



SMART BUILDING AUTOMATION, FUTURE-READY



Disclaimer

Certain statements in this presentation are forward-looking statements. These forward-looking statements involve known and unknown risks and uncertainties and are based on the Company's current expectations and projections about future events that the Company believes may affect its financial condition, results of operations, business strategy and financial needs. Investors can find many (but not all) of these statements by the use of words such as "may," "will," "expect," "anticipate," "aim," "estimate," "intend," "plan," "believe," "likely to" or other similar expressions.

The Company undertakes no obligation to update or revise publicly any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and the Company cautions investors that actual results may differ materially from the anticipated results and encourages investors to review other factors that may affect its future results in the Company's registration statement and other filings with the SEC.



Who We Are



INTEGRATED FACILITIES MANAGEMENT

Headquartered in Singapore, SIMPPLE LTD. is an advanced technology solutions provider in the integrated facilities management (IFM) space, focused on helping owners and managers operate their facilities autonomously.



AUTONOMOUS SOLUTIONS

The Company augments this ecosystem by distributing state-of-the-art robotics and IoT systems, tailored to deliver the most complete autonomous IFM solution available.



HARNESSING THE POWER OF AI

Our proprietary AI-powered software ecosystem, built and developed in house, automates workflow and the workforce in the building maintenance, security surveillance and janitorial services sectors. Our solutions also support clients in achieving their Environmental, Social, and Governance (ESG) goals and reporting mandates autonomously.

