Delivering Strong Performance & Building Momentum for Future Growth

Altium Full Year Investor Presentation
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Sydney & Melbourne

Aram Mirkazemi CEO
Richard Leon CFO
Kim Besharati VP IR
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Financial data
All dollar values are in US dollars (US$) unless as otherwise presented.
Agenda

1. Company Highlights & Significant Achievements
2. 2015 Financial Performance & Metrics
3. Pursuing Market Leadership in PCB Design Software
4. Successful Execution & Progress Update
5. Appendix: Company Overview & Long –Term Outlook
Altium’s FY15 Financial Highlights

$90M –

Sales metrics removed

Maintain top line growth and expand margins.
13% revenue growth and EBIT margin increased from 24% to 27%.

Acquire New Logo’s.
Acquired in excess 1,680 new accounts at average of 1.46 seats per account.

Increase subscription renewals rates.
Renewal rates in key regions improved 3% to 84% compared to FY14.

13% revenue growth and EBIT margin increased from 24% to 27%.
Driving Performance from a Position of Financial Strength

Altium’s FY15 Financial Metrics

- **$61.9M Cash**
- **$15.4M NPAT (normalized) (up 38% pcp)**
- **$80.2M Revenue (up 13% pcp)**
- **28,000 Subscribers (47% of Revenue)**
- **$21.3M Op Cash Flow (up 16% pcp)**
- **410 Employees**
- **13% CAGR**
- **Debt Free**
- **$82M Sales (up 8% pcp)**
- **A$500M Market CAP**
- **$22.7M EBITDA (up 24% pcp)**
- **12.47 EPS (normalized) (up from 10.26)**
- **AU 16c Dividend (up 33% pcp)**
- **EBIT $21.4M (up 25% pcp)**
- **$22.7M EBITDA (up 24% pcp)**
- **12.47 EPS (normalized) (up from 10.26)**
- **EBIT Margin 27% (up from 24%)**
Progress Update – Significant Milestones

✓ Completed preparation for the launch of our enterprise go-to-market strategy
✓ Laid the foundation for a strong partnership in ECAD & MCAD through the launch of PCBWorks
✓ Achieved a significant step forward in Altium’s content & data management strategy through acquisitions of Octopart & Ciiva
✓ Developed a strategic partnership with CST (a supplier of Electromagnetic Simulation Technology)
✓ Relocated the heart of our business to the USA
✓ Furthered momentum in Americas sales
✓ Prepared the foundation for scaling up our operations in EMEA
Completed transformation of US sales

✓ The new team structure delivering strong performance for direct sales
✓ Focused marketing efforts building a strong opportunity pipeline
✓ Early signs of our sales strategy gaining traction for the long-term play

Underlying metrics growing in strength

✓ Increasing new licences
✓ Growing subscriptions
Increasing focus and intensity in FY16

- Establish a stronger direct corporate presence in EMEA
- Strengthen and increase the capacity of our reseller channel
- Further strengthen EMEA leadership

Challenging macroeconomic conditions

- Impact from a weakening Euro currency not fully overcome
- Business fundamentals remain solid
Results in constant currency demonstrate the underlying momentum in our growth

Revenue for FY15 would have been reported as $84 million (19% growth, instead of 13%)

Sales for FY15 would have been reported as $87 million (15% growth, instead of 8%)
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Altium’s Revenue Sources

Altium Subscription (Recurring Revenue)

Altium Software (New Licenses)

Tasking Software (New License & Maintenance)

Other (Services & Hardware)

Subscriptions Attachment to New License Sales

Lapsed Subscriptions Re-joining and upgrades

Vault Time Based License

47% (47% FY14)

37% ($29.9M)

6% ($4.8M)

9% ($6.8M)

1% ($0.7M)

32% ($25.9M)

7% ($5.4M)

8% ($6.7M)
Altium’s Subscription Pool

Growth pool = 85% of subscription pool.
FY15 Renewal rate of 84%
(up from 81.6% FY14)

Constant pool = 15% of subscription pool.
(comprised mainly of China, Russia & Latin America)
FY15 Renewal rate of 31%
(up from 23.4% FY14)

