



# Robo 3D Company Update

February 2018

**robo**  
Make the imagined

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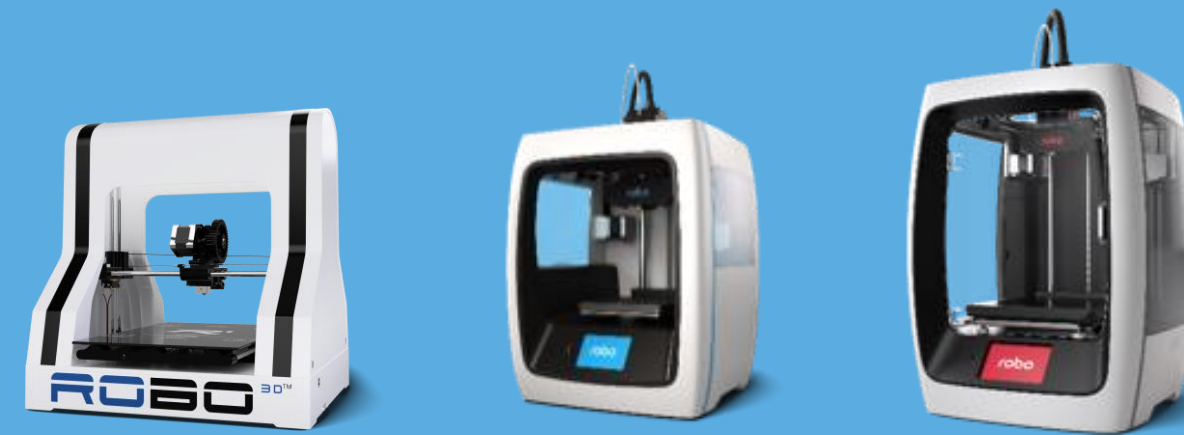
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## Robo's Vision

To make innovative 3D technologies that inspire your passion within, and empower you to achieve your educational, professional and personal goals.

# Company overview



**Robo 3D Limited (ASX:RBO, Mkt Cap: A\$15.0m @ A\$0.040)** is a California-based company that designs and manufactures award-winning desktop/personal 3D printers and consumables for education institutions, businesses and consumers via its direct sales team and broad network of wholesale distribution and value-added reseller channel partners.

## Highlights

- Clients: consumers, schools, businesses, Amazon, BestBuy
- Locations: Unrivalled USA footprint and 40 international countries
- Partners: Amazon, Foxconn, ColorFabb
- Products: Robo C2, Robo R2, Robo R1+, customisable print kits, filaments
- Established brand in emerging \$1 billion global market
- Foundations laid for significant revenue growth in FY18:
  - Revenue: FY18 H1 (ending December 2017): A\$4.2m vs. A\$1.8m in same period last year
- 130,000+ person community, products delivered to over 90 countries
- Diversified revenue sources
- Award winning products and broadening product set



