



INVESTOR PRESENTATION

Driving global growth through technology

Lee Hunter

Managing Director & Chief Executive Officer

e investor.enquiry@techmpire.com

p +61 8 9473 2500

w www.techmpire.com

TABLE OF CONTENTS

What We Do	3
Key Investment Considerations	4
Clear Path To Profit With Strong Balance Sheet	5
Strong Revenue Growth and Outlook	6
Global Client Base	7
Attractive Relative Valuation	8
Strong Outlook for Adtech Sector Consolidation	9
High Growth Addressable Markets	10-11
Competitive Advantage	12-14
Multiple Growth Strategies	15-18
An Example Of nxus In Action	19-23
Board and Management	24-25
Share Trading Overview	26
Key Milestones To Date	27
Outlook	28
Summary	29
Disclaimer	30

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WHAT WE DO

Tech Mpire delivers cost-per-action (CPA) advertising for the world's biggest brands, helping them acquire new users wherever they are in the digital world.

We are scaling globally, with a strong balance sheet and sufficient growth capital being reinvested in international sales and marketing. Our growth strategy is being led by our new CEO, who brings 10 years of Google adtech experience.

Our competitive advantage is nxus[®], our proprietary adtech platform. Launched in 2014 and constantly evolving, nxus has been generating steadily growing revenues. Recent product developments have led to a significant edge in the cost-per-action marketplace via:

- Providing superior **ROI** on ad spend for our clients through real-time automation and optimisation
- Building long-term **trust** with sophisticated quality assurance tools and reporting
- Integrating with high-quality, high-volume sources of traffic to enable advertisers to quickly **scale** their campaigns globally

KEY INVESTMENT CONSIDERATIONS

1. **High growth addressable markets:** Performance advertising (incorporating CPA) and mobile marketing
2. **Proprietary marketing platform, nxus,** provides highly scalable competitive advantage, leveraging big data, automation and analytics
3. **Clear path to profit with strong balance sheet** providing sufficient growth capital
4. **Strong revenue growth YTD** vs. previous corresponding period (PCP)
5. **Global client base** including some of the world's biggest brands
6. **Attractive relative valuation**
7. **Adtech sector consolidation expected to continue**
8. **Strong organic growth outlook** driven by competitive advantage in high growth addressable markets and focused growth strategies
9. **Strong board and management** led by new CEO with 10 years of global adtech experience at Google

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CLEAR PATH TO PROFIT WITH STRONG BALANCE SHEET

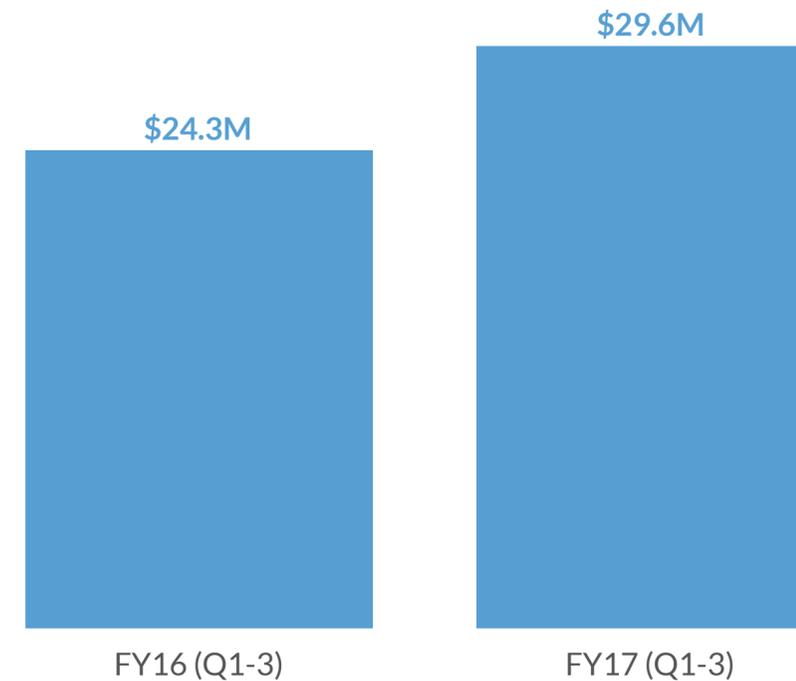
- Cash of \$4.3m as at March 2017
- Well placed to deliver second consecutive year of record revenue in FY17
- FY16 pre-tax loss of \$3.4m is primarily due to a significant \$4.3m share based payment which will not reoccur in FY17
- Profit is also expected to be bolstered by technology efficiencies helping to improve margins and increase sales
- R&D and technology costs projected to remain at current levels. Costs have been expensed, not capitalised

	YTD (9 mths)	FY16	FY15
Revenue	29.6m	32,123,476	11,849,518
Cost of Services		(24,895,438)	(9,890,720)
Gross Profit		7,228,038	1,958,798
Other Income		359,585	151,555
Overheads		(6,695,194)	(3,910,285)
Operating Profit		892,429	(1,799,932)
Other Expenses		(4,280,938)	(8,473,365)
Pre-tax profit/loss		(3,388,509)	(10,273,297)

STRONG REVENUE GROWTH AND OUTLOOK

- Revenue model is highly leveraged to rapidly growing global advertising spend in performance advertising and mobile marketing
- FY17 year-to-date (YTD) revenue (Q1, Q2, Q3) of \$29.6m, up 22% vs prior corresponding period (PCP)
- March 17 quarter revenue up 85% on previous quarter, to reach \$14.4m
- Revenue growth expected to continue, driven by:
 - Growth of global cost-per-action advertising budgets, and mobile marketing
 - Rollout of scalable technology delivering competitive advantage and increased margins
 - Expansion into Asia Pacific markets
 - Strategic business development to complement competitive advantage, targeting high-value brands, and further diversifying across verticals, regions and seasonality

3 Quarter Cumulative Revenue AU\$



GLOBAL CLIENT BASE

Tech Mpire's clients represent some of the world's biggest brands, including Facebook, Samsung, Alibaba and McDonalds. In FY17 YTD, we have delivered over 23 million conversions to 300+ advertisers, representing an increase of 58% on previous corresponding period (PCP).



