

Sydney, Australia – Stackla announced today that funding through its Series A round has reached \$6.1m. Bailador Technology Investments (ASX: BTI) is delighted to announce its participation with a further \$2.5m investment. This follows an initial investment of \$2.5m in September 2015. BTI has led the Series A round with a total \$5.0m investment over the two tranches.

Stackla is a leading content marketing platform that puts the authenticity of user-generated content (“UGC”) at the heart of brand communications. It enables marketers to harness the trusted content created by customers and fans and use it across every touch point (web, email, social, eComm, DOOH) to improve marketing effectiveness and brand authenticity.

Paul Wilson, Partner at Bailador and a Director on Stackla’s Board, commented on the round, “Stackla has gone from strength to strength since our original investment, helping some of the world’s leading brands utilise customer media content in effective commercial ways. We are pleased to be able to back such a high calibre team in this explosive growth space.”

The company has demonstrated very strong KPIs with year-to-date growth in Annual Recurring Revenue (“ARR”) of 98% p.a. Stackla generates 60% of its revenue outside

Australia, and has attracted an impressive list of new customers since BTI’s initial investment, such as Intel, Unilever, Jamie Oliver, Fitness First, Ford, Helloworld, Gordon Ramsay and Warner Bros. Pictures.

Damien Mahoney, CEO, commented, “The follow-on investment from Bailador is great validation not only for Stackla’s recent progress, but for the underlying value we provide digital marketers every day through our leading technology.” “We look forward to working alongside Bailador during our next exciting growth phase, which will include the establishment of a Singapore office and expansion of our US and EMEA operations.”

Stackla was founded in Sydney in 2012. The company is now headquartered in San Francisco and has offices in London and NYC. It currently employs 50 people worldwide.

Stackla’s platform, with its open application programming interface (“API”) approach, is one of the company’s key differentiators. It enables customers to curate and design the presentation of their content, and the extent of its personalisation for the targeted viewer, providing unparalleled flexibility.

With a stable of globally recognised brands as customers and a truly differentiated product, Stackla is well positioned to deliver on its goal of being the UGC marketing platform of choice for the enterprise.

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What We Do

Industries

The Stackla platform

Put UGC at the heart
of your marketing.

Follow-on Investment: Stackla

BTI's initial investment in Stackla

In Sep-15, BTI invested \$2.5m in Stackla, a leading platform that aggregates and integrates UGC throughout the marketing tech stack

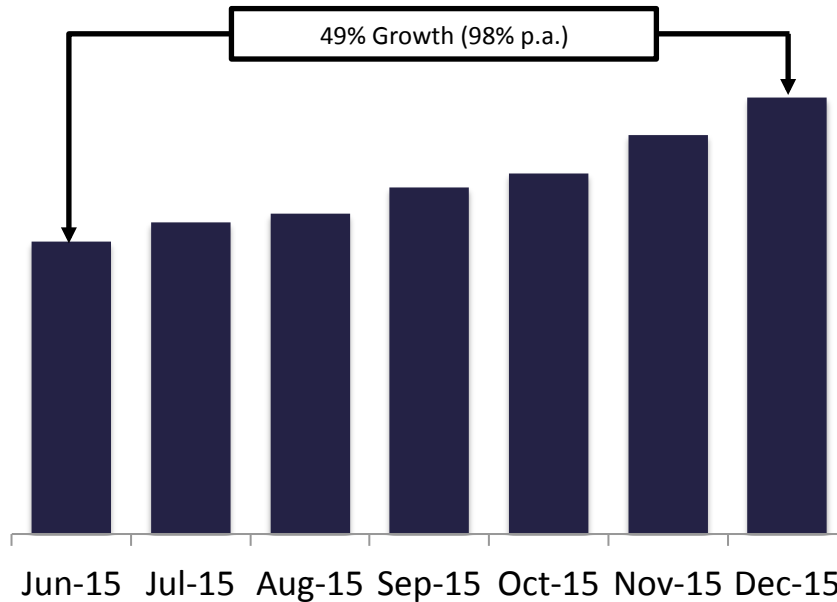
- ▶ Stackla raised the first \$3.1m part of its 'Series A' round in September 2015; BTI led the round with a \$2.5m investment. Part II was targeted for Q3/Q4 FY2016
- ▶ Stackla's performance since BTI first engaged with the company in June 2015 has exceeded BTI's forecasts— with material development in key metrics and strong growth in revenues
- ▶ The company has further cemented its positioning in the US market, winning key blue-chip customers from incumbents and boasting an exceptional A-grade team
- ▶ BTI has completed a further investment of \$2.5m to leverage Stackla's traction in the US and further develop the Sales/Marketing and Customer Success teams