# What we said we'd do ... and what we delivered

Strategic Objective	March 2017 Qtr	June 2017 Qtr	September 2017 Qtr	December 2017 Qtr
Increase presence in education	<ul style="list-style-type: none"> <li>Signed Wynit as USA distributor</li> <li>Best Buy for Education partnership</li> </ul>	<ul style="list-style-type: none"> <li>Signed Chromebook re-seller Promevo for USA education strategy</li> <li>Opened 20 new school districts</li> </ul>	<ul style="list-style-type: none"> <li>Signed leading education distributor, CDW</li> <li>Opened 15 new school districts</li> <li>Exclusive education trade events with Best Buy for Education</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships with EDU-focused PD and training companies</li> <li>Reseller agreement signed for 3D printing curriculum provider</li> </ul>
New customer growth	<ul style="list-style-type: none"> <li>Opened retail accounts at Target, Microsoft, Office Depot;</li> <li>Re-sellers opened in Turkey, Italy, Poland, Mexico, Venezuela, Argentina</li> <li>15 new re-sellers opened in USA</li> </ul>	<ul style="list-style-type: none"> <li>Signed Synnex Canada</li> <li>Retail accounts in Canada with Best Buy, Staples, NCIX.</li> <li>First European Distributor (France)</li> <li>20 new re-sellers opened in USA</li> </ul>	<ul style="list-style-type: none"> <li>New distributor for Benelux</li> <li>New distributor for India</li> <li>Sales representatives expanded to cover 20 countries</li> <li>15 new re-sellers opened in USA</li> </ul>	<ul style="list-style-type: none"> <li>New distributor for Australia</li> <li>New distributor for Middle East, serving 14 countries</li> <li>Sales representation expanded to cover 37 countries</li> <li>5 new value-added EDU re-sellers opened in USA</li> </ul>
Existing customer expansion	<ul style="list-style-type: none"> <li>Expanded into Amazon in UK, Spain, Germany, France, Italy</li> </ul>	<ul style="list-style-type: none"> <li>Staples C2 roll-out in retail stores</li> <li>Microsoft in-store demos</li> </ul>	<ul style="list-style-type: none"> <li>Monthly committed re-orders from key international distributors</li> <li>Commencement of R1+ exclusive with Amazon, now selling 3 printer models</li> </ul>	<ul style="list-style-type: none"> <li>Commencement of R1+ selling with Amazon UK</li> <li>Repeat orders from international distributors</li> <li>Record monthly revenue on robo3d.com</li> </ul>
Product innovation	<ul style="list-style-type: none"> <li>Launched C2 smart 3D printer</li> <li>Foxconn manufacturing agreement</li> <li>Simplify3D integration</li> <li>Released Robo app for iOS</li> </ul>	<ul style="list-style-type: none"> <li>Launched R2</li> <li>Good Design Award winner</li> </ul>	<ul style="list-style-type: none"> <li>Integration with Palette+, the multi-colour filament system</li> <li>Amazon Alexa integration</li> <li>Agreement to distribute ColorFabb filament into USA</li> </ul>	<ul style="list-style-type: none"> <li>Android beta testing completed</li> <li>iOS app updates</li> <li>Beta testing of firmware update</li> <li>Launch of new Drone Print Project</li> </ul>

