



## ASX ANNOUNCEMENT

10 May 2018

### Powercor UK signs on as channel partner for the Simble Energy Platform

#### Highlights

- Smart lighting industry to spearhead Simble's UK expansion
- Technology bundling arrangement secured alongside major lighting manufacturer
- Marketing and distribution to be supported by channel partnership with UK energy services supplier, Powercor Limited (**Powercor**)
- Installations to commence this quarter, potentially adding up to 20 customer sites per month for the duration of this partnership, generating recurring Software as a Service (**SaaS**) revenue
- Partnership validates UK demand for the Simble Energy Platform with Simble being the only provider of energy analytics services to Powercor

Simble Solutions Limited (**Simble** or the **Company**), an Australian software company focused on energy management and mobility solutions, is pleased to provide an update on its expansion into the UK.

To service legislative driven demand stemming from the UK Governments smart meter rollout, Simble established a UK sales office in 2017. Consistent with its strategy of commercialising the Simble Energy Platform via channel partnerships, discussions have commenced with several potential counterparties in the UK.

To spearhead its UK launch, Simble is targeting the growing market for smart lighting, and has secured a technology bundling arrangement alongside a major lighting manufacturer. Marketing and distribution supporting this bundling arrangement is being undertaken as part of a new channel partnership with Powercor Limited (**Powercor**).

Powercor is a leading UK energy service provider, and as part of this arrangement, the Simble Energy Platform will be the only analytics and control software provided to Powercor customers. Each installation completed under this partnership will deliver Simble recurring Software as a Service (SaaS) revenue, prepaid under annual or multi-year contracts with the customer.

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The Simble Energy Platform's targeted UK launch alongside smart lighting applications is designed to leverage strong demand trends for these technologies and harness major synergies involving its '2 Way Smart Control' capability.

The global market for smart lighting grew 95% during 2017<sup>1</sup>. This is being driven by rapid falls in the cost of LED technology and step changes in available energy savings. The benefits of replacing existing lighting installations with LED technology are well documented. However, by coupling LED lighting with '2-Way Smart Control' capability such as that offered by the Simble Energy Platform, the available energy savings for outdoor and industrial applications can double<sup>2</sup>.

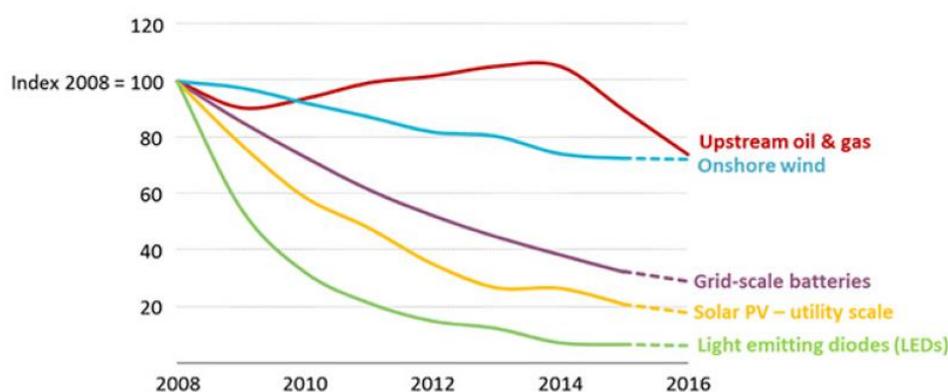


Figure 1: Recent cost trends for selected energy technologies.  
Source: Lucibel, World Energy Outlook 2016 IEA

Simble anticipates installations from the channel partnership with Powercor to commence this quarter. First sales and subsequent installations are expected this month with potential for 40 customer sites to be rolled out in Q2 and potential for a further 60 customer sites in Q3.

Thereafter the partnership has potential to continue adding up to 20 new customer sites per month and open up a further opportunity for Simble to work alongside major LED lighting manufacturers.

Chris Wright, Technical Director of Powercor commented on the partnership: "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,

<sup>1</sup> LEDinside

<sup>2</sup> US DOE

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under a recurring subscription model that will help us further engage our clients and strengthen our client retention capability”.

Fadi Geha, CEO of Simble said: “We are excited by this growth opportunity in the UK market, which currently represents just 1% of our revenue. With costs of LED’s falling 90% over the past decade, smart lighting technology is now witnessing mainstream adoption and, we are proud to help magnify the associated energy savings via the Simble Energy Platform’s 2-Way Smart Control capability. We look forward to working with Powercor as they commence the rollout to their customers across the UK and see this as the start of a larger opportunity to work alongside global LED lighting manufacturers”.

### **About Powercor**

Powercor is a leader in delivering high quality LED lighting technology and control systems. Powercor has worked with over 100 customers across 1000s of customers sites and is focused on public sector, office, commercial and industrial, educational and residential segments across the UK.

**ENDS**

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### **About Simble**

Simble Solutions (ASX:SIS) is an Australian software company focused on energy management and mobility solutions. The Simble Energy Platform or ‘SimpleSense’ is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. The Company’s Software as a Service (SaaS) platform has Internet of Things (IoT) capabilities and empowers enterprises and consumers to remotely automate energy savings opportunities to reduce their energy bill. Simble operates in the SME SaaS market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Sydney and Melbourne (Australia), London (UK), Auckland (New Zealand), Dubai (UAE) and Da Nang (Vietnam).

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