



OPERATIONS UPDATE

19th October 2021

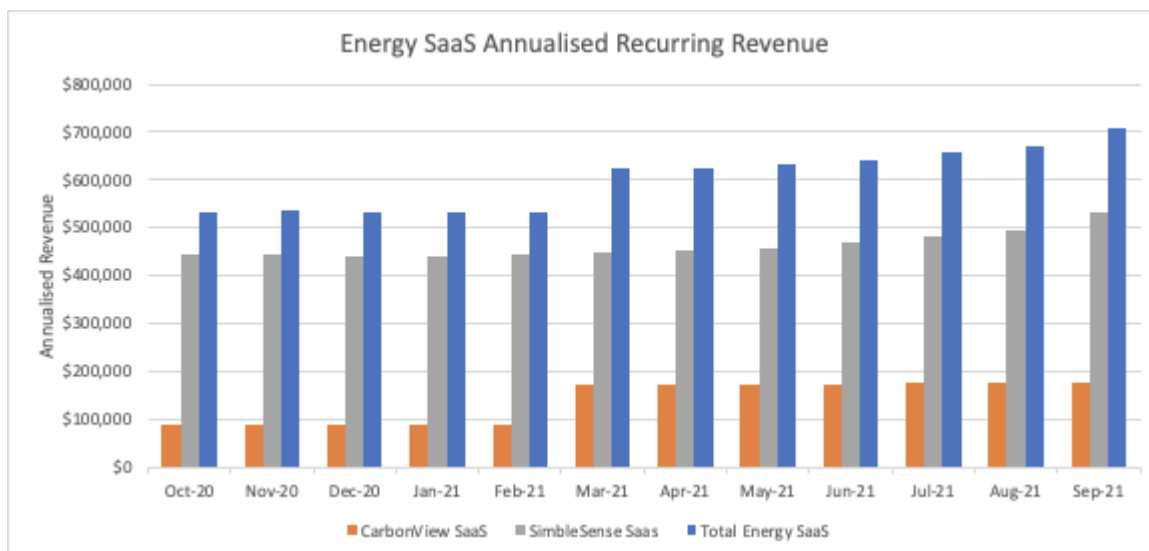
- **Simble Energy division ARR increased by 10% and energy revenues by 27% from Q2 to Q3 across AU and UK markets.**
- **Launched the new CarbonView website to further position CarbonView as the leading carbon-reporting platform for SMEs and Enterprises.**
- **Appointed Duncan Hickman as Head of Growth and Partnerships to drive CarbonView direct and indirect sales in Australia.**
- **Signed 3-year partnership agreements with two leading solar energy providers Polygon Energy and ElectriSave to provide solar and energy monitoring platform and apps coupled with third party energy IoT devices.**
- **Signed a 3-year partnership agreement with a leading mesh lighting provider, ChessWise UK to provide energy monitoring platform and apps coupled with third party energy IoT devices.**

Sydney, 19 October 2021: **Smart energy Software-as-a-Service (SaaS) company Simble Solutions Limited (ASX:SIS)** ('Simble' or 'the Company') is pleased to provide the following updates on recent operations and activities.

Financial Progress

Simble Energy division ARR has increased by 10% rising from \$642k in Q2 to \$707k in Q3, driven by increased sales activity across both AU and UK markets. This is reflected in energy revenues (unaudited) which have increased by a substantial 27% rising from \$250k in Q2 to \$317k in Q3.

Overall ARR has also risen across Q2 to Q3, having risen by 3.7% from \$1.13m to \$1.17m.



CarbonView Product Roll-Out

As previously announced the Company has been working to re-launch the CarbonView product range, and substantial progress has been made since the Equity Placement in July towards rolling out these products.

The increased need for companies to disclose and report on performance against their Net Zero targets presents an attractive and very scalable opportunity for the company. To boost market awareness of CarbonView and facilitate greater inbound enquiries, the company has launched a new website for the CarbonView product:

www.carbon-view.com

The website promotes the broad capability of Simble's offering across businesses of all sizes. An SME focused self-service platform will be launched in early December and registration is open now for companies that want to take advantage of early adopter discounts.

The Enterprise version is being further promoted to those larger companies with more complex emissions reporting needs. Investment in both platforms will continue throughout next year as Simble positions CarbonView for global adoption amongst both small and large consumers.

Further digital marketing activities are planned this quarter onwards as part of the new CarbonView website.

