

Redefining the future of service delivery

US roadshow, September 2015





3.9BN people live in cities
today

\$1.5TN

**Global Smart City Market
By 2019***

6.4BN people will live in cities by 2050

*Frost & Sullivan 2014



**This challenge isn't about
building smart cities**

95%

**of all the buildings we will occupy
by 2050 are already built...**

It's about doing things smarter in our existing cities

“...there were **5.6 million** commercial buildings in the United States in 2012, comprising 87.4 billion square feet of floorspace. This represents a 14% increase in the number of buildings and a 22% increase in floorspace since 2003” - CBECS

“In the US as of 2005:

72.1M Detached Homes
16.7M Condominium Units”
eia.gov

This is just the

US market

“In 2008, the HVAC industry accounted for **249,000** jobs, while the plumbing sector accounted for about 550,000. The industries combined accounted for **\$122 billion** in revenue in 2007. There are **65 million** air conditioners in American homes, and **110 million** furnaces.”

franchisehelp.com

We power the people who service cities



URBANISE INDUSTRY CLOUD

Smart Services Platform

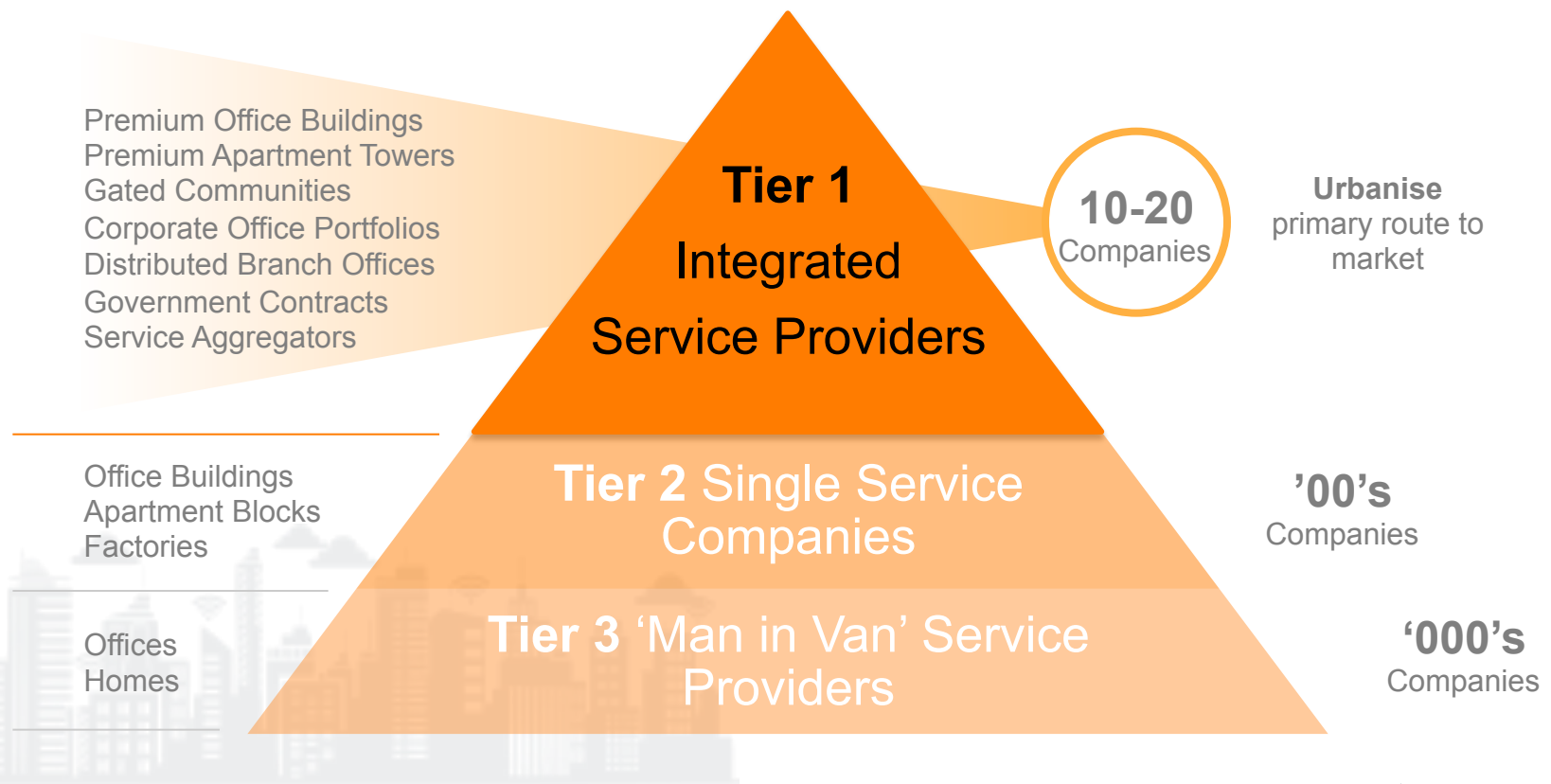
Owning the eco-system for smart services

- Smart Sensors for critical assets
- Service eCommerce offers online services anywhere anytime
- Automated traditional processes simplify communication and streamline operations
- Single point of access offers transparency, visibility and control
- Energy monitoring enables energy optimisation



Our route to market is to target tier 1

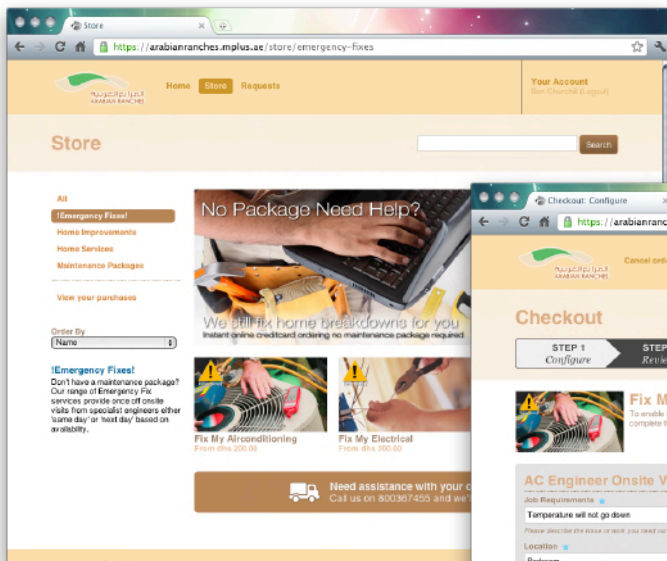
Around **20 operators** in each region manage a large percentage of the **high value / high density buildings** in a city



