

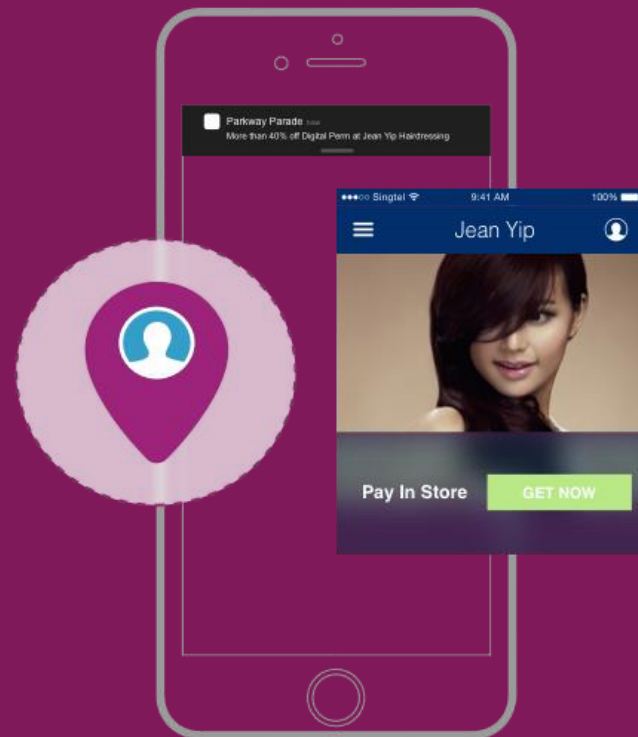


Hello. Welcome to Sprooki 😊

Claire Mula | Executive Director & Co-founder  
Business Confidential – April 2016

# You need to know...

- ① Laser focused on exploding mobile & retail market in Asia-Pacific
- ② Live, proven shopper engagement & commerce platform
- ③ Revenue generating since 2013 with recurring + transaction-based business model, maximises upside / minimises downside
- ④ Market leading enterprise customers, significant footprint ~4,000 retail stores
- ⑤ Experienced management and first-class operations established across Asia and Australia



# Today's connected shoppers...

Mobile commerce will grow +40% until 2018: *Faster than ecommerce growth*  
Asia Pacific will be the largest mobile commerce market in the world

Asia Pacific is the  
largest mobile and  
ecommerce market on  
Earth

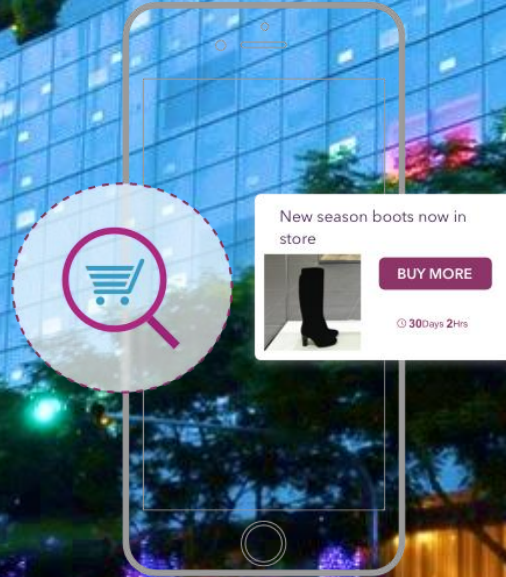
Mobile Internet traffic  
will grow 11x by  
2018

82% use mobile to  
research purchases  
and 71% to locate  
stores

28% of all retail sales  
are influenced by  
mobile



Our mission is to drive commerce in more intelligent, relevant and mobile-first ways



(Think: Magento for Mobile)

# Cloud platform to reduce time, effort and cost of engaging today's connected shoppers





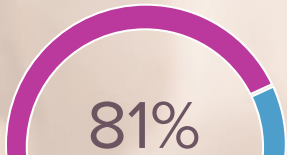


Collects data, predicts response and automates communication with shoppers

### THINGS WE KNOW ABOUT HILLARY

- ▶ Hillary loves fast fashion
- ▶ She has visited your store 3 times
- ▶ High Engagement and Lifetime Value score
- ▶ She spent \$300 last visit
- ▶ **She is in your store right now!**

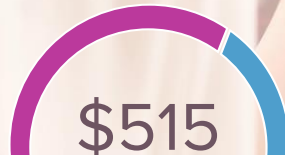
### HOW DO YOU ENGAGE WITH HILLARY?



