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2015 Full Year Results Presentation

31st August 2015

CrowdMobile

FY15 key highlights

Capitalising on global m-commerce growth

- ▶ Backdoor listed on the ASX Jan 2015 and Dual-Listed on Frankfurt/XETRA in June 2015
- ▶ Grew revenue by 31.8% to \$13.0 million year-on-year
- ▶ Statutory EBITDA loss of \$2.8m which reflects back door listing costs and share based payments.
- ▶ On an Underlying basis, achieved EBITDA of \$2.1m (excluding share based payments and corporate transaction costs)
- ▶ A year of significant investment
 - ▶ Geographic expansion – now operational in 25 countries
 - ▶ Message growth up 68% yoy from 3.4m to 5.7m
 - ▶ Launching new service offerings including Crowd Butler

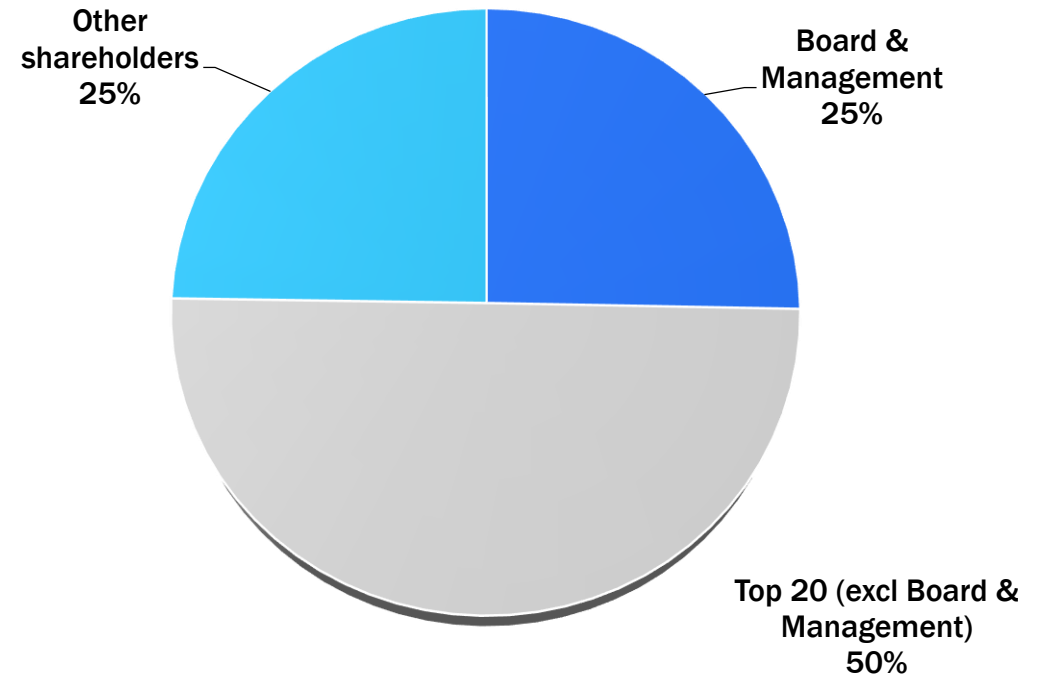
Corporate snapshot

Crowd Mobile is a profitable, globally focussed mobile company with strong in-house content capability

ASX Code: "CM8" & FWB-XETRA: "CM3"

Ordinary Shares on Issue	85m
1m Options @ 25c & 2.5m options @ 29c	3.5m
Market Cap (@ 31 cents - \$AUD)*	\$26m
Cash at Bank (\$AUD)	\$1.8m

Shareholding breakdown



*Closing price at 31st August 2015

Business lines

Significant growth opportunities



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Crowd Mobile Divisions

M-Content

- **M-Payments:** Mobile payments network connected to over 60 mobile carriers and operating in most European countries, Australia and New Zealand
- **Entertainment & Infotainment Products:** Develop and release a range of Apps and other products which leverage our micro-job platform around fashion, gossip, religion, food, travel, sports, lifestyle and other verticals.

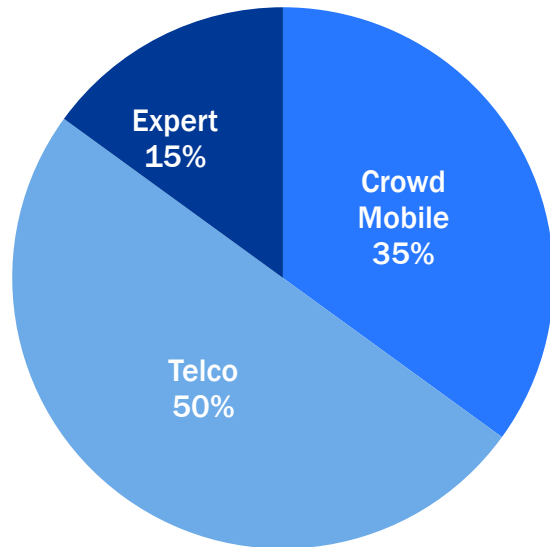
M-Commerce

- **M-commerce:** Through the advice and task completion apps, and spearheaded by the newly-launched Crowd Butler, we are able to provide Buy Now and Referral Links to facilitate mobile transactions.