Impressive growth in Stackla's key metrics

ARR has increased 98% p.a in 6 months, placing it on track to achieve 100% growth during FY 2016, underpinned by strong growth in ACV

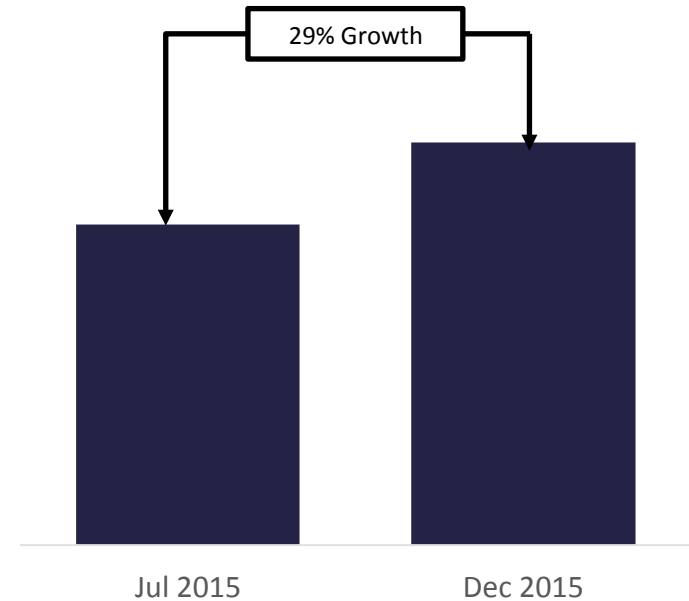
Annual Recurring Revenue ("ARR")

(AUD)



Average Contract Value ("ACV")

(AUD)



What We Do

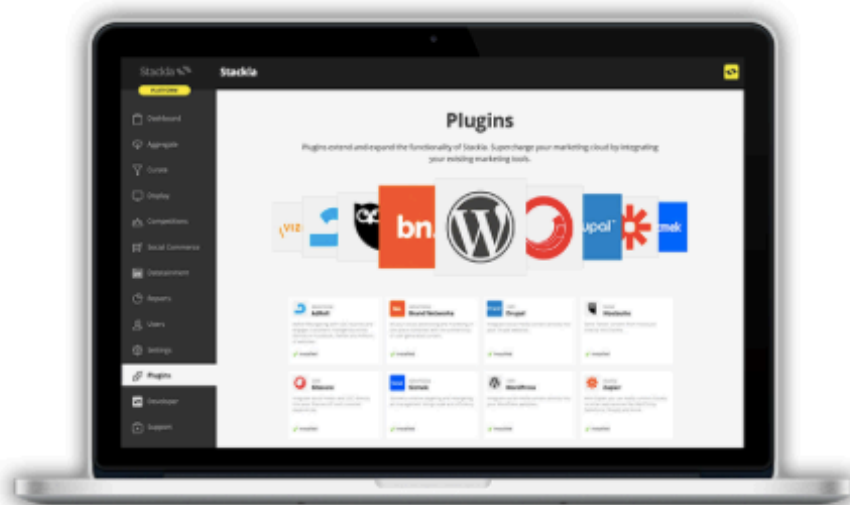
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Stackla: strategic developments since July 2015

