



Investor Roadshow Presentation

October 2015

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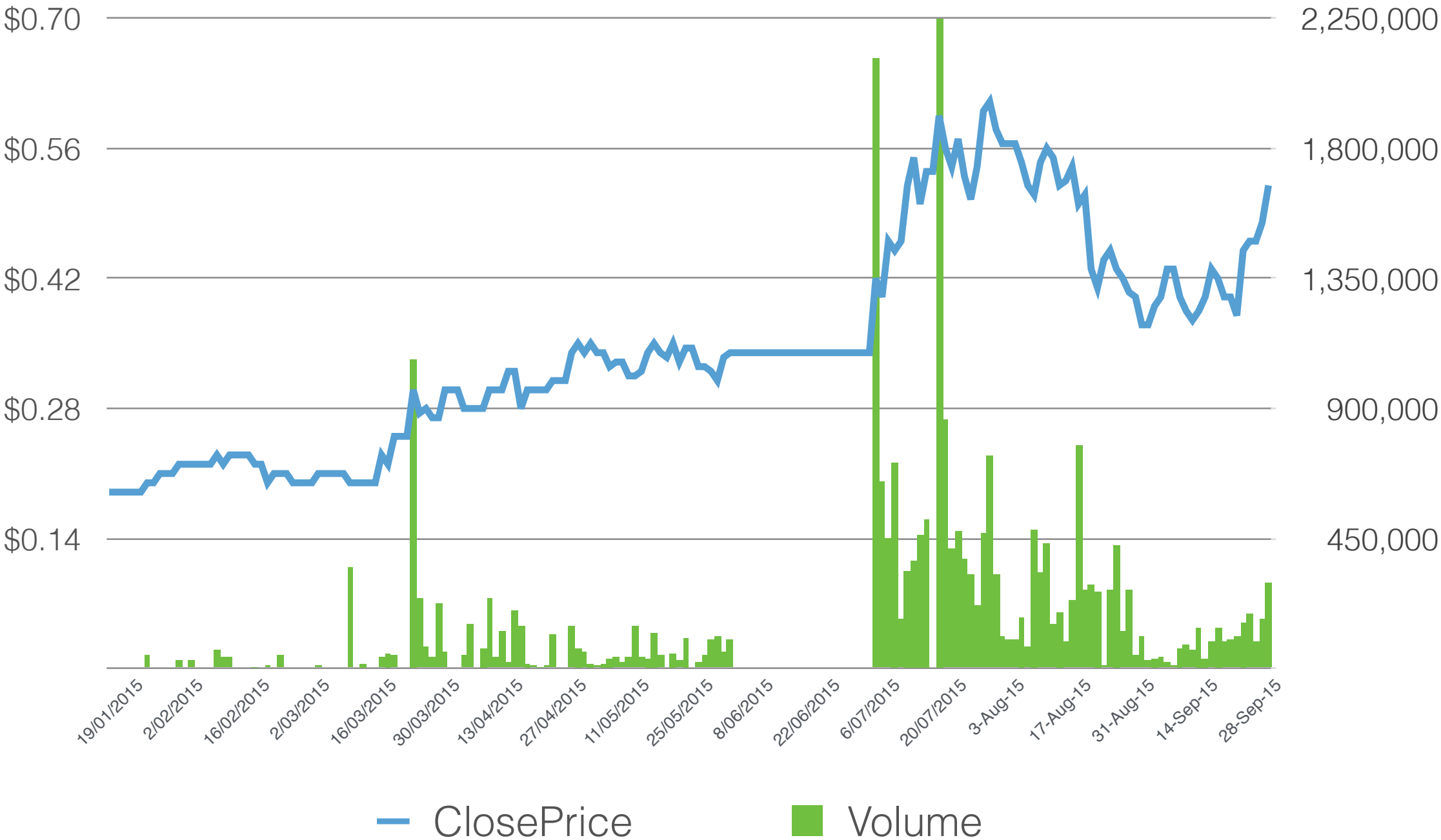
TECH MPIRE OVERVIEW

- **Tech Mpire** is an established **digital performance-based marketing** company **connecting advertisers to target consumers**
- **International presence:** experienced team with offices in Australia and North America
- **Global reach:** 1.3 billion consumers from over 200 countries have clicked through **Tech Mpire's** network since launch
- **Rapid revenue growth:** revenue of A\$55k achieved in July 2014 (month of launch) grew to A\$12.3 million for FY 2015
- **Profitable:** net profit achieved for July and August 2015 off the back of A\$4.8 million in revenue for the period
- Leading **innovator of business focused technology** for the online and mobile marketing industry
- Well positioned for **future growth**

COMPANY SNAPSHOT

Tech Mpire listed on the ASX on 7 July 2015 via a back door listing through Fortunis Resources Ltd and completed a \$A6m capital raising

Share Price Performance and Volume



Shares on Issue	60.5m
Share price (1 Oct)	\$0.53
Market Cap	\$31.5m
Cash and net receivables	\$9.5m
Enterprise value	\$22.5m
52 week high	\$0.68
52 Week Low	\$0.18
Options	7m (unlisted - ex price 20c) 7m (unlisted – ex price 50c)

MANAGEMENT TEAM

DARREN WATES **Non-executive Chairman**

Perth, Australia

Darren is a corporate lawyer with over 15 years' experience in equity capital markets, mergers and acquisitions, project acquisitions/divestments and corporate governance gained through private practice and in house roles in Western Australia. Darren holds a Bachelor of Laws, Bachelor of Commerce and a Graduate Diploma in Applied Finance and Investment.