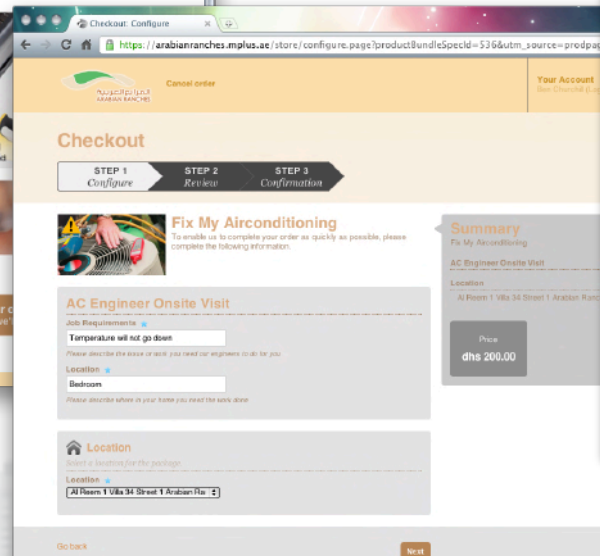
HOW WE REDEFINE SERVICES

Meeting our clients new customer demands

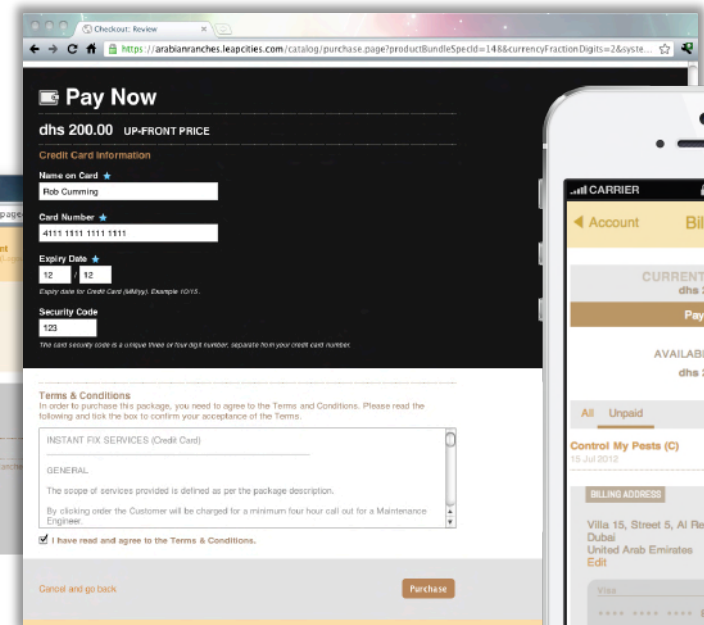
How we help: We **simplify** the building & city services experience allowing people to purchase more lifestyle services online



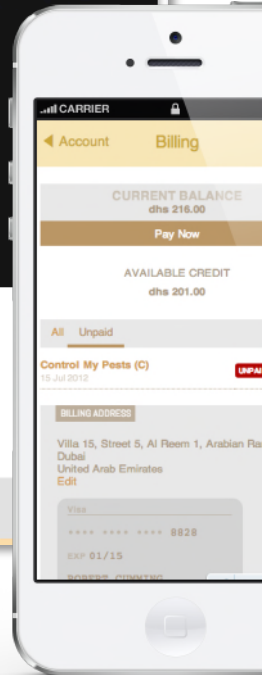
Browse



Configure

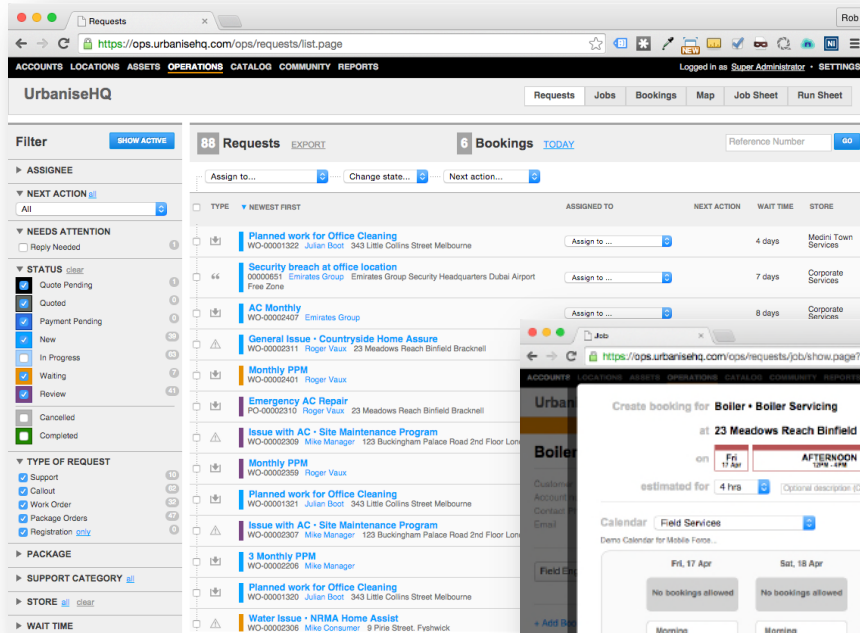


Pay (mobile too!)

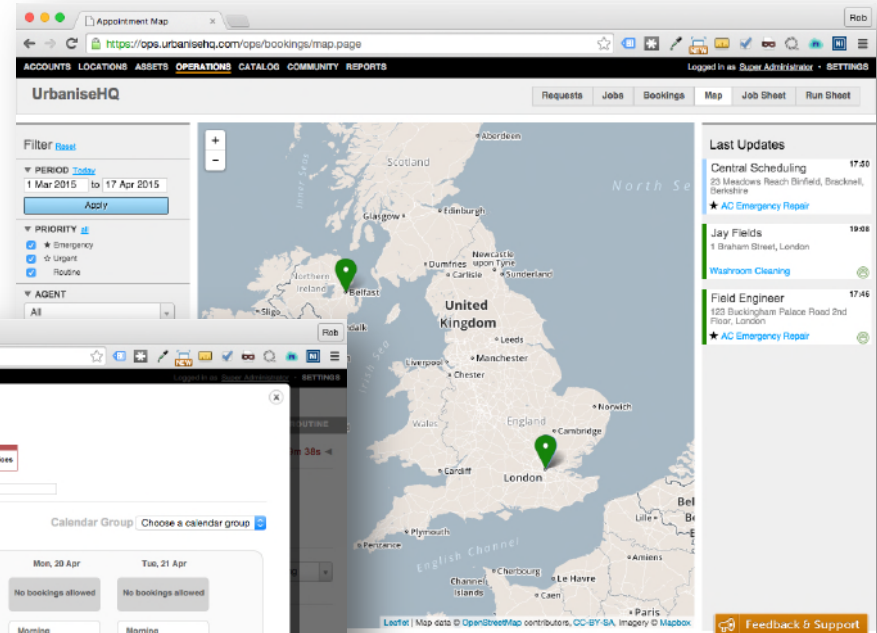


Automating their traditional businesses

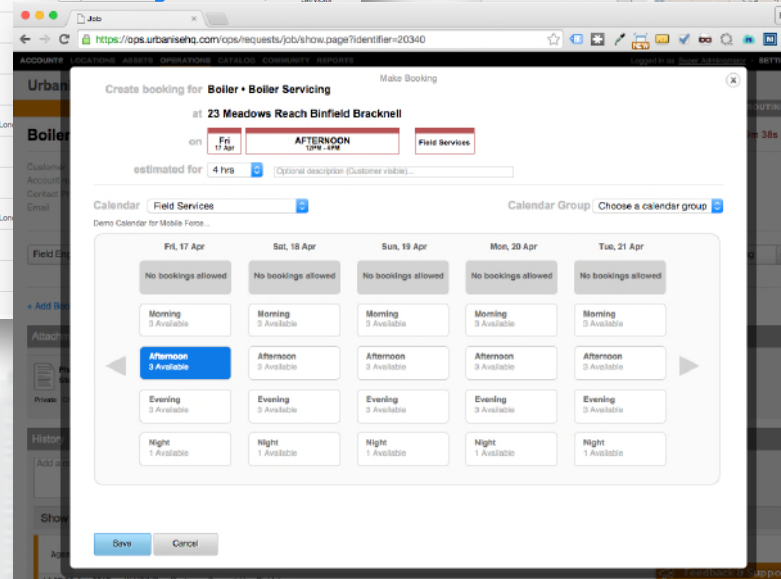
We **optimise** the building & city service delivery with a cloud-based service operations and mobile engine



