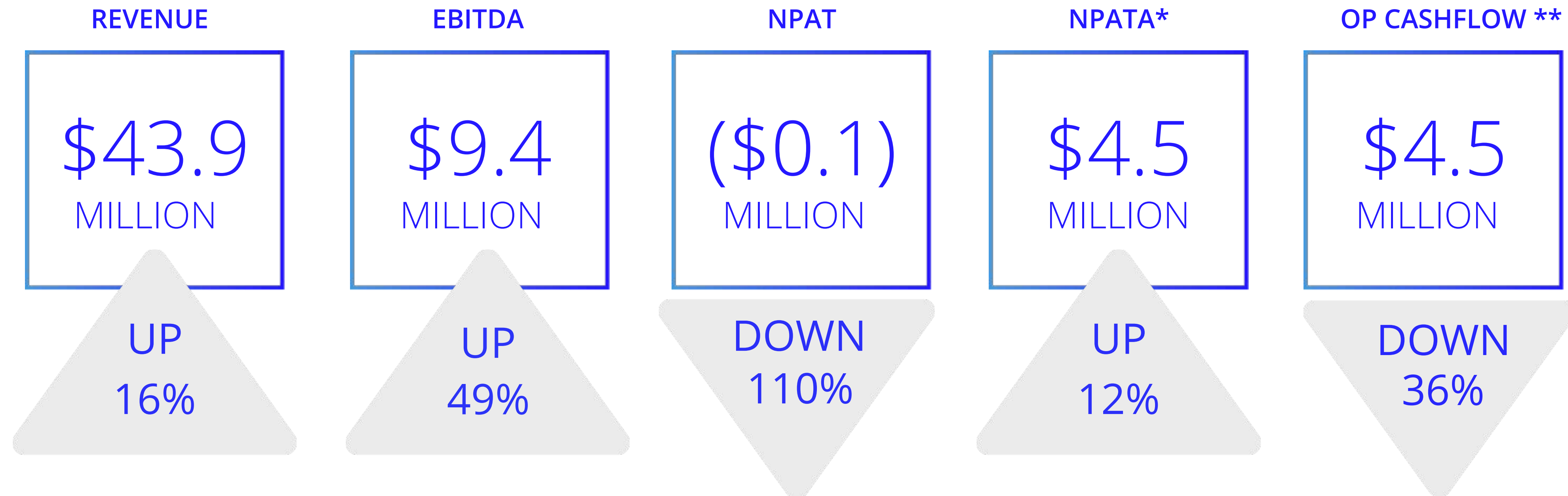
Leveraging Crowd Mobile's digital influencer expertise to launch the Crowd Media division

