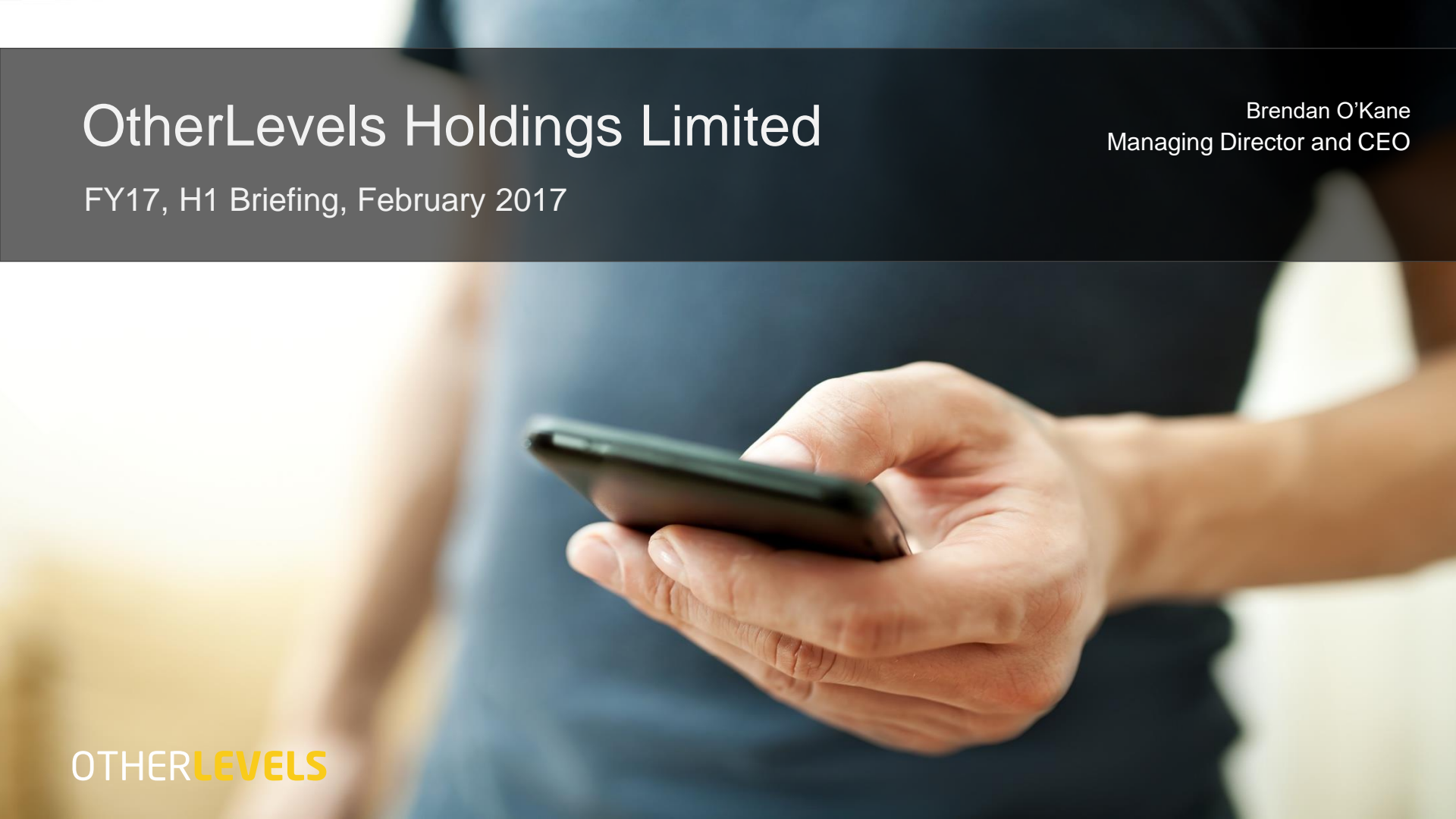


OtherLevels Holdings Limited

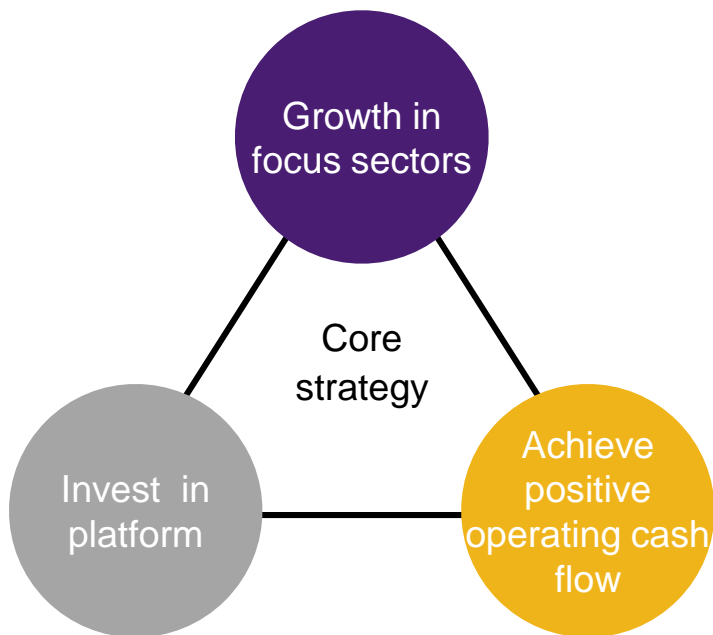
FY17, H1 Briefing, February 2017

Brendan O'Kane
Managing Director and CEO

OTHER**LEVELS**



OtherLevels execution in H1 FY17



Growth in focus sectors

- ✓ 101% to prior period but 111% in constant currency adjusted for UKP depreciation
- ✓ 4 new customers in H1, with 2 more since January 1, 2017
- ✓ Strong revenue growth from large customers, eg. £107,000 additional order in Q2 to an earlier £90,000 order in Jan 2016

Progress to Positive Operating Cash Flow

- ✓ Restructured US operations, with partner led sales model
- ✓ Quarterly cash burn < A\$1m in Q2 FY17

Investment in platform

- ✓ Launch of Web Push and Action Engine with resulting sales
- ✓ Recognition in Forrester report as an emerging competitor alongside heavyweights Oracle, Salesforce, Adobe and IBM

Our strategy to provide the **leading enterprise marketing automation platform remains unchanged**

We are focused on the **continued shift in enterprise marketing spend to digital** and the growth of mobile devices

highlights – H1 FY17



- ✓ **101% H1 revenue of comparable period in FY16**
 - 11% growth over the corresponding period in constant currency, when adjusted for UKP depreciation
 - **4 new customers signed in H1, and 2 already in H2**
 - **Higher revenues from large existing customers** – seeing strong growth from large customers
- ✓ High level of cash and cost management focus in H1 FY17
 - Strong cash receipts from Q2 of A\$1.2m, and \$1.6m for H1 period
 - Significant reduction in net cash burn to less than \$1m in Q2 FY17
- ✓ Restructured US operations, with resulting cost savings and secured revenue base for FY17
- ✓ Managed the impact of decreased US games customer revenue, as rotation from sector concluded