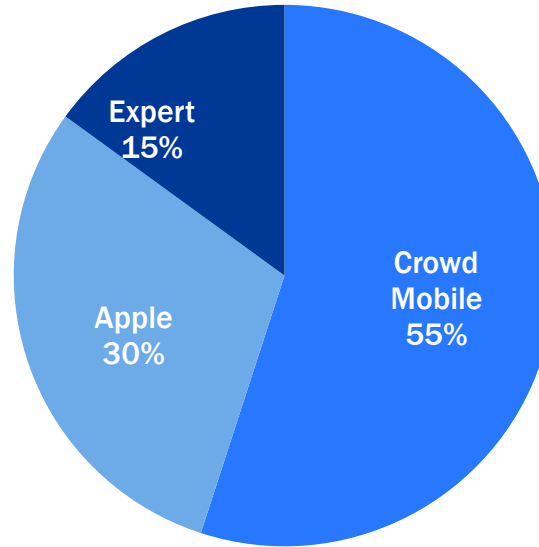
Revenue model – M-Content

Blue-chip upstream providers & revenue splits

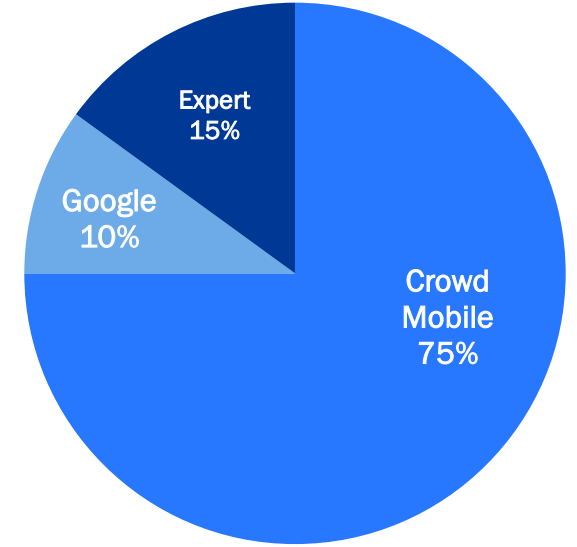
Revenue Split
Telco/Carrier



Revenue Split
Apple



Revenue Split
Google

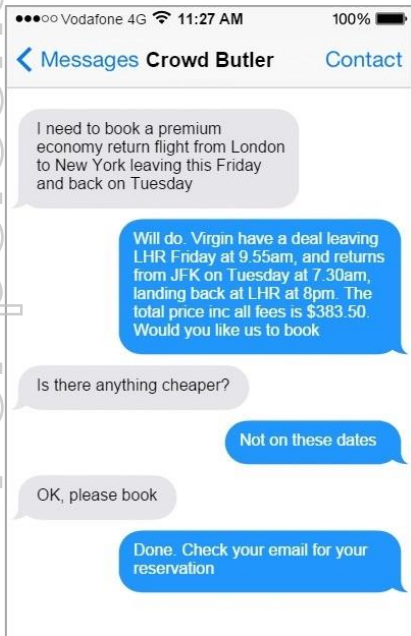
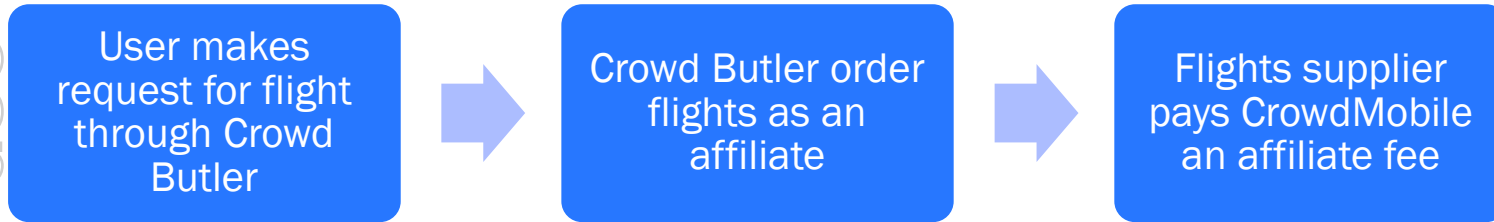


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Revenue Model – M-Commerce

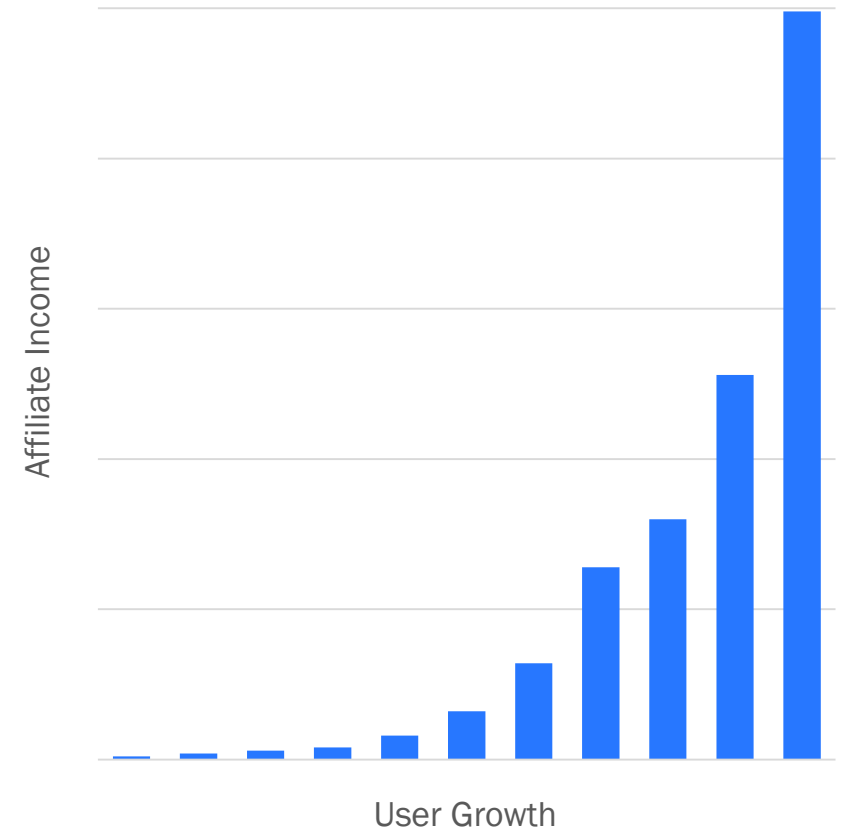
Growing affiliate and ad revenues

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5-30% of transaction cost as revenue