# Rapidly expanding international sales footprint



**Jan 2017**

USA, Australia, Canada, Mexico and Poland

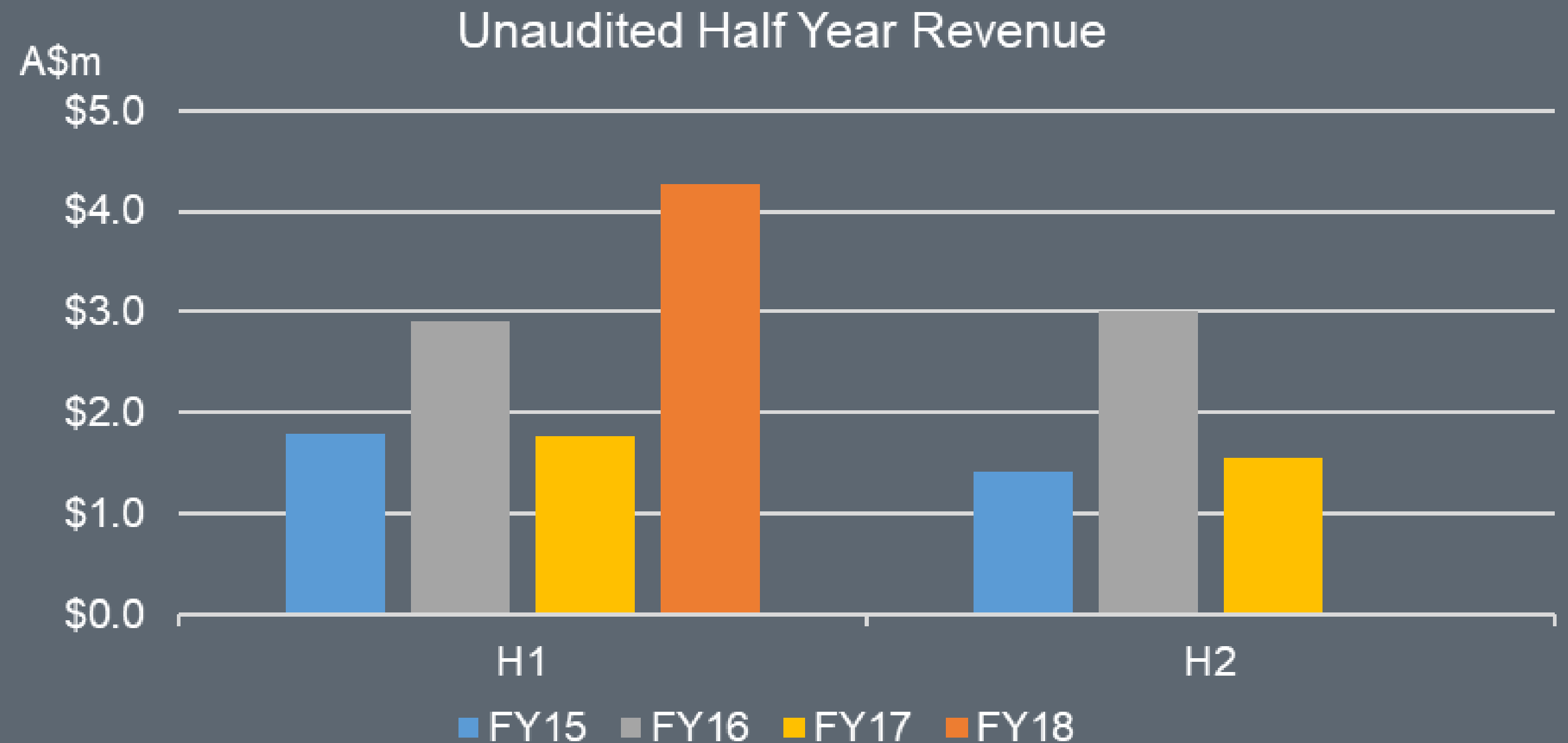


**Feb 2018**

Now in 40 countries across the world


# Revenue is accelerating

- Total unaudited revenue of A\$4.2 million for first half of FY18, 140% above same period in prior year
- Surpassed full year FY17 revenue of A\$3.2 million within first 5 months of FY18
- Expanded into 40 countries, up from 5 at start of 2017

