

CEO Presentation

2016 Annual General Meeting

Thursday 3 November 2016

Level 17, 60 Margaret Street
Sydney NSW 2000

FY16 Financial Results Highlights

Revenue \$47.2m



69%

Underlying¹ EBITDA \$4.7m



13%

Underlying¹ EBIT \$0.9m



2%

Underlying¹ NPAT \$0.8m



51%

Operating Cash Flow \$5.1m



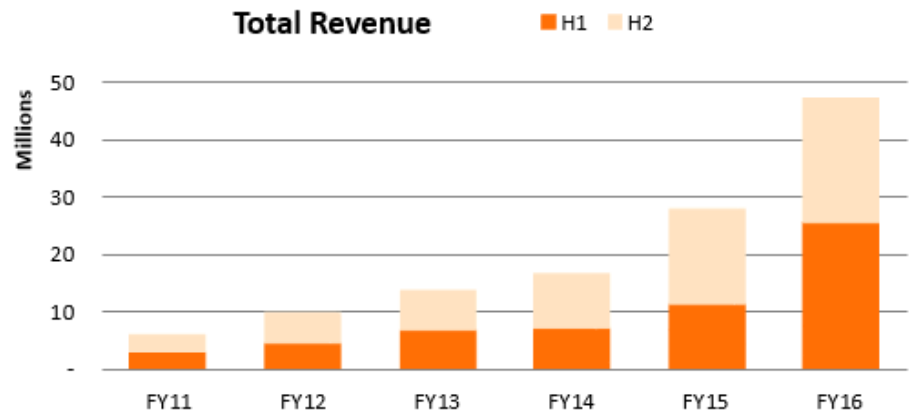
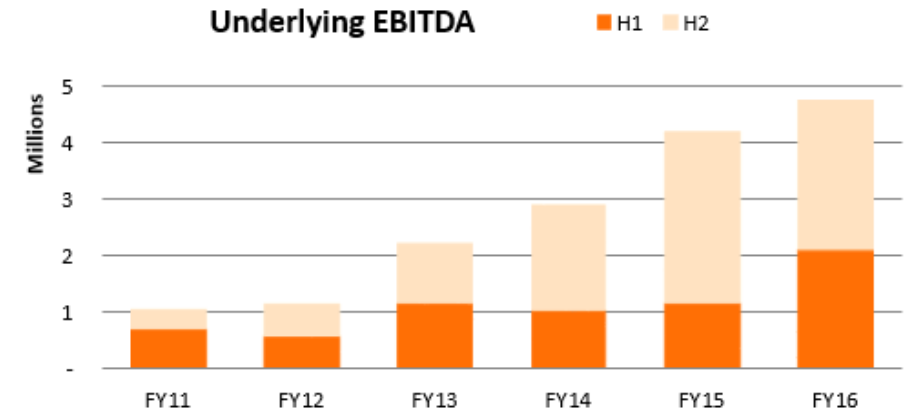
49%

1. Net of Acquisition costs, Financial liabilities re-valuation and Bargain purchase on business combination

FY16 Result Detail

For personal use only

Underlying	FY15	FY16
Sales revenue	\$28.0m	\$47.2m
Other income	\$1.2m	\$0.3m
Consumables Used	(\$10.6m)	(\$20.6m)
Employee benefits expense	(\$10.5m)	(\$15.8m)
Other expenses	(\$4.2m)	(\$7.0m)
Adj for acquisition costs	\$0.3m	\$0.5m
Underlying EBITDA	\$4.2m	\$4.7m
Depc'n and Amort	(\$3.3m)	(\$3.8m)
Underlying EBIT	\$0.9m	\$0.9m
Net Interest	(\$0.2m)	(\$0.1m)
Income Tax	(\$0.2m)	\$0.05m
Underlying NPAT	\$0.5m	\$0.8m
Adjustments to Reported	FY15	FY16
Financial Liabilities	\$4.1m	\$0.7m
Bargain Purchase	-	\$0.6m
Acquisition costs (adj for tax)	(\$0.3m)	(\$0.4m)
Net Profit / (Loss) after Tax	\$4.4m	\$1.8m



Management changes



On 1 September 2016, Lorenzo Modesto was appointed Director of Strategy, to ensure delivery of the Company's strategic initiatives.