Revenues grow as users grow

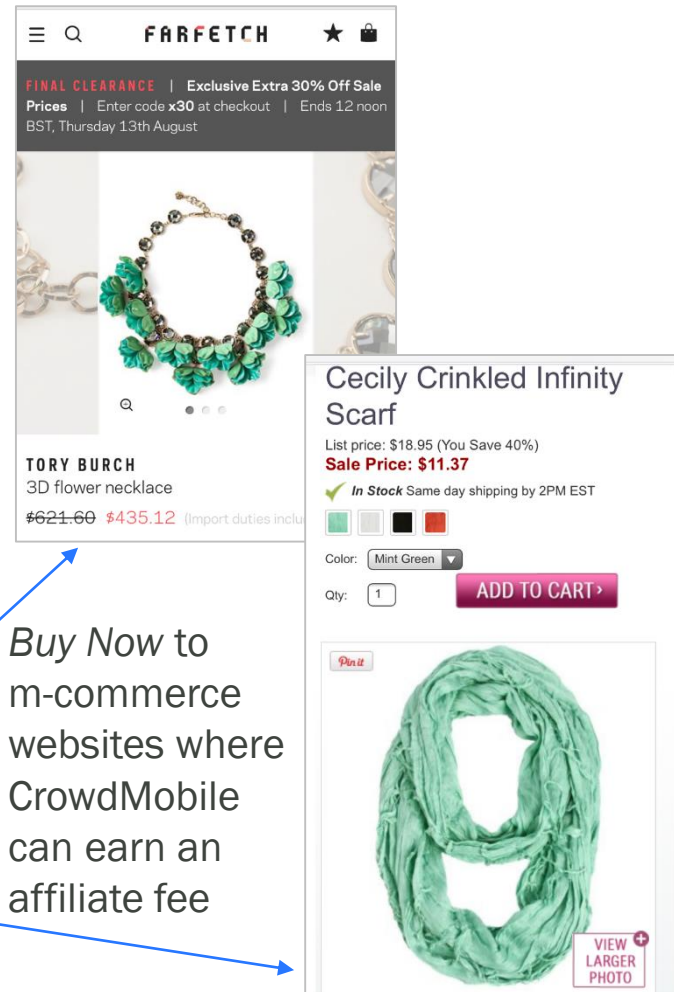


Portfolio Synergies

m-commerce revenues via Apps

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Passion 4 Fashion App



Buy Now to m-commerce websites where CrowdMobile can earn an affiliate fee

Crowd Butler is a strategic fit within Crowd Mobile's m-payments and product portfolio

Adds new dimension to simple transactions - 'Buy Now' experience

Affiliate revenues based on sales

Ad revenues based on customer profiles

Adds value across the Crowd Mobile Network

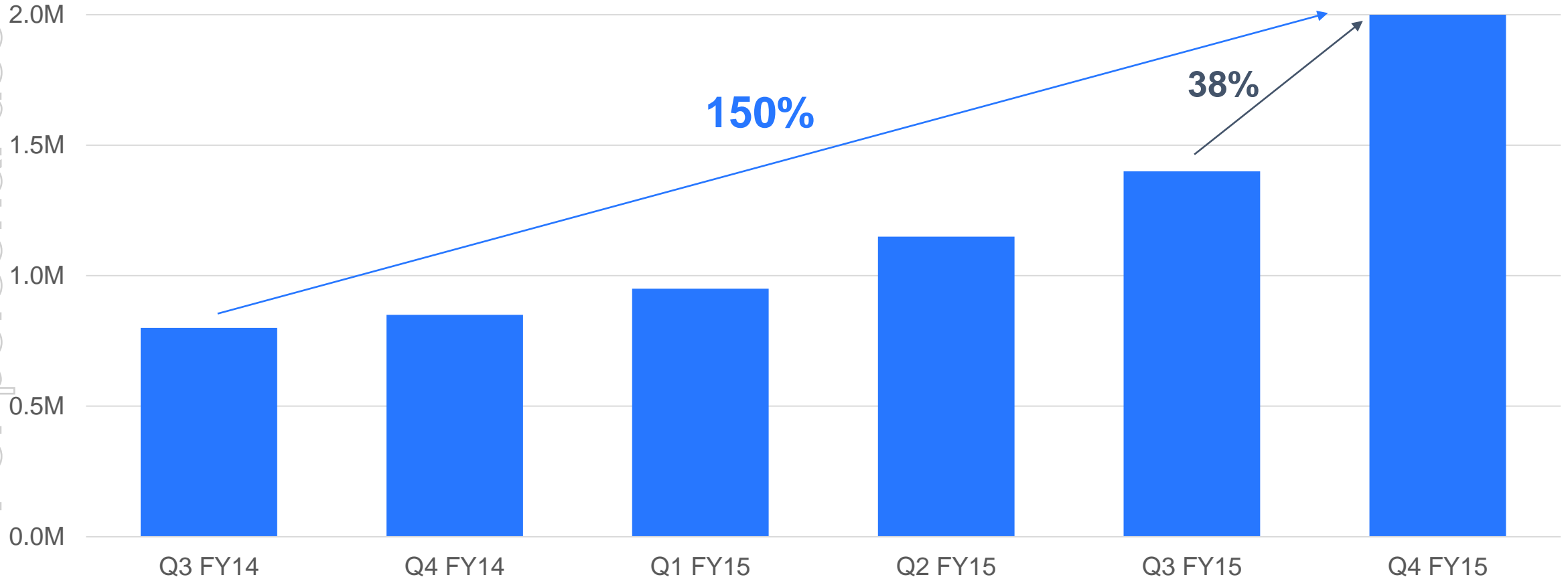
Message Volume

Significant growth quarter on quarter



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Total Messages Q3 FY14 to Q4 FY15



