

Execution – 100 days

Terry Lynn
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Regulation Fair Disclosure

As a public company, if we intentionally plan to release material, non-public information at an investor conference, we are required to simultaneously release the same information to the general public.

As the following may include materials deemed to be non-public information, we are complying with this requirement.

Salient Points - 3/29/2019 10K Earnings Call

Terry Lynn, CFO (started at SITO on 2/19/2019)

“Going forward, I will be prioritizing my financial efforts towards:

- Strengthening the balance sheet,
- Growing revenues, and
- Expanding margins.”

Salient Points - 5/15/2019 10Q Earnings Call

	Q118	Q218	Q318	Q418	FY18	Q119	Q219	
Mobile App Advertising					\$ 34.5	\$ 4.9		
Cross-Media Advertising					5.2	3.4	\$ 8.8	Topline Growth
Revenue	\$ 11.1	\$ 8.4	\$ 9.1	\$ 11.1	\$ 39.7	\$ 8.4		
COGS	6.7	4.4	4.7	5.5	21.3	5.5		
Operating Expenses	10.4	10.1	9.5	6.9	36.9	7.6		
Operating Income/(Loss)	\$ (5.9)	\$ (6.1)	\$ (5.2)	\$ (1.3)	\$ (18.5)	\$ (4.7)		
Stock Comp in Opex	2.1	1.8	1.3	1.0	6.2	0.5		
Operating Income - Stock Comp	\$ (3.9)	\$ (4.3)	\$ (3.9)	\$ (0.2)	\$ (12.3)	\$ (4.2)		Ugly Margins

* Given our large Q1/Q2 movie deal, we've given quantitative guidance that we've already recognized \$12-13M YTD in Cross-Media Advertising Revenue as of 5/15/2019.

* We've given non-quantitative guidance that we have a "healthy" pipeline for revenue expectations for the remainder of FY19

Salient Points - 5/15/2019 10Q Earnings Call

- Traditional SITO solution
 - Based on Bid Stream geodata
 - Placed mobile app ads across 5 advertising exchanges
- New SITO solution
 - Based on SDK (i.e., better) geodata
 - Place mobile app ads across 17 advertising exchanges
 - ... plus
 - TV/Radio
 - Facebook/Instagram
 - Google/YouTube
 - Snapchat
 - Connected TV
 - Streaming Radio and more



Much Less Expensive



Better fit for customer demand

Conclusions from Solutions Comparisons

- **Improved outlook on Revenue:**
 - We believe that the new SITO solution will allow us to expand our cross-media offerings to our existing customer base, stem attrition and lead to revenue expansion from existing customers
 - Plus, we have a healthy pipeline of large, potential new cross-media customers inclusive of (but not limited to) theatrical advertising
- **Dramatically better Cost Structure and Margins:**
 - We no longer need the traditional, expensive SITO solution.
 - We can take the opportunity to implement tight cost discipline and find other savings areas.

Finally, what is new information for today?

- We are underway in making these changes. Before the end of June, we will have transitioned customers over to the new solution and enacted the below cost savings. These changes should be fully realized for Q3 and beyond.

\$0.7M of monthly vendor cash cost savings

\$0.2M of monthly personnel cash cost savings

\$0.1M of monthly bonus expense savings

= just under \$1M in monthly savings

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Operating Income/(Loss)	\$ (5.9)	\$ (6.1)	\$ (5.2)	\$ (1.3)	\$ (18.5)	\$ (4.7)		Good Margins and a path to profitability
Stock Comp in Opex	2.1	1.8	1.3	1.0	6.2	0.5		
Operating Income - Stock Comp	\$ (3.9)	\$ (4.3)	\$ (3.9)	\$ (0.2)	\$ (12.3)	\$ (4.2)		Ugly Margins

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Recap

By the end of Q2:

- We are saving approximately \$1M in monthly costs.
- Our existing customers will have access to a better product offering that should stem attrition of customers and lead to expanding revenue/customer metrics
- We have a healthy pipeline of potential new customers.
- We have a clear path to profitability.