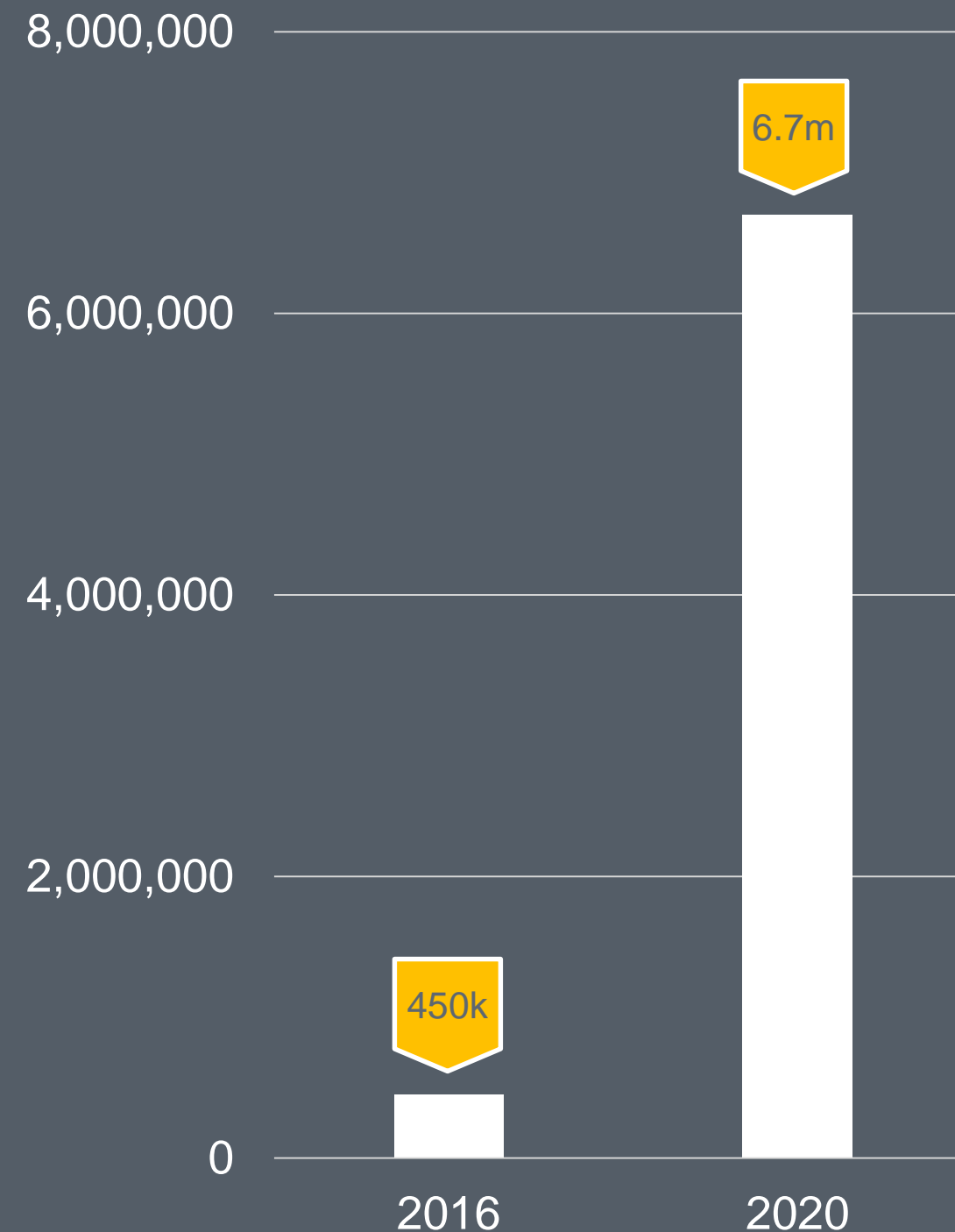


# Rapidly growing \$1 billion+ industry

*Driven by adoption in education sector*

Projected  
  
 15x  
 Increase in 3D  
 printer unit sales  
 by 2020

*Projected sales in units*



Source: Gartner

- Desktop/personal 3D printer shipments expected to be more than 6.7 million by 2020 (*Gartner*)
- Total spending estimated to grow to \$21 billion in 2020.
- Education a major driver of growth today ... and in the future (the next wave of consumers).
- Addressable market in USA education system alone is c. 300,000 units
- 50% of manufacturers expect to increase 3D printing spending in the next 12 months (survey by *Fast Radius*)
- 60% of manufacturers use 3D printing to make functional parts (*Fast Radius*)
- 71% of manufacturers are currently using 3D printing (*PWC survey*)



# Impact of student adoption will drive **industry growth**

In the same way that the adoption rate of modern computing was driven by educators in the 80's and 90's, 3D printing is a technology that is rapidly being adopted and utilised by educators as a tool for 21<sup>st</sup> century learning to prepare students with skills for jobs of the future.



Educators adopt new technology, governments recognise need for new skills



Students learn and later integrate new technologies into companies



Companies adopt new technologies and seek to hire graduates who understand those new technologies

# Robo's unique positioning



- Premium products with broad appeal
- Beautifully designed and manufactured
- Leading user experience
- Fully integrated with other technologies

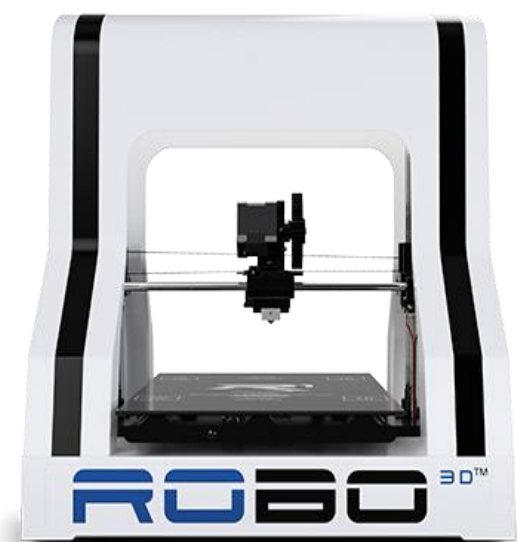
Performance

Features

Experience

# Ecosystem of award-winning products

## PRINTERS



**Robo R1+**  
**US\$499**

Targeted at the maker and home use, a versatile machine with large print platform and ability to print in a variety of materials.