Receive



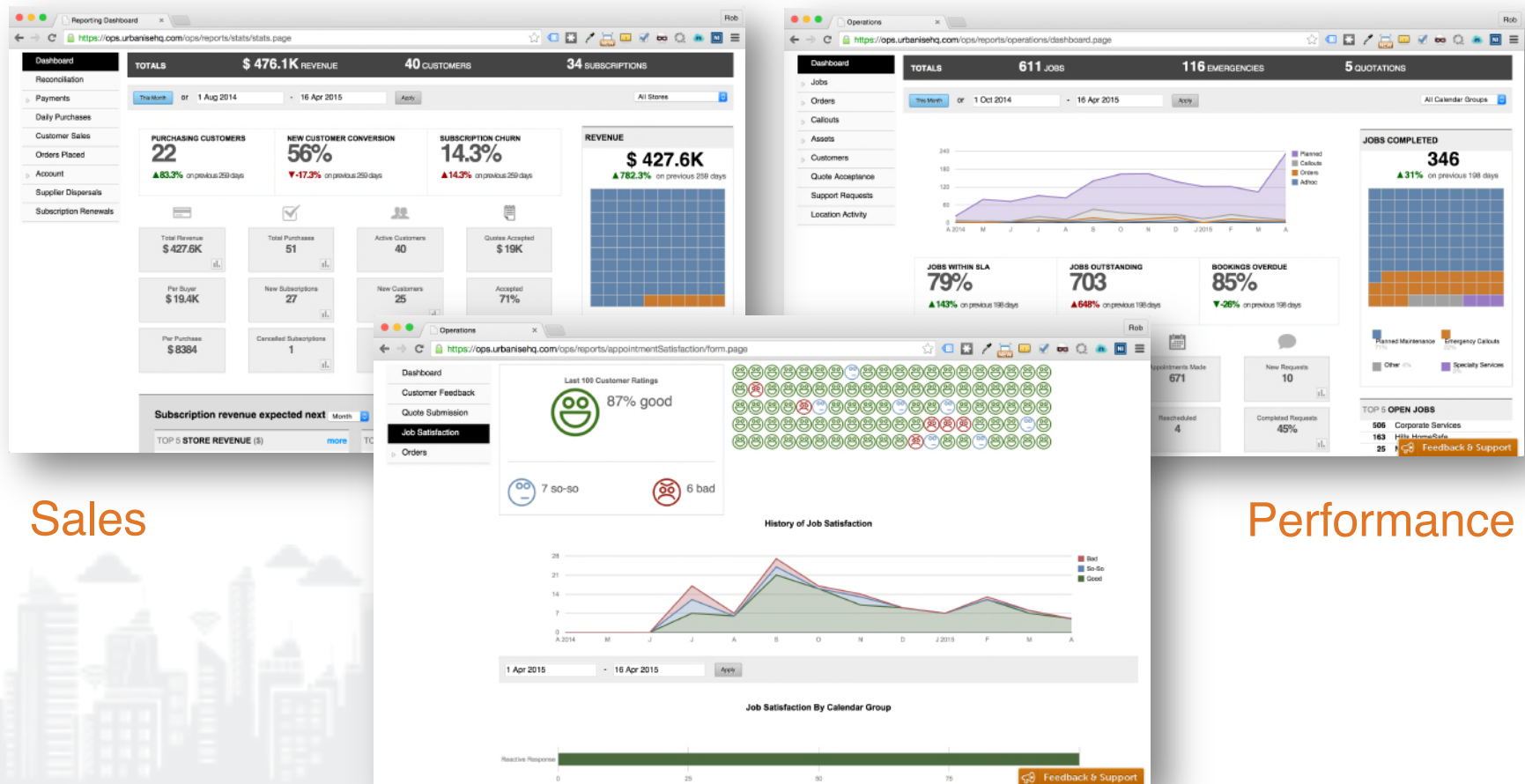
Optimise & Track



Schedule

Giving our customers greater visibility and control

We track everything our industry cloud **real-time** allowing instantaneous decision making, by any manager, located anywhere



Helping our customers increase efficiency

Applying service models in our industry cloud using the internet-of-things



DRIVING GLOBAL SCALE



Our growth strategy

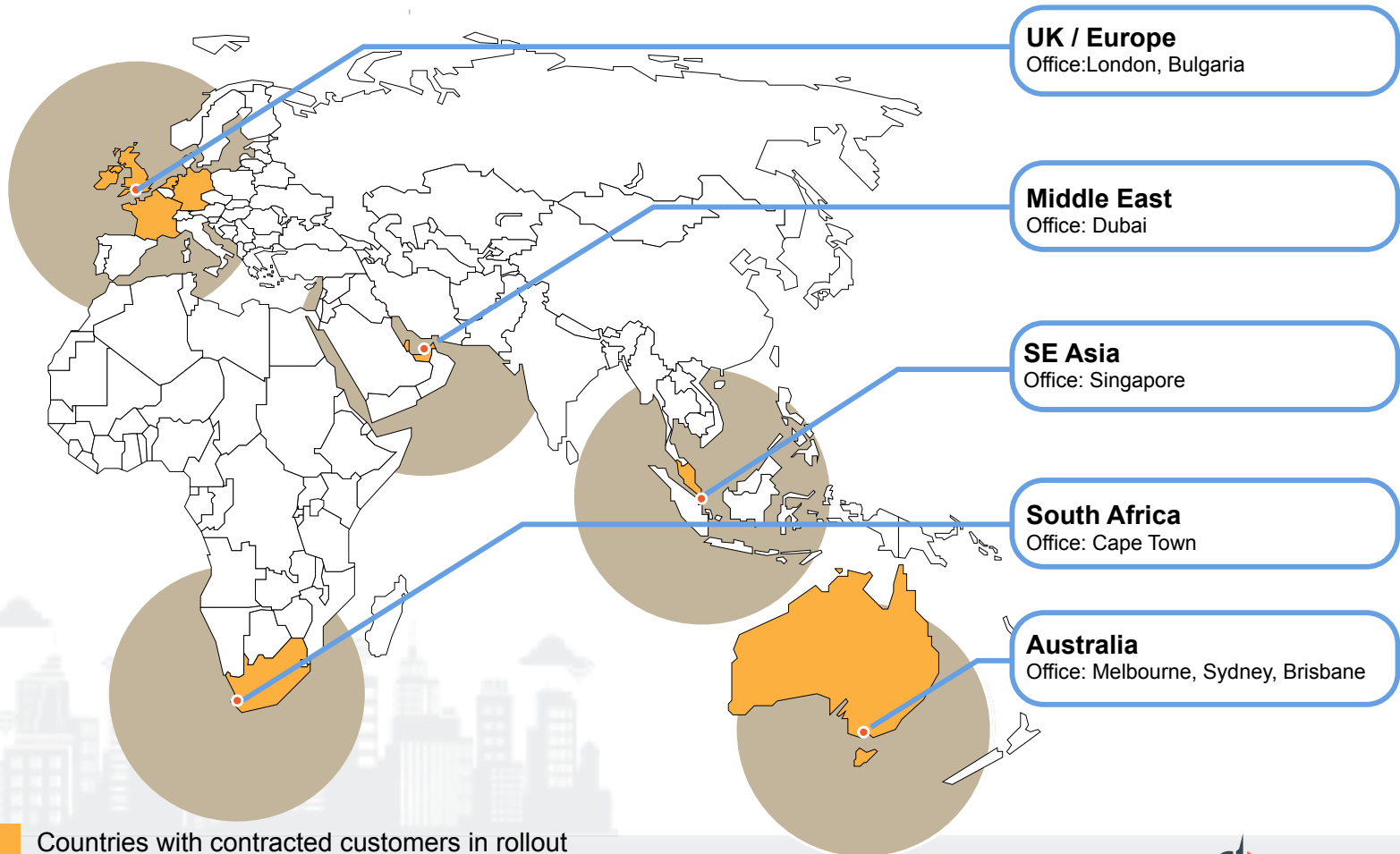
We have **four strategic growth areas**

1. Global Focus
2. Expand Existing Customer Base
3. Enhance Existing Offerings
4. Expand Presence



Growing globally

Our global rollout with an expanded footprint and growing opportunity pipeline continues to grow significantly



