

2017

FULL YEAR RESULTS
INVESTOR PRESENTATION

Year Ended 30 June 2017

David Griffith - Managing Director/CEO, IPH Limited
Dr. Andrew Blattman - CEO, Spruson & Ferguson
John Wadley - Chief Financial Officer, IPH Limited



Disclaimer

This document has been prepared by IPH Limited (IPH) and comprises written materials/slides for a presentation concerning IPH.

This presentation is for information purposes only and does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any or contract or investment decision.

Certain statements in this presentation are forward looking statements. You can identify these statements by the fact that they use words such as “anticipate”, “estimate”, “expect”, “project”, “intend”, “plan”, “believe”, “target”, “may”, “assume” and words of similar import.

These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements.

No representation, warranty or assurance (express or implied) is given or made by IPH that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct. Except for any statutory liability which cannot be excluded, IPH and its respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

Subject to any continuing obligation under applicable law or relevant listing rules of the ASX, IPH disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of IPH since the date of the presentation.

FY17 Highlights

1



Financial Highlights

Strong EBITDA and Dividend Growth

- Underlying EBITDA of \$71.6m, 10% ahead of FY16.
- The strengthening of the AUD at the end of June led to the recognition of unrealised exchange losses on the revaluation of USD dominated balances. Applying an AUD/USD exchange rate of 76.2c as provided with our EBITDA guidance of \$72M-\$74M, the reported underlying EBITDA would have been within the range.
- Final Dividend of 10.5c/share (100% franked) declared. DRP activated.
- Underlying NPAT of \$51.2m, 9% ahead of FY16.
- Underlying EPS of 26.7c, 2% increase on FY16, (eliminating the impact of further investment in Data & Analytics Software - a 6% increase).
- Both the Australian and Asian businesses have performed well to “fill the gap” in revenue due to the impact of the America Invents Act (AIA) in the comparative period.
- The Australian (5%) and Asian (2%) businesses have both seen like for like growth at the EBITDA line as a result of focus on margin improvement, and total growth of 20% and 10% including acquisitions.
- Cash of \$24.4m, strong free cash flow, no debt and \$95m undrawn bank facilities.

Statutory Results (\$'m)	FY17	FY16	Chg %
Revenue ²	\$186.0	\$157.5	18.1%
EBITDA	\$68.7	\$59.5	15.4%
NPAT	\$42.9	\$38.8	10.6%
EPS (Diluted)	22.3c	21.7c	2.9%

Underlying Results (\$'m) ¹	FY17	FY16	Chg %
Revenue ²	\$186.0	\$157.5	18.1%
EBITDA	\$71.6	\$65.0	10.1%
NPAT	\$51.2	\$46.9	9.2%
EPS (Diluted)	26.7c	26.2c	1.9%
EPS (excl. investment in Data & Analytics Software)	28.2c	26.6c	6.0%

Total Dividends	22c	21.0c	4.8%
-----------------	------------	-------	------

Notes

- Underlying EBITDA excludes costs incurred in pursuit of acquisitions, revaluations of deferred settlements & earn outs, new business establishment costs and accounting charges for share based payments. Underlying NPAT excludes amortisation expense on intangible assets arising from acquisitions. The directors believe these adjustments show the operational results of the Group on the basis of how it has been constituted since restructuring in 2014.
- Revenue includes the gross amount of the reimbursement by clients of official filing fees paid to national bodies. Previously these fees were recorded on a net basis. FY16 revenue has been increased by \$14.4m for comparison. This change does not impact EBITDA nor NPAT.
- Operating cash flow before acquisitions and financing activities.

