



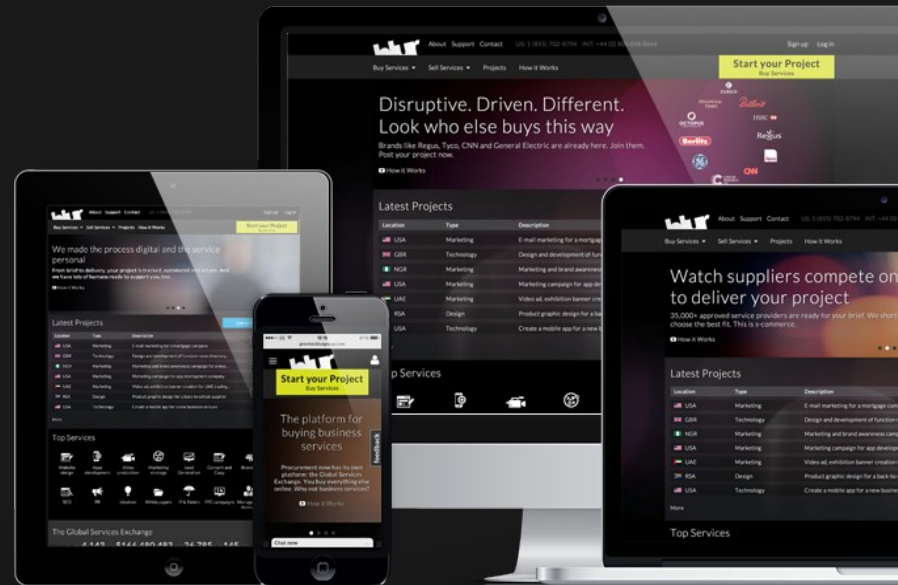
blur Group Plc the international e-commerce company



blurgroup.com

© 2015 blur Group PLC

You buy everything else
online.
Why not **business services?**



Today's presenter



Stephen Harvey
Group Chief Financial Officer
blur Group Plc

50,000 businesses
in 145 countries worldwide
have adopted blur's commerce
platform to buy or sell services
online



blur Overview



Global cloud

based business services market place



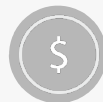
Scalable model

with high operating leverage



Year-on-year growth

since founded on all key metrics



Cash-efficient

business with momentum



Strong management team

Strong board



Already global

with right-sized overheads



Global market opportunity

\$2 trillion + business services market

Market Opportunity

\$2tn+

Global Services market*

IT Services \$1tn+, Legal Services \$814bn+, Creative Services \$691bn+, Accounting Services \$360bn+

\$641bn

Addressable market

“Extrapolating s-commerce sales estimates blur’s addressable market to **\$265bn in 2013** and grow to **\$641bn by 2018****”

\$6-12bn

blur Group

“The market leader in this segment could get to about **1%-2% share of this market**”
(analyst estimates)

The elevator pitch.....



What is blur?

A sourcing, project management and payment platform where businesses can interact with over 50,000 fully vetted service providers in a secure environment, supported by a global customer services team.



Customer obsessed.....

blur's buyer promises

More Choice - more services than you can get anywhere else

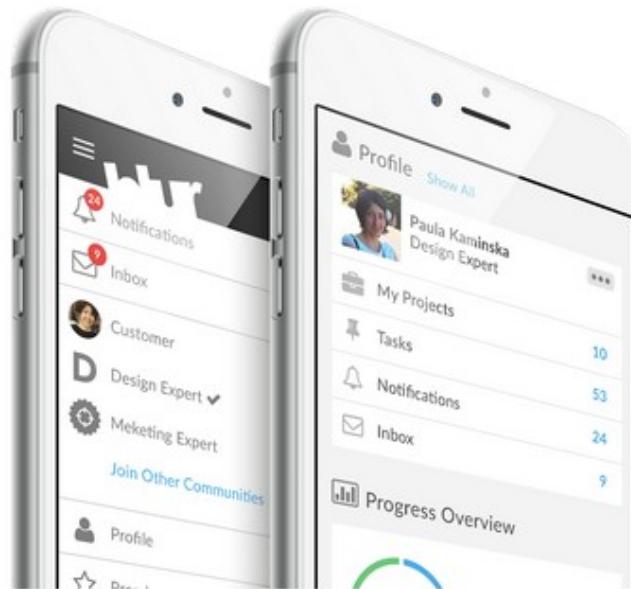
Easier - we take the complexity out of buying and selling services

Fast - the quickest way to get your services delivered

Fair - the right services at the right price, every time

Guaranteed - we vet service providers so you don't have to

Collaborative - monitor your progress and collaborate in real time, any time.