**Highlights:**

- Large 8 x 9 x 10" print size
- Heated print bed
- Open filament selection



**Robo C2**  
**US\$799**

Compact smart 3D printer with Wi-Fi that is perfectly suited for education and home users given its size and ease-of-use.

**Highlights:**

- 5 x 5 x 6" print size
- WiFi connectivity
- Removable print bed
- On-board slicing



**Robo R2**  
**US\$1499**

Larger format smart 3D printer with a feature set suitable for prosumer and business users seeking professional outcomes.

**Highlights:**

- Large 8 x 8 x 10" print size
- WiFi connectivity
- Removable heated print bed
- On-board slicing

## COMPLEMENTARY PRODUCTS



**Filament**  
**US\$20-50**

Exclusive selection of high quality filament across range of colours and materials from leading suppliers.

**Highlights:**

- PLA
- ABS
- Wood-filled
- Carbon-fibre



**Kits**  
**US\$50-100**

range of ready-to-3D print project kits that provide the parts and instructions needed to make something uniquely yours.

**Highlights:**

- Quadcopter Drone
- Guitar
- Clock

# Strategically positioned to gain market share



Award winning design + leading user experience



Minimal features



\* All pricing in USD



# Multi-faceted sales expansion **strategy**

*Infrastructure developed to maximise reach*

	DIRECT	INDIRECT	E-COMMERCE
USA	<ul style="list-style-type: none"> <li>✓ Direct sales to leading USA retailers, including Amazon</li> <li>✓ Direct sales to education institutions</li> <li>✓ Establish reseller relationships to 'pull' from distributors</li> </ul>	<ul style="list-style-type: none"> <li>✓ Establish distributor relationships to provide sales, logistics and fulfilment support to established reseller network</li> <li>✓ Provide support for distributor's sales activities</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEO, social media content, email marketing, and paid search to drive traffic to <a href="http://www.robo3d.com">www.robo3d.com</a></li> </ul>
INTERNATIONAL	<ul style="list-style-type: none"> <li>✓ Integrate with select distributors and agents.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Establish distributor relationships to provide sales, warranty servicing &amp; repairs, logistics and fulfillment</li> <li>✓ Leverage distributor's local reseller network (if applicable)</li> <li>✓ Provide support for distributor's sales activities</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEO, social media content, email marketing, and paid search to drive traffic to international <a href="http://www.robo3d.com">www.robo3d.com</a> websites</li> </ul>