FY17 Operational Highlights

Asian expansion and leadership position in key markets

Australia	- As a group IPH maintained its No.1 patent (22% market share¹) and trademark (13% “qualified” market share²) market position in Australia. - Australian patent market is back to pre-America Invents Act (AIA) growth patterns. - Spruson & Ferguson Melbourne office commenced operations.
Asia	- IPH and Spruson & Ferguson (Asia) maintained No.1 patent market position in Singapore with increased market share (24%) (CYTD17)³. - Increased number of case transfers from new and existing clients into IPH's Asian operations. - Expanded and unparalleled network of offices in Asia lay the platform for future growth. - Filing patterns by IPH in Asia normalised post the impact of AIA.
Practice Insight	- All software products have now been released and are being promoted for sale. - New client wins for IP software products - Filing Analytics, Citation Eagle and Document Management System (DMS). - FY18 focus is on marketing and sales.
Acquisitions	- Integrated IPH's first international acquisition Ella Cheong Hong Kong and Beijing (Oct 2016) (re-branded as Spruson & Ferguson) complementing our already strong Asian presence. - Strategic and disciplined approach to assessment and due diligence of potential acquisitions. - Currently IPH is evaluating a number of potential acquisition opportunities at different stages of progression.
Corporate	- Effective 19 November 2017, David Griffith will be retiring and Dr Andrew Blattman will be appointed as the new CEO of IPH. 19 November 2017 sees the end of the initial minimum three year employment agreements of the original 19 vendor Principals of Spruson & Ferguson. Of those, 12 have signed new employment agreements, in either Spruson & Ferguson or IPH, with the remainder either retired or no longer practising. IPH companies currently employ 65 Principals and 27 new Principals have been appointed across IPH group companies since listing.

Notes

1. IPH management estimates based on agent recorded with IP Australia as at 14 Aug 17 and may not reflect any change of agent recorded since filing.
2. IPH management estimates based on agent recorded with IP Australia as at 8 Aug 17 and may not reflect any change of agent recorded since filing. Top 50 Agents only - by number of trade mark applications filed at the Australian Trade Mark Office in FY17.
3. As at approx. 30 Jun 17. IPH management estimate based on agent recorded with IPOS on 10 Aug 17. Includes filings by SF(Asia) and Pizzeys(Asia).

FY17 Business Performance & Market Update

2



Business Snapshot

Leading intellectual property Group in Asia-Pacific

450+

Employees

65 Principals
107 Professional staff
286 Support staff



5

Brands



14

Offices

6

Countries



9K+

Clients



22%

Patent market share in Australia¹

24%↑

Patent market share in Singapore¹



#1

Patent group in Australia & Singapore¹

IP Prosecution Firm of the year – Australia²



16K+

Patent filings³

5.5K

Trademark filings²



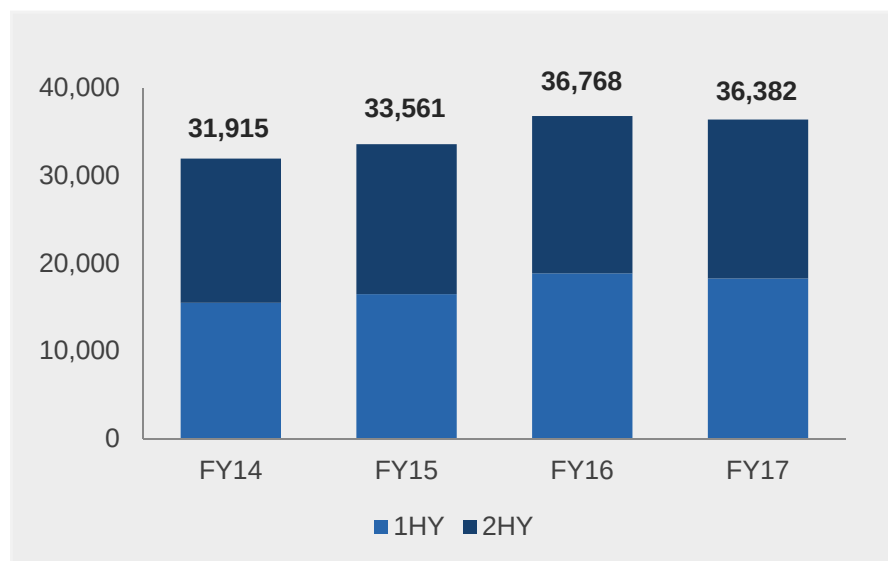
Notes

1. Australia – FY17 as at 30 Jun 17. Singapore – CYTD17 as at approx. 30 Jun 17.
2. *Managing Intellectual Property*
3. Filings by all IPH entities. IPH management estimate based on internal filing information. All incoming/outgoing patent/trademark applications filed either directly or indirectly (through an agent) by SF(AU), SF(Asia), FAKC, Pizzeys, Cullens and SF(China/HK), including where agent is an IPH entity. Applications filed by SF(China/HK) are those filed by the firm across the entire financial year.