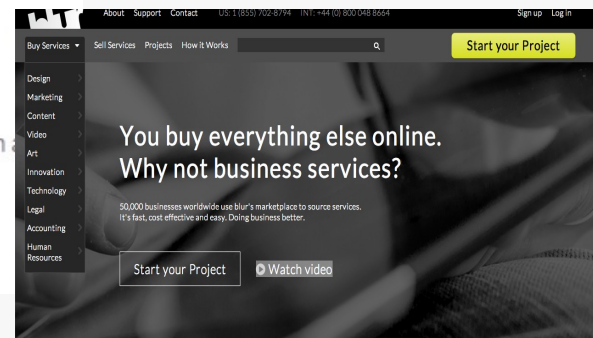


Easy to do business with....

blur's business process

blur has a simple 8-step business process:

1. Buyer initiates their project with a defined project brief using the brief app
2. Buyer lists the brief on the exchange with a commitment to pay a listing fee and refines their services requirements within Project Space
3. Service providers pitch for the project using blur's bespoke pitch app
4. blur's technology, 'blur Sense™', manages the pitch process and automatically presents the buyer with a shortlist of the best matches, and buyer makes a choice
5. Buyer and seller sign a digital contract known as a Statement of Work
6. Buyers and sellers manage the project online through blur's collaborative project management tool known as Project Space
7. blur's 'billing app' manages all payments and blur pays the service provider
8. blur evaluates project success and rates the service provider



Latest Projects

[Join to Sell Services](#)

Location	Type	Description	Industry	Value
USA	Content	Proofread and edit existing business book into four...	Legal Services	\$2,500
USA	Design	Design and develop website for leading US based law...	Legal Services	\$20,000
USA	Marketing	Promote shipping program in UAE and Saudi Arabia for...	Retail	\$100,000
USA	Marketing	Promote shipping program in India for leading global...	Retail	\$100,000
USA	Marketing	Promote shipping program in the UK for leading global...	Retail	\$100,000
USA	Marketing	Sales kit for data back-up company	Accounting	\$5,000
USA	Marketing	Marketing strategy and implementation to promote live...	Entertainment	\$20,000

[More](#)

Customer case study – Kier Group



How Kier used blur to source one of the UK's largest digital printing agencies...

The Client

Kier Group is a leading property, residential, construction and services group. They invest in, build, maintain and renew the places where we work and live. They work across a vast range of sectors and employ over 15,000 people from all corners of the world including the UK, the Caribbean, the Middle East and Hong Kong.



Customer case study.



Kier Group - building a new supplier network

Limited time and no available internal resource led to construction group, Kier, outsourcing their design and print requirements through blur...



The Challenge

To source a design expert to create marketing collateral for a national roadshow. The real challenge? Limited time...

The Solution

Kier used blur to source the perfect supplier; one of the region's largest digital printing agencies with proven expertise in managing high volume, quick turnaround projects. Key to success was location (needed to be close for face-to-face briefings), a very detailed cost breakdown (no allowance for slippage) and a guaranteed delivery date.



"Using blur has brought huge convenience to our marketing buyers across different regions: we're all working in the same way but can have our individual requirements quickly met"

Kate Ellis, Publicity & Corporate Responsibility Manager, Kier Group





The Timescale

7 days to source a supplier and just **3 weeks from project kick-off to completion**: in total, a one month turnaround involving face-to-face briefings, proofing, kit assembly and delivery to a number of national locations.