Incubating Crowd Media within Q&A division in FY18



FY17 RESULTS

RECORD REVENUE & EBITDA



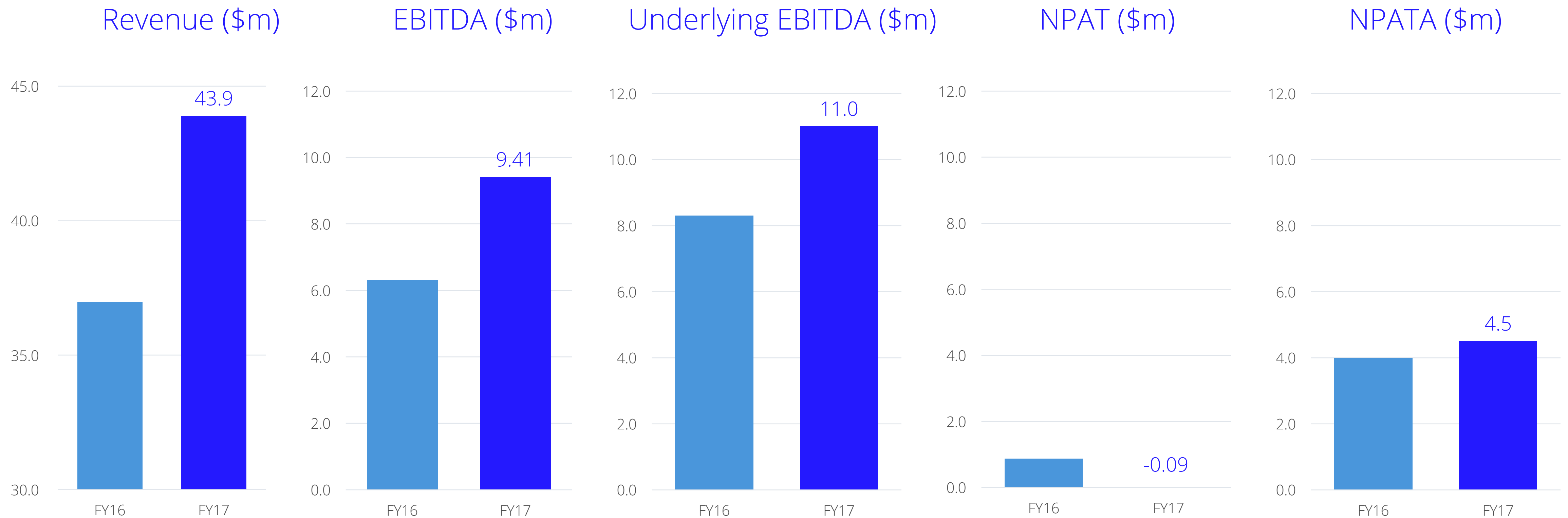
* Calculation is \$43.4m / \$4.5m (-\$85,524+\$4,549,699)

** Net Trading cash receipts (excl. Interest and Tax payments) were \$10.9m (UP 19% to FY16)



FY17 RESULTS

CONSISTENT GROWTH



FY17 RESULTS

RECORD REVENUE & EBITDA

	FY17 \$m	FY16 \$m	Increase (decrease)	% change
Revenue	43.9	37.0	6.9	19%
Other income	-	0.9	(0.9)	(100%)
Cost of sales	9.3	8.4	0.9	11%
SG&A	25.2	23.1	2.1	9%
EBITDA Profit/(Loss)	9.4	6.3	3.1	49%
Interest income	-	-	-	-
Depreciation and amortisation	5.0	3.7	1.3	35%
Finance costs	4.2	2.0	2.2	110%
Income tax expense/(benefit)	0.3	(0.3)	0.6	200%
Net Profit/(Loss) After Tax	(0.1)	0.9	(1.0)	(111%)
NPATA	4.5	4.0	0.5	12%



FY17 RESULTS

UNDERLYING EBITDA UP 32% TO PCP

	JUN-17 (\$m)
Net loss after tax	(0.1)
Deduct: tax expense	0.3
Add back: finance costs	4.2
Deduct: interest income	-
Add back: depreciation and amortisation	5.0
Earnings before interest, tax, depreciation and amortisation (EBITDA)	9.4
Add back: share-based payments expense (non-cash)	0.6
Add back: re-financing costs (convertible note)	1.0
Underlying EBITDA	11.0

FY17 RESULTS

CASHFLOW: 30 JUN 17 V 30 JUN 16

	Jun-17 (\$m)	Jun-16 (\$m)
Cash flows from operating activities		
Receipts from customers (inclusive of GST)	44.1	40.2
Payments to suppliers and employees (inclusive of GST)	(33.2)	(31.0)
Interest received	-	-
Interest and other costs of finance paid	(4.2)	(2.1)
Income taxes paid	(2.2)	(0.1)
Net cash from operating activities	4.5	7.0
Cash flows from investing activities		
Payments for purchase of subsidiary, net of cash acquired	-	(26.9)
Payments from P,P&E	(0.2)	(0.2)
Net cash used in investing activities	(0.2)	(27.1)
Cash flows from financing activities		
Proceeds from issue of shares (net of transaction costs)	8.1	11.4
Repayment of borrowings - (Greensill and former Track owners)	(17.8)	-
Proceeds from issue of Con Note net of principal repayments	8.1	-
Dividends paid	(0.2)	(0.2)
Net proceeds from borrowings	-	10.2
Net cash from/(used in) financing activities	(1.8)	21.4
Net increase in cash and cash equivalents	2.5	1.3
Effects of FX	(0.2)	(0.2)
Cash at equivalents at end of financial year	5.2	2.9