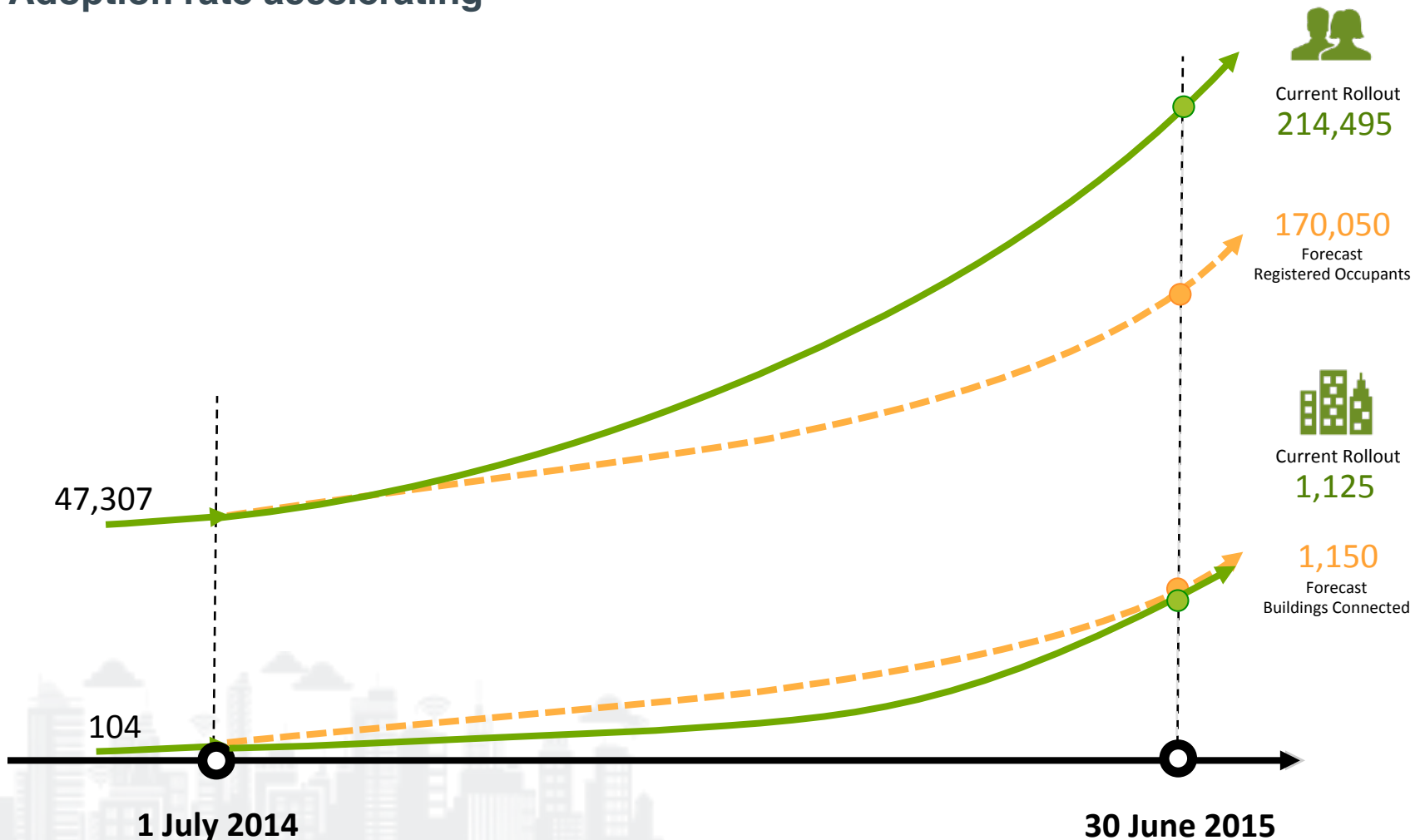
Multiple new customers added

Key **customers added** in significant locations, as Urbanise expands internationally



Growth trajectory

Adoption rate accelerating



Acquisition of Mystrata

The acquisition of Mystrata enhanced the Urbanise offering in strata management



- Leading strata management administration platform
- Opportunity in new markets with clients in 13 countries
- Potentially disruptive business model as strata management software is undeveloped in many countries
- Immediate cross sell opportunities to existing customers

Integration yields multiple synergies

- Enables our 'strata spear' strategy
 - Mystrata software used to open up channel for internal dwelling and office services
 - Opportunities to cross-sell Urbanise technology – bringing asset management and remote monitoring to Mystrata customers
 - Service providers charged on a transactional pricing model for every job carried out... removes the cap on UBN monetisation being a subscription creating almost unlimited upside
- Brings financial management capability to new markets including the UK
- Provides a platform for entry into US market

DELIVERING RESULTS

Strong growth in revenue

| Pro-forma, A\$000 | FY15 | FY14 | Change |
|-------------------|--------|-------|--------|
| Revenue | 10,169 | 5,180 | 96.3% |
| Expenses | 238 | 100 | 138.0% |
| EBITDA | 2,089 | 2,821 | -25.9% |
| Pro-forma EBITDA | 3,530 | 2,821 | 25.1% |
| Pro-forma NPAT | 1,736 | 1,529 | 13.5% |

- Revenue above Prospectus forecast, up 96% to \$10.2m
 - higher than anticipated new client wins
 - 15 new clients agreements secured in FY15; expected to positively impact FY16 result
- Pro-forma EBITDA up 25% to \$3.53m
 - includes ramp up of global resources (includes additional team members employed since IPO) and product development to support converting high levels of interest in Urbanise.com platform into client wins
- Pro-forma NPAT up 13.5% to \$1.7m
 - reflects growth in underlying business

Strong balance sheet

| A\$000 | Statutory 30 June 2015 | Pro-forma 31 December 2014 |
|---------------------------|---------------------------|-------------------------------|
| Cash and cash equivalents | 12,243 | 16,429 |
| Other assets | 851 | 260 |
| Total assets | 50,579 | 33,445 |
| Borrowings | - | - |
| Total current liabilities | 4,339 | 835 |
| Total liabilities | 4,378 | 1,644 |
| Total equity | 46,200 | 31,801 |

- No debt
- Cash balance of \$12.2m at 30 June 2015
- Total Assets up due to acquisition of Mystrata and trade receivables



MULTIPLE REVENUE STREAMS DRIVING LONG TERM GROWTH

Expanding Range of Platform Usage Fees



Asset
Maintenance

\$100

per building
account / month



Strata
Management

\$2.00

per unit account /
month



Mobile
Workforce

\$50

per workforce
account / month



Operation
Centre

\$25

per agent account /
month



Asset
Monitoring

\$10-25

per smart sensor /
month



Utility
Reporting

\$25

per smart meter /
month



Service
Catalogue

\$2.50

per occupant
account / month



Customer
Portals

\$1,000

per portal / month

Note: These are 'Starting From' prices, customers may be provided discounts on a case by case basis based on volume or up front payment.

New Urbanise Fee Models



Enterprise Platform Activation

Pre-configuration of platform aligned to Client Business Model and organizational size. Existing business data is cleansed and imported along with tailored training programs for operational staff.