The Benefits

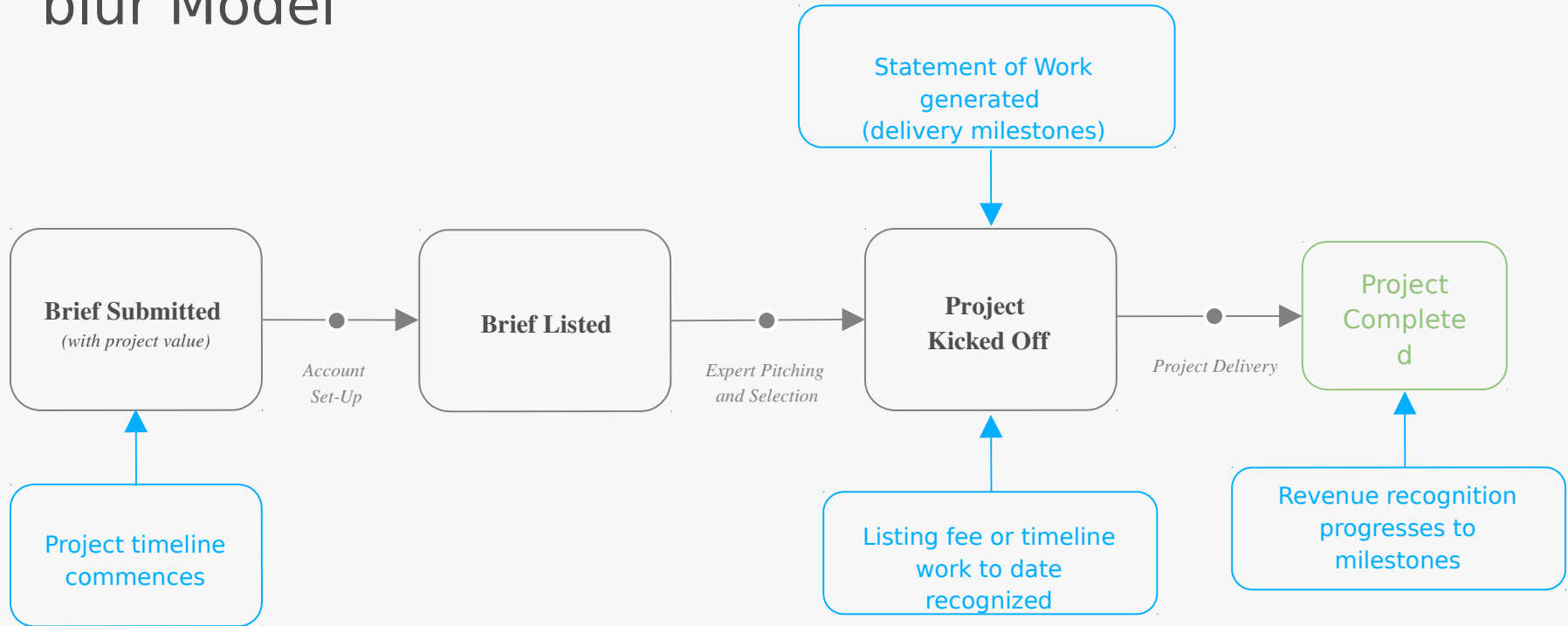
Using blur saved Kier valuable time and money by giving them almost immediate access to a fully vetted, highly skilled design and print specialist experts.