Subscription Pool (SP)
~ 28,000 at June 15

Growth Equation = NS + RJ – (LR x SP)

Lapse Rate (LR)
Non-renewals
5,625

New Subscriptions (NS)
Attached to New License Sales

+5,060

Re-join (RJ)
Lapsed Subscribers Re-joining and Upgrades

+2,500
Seasonality Curves - Revenue: Sales: Deferred Revenue

![Revenue vs Sales per Quarter](image_url)

USD millions

- Sales
- Revenue
- Current def rev
- Linear (Sales)
- Linear (Revenue)
- Linear (Current def rev)
Revenue by Region

5 YEAR
CAGR 13%
Across All Regions

China

FY10 FY11 FY12 FY13 FY14 FY15
$0m $7m $14m $21m $28m $35m

Compound growth 17%

FY10 FY11 FY12 FY13 FY14 FY15
$0m $7m $14m $21m $28m $35m

APAC

FY10 FY11 FY12 FY13 FY14 FY15
$0m $7m $14m $21m $28m $35m

Compound growth Flat

 Americas

FY10 FY11 FY12 FY13 FY14 FY15
$0m $7m $14m $21m $28m $35m

Compound growth 16%

EMEA

FY10 FY11 FY12 FY13 FY14 FY15
$0m $7m $14m $21m $28m $35m

Compound growth 12%

Other

Tasking (Licenses & Maintenance)

Altium Licenses

Altium Subscription
Customer success consist of software maintenance, technical support and user education. Operating leverage realised as growth of subscription revenue outpace investment needed in customer success team.

Investment focus and deployment to drivers of growth being R&D and Sales & Marketing resources.

<table>
<thead>
<tr>
<th>Functions</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; Development</td>
<td>23.5%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>42.9%</td>
<td>42.9%</td>
</tr>
<tr>
<td>Customer Success</td>
<td>21.5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>General &amp; Admin</td>
<td>15.2%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

**Altium’s Operating Costs**
### Altium's Balance Sheet

**Minimal borrowings - Debt/Equity less than 1%**

<table>
<thead>
<tr>
<th></th>
<th>FY 15 $'000</th>
<th>FY 14 $'000</th>
<th>Var $'000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>61,906</td>
<td>22,049</td>
<td>39,857</td>
<td>181%</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>20,459</td>
<td>22,429</td>
<td>(1,970)</td>
<td>-9%</td>
</tr>
<tr>
<td>Other assets</td>
<td>2,200</td>
<td>1,582</td>
<td>618</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>84,565</strong></td>
<td><strong>46,060</strong></td>
<td><strong>38,505</strong></td>
<td><strong>84%</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Non-current assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>1,499</td>
<td>1,136</td>
<td>363</td>
<td>32%</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>3,886</td>
<td>1,908</td>
<td>1,978</td>
<td>104%</td>
</tr>
<tr>
<td>Deferred tax assets</td>
<td>81,622</td>
<td>4,879</td>
<td>76,743</td>
<td>1573%</td>
</tr>
<tr>
<td>Other assets</td>
<td></td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total non-current assets</strong></td>
<td><strong>87,007</strong></td>
<td><strong>7,942</strong></td>
<td><strong>79,065</strong></td>
<td><strong>996%</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total assets</strong></td>
<td><strong>171,572</strong></td>
<td><strong>54,002</strong></td>
<td><strong>117,570</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Current liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>5,988</td>
<td>5,499</td>
<td>489</td>
<td>9%</td>
</tr>
<tr>
<td>Borrowings</td>
<td>60</td>
<td>60</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>Tax liabilities</td>
<td>4,989</td>
<td>338</td>
<td>4,651</td>
<td>1376%</td>
</tr>
<tr>
<td>Provisions</td>
<td>1,908</td>
<td>1,773</td>
<td>135</td>
<td>8%</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>28,773</td>
<td>29,727</td>
<td>(954)</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>41,718</strong></td>
<td><strong>37,397</strong></td>
<td><strong>4,321</strong></td>
<td><strong>12%</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Non-current liabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Borrowings</td>
<td>53</td>
<td>88</td>
<td>(35)</td>
<td>-40%</td>
</tr>
<tr>
<td>Provisions</td>
<td>1,202</td>
<td>2,829</td>
<td>(1,627)</td>
<td>-58%</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>6,091</td>
<td>5,981</td>
<td>110</td>
<td>2%</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>906</td>
<td>116</td>
<td>790</td>
<td>681%</td>
</tr>
<tr>
<td><strong>Total non-current liabilities</strong></td>
<td><strong>8,252</strong></td>
<td><strong>9,014</strong></td>
<td><strong>(762)</strong></td>
<td><strong>-8%</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total liabilities</strong></td>
<td><strong>49,970</strong></td>
<td><strong>46,411</strong></td>
<td><strong>3,559</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Net assets</strong></td>
<td><strong>121,602</strong></td>
<td><strong>7,591</strong></td>
<td><strong>114,011</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributed equity and reserves</td>
<td>131,767</td>
<td>94,268</td>
<td>37,499</td>
<td>40%</td>
</tr>
<tr>
<td>Accumulated losses</td>
<td>(10,165)</td>
<td>(86,677)</td>
<td>76,512</td>
<td>-88%</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>121,602</td>
<td>7,591</td>
<td>114,011</td>
<td>1502%</td>
</tr>
</tbody>
</table>

