



LIGHTHOUSE **DIGITAL**

CONNECTING YOUR BUSINESS TO YOUR CUSTOMERS

PRE LISTING OFFER

WHO IS LIGHTHOUSE DIGITAL

DOMESTIC & INTERNATIONAL OPPORTUNITIES

For the International Market, Lighthouse Digital's Lightsignz product has significant opportunity in the self managed Digital Signage software market on a SaaS model.

- Existing base of 450 corporate customers
- Installed network of 110 small screen billboards
- 20 large outdoor billboards
- Ebita positive – post covid19 lockdown
- Over \$850,000 of back orders

In the New Zealand Domestic Market, Lighthouse Digital is an “end-to-end” provider of Digital Marketing, Digital Signage and digital advertising products and services utilising, where possible, our own large outdoor Billboards, small instore Billboards & Digital Marketing Services.

We build long-term relationships with our clients by providing a range of services to increase their brand awareness, generate leads & increase business as a one-stop-shop.

PRODUCTS AND SERVICES

Reach your customers at any stage in the Marketing Funnel with Lighthouse Digital's Products and Services.



 digital billboards

DIGITAL BILLBOARDS

Lighthouse Digital owns and manages 20 digital Billboards with opportunities to increase the network by acquisition or organic growth



MEDIA TV

MEDIA TV

A network of over 110 instore screens in targeted niche markets.

- Marinas
- Garden Centres
- Clubs
- DIY Outlets



 lightsignz

DIGITAL SIGNAGE SOFTWARE

Self managed software for domestic & international markets



Digital Marketing

DIGITAL MARKETING

Value added services for Billboard & MediaTV customers to increase brand awareness, generate leads & increase business

UNIQUE ADVANTAGE – DOMESTIC

We are a one-stop-shop for Domestic Marketing.



Billboards

Brand awareness is becoming more and more important in the increasingly cluttered market, which is why outdoor digital billboards are growing in value and popularity. The digital revolution has changed the way consumers and advertisers interact with each other.



Digital Marketing

Lighthouse Digital gives your company the ability to create bespoke eye-catching digital signage which will capture attention, engage customers and help in sharing information.



MediaTV

The technology behind a digital display is nothing new, we are seeing more and more around our cities. Our channel marketing is dynamic and personal – allowing you to communicate with your customers in real time.