The Results

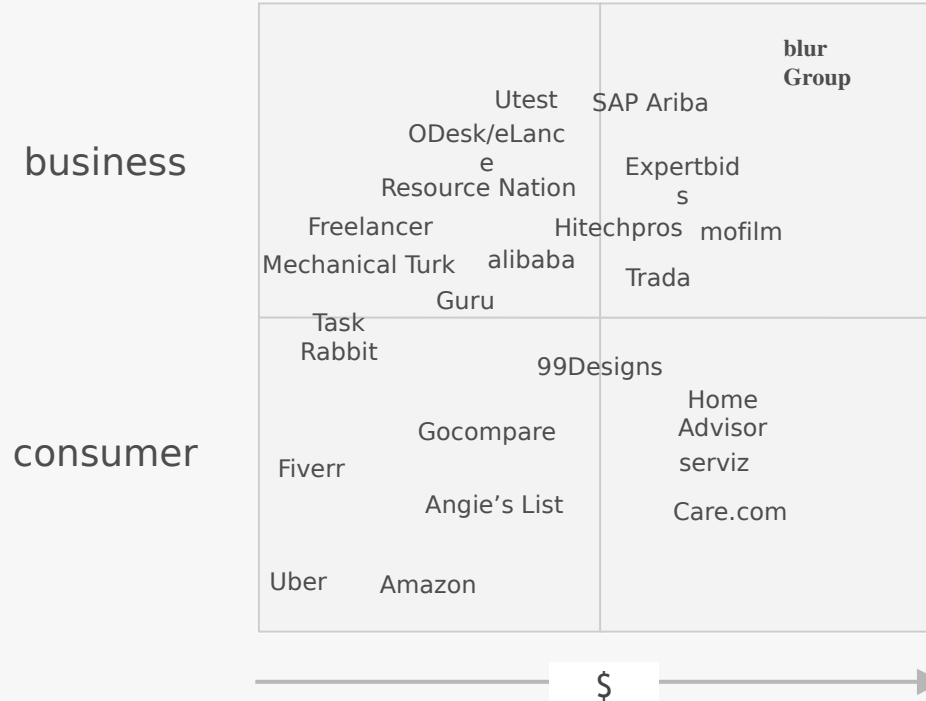
Six pop-up banners and over 1,000 newsletters designed, printed and delivered in just 3 weeks. One relieved client...