FY15 profit & loss (AUD\$)



Message volumes driving strong revenue growth

	June 2015	June 2014	Change
Message volumes (million)	5.7	3.4	↑ 68%
Revenue (\$m)	13.0	9.8	↑ 32%
Gross Profit (\$m)	8.3	6.5	↑ 28%
Statutory EBITDA	(2.8)	2.0	↓ 240%
Underlying EBITDA (\$m)	2.1	2.0	↑ 4%
NPAT (\$m)	(4.0)	1.1	↓ 476%
<i>Underlying adjustments (\$m)*</i>			
<i>Share-based payment for Q Limited</i>	3.1		
<i>Transaction fees for Q Limited</i>	0.3		
<i>Share-based payments for incentive plans</i>	1.1		
<i>Track Concepts transaction fees</i>	0.4		

- ▶ Strong growth in message volumes is driving revenue
- ▶ Maintaining high gross profit margins
- ▶ Consistent FY15 yoy Underlying EBITDA despite step up in costs
 - ▶ Underlying EBITDA up 4%
 - ▶ Increase from 12 to 51 FTE's
 - ▶ Development of Crowd Butler m-commerce business
 - ▶ Positions CM8 well for future growth

* Rounded to the nearest '000's

Balance sheet & cash flows (AUD\$)

Strong cash flow conversion & positioned for further growth

Balance sheet*	June 2015	June 2014
Cash on hand (\$m)	1.8	0.5
Total assets (\$m)	7.2	3.7
Debt (\$m)	0.2	0.6
Total liabilities (\$m)	4.6	2.3
Net assets(\$m)	2.7	1.5

Cash flows*	June 2015	June 2014
Receipts from customers (\$m)	12.0	11.0
Payments to suppliers/employees (\$m)	(12.2)	(8.7)
Net operating cash flows (\$m)	(1.1)	1.4
Net investing cash flows (\$m)	0.2**	(0.2)
Net financing cash flows (\$m)	2.1	(1.0)
Net cash movement (\$m)	1.2	0.1

- ▶ Comfortable level of cash on hand
- ▶ Capital structure likely to change should Track Concepts acquisition be completed

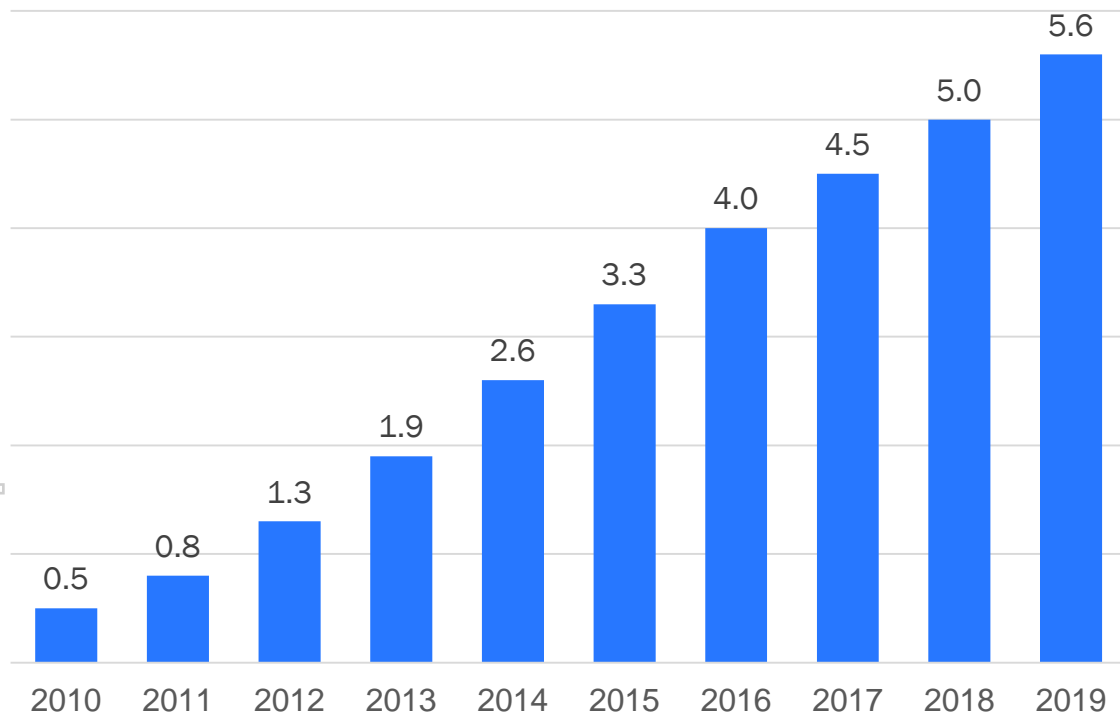
- ▶ ** Net off Cash Acquired for Q Limited of \$0.5m
- ▶ \$2.7m raised through issue of shares