LUKE TAYLOR **Managing Director** **Chief Executive Officer**

Perth, Australia

Luke is an analytical, innovative, and solution focused operational leader with a strong technology management background and over 13 years of experience that includes a successful international expansion. Luke has served as executive management of Mpire Media for the last 5 years, utilising his expertise in digital marketing, internet and mobile technology to dramatically improve ROI and ensure effective project coordination.

Luke has a proven ability to manage multifunctional teams both directly and remotely, and has a track record for successfully developing and deploying ROI driven strategies.

Luke has recruited the current management team to grow the digital performance-based network and bring Tech Mpire to the next level of performance and execution.

ZHENYA TSVETNENKO **Non-executive Director** **Founder**

Perth, Australia

Zhenya has over 8 years experience in mobile premium messaging services and internet marketing. He is a highly successful entrepreneur and is also the Executive Chairman of Digital CC Limited (ASX: DCC).

Zhenya was awarded the prestigious Ernst and Young, Entrepreneur of the Year 2010 young category and the Western Australian Business News 40 under 40 awards 2011.

JEFF BOTNICK **Chief Marketing Officer**

Toronto, Canada

Jeff is a sales and marketing professional with over 12 years of experience across digital media, e-marketing and business development in the United States and Canada.

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.

FIONA MUIR **Chief Financial Officer** **Company Secretary**

Perth, Australia

Fiona is a chartered accountant with over 15 years experience in both commerce and professional practice in South Africa, Australia and the United Kingdom.

Fiona has extensive experience in corporate transactions having worked as the Chief Financial Officer of ASX listed Cape Lambert Resources Limited and Xceed Resources Limited. Fiona has also acted as Company Secretary for a number of ASX listed entities including DMC Mining Limited, Corvette Resources Limited, Matrix Metals Limited and Xceed Resources Limited.

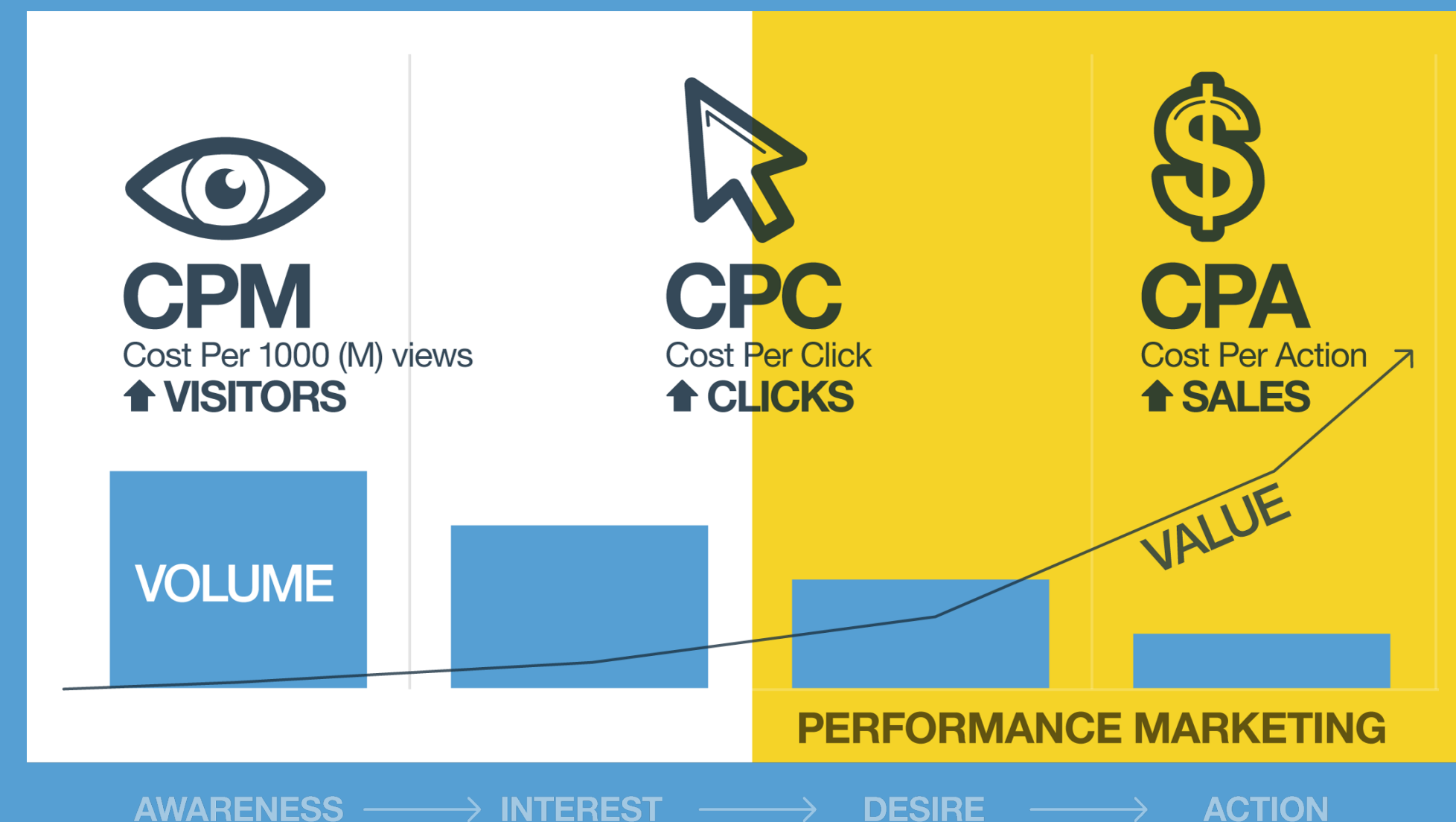
NETWORK OVERVIEW

PERFORMANCE-BASED ADVERTISING

In a performance-based advertising model (CPA), the advertiser **only** incurs an advertising cost when a predefined “conversion” is achieved, such as a service or product sale, software and mobile app installation, customer acquisition, or other measurable goal.