FY17 RESULTS

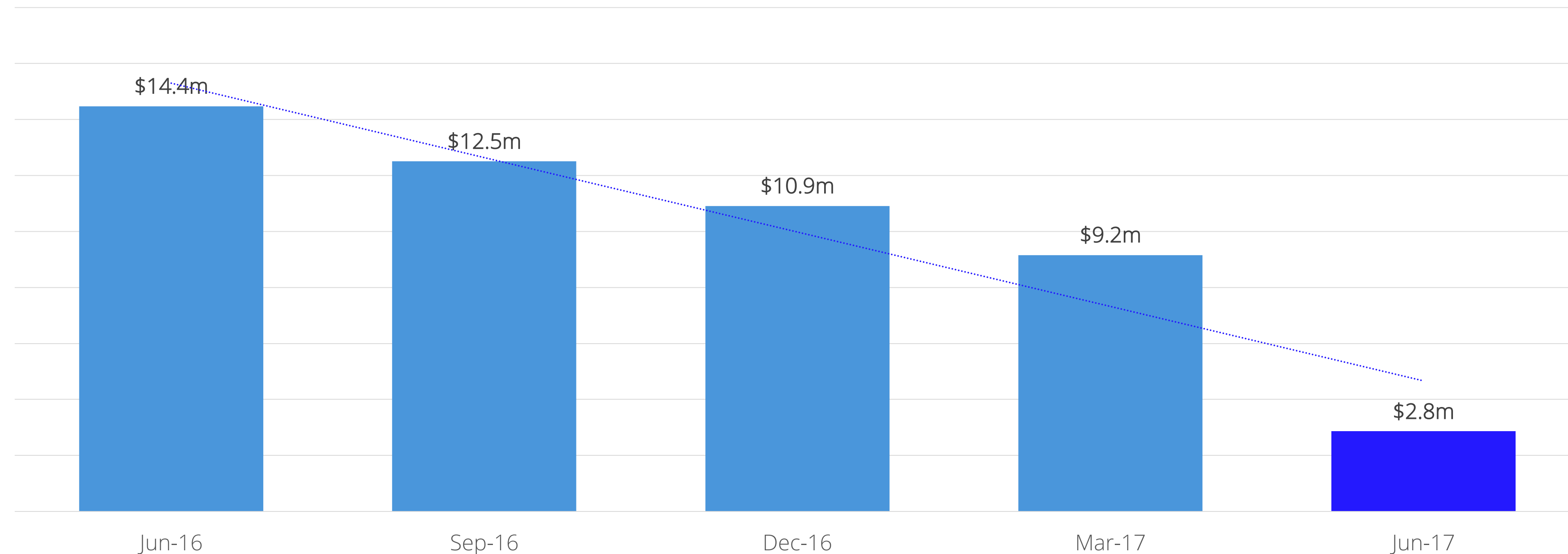
BALANCE SHEET: 30 JUN 17 V 30 JUN 16

	Jun-17 (\$m)	Jun-16 (\$m)
Assets		
Current Assets		
Cash and cash equivalents	5.2	2.9
Trade and other receivables	11.2	11.4
Other	0.4	0.8
Total Current Assets	16.8	15.1
Non-Current Assets		
Property, plant and equipment	0.4	0.4
Intangibles	28.1	33.0
Deferred tax	0.8	0.7
Total Non-Current Assets	29.3	34.1
Total Assets	46.1	49.2
Liabilities		
Total Current Liabilities	12.4	16.9
Total Non-Current Liabilities	3.8	11.0
Total Liabilities	16.2	27.9
Net Assets	29.9	21.3

DE-LEVERAGING VIA DEBT REDUCTION

NET DEBT DOWN 81% PCP

Net Debt – Jun-16 to June 17



Note: CM8 Revenue is mostly in EUR and all of the debt is in EUR, so creates a natural currency hedge

CROWD TECHNOLOGY PLATFORMS

INCORPORATING ARTIFICIAL INTELLIGENCE (AI) + BUSINESS INTELLIGENCE (BI)