Patent Market – Australia

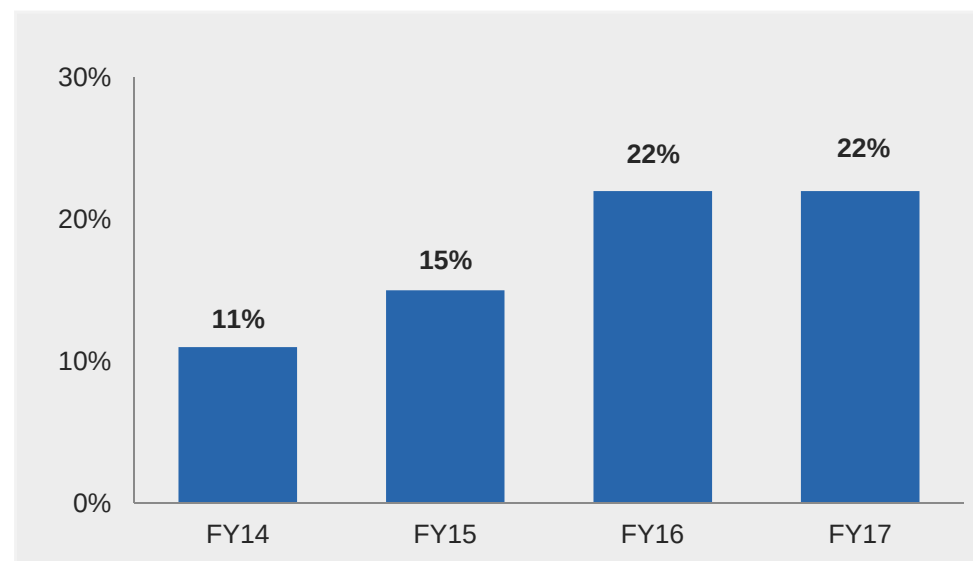
IPH Group continues to hold No. 1 patent market position in Australia

Fig. 1: Total patent filings in Australia¹



- In FY17 36,382 patent applications were filed in Australia – decline of 1% on FY16 (effect of AIA pull forward).
- FY17 filings represent an 8% increase on FY15.
- 2H17 patent filings were up by 1% on 2H16 and 6% on 2H15.

Fig. 2: IPH Group combined market share in Australia²



- Combined, IPH Group continues to hold the No.1 patent market position in Australia with 22% market share.

Notes

1. IPH management estimate based on filing information as recorded on IP Australia as at 28 Jul 17. Includes all types of patent applications.
2. IPH management estimate based on agent recorded with IP Australia as at 15 Aug 17 and may not reflect any change of agent recorded since filing. IPH group market share includes filings by the following entities: FY14 – SF, FY15 – SF and FAKC, FY16 and FY17 – SF, FAKC, Pizzseys and Cullens.