CPA (Cost Per Action) Benefits:

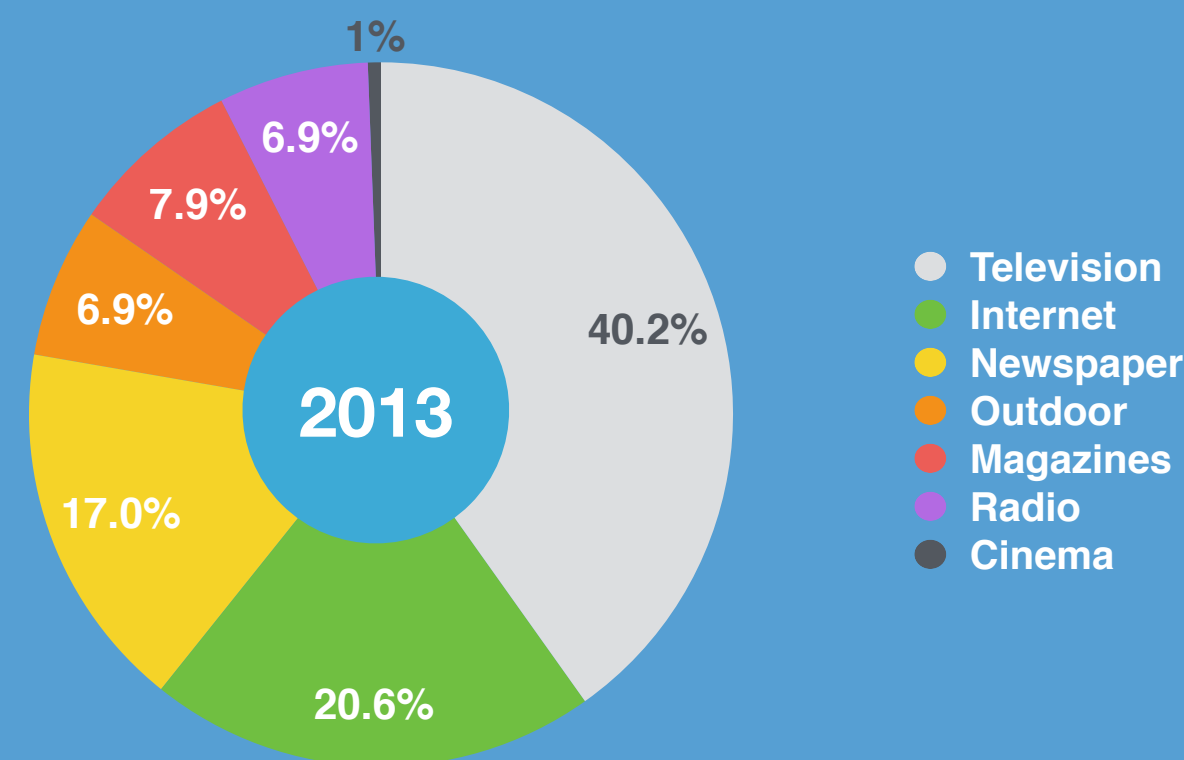
- CPA reduces the media spend risk faced by advertisers as they **only pay for results achieved**
- CPA delivers greater certainty that advertising campaigns will be **cost effective and ROI positive**. CPA marketing **produces the highest ROI of all marketing activity, online and offline**
- CPA gives advertisers greater control over their media budgets and the **ability to scale their budgets with a higher degree of confidence**