LIGHTHOUSE DIGITAL CUSTOMER BASE

OUR CUSTOMER PROPOSITION



LIGHTHOUSE DIGITAL'S PRODUCTS PROVIDE
AN INTEGRATED APPROACH TO THE
CUSTOMERS MARKETING NEEDS

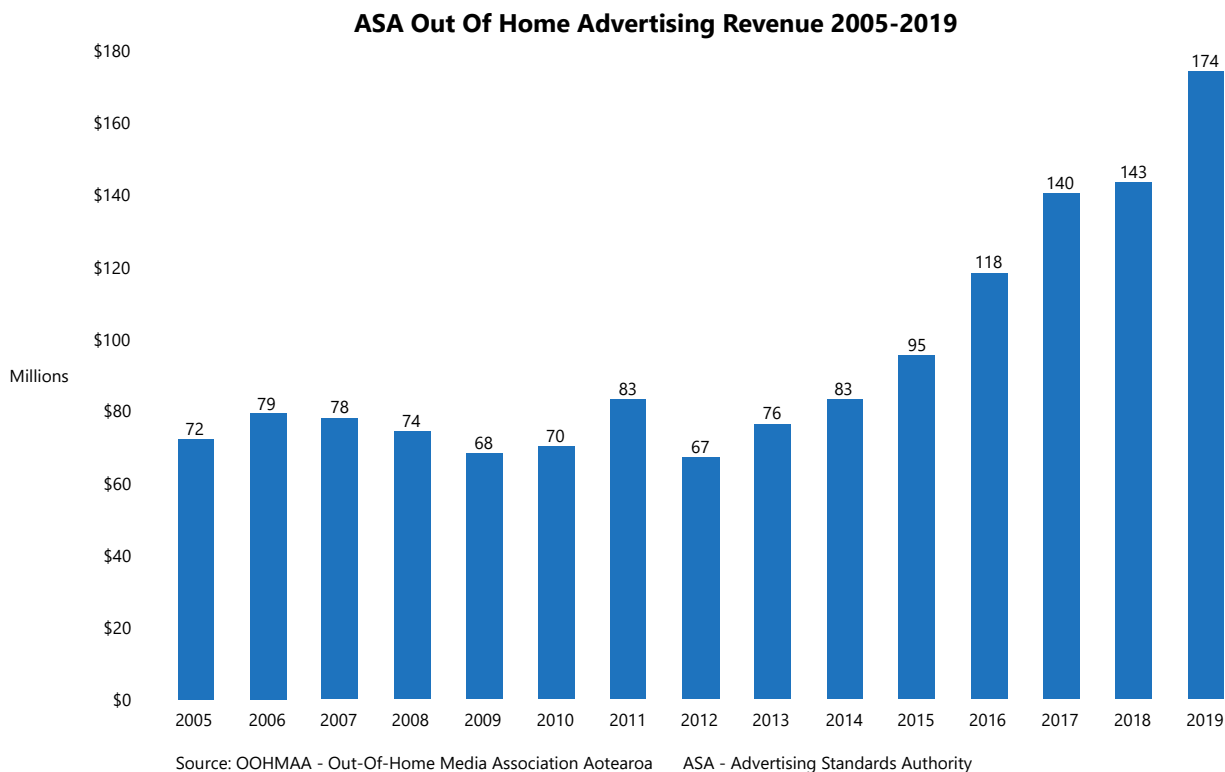
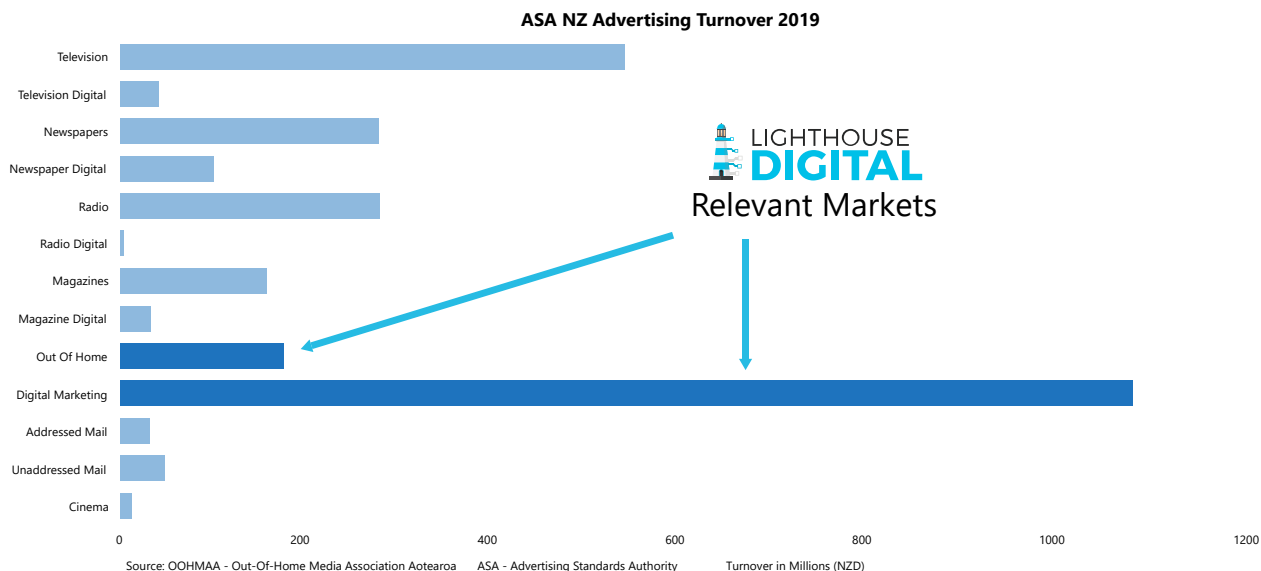
- EXISTING BASE OF OVER 450 CLIENTS & 110 SITES
- REVENUE PRODUCING, EBITDA POSITIVE
- OVER \$850,000 BACK ORDERS