Percentage of Revenue

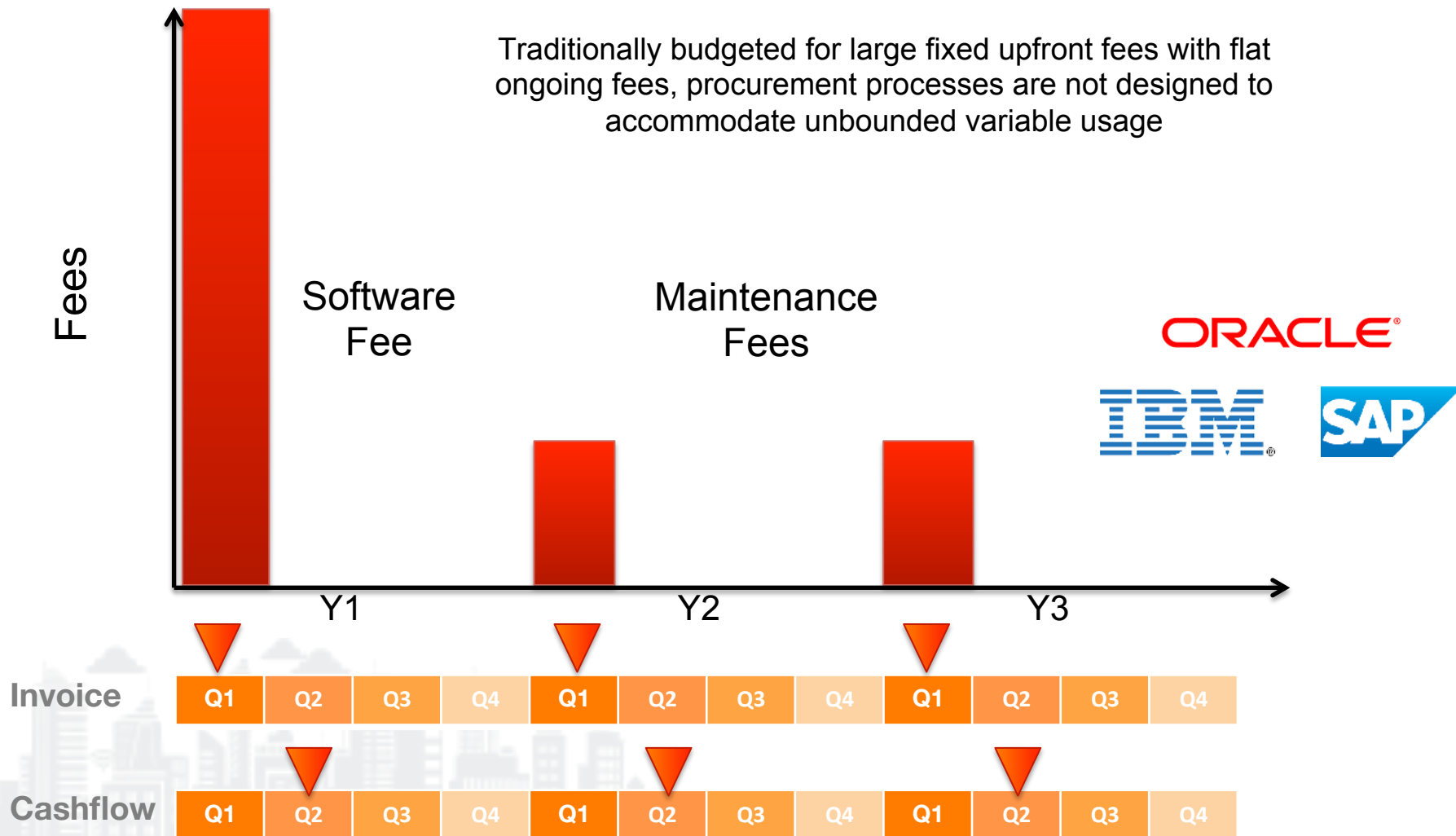
Well understood, good for new customers who don't have an established existing revenue model.



Fee Per Job Processed

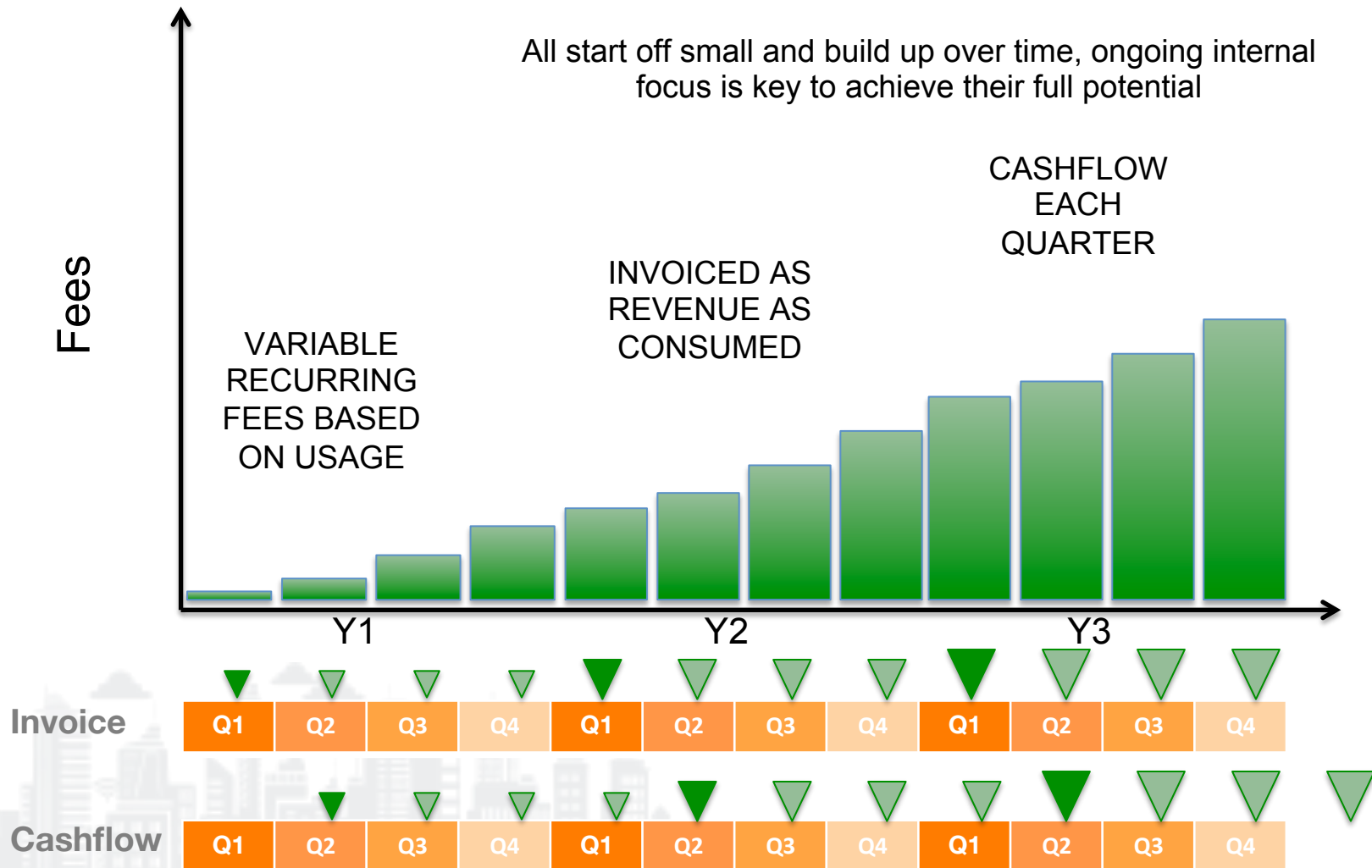
Almost all Urbanise customers process hundreds/thousands of jobs per week.