* Rounded to the nearest '000's

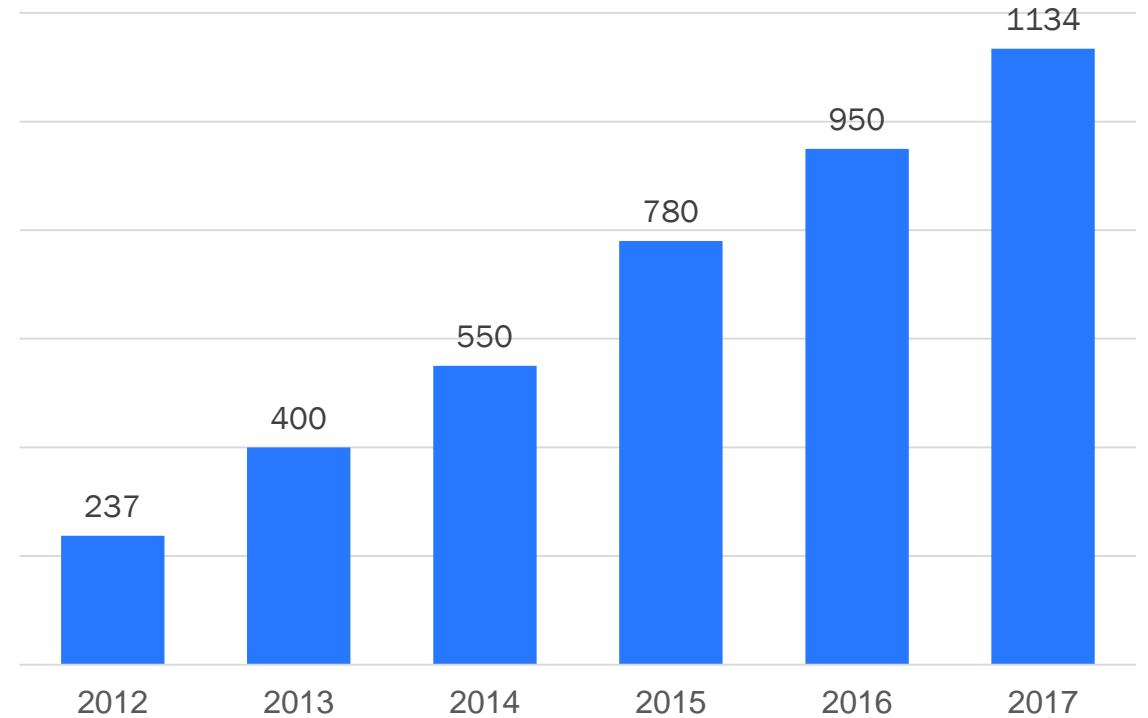
Significant growth forecast in mobile use

Leading to greater m-commerce transactions

Global Smartphone Subscriptions, 2010 – 2019 (billion)



Global DCB/PSMS Volumes**, 2012 – 2017 (billion)



* Source: Outlined in the ASX QXQ Prospectus dated 20th November 2014 – Industry Report by Frost & Sullivan

** DCB refers to Direct Carrier Billing and PSMS refers to Premium SMS

Direct Carrier Billing vs credit cards

Benefits of DCB will ensure continued growth

From the customer's viewpoint:

- Greater potential;
- Low friction;
- More convenient; and
- Quicker

From the business' viewpoint:

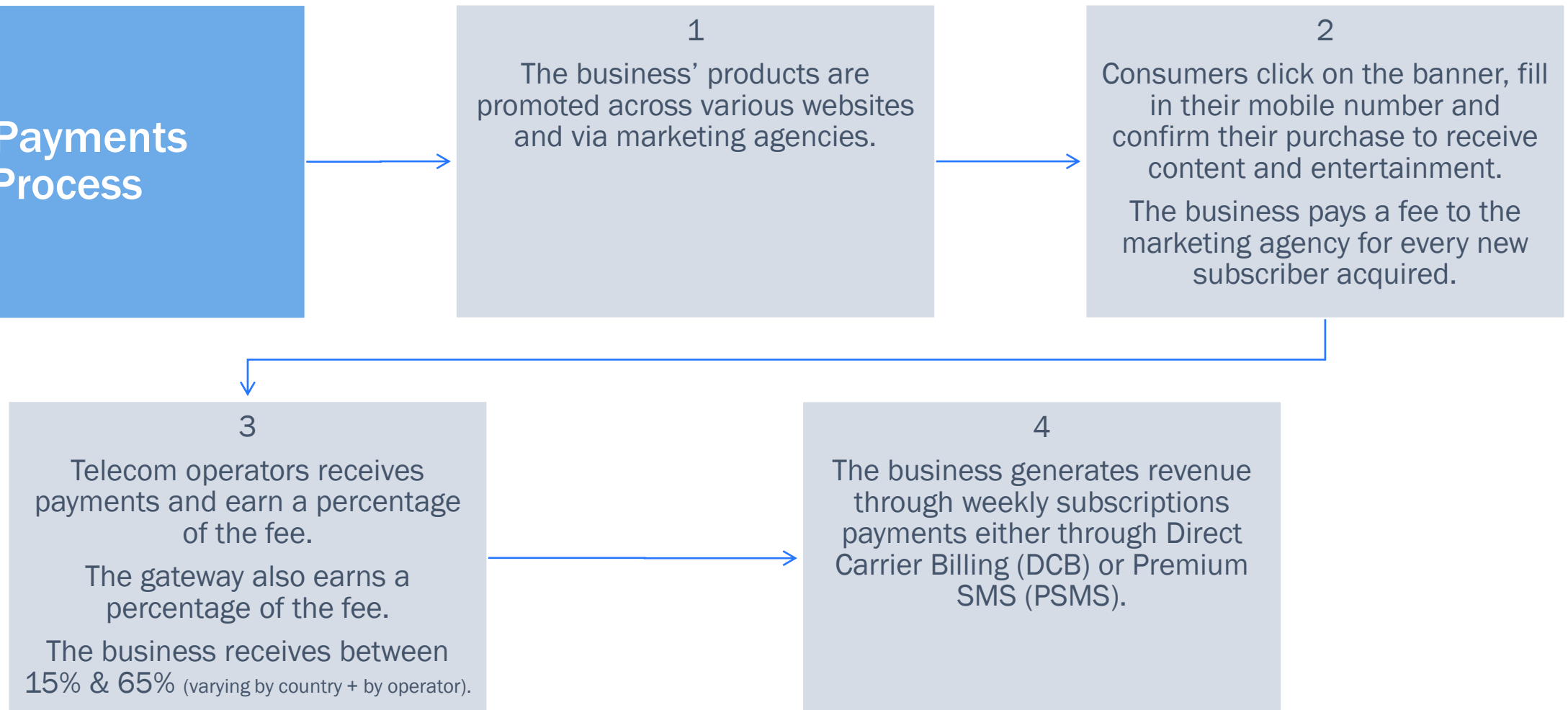
- Highly efficient; and
- Higher conversion

