



21 November 2018

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

Dear Sir/Madam

**ONEMARKET LIMITED (ASX:OMN)
MEDIA RELEASE AND RESULTS PRESENTATION**

Attached are the Media Release and Results Presentation for OneMarket Limited.

Yours faithfully
ONEMARKET LIMITED

A handwritten signature in blue ink, appearing to read "Simon Tuxen".

Simon Tuxen
Company Secretary



Unless otherwise stated, all figures are expressed in US Dollars

21 November 2018

ONEMARKET REPORTS INTERIM 2019 RESULTS WITH NET ASSETS ATTRIBUTABLE TO ONEMARKET OF \$133.2M AS AT 30 SEPTMEBER 2018

OneMarket Limited (ASX:OMN) today released its interim 2019 results for the nine month period ended 30 September 2018 with net assets attributable to OneMarket of \$133.2m as at 30 September 2018¹.

OneMarket is in the early stages of building a network of shared technology and products that allow retailers, venues and technology companies to engage with consumers and enable better ways to shop.

Financial Results

OneMarket's net loss after tax for the nine month period from 1 January 2018 to 30 September 2018 was \$53.0m. Under Australian Accounting Standards, OneMarket currently expenses software development costs.

OneMarket had cash and term deposits of \$152.8m as at 30 September 2018. OneMarket's cash position is ahead of forecast in the Demerger Booklet and includes the benefit of customer receipts and proceeds from the sale of an unlisted investment during the period.

Adjusted Net Assets per Share attributable to OneMarket was \$1.08² (A\$1.50³) as at 30 September 2018. OneMarket has sufficient cash resources to meet anticipated cash needs without additional financing until at least late-2020.⁴

Hadley Consumer Engagement Platform

Hadley is a unique consumer engagement platform that allows retailers to engage in two-way conversations with consumers and offer seamless commerce experiences through a centralised consumer account accessible across multiple channels.

OneMarket has developed three initial Hadley products – Live Receipts (released in March), Order Tracking (released in August), and Returns (released in October) – and Live Receipts has recently launched with 4 retailers and venues, including Nordstrom and Cadillac Fairview.

¹ Based on Net Assets of \$148.5m adjusted for minority interests

² Based on Net Assets per Share adjusted for minority interests and 3.0m restricted stock units

³ Based on an AUDUSD exchange rate of 0.7224 as at 30 September 2018

⁴ Calculation consistent with Demerger Booklet and excludes potential revenues and includes wind-up costs.



Consumer engagement with Hadley is exceeding initial expectations. There are 100,000 unique users who have been active on Hadley with Live Receipts' open rate significantly higher than traditional channels, such as email.

OneMarket remains focused on enhancing the Hadley consumer engagement platform by adding features and functionality to existing products, extending Hadley into additional conversational channels and launching new product extensions to drive additional retailer and consumer adoption.

Shopper Exchange

OneMarket's Shopper Exchange is a digital advertising platform focused on co-marketing that gives brands access to deterministic shopper data from retailers which allows them to target the highest-potential audiences with closed-loop attribution.

The business was acquired in 2017 while an early-stage start-up and rebranded as the OneMarket Shopper Exchange in November 2017. OneMarket recently integrated the Shopper Exchange team and, whilst early days, the business is showing substantial growth off a low base.

OneMarket has recently executed a contract with one of the largest retailers in the U.S. to deliver a pilot program with brand-funded advertising and extend access to its shopper data to a broader array of brand advertisers.

Reorganisation

As announced in mid-September, OneMarket conducted a review of its business that resulted in an internal reorganisation and a reduction in expenses and the work force.

The reorganisation has led to a more concentrated focus on product development and retailer initiatives and a streamlining of reporting structures. In conjunction with the reorganisation, Todd Suko, currently OneMarket's Executive Vice President and General Counsel, has been appointed to the additional role of Chief Financial Officer.

Don Kingsborough

As announced on 20 November 2018, Mr Kingsborough has advised the Board that he will step down from the CEO role for health reasons with effect from a date to be agreed in the first quarter of 2019.



In the period prior to his departure, Mr Kingsborough will remain as CEO but is expected to take leave of absence as required in order to receive further treatment. Mr Kingsborough will continue to work closely with the Chairman and the senior management team.