Appointment of Sales Executive

To accelerate the penetration and uptake of CarbonView in the Australian Market, Simble is excited to announce the appointment of Duncan Hickman as the new Head of Growth and Partnerships for CarbonView. Duncan has a wealth of experience in growth management and business development, having worked as the Head of Growth and Partnerships at Accurassi and as the Regional Manager for ANZ, Japan and Korea for Palisade Corporation prior to joining Simble.



This role is intended to help drive revenue growth from CarbonView via direct sales as well as through the formation of new partnerships. Simble is also increasing the support team for CarbonView new customer implementations, and in the final stages of recruiting a BDM in the UK.

The combination of the new online presence, the digital marketing initiatives, and direct B2B sales expected to flow from an expanded dedicated sales team is giving the company confidence that the CarbonView product suite will be a contributor to revenue growth in the short to medium term.

SimbleSense Product Suite – Energy Monitoring

We continue to see increasing opportunities for SimbleSense (energy monitoring and visualisation platform) to be deployed to new customers through our community of partners. In Australia, partners across the energy efficiency, solar industry and energy retail sector continue to onboard customers onto the SimbleSense platform.

In the UK, and after a slow period of activity, primarily due to COVID-19, we are seeing increased activity from LED Lighting partners as well as energy efficiency partners. Both of those regions have contributed to the increased revenue and ARR between Q2 and Q3.

SimbleSense New Partnerships

In Australia, the company signed partnership agreements with solar energy providers, Polygon Energy and ElectriSave, who will deploy the SimbleSense and SimbleHome capability to their residential and commercial clients across the Australian Eastern states. Whilst not material individually, these agreements are significant as they further validate Simble's strategic foray into the solar and renewable energy market.

In the UK, the company signed a partnership agreement with Mesh lighting provider, ChessWise UK. The partnership will expand the sales opportunities for SimbleSense in the Smart Lighting sector by partnering with the UK's leading mesh lighting provider to offer the platform.

The agreement is significant as it comes off the back of another recent joint project where the Mymesh connected lighting network was installed at Bluewater Shopping Centre along with the SimbleSense platform. In this way, Simble has become the default 'measure and verify' platform for energy savings from connected lighting projects.

As a result of this partnership, Simble and ChessWise UK will partner on new projects targeting retrofit buildings as well as new developments that will incorporate SimbleSense into their mesh lighting offering to commercial, retail and health organisations.

Simble continues to work on a number of other partnership opportunities which will be announced when finalised and if material. These partnerships will support Simble in increasing penetration within the Australian, New Zealand and U.K markets in the areas of cleantech and energy and carbon reduction.

Marketing

The Company has engaged an Investor Relations advisor, Fresh Equities, to assist with producing regular communications to shareholders and the investment community. This ongoing engagement will involve assisting with the preparation of investor materials, shareholder updates, social media strategies and materials for third-party platforms.

In addition, the Company plans to undertake a marketing campaign alongside the launch of the CarbonView website to improve Simble's presence across traditional and digital markets.

The CarbonView website is the first step in a campaign to create greater awareness and promote sales of the CarbonView product suite. Through improved digital engagement and marketing, the company aims to build up revenues from online subscriptions of the CarbonView product from both SMEs and larger businesses.

Summary

During 2021 the Company has sought to set up the business to achieve growing revenues from the newly revamped CarbonView suite of products at a time when market interest in Net Zero and carbon emissions management is increasingly topical. Sales and marketing initiatives for CarbonView are now being implemented both with direct sales staff, and with digital and online channels.

In addition, the Company has been pursuing new channels, partners, and direct customers for the SimbleSense product suite within the solar and energy retail sectors locally, and renewed marketing activity in the UK market which is fast re-emerging from extended lockdowns.

These product development and sales focused activities are central to Simble's plan to bring on new customers and derive new income.

This announcement has been authorised by the Board of Simble Solutions Limited



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About Simble

Simble Solutions Limited (ASX:SIS) is a global software company focused on energy intelligence and business productivity Software-as-a-Service (SaaS) solutions.

The Simble Energy Business Unit includes the SimbleSense and CarbonView software platforms. SimbleSense is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. CarbonView is an enterprise grade Carbon and Sustainability Reporting platform that allows companies to measure and reduce their carbon emissions and meet their carbon reporting obligations.

Simble operates across all segments from Commercial & Industrial, through to Small to Medium Sized Enterprises (SME) and the residential market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Australia, the United Kingdom and Vietnam.

To learn more please visit: simblegroup.com

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