Direct Carrier Billing (DCB) allows consumers to buy digital content by adding the cost of a purchase directly to their mobile bill

Global m-payment network

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M-Payments Process



CM8 growth profile

Pursuing multiple organic & inorganic opportunities

1. Organic

- Complete m-payments network in Europe, Africa, LATAM & Asia whilst expanding content delivery

2. Acquisition

- Strategically relevant, earnings accretive, m-payments technology or m-content opportunities

Organic growth

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1. More than double the global m-payment distribution network by completing Europe & expanding reach through Africa, Asia & LATAM;

2. Integrate businesses and cross pollinate products and networks to realise incremental revenue and margin; and

3. Refine content delivery capability including focus on expanding 3rd party partnerships.

Track Concepts acquisition update

Game changing acquisition for Crowd Mobile



- ▶ Signed Heads of Agreement with Netherlands company, Track Concepts (Track Holdings BV) to acquire 100% of its shares
- ▶ Purchase Price - €18.7m plus Net Tangible Assets €3.75m collectively approx. AUD\$36.0m
- ▶ Track Concepts owns specialist technologies in m-payments and a customer acquisition platform, with a global content distribution network operating in 38 countries within Europe, Central/Latin America, Asia-Pacific and Africa
- ▶ Positions Crowd Mobile as a leading m-payments organisation globally
- ▶ To deliver strong revenue and EBITDA growth

Track Acquisition Update

Timetable and funding update

- ▶ Due Diligence: Technical, Legal & Financial Due diligence now complete
- ▶ Senior Debt Term Sheet for €9.0m executed (AUD\$14.2m)
- ▶ Financing: The company is reviewing a number of mezzanine debt and other financing alternatives and will announce to the market an update in due course
- ▶ Share Purchase Agreement (SPA): It is anticipated that the SPA will be executed in early September 2015
- ▶ It is expected that all financing for the acquisition will be completed by the end of September 2015 and Completion of the Acquisition in October 2015

Proforma FY15 Financials

Combining both CM8/Track

CrowdMobile



AUD - \$000s	CM8	Track	Total
Revenue	13.0	30.1	43.1
Gross profit	8.3	16.5	24.8
Expenses	6.2	2.7	8.9
EBITDA*	2.1	13.8	15.9

Notes:

- ▶ *CM8 accounts underlying EBITDA included. Track accounts are unaudited
- ▶ Rounded to the nearest 000's
- ▶ AUD/EUR exchange rate 0.696 (average exchange rate for FY15; Source: OANDA.com)
- ▶ Proforma FY15 Financials may not necessarily be reflected in future results