Patent Market – Singapore

IPH Group continues to hold No. 1 patent market position in Singapore

Fig. 3: Total patent filings in Singapore¹

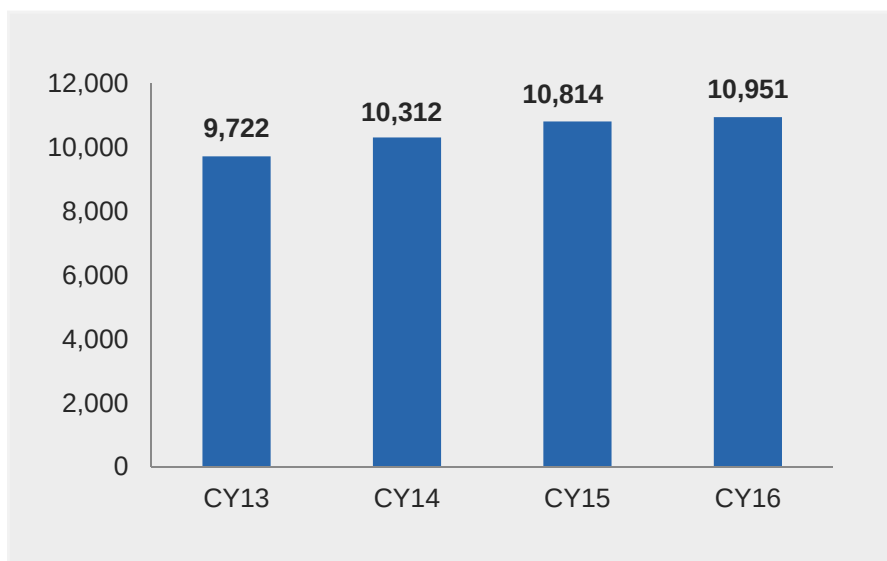
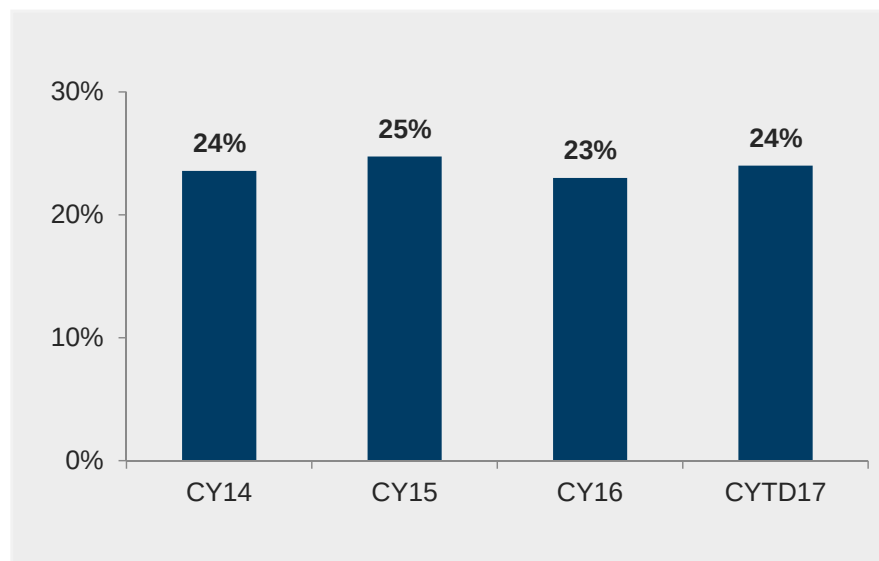


Fig. 4: IPH Group market share in Singapore²



- The number of total applications filed in Singapore from US applicants in CY16 was down by 6% on CY15³ (AIA impact).
- The spike in the IPH market share in CY15 is reflective of the Group's bias towards US originating patent applications and the AIA impact.
- IPH's increasing market share in CYTD17 (as at 30 June 2017) positions the Group well for FY18.

Notes

1. CY13-CY15 - IPOS reported filing statistics. CY16 – IPH management estimate based on search on IPOS IP2SG online portal as at 14 Aug 17.
2. IPH management estimate based on agent recorded with IPOS on 10 Aug 17 (CYTD17 as at approx. 30 Jun 17), 10 Aug 17 (CY16 patent filings), 4 Feb 16 (CY15 patent filings) & 6 Aug 15 (CY14 patent filings) and may not reflect any change of agent recorded since filing. In CY16 and CYTD17 IPH's percentage of market share represents patent filings by SF(Asia) and Pizzeys (Asia) over total number of applications filed in Singapore.
3. IPH management estimate based on search on IPOS IP2SG online portal as at 14 Aug 17.