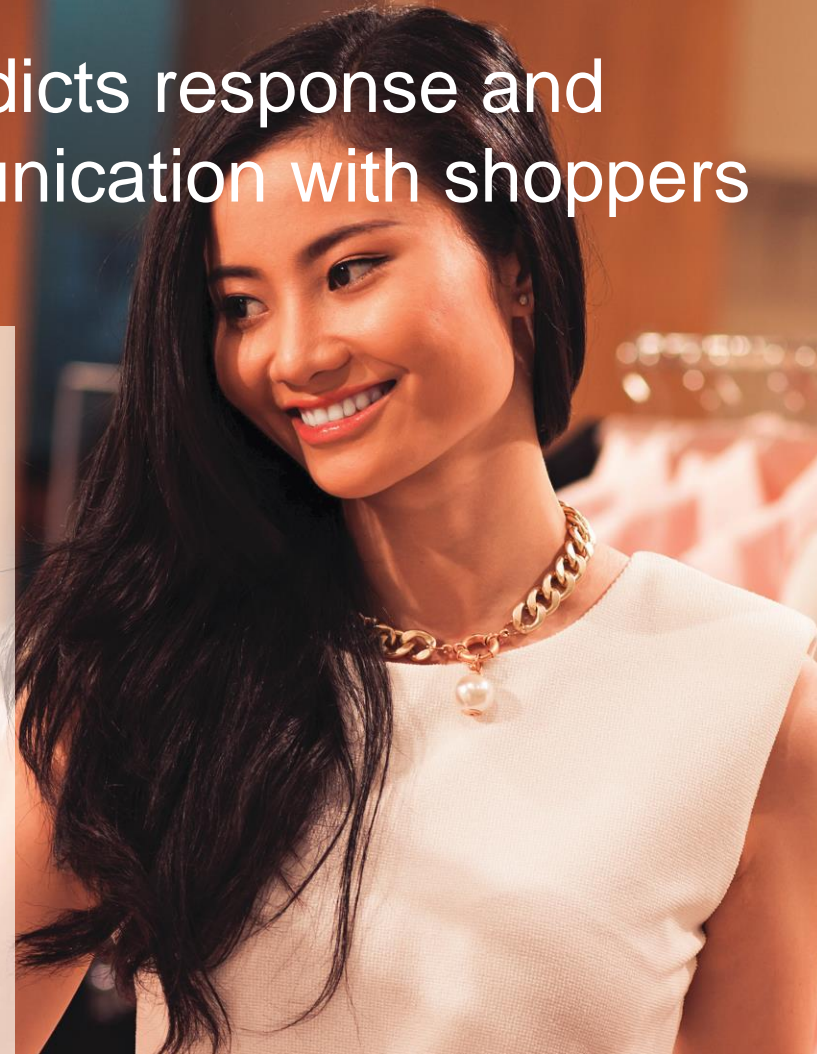
ENGAGEMENT SCORE



AVERAGE PURCHASES



LIFETIME VALUE

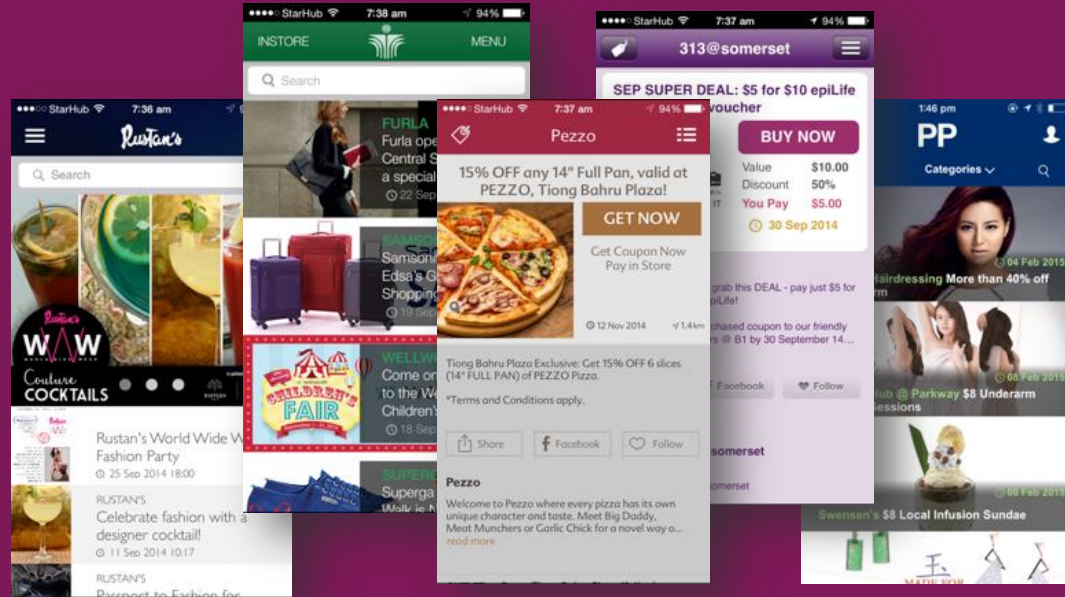


# Retailers use Sprooki to capture dynamic data, publish content and generate transactions

The screenshot shows the 'Add New Campaign' page in the Sprooki web application. It is divided into several sections for configuring a campaign:

- 1. Campaign Details:** Includes fields for 'Campaign Name', 'Campaign Description', and 'Campaign Image(s)'. There are also checkboxes for 'Transactional' and 'Non-Transactional' campaigns.
- 2. Campaign Values:** Fields for 'Start Date', 'End Date', and 'Product Value'.
- 3. Campaign Codes:** A field for 'Campaign Code'.
- 4. Campaign Dates:** Fields for 'Start Date' and 'End Date'.