THE HUGE MARKET OPPORTUNITY

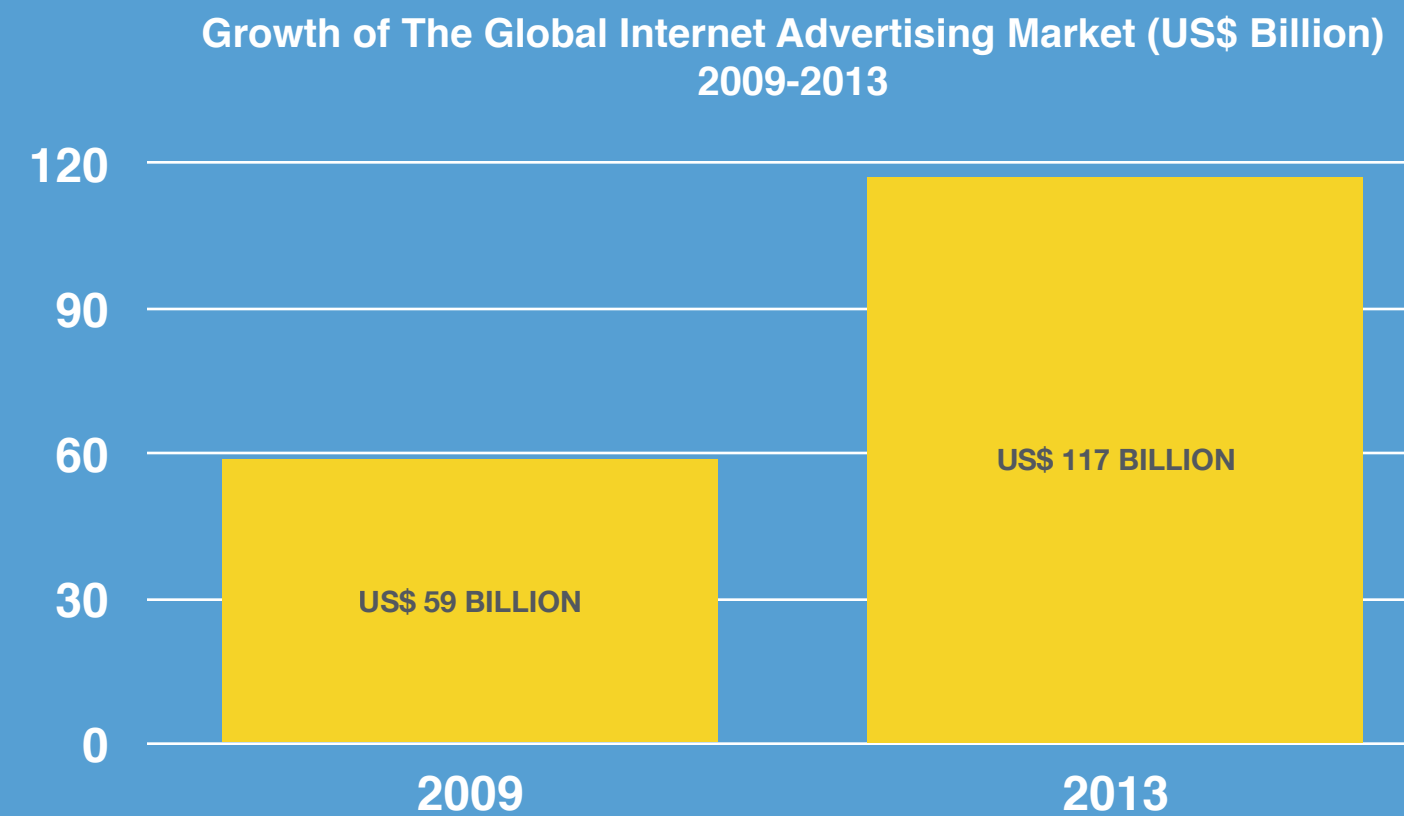
AD-SPEND BY MEDIUM: 2013

2013: internet advertising accounted for **20.6% of all ad-spend**



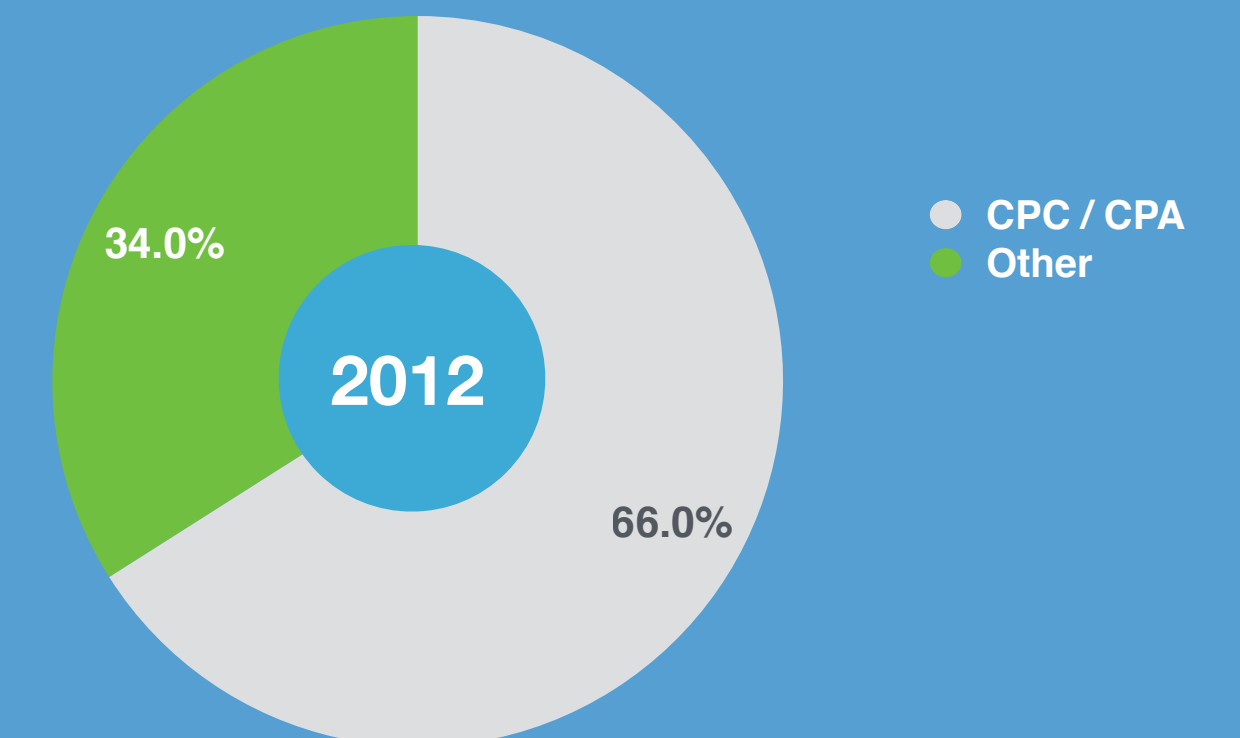
ONLINE ADVERTISING GROWTH

The global internet advertising market grew to be worth **US\$117 billion** per annum in 2013



PERFORMANCE-BASED MARKETING

In 2012 performance-based marketing comprised **66% of total U.S. online advertising spending**