Q&A and Mobile Subscription Technology

Leveraging Artificial Intelligence (AI) & Business Intelligence (BI) technology



Global Mobile Payments & Distribution Technology

Global distribution network that facilitates sale of digital & physical products



Digital Influencer Commerce Technology

Digital influencer advertising and commerce platform, more than 6,000 social media influencers on our platform and growing

The new TV for 16-40 year olds



Generating sustainable revenues with Technology across Mobile & Digital Influencers



crowdmobile

A PROFITABLE, GLOBAL, MOBILE ENTERTAINMENT COMPANY



Q/A Division

Crowd Mobile entertains and informs customers by developing engaging mobile products that connects those seeking answers with qualified experts. Works mainly across the entertainment infotainment sectors.

FY17 Revenue: \$24.9m



Mobile payment and distribution network

Crowd Mobile's payments and distribution are underpinned by a seamless process through partnerships with telcos, Apple and Google. Faster and more convenient than credit card payments.

FY17: Leveraged by both divisions



Subscription Division

Crowd Mobile delivers mobile content including games, mobile security, applications, education, music and videos to millions of consumers worldwide. It's mobile products are promoted across targeted websites and marketing agencies.

FY17 Revenue: \$19.0m



MOBILE PAYMENT & SOCIAL DISTRIBUTION NETWORK



- ✓ 64 Countries (up from 54)
- ✓ 212 Mobile Carriers (up from 160)
- ✓ 15 years to build