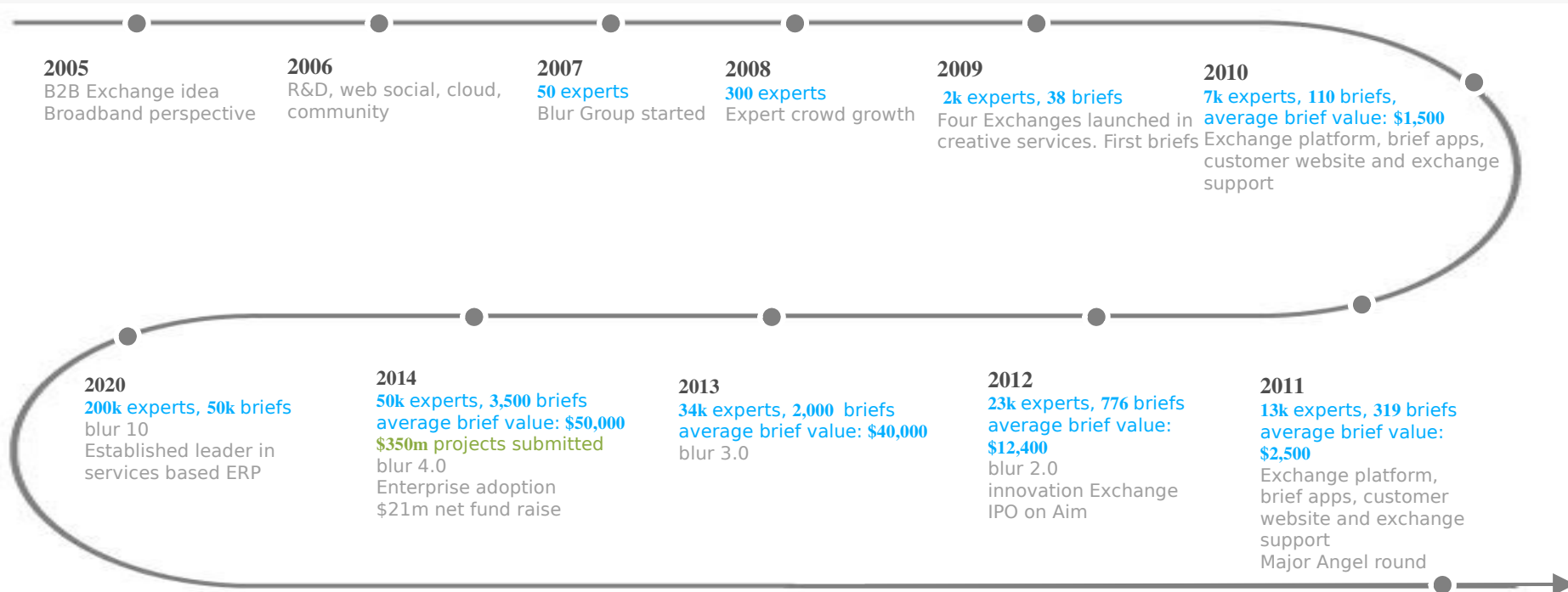
blur Model



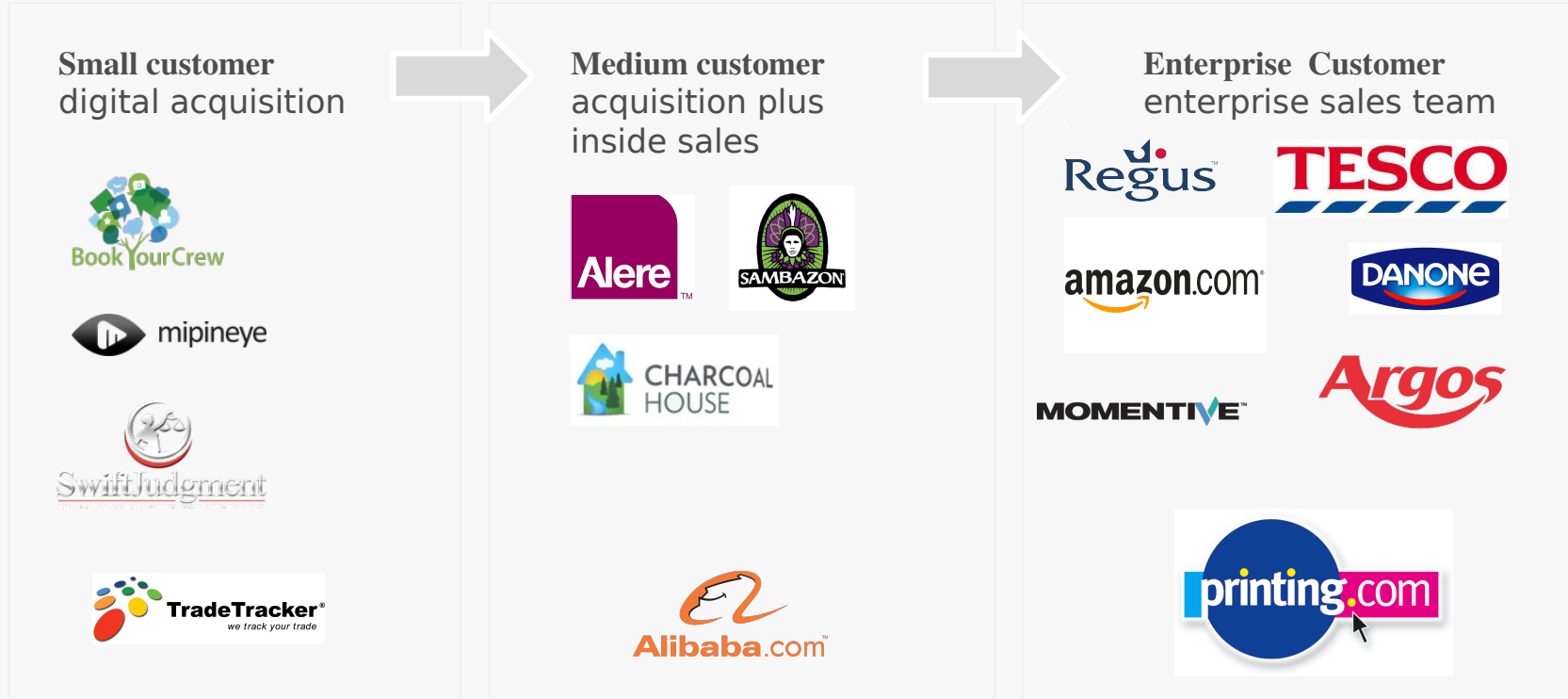
Competitive Landscape



Company Lifeline...



Growth of the sales model



Technology Roadmap

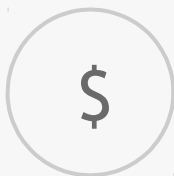
Key platform focus for the next 18 months:



Enable rapid growth

Core platform scalability improvements

Simplified user journeys
Automatic matching of customer and experts

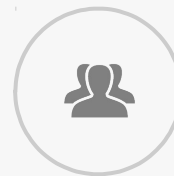


Drive profitability

Customer and Expert self service

High-margin data driven products

Premium Services



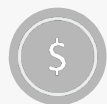
Drive increased customer engagement

Public API access into the Platform

Greater collaboration using Project Space

Broader application of machine intelligence (blur SenseTM)

2014 a reflection...