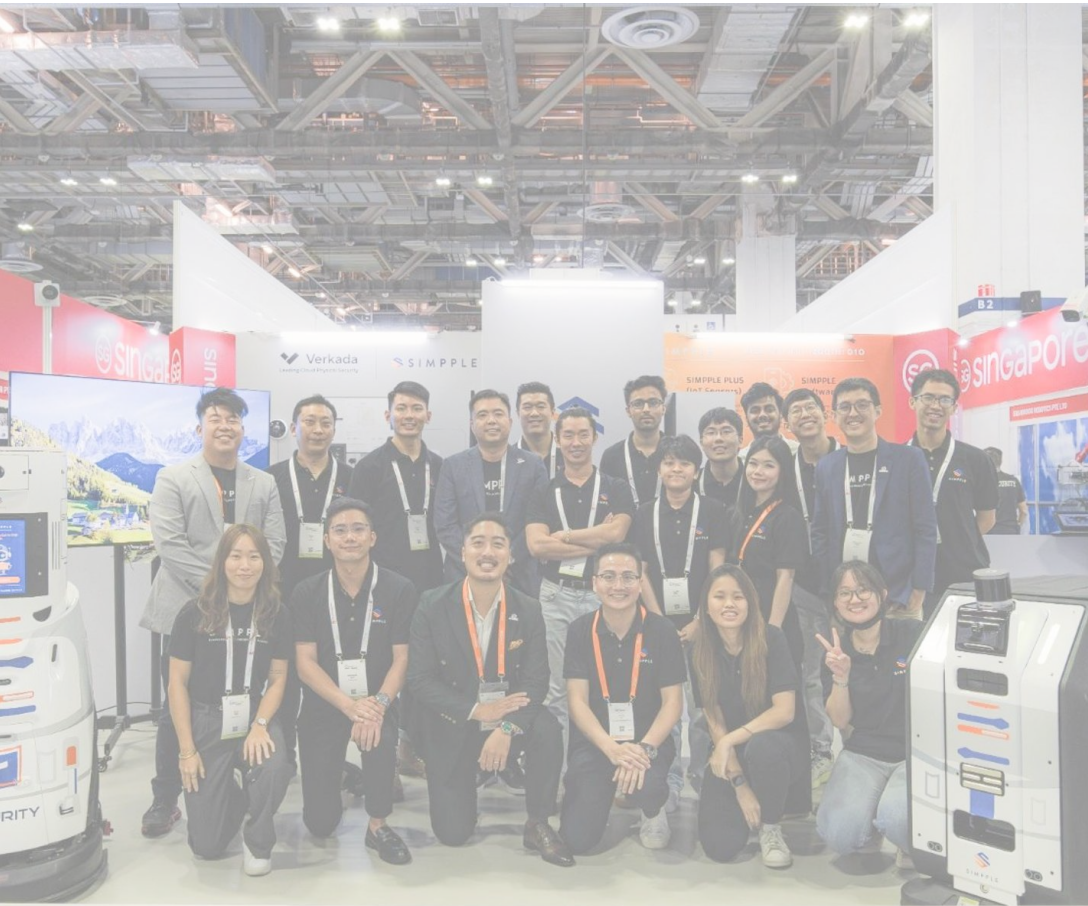


SIMPPLE'S VISION

SIMPPLE's vision is to transform every building via Smart Building Automation and green technologies, making them future-ready today.

Milestones

2016-2022



2016

Founded in Singapore as Robotic Cleaning Solution Startup

2020

Product Expansion into IoT Sensors & SIMPPLE Software

Received Prestigious Royal Institute of Chartered Surveyors (RICS) Southeast Asia - Most Innovative Award for SIMPPLE Ecosystem

2022

Awarded Singapore Government grant to Develop end-to-end integrated Automated Building Workflow Platform

Registered and filed patent for SIMPPLE A.I. process

Pilot projects in overseas countries

2018

Developed First Autonomous Cleaning Robot in Singapore

2021

Won Ministry of Education (MOE) Project; SIMPPLE Ecosystem installed across 48% of Singapore schools

Awarded Singapore Government grant to Develop multifunctional robotics supporting the Environmental Services sector in Singapore

Milestones

2023-2025+



2023



Completed IPO, listed on Nasdaq

Awarded 5-year contract for 89 robots at SMRT railway stations

Established Operating Entity in Australia

Secured Overseas Contracts in Qatar, Japan, Hong Kong, Canada

Accredited ISO 27001 and ISO 9001

2024

Secured Contracts in Australia, New Zealand, Malaysia and Thailand

Product Expansion into ESG with establishment of SIMPPLE-Evolve ESG Partnership (Europe)

Launched and Achieved initial sale of proprietary 3-in-1 multifunctional robots and modular robot heads in Singapore and regionally (**Gemini robot launch**)

Completed product trials of SIMPPLE A.I.

Patent for SIMPPLE A.I. Approved in Singapore

Korn Ferry Organizational Human Capital Review

New CEO

2025+

The Launchpad is Set: Now Ready to Accelerate Towards Market Leadership

- New CFO
- Expansion into Vietnam, Philippines, and India
- Office Expansion and Relocation
- Product Expansion with SIMPPLE Vision (VaaS)
- Launch of new SIMPPLE Orion robot (Multifunctional with Spot Cleaning)



What Does an Integrated Facilities Management (IFM) System Do?

IFM Systems unify ALL facility management contracts, processes, technologies and internal strategies under ONE system and management team



BENEFITS

- Streamlines work
- Provides advanced analytics & improved decision making
- Reduces operating costs
- Improves overall collaboration
- Improves sustainability through energy efficiency, waste & water management practices
- By integrating robotics, a facility *significantly lowers* reliance of human workforce in the cleaning, security and concierge functions – **and further reduces operating costs.**

Our Ecosystem Components



Our IFM Ecosystem is an end-to-end software platform integrating robotics, IoT and mobile devices, data analytics, and Artificial Intelligence to help facility owners, managers and contractors improve cost savings, productivity and accountability.

The Ecosystem has five main components:



SIMPPLE Robotics



SIMPPLE A.I.



