

Investor Update May 2015



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#### **Capital Structure**

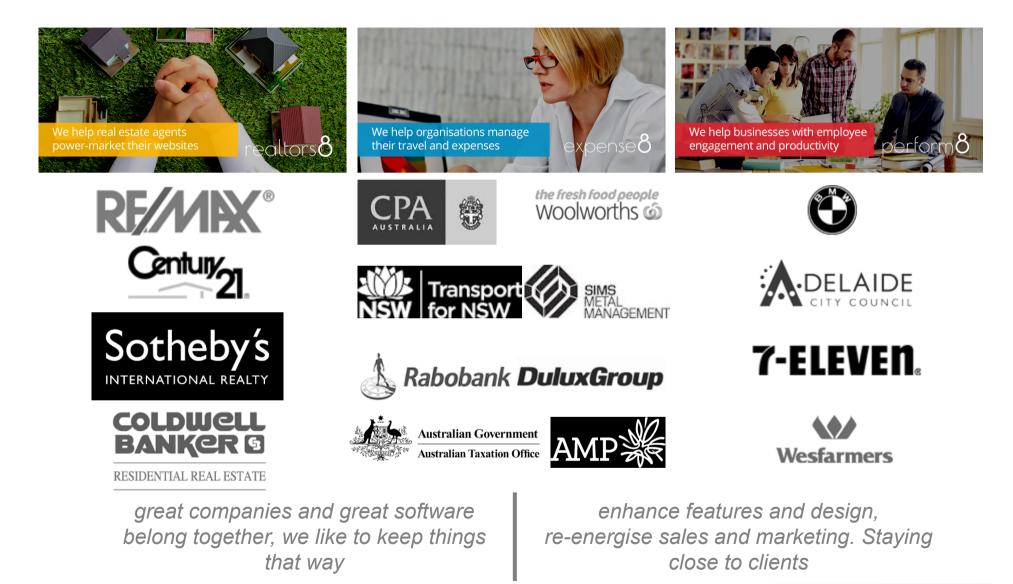


Issued Shares	54,000,000
- Available on market	14,520,000
- Escrow – June 2015	2,252,800
- Escrow – August 2016	37,227,200
Convertible Note (May 2015)	
Maximum to be issued (@ \$1)	1,200,000
Maturity Date	5 Nov 2016
Coupon Rate (paid in cash every 6 months)	8% p.a

Conversion (higher of \$0.26 or 15% disc to 15-day VWAP)



#### solid client base + proven software = high growth opportunity





**Staff Numbers** 



Stage 1: Real business, solid clients, refurbish products Stage 2: Build earnings base via acquisitions Stage 3: Expand into Asia, add more product lines

## **Group Financials**



A\$'000	FY 2014 (A)	FY 2015 (E)
Revenue	2,924	3,100
Expense8	1,865	1,700
Realtors8	1,059	1,150
Perform8	n/a	250
EBITDA	984	500
NPBT	680	150

2015 Commentary:

- Expense8 revenue dip during ownership transition and redevelopment
- EBITDA affected by acquisition, transition and administrative infrastructure costs

2016 Plans:

- COI and RPM acquisitions to contribute
- Management team in place
- Deliver new products when the time is right

#### Team, products and core clients in place. Positioned for growth.



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# We help organisations manage their travel and expenses



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8common Limited (8CO:ASX)

Dense



## Expense Only (Old)

WELCOME TO ICMS Email:	Phone	:		
HELPFUL TIPS				
Going on leave?		?		
Applying for Amex?		?		
Applying for MasterCard?		?		
Need to claim 'km usage?'		?		
Need to claim 'Car Toll deductions	s?'	?		
By submitting expenses through iC	MS, you confirm that y	ou have read and	understood a	all policies in relation t
AMEX is open. The current period is	June 2014			
Cash Advance is Locked				
Cash Reimbursement is open. The cu	rrent period is Septembe	er 2014		
Cash Reimbursement CTI is Locked				
Westpac MasterCard is open. The cur	rrent period is September	r 2014		
Westpac Visa is open. The current pe	riod is September 2014			
Number of users logged into	Total number of users: 5	4		