Old World: Large Enterprise Customers



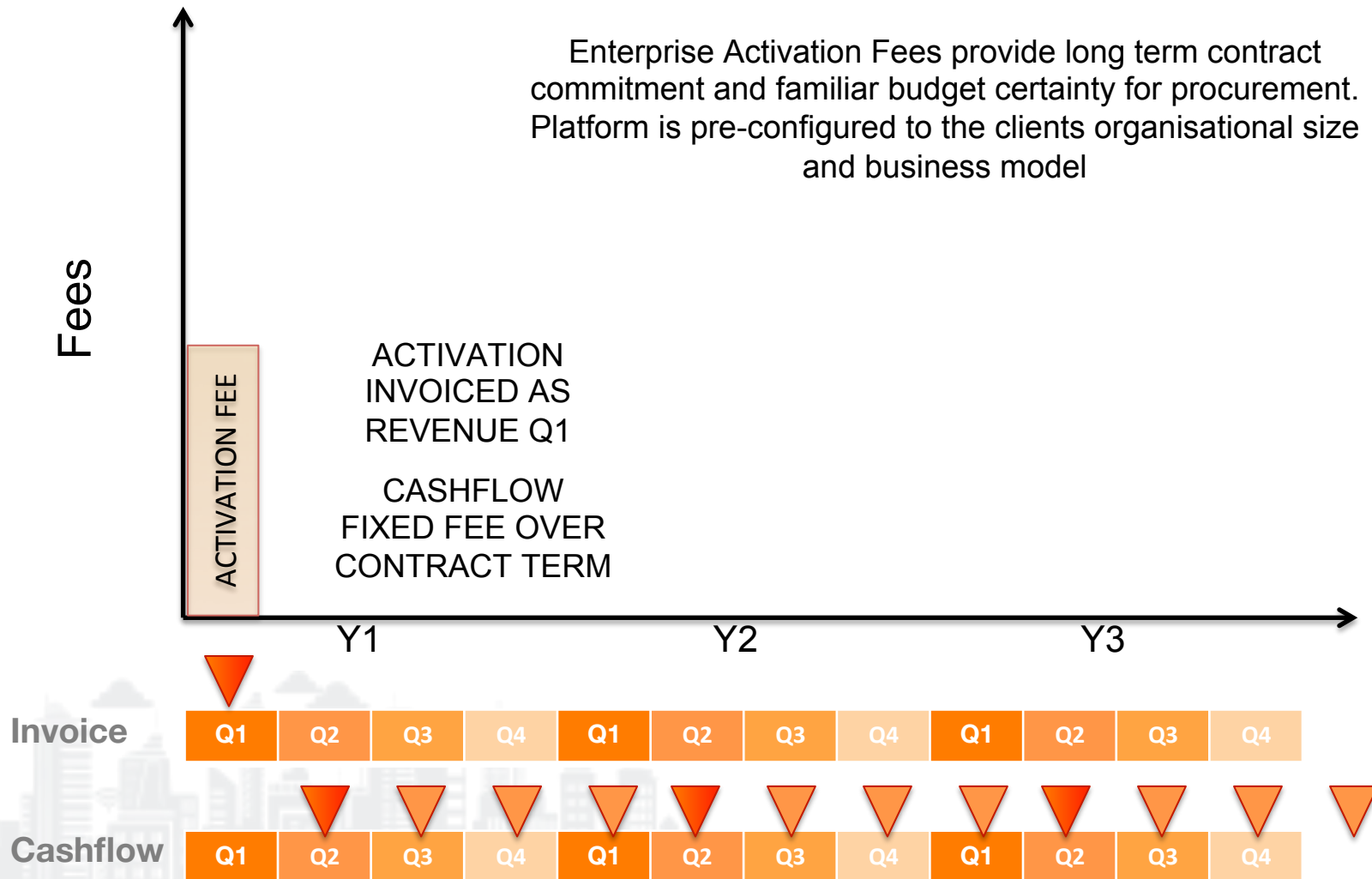
Urbanise PAYG Customers

Example of a typical client rollout profile



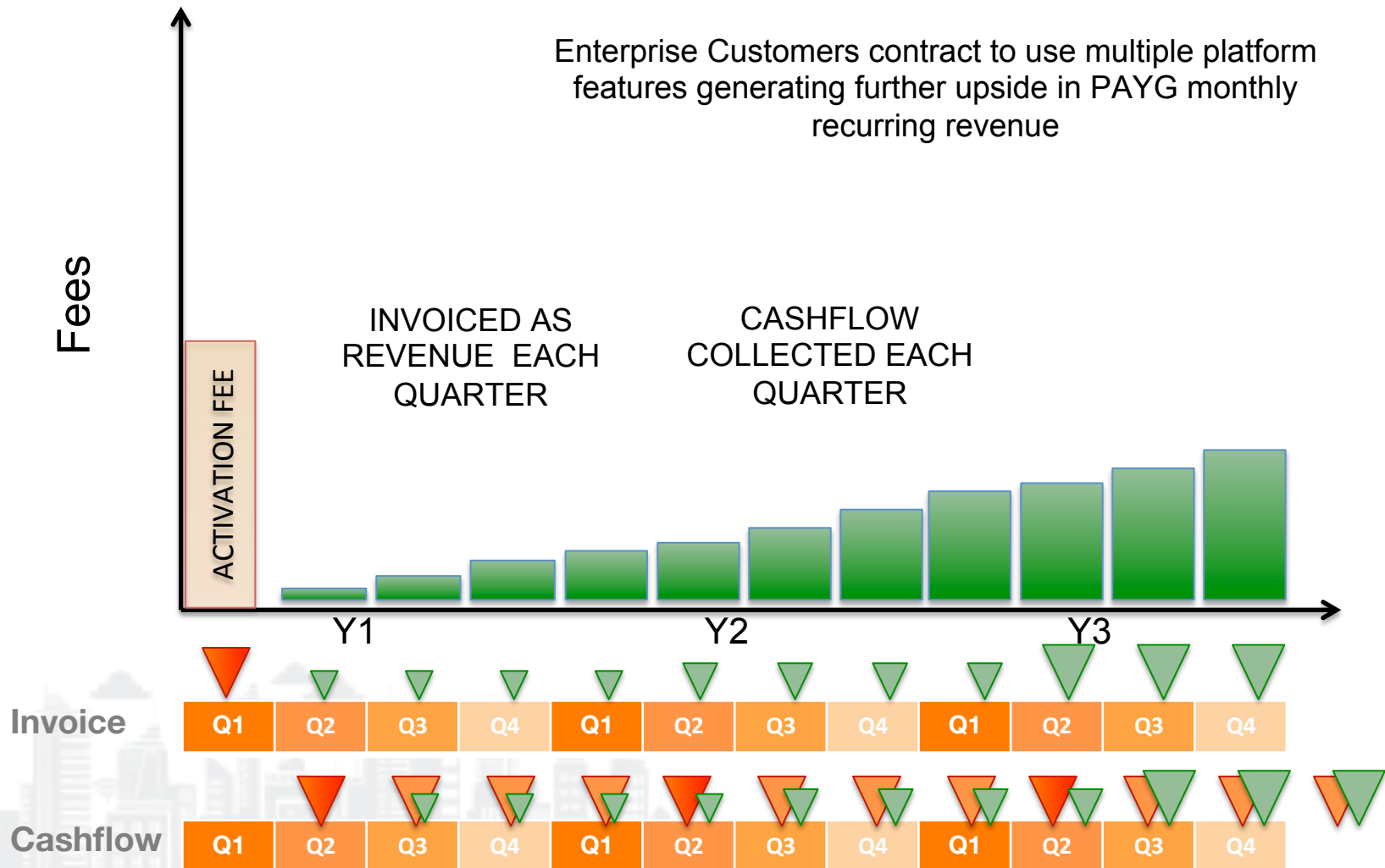
Urbanise Enterprise Activation

Example of a typical client rollout profile



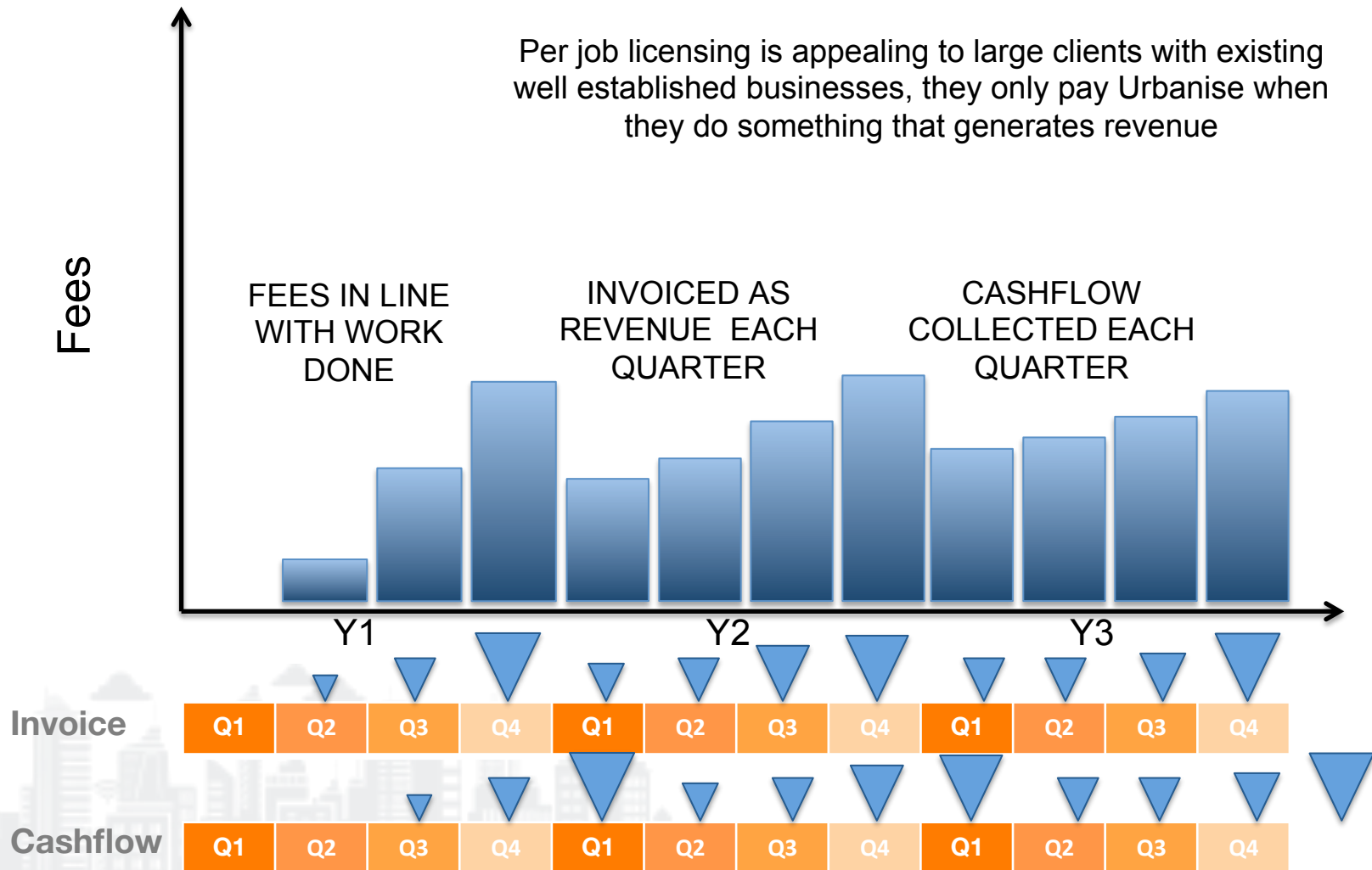
