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# Crowd Mobile Ltd

*Investor Presentation*  
*26<sup>th</sup> July 2016*

# AGENDA

- Macro themes
- Company Overview
- Financial Summary & Debt restructure
- Growth Opportunities
- Conclusion

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# MACRO THEMES

- **Mobile First:** The penetration of smartphones across the globe is growing rapidly due to the proliferation of cheap Android devices. The mobile device is becoming the primary gateway to online services and entertainment.
- **Global Distributed Workforce:** The nature of work is changing around the globe which has been partly driven by changes in technologies. The application of technology has broken down geographical barriers enabling people to perform work remotely as opposed to being tied to a specific location. The rise of platforms such as Freelancer, 99designs and CrowdSource have allowed for clients and workers to come together and transact on a common market place. Crowd Mobile has carved out a niche in the “micro job” space which is a “job” that takes 10 minutes or less.
- **Demand for Personalisation:** Many services offered on the internet are automated and are not customised to a user’s personal circumstances. People are increasingly looking for personalisation of services that have been specifically developed for them. CM is well positioned to take advantage of this growing need.



# CORPORATE SNAPSHOT

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

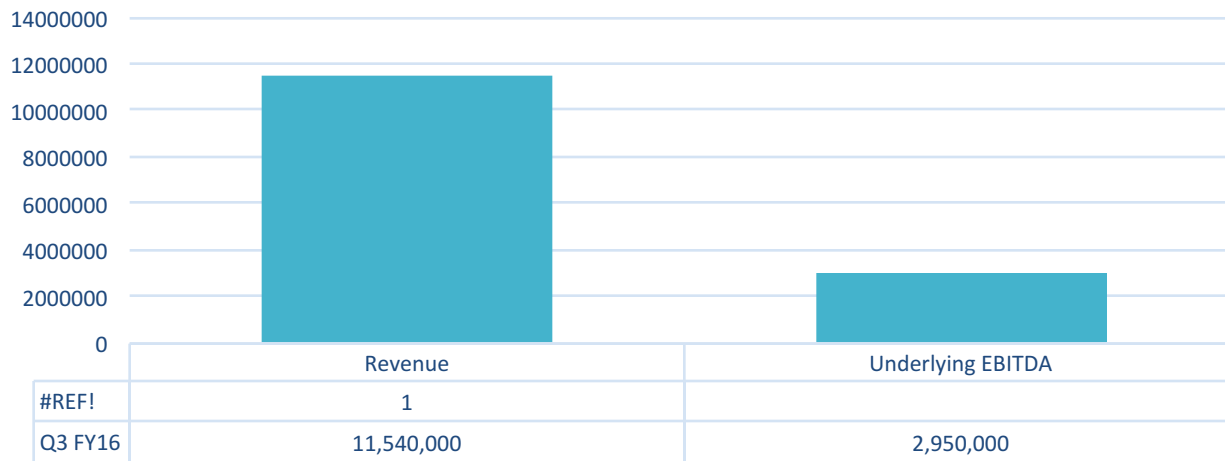
Ordinary Shares on Issue	157.2m
Options @ Various (25cents to 39cents)	33.5m
Market Cap (@ 14.5c - \$AUD)*	\$22.8m
Net Debt as at 30/6/16	\$14.8m
Enterprise Value (EV)	\$37.6m



\*Closing price at 22/7/16

# FINANCIAL HIGHLIGHTS

## Q4-FY16 / June Quarter 2016

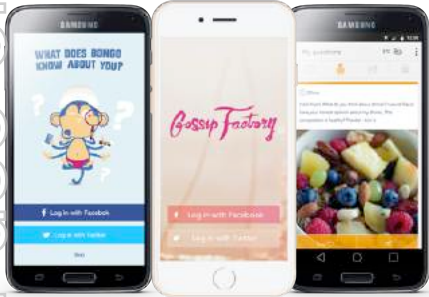


- Profitable and Cash flow generative technology business operating in a market with strong thematic and growth opportunities
- Business generated ~ AUD\$4.0m+ (€2.7m) in Operating Cash Flow in 6 months to Jun-16\*
- Net debt reduced by AUD\$3.7m since December 2016\*

\* Figures unaudited

# BUSINESS DIVISION SNAPSHOT

## Question & Answer (Q&A)



Crowd Mobile develops engaging mobile products that seamlessly connect those seeking answers with experts qualified to give them



## Mobile Payments (m-payments)

Both divisions are underpinned by a seamless m-payment process through Crowd Mobile's Telco partners, Apple & Google. Faster and more convenient than credit cards

## Mobile Content Subscription



Crowd Mobile delivers mobile content including games, mobile security, applications, education, apps, music and video to millions of consumers across the world



crowd mobile

# GROWING M-PAYMENT NETWORK



• Global reach into **54 countries** and connected to over **160 mobile carriers**

- The larger our m-payments network, the larger our addressable market
- Further growth opportunities into Asia, Africa & LATM

# GROWING PRODUCT PORTFOLIO

- Leveraging our Q&A technology to launch into new higher value verticals including finance, legal, tax & celebrities.