- ✓ Featured (again) in November 2016 Forrester Report “*Vendor Landscape: Mobile Engagement Automation Solutions*” alongside industry heavyweights such as Oracle, Salesforce, Adobe and IBM
- ✓ Strong and growing network of strategic partners to be leveraged to expand market share
- ✓ Focused on goal of positive operating cash flow in second half of calendar 2017

financials and metrics

Revenue H1 FY17	A\$1.7m
Net loss H1 FY17	A\$3.5m
Enterprise customers, as at 27/2/17	33
Average annual revenue(*) of clients with OtherLevels > 12 months	US\$118k
Non A\$ revenue (Dec 2016)	82%
Licence/Service revenue split	65% / 35%
Cash collected H1 FY17	A\$1.6m

() Excludes one off transactions, and is for customers using the platform for more than 1 year.*

challenges in H1 and actions taken

Challenge	Action
Higher US costs not offset by increased revenues	US operations restructured, and cost savings from November 2016
Bottom quartile US customers not profitable	Assessed customer growth and profitability and focused on large, high potential US customers
H1 FY17 was the first period with minimal residual revenue from previous large US games customers	Ensured that UK and Australian growth offset the reduction from these exiting customers

management commentary

- ✓ Overcame challenges, reduced and maintained lower cost base, retained the largest clients, and ready for a successful calendar 2017
- ✓ 11% revenue growth in constant A\$ from comparable period
 - Addressed the revenue shortfall from the rotation away from cyclical US games customers
 - Signed 4 new customers
 - Strong pipeline with 2 new customers signed already in Q3 FY17
- ✓ Operational changes to US business
 - Costs significantly reduced
 - Partner led go to market model
 - Maintaining largest customers

management commentary (2)