Patent Market – Asia

Case transfers validate Asian network offering

Fig. 5: Total patent filings in key jurisdictions in Asia (ex-China)¹

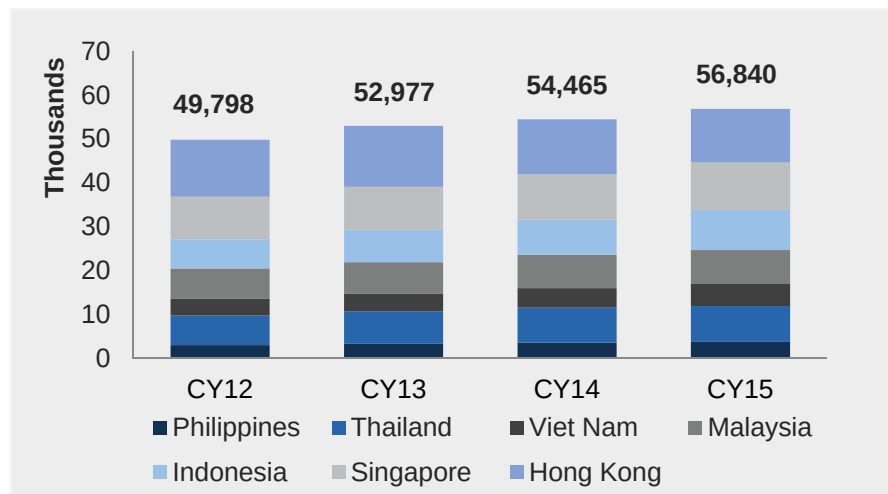
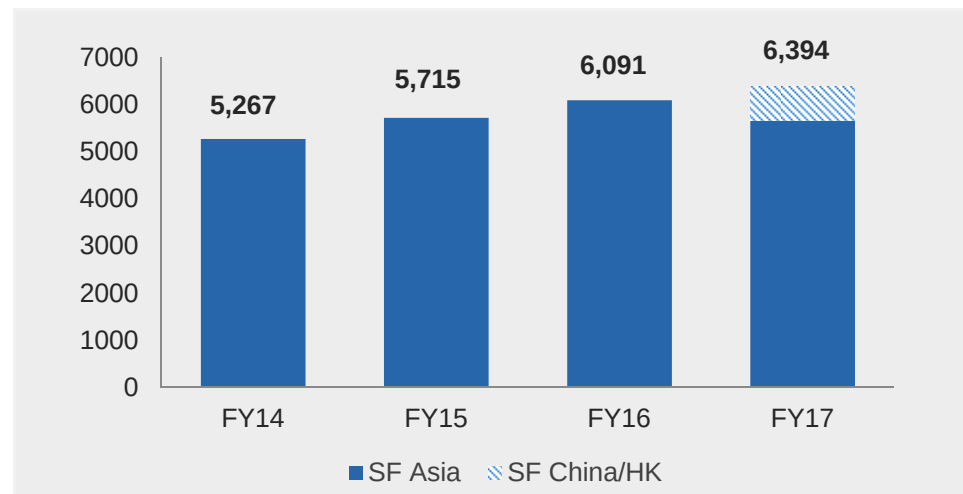


Fig. 6 Total patent filings by IPH Asian entities (all countries)²



- Combined market opportunity in Asian market (ex-China) is greater than Australian patent market.
- The Group's recent Asian growth has been predominantly driven by growth in other markets in the region – approx. 55% of patent applications filed by SF (Asia) in Asia were in countries outside Singapore.
- FY17 saw a 50% increase on FY16 in number of patent cases transferred to IPH's Asian operations from new and existing clients reflecting client support for our offering.
- China continues to be a high growth jurisdiction with over 1 million patent applications filed in CY15 including over 130,000 patent applications by non-residents.
- In FY17 overall patent applications by IPH's Asian operations were up by 5% on FY16 supported by the addition of filings from recently acquired China/HK businesses.

