



Appen Limited

*Global Leader in Language Technology
Solutions*

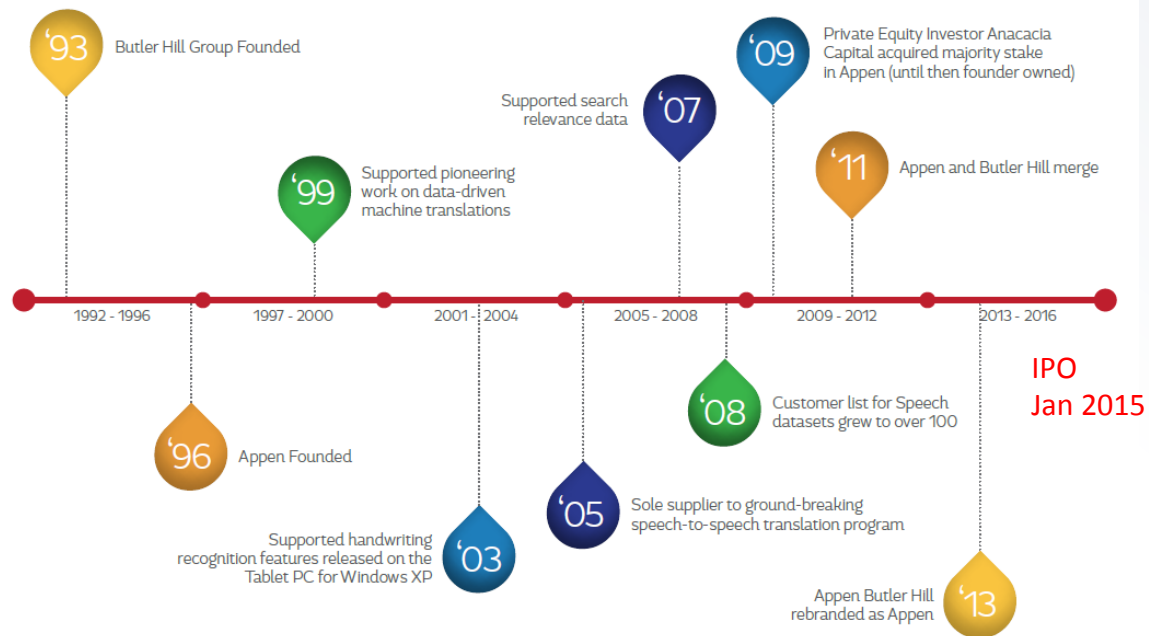
Annual General Meeting

Company snapshot

Global leader in language technology solutions

- Provides language technology data and services. Customers include:
 - nine of the ten largest information technology companies
 - four of the top five largest internet companies.
- Coverage in over 100 markets and over 140 languages and dialects
- 150 staff globally – based in North America, Philippines and Australia.
- Ability to leverage a proprietary data base of 150,000 global independent contractors

History





Speech and Data Collection

Description: Data and Services for developing speech and other linguistic technology

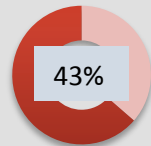
Customers:

- Speech synthesizers
- Speech recognition
- Machine Translation, Grammar Checkers, Content Analytics

Revenue Drivers: Consumer Electronics (game and TV consoles), in-car systems, smart phones, government

Revenue Model: Fixed price project , rate cards and license

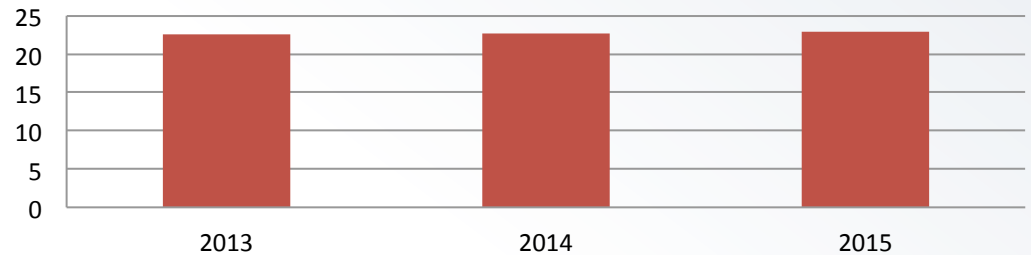
Revenue Contribution % (2015 Est.)



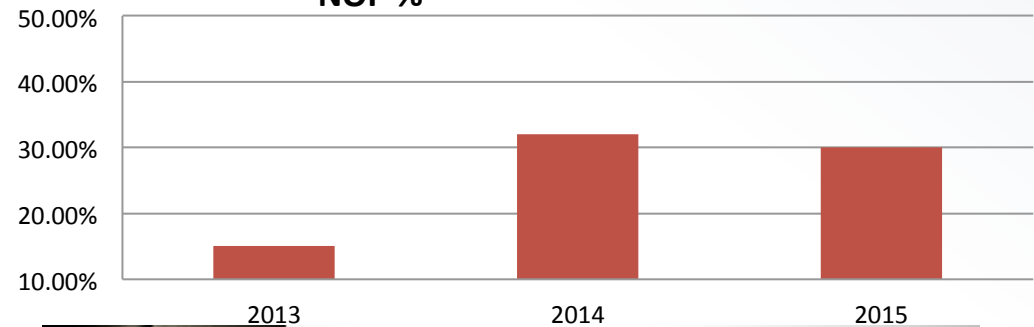
FY15 Est. Revenue Growth [1%]

FY15 Est. Net Operating margin (pre Corp overheads) [30%]

Revenues (AUD)



NOP %





Content Relevance

Description: Data and services ensuring global search technology returns the most relevant and accurate answers for each market.