SIMPPLE Software



SIMPPLE Exchange



Consultancy Services

Dashboard > Admin Dashboard

DASHBOARD

Security Dashboard

Tuesday, 1 August 2022

Select Client

Cockpit | Incident Reporting | Security Workforce | Operations | Operation Assets

Incidents		Operations		Assets	
Total Incidents Occurred	16	Total Open Incidents	2	Security loops status	
Alert Level	Yellow	Current Incidents / footfall	3 / 5672	Map	
Security Workforce		Security Bot Summary			
Total Workforce	212	Present Workforce	189	Asset	Status
Workforce by Buildings					
Location	Total Workforce	Present Workforce			
Building A	35	30			

MON TUE
01 02
03 04
05 06
07 08
09 10
11 12
13 14
15 16

WELCOME BACK
Supervisor C

- Audit
- Toilet Card
- Security Tan
- Ad Hoc Tasks
- Task List
- Attendance

Asset	Status	Last Run
Security-Bot-123	Active	2022-08-01
Security-Bot-124	Active	2022-08-01
Security-Bot-125	Active	2022-08-01



AUTONOMOUS CLEANING ROBOTICS

Robotic Solutions that augment the human workforce, enhancing cleaning efficiency and productivity, ensuring consistent performance, saving time, and providing data-driven insights.

Robotic Solutions accomplish the following tasks:

- Sweep
- Degrease
- Scrub
- Surveillance
- Vacuum
- Delivery
- Sanitize



MULTIFUNCTIONAL ROBOTICS

2-in-1 Model

Adds security to cleaning functions.

3-in-1 Model

Adds both security and concierge to cleaning functions.

SIMPPLE Software & Exchange



INTEGRATED SOFTWARE SYSTEM MODULES

- Quality Management
- People Management
- Incident/Risk Management
- Contractor Management
- Workflow Management
- Learning Management
- Asset Management
- Sustainability Management



IOT SENSOR APPLICATIONS

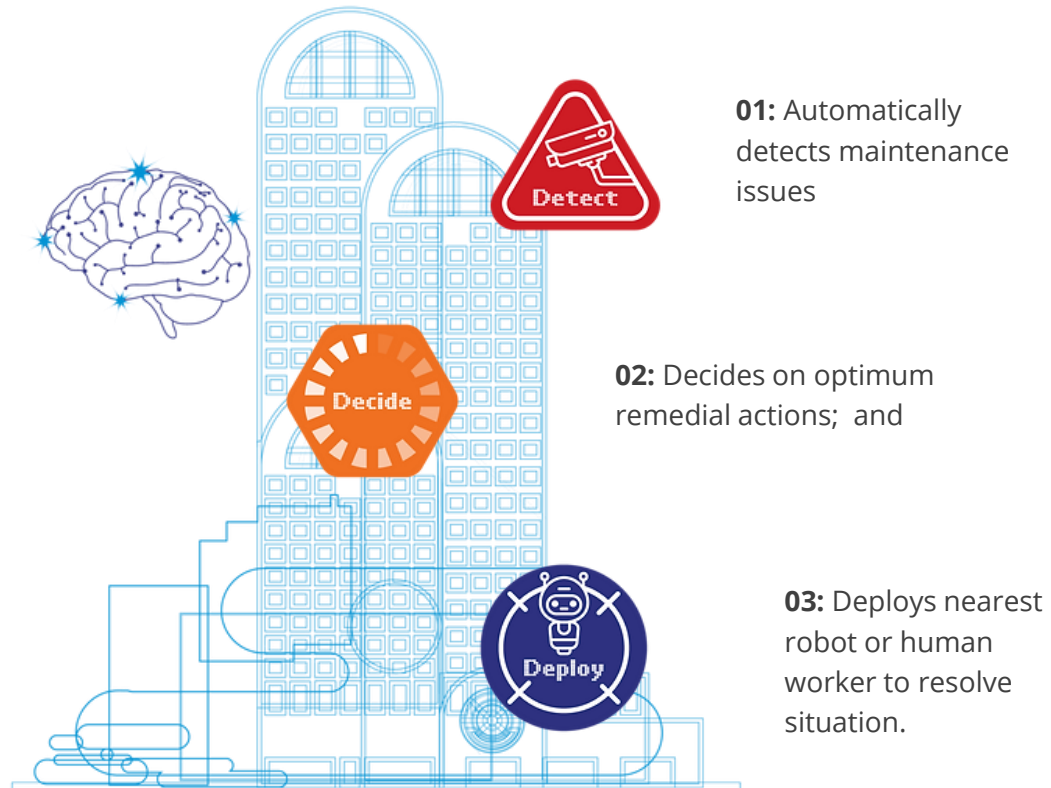
- Smart Restrooms
- Indoor Air Quality
- Waste Management
- Smart Spaces
- Energy Efficiency
- Water Monitoring

SIMPPLE A.I.

