



LOCATION  
SCIENCES

THE MOBILE LOCATION INTELLIGENCE COMPANY

# LOCATION SCIENCES GROUP PLC

(FORMERLY PROXAMA PLC)  
2018 AGM PRESENTATION

21 MARCH 2018

# AGM AGENDA



1. 2017 Highlights
2. The new board & team
3. 2018 H1 plan
4. Our product, proposition & commercial model
5. KPIs and Summary



# 2017 HIGHLIGHTS - INVISIBLE GAINS



# THE NEW BOARD



**Mark Slade, CEO**  
**Joined:** June 2017  
**Background:** MarTech & Data



**Dan Francis, CSO**  
**Joined:** August 2016  
**Background:** Technology, data and mobile



**David Rae, CFO**  
**Joined:** February 2018  
**Background:** M&A, Finance, high growth companies



**Kelvin Harrison, Chairman**  
**Joined:** February 2017  
**Background:** Chartered engineer, technology sector



**Shaun Gregory, NED**  
**Joined:** June 2014  
**Background:** Media



**Benjamin Chilcott, NED**  
**Joined:** March 2018  
**Background:** Media & brand consultancy





# THE NEW EXECUTIVE TEAM

## **Paul Hayton, CTO**

Paul is a Chartered Engineer with a PhD in Engineering. Paul leads the development of our location technologies and products. Paul is ex-Criteo, a leading location tech co.

## **Christy Davies, Accounts & Operations**

Christy has worked and advised in a number of early stage start-ups in the mobile, technology and media sectors.

## **Steve Hanson, Commercial Director**

Steve brings a wealth of senior commercial experience across the media and technology sectors, specifically within mobile, digital, TV and outdoor advertising.

# THE NEW ADVISORS

## **David Phillipson, Advisor**

David is an Adtech entrepreneur specializing in Mobile, Location and SDK technologies. Previously David has setup, grown and exited several businesses, most notably Ad-X.

## **Dan Wilson, Advisor**

Dan has nearly 20 years experience in Mobile and AdTech. Most recently he created and ran the global data and programmatic divisions at mobile location specialist Blis.

## **Stephen Jenkins, Marketing Advisor**

Stephen has spent almost 20 years working with brands from the creative, advertising and mobile industries.



# 2018 H1 PLAN

## Q1 - Foundations

Build pipeline and revenues

New team and focus

Accounts published

Research note

AGM

Back-end data transformation

PoC's & Proposals

## Q2 - Build the business

Beyond PoC's

Continue to build pipeline & revenues

GDPR realignment

Ongoing data accuracy improvement





## “WE ARE A MOBILE DATA AND INSIGHTS BUSINESS”

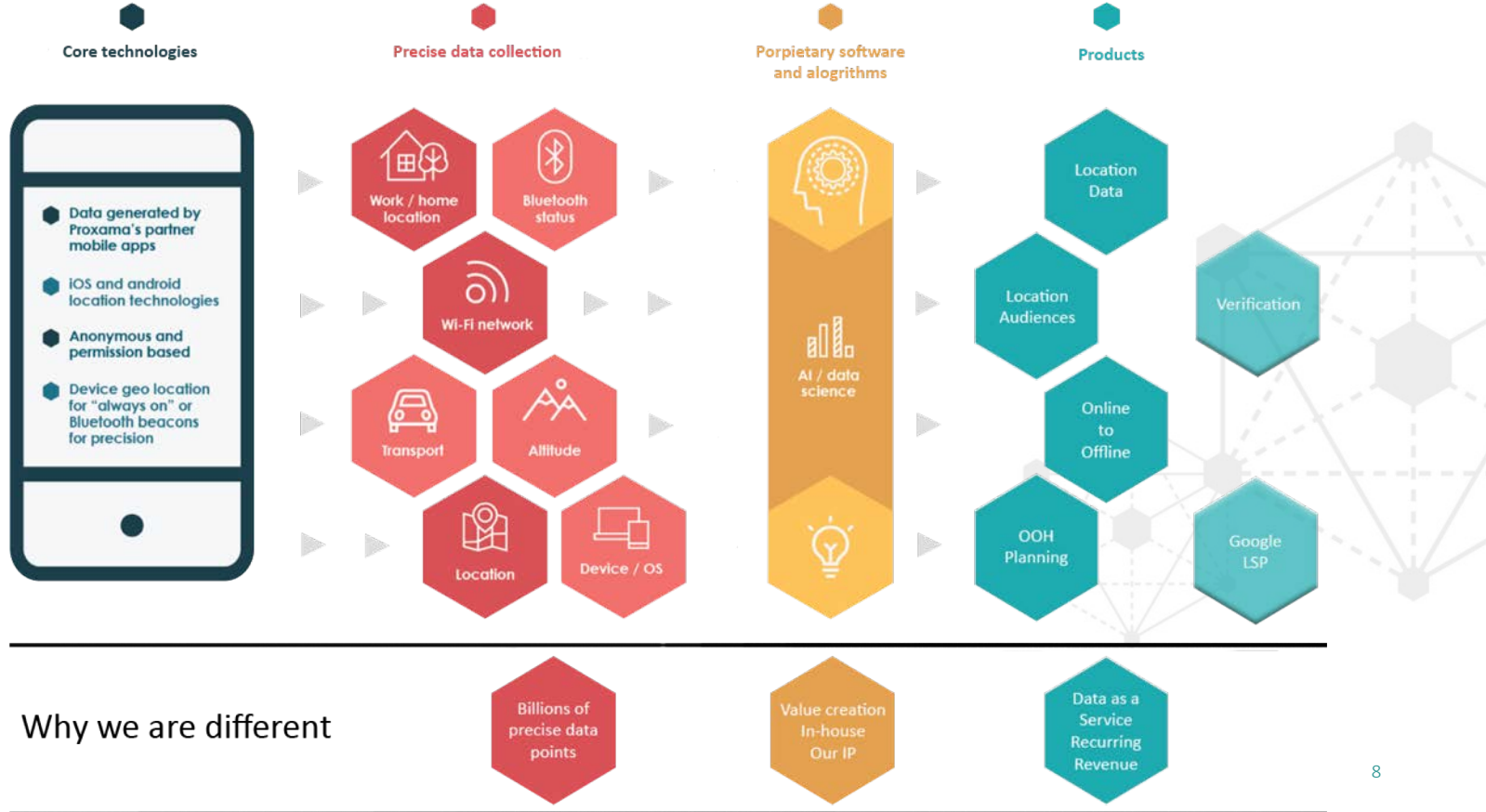
We offer **independent** and **media-agnostic** measurement, verification and optimisation solutions for our clients.