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ATTRACTIVE RELATIVE VALUATION

TMP trades at a relative valuation discount despite its strong growth profile and balance sheet.

	Code	Market Cap (A\$m)	EV/EBITDA (X)*	Cash (A\$m)*	Debt (A\$m)*
RocketFuel	NASDAQ: FUEL	193.5	22.5	116.4	119.5
Matey Media Group	LON: MTMY	170.1	9.0	30.0	21.6
Crowd Mobile	ASX: CM8	28.6	5.3	2.9	17.7
Adslot	ASX: ADJ	80.9	-	4.7	NIL
Tech Mpire	ASX:TMP	23.7	-	5.6	NIL

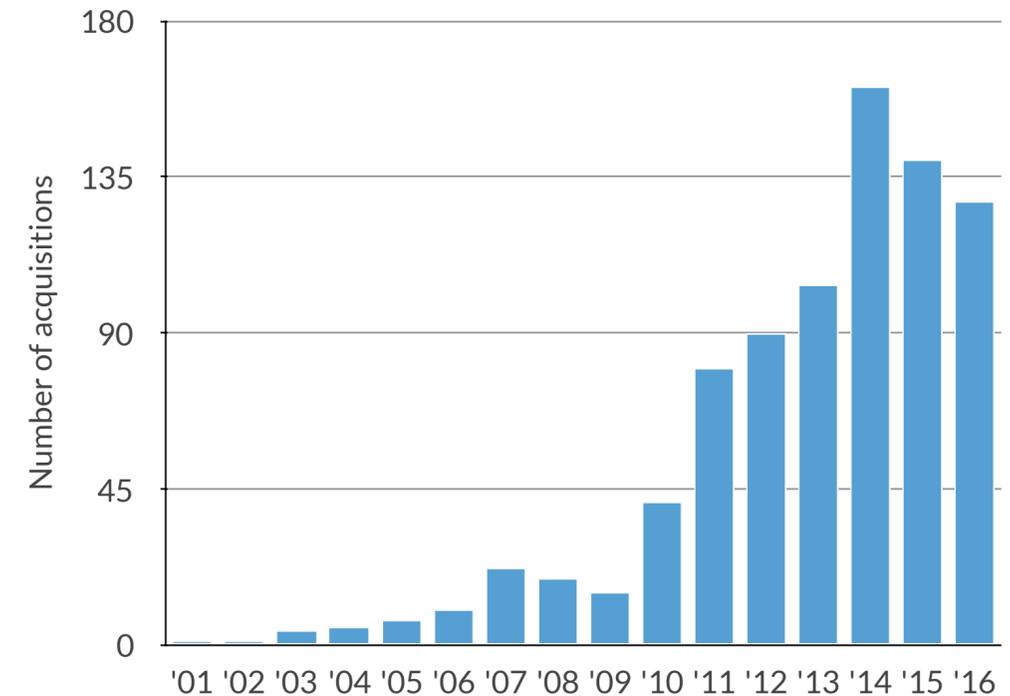
* Source: Bloomberg (based on latest FY accounts)

STRONG OUTLOOK FOR ADTECH SECTOR CONSOLIDATION

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- **Strong corporate interest:** Adtech corporate acquisitions have increased >10x since 2009
- **“Land grab”:** The outlook for increased adtech sector consolidation remains strong as global adtech companies are looking to build scale quickly by acquiring targets with growing client bases and innovative IP
- Recent examples in the performance advertising and mobile marketing sector:
 - AppLovin sold for **US\$1.4bn** in Sept 2016
 - Smaato sold for **US\$148m** in June 2016
 - Merkle acquired by Dentsu Aegis for **US\$1.5bn** in August 2016
 - PepperJam sold for **US\$985m** in April 2016

Ad Tech Acquisitions by Year



Source: <http://www.adopsinsider.com/ad-ops-strategy/a-history-of-ad-tech-acquisitions/>