A huge leap forward with the launch of Plugins



Introducing Stackla Plugins

- **Oct-15:** Customer content is being used to ‘supercharge’ every marketing touchpoint, from web and email to personalised digital ads, outdoor advertising, broadcast, events, loyalty programs etc.
- **Existing problem:** Marketers use on average 17 different tools to deliver their marketing programs. It is a challenge to leverage the power of user-generated-content across all those tools, teams and workflows.
- **Problem solved:** Stackla Plugins provides **one-click integrations** to easily incorporate UGC into their Facebook and digital retargeting ads, across their preferred platforms, in broadcast displays and more.
- Stackla launched its “Stackla Plugin Directory” that spans email to e-commerce, social advertising to social management, broadcast to billboards, with key integrations including: Drupal, Adroll, WordPress, Hootsuite, Salesforce, Campaign Monitor, Mailchimp, Gmail, Twitter, Yammer and Shopify.

Targeting social campaigns with Brand Networks



Stackla + Brand Networks deliver highly targeted, effective social ad campaigns

- **Oct-15:** The new Brand Networks plugin for Stackla makes it easy for mutual customers to power their social ad campaigns with rights-managed user-generated content (“UGC”) curated via Stackla.
- “The combination of Stackla and Brand Networks gives customers an incredibly powerful platform for curating large volumes of relevant social content, tagging it, and matching it to segments within their social advertising campaign.” said Wayne St. Amand, Vice President of Global Marketing, Brand Networks.
- Customers using the Brand Networks plugin for Stackla have reported dramatic improvements in campaign metrics.
- Brand Networks delivers relevance-driven social marketing and advertising to 650 Enterprise customers. It is backed by AEA Private Equity, who have invested nearly A\$100m into the company.

Delivering personalised experiences with Sitecore



Stackla + Sitecore deliver personalized web experiences

- **Oct-15:** Using Stackla's plugin for Sitecore, mutual customers can deliver personalised content experiences through the Sitecore Experience Platform. Together, these companies help marketers curate a high volume of relevant, engaging UGC to support personalisation.
- "The combination of Stackla and Sitecore is a powerful one" said Alexis Sitaropoulos, Group Marketing Director of Contiki Holidays. "We already know that our customers engage more with UGC – and now this technology will make it easy for us to serve the most relevant, interesting UGC for each user that comes to our site. UGC and personalisation are both powerful tools on their own, but using them together will take their effectiveness to another level."
- Sitecore is a market leader for Web Content Management and multichannel marketing automation software. It is backed by US fund Technology Crossover Ventures ("TCV").

Stackla ranked #25 in Deloitte Technology Fast500



Stackla ranked #25 fastest-growing technology company in the Deloitte Technology Fast500 Asia Pacific 2015

- **Dec-15:** Stackla has been ranked by Deloitte as the #25 fastest-growing technology companies in Asia Pacific.
- Damien Mahoney, Stackla CEO, credits solid product-market fit and the company's willingness to attack overseas markets for the company's consistent revenue growth over the past 3 years. "We are solving a genuine problem for marketers – one that wasn't being addressed by any other company in the APAC region."
- Despite market leadership in APAC, Stackla went on to address the UK and US markets. "[This] has delivered in spades for the company," said Damien Mahoney. "Our global list of customers is something we're very proud of and continues to validate what we do."
- "Making the Deloitte Technology Fast500 is commendable in today's highly competitive technology industry," said Ichiro Nakayama, the Leader of the program at Deloitte. "We congratulate Stackla on being one of the 500 fastest-growing technology companies in the region."

Partners with Simpleview to better address DMOs



Stackla and Simpleview team up
to help DMOs drive ROI with
user-generated content

- **Dec-15:** Stackla announced a partnership with Simpleview to help destination marketers easily leverage the power of UGC throughout their marketing.
- Stackla and Simpleview are creating solutions designed to help Destination Marketing Organisations “DMOs” easily find, filter, and display great UGC, and achieve new levels of authenticity and trust to campaigns, driving impressive ROI.
- “Stackla has mastered the challenge of turning social media into content that truly drives measurable ROI,” said Simpleview CEO Ryan George. “That’s what’s at the heart of this partnership and what we want to bring to our customers.”
- Simpleview is the world’s leading provider of sales and marketing solutions for destination marketing organizations (DMOs). Its clients include many of the world’s most sought-after destinations, from Phoenix to Dubai.