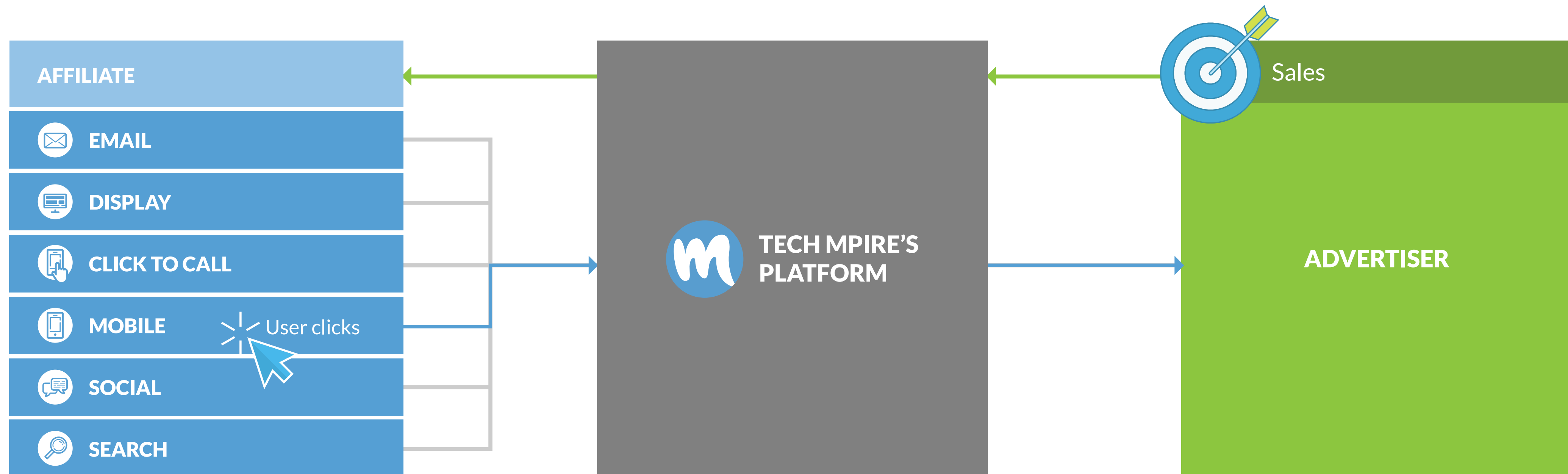


AFFILIATE MARKETING 101

The Affiliate publishes ads for the advertiser's product in various sources. If a user clicks the ad they are redirected, via Tech Mpire's platform, to the advertiser's website.

Tech Mpire's platform tracks all user interactions and manages the attribution of clicks and conversions to each affiliate.

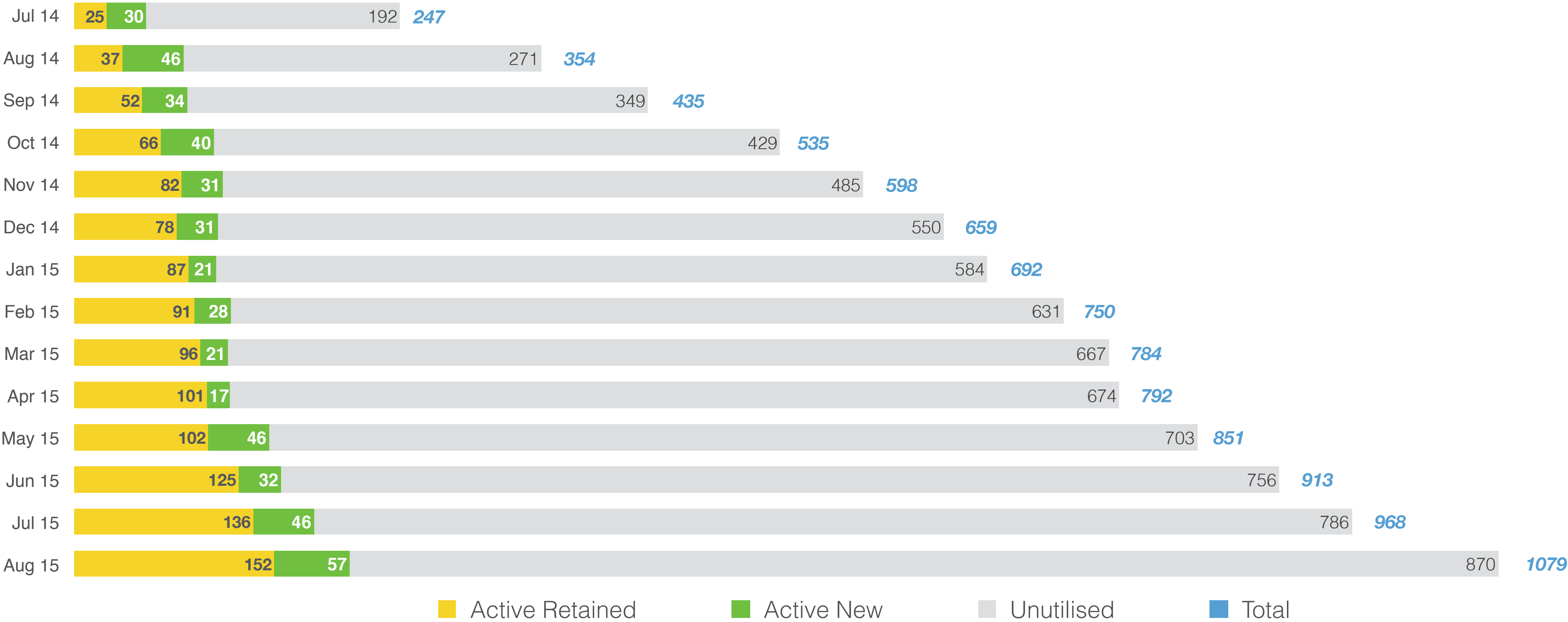
The Advertiser pays only on success! ie. The conversion of a click to a sale. They can focus on their product while Tech Mpire assists them in further optimising sales.