Urbanise Enterprise Activation + PAYG

Example of a typical client rollout profile



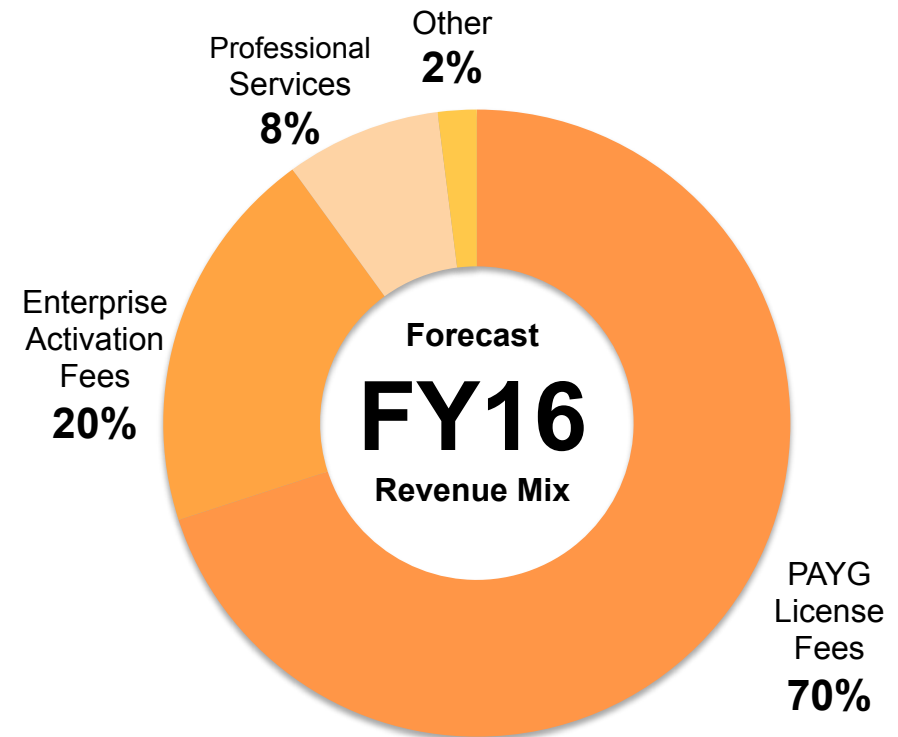
Urbanise Transactional (Per Job) Licensing

Example of a typical client rollout profile



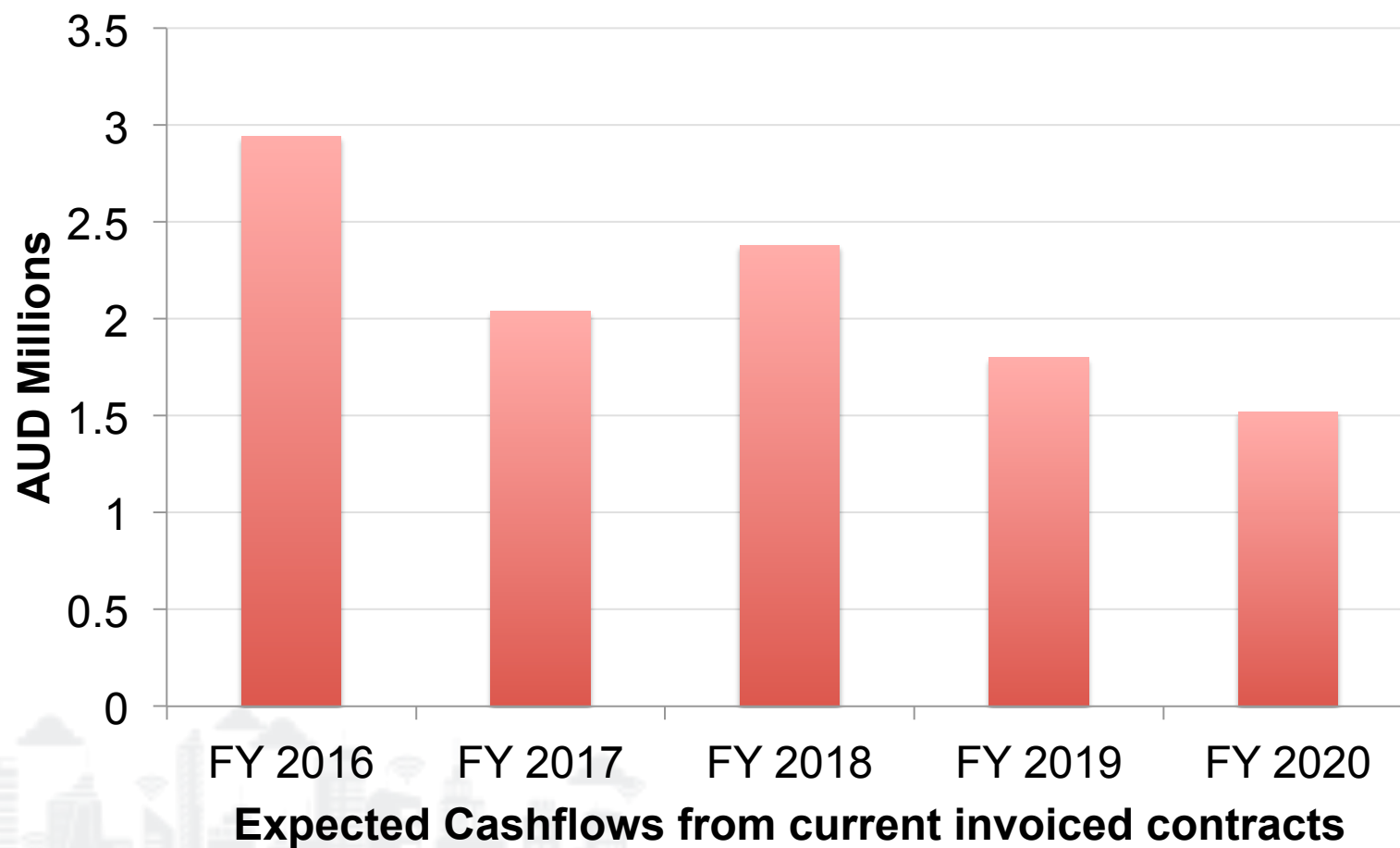
Charging / Payments to suit customers needs