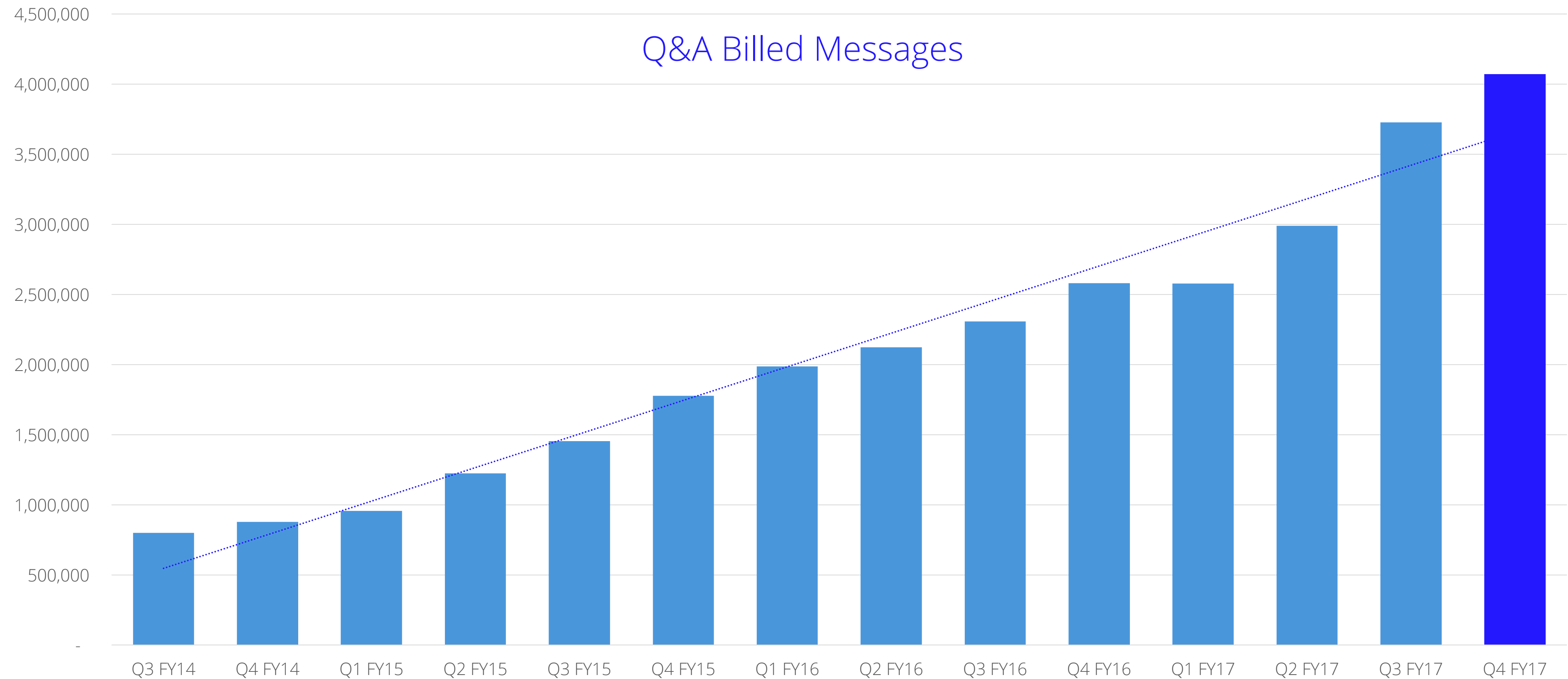


Mobile distribution and payment network =
easier customer payments

Note: No one carrier represents more than 7.5% of group revenues

KEY METRIC: BILLED Q&A MESSAGE GROWTH

STRONG QUARTER ON QUARTER GROWTH IN Q&A DIVISION



crowdmedia

A SIGNIFICANT DIGITAL INFLUENCER GROWTH OPPORTUNITY



Influencer Agency

Crowd has an expert team executing 200+ campaigns every month. Crowd has worked with over 6,000 influencers to deliver highly engaging and profitable digital marketing campaigns.



Influencer Commerce

Crowd Media's Digital Influencer Commerce platform drives monetisation via advertising and personalised digital and physical products.

CROWD MEDIA

WHY INFLUENCER MARKETING?

Influencer marketing focuses on using key social influencers to drive a brand's message to their fans and followers.

Influencers are people with large social media followings who inspire us to engage and spread the word



✓ Large active follower base

✓ Content worth sharing

✓ Strong engagement

✓ Brand connection

CROWD MEDIA

WHY BRANDS USE INFLUENCER MARKETING?

People don't just watch television anymore.

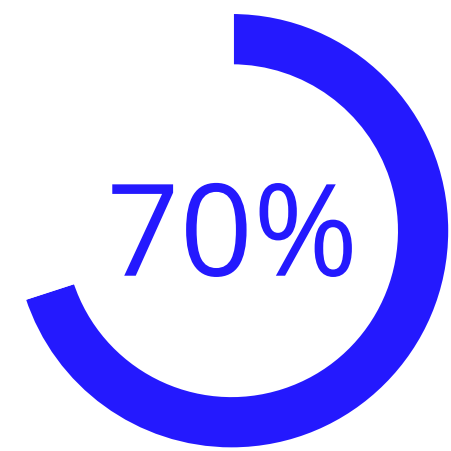
Audiences are on social media and capturing their attention can be achieved by aligning a brand with the right influencer. This can also create considerable ROI and media value.



- ✓ Increased consumer reach
- ✓ Improved brand awareness & sentiment
- ✓ Increased traffic to brand sites
- ✓ Uptick in sales
- ✓ Re-usable content for other campaigns

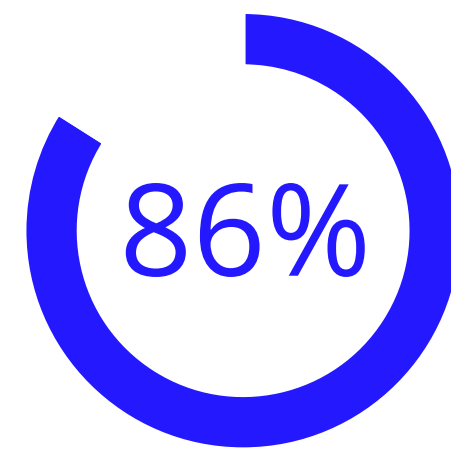
CROWD MEDIA

INFLUENCER MARKETING GROWTH STATISTICS



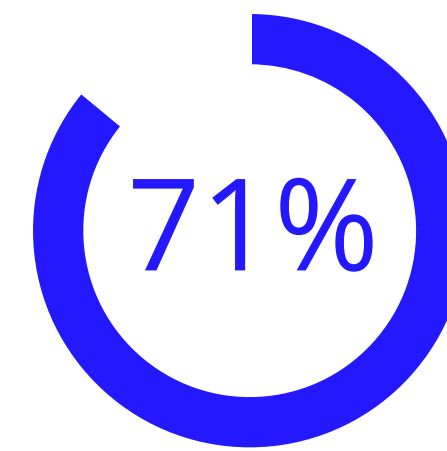
Millennials Use Ad Blockers meaning social media influencers become more important