Account Holder Details		Invoice Details		Period Type	Period
Last Name starts with:		Invoice Number is:			(ctrl-click to select/deselect)
					All
First Name starts with:		Charles -	Any	SAP - Cash Reimbursement	Sep 2010
Employee No. starts with:		Status	Open Closed	СТІ	August 2010 July 2010
Company	All	Where any expenses are	Any		All
(ctrl-click to select/deselect)		(ctrl-click to	Unsubmitted	SAP - Westpac MasterCard	September 2014
		select/deselect)	Committed		August 2014
			Submitted		July 2014
Management Unit (ctrl-click to select/deselect)	All		Authorised Sent to GL		All
(our-click to selective select)	Billing Account Default		Rejected	SAP - Cash Advance	Nov 2009
	Delault	Expenses Received?	<ul> <li>Any</li> </ul>		Oct 2009 Sep 2009
			Yes		
Account Number starts with:			ONo No		All June 2014
Truncated AccountNumber starts			0140	SAP - AMEX	May 2014
with:					April 2014
Truncated AccountNumber ends with:					All

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### Travel & Expense Revamped



thori	se Expenses					
earch					Sort by Date: Newest first	40
atus	Account Holder	Charge Des	scription	Purpose & Coding String	Amount Actions	
€	Davis, Miles Westpac Visa	A TRAMEZ 22/06/2013 M	ZZINI ESPRESSO () arch 2014	Client Meeting Sales / Office Supplies	\$10.00 Tax: \$0.91	
3	Davis, Miles Westpac Visa	A WILSON 22/06/2013 M	PARKING MEL042 () arch 2014	Sales Meeting	\$34.00 Tax: \$3.09	
K	Davis, Miles Westpac Visa	A WILSON 22/06/2013 M	PARKING SYD137 🚯 arch 2014	Lunch Trip	\$28.00 Tax: \$2.55	
2	Davis, Miles Westpac Visa	A MYER C 22/06/2013 M	ENTRE CARPARK/Sales () arch 2014	Sales Meeting	\$20.00 Tax: \$1.82	
2	Davis, Miles Westpac Visa	Sofitel Went 21/06/2013 M	worth Sydney 🚯 arch 2014	Sales Trip	\$252.00 Tax: \$22.91 🕥 🗙	
	Davis, Miles Westpac Visa	YELLOWCA 20/06/2013 M	B AUS 131924 1	Prospect Meeting		
Î	•••• Tatos • 1029 am • • 1 • 172:16:50.146 • Xponset of the Expenses List	×00%	My Trips Search Create		Trip List Scr	Sort by Trip ID: High to Low • 10 20
Ĩ	Search Authorise All in Screen Sort by Date: Newest first	200.00	Trip to Canberra 29/10/2014 - 04/11/2014		SYD ≓ CBR Reason: Customer Meeting	\$355.70 <b>=</b>
	Marketing / Travel - International	5220.00 (ftortise	Trip to Melbourne for Cli ID: 502 14/10/2014 - 17/10/2014	ent Retention	SYD ⇄ MEL Reason: Customer Meeting	\$717.05 ズ≧⊜≧⊨P
	Lunch wife Zona - Mess Davis     Marketing / Travel - Local      WESTPAC RANDWICK 50619600	i220.00 dhorlise	Meetings in Brisbane ID: 501 14/10/2014 - 17/10/2014		SYD <b>ដ</b> BNE Reason: Customer Meeting	\$1052.94 ズ <b>흡습습능 P</b>
	Merketing / Travel - Local	7/42.00 (fbortse	Trip to Perth ID: 381 24/09/2014 - 02/10/2014		SYD ⇄ PER Reason: External Training	\$760.26 <b>X 🛱 </b>
		đ	Trip to Melbourne (1) ID: 341 03/09/2014 - 05/09/2014		SYD ≓ MEL Reason: Customer Meeting	\$458.40 <b>X 🛱 🛱</b>

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## Review: Expense8 FY 2015 vs. FY 2014 EXPENSe8

A\$'000	FY 2014 (A)	FY 2015 (E)
Revenue	1,865	1,700
Revenue: SaaS	511	611
Revenue: Customer	946	845
Revenue: Other	408	244

2015 Commentary

- Significant time and resources spent to re-design and add the travel component
- Early wins coming through with new clients coming onto the platform with others eager to adopt the new look.



New design and Travel module is well received by clients and prospects. New Travel module is a clear opportunity for significant growth.



