

## \*\*\*IPO Opportunity: Trimantium GrowthOps\*\*\*



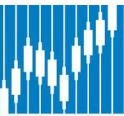
### Emerging leader in Tech Services to List on the ASX in December 2017

What Australian companies need is an entrepreneurial partner who can help them identify opportunities and anticipate threats, then EXECUTE – build a new product or service, develop a new growth strategy, supercharge it with cloud and go to market. When a bottleneck or inefficiency slows production or revenue growth, multi-national behemoths turn to McKinseys or Accenture.

With GrowthOps, Australian corporates can stay one step ahead in a rapidly evolving market, and understand how to get the most value from new technologies and the most eyeballs from advertising and sales channels.

GrowthOps is like a special ops team for businesses, bringing together experts from each discipline within the growth value chain:

- **Information Technology services** – What if the client needs a more efficient website, a mobile app, international payment capabilities, better data capture or scalable cloud-based storage? GrowthOps IT services deliver a range of technology solutions, applying its “BeyondAgile” methodology to develop useful software in days, not months, and is an accredited partner of Google’s Cloud Platform
- **Change Management and Leadership Consulting** – Creates change leaders at every level of an organisation, people who have the skills to drive new growth initiatives from within
- **Advertising and Marketing Agencies** – Market leadership through brand positioning and strategy across traditional and online channels. How to advertise online? How to source an “influencer”? How to gain maximum exposure whilst protecting social media identity?



# Some of the companies coming together to form GrowthOps

GROWTHOPS – MANAGEMENT PRESENTATION 2017

## PARTNER BUSINESSES

	AJF Partnership	3wks	IECL	Khamlstry
<b>Business description</b>	One of Australia's most effective independent creative agencies.	Enterprise cloud and software solutions provider.	Leadership development and executive coaching provider.	Creator and producer of content across tv, digital and AR/VR media channels.
<b>Key services</b>	<ul style="list-style-type: none"> <li>Brand strategy</li> <li>Marketing communications (advertising)</li> </ul>	<ul style="list-style-type: none"> <li>Serverless (cloud) solution development and implementation</li> <li>Automation</li> <li>AI &amp; machine learning</li> </ul>	<ul style="list-style-type: none"> <li>Leadership development</li> <li>Change management</li> <li>Executive coaching</li> </ul>	<ul style="list-style-type: none"> <li>Brand and digital strategy</li> <li>UX/UI design</li> <li>Marketing communications</li> <li>Application development</li> </ul>
<b>Snapshot</b>	<ul style="list-style-type: none"> <li>Years in business: 13</li> <li>Number of staff: 112</li> <li>Office location: Melbourne</li> </ul>	<ul style="list-style-type: none"> <li>Years in business: 5</li> <li>Number of staff: 27</li> <li>Office locations: Sydney (HQ), Melbourne</li> </ul>	<ul style="list-style-type: none"> <li>Years in business: 17</li> <li>Number of staff: 30</li> <li>Office locations: Sydney, Canberra, Hong Kong, Shanghai &amp; Singapore</li> </ul>	<ul style="list-style-type: none"> <li>Years in business: 13</li> <li>Number of staff: 36</li> <li>Office location: Brisbane</li> </ul>
<b>Key clients</b>				
<b>Industry leadership</b>	<ul style="list-style-type: none"> <li>Winner of 2017 Grand Effie Award for Lion Dared Iced Coffee campaign</li> <li>Only Australian independent agency to have won two Grand Effies</li> </ul>	<ul style="list-style-type: none"> <li>Pioneer in software solutions geared toward 'serverless' environment</li> <li>First Google Cloud partner in Australia</li> </ul>	<ul style="list-style-type: none"> <li>Founded in 1999, IECL has an established presence in Asian and Australian markets</li> <li>IECL has developed relationships at every level of client organisations</li> </ul>	<ul style="list-style-type: none"> <li>Directed and produced first Australian TV and digital experience for deaf children</li> <li>Created immersive VR experience for Australia Zoo</li> </ul>
<b>FY18F Revenue Contribution (%)</b>				

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**GrowthOps** – Disrupting big consulting. Giving clients the tools to meet real challenges and stay competitive in today's markets.

Led by Phillip Kingston (Sargon and Trimantium Capital) and Paul Mansfield (Cloud Sherpas).

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