Source: eMarketer, 2017



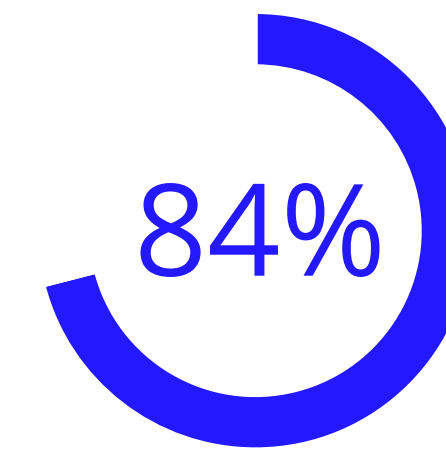
Women that turn to social networks before making a purchase

Source: InfluenceDaily, 2016



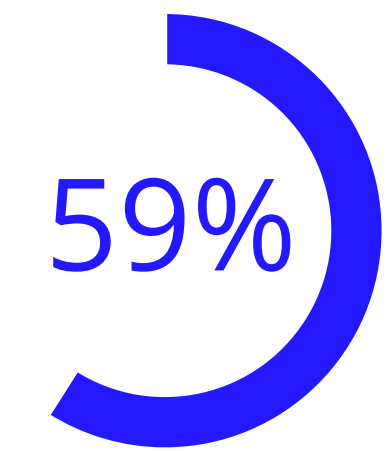
Consumers that are more likely to make a purchase based on a social media reference

Source: Hubspot, 2017



Marketers that utilize Influencer Marketing campaign tactics

Source: eMarketer, 2016



Marketers plan to spend US\$50k+ on their next influencer marketing program

Source: Linquia, 2017

On average, businesses generate \$6.50 for every \$1 invested in influencer marketing¹