WE HAVE MULTIPLE CHANNELS TO MARKET

WHITE LABEL	AGENCIES	DIRECT SALES
		<p>and many more...</p>

AFFILIATIONS





MARKET SIZE

DIGITAL-OUT-OF-HOME ADVERTISING

Market trend moving from print advertising to digital signage

NZ DOOH advertising sales market size in 2019 was \$173m

NZ market up 22% in 2019

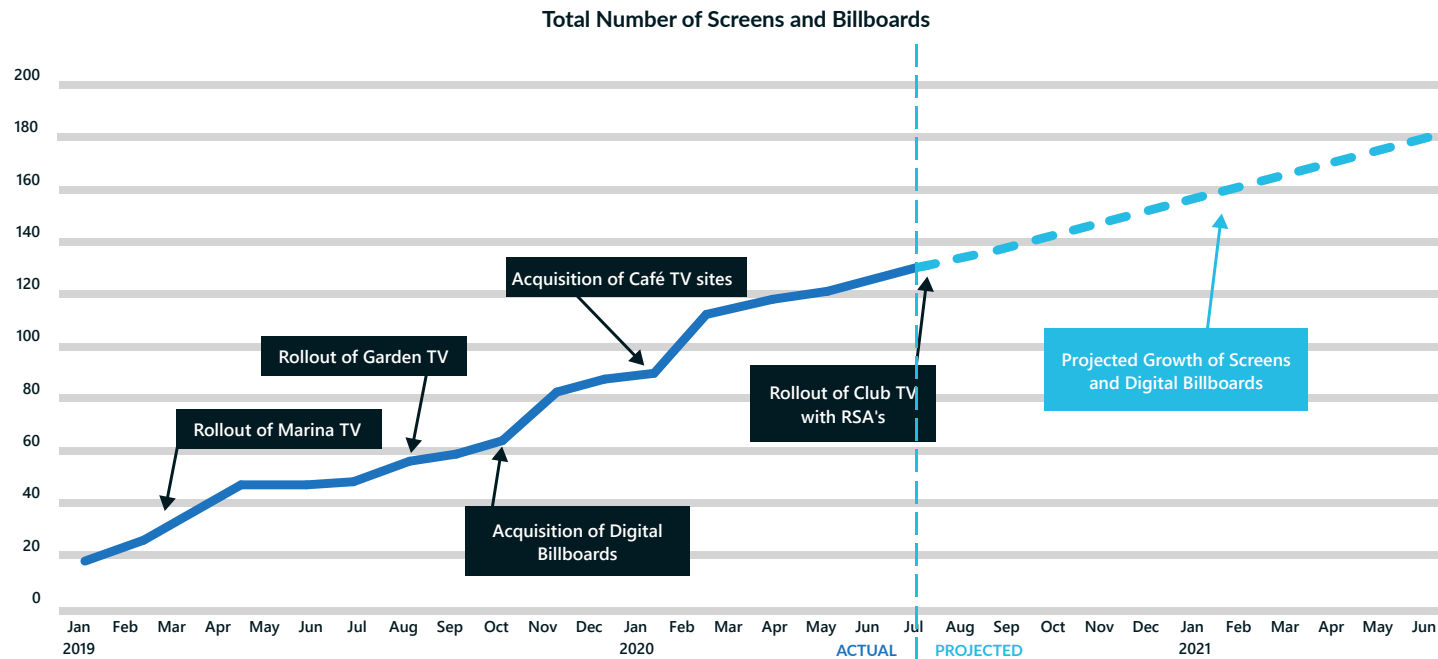
Global DOOH advertising revenue increased by 7.5% to \$56b in 2018