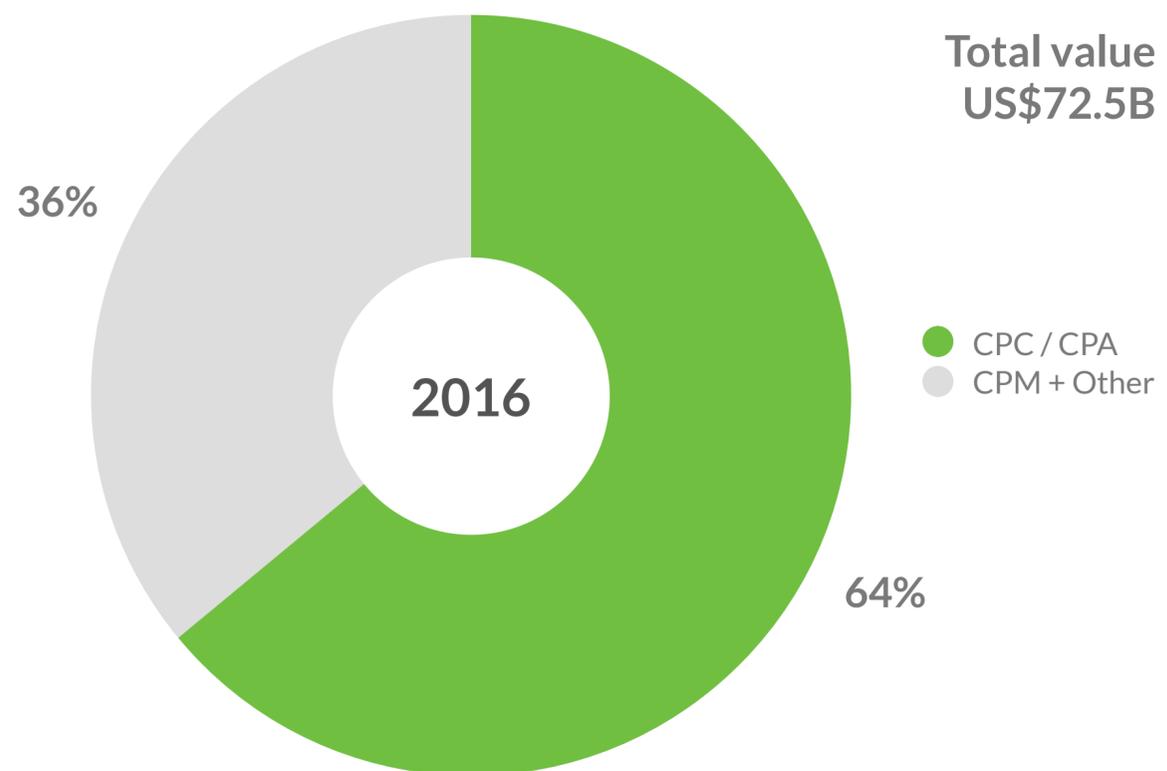
HIGH GROWTH ADDRESSABLE MARKETS

Strong growth in performance advertising and mobile marketing

Tech Mpire is perfectly positioned to capitalise on the opportunity created by the growth in performance advertising (the pricing model advertisers use to buy media) and mobile marketing (where they buy it).

Budgets are moving to performance advertising due to ROI and effectiveness

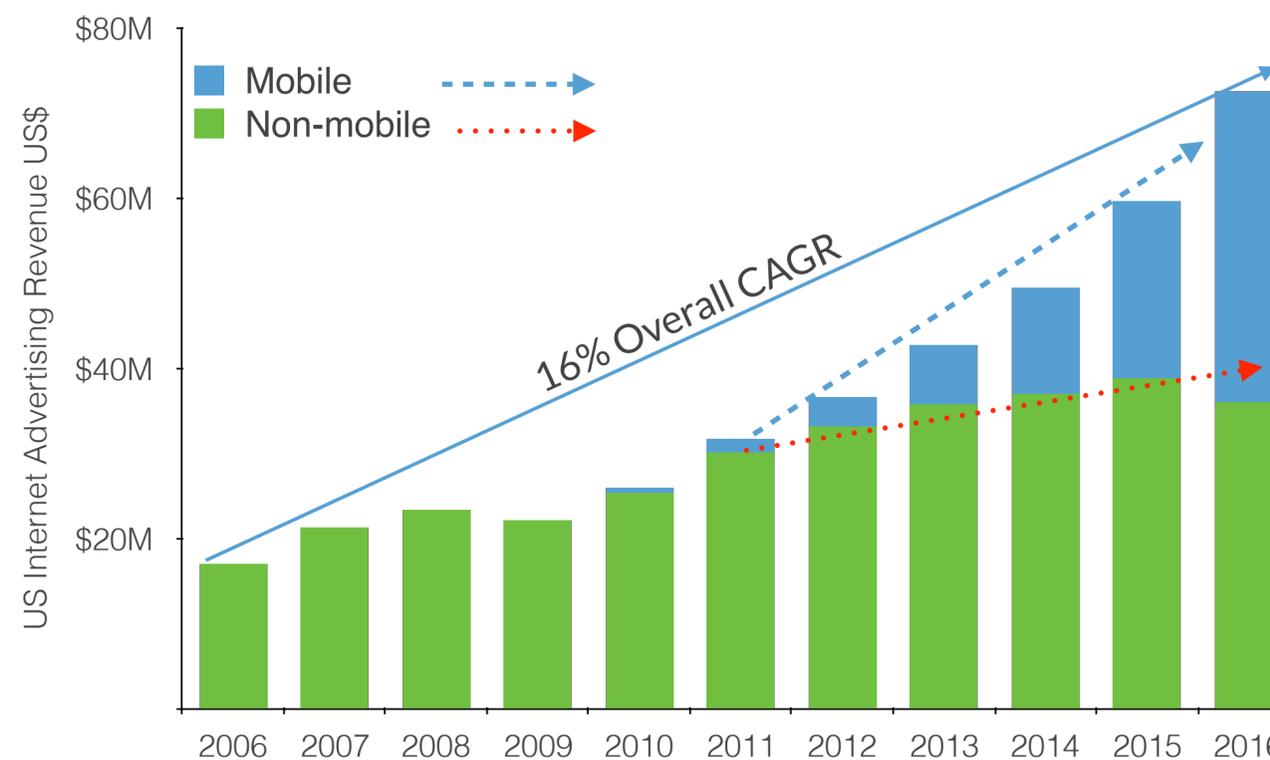
The size of the US performance advertising market was **\$47 billion** in 2016, representing 65% of all online marketing budgets



US internet advertising revenue by pricing model 2016

Mobile internet advertising driving overall growth, increasing 48% in 2016

The global mobile advertising market is estimated to be **\$215 billion** by 2021. This will represent 72% of total online marketing budgets.



