



PERFORMANCE-BASED ADVERTISING

Innovative Digital Solutions to Increase Sales and ROI



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FY16 Performance

KEY MILESTONES

JULY 2015

Began trading on the
ASX under TMP

OCT 2015

10 million
application installs

DEC 2015

\$17.6m half
year revenue

FEB 2016

Listed as a Top Mobile
Affiliate Network –
mobyaffiliates

APR 2016

\$25 million
revenue milestone
achieved

JUN 2016

Acquisition of Croatian
software development
company, Appenture

Full year revenue of
\$32.1 million

FY16 REVENUE GROWTH

Mpire's financial track record reflects the company's consistent growth

\$32.1M

REVENUE

^ 171%

\$3.4M

LOSS BEFORE TAX

v 67%

FY16 OPERATIONAL HIGHLIGHTS



78%

INCREASE IN
CLIENT BASE



109%

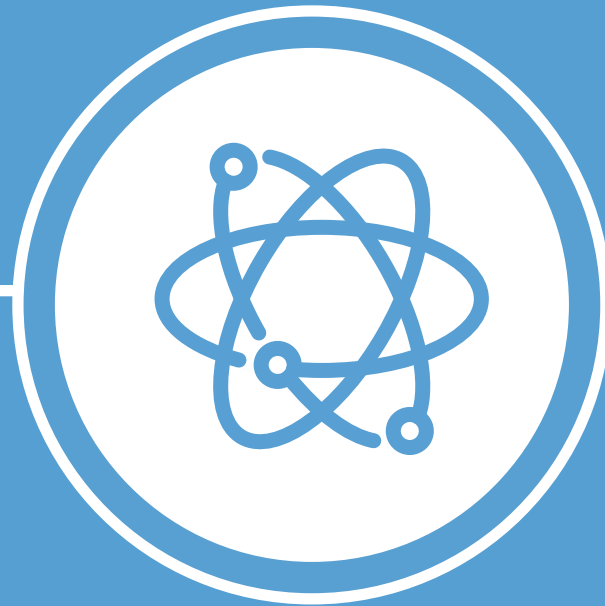
INCREASE IN
SUPPLY NETWORK



53%

INCREASE IN
REVENUE PER CLIENT

FY16 OPERATIONAL HIGHLIGHTS



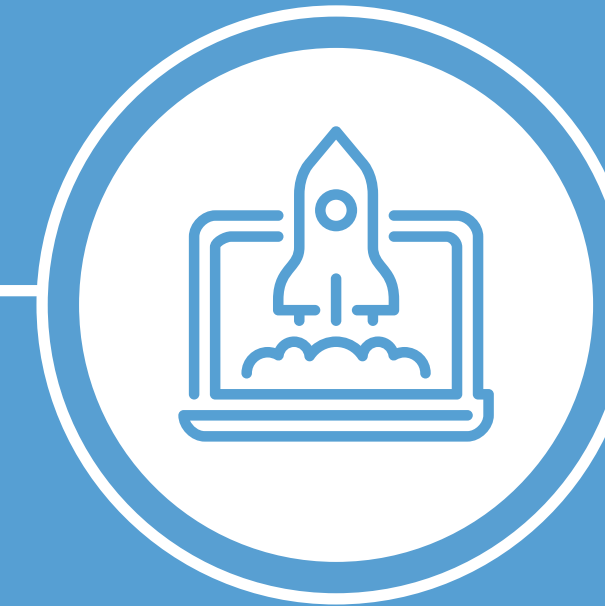
48%

INCREASE IN
PRODUCT UPDATES



71%

INCREASE IN
GLOBAL HEADCOUNT



180%

INCREASE IN
CONVERSIONS DELIVERED

CASH & WORKING CAPITAL POSITION AT 30 SEPTEMBER 2016

Mpire is well positioned to continue strategic business growth

\$5.54M
CASH

\$7.6M
WORKING CAPITAL

Sustainable growth through **innovation**

nexus® provides our competitive advantage, affording our team, clients and partners superior functionality while serving as a foundation for future innovation.

Moving into FY17, our technology strategy continues to focus on:

Advertiser Self-Serve Portal

Development of self-service tools to appeal to **new markets** and **increase margins**.

Insight Granularity

Collecting and analysing data from a larger number of raw data points to enhance understanding of the **consumer journey**, before and after conversion.

Automated Optimisation

Implementing **machine learning** to automate analysis and optimisation from our immense data supply.