*Notes:*

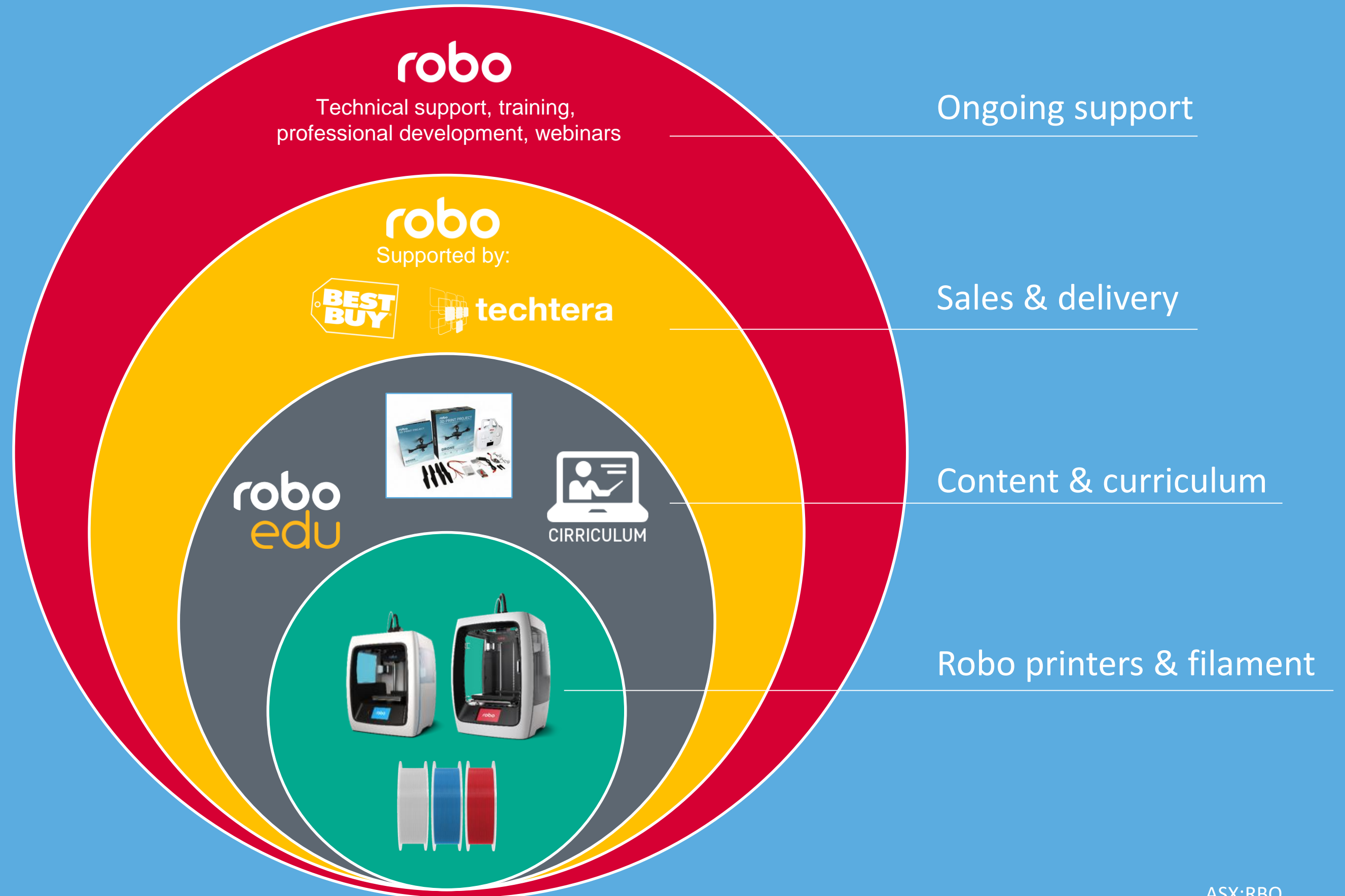
- 1. International distributors typically have MOQs of one pallet per product (c. A\$15-30k per product); expectation of 4-6 week ordering cycle.*
- 2. Depending on sales channel and services provided (e.g. warranty, customer service), Robo sells at c. 15-30% discount to retail price.*