US internet advertising revenue by platform 2006-2016

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HIGH GROWTH ADDRESSABLE MARKETS

Why CPA will continue to grow

- Tech Mpire delivers cost-per-action (CPA) advertising, with nxus providing a competitive advantage through automation, quality and scale
- CPA pricing is very attractive to advertisers as fees are paid only on success
- Relative to other pricing models, CPA represents **low risk** and **minimal effort** for the advertiser. Additionally, advertisers can **maximise return on investment** (ROI) under the CPA pricing model, motivating them to increase budgets over time
- Historically, the challenge for CPA providers (like TMP) has been the difficulty of aggregating sufficient CPA traffic sources (supply). nxus efficiently brings these sources together at scale

Online Advertising Pricing Models

CPM

(Cost per impression)

- Advertiser pays when ad is displayed to user

CPC

(Cost per click)

- Advertiser only pays when user clicks on ad

CPA

(Cost per action)

- Advertiser only pays when user defined action occurs, such as sale or install

COMPETITIVE ADVANTAGE: NXUS

TMP's competitive advantage is nxus: our proprietary technology product. It automates and scales cost-per-action (CPA) marketing campaigns, optimising for the highest quality sources of traffic.

Traditionally, providers of CPA advertising have relied on manual, unsophisticated, unscalable and opaque methods to build campaigns for advertisers. The majority of our competitors simply act as media agencies, manually connecting advertisers to sources of CPA traffic.

nxus delivers enhanced **ROI, trust** and **scale** to our clients through:

- **Automated Demand & Supply Mediation:** Fast, intelligent campaign activation, connecting the most effective traffic sources to our advertisers.
- **Real-time Optimisation:** Automatic, real-time updates to campaigns, continuously improving performance against advertiser goals, and prioritising the highest sources of ROI.
- **Quality Assurance:** Proactive assessment of traffic sources to remove invalid traffic or non-compliant campaign activity, leaving only trusted, genuine conversions.
- **Big Data Enabled Tracking & Transparency:** nxus processes in excess of **6 billion data points each day** to monitor and report on campaigns, helping TMP's clients to understand and optimise their spend with us.

COMPETITIVE ADVANTAGE: BUILDING SUPPLY TO MEET GLOBAL DEMAND

Finding advertisers is not our primary challenge; ensuring we have the right supply of quality traffic to meet the booming global demand is.

nexus allows us to scale and optimise a wide variety of traffic sources, delivering greater supply than others in the CPA marketplace. This happens in three ways:

- 1. Scaling existing supply sources.** Through automation and mediation, nexus recommends the most suitable traffic sources, and optimises for each source's full traffic potential
- 2. Gaining access to new high-volume supply partners** via direct integration through APIs
- 3. Introducing new types of supply sources** through TMP-owned media and integration with monetisation partners. For example, partnering with app developers to deliver our client's ads within their apps.

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MULTIPLE GROWTH STRATEGIES

The next phase of Tech Mpire's growth is built on three elements.

Growth Strategy One
Accelerating our Four
Technology Pillars

Growth Strategy Two
Expansion into Asia Pacific

Growth Strategy Three
Targeting higher-value clients

GROWTH STRATEGY ONE: OUR 4 TECHNOLOGY PILLARS

In April, we released on the ASX our [technology strategy](#) to enable global growth. We are accelerating the development of nxus to meet the market opportunity, investing in technology supporting our 4 pillars:

1

Investment in **big data** analytics and automation to improve the efficiency, quality and profitability of our advertiser campaigns. This is the

2

Accessing **higher-volume sources of supply**, allowing us to better satisfy the significant global demand.

3

Strengthening our mobile business, by providing better audience data and easier engagement for mobile advertisers.

4

The continued evolution of our **quality assurance measures** to eliminate invalid traffic and improve the ROI for our clients and partners.

GROWTH STRATEGY TWO: EXPANDING INTO ASIA PACIFIC

The next phase of Tech Mpire's regional growth will be in Asia Pacific, as the region continues to dominate the app world.

Our technology and global reach positions us extremely well to tap into this explosive growth. Our Asia Pacific strategy is focused on export marketing, targeting app developers who are looking beyond their home countries, seeking to acquire new users around the world. nxus' scalable technology will allow us to expand into Asia Pacific efficiently and cost-effectively, focusing on satellite offices with lean business development teams securing clients throughout the region.



33% of the world's app developers are from Asia, with the region also reporting the highest rate of growth (Statista, 2017).



Mobile Internet advertising is forecast to grow in Asia Pacific at a 22.2% CAGR in the next five years (PWC, 2016).



60% of mobile game spending in 2016 occurred in Asia Pacific (IDC, 2017).



China accounted for nearly half of the iOS App Store's annual growth in 2016 (AppAnnie, 2017).

GROWTH STRATEGY THREE: TARGETING HIGHER-VALUE CLIENTS

With the developments to our supply sources, technology and management team, we are now in a position to pursue more diversified client base of global brands.

Using nxus business and market intelligence data (such as app store analytics), we will be targeting higher-value clients, being strategic about how we diversify our revenues across verticals, regions and seasonality.