Our proprietary mobile technology collects **ultra-precise, anonymised, permissioned 1st party location** data on millions real world consumers.

This data powers our platform and products, enabling us to **attribute and verify consumer** behaviours.



# FOCUSED PRODUCT PORTFOLIO

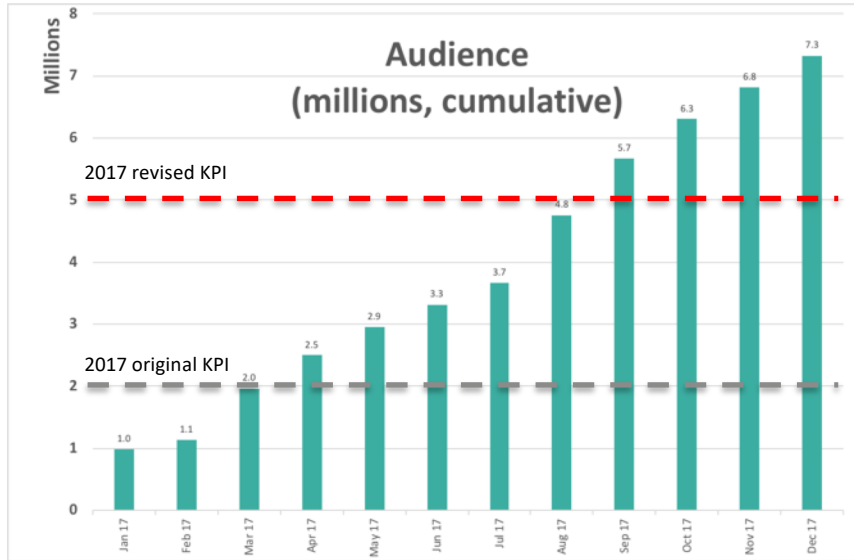




# OUR CURRENT DATA USES CAN EXPAND

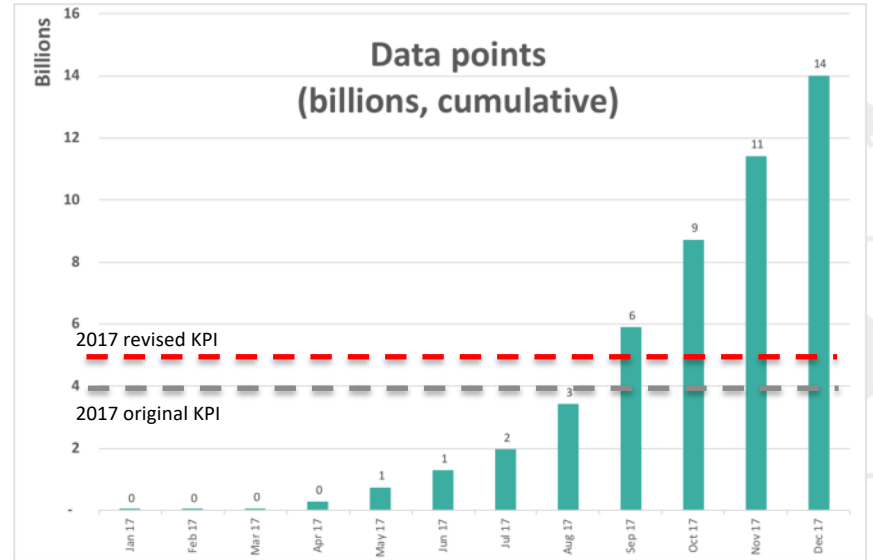


# 2017 KPI PERFORMANCE



Our audience\* is **7.3 million consumers**

*"Audience" is defined as the total number of consumers who have a mobile phone with iOS or Android apps with a registered Location Sciences SDK. Figures as of 31 Dec 2017.*