**USD millions**

**FY11** | **FY12** | **FY13** | **FY14** | **FY15**
Altium’s Cash Flow

### Dividends paid/declared

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU cents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interim</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Successful Capital raising
Operating Cash Flow up 16% to $21.3m
Continue to return dividend to shareholders.

### Cash flows from operating activities

<table>
<thead>
<tr>
<th></th>
<th>FY 15 $’000</th>
<th>FY 14 $’000</th>
<th>Var $’000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receipts from customers</td>
<td>82,464</td>
<td>75,689</td>
<td>6,775</td>
<td>9%</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>(60,692)</td>
<td>(55,708)</td>
<td>(4,984)</td>
<td>9%</td>
</tr>
<tr>
<td>Net Interest</td>
<td>305</td>
<td>138</td>
<td>167</td>
<td>121%</td>
</tr>
<tr>
<td>Net income taxes paid</td>
<td>(732)</td>
<td>(1,867)</td>
<td>935</td>
<td>-56%</td>
</tr>
<tr>
<td><strong>Operating Cash Flow</strong></td>
<td><strong>21,345</strong></td>
<td><strong>18,452</strong></td>
<td><strong>2,893</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>

### Capital Expenditure

<table>
<thead>
<tr>
<th></th>
<th>FY 15 $’000</th>
<th>FY 14 $’000</th>
<th>Var $’000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payments for property, plant and equipment</td>
<td>(2,338)</td>
<td>(1,296)</td>
<td>(1,042)</td>
<td>80%</td>
</tr>
<tr>
<td>Payments for acquisition</td>
<td>(947)</td>
<td>-</td>
<td>(947)</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td><strong>18,060</strong></td>
<td><strong>17,156</strong></td>
<td><strong>904</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

### Cash flows from financing activities

<table>
<thead>
<tr>
<th></th>
<th>FY 15 $’000</th>
<th>FY 14 $’000</th>
<th>Var $’000</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from issue of shares and exercise of options</td>
<td>39,966</td>
<td>2,943</td>
<td>37,023</td>
<td>1258%</td>
</tr>
<tr>
<td>Dividends paid</td>
<td>(15,886)</td>
<td>(12,808)</td>
<td>(3,078)</td>
<td>24%</td>
</tr>
<tr>
<td>Repayment of borrowings</td>
<td>(66)</td>
<td>(157)</td>
<td>91</td>
<td>-58%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>42,074</strong></td>
<td><strong>7,134</strong></td>
<td><strong>34,940</strong></td>
<td><strong>490%</strong></td>
</tr>
<tr>
<td>Effects of exchange rate changes</td>
<td>(2,217)</td>
<td>159</td>
<td>(2,376)</td>
<td>447%</td>
</tr>
<tr>
<td>Increase in cash and cash equivalents</td>
<td>39,857</td>
<td>7,293</td>
<td>32,564</td>
<td>447%</td>
</tr>
</tbody>
</table>
## Full Year Results Key Metrics