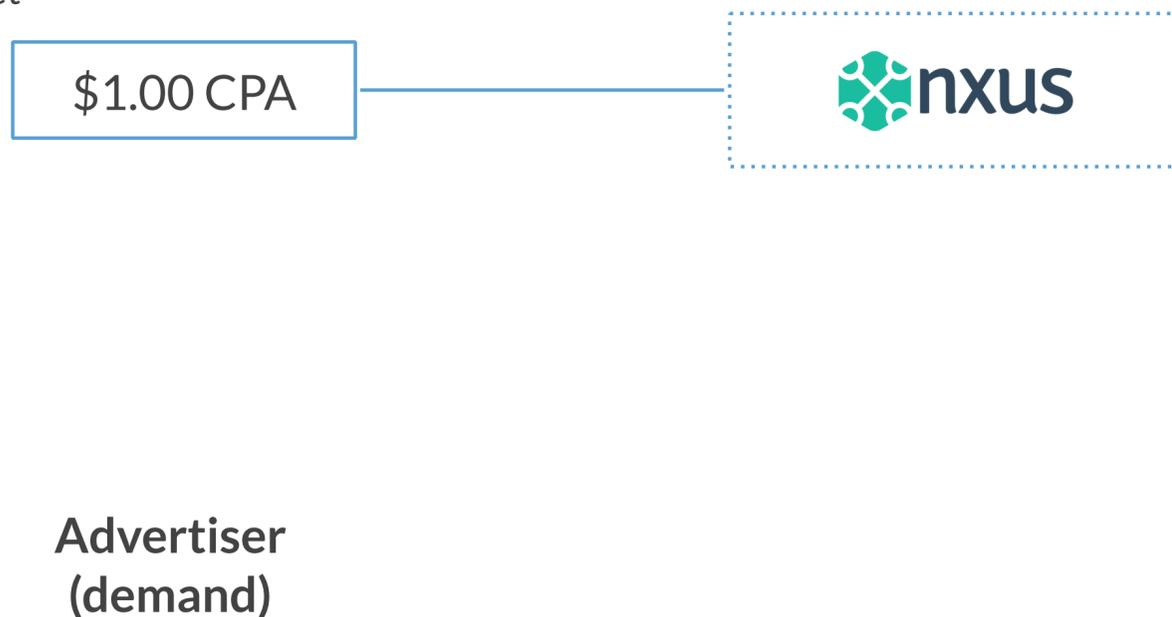
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AN EXAMPLE OF NXUS IN ACTION

Step 1: Engagement and CPA pricing. We engage with an advertiser on a cost-per-install basis for their mobile application. nxus uses a sophisticated pricing technique taking into consideration historic campaign performance data, current volumes of supply, and advertiser goals, to determine an agreed \$1.00 cost to the advertiser for every install.

Example:

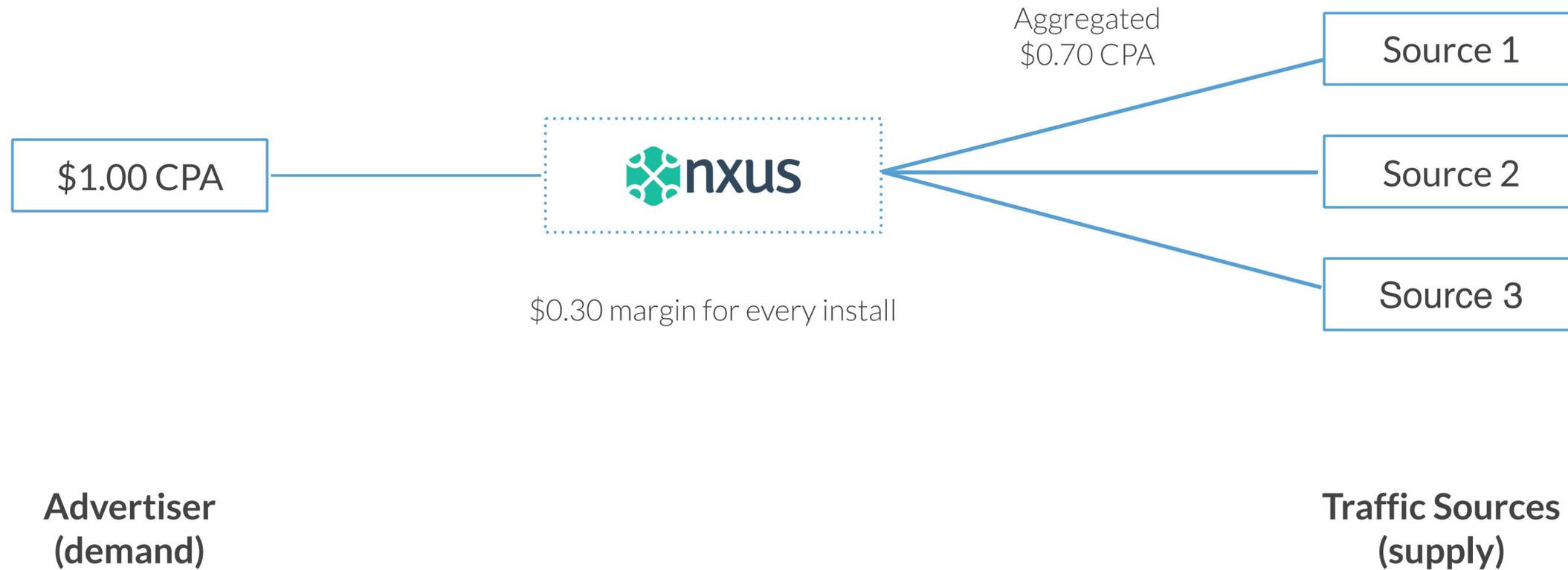
- Tier 1 advertiser
- Premium gaming app
- Targeting US, UK, CA, AU
- Cost-per-install budget



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AN EXAMPLE OF NXUS IN ACTION