We are constantly evolving our models to suit different customer needs and to ensure we **get access** to established businesses with **large portfolios of buildings** and **occupants** that we can monetise

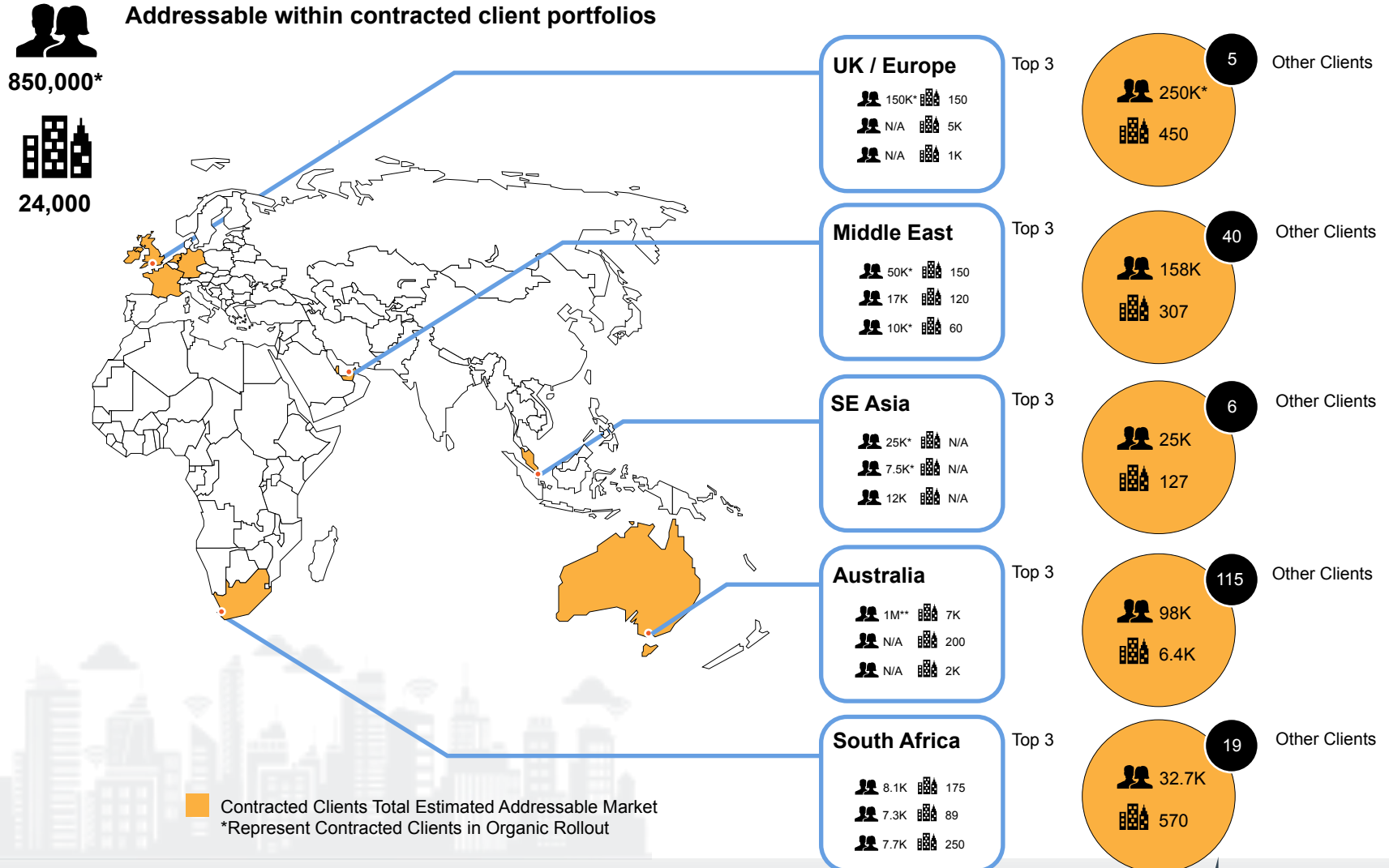


1. Enterprise Activation fees are earned and invoiced in the first three months and then collected quarterly (all in arrears) spread over the contract period of 3 to 5 years.
2. PAYG is generally invoiced in the quarter that usage occurs and then paid quarterly in arrears.
3. Other revenue represents rebates and grants such as EMDG and R&D Tax Incentive

Receivables Payment Profile



Contracted Addressable Market



PLATFORM IN PLACE TO DRIVE GROWTH

Key growth priorities

- Substantial interest in Urbanise platform from new potential customers
 - multiple use capabilities from platform across sectors
- Mystrata
 - complete integration of Mystrata
 - further leverage Mystrata technology and increase cross-sell
 - expand in UK
- Expand transactional pricing model outside of Australia
- Develop customer opportunities in 3 further European countries
- Enter US market

Leveraging our platform to drive growth

- Global team is in place: 66 people across 6 offices globally
- Strong interest in Urbanise.com platform
- Cross-sell with Mystrata providing new growth and market entry opportunities
- Full year benefit from new clients expected to positively impact

FY16

APPENDICES

FY15 above Prospectus revenue forecast

| A\$000 | Statutory FY15 | Pro-forma FY15 | Pro-forma FY15 Prospectus forecast | Proforma Variance |
|----------------------------|----------------|----------------|---------------------------------------|-------------------|
| Revenue | 10,169 | 10,169 | 9,754 | 3.1% |
| Gross Profit | 9,933 | 9,933 | 9,389 | 4.5% |
| EBITDA | 2,089 | 3,530 | 4,411 | -20.0% |
| EBIT | 1,076 | 2,517 | 3,448 | -27.0% |
| Profit / (loss) before tax | 1,577 | 3,018 | 3,448 | -12.5% |
| Profit / (loss) after tax | (165) | 1,736 | 2,414 | -28.1% |

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 - reflects growth in underlying business

Cash flows

| A\$'000 | FY15 | FY14 | Change |
|--|--------|--------|--------|
| Net cash provided by / (used in) operating activities | -5,461 | 693 | << |
| Net cash provided by / (used in) investing activities | -1,916 | -2,077 | n/m |
| Net cash provided by financing activities | 19,129 | 1,966 | >> |
| Net increase / (decrease) in cash and cash equivalents | 11,753 | 581 | >> |

- \$5.5m million cash used for operating activities
 - payments to suppliers and employees to fund growth
- \$1.9m cash used for investing activities
 - R&D, devices, office fit-out
- \$19.1m cash from financing activities
 - funds raised in IPO
- Per Prospectus, no dividend to be paid in respect of FY15, with cash being used to fund growth initiatives

Statutory to pro forma EBITDA

| A\$'000 | |
|---|--------------|
| Statutory result | 2,089 |
| IPO costs | 105 |
| Mystrata acquisition and integration | 323 |
| Previous year costs | 146 |
| One-off costs of establishing new territories | 347 |
| June Mystrata loss | 19 |
| ESOP upside share performance | 201 |
| Lower R&D recoveries | 300 |
| Pro-forma EBITDA | 3,530 |



Forward looking statements

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Such forward-looking statements are based on the beliefs of the Company's management as well as assumptions made by and information currently available to the Company's management. Such statements are inherently uncertain, and there can be no assurance that the underlying assumptions will prove to be valid.

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