1. Source: Adweek, 2016



CROWD MEDIA

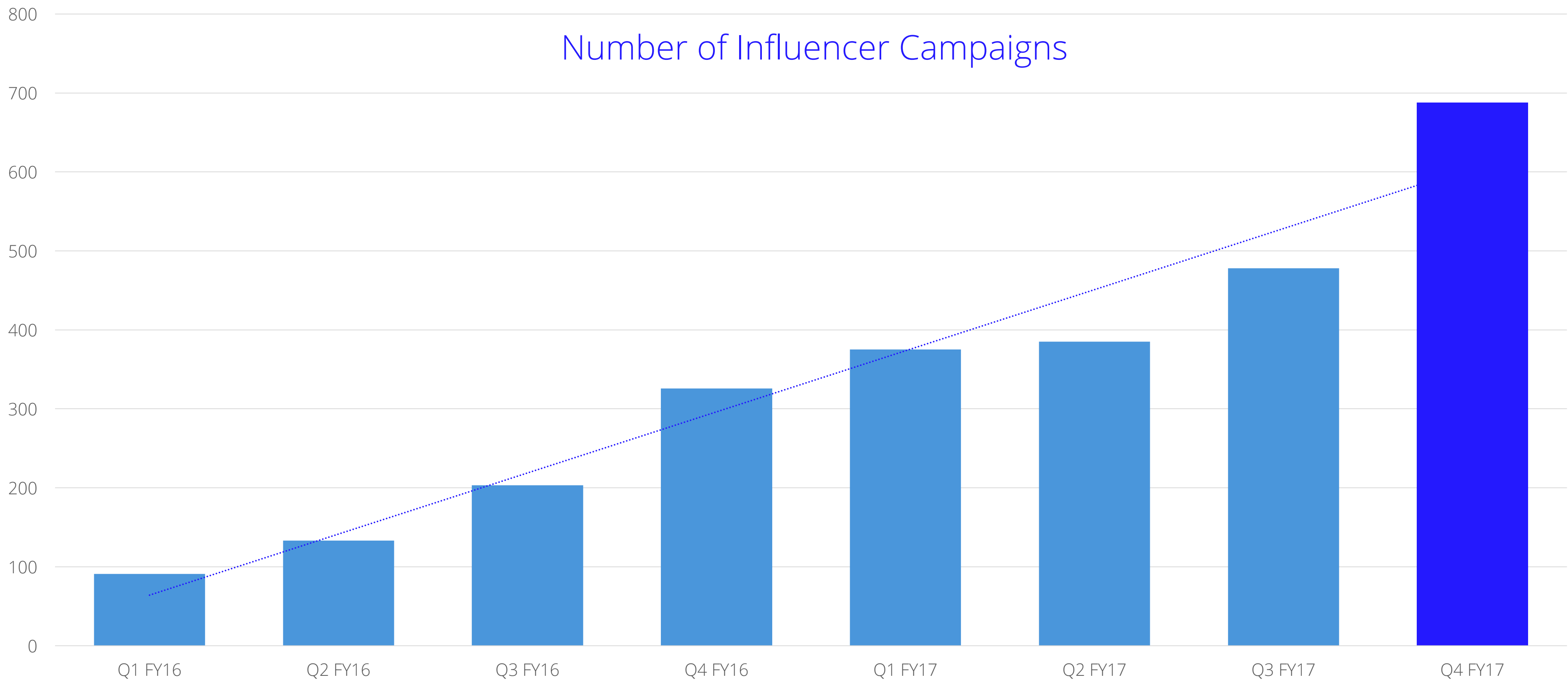
PROJECTED INFLUENCER MARKETING SPEND



Sources: TrulyCast, eMarketer

CROWD MEDIA

GROWTH IN NUMBER OF DIGITAL INFLUENCER CAMPAIGNS ACROSS CROWD



GROWTH STRATEGIES

PILLARS OF GROWTH IN FY18

Leveraging social media channels – creating next generation media & entertainment

Grow digital influencer commerce network

Product & advertising monetisation for influencers worldwide. Worked with over 6,000 influencers to date. The more influencers, the greater the revenue opportunities.

Expand our mobile payments and distribution

Launch a new payment method called *content locking* (ie. consumer doing an action like watching a video without paying) – especially useful for millennial market.

API Strategy

Increase global scalability by exposing our technology via APIs (Q&A API now available and now building a mobile payment API – eventually connecting to a digital influencer commerce API and the Blockchain).

Create Brand funded content and digital personalities

Grow brand funded content across social media, live streaming and Digital Influencers. New platforms for a new generation.

Focus on growing influencers, expanding payment and distribution networks, technology edge with brand funded content
– next generation media & entertainment



BOARD OF DIRECTORS

EXPERIENCED GROWTH TEAM



Theo Hnarakis
Non Executive Chairman

Brings a wealth of experience working in the media industry and scaling Australian ASX listed technology businesses. He graduated from The University of SA with a Bachelor of Accounting and has held senior roles with News Corporation, Boral Group, PMP and was the Managing Director and CEO of Melbourne IT until 2013.



Sophie Karzis | Non-Executive Director
& Company Secretary

Member of the Law Institute of Victoria and the Institute of Chartered Secretaries. She is a practicing lawyer with over ten years experience as a commercial lawyer, and company secretary and in house counsel for a number of private and public companies.



Domenic Carosa | Executive Director
& Group CEO

20+ years of experience in technology and ASX-listed companies including building destra into the largest independent media & entertainment company in Australia with revenues over \$100M and led VC firm Future Capital that invested into Internet Upstarts. Domenic is past Chairman of the Internet Industry Association and holds a Masters of Entrepreneurship & Innovation from Swinburne University.