DOOH reached 73% of all New Zealanders

24% of NZers try a new product after seeing DOOH

Lighthouse Digital's products span two of the five fastest growing market segments, being DOOH Advertising (growing at 22% p.a.) and Digital Marketing (forecast to grow a 14% p.a. for the foreseeable future)

MEDIA TV SCREEN & DIGITAL BILLBOARD INSTALLATION GROWTH



From a standing start in February 2018, Lighthouse Digital has grown its installed base to 110 sites, being a combination of media TV screens, located in Marinas, Cafes, Garden Centres, Clubs & DIY sites, and 20 Digital Billboards.

Increasing the number of sites has a corresponding increase in revenue.



LIGHTSIGNZ SaaS

MARKET SIZE
world wide digital signage software market

2016 USD \$4.48 Billion

2018 USD \$5.36 Billion

MARKET PROJECTIONS
2023 – USD \$9.24 Billion

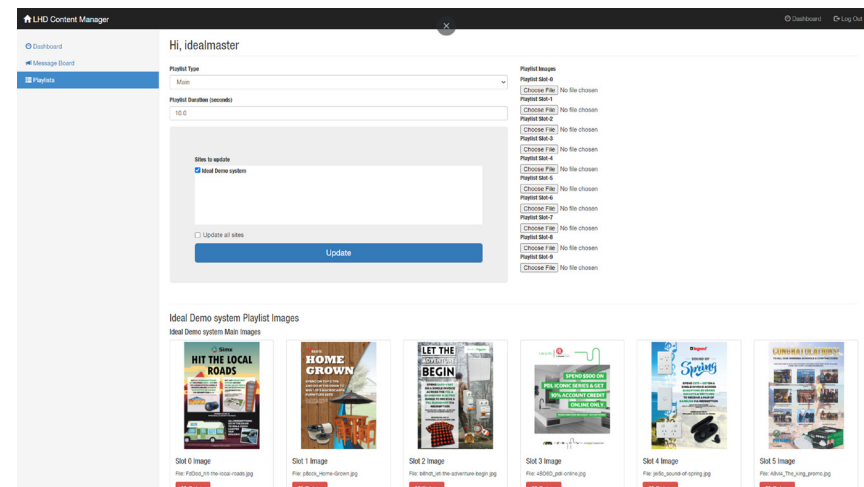
Compounded Annual Growth Rate of 10.2% per annum.

Our Target is: Australia & New Zealand

Estimated Annual Market for Digital Signage Software

New Zealand: 60,000 Units sold per annum
Australia: 300,000 Units sold per annum

- SME Business
- Retail
- Entertainment
- Hospitality
- Health Care
- Real Estate
- Corporate Communications



DIRECTORS AND SENIOR MANAGEMENT



David Wallace
CHAIRMAN

David has a background in asset management, investment banking, equities research and corporate treasury, with 30 years of experience working in the capital markets in New Zealand. He has had corporate treasury roles for Winstone Limited, NZ Steel, and Clear Communications and worked for JP Morgan. Throughout his career, he has overseen a broad range of transactions including IPO's, debt raisings, MBO's, mergers, acquisitions and divestments and has been a rated equities analyst for the telco and IT sectors.

David currently chairs Snow Sports New Zealand and Startup Queenstown Lakes Trust as well as being a director or advisory board member of a number of other private businesses.



Ian Bailey
CEO / DIRECTOR

Ian is a seasoned Director and business manager, with extensive experience in working with boards and executive management to identify issues, develop business plans and implement change for company growth. He holds a Diploma in Business Management from the Australian Institute of Business and a Chartered member of the New Zealand Institute of Directors and an Affiliate of the Australian Institute of Directors.

He has extensive experience in public company management and governance in both the NZX and ASX, and has a track record of extending and growing businesses via acquisitions and organic growth.



John Moore
NON-EXECUTIVE DIRECTOR

John is an experienced investment banker and corporate adviser who has worked in Australia, Hong Kong, Singapore and New Zealand.