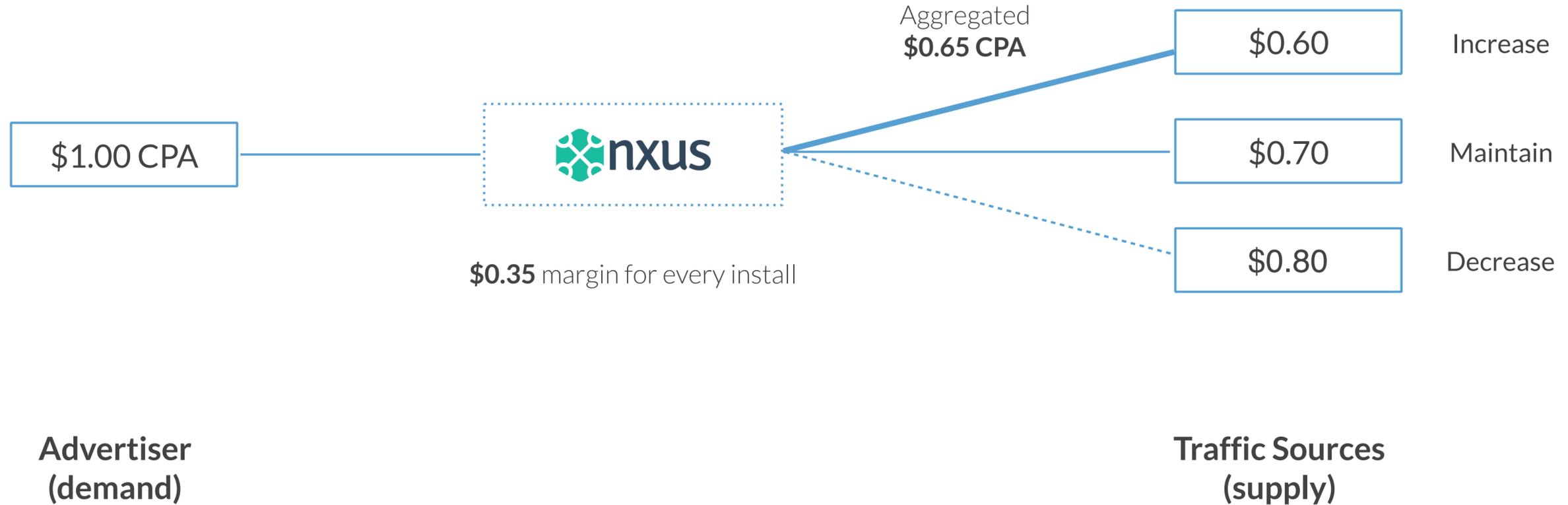
Step 2: Demand and supply mediation. Based on the advertiser brief, nxus analyses our supply, aggregating the most effective traffic sources to both meet advertiser goals, and deliver the appropriate margin to our business. An example would be a \$0.70 CPA paid to our supply sources, leaving \$0.30 to Tech Mpire.



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AN EXAMPLE OF NXUS IN ACTION

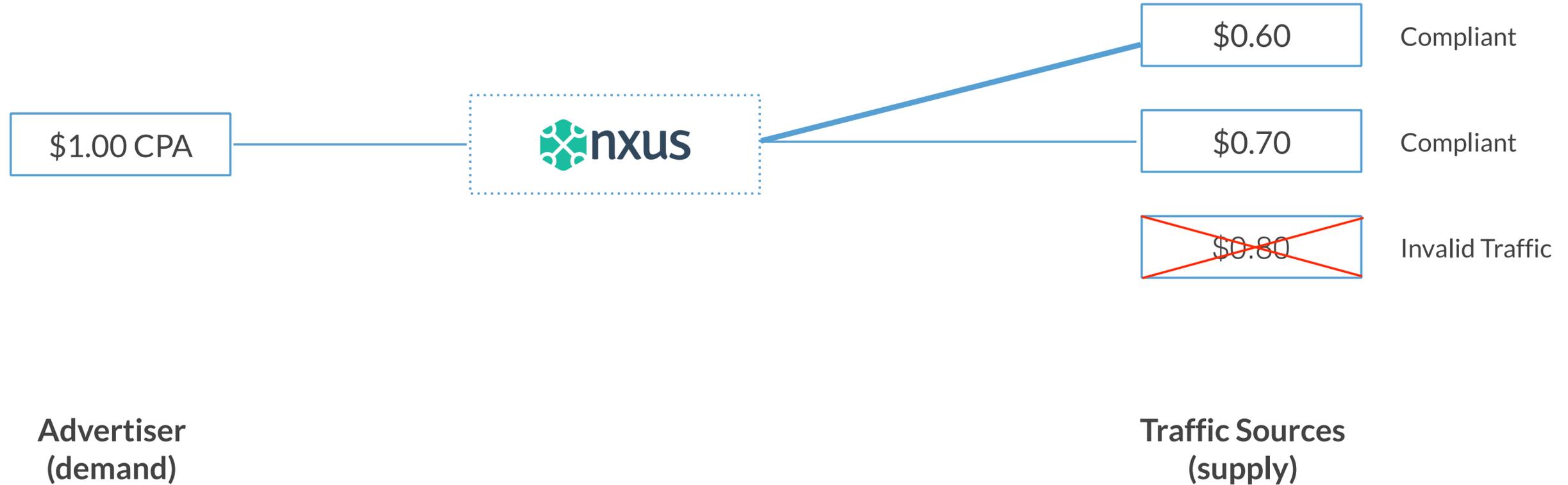
Step 3. Real time optimisation: In real time, nxus measures the success of each of our supply sources, optimising for ROI and advertiser goals. Within minutes, we can efficiently allocate budget into better performing traffic, improving campaign results and/or margin. Improved margins can be passed along to the advertiser, or retained by the business.