(AUTONOMIC INTELLIGENCE ENGINE, OR A.I.E.)

The “brain” that powers **SIMPPLE Integrated Software System**, **SIMPPLE Exchange** and **SIMPPLE Robotics** and allows them to work together -- without human intervention.

How the A.I.E Works



COMPRISE OF FOUR MODULES



SIMPPLE Vision

Integrates with a facility's camera systems, or functions as a standalone unit, to interpret and analyze visual data and send alerts to enhance building performance.



SIMPPLE Integrate

Combines data gathered by IoT devices, camera systems, and facility robotics to create a one-stop facility solution requiring no human intervention.



SIMPPLE Compute

Leverages machine learning capabilities to calculate workforce efficiency and facility contracts, provide instant updates about facility management operations.



SIMPPLE Evolve

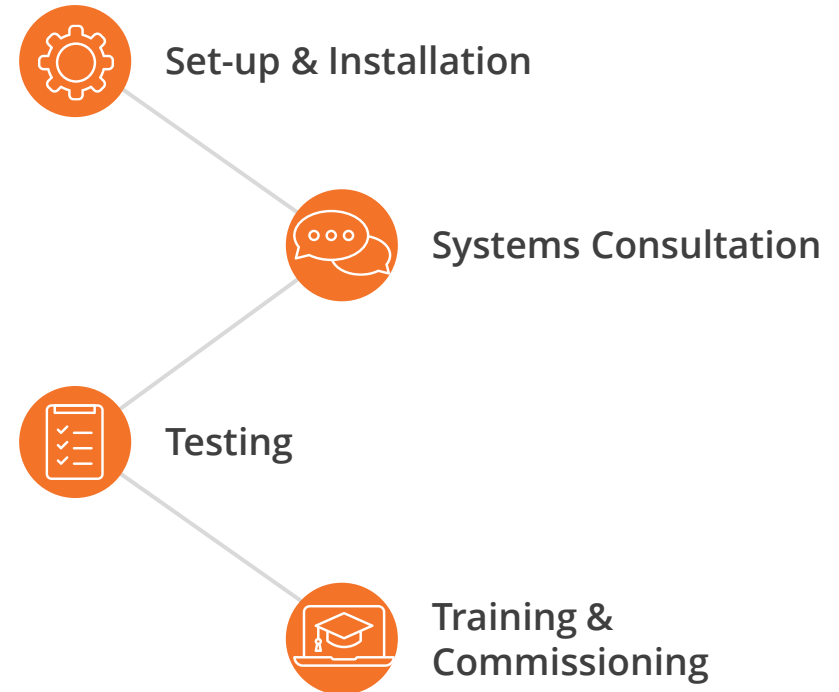
Integrates SIMPPLE's smart building automation with Evolve's regulatory compliance system that:

- Automates compliance assessments;
- Ensures a facility's adherence to most global ESG standards;
- Supports various global standards including ISO 27001 for information security and NIST frameworks for cybersecurity



Consultancy Services

SIMPPLE Consultancy is an advisory service arm that provides domain and technical expertise across various industry sectors and related service streams to assist in delivering innovative solutions in a built environment. Includes:



Competitive Strengths



Strong Market Presence w/ Established Track Record At Enterprise Level



A.I.E. Brain Automatically Deploys Needed Assets Without Human Intervention



Proprietary Software/AI Tech Platform Developed In-House In Singapore



Proprietary Technology Platform Powered by AI & ML



Automated Building Management With Fully Integrated, End To End, Customized Solutions