John started his career in Australia in 1993 and spent 17 years with ABN AMRO and then Craigs Investment Partners in a range of senior roles in Equity Capital Markets and Corporate Finance in Asia and New Zealand. In May 2014, John established Miro Capital Advisory Limited to help smaller, fast-growing companies raise capital. John has experience working with a range of New Zealand companies, including working on IPOs, placements, rights issues and crowd fundings.

John was appointed to represent the interests of Class A RPS holders.

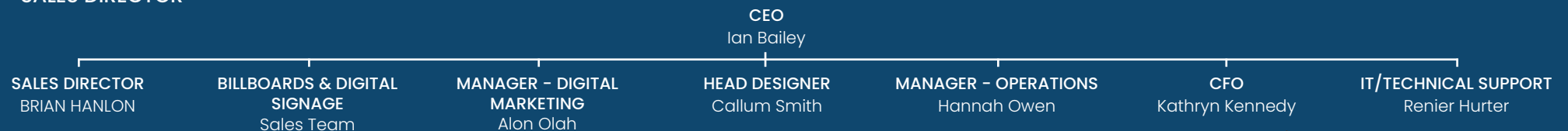


Brian Hanlon
SALES DIRECTOR

Brian is an experienced sales manager with local and international sales experience. He is the founder of Lighthouse Digital and introduced the concept of the MarinaTV product which has been hugely successful.

His core skill is in establishing sales teams, training them to produce maximum results with a focus on the advertising and media sectors. Brian's previous roles was as the international sales manager, for New Zealand and Australia, for UK based Arena Digital. He has a wealth of knowledge in the sale of advertising using digital signage as medium and is both the sales director and sells directly as well.

Brian provides guidance and direction across all Sales Products at Lighthouse Digital with a specific responsibility for the growth of Media TV.



FINANCIAL – CAPITALISATION

SHARES ON ISSUE	BASED ON \$250,000 RAISED	% OF ORDINARY SHARES	BASED ON \$1,500,000 RAISED	PERCENT OF ORDINARY SHARES
ORDINARY SHARES ON ISSUE PRE-ORDER	\$2,000,000	38%	\$2,000,000	26%
NEW ORDINARY SHARES ISSUED THROUGH OFFER	\$500,000	10%	\$3,000,000	39%
RPS CONVERSION ⁽¹⁾	\$2,790,314	53%	\$2,790,314	36%
ORDINARY SHARES ON ISSUE POST-OFFER	\$5,290,314	100%	\$7,790,314	100%

NOTES: (1) 20% OF THE CLASS A & CLASS A1 RPS WILL BE MANDATORILY CONVERTED INTO 2,790,314 ORDINARY SHARES UPON THE LISTING OF THE COMPANY ON THE USX OR OTHER RECOGNISED EXCHANGE & THE COMPANY HAS DECIDED IT WILL NOT EXERCISE ITS RIGHT TO CONVERT 20% OF THE CLASS B RPS AT THE SAME TIME.

CAPITALISATION	BASED ON \$1,500,000 RAISED
EQUITY VALUE AT OFFER PRICE OF \$0.50 PER SHARE (A TOTAL OF 7,790,314 ORDINARY SHARES)	\$3,895,157
NET DEBT AS AT 30 JUNE 2020	\$4,819
REDEEMABLE PREFERENCE SHARES ⁽²⁾	\$7,138,015
ENTERPRISE VALUE OF LHD GROUP AT OFFER PRICE	\$11,037,991

NOTES: (2) TOTAL REDEMPTION VALUE OF ALL RPS OUTSTANDING AFTER COMPLETION OF THE OFFER.

