



ONEMARKET™

31 May 2019

The Manager  
Company Announcements Office  
ASX Limited  
Level 4, Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir/Madam

**ONEMARKET LIMITED (ASX:OMN)  
ANNUAL 2019 RESULTS RELEASE AND CONFERENCE CALL INFORMATION**

Attached is OneMarket's Annual 2019 Results Release with investor conference call information.

Yours faithfully

**ONEMARKET LIMITED**

**Simon Tuxen  
Company Secretary**



*Unless otherwise stated, all figures are expressed in US Dollars*

31 May 2019

## **ONEMARKET REPORTS ANNUAL 2019 RESULTS**

OneMarket Limited (ASX: OMN) today released its results for the 15-month period ended 31 March 2019 (the “Accounting Period”).

OneMarket is a retail technology company developing a cloud-based, connected platform and ecosystem of customer-centric solutions, called the OneMarket Customer Activation Platform. The platform is designed to identify, understand and activate customers, online and offline, creating meaningful and continuing relationships between customers, retailers, brands and venues.

### **Financial Results**

The loss attributable to OneMarket Limited for the Accounting Period (after providing for income tax and non-controlling interest) was \$92.0 million. Under Australian Accounting Standards, OneMarket currently expenses software development costs.

OneMarket had cash and term deposits of \$120.5 million as at 31 March 2019. During the Accounting Period, OneMarket reduced on-going cash expenses through a rationalization of its work force as well as a reorganization of the reporting structure to better align the organization with strategic growth objectives.

As a result of the reduction in on-going cash expenses, the period for which OneMarket has sufficient resources to meet its anticipated cash needs without additional financing was extended by approximately 12 months from late 2020 to late 2021.<sup>1</sup>

Adjusted Net Assets per Share attributable to OneMarket Limited was \$0.88<sup>2</sup> (A\$1.24)<sup>3</sup> as at 31 March 2019.

### **OneMarket’s Customer Activation Platform for Retail**

OneMarket’s Customer Activation Platform is designed to help transform the value of every interaction between customers and the retailers, brands and venues they engage with, regardless of channel or location, for the duration of the customer lifecycle. OneMarket’s Customer Activation Platform represents an innovative and differentiated way for retailers, brands and venues to identify, understand and activate customers.

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<sup>1</sup> Calculation is consistent with the Demerger Booklet and excludes potential revenues and includes wind-up costs.

<sup>2</sup> Based on net assets of \$119.0 million adjusted for minority interests and 2.7 million restricted stock units issued as at 31 March 2019.

<sup>3</sup> Based on AUD\$/USD exchange rate of .7114 as at 31 March 2019.



OneMarket's Customer Activation Platform includes three primary, extensible Solution Categories:

- Engagement Solutions - designed to directly engage and activate customers before, during and after each purchase, regardless of channel or location, both in-store and online, via interactive digital receipts, order tracking, returns processing and automated communications;
- Advertising Solutions - built on a next-generation digital ad marketplace that enables brands and retailers to drive incremental sales by using purchase and browsing history for targeting and attribution of digital ads on a single service, across channels; and
- Analytics Solutions - utilising advanced analytics, AI and machine learning to drive customer profiling, prediction and personalization at the Platform, Solution Category and multi-retailer Network levels.

Joe Polverari, OneMarket's CEO, noted: "OneMarket's Customer Activation Platform is generating encouraging, early results, significantly improving retailer-to-shopper relationship management, and achieving sales uplift and customer servicing cost reduction. Today, more than 30 retailers and venues, over 100 brands, and millions of consumer users are engaged on the OneMarket Platform."

### Conference Call

One Market will host an investor conference call on Friday 7 June 2019 at 9.00am AEST/Thursday 6 June 2019 at 4.00pm PT to discuss Annual 2019 results.

Conference details are as follows:

**Webcast URL:** <https://edge.media-server.com/m6/p/jvxz78ac>

#### Conference Dial-In Numbers:

- Australia toll-free: 1 800 002 092
- United States toll-free: 866 940 6268
- United Kingdom toll-free: 08000288438

Conference ID: 7772577

A transcript of the conference call will be made available on OneMarket's website: [www.onemarketnetwork.com/investor-relations/presentations-webcasts](http://www.onemarketnetwork.com/investor-relations/presentations-webcasts).

#### For more information:

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