2-in-1 & 3-in-1 Multi-functional Robotics



Strong Channels & Partnerships



Brand Agnostic Software Integration and A.I. Product Development & Capability



Clients & Partners



GLOBALLY RECOGNIZED FACILITIES & ORGANIZATIONS

Transport	Education Institutions	Government Agencies	Healthcare	Facility Services
-----------	------------------------	---------------------	------------	-------------------

SMRT CORPORATION

 Land Transport Authority

NUS National University of Singapore
 National Library Singapore
REPUBLIC POLYTECHNIC
GRIFFITH UNIVERSITY

Building and Construction Authority
PUB SINGAPORE'S NATIONAL WATER AGENCY
jtc Ministry of Education SINGAPORE
SG Courts

Parkway Hospitals SINGAPORE
 Singapore General Hospital SingHealth
 MOUNT ALVERNIA HOSPITAL
RafflesHospital

SJ Real impact, made together.
ISS
FONDA GLOBAL ENGINEERING
OCS to be your best™
CBRE

Aviation

CHANGI airport singapore
Queensland Airports LIMITED
 Gold Coast Airport Townsville Airport
 Mount Isa Airport Longreach Airport

Leisure & Hospitality

SINGAPORE EXPO CONVENTION AND EXHIBITION CENTRE
CROWNE PLAZA HOTELS & RESORTS

Security Services

CERTIS
PROSEGUR

Commercial Retail

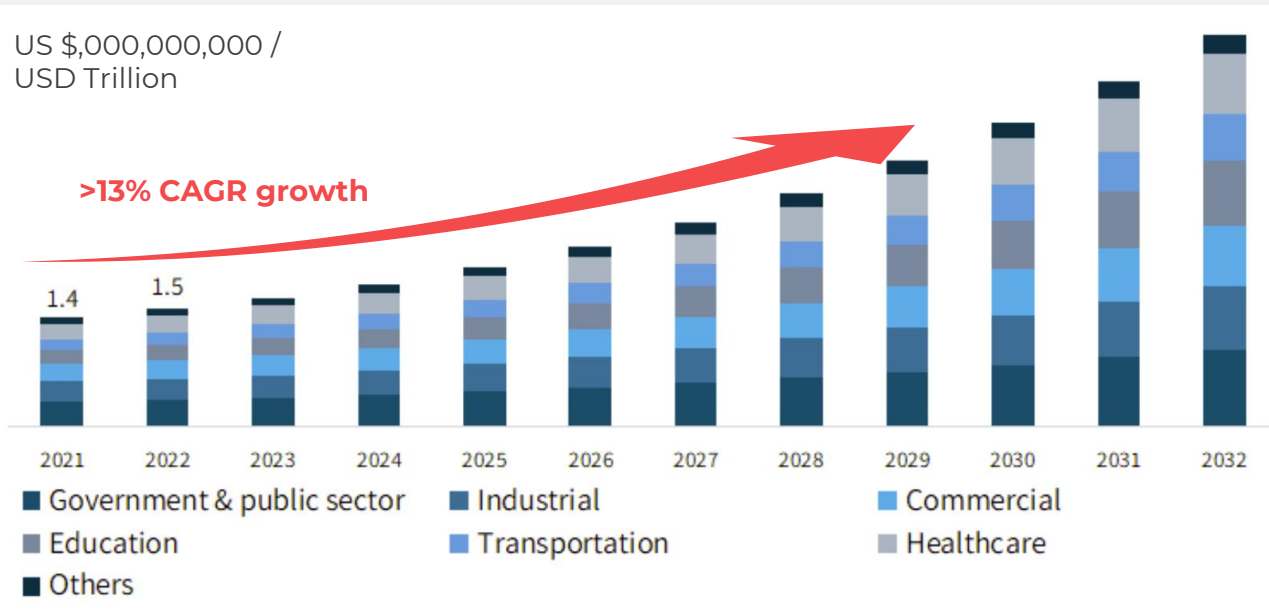
Grab THE WOODLEIGH MALL
CapitaLand

Food

Snackbrands Australia

Global Facility Management Market Size (From 2021 to 2032)

US \$,000,000,000 /
USD Trillion



Source: Global Market Insights (August 2023)

The emphasis on the development of smart cities and business hubs has become more prevalent. The implementation of large-scale commercial projects will stimulate the adoption of facility management services to ensure seamless functionality, safety, efficiency, and sustainability of the core business.