FUNDS REQUIRED FOR

○ **Commercialisation of Lightsignz for SaaS market**

○ **Completion of listing on USX (approved for October 12th)**

○ **Roll out of ClubTV (RSA's)**

○ **Reduce debt to optimise earnings**



○ **Further expansion of Media TV**

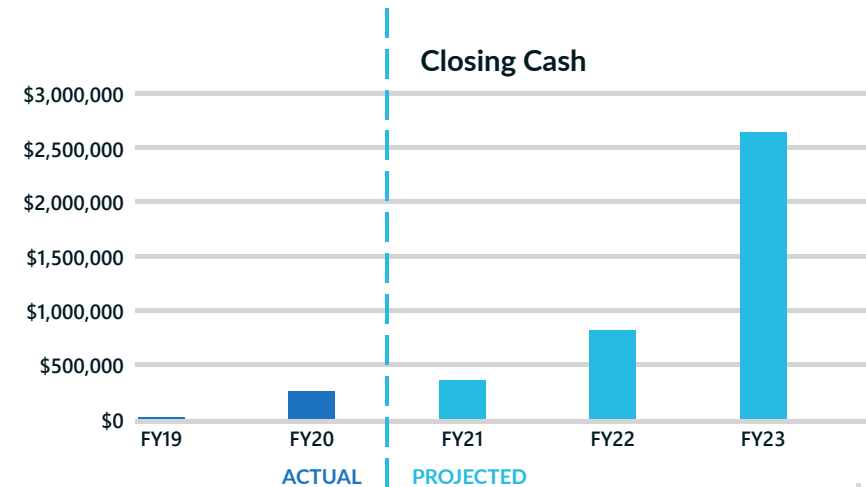
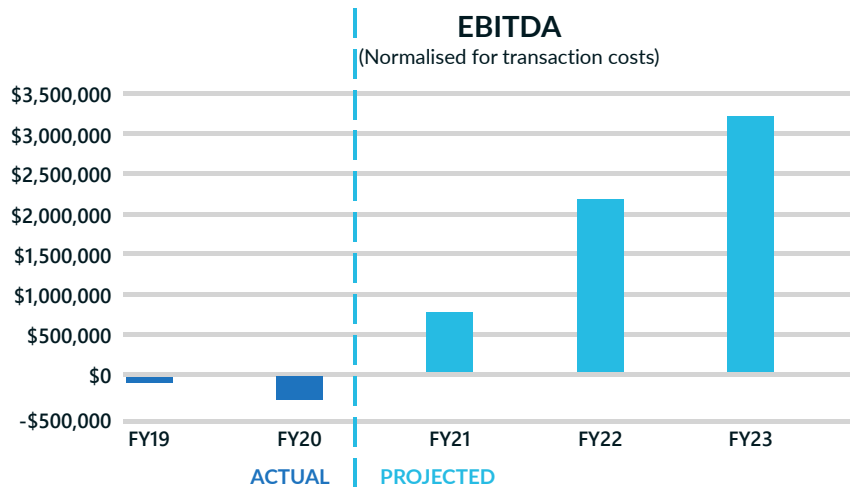
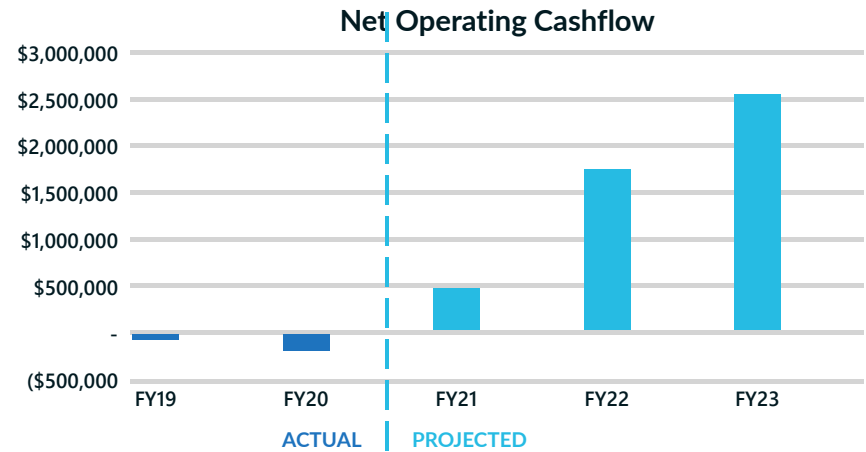
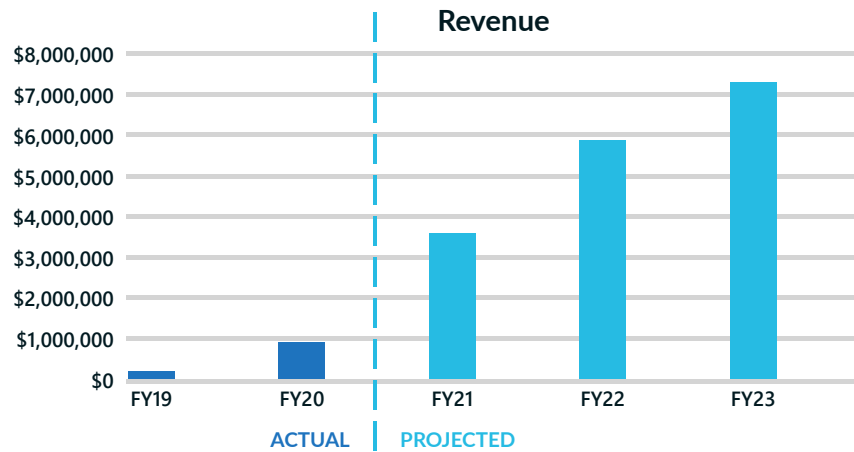
○ **Expansion of sales team for Digital Billboards & Digital Marketing sales**