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Combined CM8/Track Entity

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Country Reach

Europe



Central and Latin America



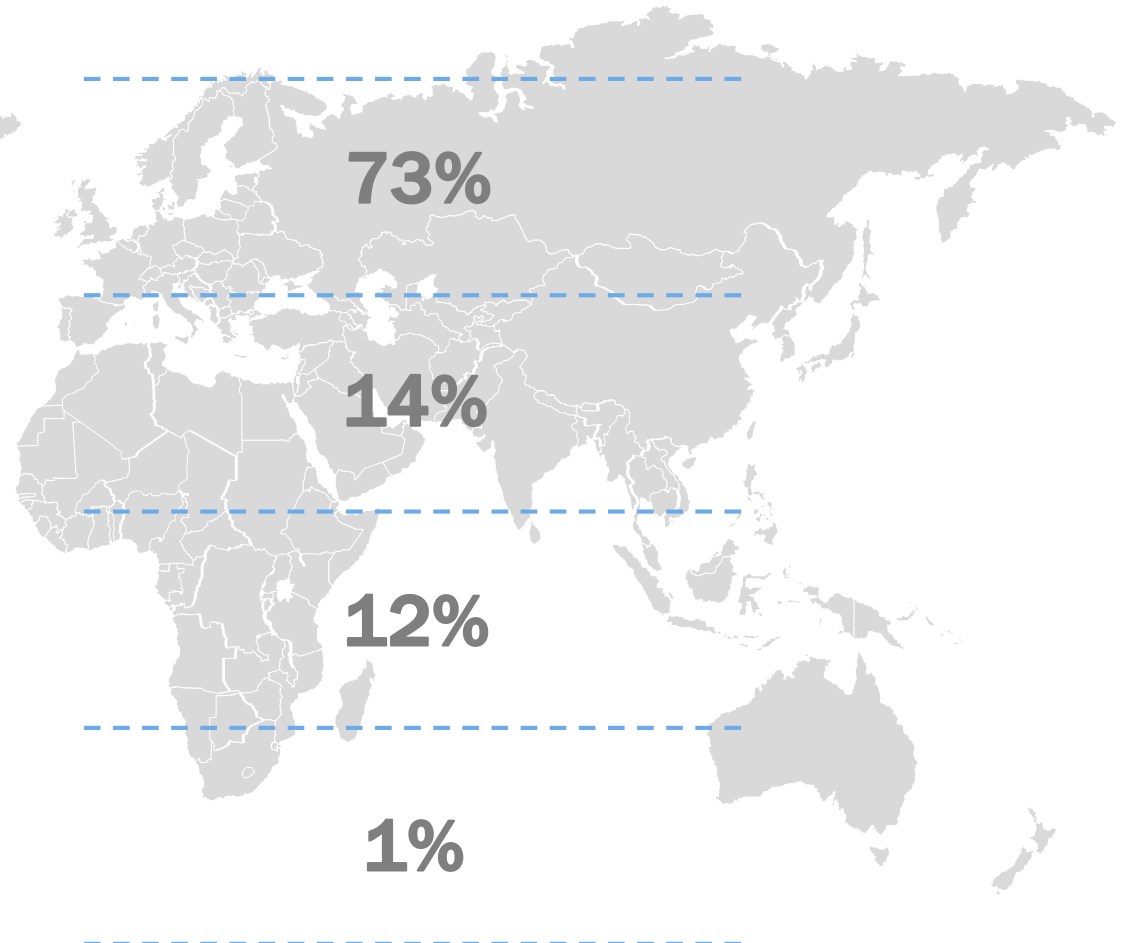
Asia - Pacific



Africa



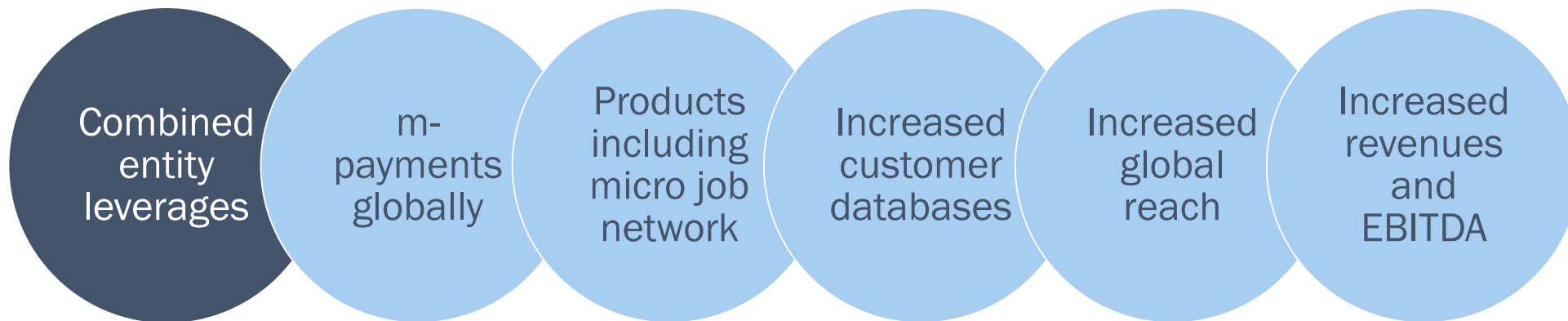
Revenue Contribution



* Country Reach signifies the number of countries the combined Crowd Mobile and Track Concepts businesses are in across each Continent (unaudited)

Track Concept synergies

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Crowd Mobile	Track Concepts		Combined Entity*
25	38	Countries	>50 (↑100%)
60	140	Mobile Operators	>160 (↑170%)
25	24	Languages	>40 (↑60%)
10	30	Core Products	40 (↑300%)

* Combined Entity values may not add up given there is some overlap between both companies.

Peer analysis

Trading on an attractive valuation

	CrowdMobile	Mobile Embrace	Freelancer	Moko Mobile	MigMe
Ticker	CM8+	MBE**	FLN***	MKB**	MIG***
Description	M-Content, M-payments & M-commerce	Integrated m-payments & marketing	Online outsourcing marketplace	Mobile apps and social advertising platform	Mobile social entertainment
FY15 Revenue (\$M)	11.2	33.0	33.6	6.2	6.0
FY15 EBITDA (\$M)	2.1+	5.1	-2.0	-19.6	-15.0
Share Price (cents)	31c	21.5c	127.5c	13c	109c
Market Cap (\$M)	26m	84m	516m	98m	229m
Revenue Multiple	2.0x	2.5x	15.0x	16.0x	38.0x
EBITDA Multiple*	13.0x	16.5x	N/A	N/A	N/A

Note: All share prices as at closing 31 August 2015 taken from ASX and in \$AUD

+CM8 – Based on Underlying EBITDA of \$2.1m excluding shared based payments and corporate transaction costs

** MKB & MBE FY15 Annual Results (excluding share based payments)

*** FLN & MIG results 1H15 4D annualised (excluding share based payments)

In summary

A year of milestones for Crowd Mobile

Backdoor listed on the ASX in January 2015

Listed on Frankfurt/XETRA on June 2015

Continued geographic expansion – now operational in 25 countries

Announced proposed acquisition of Track Concepts – a game changer for CM8

Launched new service offerings

Grew revenues by 32% yoy

Operating in a high growth sector – strong global growth forecast for m-commerce transactions

Very well positioned to capitalise on significant growth opportunities

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Appendix

Global Executive Team

Experienced, Driven, Aspirational



Domenic Carosa
Executive Director & CEO

Over 20 years of experience in technology and ASX listed companies including building destra into the largest independent media & entertainment company in Australia with revenues of over \$100M (Location: Melbourne/Europe)



Christian Shaw
CFO

Over 20 years of ASX, NASDAQ and technology company experience including Moko Social Media (ASX: MKB), Sunshine Heart (NASDAQ: SSH) & iCash (ASX: ICP) . (Location: Melbourne)



Tobias Schlitzke
COO

Manages the growth and operations of the company across multiple countries and time zones. Significant experience in start-up and growth focused roles including Swisscom (Location: Europe)



Iain Clark
CTO

Ensures that Crowd Mobile's core technology platforms globally are running and that new products are released on time. Previously with Goldman Sachs. (Location: Melbourne)



Gregor Cooney
CMO

Responsible for Crowd Mobiles global expansion strategy including establishing relationships with MTV and other key partners. (Location: Europe)

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Board of Directors

Global Experience and Expertise



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. Mr Hnarakis is also a non-executive Director of Newzulu Limited (ASX: NWZ).