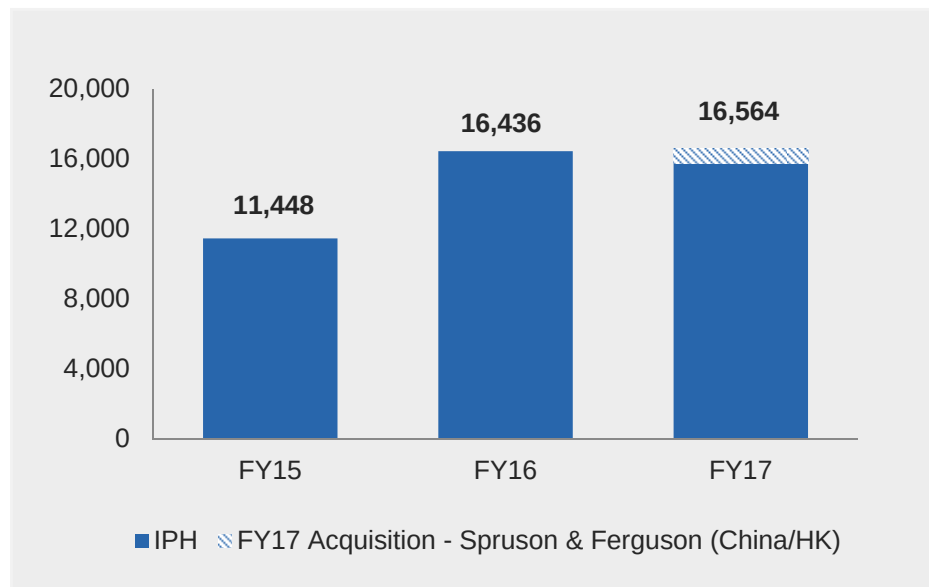
Notes

- WIPO statistics database accessed on 14 Aug 17. Thailand 2015 patent filings - as published in the "Annual Report 2015" by The Department of Intellectual Property (DIP) at the Ministry of Commerce (Thailand). Indonesia 2012 patent filing numbers are not available. CY12 filings is average of CY11 and CY13 filing numbers.
- IPH management analysis based on total incoming/outgoing patent applications filed by SF (Asia) in FY14-FY17; includes applications referred by IPH's Australian entities and applications filed by SF Thailand and Indonesian offices. In FY17 total incoming/outgoing patent filings by SF (China/HK) exclude applications referred by SF (Asia), but include those referred by IPH's Australian entities. Applications filed by SF(China/HK) are those filed by the firm across the entire financial year.

Filings by IPH companies

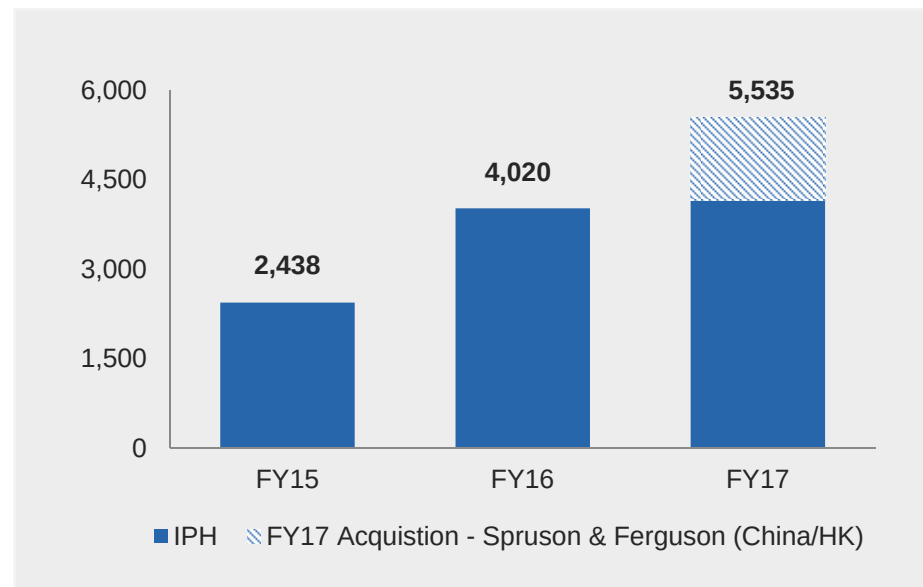
Unparalleled volume of filings to underpin future earnings growth

Fig. 7: Patent filings by IPH group¹



- Overall patent applications by IPH companies were up by 1% on FY16 supported by the addition of recently acquired China/HK businesses.

Fig. 8: Trademark filings by IPH group¹



- SF (Asia) trademark practice is gaining momentum with 50% more applications filed in 2H17 compared to 2H16.
- IPH's trademark filings in FY17 were up 38% on previous year, mostly due to the addition of trademark filings of the China and HK businesses.
- The opening of SF Melbourne office saw transfer of in excess of 2000 active trademark cases.

Notes

- IPH management estimate based on internal filing informations. FY15 includes filings by SF (Australia), SF(Asia) (patents only) and FAK (prior to merge with Callinans). FY16 and FY17 - SF (Australia), SF(Asia), FAKC, Pizeys and Cullens. Additionally, FY17 includes filings by SF(China/HK) entity. All incoming/outgoing patent/trademark applications filed either directly or indirectly (through an agent) by IPH companies, including where incoming/outgoing agent is an IPH entity. Applications filed by SF (China/HK) are those filed by the firm across the entire financial year.

Data & Analytics Software

Focus on marketing and sales



1. Revenue Model (SaaS business)

Revenue is generated from the sale of products directly or through a third party under an annual subscription licence model.

2. Products Suite

- **Filing Analytics:** powerful market and competitor analysis tool in IP for private IP practices and IP owners.
- **Citation Eagle (previously Licensing Alerts):** tool for identification of possible IP infringement, opposition and licensing opportunities for private IP practices and IP owners.
- **WiseTime:** automatic time capture and authentication software for businesses offering flexible working arrangements, professional services and freelance professionals.
- **Document Management System (DMS)** for IP practices.