Growth of >13% on account of rapid modernization and increasing infrastructure development projects.

The Industry is Poised for Rapid Growth



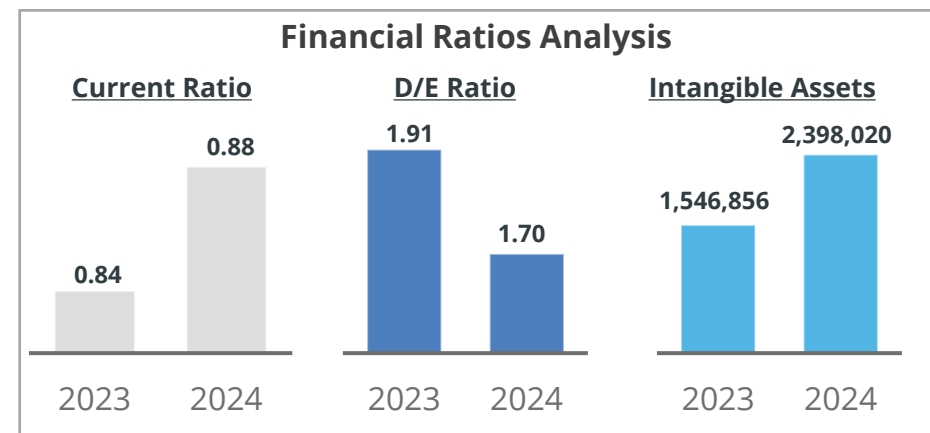
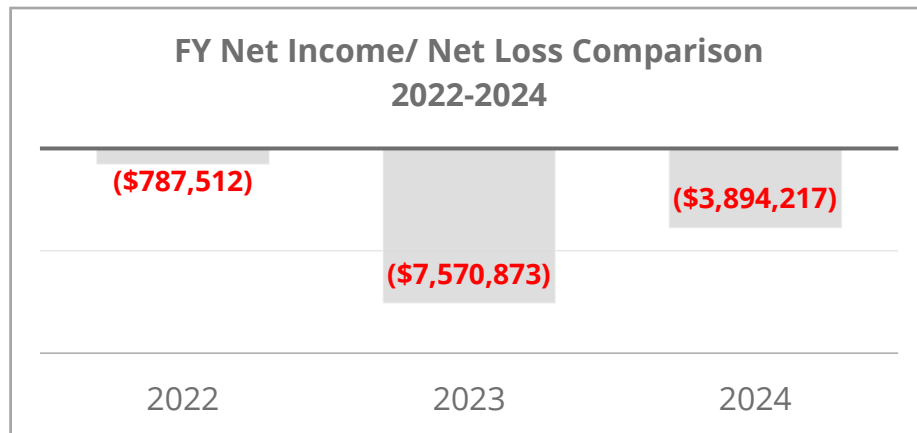
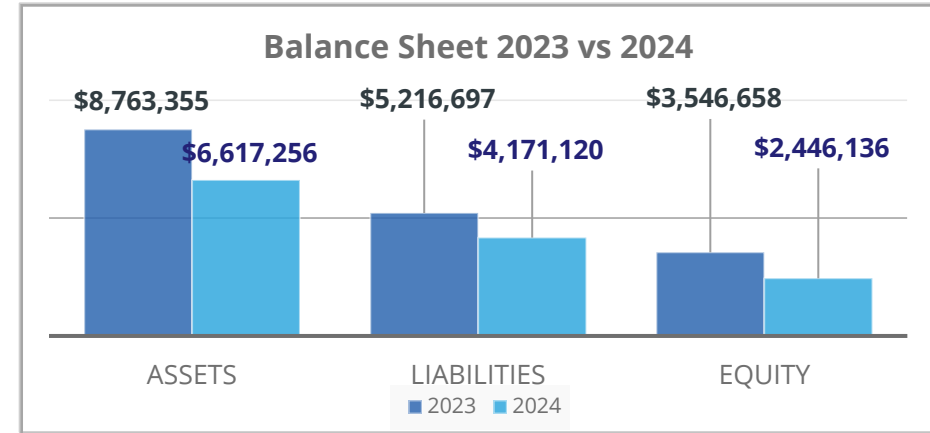
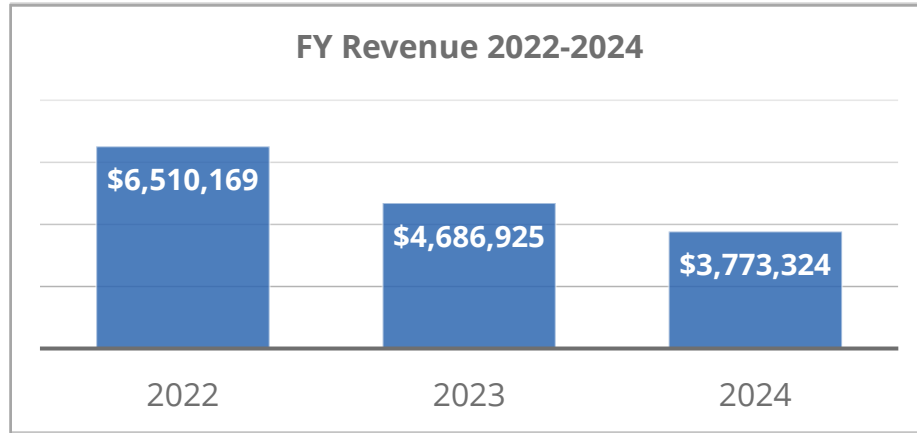
\$90.4 Billion By 2028