- 5. Targeting Options:** A section for selecting target audiences, including 'All Users', 'Users Registered On', and 'Users who have not yet registered'.
- 6. Merchant & Outline:** Fields for 'Merchant', 'The Coffee Bean & Tea Leaf (S)', and 'Outline'.
- 7. Categories:** A section for selecting categories, including 'All Outlets', 'The Coffee Bean & Tea Leaf', and 'Categories Applicable to Campaign'.
- 8. Disclaimers & Terms:** A section for 'Terms & Policy'.

A large blue arrow points from this interface towards the mobile app examples on the right.



Self-manage own content.  
Automation of content  
matching to user profiles.

Clients' own transactional  
mobile apps, websites and  
social sites with data capture



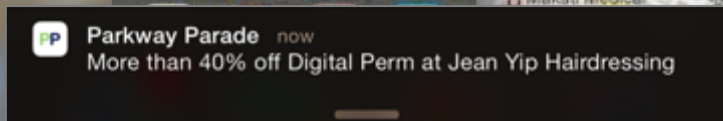
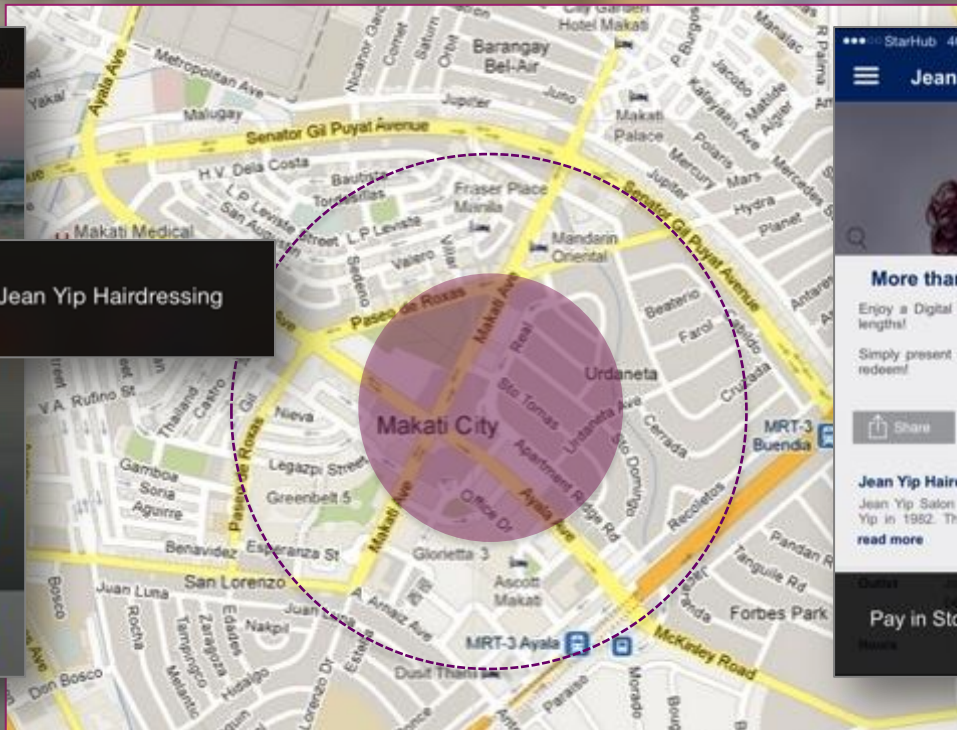
# Sprocki drives both in-store & mobile commerce