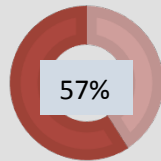
Content Relevance Customers:

- Web Search
- Social Media Search
- E-commerce

Revenue Drivers: Clients launch new features or functionality enhancing their web search, e-commerce and social media technology. Additionally, internet content and traffic patterns change requiring maintenance data.

Revenue Model: Time and material. Generally one-year contracts renewed annually.

Revenue Contribution % (2015 Est.)



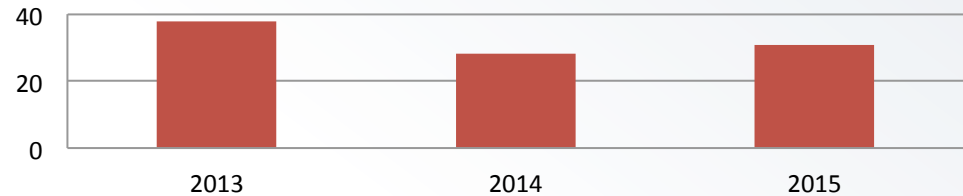
FY15 Est. Revenue Growth

[9%]

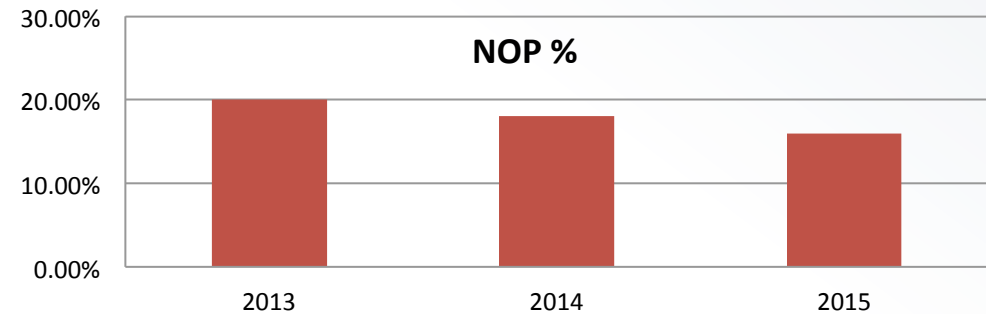
FY15 Est. Net Operating margin (pre Corp overheads)

[16%]

Revenue (AUD)



NOP %



The screenshot shows an eBay search results page for 'SPAMALOT BOSTON'. The page includes various search filters, a list of items for sale, and a sidebar with social media results. A red box highlights the 'Social Results' section, which shows a list of social media posts related to the search term.

FY2014 Pro-Forma Financial Highlights

Appen has exceeded FY14 prospectus forecasts

- Revenue A\$51.0m up 4.0% vs prospectus forecast of A\$49.1m ✓
- EBITDA A\$6.7m up 15.2% vs prospectus forecast of A\$5.8m ✓
- NPAT A\$3.6m up 5.4% vs prospectus forecast of A\$3.4m ✓
- ASX Listing in January 2015 ✓

Appen reaffirms FY2015 prospectus forecast

Appen reaffirms its FY2015 prospectus forecasts – Revenue \$53.6m and EBITDA \$6.8m (pro-forma)

- Current operating results with revenue and business won thus far in FY2015 is on track with forecast
- Pipeline strong and follow on engagements from pilots
- Prospectus AUD exchange rate is A\$0.90
- Microsoft renegotiation due to be completed by June 30

Appen 2015 Focus

We continue to implement our strategy

- Reducing the cost structure through globalization of our workforce and ongoing technology innovation
- Expanding our client base and reducing customer concentration
- Pursuing opportunities for Content Relevance in social media and e-commerce
 - Converting pilots to renewable revenue streams
 - Deep integration with clients' engineering process
 - Expanding offerings using our platform
 - Configurable data collections supporting a broad range of data
 - Mobile
 - Appen IP



Strategic Growth Opportunities

Industry drivers are positive across all segments

- Search, social media, e-commerce, automotive

New client acquisition in Content Relevance

- Expansion of current offerings to new customers in social media and e-commerce search
- Repeatable revenue

Appen's growing strength across both speech and text aligns with industry convergence

- Global workforce and operations provides capability to benefit from the forecast growth in internet non-English languages

Appen's new technology platform is in place

- Facilitates scalable growth
- Strong competitive advantage
- Faster response to new customer needs
- Yields a reduction in unit costs as business volumes grow





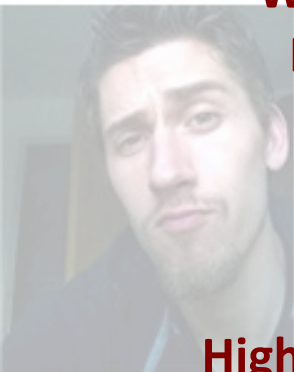
**Raffle for
World
Wildlife
Fund**



**Raffle for
Room to Read**



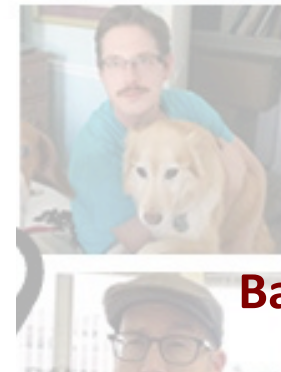
**Moustaches for
Movember**



**High Tea for
Habitat for
Humanity**



**Employee run
Appen matches
employee donations**



**Bake Sales
for
Red Cross
and Oxfam**



**Lunch for Against
Malaria Foundation**





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