<table>
<thead>
<tr>
<th>US$ millions</th>
<th>Jun-15</th>
<th>Jun-14</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>80.2</td>
<td>71.0</td>
<td>13%</td>
</tr>
<tr>
<td>Expenses</td>
<td>57.5</td>
<td>52.6</td>
<td>9%</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>22.7</td>
<td>18.3</td>
<td>24%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1.3</td>
<td>1.0</td>
<td>30%</td>
</tr>
<tr>
<td>Amortisation</td>
<td>-</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>21.4</td>
<td>17.1</td>
<td>25%</td>
</tr>
<tr>
<td>Net interest</td>
<td>-0.2</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Income tax (normalized)</td>
<td>6.2</td>
<td>6.0</td>
<td>3%</td>
</tr>
<tr>
<td><strong>NPAT (normalized)</strong></td>
<td><strong>15.4</strong></td>
<td><strong>11.2</strong></td>
<td><strong>38%</strong></td>
</tr>
</tbody>
</table>

### % Change

<table>
<thead>
<tr>
<th></th>
<th>Jun-15</th>
<th>Jun-14</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Amortisation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net interest</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income tax (normalized)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NPAT (normalized)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Key margin analysis

- **EBIT margin**: 27% (Jun-15) vs 24% (Jun-14)
- **EBITDA margin**: 28% (Jun-15) vs 26% (Jun-14)
- **Net profit before tax margin**: 27% (Jun-15) vs 24% (Jun-14)
- **Net profit after tax margin (n)**: 19% (Jun-15) vs 16% (Jun-14)
- **Return on equity**: 30% (Jun-15) vs 27% (Jun-14)

### Balance Sheet (USD millions)

- **Cash and cash equivalents**: 61.9 (Jun-15) vs 22.0 (Jun-14) 181%

### Operating cashflows

- 21.3 (Jun-15) vs 18.5 (Jun-14) 16%
Acquisitions of Octopart and Ciiva – Financial Impact

- These acquisitions are of strategic significance in pursuit of PCB Market leadership
- The combined acquisitions are expected to be EPS accretive at low single digits for FY16 and projected to continue to be self-funding
- These acquisitions will for the most part be funded through the free cash-flow and reserves generated from Altium’s organic business
- Octopart - Altium will pay US$12 million for the business on completion subject to customary closing conditions. There will also be additional performance based earn-out payments over the next three financial years contingent on meeting aggressive revenue targets and margin milestones
- Ciiva - Altium paid a purchase price of US$4 million of which US$2 million was paid in cash at the date of purchase with the remaining US$2 million to be paid in equal installments on the first and second anniversaries of the share purchase agreement date
- Addition of key management and engineering skills augment Altium’s existing Content team realizing cost synergies
- The combined group revenue for Altium, Octopart & Ciiva for the last 12 months is $84M
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Rise of Smart Connected Devices

- **1990’s**
  - Web 1.0
  - Search & Discovery
  - Information is Indexed

- **2000’s**
  - Web 2.0
  - Social Networking
  - People are Networked

- **2010’s**
  - Web 3.0
  - Internet of Things
  - Electronics puts Internet into Things
At the Heart of All Intelligent Systems is Electronics

Printed Circuit Boards Central to Electronics
Selecting the right electronic parts is critical to the success of electronic products
Keeping Design Data Up-to-Date is Critical for Manufacturing

Managing bill of materials over the product lifecycle is essential for avoiding problems in manufacturing
Advanced design capabilities are important for high-end design
The Future of Design is Multidisciplinary

MCAD & ECAD can no longer stay as two separate worlds
A new generation of electronic designers is emerging
New Enterprises Require Agile Solutions

Traditional solutions from leading EDA companies are not suitable for the needs of large enterprises new to electronics
# Altium’s Strategy for Market Leadership