Financials

Strong revenue growth (conservative rev. rec. policies)

- revenue >2.5x
- bookings > 2x
- Enterprise customers 40% vs. 20% prior year



New Technology Platform, blur 4.0, Launched

New 'mobile first' platform launched to improve the transactional efficiency of the Exchange.



Gross Profit margins >25% of Revenue

business model continues to generate predictable and consistent gross profit levels



Customers

Enterprise-class customers adopting s-commerce include Amazon, Regus, Solvay - international reach continues with live projects from 17 countries



Operational Leverage

Cash management, cost and financial controls enhanced and new systems implemented. Headcount levels maintained as business continues to grow.

Financial History



Exhibit 8: Financial summary

	\$'000s	2012	2013	2014e	2015e	2016e
Year end Dec		IFRS	IFRS	IFRS	IFRS	IFRS
PROFIT & LOSS						
Revenue		2,807	4,779	12,298	25,456	50,349
Cost of Sales		(2,080)	(3,614)	(8,944)	(18,825)	(37,762)
Gross Profit		728	1,165	3,354	6,631	12,587
EBITDA		(1,616)	(5,868)	(8,303)	(4,047)	356
Operating Profit (before amort. and except.)		(1,658)	(6,061)	(9,039)	(5,232)	(1,258)
Intangible Amortisation		0	0	0	0	0
Exceptionals		(97)	0	0	0	0
Share based payments		(105)	(503)	(1,000)	(500)	(525)
Operating Profit		(1,860)	(6,564)	(10,039)	(5,732)	(1,783)
Net Interest		(13)	31	76	127	103
Profit Before Tax (norm)		(1,671)	(6,030)	(8,962)	(5,105)	(1,156)
Profit Before Tax (FRS 3)		(1,872)	(6,533)	(9,962)	(5,605)	(1,681)
Tax		128	241	200	200	200
Profit After Tax (norm)		(1,612)	(5,426)	(8,229)	(4,905)	(956)
Profit After Tax (FRS 3)		(1,745)	(6,292)	(9,762)	(5,405)	(1,481)
Average Number of Shares Outstanding (m)		19.8	27.3	38.4	47.1	47.1

Summary



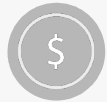
Enterprise adoption

like Amazon, Sabre, Danone evidence both s-commerce market acceptance and buyer credit maturity



Strong growth in revenues

globally and tight cost controls sets path to profit



Revenue recognition policies and new financial systems

ensure visibility and enforce management controls



blur platform

development improves customer experience, conversion rates and repeat business

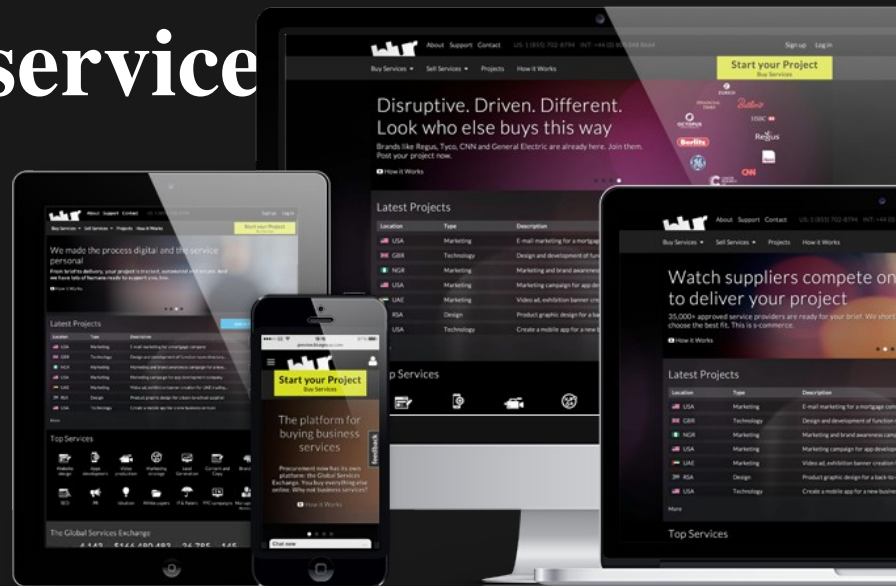


2014 results provide springboard

EBITDA positive in Q4 2015
Cash Flow positive in Q1 2016

You buy everything else
online.