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AN EXAMPLE OF NXUS IN ACTION

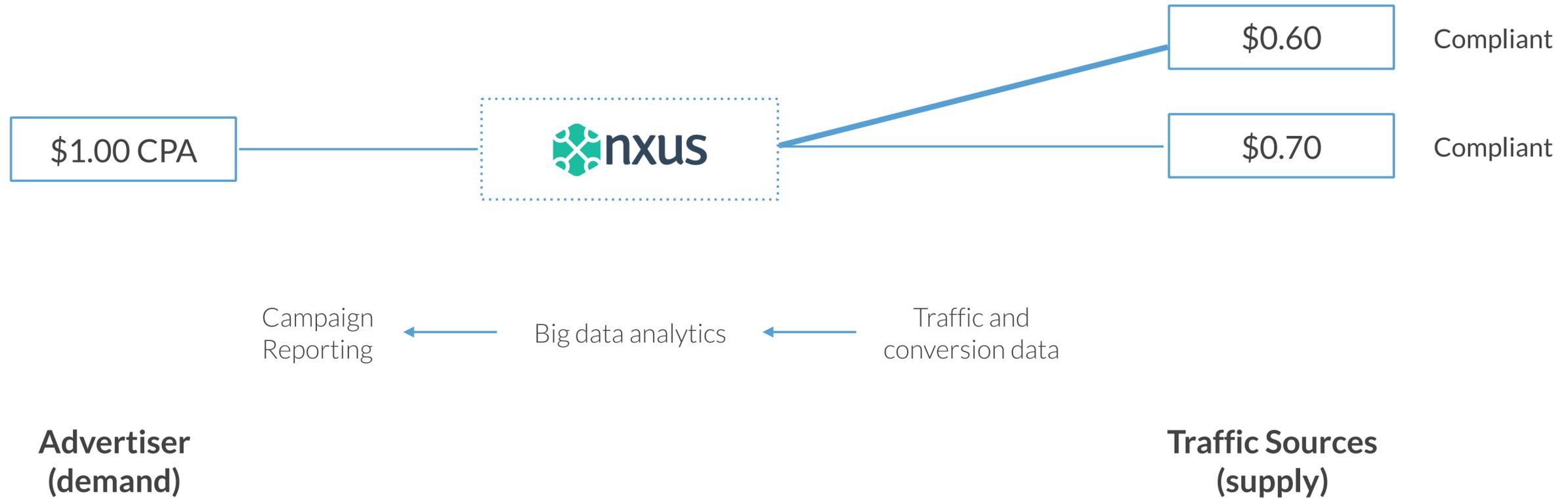
Step 4. Quality assurance: nxus' quality assurance tools constantly look for invalid traffic or supply sources that don't meet our compliance standards. Bad actors are immediately removed from the campaign, improving the overall, genuine conversion rates and true ROI for the advertiser campaign. This step is critical in building trust with our clients.



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AN EXAMPLE OF NXUS IN ACTION

Step 5. Tracking and transparency: nxus processes in excess of 6 billion data points everyday to provide comprehensive campaign reporting back to the advertiser. This reporting enables advertisers to optimise their marketing spend with Tech Mpire, and strengthens their trust in our platform.



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THE BOARD

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LEE HUNTER
Managing Director
Chief Executive Officer
Perth, Australia

Lee has helped grow some of the biggest technology companies in the world. As Tech Mpire Chief Executive Officer, Lee leads the Company's ambitious plans for global growth. Lee is a former senior Google executive, most recently serving as the Head of Marketing Strategy & Innovation for Google Asia-Pacific. He also served as Head of Advertiser Acquisition & Growth Marketing for Google UK and Ireland.

Lee brings extensive experience in the global online advertising industry from working with leading ad-tech innovators in Sydney, London, and Silicon Valley.

STEPHEN BELBEN
Non-executive Chairman
Perth, Australia

Stephen has 17 years' experience in both executive and non-executive director roles, at a number of public and private companies. This experience follows 9 years as a senior partner at Ernst and Young, specialising in corporate and assurance work in Western Australia.

MATHEW RATTY
Non-executive Director
Perth, Australia

Mathew is an experienced investor focused on Australian and US equity and debt markets. He has extensive experience across capital raising, seed investment negotiation, corporate strategy and financial modelling. As co-founder of MC Management Group Pty Ltd, Mathew holds the role of Head of Investment and is responsible for negotiating deal structures and asset pricing for companies in the healthcare, financials and technology space.

MANAGEMENT TEAM

LUKE TAYLOR
Chief Technology Officer
Founder
Perth, Australia

As a founding member of Tech Mpire, Luke has been involved in all aspects of the Company's global operations. In his current role as Tech Mpire Chief Technology Officer, Luke leverages almost 20 years of experience in building and growing technology companies, to guide the evolution of Tech Mpire's nxus® platform and overall technology strategy.

JEFF BOTNICK
Managing Director
Mpire Network
Toronto, Canada

Jeff has been the Managing Director of Tech Mpire's client facing entity, Mpire Network, since February 2014. During this time he has been responsible for building, leading and directing the sales team, while expanding the supply network

Having managed and grown two of the largest performance based agencies in the USA, Jeff has earned a strong reputation in performance marketing. Further, he has proven himself as an innovative and effective team builder capable of driving results in both start-up and mature businesses.