On 1 September 2016, Mark Rainbird commenced as Chief Operating Officer to drive delivery of profitability-aligned improvements. Mr Rainbird comes with an extensive background in CEO/COO roles in public technology services companies.

- Professional Services function now centralised under the COO role, with a new Professional Services Operations Manager driving operational excellence and efficiency
- Product Development function now centralised under the Director of Strategy, further aligning product development with strategy

FY17 Business Update

- Restructuring of teams (including redundancies) and re-skilling to meet new market demands
- Cost reductions implemented
- Sell Anywhere Product success continuing, with Myer a cornerstone customer
- Work on recurring revenue services product refresh commenced
- Microsoft Azure product launch completed
- The Board confirms the previous FY17 guidance to market

Bulletproof New Zealand Update

- Major customer projects now building again after relatively quiet Q1
- Ongoing work with Xero, with continued value-add opportunities
- Bulletproof New Zealand brand presence building with collateral and conferences
- Interest in Azure services growing – NZ is a strong Microsoft market
- Revenue contribution expected to be in excess of NZ\$3.5m in FY17, up 20% on annualised revenue from FY16
- Bulletproof's refreshed recurring revenue value-add offerings will boost recurring revenue component in future periods

Product Update: Sell Anywhere

For personal use only

- In production with Myer and others
- A Bulletproof-developed **Platform-as-a-Service** (PaaS) offering allowing retailers to reach new customers
- Retail integration tool – connecting systems to deliver a 360° online sales channel
- Perfect for enterprise retailers with complex digital sales and fulfilment processes
- Allows retailers to:
 - Host a marketplace
 - Sell via a marketplace such as eBay
 - Sync offline fulfilment processes with the online experience i.e. Click and Collect
 - Consolidate sales channels between partners and franchises
 - Innovate and integrate systems to deliver leading customer experiences



Product Update: Microsoft Azure

- End to end services on Azure launched in October 2016
 - Professional Services for consulting
 - Delivery and implementation
 - Support and next generation modular recurring offerings
- ~100 attendees at Melbourne and Sydney launch events
- Small number of customers already live prior to official launch
- Strong follow-on interest from potential customers
- Different customer and workload focus from typical AWS opportunity
- Complementary, wider offering – not 'share shifting' between global clouds
- Integrates with Private Cloud and AWS offerings for true multi-cloud offering

Strategic Update: Multi-cloud Focus

- 82% of enterprises have a multi-cloud strategy
- Multi-cloud mitigates single cloud reliance for customers
- Different customer workloads drive demand for a wider range of options
- Positions Bulletproof as a platform-independent provider
- Azure completes multi-cloud offering across private and global public clouds
- Bulletproof has consulting, implementation & support skills across multiple platforms (AWS, Azure, Private Cloud)
- Leverages first mover advantage – extensive cloud expertise since 2006
- Crystallizes Bulletproof's competitive advantage with the launch of next generation, modular offerings across all platforms

The Future

Continued Execution on Opportunity

- Expected continued strong growth in end to end Cloud Services Revenues
- Integration of acquisitions delivering wider offering and cross-synergies
- Continued leadership as premier ANZ end-to-end Cloud Services provider
- Newly launched services across Azure and Private cloud for true multi-cloud offering

Ongoing Revenue and Underlying Profitability Growth

- Integration of acquired and rapidly growing organic revenue streams
- Improvements to project delivery and product offering to manage project profitability
- Strong management focus on profit growth

Focussed refresh of product range for maximum appeal

- Better defined consulting and professional services offerings to meet rapidly changing market demands
- Modularised, multi-cloud offering to add value to all workload opportunities
- Focus on growing share of cloud services wallet with existing and new customers

Contact Us

For corporate enquires please contact:

Anthony Woodward

Chief Executive Officer

+61 2 9663 9022

investors@bulletproof.net

For investor related queries please contact:

Orla Keegan

Market Eye Pty Ltd

+61 2 8097 1201

orla.keegan@marketeye.com.au