AFFILIATE GROWTH

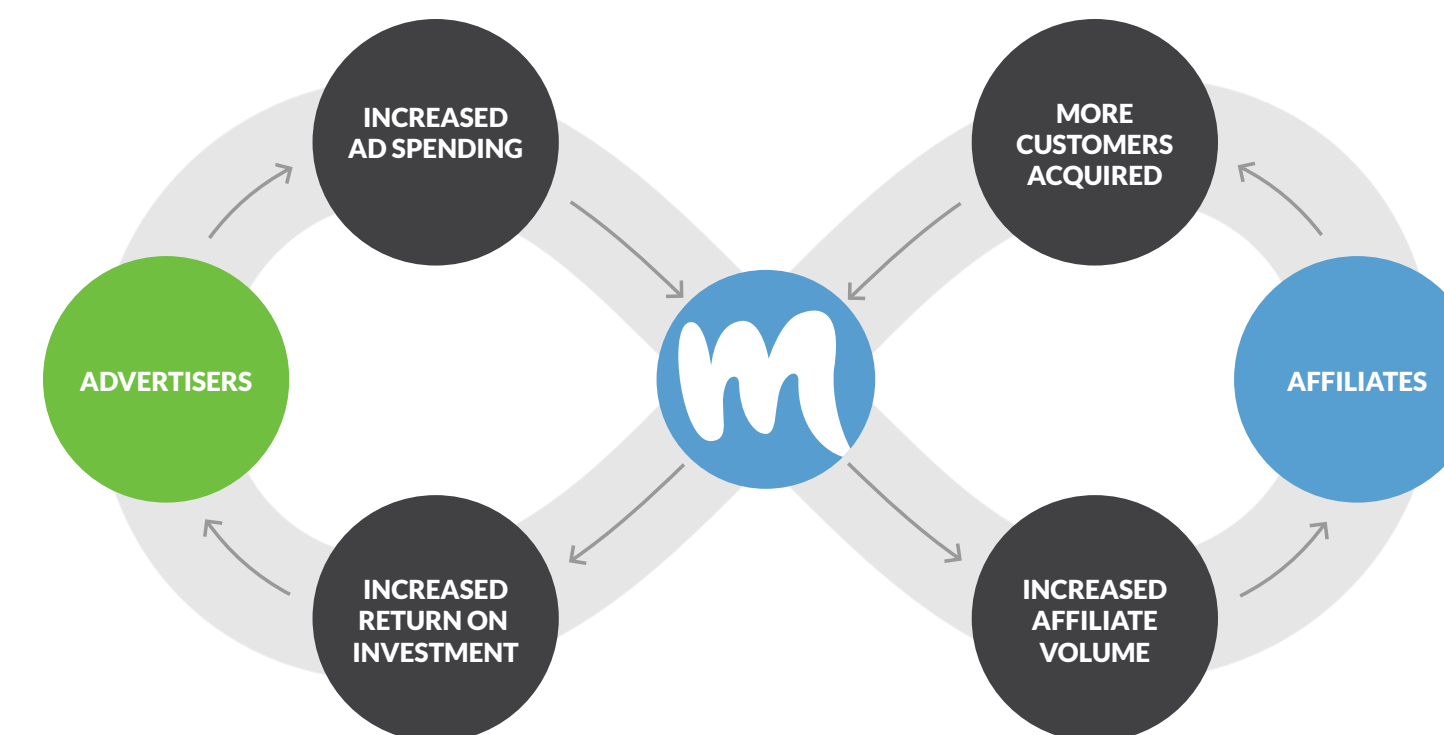
Tech Mpire shows consistent growth of its network of affiliate partners

Registered Affiliates



TECH MPIRE NETWORK

- Tech Mpire (the network) acts as an intermediary between its affiliates and its advertiser clients and **earns a commission for each conversion** (sale, lead, download, etc.) achieved
- Tech Mpire provides strategic management of the campaigns and selectively sources affiliates to develop **comprehensive customer acquisition** solutions for the advertiser
- Tech Mpire **charges** the advertisers and **pays** the affiliates on a **results-only** basis
- Tech Mpire provides **valuable attribution tracking** and reporting data to all parties
- Any advertiser intent on driving a **high volume of sales** can benefit from Tech Mpire's services



Advertiser Benefits:

- By **only paying for desired results** (sales) the media spend risk is reduced
- **Faster** route to market, including international expansion
- **High value customers** compared to other channels
- **Valuable insights** into each part of the **user journey** and purchase behaviour
- ROI can be reinvested into **increased consumer acquisition**

Affiliate / Publisher Benefits:

- **Access** to a large range of appropriate campaigns
- **Access** to advertiser campaigns that would be otherwise be difficult to engage
- Improved **optics into real-time campaign performance**
- **Improved conversion rates** lead to higher profitability
- Higher ROI can be reinvested into **increased consumer acquisition**

