

## MARY MEEKER 2018 INTERNET REPORT SHOWS BAILADOR COMPANIES ARE AHEAD OF KEY TECH TRENDS

Mary Meeker's hotly anticipated Internet Trends 2018 report is now out and once again Bailador's portfolio companies are capitalising on the key tech trends.

The report compiled by the famous venture capitalist is now in its 23<sup>rd</sup> year and is a leading piece of commentary on the emerging trends in tech. [Click here to see the full 294 page report.](#)

### KEY TRENDS

### BTI PORTFOLIO COMPANIES



Tech now 25% of US equity markets



Businesses demand easy-to-use SaaS



Increased data drives optimisation & personalisation



E-commerce continues to rapidly evolve & win



Data improves engagement & experiences



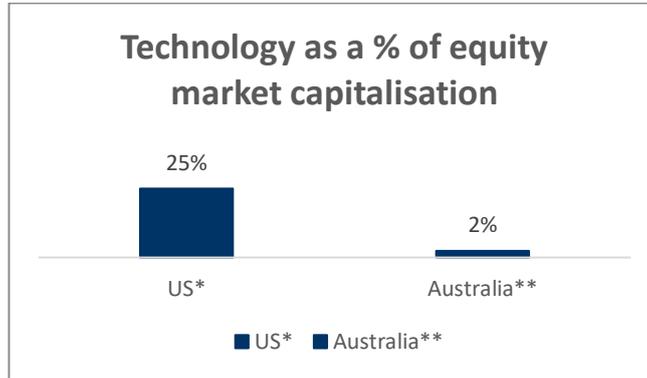
### CONNECT TO BAILADOR

- [@bailadorvc](#)
- [medium.com/bailador](#)
- [investorservices@bailador.com.au](mailto:investorservices@bailador.com.au)

- [Bailador Technology Investments](#)
- [www.bailador.com.au](#)
- +61 2 9223 2344

## Key trend: Technology is now 25% of US Equity Markets

Technology now makes up 25% of US equity markets compared to Australia where the IT sector makes up only 2% of the ASX 300 Index.



\*Information Technology as a % of MSCL Index of US publicly traded stocks  
 \*\*IT sector as a % of ASX 300 Index. Source: S&P 31 May 2018

Bailador is a specialist technology investor that gives shareholders exposure to a unique portfolio of 10 high growth private technology businesses that are addressing global markets. To read BTI’s May 2018 Portfolio Update, [please click here](#).

## Key trend: Businesses demand easy-to-use subscription-based applications

**Consumer-Like Apps =  
Changed Enterprise Computing**

**Subscription Service Growth = Driven by...  
Access / Selection / Price / Experience / Personalization**

Online Subscription Services Representative Companies	Subscribers 2017	Growth Y/Y
Netflix Video	118MM	+25%
Amazon Commerce / Media	100MM	--
Spotify Music / Audio	71MM	+48%
Sony PlayStation Plus Gaming	34MM	+30%
Dropbox File Storage	11MM	+25%
The New York Times News / Media	3MM	+43%
Stitch Fix Fashion / Clothing	3MM	+31%
LegalZoom Legal Services	550K	+16%
Peloton Fitness	172K	+173%

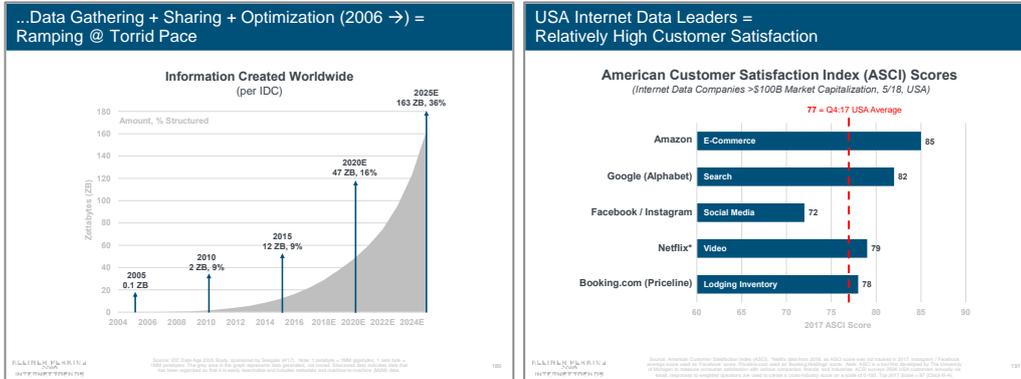
Source: Internet Trends 2018, Mary Meeker, KPCB, 30 May 2018

Intuitive applications are now the norm for consumers, and business users are expecting the same from their applications. This demand is coupled with an increasing preference for users to subscribe, rather than own, their software.



Half of Bailador’s portfolio companies – representing 65% by value – are Software-as-a-Service (SaaS) platforms with recurring subscription plans. These businesses offer easy-to-use SaaS applications across the travel, marketing, productivity and video sectors to worldwide customer bases.

## Key trend: Increasing data collection drives optimisation and personalisation



Source: Internet Trends 2018, Mary Meeker, KPCB, 30 May 2018

The amount of data that is being tracked and collected is enabling enterprises to increasingly personalise their customer offering and optimise their business. Higher levels of personalisation are leading to increased customer satisfaction.

Bailador Portfolio Companies



BTI's portfolio company Instaclustr is a platform that manages the most powerful big data technologies, enabling businesses to harness the power of their data. Straker Translations is leveraging vast amounts of data from crowd-sourced language translators to constantly optimise its machine translation engine which in turn increases the speed of its language translation platform. SMI analyses large quantities of advertising spend data to help media companies, content producers and brands make better strategic decisions.

## Key trend: E-commerce is rapidly evolving, scaling and continues to win against physical/traditional retail



Source: Internet Trends 2018, Mary Meeker, KPCB, 30 May 2018

E-commerce continues to evolve and offer consumers radically improved experiences through increased convenience and personalisation.

Bailador Portfolio Companies



Brosa and Lendi are two BTI portfolio companies that have leveraged technology to redefine the way that Australian consumers purchase furniture and apply for a home loan.

**Key trend: Data improves engagement and experiences**

Source: *Internet Trends 2018, Mary Meeker, KPCB, 30 May 2018*

Personalisation – the ability to put the right piece of content in front of the right person – is key to a successful marketing strategy. Evolving technologies are providing marketers with tools to personalise marketing content and experiences.

**Bailador Portfolio Companies**



Stackla helps brands personalise their marketing by leveraging User Generated Content (UGC). Its real-time content discovery and aggregation capability combined with its AI-powered recommendation engine helps brands personalise the content shown across the marketing stack at scale.

**IMPORTANT NOTICE**

Bailador Investment Management Pty Ltd CAN 143 060 511 ('Manager') has prepared the information in this announcement. This announcement has been prepared for the purposes of providing information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, financial situation or needs. Any investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment of BTI and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.