A May 2024 report by [Technavio](#) estimated that the **global service robotics** market will grow by a CAGR of 30.25%, or \$90.4 billion, from 2023 to 2028.

Fortune Business Insights: Global **facilities management market** projected to grow from US\$1.3 trillion in 2022 to US\$1.9 trillion by 2029, a CAGR of 5.7%. Asia Pacific is expected to witness significant growth during this period

“This rapid growth, said *Technavio*, will be driven by “continuing integration of advanced technologies such as IoT, A.I., and natural language processing into service robots, and by world governments pouring significant investment into these technologies.”

Financials



* FY2023 net income figures were adversely affected by an increase in operating costs of approximately US \$4million vs FY 2022, primarily due to the company's IPO

Future Growth Strategies



Global Expansion into Southeast Asia, Middle East, Europe, Canada and the USA



Develop scalable Software Platform to enable product integration capabilities and provide fit-for-purpose FM solutions



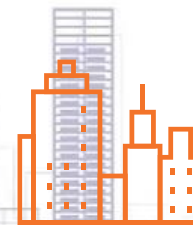
Leverage A.I. technologies to expand Robotics Capabilities to perform multi-functional usage



Leverage SIMPPLE-Evolve Platform to Automate ESG Standards and Compliance as part of Revenue Diversification



Expand through Organic Growth And Pursue Strategic Alliances and Acquisitions



Relocate to a Larger Office Space in Singapore to Facilitate Strategic Growth and R&D Capability Building



Management Team



Norman Schroeder / Chief Executive Officer

30+ years experience. Independent director since 2022 and former strategic development manager at OCS Australia, CEO at Trident Services Australia, national director at Securecorp, and general manager at Spotless Group Australia.



Daryl Pat / Chief Operating Officer

Appointed COO and Co-Founder since 2017. Former Strategic Communications and Digital Engagement Manager in Prime Minister Office's Overseas Singaporean Unit. Bachelor of Business Management from University of Birmingham.



Shaun Soo / Chief Technology Officer

Serial entrepreneur in the technology industry (Former founder and CEO of Info Tech SG Mart). Appointed CTO in 2020. Bachelor of Information Degree from National University of Singapore.