Why not **business service**



Appendix





Client Amazon , the largest internet based company in the US.



Challenge To source a specialist PR and Communications expert to promote a new shipping service in Mexico.



Solution Using blur's platform to broadcast the brief to over 50,000 fully vetted service providers using a mix of email marketing (blur Alerts) and outbound telemarketing by the Customer Support team to ensure best regional fit.



Timescale Just 2 weeks from start to finish (pitch, shortlist, selection, delivery and launch).



Benefits Using blur saved Amazon time, money and gave them access to an expert service provider with real understanding of a niche market.



Results 30% increase in revenue over the first 6 weeks of the campaign.



Client South West Water, one of the UK's 10 regional water authorities, supplying 700,000 households and 70,000 businesses with water 365 days a year.



Challenge To test a new mobile app across multiple IOS devices and account profiles, using a pre-written test script. Objectivity was critical alongside the need to provide a technical blueprint for future testing.



Solution From a bank of thousands, blur were able to source a (local to SWW) expert service provider with the relevant ISTQB certification.



Timescale Just 2 weeks from submission of the initial brief to completion of the project.



Benefits An unbiased view, comprehensive test guidelines and a greater awareness of the benefits of outsourcing via blur.



Results A full set of test results recorded, collated and analysed in an easy digestible report.

Corporate Governance

Main Board

Philip Letts

Chairman and
CEO

Kara Cardinale

Executive Director

David Sheriff

NED – ex CEO Microgen

Barbara Spurrier

Director Financial
Reporting & Company
Secretary

**Richard Bourne-
Arton**

NED, Clean tech
entrepreneur

Robert Brooksbank

NED, CFO Carclo Plc

Management Team

Philip Letts

Founder and CEO

Gerry Gross

Chief Commercial
Officer

Kara Cardinale

Chief Community
Officer

Jon Hogg

Chief Platform Officer

Stephen Harvey

Group Chief Financial Officer

Helen Blackmore

Global Head of People
Operations

Financial Performance - FY14 Analysts Estimates

Analyst	Revenue	EBITDA	Loss	Net Debt/Cash
N+1 Singer	\$12.3 m	\$(8.3) m	\$(9.9) m	\$18.5 m
Liberum	\$11.1 m	\$(8.6) m	\$(10.4) m	\$18.1m
GECR	\$11.0 m	\$(8.5) m	\$(9.4) m	\$19.1 m
Edison	\$12.3 m	\$(8.3) m	\$(9.7) m	\$15.9 m
Consensus	\$11.7m	\$(8.5)m	\$(9.6)m	\$17.9m

Trading Update 15th Jan 2015 - announced that we are in line with the market consensus

Revenue Recognition Policy - 2014

Timeline projects

- project value submitted by customer, confirmed by Statement of Work (SOW)
- revenue recognised at kick-off is the greater of listing fee or timeline proportion

Milestone projects

- project value submitted by customer, confirmed by SOW.
- revenue recognised at kick-off is the greater of listing fee, timeline proportion or milestone
- projects with milestones or contingent elements will be recognised after kick off

Bookings: project value confirmed by SOW in the period, recognised in current or future periods



Share Information

Share Price*	73.5p
Market	AIM
Ticker	BLUR
Market Cap.*	£34.61m
Ord. shares in issue	47.09m