We now own over **14 billion data points\***

*"Data point" is defined as any device event that Location Sciences records and stores, such as a location event, device status change or beacon interaction. Figures as of 31 Dec 2017.*



# 2018 KPI'S



Launch and monetise our  
**2 new products**



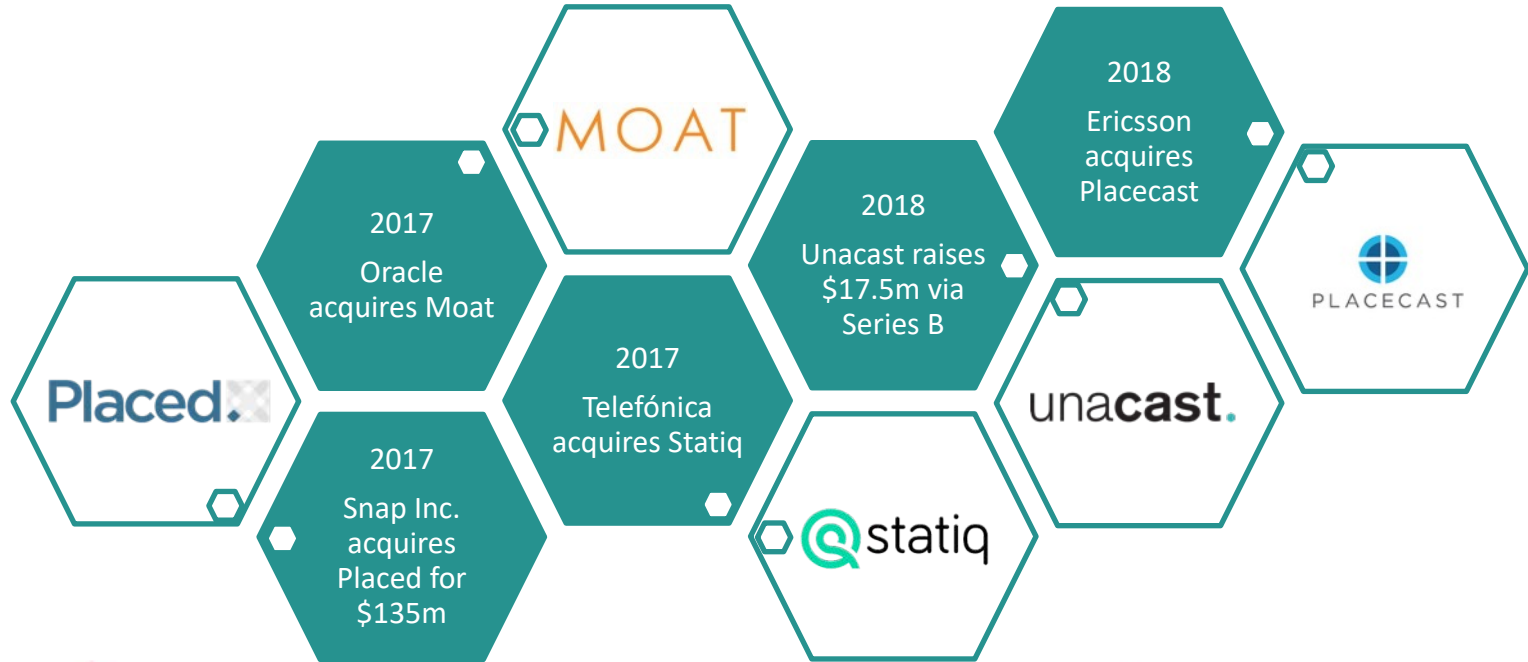
**10m** Audience



**30 billion** data points



# MARKET OVERVIEW



# SUMMARY

## 2017 - foundations in place:

- Significant & proven technology and customer footprint
- Debt free, funded, focused
- New brand & new team
- Data platform built and ready for trillions of data points
- Significant, exclusive app publisher contracts in place
- Secure, compliant & GDPR ready

## 2018 summary:

- Technology & people in place to build revenues
- The market is very nascent but the opportunity is significant
- H1 focus – enhancing product and converting pipeline
- Once scaled the opportunity to develop a highly profitable business