EXECUTIVE TEAM

EXPERIENCED GROWTH TEAM



Christian Shaw | CFO

Proven finance and operational executive who has 20+ years of full stack experience at ASX listed organisations. With a passion for strategy and people, he plays a vital role in delivering insight through numbers, 'right sized' structure and controls and in forming links between operational execution and corporate ambition.



Gregor Cooney | GM - Q&A & Crowd Media

Energetic executive with experience developing operational and marketing strategies, building results driven, multi-cultural teams and executing profitability on an international scale. Key driver in growing out Crowd's digital influencer network and Agency,



Ivo Urlings | GM - Subscription

Strong sales and marketing experience with over 10+ years in mobile, 5+ years in mobile content subscriptions. Combines great people management skills with a sales focus.



Jeroen de Vries | CIO

Deep technical and commercial experience across mobile, internet and enterprise backend solutions with a focus on accelerating business and IT production systems by bridging management requirements & technology.



Cyprian Vero | CPO

Founded companies in North America and Europe and built 4 SaaS platforms including two mobile analytic services used by 2000+ companies and enterprises. Focusing on building new products within Crowd Mobile that leverage mobile and digital influencers.





CROWD MOBILE

SUMMARY

Profitable global mobile entertainment and digital media company

Increasing global growth opportunities including the **Digital Influencer** market space

Strengthening Balance Sheet

CONTACT

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Connect with us on social media



Influencers we are working with.

DISCLAIMER & NON-IFRS INFORMATION

Disclaimer

- The material in this presentation has been prepared by Crowd Mobile Limited (ASX: CM8) ("CM8") and is general background information about CM8's activities current as at the date of this presentation. The information is given in summary form and does not purport to be complete.
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Non-IFRS Financial Information

- CM8's results are reported under International Financial Reporting Standards (IFRS). This presentation also includes certain non-IFRS measures including, "proforma", "underlying", "look through" and "NPATA" (defined as net profit after tax before acquired amortization, after tax). These measures are used internally by management to assess the underlying earnings performance of our business and our associates, make decisions on the allocation of resources and assess operational management.
- Non-IFRS measures have not been subject to audit or review. All numbers listed as reported comply with IFRS.

CROWD MOBILE YouTube TV CHANNEL

Visit the Crowd Mobile YouTube TV channel - <https://www.youtube.com/crowdmobileTV>



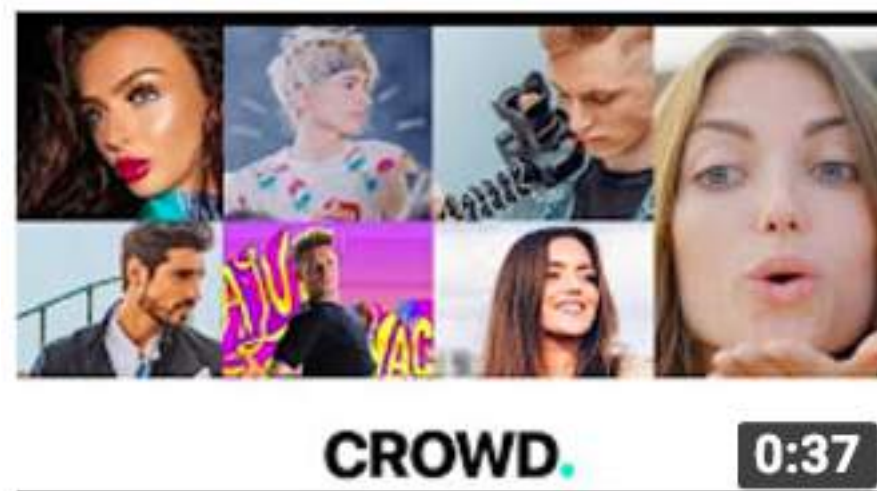
Crowd Mobile (CM8) Q4 FY17 & Digital Influencer Update



Crowd Mobile (CM8) on CommSec: Digital Influencers



Crowd Mobile: Why digital influencers are the future



Crowd Mobile (CM8) Launches Crowd Agency



Take a look inside Crowd Mobile's Amsterdam office!



Crowd Mobile: How can you get closer to your digital