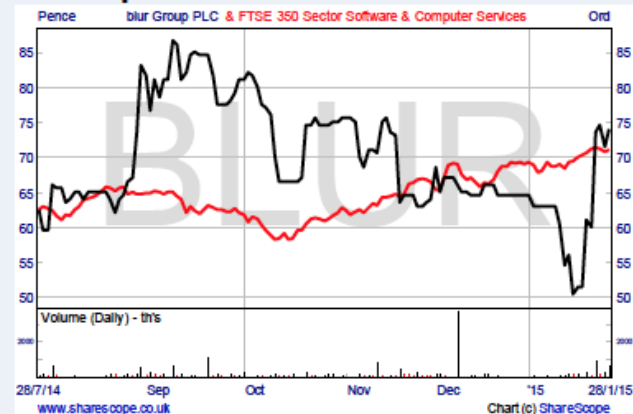
Shareholder	Amount	% Holding
Philip Letts	14,179,840	30.11%
J O Hambro	5,210,886	11.07%
River & Mercantile Asset Management	4,477,430	9.51%
Majedie Asset Management Ltd	4,294,048	9.12%
Hargreaves Lansdown Stockbroker	1,703,594	3.62%
Robert Keith	1,435,990	3.05%
Directors	602,138	1.28%

* As at 29th Jan 2015

Key data

Share price	73.50p
52 week high/low	580.34p/50.50p
Primary exchange	AIM
EPIC	BLUR
Shares in issue	47.09 m
Market Cap	£34.61 m
Sector	Software & Computer Services

Share price chart



The information contained in this confidential document ("Presentation") has been prepared by blur Group plc (the "Company"). This Presentation has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this Presentation for the purposes of engaging in any investment activity may expose an individual to a significant risk of losing all the assets invested. This Presentation is not an offer or invitation or solicitation of any offer to acquire securities of the Company nor does it constitute or form a prospectus or part of any invitation or inducement to engage in investment activity (within the meaning of Section 21 of the Financial Services Markets Act 2000). It is being delivered for information purposes only to a very limited number of persons and companies who are (a) persons who have professional experience in matters relating to investments and who fall within the category of person set out in Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (b) high net worth companies within the meaning set out in Article 49 of the Order. Any other person who receives this Presentation should not rely or act upon it and should return it immediately to the Company. By accepting this Presentation, the recipient represents and warrants that they are a person who falls within the above description of persons entitled to receive the Presentation. This Presentation is not to be disclosed to any other person or used for any other purpose.

On the basis that the Presentation is issued to and directed solely at the persons referred to above, this Presentation is exempt from the general restrictions on the communication of invitations or inducements to enter into investment activity and has therefore not been approved by an authorised person as would otherwise be required by Section 21 of the Financial Services and Markets Act 2000.

While the information contained herein has been prepared in good faith, neither the Company nor any of its shareholders, directors, officers, agents, employees or advisers give, have given or have authority to give, any representations or warranties (express or implied) as to, or in relation to, the accuracy, reliability or completeness of the information in this Presentation, or any revision thereof, or of any other written or oral information made or to be made available to any interested party or its advisers (all such information being referred to as "Information") and liability therefore is expressly disclaimed. Accordingly, neither the Company nor any of its shareholders, directors, officers, agents, employees or advisers take any responsibility for, or will accept any liability whether direct or indirect, express or implied, contractual, tortious, statutory or otherwise, in respect of, the accuracy or completeness of the Information or for any of the opinions contained herein or for any errors, omissions or misstatements or for any loss, howsoever arising, from the use of this Presentation.

Neither the issue of this Presentation nor any part of its contents is to be taken as any form of commitment on the part of the Company to proceed with any transaction and the right is reserved to terminate any discussions or negotiations with any prospective investors. In no circumstances will the Company be responsible for any costs, losses or expenses incurred in connection with any appraisal or investigation of the Company. In furnishing this Presentation, the Company does not undertake or agree to any obligation to provide the recipient with access to any additional information or to update this Presentation or to correct any inaccuracies in, or omissions from, this Presentation which may become apparent.

Neither this Presentation nor any copy of it may be (a) taken or transmitted into Australia, Canada, Japan or the United States of America, their territories or possessions; (b) distributed to any U.S. person (as defined in Regulation S under the United States Securities Act of 1933 (as amended)) or (c) distributed to any individual outside Australia, Canada or Japan who is a resident thereof in any such case for the purpose of offer for sale or solicitation or invitation to buy or subscribe any securities or in the context where its distribution may be construed as such offer, solicitation or invitation, in any such case except in compliance with any applicable exemption. The distribution of this document in or to persons subject to other jurisdictions may be restricted by law and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

If you are in any doubt about the investment to which this Presentation relates, you should consult a person authorised by the Financial Services Authority who specialises in advising on securities of the kind described in this document.