- ✓ Validation of OtherLevels market space and opportunity
 - The November 2016 Forrester Report compares OtherLevels favourably with other other much larger vendors such as IBM, Oracle, Adobe and Salesforce.
- ✓ Increasing opportunities as web messaging emerges
 - OtherLevels moved quickly to take advantage of Web Push, and signed customers in H1 FY17
 - > 60% of pipeline are now Web Push opportunities
- ✓ Growth momentum set to accelerate strongly in Q3 FY17
 - Q3 FY17 has the highest number of large customer renewals
 - Additional modules and shift to digital driving growth from largest clients
- ✓ Placement and Rights Issue concluded with \$0.5m shortfall
 - Addressed by Directors putting in place a margin facility
 - Working with the Company's advisors, Lodge Partners, to replace with a Convertible Note facility

upcoming catalysts for OtherLevels

- ✓ Able to quickly take advantage of expanding web messaging opportunity. Web enterprise prospect base is > 10x app prospect base
- ✓ Strong **H2 new deal pipeline** with > 60% leading with web first
- ✓ Strong start to H2 FY17 with **2 new global customers signed in last 7 weeks**
- ✓ **Very strong existing large customer growth** - additional modules and growing usage:
 - **Successful renewal of largest ever customer contract** (previously signed in November 2015), including an increase in customer's annual UKP licence payments of 21%.
 - A new 2016 UK wagering client has already **increased its annual contract value by 140%** to over £217,000 from an initial spend of approximately £90,000 twelve months ago.
- ✓ Q3 FY17 has the highest number of large OtherLevels customer renewals, which should lead to a strong start for calendar 2017.

OtherLevels market leadership

✓ We are a digital marketing SaaS company with global operations

- Messaging platform across Web/Desktop/App
- Integrated location based marketing
- 36 staff in U.S., London and Melbourne
- Engineering in Brisbane

✓ We provide marketing solutions to:

- Some of the leading UK and European wagering operators

The world's largest hotel chain

Two global leading lottery operators

London

Australia

San Francisco

✓ We have a leading position in the UK, and growing position in the European wagering sectors

- > 45 meetings at recent ICE wagering conference

✓ Large growing enterprise clients:

- Wagering leaders such as Ladbrokes, Betfred, GVC Group, Paddy Power/Betfair
- Marque brands such as IHG
- Australian clients such as FlightCentre, Coles, Tatts and Yarra Trams

leading next generation SaaS platform

- ✓ OtherLevels is a 2nd generation messaging platform
- ✓ 1st generation messaging platforms were email based

	First Generation	Second Generation
Desktop	✓	✓
Mobile web	✗	✓
Apps	✗	✓
Message types	1 (email)	6+
Analytics	✗	✓
Location services	✗	✓
Anonymous (no opt-in) users	✗	✓
		OTHERLEVELS

continued to win and retain leading brands



InterContinental Hotels Group



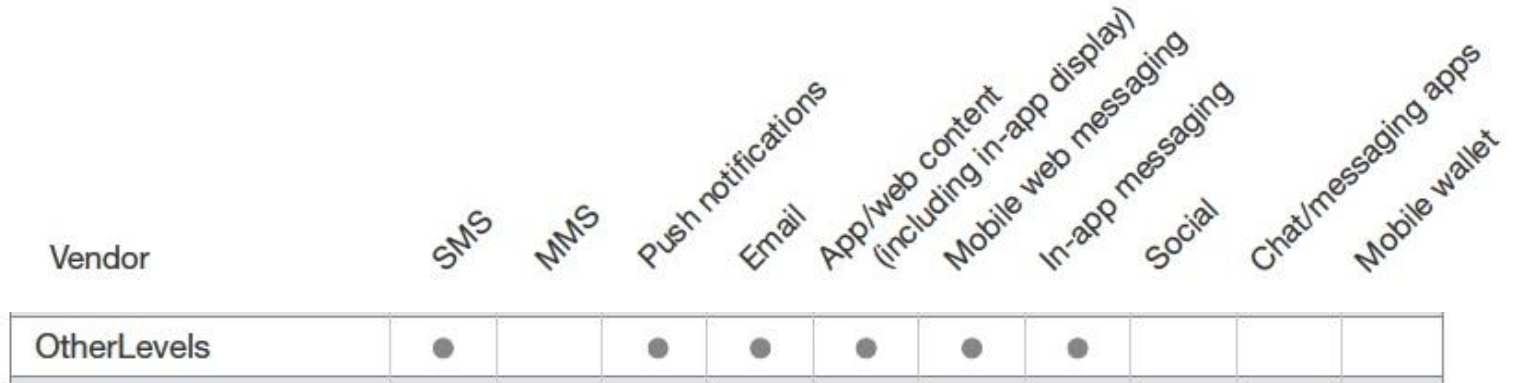
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OTHERLEVELS

market validation

- ✓ In November 2016, OtherLevels featured in Forrester Report “Vendor Landscape: Mobile Engagement Automation Solutions”
- ✓ Identified 25 leading vendors and confirmed the market opportunity.
- ✓ **OtherLevels is alongside the biggest enterprise vendors such as Oracle, Salesforce, Adobe and IBM**



Source: Forrester Report: *Vendor Landscape: Mobile Engagement Automation Solutions*

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