Hans de Back (Non Executive Director)

Has significant experience across multiple high-technology industries including mobile, gaming, and social media. He holds a Masters degree in corporate law from Amsterdam University and has extensive international experience having worked with companies Globally. Mr. de Back is currently the Managing Partner at Incubasia Ventures working with innovative and scalable technology companies. He currently holds non-executive Chairmanship of iCollege (ASX: ICT).



Sophie Karzis (Company Secretary)

Member of the Law Institute of Victoria and the Institute of Chartered Secretaries. She is a practising 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.

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Acquisition Growth (Track Concepts)

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Transaction Overview

- Signed Heads of Agreement with Netherlands company, Track Concepts (Track Holdings BV) to acquire 100% of its shares
- Purchase Price - €18.7m plus Net Tangible Assets (NTA) expected to be circa €3.5m plus earn-out to a maximum of €4.7m
- Track Concepts owns specialist technologies in m-payments and a customer acquisition platform, with a global content distribution network operating in 38 countries within Europe, Central/Latin America, Asia-Pacific and Africa

Strategic Rationale

- Instant Global Scale – 140 Mobile Operator relationships worldwide
- Growth – Obvious product cross promotion and distribution opportunities
- Game changing financial performance springboard (continued next slide)

Unique Opportunity

- Acquisition of Track Concepts provides access to new territories and products in high value verticals
- New suite of apps and mobile technologies to complement the current offering

Subject to

- Due Diligence to the satisfaction of Crowd Mobile
- Funding of Acquisition
- ASX, Regulatory, Shareholder Approvals

Strategic Rationale

Growth, Performance & Synergies



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Exposure to extended m-payments network	<ul style="list-style-type: none"> • Extends reach globally to over 160 telco allowing Track Concepts to leverage CM8's m-Payment network and vice versa • Allows Crowd Mobile to accelerate its crowd sourced micro job network push into new markets • m-payments is one of the largest areas of disruption in finance/payments that CM8 is able to capitalise on
Strong international presences	<ul style="list-style-type: none"> • Expands CM8's international presence into South America, Africa, Europe and Asia-Pacific. • CM8 will have revenue generating centres in over 55 countries • Creates new sales opportunities for CM8's current product suite
Proprietary high tech platform	<ul style="list-style-type: none"> • Proprietary technological platform and business model offers an excellent basis for recurring transactions, broader m-payments expansion and optimization of average margin per user. Complimentary to CM8's platform
Comprehensive product portfolio	<ul style="list-style-type: none"> • Cross marketing of each others products and databases and leverages our micro job network into new markets across more of their products • Supports CM8's app, content, and distribution strategy with new proven products
Diversified customer acquisition mix	<ul style="list-style-type: none"> • Track Concepts has an industry leading technology platform to acquire, retain and manage customers efficiently , and its Global Content Distribution provides mobile content, entertainment and Apps to millions of consumers worldwide, providing ample avenues to acquire new customers globally • Track infrastructure provides ability to access new verticals further diversifying the customer base
Strong Financial Performance with Upside	<ul style="list-style-type: none"> • Performance improvements due to maturity in some markets may lead to increased EBITDA margin • New revenue streams in new territories provide opportunities for increased revenue for CY2015 & beyond • Proven track record of revenue growth
Growth opportunities	<ul style="list-style-type: none"> • Leveraging the people, the customers, m-payments platform, customer acquisition technology

Track Concepts Growth Opportunities



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3. Strengthening marketing (and other stakeholder) relationships

- Strengthening relationships with marketing agencies through increased focus on monitoring, and engaging in direct buying of Internet traffic and lead generation, will enable Track to optimize its conversion rates (increase sales against a possibly lower price per sale).
- Becoming part of Crowd Mobile would enable increased negotiation, distribution and billing power with marketing agencies, gateways and telecom operators.

2. Further diversification of services

- Track is currently active in 38 countries worldwide and continuously looks for new market opportunities to increase their market presence;
- Potential to further diversify the range of consumer propositions through increased targeting and customization of the content to local tastes, further enriching its content.

1. Better monetization of its database

- Potential for monetizing its large consumer base (subscribers and leads), for example, by developing lead generation, and benefiting from major cross- and upselling opportunities to consumers.
- Larger and more developed organizations have the capacity to better utilize Track Concepts' database and significantly increase volume / traffic, thereby substantially increase generated profits.

Strong platform with proprietary technology

- Track Concepts' strong in-house developed Technology platform ensures fast, reliable, flexible and efficient implementation of its services without downtime.
- Scalability of its infrastructure has enabled the Company to expand its global reach with unparalleled ease and speed.
- Highly standardized and automated platform and easily accessible data allows a small team of employees to successfully and effectively manage the Company's large subscription base, and its disciplined content, campaign- and country-portfolio management.

Future mobile apps



CrowdMobile



Collection of future potential apps developed for a broad demographic around themes like entertainment, sports, lifestyle & healthcare

Disclaimer and Non-IFRS Information

Disclaimer

The material in this presentation has been prepared by CrowdMobile 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. In particular you are cautioned not to place undue reliance on any forward looking statements regarding our belief, intent or expectations with respect to CM8's businesses, market conditions and/or results of operations, as although due care has been used in the preparation of such statements, actual results may vary in a material manner. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

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" and "look through". These measures are used internally by management to assess the 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.

Participate in the Future of Mobile

CrowdMobile



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