*“Consumers used to being charged by the hour to see a financial adviser could soon be able to pay per question instead.”*

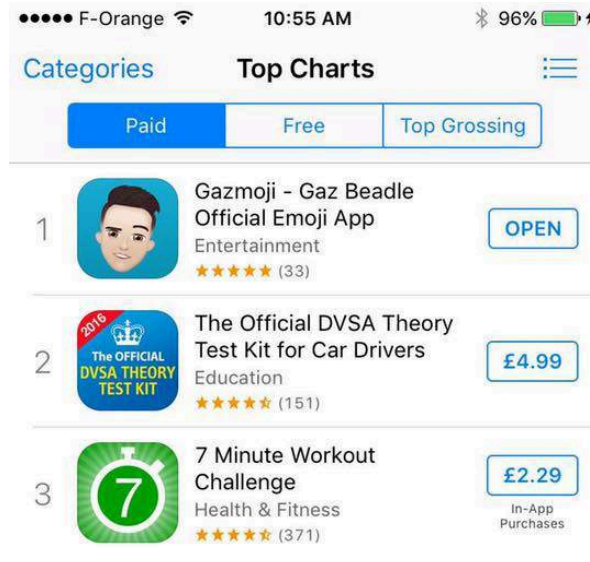
The Australian (11/4/16)



# GROWING PRODUCT PORTFOLIO

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- New *branded* EMOJI vertical; first product launched with Gaz from Geordie Shore in July (#1 program on MTV/ globally)  
GazMoji was ranked **#1 paid entertainment in 9 countries** and top 5 paid apps in 18 countries
- New EMOJI deals in the process of being executed and launched



“GAZ Beadle is about to follow in the footsteps of the Kimoji by releasing his own line of emojis: the Gazmoji..”

The Sun (UK) (11/7/16)

# GROWING THE COMPANY

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We have implemented and are executing the following:

- Launch new products into existing countries by leveraging our existing global m-payment platform
- Grow m-payments network into Asia, Africa & LATM as the larger our m-payments network, the larger our addressable market
- Exploring and extracting revenue synergies (product & customer databases) between the Q&A and Subscription division



# DEBT RESTRUCTURE SUMMARY

- Imminent Re-finance of Senior Debt with a larger €11.8m Face Value (max.) Convertible Note ('CN') from U.S.

The new CN funding facility lowers the cost of debt, provides top-up working capital, commits the Company to principal and interest pay-down, whilst importantly, providing capital structure flexibility as the company grows

Crowd Mobile at its sole option has the ability to pay Principle & Interest in cash or equity. It's Crowd Mobile's intention to repay a strong majority in cash and minimise shareholder dilution whilst paying down debt

A summary of CM8's Debt Portfolio follows:

Debt Provider	Pro-forma 1 Aug 16 *	Undrawn funds	Description
JGB	€9.35m (AUD\$13.75m)	€2.45m (AUD\$3.6m)	CN face value €11.8m, 30 months, P&I, est. IR of 9-12% p.a. repayable in cash or stock at Company's election
Track Vendors	€4.90m (AUD\$7.2m)	-	Bullet repayment loan due Oct-17, IR of 15% p.a.
<b>Total:</b>	€14.25m (AUD\$20.95)	€2.45m (AUD\$3.6m)	

\* Subject to Shareholder approval

# PEER ANALYSIS

	CrowdMobile	Mobile Embrace	SmartTrans	Freelancer	MigMe
Ticker	CM8*	MBE**	SMA**	FLN***	MIG***
Description	m-Content & m-payments	m-payments & m-marketing	m-payments (China)	Online outsourcing marketplace	Mobile social entertainment
FY16 Revenue (\$M)	46.0*	60.0	13.0	38.6	6.0
FY16 EBITDA (\$M)	12.4*	9.0	-1.2	-2.0	-15.0
Share Price (cents)	14.5c	34.0c	3.2c	164.5c	47.0c
Market Cap/EV (\$M)	37.6m*	150m	70m	742m	112m
Revenue Multiple	0.8x	2.5x	5.3x	19.2x	18.6x
EBITDA Multiple*	3.0x	16.6x	N/A	N/A	N/A

- Note: All share prices as at closing 22<sup>nd</sup> July taken from ASX and in \$AUD
- \* CM8 – Annualised extrapolation of the unaudited underlying EBITDA run rate results for Q3&4-FY16 excluding shared based payments. CM8 Market cap = Enterprise Value
- \*\* MBE – Taken from 3<sup>rd</sup> May 2016 Guidance - & SMA – Annualised 1H-FY16 financial report;
- \*\*\* FLN results for FY15 Calendar year & MIG results 1H15 4D annualised (excluding share based payments)

# CONCLUSION

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- Crowd Mobile is a Profitable and Cash flow generative technology business operating in a market with strong thematics and growth opportunities
- The business generated over AUD\$4m in Cash Flow in 6 months to Jun-16 (excluding abnormal items)
- Our Q&A division continues to out perform while our Subscription (Track) business continues to stabilise
- The new Convertible note funding facility from JGB lowers the cost of debt, provides top-up working capital, commits the Company to principal and interest pay-down, whilst importantly, providing capital structure flexibility as the company grows



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CM8 Website(register for newsletter):

<http://crowdmobile.com/>

# Contact

Domenic Carosa (CEO):

[dom@crowdmobile.com](mailto:dom@crowdmobile.com)

Christian Shaw (CFO):

[christian@crowdmobile.com](mailto:christian@crowdmobile.com)



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• 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.