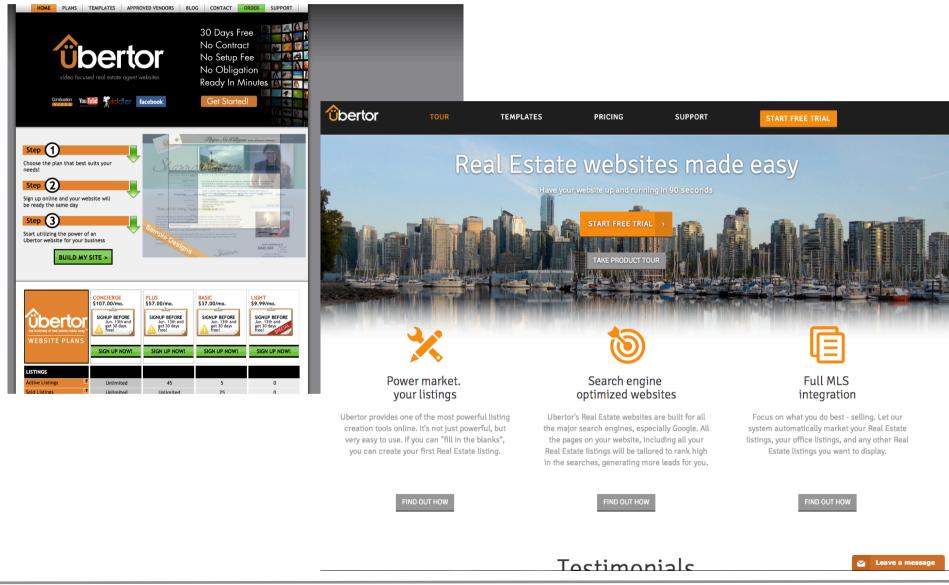


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## realtors 8

#### **Review: Realtors8**





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## Review: Realtors8 FY 2015 vs. FY 2014



A\$'000	FY 2014 (A)	FY 2015 (E)
Revenue	1,059	1,150
Monthly Recurring	979	980
Custom & Others	80	170
Number of Billed Sites	1,800	2,900*

YTD	2014 (A)	2015 (E)
New Sign-Ups	350	439
New Payers	210	321
Cancellations	254	284
Nett new	(49)	37

Activity

- New pricing introduced from 9/37/57/107/129 to 17/37/57/77
- Lower subscription, higher custom spend
- Partnership with Dynamic Creative working well
- Acquired RPM/Clicksold in May 2015

Highlights

- Monthly recurring has recovered with new sign ups
- Custom solutions has more than doubled
- Billed sites (including approximately 950 from RPM) have increased to 2,900
- Asian strategy to deliver product with lead generation and new media formats

\* Please note that the 2015 billed sites include the sites from the RPM acquisition.

New pricing structure well received. Move towards custom and performance revenue.



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## Realtors8: Attractive fundamentals, strong growth

#### 2,900 clients in North America

#### Key differentiators:

- Customer Service;
- Competitive Design and Content Services;
- Independent from Marketplaces.

#### Growth drivers:

- Online classifieds is dominant;
- Real Estate agents need to build online infrastructure;
- Online Lead generation.

#### **Growth target:**

Real Estate agents advertising online in SE Asia.

	Singapore	Malaysia	Indonesia	Thailand
Number of Real Estate Agencies	1,495	1,392	N/A	N/A
Number of Real Estate Agents	32,982	11,100	15,000+	N/A
Total expenditure on online real estate advertising	\$12 million	\$14 million	\$4 million	\$5 million
Number of Agents Advertising Online	~25,000	~10,000	~8,000	N/A

	Core Solution		Ad Hoc Services
CRM: CRM Tools: • Contact Database Management • Google Analytics Integration • Automation • Calendar Function • Ailerts	Syndication & Marketing Syndication Tools: • Social Media Sites • Real Estate Market Places • Automatic Blog Posting & Syndication Marketing Tools: • XML Sitemaps • Search Engine Optimization	Website Creation & Management Website Management Tools: • Integrated Google Maps • Google Analytics Integration • Automation • Calendar Function • Alerts	Value Added Services  Custom Deisgn Work Enhancement & Ad-on Modules Concierge  Support Services Live Chat Free Weekly Live Tours Knowledge Database
Digital Asset Management	High Quality Lead Generation	Customer Engagement & Reputation Management	
Average Yearly Revenue per Customer: A\$500			Average Yearly Revenue per Customer: A\$55





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### **Review: Perform8**

A\$'000	FY 2015 (E)	FY 2016 (E)
Revenue	250*	600
Revenue: SaaS	220	520
Revenue: Services	30	80

Activity

- Acquisition concluded in Late Jan 2015
- Re-design to be completed in June 2015
- Reseller/Partner network being built

Highlights

 Adelaide City Council, Chobani Yoghurt, Brother, 7-Eleven, Royal Sydney Golf Club and Northline

\* Please note that the 2015 numbers are only for part year since acquisition.

Cross selling between with expense8. Move towards custom and performance revenue.



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## Experienced leadership, strong track record







Zoran Grujic Corporate Results Couriers Please AIM





Collabspot WeMakeProjects



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