It is expected that Mr Kingsborough will remain on the Board of OneMarket Limited after stepping down as the CEO. In light of these new circumstances, the Board is considering its succession plan for Mr Kingsborough and other implications and will make an announcement to the market in due course.



ONEMARKET™

ONEMARKET INTERIM 2019 RESULTS

November 2018



All figures within this presentation are presented in US dollars unless otherwise stated

The financial information included in this release is based on the OneMarket's IFRS financial statements. Non IFRS financial information has not been audited or reviewed.

This release contains forward-looking statements, including statements regarding future earnings and distributions that are based on information and assumptions available to us as of the date of this presentation. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward looking statements. These forward-looking statements are not guarantees or predictions of future performance, and involve known and unknown risks, uncertainties and other factors, many of which are beyond our control, and which may cause actual results to differ materially from those expressed in the statements contained in this release. Except as required by law or regulation (including the ASX Listing Rules) we undertake no obligation to update these forward-looking statements.

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Overview

- OneMarket is an early stage technology company building a network of shared technology and products that allow retailers, venues and technology companies to engage with consumers and enable better ways to shop
- OneMarket was established as an independent ASX listed company in June 2018 through a demerger from Westfield Corporation concurrent with the acquisition of Westfield Corporation by Unibail-Rodamco
- OneMarket is investing in two core platforms:
 - Hadley: A consumer engagement platform designed to enable retailers to deliver interactive commerce experiences to consumers, launched in March 2018
 - Shopper Exchange: A digital advertising platform focused on retailer-brand co-marketing, acquired in 2017
- OneMarket has developed a robust technology platform, has signed foundation customers (including Nordstrom) and is in the early stages of revenue generation and monetisation
- As at 30 September 2018, net assets attributable to OneMarket were \$133.2m⁽¹⁾ and OneMarket had cash resources to meet anticipated cash needs without additional financing until at least late-2020⁽²⁾



OneMarket's Platforms – Hadley and Shopper Exchange

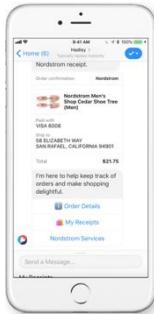
OneMarket is prioritising investment in products that it believes address fundamental retailer needs and have growth and revenue potential



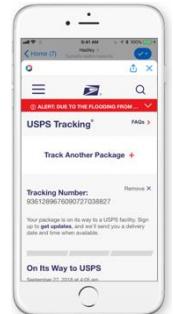
Hadley

A consumer engagement platform designed to enable retailers and venues to deliver interactive commerce experiences to consumers

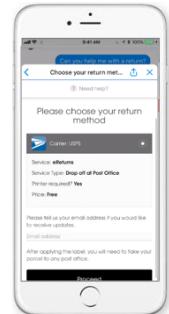
Live Receipts



Order Tracking



Returns



At Purchase



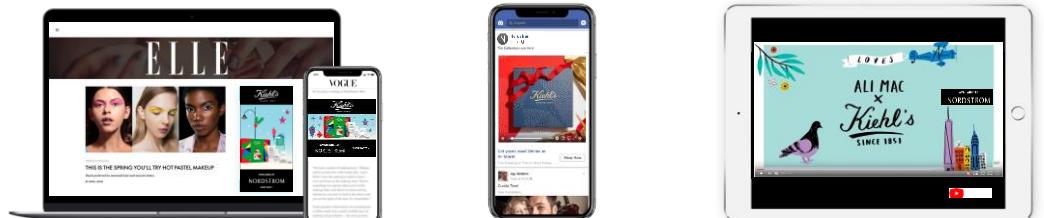
Post Purchase



Next Purchase

SHOPPER EXCHANGE

A digital advertising platform that enables brands and retailers to access and target consumers against retailers' online / in-store data



Display



Social



Video



Results Highlights

| US\$000s | 9 months from 1 Jan to 30 Sep |
|--|----------------------------------|
| Profit & Loss | |
| Net Loss after Tax attributable to OneMarket Limited | (53,028) |
| Balance Sheet (30 Sep 18) | |
| Net Assets | 148,535 |
| Net Assets attributable to OneMarket Limited ¹ | 133,216 |
| Net Assets per Share attributable to OneMarket Limited | \$1.28 (A\$1.77 ²) |
| Adjusted Net Assets per Share attributable to OneMarket Limited ³ | \$1.08 (A\$1.50 ²) |