CLARE MADELIN
Chief Financial Officer
Joint Company Secretary
Perth, Australia

Clare is a Chartered Accountant with over 30 years' experience in both commerce and professional practice in Australia and the United Kingdom.

Her roles have included Chief Financial Officer and Company Secretary of a number of ASX listed and private companies across a range of industries.

TIM ALLISON
Joint Company Secretary
Perth, Australia

Tim is a Chartered Accountant and Associate Member of the Governance Institute of Australia. To Tech Mpire, he brings over 8 years' experience in both commerce and professional practice. Mr Allison has extensive experience in change management, corporate restructures and corporate governance, while acting as Finance Manager and Financial Controller for various ASX listed entities.

SHARE TRADING OVERVIEW

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Top 10 Shareholders

ZHENYA HLDGS P	15.05%
HSBC CUSTODY NOM	8.16%
MC MGNT GRP PL	7.60%
CITICORP NOM PL	3.13%
H CUNNOLD PL	3.04%
MC A/C	2.36%
INTNL MEDIA MARKETING INC	1.98%
TAYLOR LUKE	1.98%
RECO HLDGS PL	1.75%
ALEXANDER PETER	1.72%

Overview

Market Cap @ \$0.36*	\$23.7m
Cash at Hand**	\$4.3m
52-Week	\$0.11 - \$0.435
Shares on Issue	53.1m
Top 10 Shareholders	47%

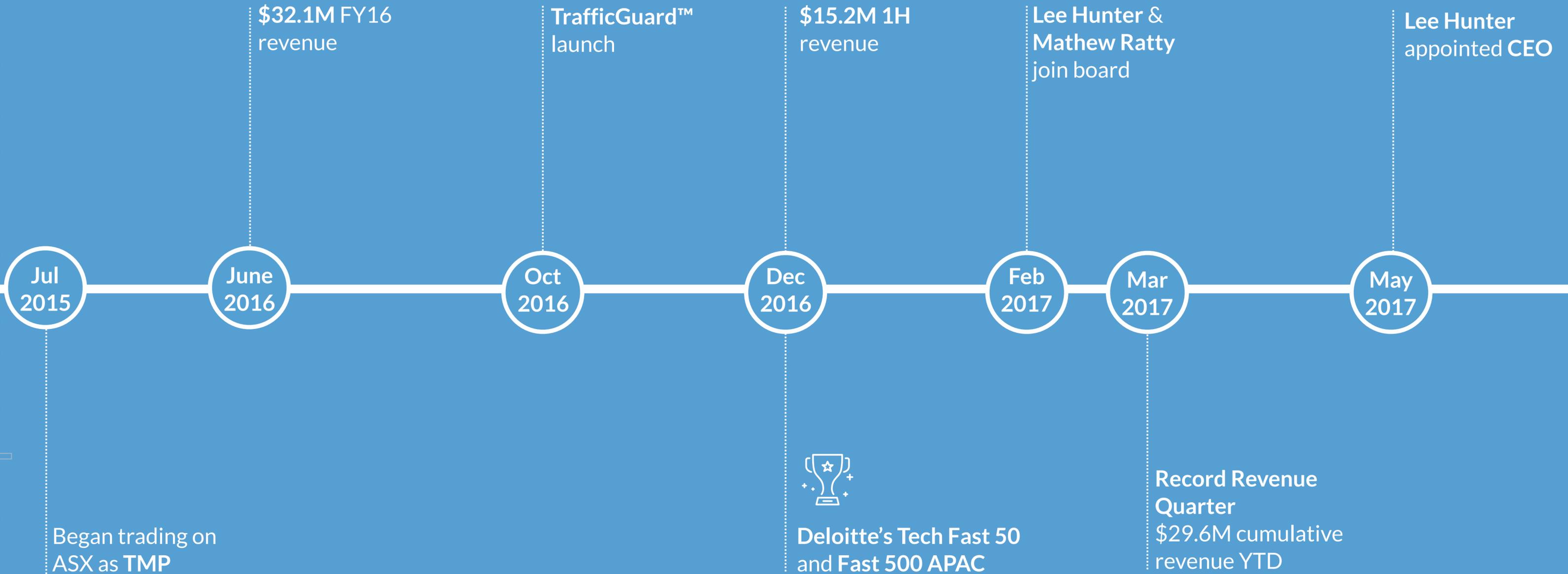
Share Price - 6 Months



* As at 5 June 2017
 **As at 31 March 2017

KEY MILESTONES

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OUTLOOK

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Strategic business rollout to continue, including:

- Targeting new high-value, premium clients
- Deeper penetration into existing verticals, particularly in gaming, entertainment, transportation and utilities
- Appointment of global BDMs to focus on new geographies, verticals and client tiers

Diversification strategies include a focus on increased mix of clients across:

- Verticals
- Regions
- Seasonality

Strong organic revenue growth expected to continue, driven by:

- Fast growing addressable markets
- Scalable tech delivering competitive advantage and increased margin
- Asia-Pacific rollout

FY18 earnings outlook:

- Expect operating cash flow positive for full FY18 year
- Expect sustainable profits over the full FY18 year

SUMMARY

- Well placed to deliver sustainable annual profits in the near-term
- On track to deliver 2nd consecutive year of record revenue in FY17
- Strong balance sheet with sufficient growth capital
- Scalable technology platform allows for efficient global expansion with a low cost base
- Attractive client offering and large addressable markets
- Expect growth in high-value clients, diversified across verticals, regions and seasonality
- Expect cash flow positive outlook for full FY18 year
- Leadership strength bolstered by the addition of new CEO, Lee Hunter

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Thank You



Investor Presentation - June 2017

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