TrafficGuard™

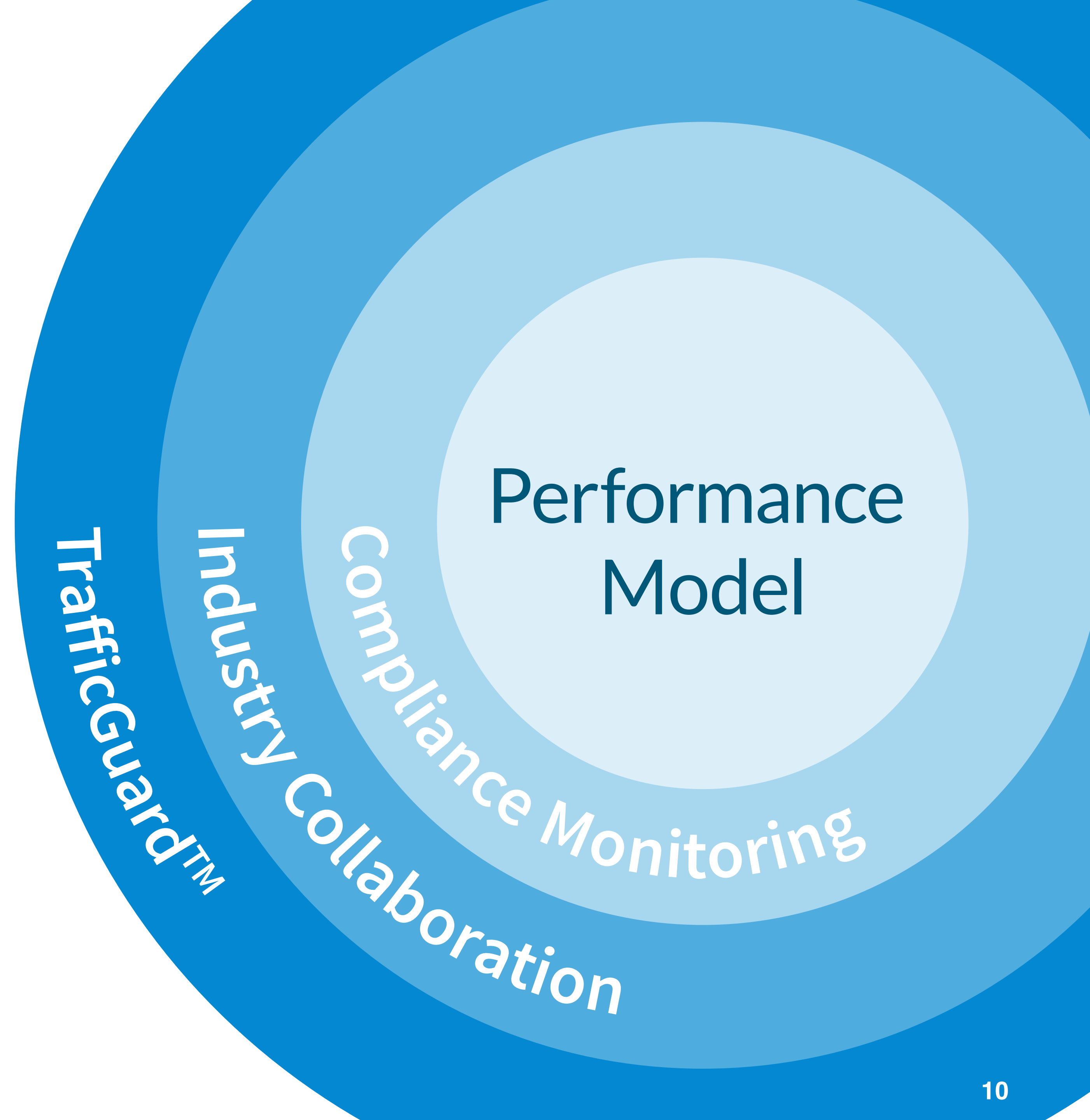
Continued development of screening and monitoring techniques to safeguard the **quality** of our network and the traffic our clients receive.



TrafficGuard™

Online-advertising fraud is estimated to cost advertisers in excess of US\$50 billion over the next decade. The magnitude of the problem is driving unprecedented demand from advertisers for transparency and quality.

Network quality has always been a priority for Tech Mpire. October saw the launch of Tech Mpire's proprietary, anti-fraud solution, TrafficGuard™, to complement and bolster existing quality-control measures.



TrafficGuard™

Formidable Anti-Fraud Fortress

Using machine learning to detect and constantly learn from suspicious behaviour, TrafficGuard is the recent addition to Tech Mpire's already formidable anti-fraud defences.

Satisfy Growing Advertiser Needs

TrafficGuard, along with Tech Mpire's other quality-control measures, represent the Company's proactive approach to quality which will result in growth of the client base, and in turn, revenue.