Content Creation, Management and Its Smart Delivery

Delivering Agile Solution to Modern Enterprises

Closing Advanced Design Capability Gaps

Open Platform & Customer Centricity

Partnership with Leading PLM / MCAD Suppliers & Part Distributors

Driving Mainstream Business With greater Capacity and Effectiveness

Supporting Makers and Open Hardware Community

#1 PCB
Agenda

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Executing on High-End Strategy – Agile Enterprise

The “agility” from Altium & the “enterprise know-how” from TASKING are the underpinnings of our enterprise go-to-market strategy.
Through TASKING’s help, Altium has achieved its most significant multi-million, multi-year contract with a large enterprise customer within the automotive industry.

Altium recruited Henry Potts (former Head of Mentor’s PCB Division) to further bolster our go-to-market strategy and our enterprise solutions.

TASKING has just signed its largest single deal in its history (US$2.6 million) with one of the major tier 1 suppliers of automotive technology.

The reorganization of TASKING’s sales force to bolster its capacity to support Altium’s enterprise-go-to market strategy.

We are actively engaged with some of the newer enterprises and we will be sharing internal milestones that track the progress on the execution of our Agile Enterprise Strategy in February.
A Unique PCB Design Solution For Every Market Segment

Altium PCB design tools are carefully tailored to meet the specific needs of engineers in different segments of the PCB market.
Altium will grow by acquiring & partnering with brands that are associated with the design of PCB and smart devices.
Successful standardization, aggregation & unification of CAD content & supply chain data will decide the future of market leadership in PCB design.
The combined content from Altium & Octopart bring the required ingredients to lay the foundation for a Wikipedia for Electronic Design.
Altium + Ciiva: (1+1=3)

Cloud-based Bill of Materials (BOM) Management

Design Data & BOM Management as a Service

Design data management & BOM as a Service will drive adoption and accelerate the commercialization of Altium’s Vault Technology.
Executing on ECAD / MCAD Strategy

Developing world-class sales channel through partnership with MCAD resellers

Partnership to deliver an ECAD/MCAD product through partner channels
Agenda

1. Company Highlights & Significant Achievements
2. 2015 Financial Performance & Metrics
3. Pursuing Market Leadership in PCB Design Software
4. Successful Execution & Progress Update
5. Appendix: Company Overview & Long –Term Outlook
The company was founded by creating the first version of Altium Designer, Protel PCB.

1985

Altium Launches Protel for Windows - World’s first Microsoft Windows-based PCB design system.

1991

Altium launches Altium Designer 6, the world’s first Native 3D PCB design software.

1999

2006

Altium launches Altium Designer 13 introducing DXP 2.0, its next generation integration platform opening up Altium Designer to third-party developers.

PCBWorks introducing a specialized version of its PCB Design Software for SolidWorks.

Altium Successfully completes an IPO on Australian Stock Exchange.

2010

Now

Now
Printed Circuit Board Design and Manufacturing Process

Circuit Diagram | Layout Film | Bare Board | Assembled Board

Design Capture | Layout | Fabrication | Assembly
Altium Products

Altium Vault
Design Data Management & Collaboration Software

Altium Designer

TASKING®
Embedded Software Development Tools

3D Printed Circuit Board Design Software Solution

Ciiwa
CIRCUITSTUDIO
PCBWORKS
CIRCUITMAKER
Octopart
Diversity of Applications

- Automotive
- Aerospace & Defence
- Life Sciences
- Mobile Devices & Communications
- Consumer-Electronics
- Electronics & High-Tech
- Research & Education
- Industrial Controls Automation
- Computers
- Semiconductors
High Profile Customers

Automotive
- Audi
- John Deere
- Toyota
- Daimler
- Volkswagen
- Bosch
- Chrysler
- Delphi
- John Deere
- Tesla
- Yamaha

Aerospace & Defence
- NASA
- Thales
- Boeing
- BAE Systems
- General Dynamics
- Costru
- British Aerospace
- European Space Agency
- European Defence Agency

Life Sciences
- Cochlear
- Biomerieux
- Qiagen
- Sagem
- RIM
- Blackberry
- Respironics
- Philips
- ResMed
- Boston Scientific
- Honeywell