WHERE

WHEN

WHO

WHAT





# Sprooki's platform is 5 times more effective for retail brands

## Average Response Rates

Email  
2.1%^

Mobile Ads  
2%-3%\*

Sprooki  
Platform  
**11%#**

## Average Conversion Rates

Ecommerce  
via Mobile  
1% - 3.7%+

Sprooki  
Platform  
**5%++**

^Median Click-through rates per email for Retail sector: Silverpop Email Marketing Metrics 2014

# Average Coupon download or purchase rates: Sprooki Location-based Platform (Retail)

+ Ave E-commerce via Mobile Conversion Rate: U.S Internet Retailer 2014 Mobile 500, Monetate Ecommerce Qtly Q3 2013

++ Average Conversion rates and store walk in: Sprooki Location-based Platform (Retail)

# Market validation & blue-chip clients

- Secured Enterprise customer deals which delivers a footprint of approx 4,000 stores and re-occurring revenue streams
- Established brand in Asia. Winner of two Mob-Ex awards - Best location based marketing, and Best mCommerce solution
- Awarded Singapore's SPRING Location-based shopping platform of choice providing grants to SMEs adopting the platform
- Secured technology and distribution partners across Asia including PayPal, Amazon, StarHub, Skyfii, HTC Global, Retail & Franchise Asia & Others
- Secured seed investment from G2V Accelerator and the Prime Minister's National Research Foundation of Singapore



# Key numbers to date

CUSTOMERS	As at Apr 2016
Year of Commencement	2011 July
Total Malls / Locations	330
Total Store Footprint	~4,000

CAPITAL	AUD
Capital raised by Dec'15	\$ 2,500,000
Recent round closed Mar'15	\$ 2,250,000
Monthly Burn - Net	\$ 130,000

REVENUE	AUD
Total Contracted Recurring <sup>1</sup>	\$ 1,900,000
Annualised Billings Run Rate Q4e FY16	\$ 1,580,000
Next 60-day Pipeline	\$ 3,000,000
Avg. YoY revenue growth <sup>2</sup>	+112%

<sup>1</sup> Current contracted clients over 5 yrs

<sup>2</sup> Past 3 years revenue ending Dec 31 2015  
Numbers are rounded for presentation purpose.



# Why Sprooki, Why Now?

- Exploding growth of mobile, ecommerce and retail in Asia Pacific
- Live, proven effective platform
- Market validation, contracted customers, growing revenues
- Leader and local in Asia
- Attractive business model
- Experienced management team & Australian founders
- Relatable story for investors





# Questions?

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# Experienced Management



Claire Mula

- Executive Director/Founder
- Product, Revenue, Marketing

*Previously P&G, Astro/Maxis, Fairfax & numerous start ups*



Michael Gethen

- MD/Founder
- Corporate, Finance, Legal.

*Previously Fairfax, Condé Nast, Taste.com.au, Hall Capital, start ups to exits*



Geogy Zachariah

- Technology Director
- Platform architect, Development, Tech Partnerships

*Previously OCBC Bank, Sybase/SAP, Quark*



Mark Tey

- Business Dev Director
- Customer solutions
- Partner Program

*Previously FutureMaster*