Performance Through Quality

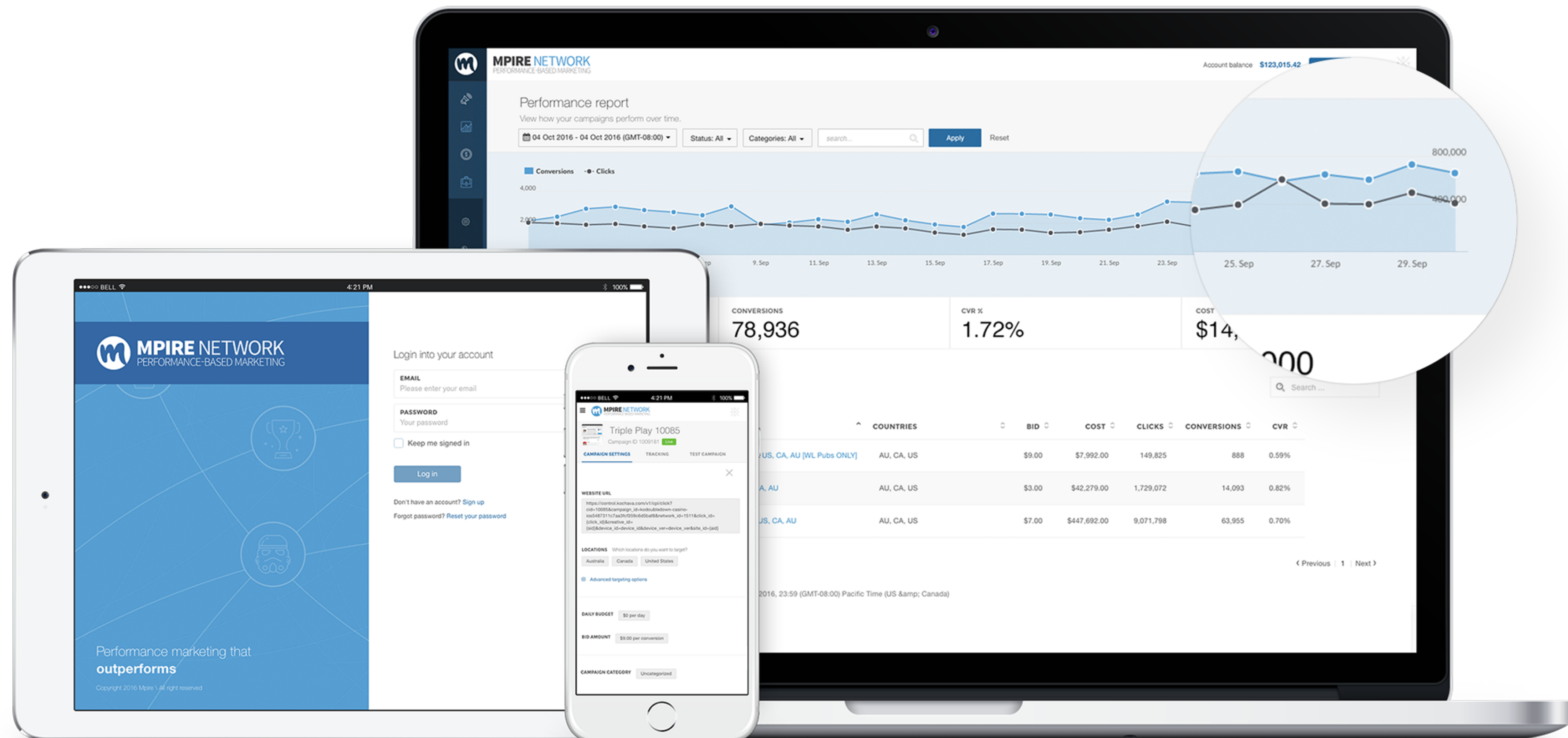
TrafficGuard removes the fraudulent traffic which skews performance data, driving more informed optimisation decisions. This means better performance on advertising campaigns.

Working with Supply Partners

TrafficGuard will be used to facilitate compliance amongst Tech Mpire's supply network. TrafficGuard provides our partners visibility into the quality of their traffic to help them safeguard their reputations.

Advertiser self-serve portal

The development of the advertiser self-serve portal is on schedule for launch in the December quarter.



Advertiser self-serve portal

New Market Segments

The development of a low touch, self-serve solution will make it feasible for Tech Mpire to serve a **new segment of the market.**

Efficiency Through Automation

The self-serve portal will automate significant amounts of work, previously conducted by human resources. While we will always need our exceptional account managers, with automation, we can **scale faster** and **increase margins.**

Foundations For Further Development

The expertise honed in the development of our advertiser self-serve portal will be utilised further as we continue to drive operational efficiencies. This is only the beginning of Tech Mpire's long term technology strategy.

The Long Tail of Online Advertising

Through automation, the self-serve portal will be able to provide services to advertisers with smaller budgets. Collectively, these advertisers represent significant online ad-spend.

Annual General Meeting - October 2016

GROWING THE MPIRE

Tech Mpire is strengthened by the acquisition of Appenture



INVESTMENT OPPORTUNITY



Performance Driven

Tech Mpire's performance model ensures that every dollar our clients invest in digital advertising has a predetermined attributable conversion.



Expanding global market

We operate within an expanding market, with online advertising estimated to be worth \$260 billion by 2020.



Focused growth strategy

Tech Mpire's long term strategy will continue to see resources directed into assets that will deliver sustainable profitability into the future.



Strong market validation

Mpire's extensive selection of supply partners helped to deliver almost 18 million conversions to our growing advertiser client base (up 78%) over FY16.



Solid financial performance

Annual revenue for FY16 grew by 171% to reach \$32.1 million, significantly outperforming internal revenue targets.



Innovative technology

Our proprietary network platform is continuously evolving to offer greater value and visibility to both clients and supply partners.

Thank You



Annual General Meeting - October 2016

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