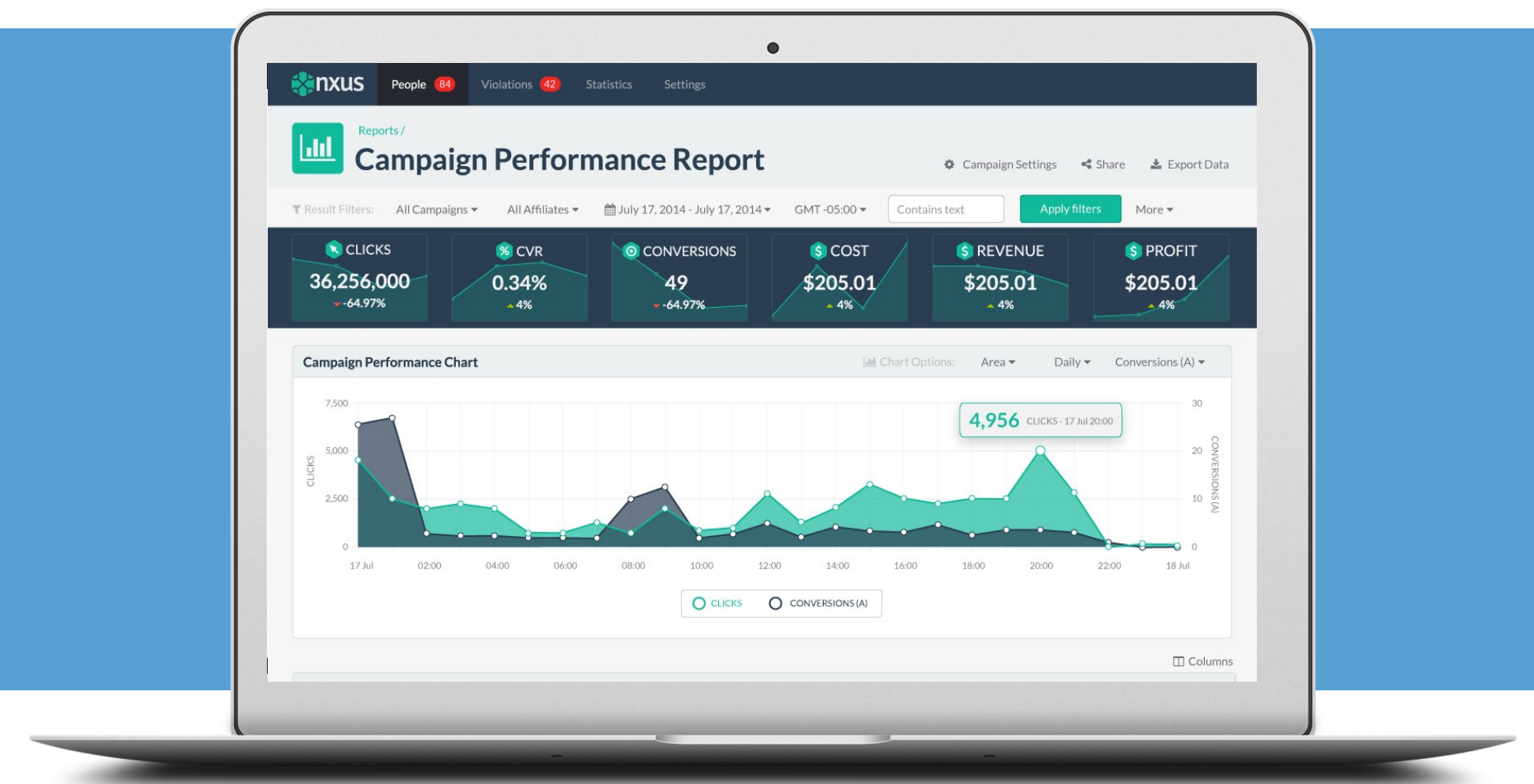


- **Software-as-a-Service (SaaS)** technology product to help performance marketers manage their business through efficient, simple-to-use tools and **real-time attribution tracking and analytics**
- **Currently in Beta** running our entire network
- **Significant opportunity** to deliver nxus commercially

Tech Mpire developed nxus over the last 4 years due to the need for a scalable and comprehensive network platform to build revenues, measure conversions and optimise digital spend. nxus provides a suite of easy to use features which allows Tech Mpire to enhance the effectiveness and efficiency of performance marketing.

Proven

- More than 2 billion clicks delivered in over 200 countries
- In excess of 10 million attributions analysed and reported
- Over 110 billion consumer journey data points recorded