Gary Goh / Chief Financial Officer

15+ years experience in finance and accounting industry. Chartered Accountant, Public Accountant, Chartered Valuer & Appraiser, ISCA Financial Forensic Accounting. Founder of GYSG Group; Former KPMG Manager.



Aloysius Chong / Co-Founder, Dir. Brand & Product Strategy

Serial entrepreneur in the robotics industry (Former founder of Homebots – consumer floor cleaning and window cleaning robots). Appointed CEO and cofounder since 2016, and redesignated to Director of Brand and Product Strategy in 2024.



Alexis Goh / Head, Corporate Dev., Partnerships & Govt. Relations

Former Development Partner in Enterprise Singapore (Singapore statutory board) overseeing Smart Cities and Urban Solutions, with experience in sovereign wealth fund GIC, SGX, DBS Bank, and fintech startup Alta.



Youyi Su / Head, Sales

Former Business Development Lead in Vizio Technologies and Account Manager in Certis. 10+ years of experience in facility management services (security) and technology sectors



James Yatras / Country Head, Australia & New Zealand

Former Executive General Manager in Trident Services Australia, National General Manager with ISS Australia, and Manager (Group Safety Services and Compliance) with Virgin Australia.



Greg Crisp / Director, Sales (ANZ)

Former Sector Manager with Bunzl and General Manager at QHS Australia. MBA from Southern Cross University.

Board of Directors



Kelvin Lee
Board Chairman

- Executive Director since inception of the company.
- Previously Chief Commercial Officer of WIS Holdings Pte. Ltd., a facilities services firm, since July 2015, where his primary responsibilities include commercial strategy planning and provision of technology advice.
- Shareholder of Mains d'Or, our Controlling Shareholder.
- Received a Bachelor of Computing from Monash University in 1997.



Norman Schroeder
Chief Executive Officer

- Joined as CEO in 2024 and was previously on the Board as an independent director since December 1, 2022.
- Over 30 years experience in the facilities management and aviation industries.
- Has worked at Trident Services Australia as Chief Executive Officer from December 2021 to November 2022.
- Director in Strategic Development and Aviation Services at SECUREcorp, from 2014 to 2017.



Shaun Tang
Independent Director

- Joined the Board as an independent director on December 1, 2022.
- Over 16 years experience in the accounting industry and is currently a Managing Partner at Thong & Lim Chartered Accountants. Held several appointments and Directorships in both assurance and corporate services divisions since 2009.
- Received Bachelor of Science in Finance and Accounting Management from Northeastern University in Boston in 2011.



Clement Chua
Independent Director

- Joined the Board as an independent director on December 1, 2022.
- Over 25 years of experience in the software and services industry.
- Has been a director and SEA practice leader at Deloitte Singapore Pte Ltd, since 2018.
- Software consultant since 2000, taking on different roles in software services industry.
- Graduated from Monash University in 1997 with Bachelor's degree.



Guo Longjin
Independent Director

- Joined Board as an independent director on February 1, 2024.
- Over 14 years experience in the legal and compliance industry.
- Has held numerous executive appointments across multiple industry sectors and is currently Director of Legal and External Affairs at YSQ, a multi-industry conglomerate covering APAC, Europe, and MEA.
- Received MBA from Singapore Management University and Executive Masters of Public Administration in Chinese from Nanyang Technological University.

Investment Highlights



Proprietary Software/AI Tech Platform
Developed in-house in Singapore



Strong Growth Trajectory in coming years with evolution of FM Operations



Recognized **expertise** in the integrated software, robotics, and facility management operations



International Expansion in Progress



Industry-First **Autonomic Intelligence Engine** manages facility workflow without human intervention



Savvy Management with Successful Track Record



Industry-First **FM platform** merging autonomous workflow with ESG audit and compliance



Facilities Management Market Projected to **Grow Rapidly**



Contact Us



Norman Schroeder

Chief Executive Officer
SIMPPLE Ltd.
norman@simpple.ai

follow us



-  @simppleltd
-  @simpple.ai
-  @simppleltd

learn more

www.simpple.ai