○ **Expansion of subscription based Digital Signage software**
(for recurring revenue)

○ **Expansion of subscription based Digital Marketing Services**
(for recurring revenue)

○ **Expansion of the Digital Billboard network**

PROJECTIONS



VALUATION METRICS – COMPARABLES

	VALUE	#SHARES	PER SHARE
Enterprise Value from DCF Model	\$12,881,808		
Net Debt as at 30 June 2020 ⁽¹⁾	(\$1,504,819)		
RPS Redemption Value ⁽³⁾	(\$8,533,172)		
Implied Equity Value (Pre-Offer)	\$2,843,817	2,000,000	\$1.42
RPS Conversion on Listing ⁽²⁾	\$1,395,157	2,790,314	\$0.50
Shares Issued ⁽³⁾	\$1,500,000	3,000,000	\$0.50
Implied Equity Value (Post-Offer)	\$5,738,947	7,790,314	\$0.74

	At Offer Price (\$0.50)	After 20% p.a. RoA ⁽¹⁾
EV/Revenue	1.5x	2.2x
EV/EBITDA	3.5x	5.0x
EV/EBIT	5.6x	8.0x

Valuation Model uses a discount rate of 15% and a long-term growth rate of 1% per annum.

COMPARABLE COMPANY TRADING MULTIPLES

Company Name	EV	EV/Rev (FY)	EV/EBITDA (FY)
JCDcaux (PAR: DEC)	\$14,111,286	3.7x	18.6x
Clear Channel Outdoor (US) (NYS: CCO)	\$8,418,544	3.1x	20.8x
Lamar Advertising (NAS: LAMR)	\$13,207,489	7.7x	17.6x
oOh!media (ASX: OML)	\$1,461,514	3.2x	6.7x
OUTFRONT Media (NYS: OUT)	\$7,653,840	4.4x	16.0x
Ströer (ETR: SAX)	\$6,345,450	3.4x	10.6x
Mean	\$8,533,020	4.3x	15.0x
Median	\$8,036,192	3.5x	16.8x

Source: Pitchbook data 29/06/2020

INVESTMENT SUMMARY



- **Raising up to NZD \$1.5m @ \$0.50**
- **Valuation NZD \$0.74**
- **Pre Listing Offer – listing scheduled for 12th October**
- **Existing stable business**
- **Domestic & International opportunities**
- **Unique market position over 450 customer relationships & growing at 20 per month**