- Net assets attributable to OneMarket of \$133.2m as at 30 September 2018 are ahead of forecast in the Demerger Booklet including:
 - Cash receipts from customers and sale of an unlisted investment
 - Reduction in operating expenses
- OneMarket has sufficient cash resources to meet anticipated cash needs without additional financing until at least late-2020⁽⁴⁾

(1) Adjusted for minority interests

(2) Based on an AUDUSD exchange rate of 0.724

(3) Adjusted for 3.0m RSUs outstanding relating to the 2018 Equity Incentive Plan

(4) Calculation excludes potential revenues and includes wind-down costs



Results Highlights

1

Launch of Hadley and Live Receipts generating early retailer traction and strong consumer engagement

- Hadley is a unique consumer engagement platform that allows retailers to engage in two-way conversations with consumers and offer seamless commerce experiences through a centralised consumer account accessible across multiple channels
- OneMarket has developed three initial Hadley products: Live Receipts (released in March), Order Tracking (released in August), and Returns (released in October)
- Live Receipts has recently launched with 4 retailers and venues:
 - Online with **Nordstrom** in March and **Guess** in October with objective to expand in-store in early 2019
 - Online and in-mall with **Cadillac Fairview**, the leading Canadian mall operator, in November
 - In-store pilot at six merchants at **Los Angeles International Airport** through concessionaires HMSHost and SSP
- OneMarket has also signed a Live Receipts contract with **Express**; implementation is expected in early 2019
- Early adopters of Hadley and Live Receipts have generated valuable learnings to aid product development in advance of significant scale and have been important in demonstrating value to retailers and generating sales momentum
- Early indicators are positive with consumer engagement exceeding initial expectations:
 - 100,000 unique users have been active on Hadley
 - Live Receipts open rate is significantly higher than traditional channels (i.e., email)
 - Engaged users on average interact five times with the Live Receipt
 - Live Receipts is attracting higher-value customers who purchase more often than the average customer



Results Highlights

2

Shopper Exchange building momentum with leading retailers and brands

- Shopper Exchange is a digital advertising platform focused on retailer-brand co-marketing, which gives brands access to deterministic shopper data from retailers to target the highest potential audiences and enable closed-loop attribution
- The business was acquired in 2017 while an early-stage startup and rebranded to the OneMarket Shopper Exchange in November 2017. OneMarket has recently integrated the Shopper Exchange team
- Whilst early days, the business is showing substantial growth off a low base
- OneMarket has recently executed a contract with one of the largest retailers in the U.S. to deliver a pilot program with brand-funded advertising and extend access to its shopper data to a broader array of brand advertisers



Results Highlights

3

Continued investment in product development and core enabling platform technologies

- OneMarket has developed a robust technology platform including core capabilities such as cross-channel messaging, identity resolution & shared profiles, and artificial intelligence / machine learning driven logic
- OneMarket products leverage these enabling technologies, accelerating product development
- OneMarket continues to analyse retailer and consumer needs and incorporate market feedback to set priorities for the roadmap of future features and product extensions on the Hadley platform

4

Focus on reducing on-going cash expenses

- Reorganisation announced in September 2018 led to a reduction in cash expenses
- Reorganisation led the transition towards a more concentrated focus on product development and retailer initiatives and a streamlining of reporting structures
- As a result of the restructure, there has been an extension to the period to which OneMarket has sufficient resources to meet its anticipated cash needs without additional financing by approximately 12 months from late-2019 to late-2020⁽¹⁾



Areas of Focus

- Enhancement to Hadley consumer engagement platform and products:
 - Add features and functionality to existing products – Live Receipts, Order Tracking and Returns
 - Extend Hadley into additional conversational channels such as WhatsApp
 - Launch new product extensions to drive additional retailer and consumer adoption
- Distribution across leading US, UK and Canadian retailers and venues:
 - Attract and on-board new retailers across key categories including department stores, mass merchandisers and specialty retailers
 - Extend penetration of Hadley within existing OneMarket clients including conversion of legacy eReceipts clients in the UK onto Hadley platform
 - Focus on expanding market share and brand reach of Shopper Exchange
- Consumer adoption of Hadley and continuing engagement