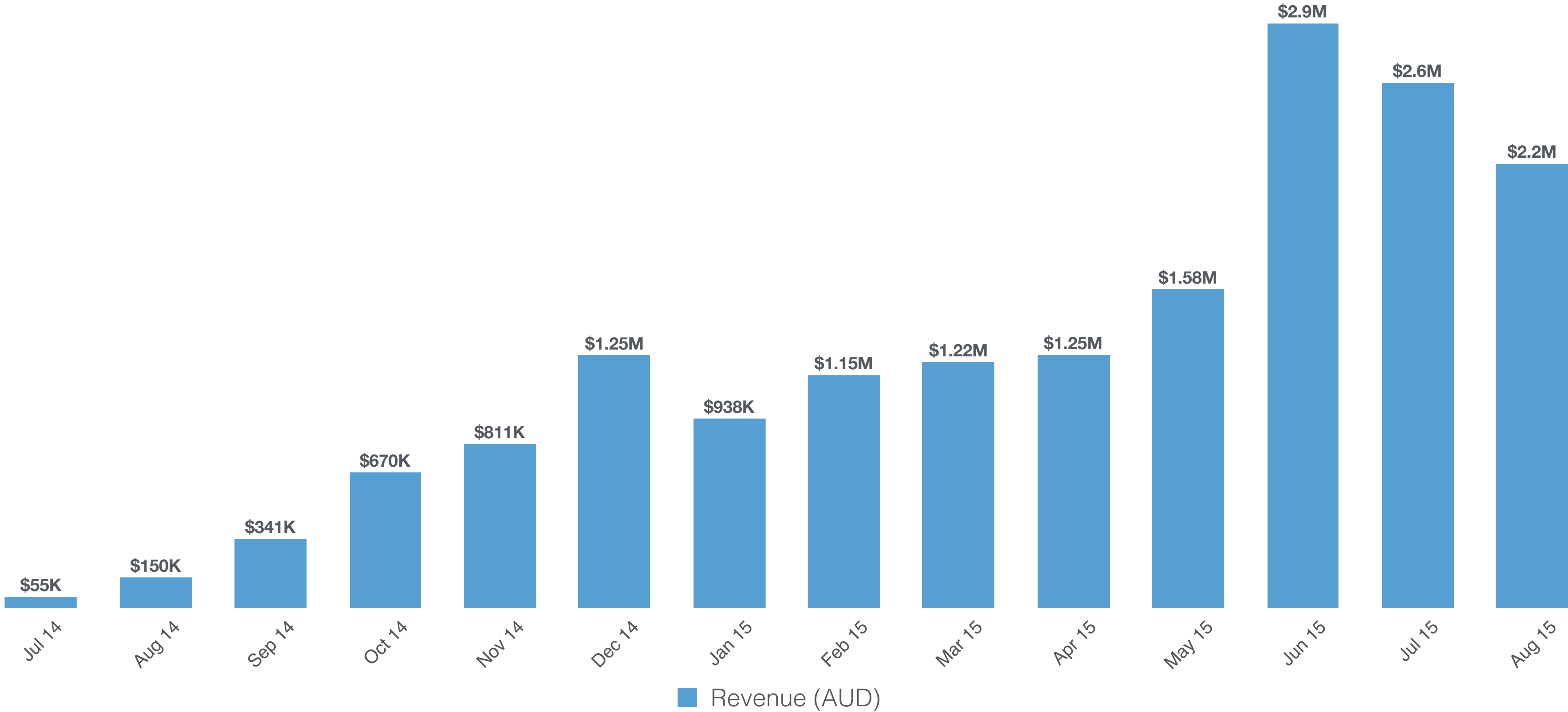


- Accurate, real-time analytics
- Scalable and comprehensive
- Transparency into consumer sales flow
- Operational efficiency
- ROI focused tools and workflows
- SaaS enterprise solution

REVENUE TRACK RECORD

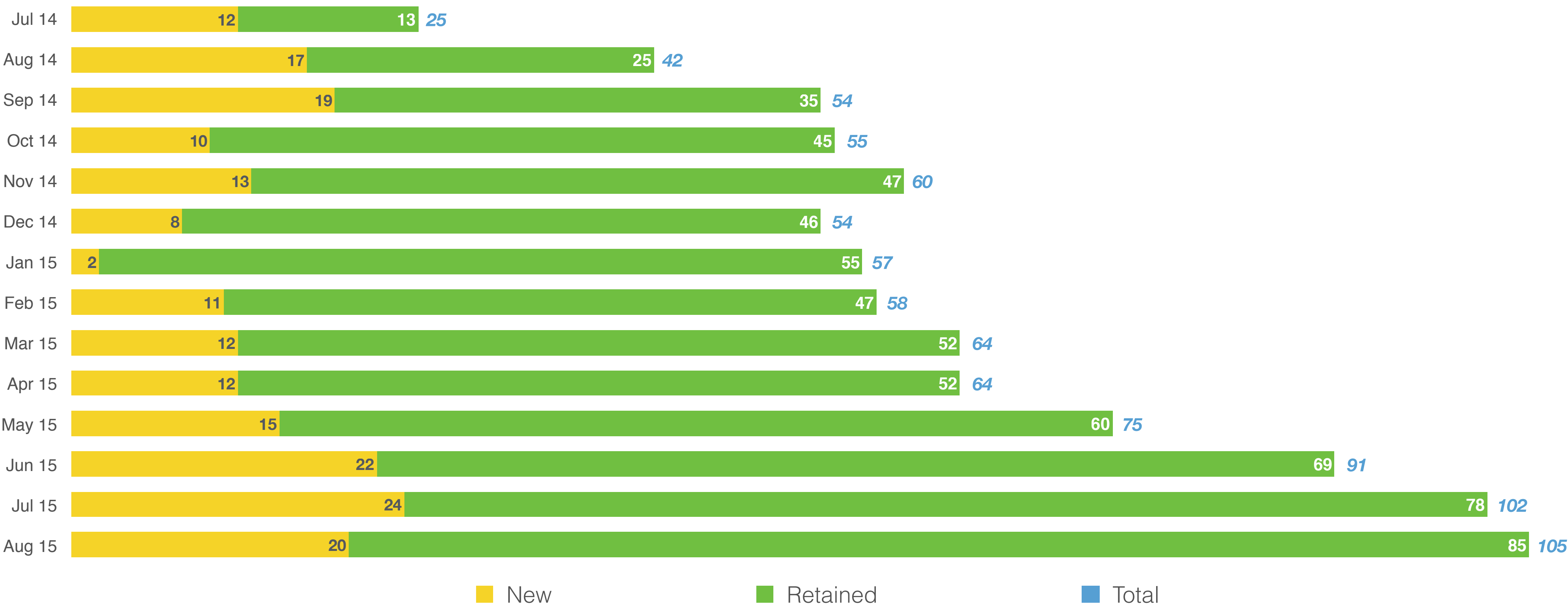
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Revenue



CLIENT GROWTH & RETENTION

New & Retained Advertiser Clients



CONTINUED GROWTH STRATEGY

- **High retention** of existing clients and increase ad spend
- Continued new client acquisition in **North America**
- Increase in **organic** affiliate growth as a result of marketing initiatives
- Increase in **international client** acquisition outside of North America
- Marketing efforts targeting clients in **Asian markets**
- Massive opportunities seen in **Europe and Asia** for new client acquisition
- Continued development of nxus provides **increased operational efficiency**

INVESTMENT OPPORTUNITY

- **Established** rapidly growing business operating at the forefront of the **high growth** segment of the online advertising market which was worth US\$117 billion p.a in 2013
- **Global** activities offering exposure to the key **developed and developing** online and mobile advertising markets
- **Significant opportunity** exists to deliver our **highly leveraged proprietary technology** as a commercial software as a service (SaaS)
- **Experienced** executive team with established global credentials
- Strategies in place to drive further **revenue growth**