# Presence in education the primary driver

Massive opportunity just in USA with >100,000 schools

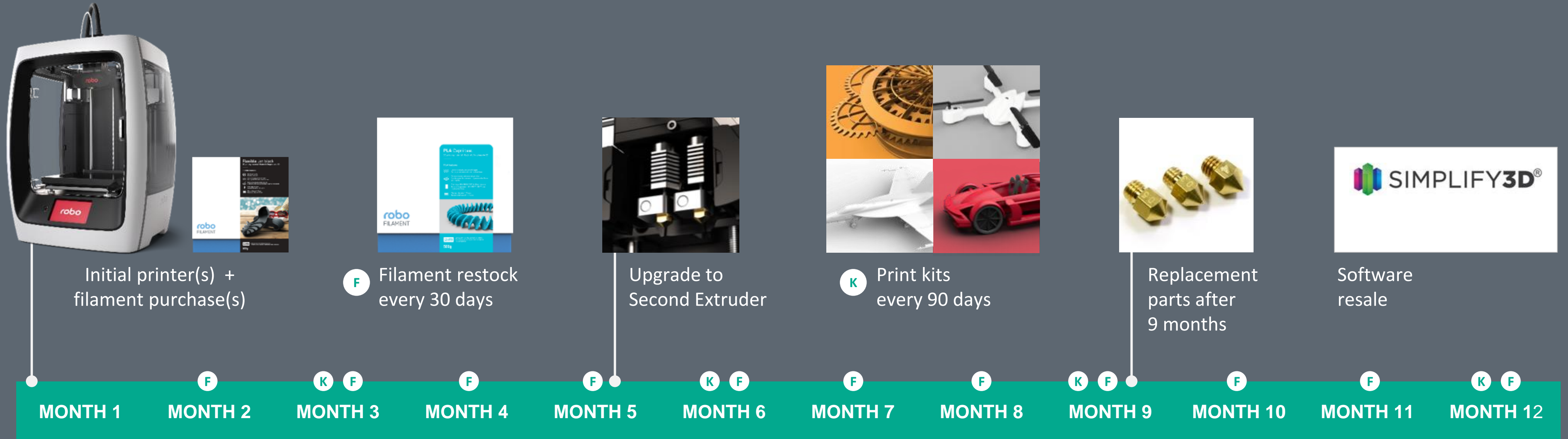
## Key elements of Robo's education strategy:

- Provide easy-to-use, reliable and technically advanced 3D printers and related products to promote greater adoption inside the classroom.
- Develop alliances with key providers of Science, Technology, Engineering, Art and Mathematics ("STEAM") content and curriculum, of which 3D printing is an important subset.
- Partner with dedicated and industry leading sales and implementation partners with deep understanding of education market dynamics.
- Align with other STEAM-technology vendors for turnkey "makerspace" opportunities.
- Support initiatives to drive STEAM learning in all educational settings, including vocational (e.g. upskilling manufacturing workers) as well special interest (e.g. robotics).