Mobile Devices
- BlackBerry
- LG
- LG Electronics
- Huawei
- Nokia
- Samsung
- Apple
- Microsoft
- Lenovo

Consumer- Electronics
- Bang & Olufsen
- Bose
- Bowers & Wilkins
- Sennheiser
- Sony
- Yamaha
- JBL
- Bowers & Wilkins
- Bang & Olufsen

Electronics & High-Tech
- Intel
- Google
- IBM
- Nvidia
- AMD
- Qualcomm
- ARM
- Intel
- Nvidia
- AMD
- Qualcomm

Research & Education
- Monash University
- CSIRO
- Griffith University
- SLAC
- Jefferson Lab
- Fraunhofer IWS

Industrial Controls
- Baker Hughes
- MSA
- ABB
- Siemens
- Emerson
- Honeywell
- Siemens
- Rockwell Automation

Computers
- Microsoft
- Lenovo
- HP
- Dell
- Intel
- AMD
- Nvidia
- Apple

Semiconductors
- Texas Instruments
- Infineon
- STMicroelectronics
- NXP
- Freescale
- Qualcomm
- Intel
- AMD
- Nvidia
Sales and Support Centres
San Diego, Boston, Karlsruhe, Shanghai, Sydney

Research & Development Centres
San Diego, Ukraine, Netherlands, Shanghai

Main Operations Centres
San Diego, Karlsruhe, Shanghai

Network of channel partners, with over 50 authorized Value-Added-Resellers

Global HQ
San Diego

Regional HQ
Karlsruhe

Regional HQ
Shanghai

Corporate & Registered Office
ASX Listing Sydney
PCB Design Software Market Segmentation & Size

High-End Tools - 57% of market value, large engineering teams designing complex products

Mainstream Tools - 36% of market value, moderate to high design complexity, carried out by small teams of specialist engineers

Low-End Tools - 7% of market value, simple designs carried out by multi-skilled engineers

Total Market size: $800M
Currently Addressable: $500M
Growth Drivers Within PCB Design Software Market

- Lower Total Cost of Ownership
- More Design Capabilities
Printed Circuit Board Estimated Market Share (by Revenue)

Source: PCB Market Trends 2014 – Gary Smith EDA
Altium’s Core Strengths & Enduring Competitive Advantages

Core Strengths

- Established Brand in Most Countries in the World
- Complex Software IP Consisting of Millions of Lines of Code

Competitive Advantages

- Altium is the Only “Pure-Play” PCB Company in the World
- Altium has a Strong Operating Leverage

Value-based Sales with Strong Operating Leverage

Expanding Margin

Customer Stickiness

The Only Pure-Play PCB

Strong Operating Leverage

Sustainable Business
Altium’s High-Level Strategy

Build Momentum by Focusing on Core Strengths

Expand Market Reach through Partnership

Grow Capability Through Acquisition
Altium’s Leveraged Sales Strategy

New Account Acquisition
Grow Customer Base

Account Management
Reduce Subscription Churn

Transaction Size

High-end Sales Model (Hunting)

Mainstream Sales Model (Fishing)

Lower Mainstream (Farming)

Transaction Volume

Prospecting
Nurturing
Closing
Customer
Subscriber
Repeat Subscriber
Altium’s Sales Strategy & Partnership

Expanding addressable market by extending reach through strategic partnership

- Simulation, Analysis & Product Life-cycle Management (PLM) Partners
- Mechanical CAD (MCAD) & Manufacturing Partners
- Parts Suppliers & Makers / Open Hardware Communities
Long – Term Outlook

✓ The proliferation of electronics through the rise of smart connected devices is driver of growth for our business for the foreseeable future

✓ Altium will continue to drive top line growth while expanding operating margin to enter and maintain 30% plus

✓ Altium expects to see continuing growth in revenue (licences & subscription)

✓ Altium is confident that achieving market leadership in PCB design software by 2020 is well within its reach

Altium’s aspirational goal is to achieve $100 million in revenue by FY17