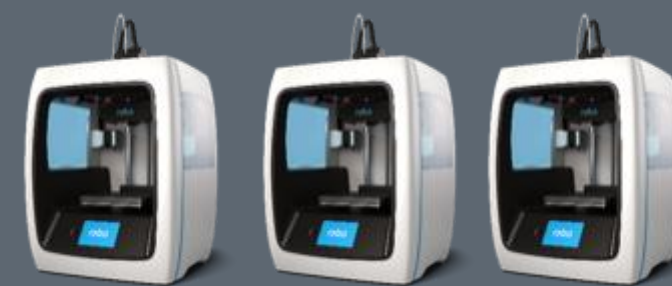


# Diversified revenue model

Potential lifetime value of end customer



## POTENTIAL FUTURE SOURCES OF REVENUE



3D print farm services



3D file content

# Robo partners are industry **leaders**

## SALES



## INTEGRATION

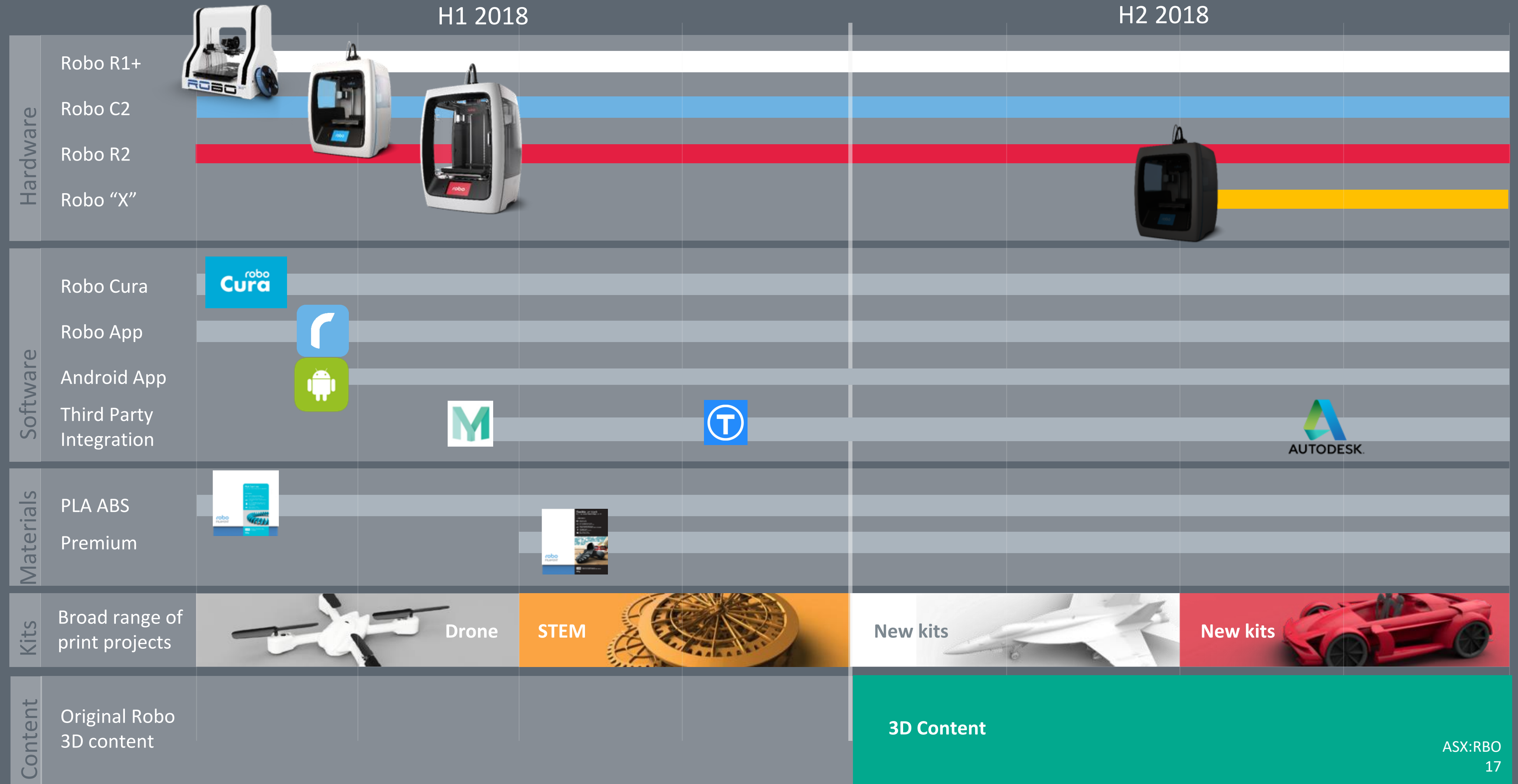


## PRODUCT DEVELOPMENT





# Progressive product roadmap



# Strategic milestones for 2018

**Develop full end-to-end solution for education segment**

**Win 10 major education tenders (i.e. more than 30 schools)**

**Expand sales presence into more than 50 countries**

**Grow share of filament revenue to 5% of total revenue**

# Share metrics

## ASX:RBO

Listing Date	22 December 2016
Total Shares on Issue	370.4m
Share Price	\$0.040
Market Capitalisation	\$14.8m
Enterprise Value	\$12.8m
Options & Performance Rights	44.8m
Total Fully Diluted Shares	415.1m

## Top 10 Shareholders

#	Holder Name	% Issued Capital
1	JP Morgan Nominees Aust Ltd	8.8%
2	Denlin Nominees Pty Ltd	6.3%
3	Oaktone Nominees Pty Ltd	5.4%
4	Jacob Kabili	4.9%
5	Braydon Moreno	4.9%
6	CS Fourth Nominees Pty Ltd	3.6%
7	RFL Capital Pty Ltd	3.5%
8	Tim Grice	2.5%
9	Tribeca Nominees Pty Ltd	2.2%
10	The Penrose Corporation	1.7%

**52 Week Range: A\$0.035 - \$0.105**



**Top 10 % of Total Issued Capital**

**38.9%**

**Management & Board**

**17.8%**

**Top 20 Shareholders**

**54.0%**

*Note: Shareholdings at 1 February 2018.*

# robo

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