3. Key results

- All products are being promoted for sale.
- In FY17 Practice Insight acquired 55 new Filing Analytics clients and 22 DMS clients. These new clients represent \$495,000 in new and annual recurring revenue.
- Citation Eagle recently completed its first sale.
- 98% client retention across IP products.

4. Outlook

- All products have now been released, however delays have pushed marketing spend into FY18.
- This spend will now occur in FY18 and is anticipated to be approximately \$3M (milestone dependent).

Acquisitions Update

3



Acquisitions Update

Disciplined approach to M&A

1

Hong Kong/China

- IPH's first international acquisition - Ella Cheong Hong Kong & Beijing in October 2016.
- An excellent platform for Spruson & Ferguson to expand the provision of its services for existing and new clients in Greater China.
- Outperformed expectations since acquisition.

2

Acquisition Strategy

The Group's acquisition strategy continues primarily to be aimed at increasing filings into the higher growth Asian region. This can be pursued by directly investing in Asia, and by acquisitions in other secondary markets with the aim to leverage filings into Asia.

3

Acquisition Approach

IPH has adopted a strategic and disciplined approach to assessment and due diligence of potential acquisitions.

4

Current Opportunities

IPH is in the process of evaluating several opportunities at different stages of progression.

FY 17 Financial Results

4



Underlying Revenue & EBITDA

Acquisitions, expansion & organic growth have delivered significant increases in Revenue & EBITDA

\$'m	Revenue FY17	Revenue FY16	Chg%	EBITDA FY17	EBITDA FY16	Chg%
Australian IP	123.2	101.7	21%	50.6	42.3	20%
Asian IP	68.6	60.3	14%	29.6	26.9	10%
	191.8	162.0	18%	80.2	69.2	16%
Data and Analytics Software	0.7	0.4		(2.5)	(0.8)	
Corporate Office	(0.2)	0.1		(5.6)	(3.4)	
Eliminations	(6.3)	(5.0)		(0.5)	-	
Underlying Revenue / EBITDA	186.0	157.5	18%	71.6	65.0	10%
Business acquisition costs				(2.6)	(2.1)	
Business combination adjustments (net)				1.2	(0.3)	
New business establishment costs				(0.2)	(1.1)	
Restructuring expenses				-	(1.2)	
Share based payments				(1.3)	(0.8)	
Statutory Revenue / EBITDA	186.0	157.5	18%	68.7	59.5	15%

Notes

- Revenue includes the gross amount of the reimbursement by clients of official filing fees paid to national bodies. Previously these fees were recorded on a net basis. FY16 revenue has been increased by \$14.4m for comparison. This change does not impact EBITDA.
- Underlying EBITDA excludes costs incurred in pursuit of acquisitions, revaluations of deferred settlements & earn outs, new business establishment costs and accounting charges for share based payments.

Underlying NPAT & EPS

NPAT increased by 9%; EPS increased by 2%

Year ended 30 June 2017	FY17 Statutory Income Statement	Adjustments	Underlying Earnings FY17	FY16 Statutory Income Statement	Adjustments	Underlying Earnings FY16
\$'m						
Total revenue	186.0		186.0	157.5		157.5
Recoverable expenses	(51.0)		(51.0)	(41.8)		(41.8)
	135.0		135.0	115.7		115.7
Compensation	(49.0)	1.3	(47.7)	(39.7)	0.8	(38.9)
Occupancy	(5.4)		(5.4)	(4.7)		(4.7)
New businesses/ acquisitions related net expenses	(1.6)	1.6	0.0	(3.5)	3.5	0.0
Other	(10.3)		(10.3)	(8.3)	1.2	(7.1)
Total expenses	(66.3)		(63.4)	(56.2)		(50.7)
EBITDA	68.7		71.6	59.5		65.0
EBITDA %	36.9%		38.5%	37.9%		41.3%
Depreciation & Amortisation	(10.4)	7.7	(2.7)	(7.2)	5.0	(2.2)
EBIT	58.3		68.9	52.3		62.8
Net Finance Costs	(1.1)		(1.1)	(1.0)		(1.0)
NPBT	57.2		67.8	51.3		61.8
Tax (expense)/benefit	(14.3)	(2.3)	(16.6)	(12.5)	(2.4)	(14.9)
NPAT	42.9	8.3	51.2	38.8	8.1	46.9
Diluted EPS (cents)¹	22.3c		26.7c	21.7c		26.2c

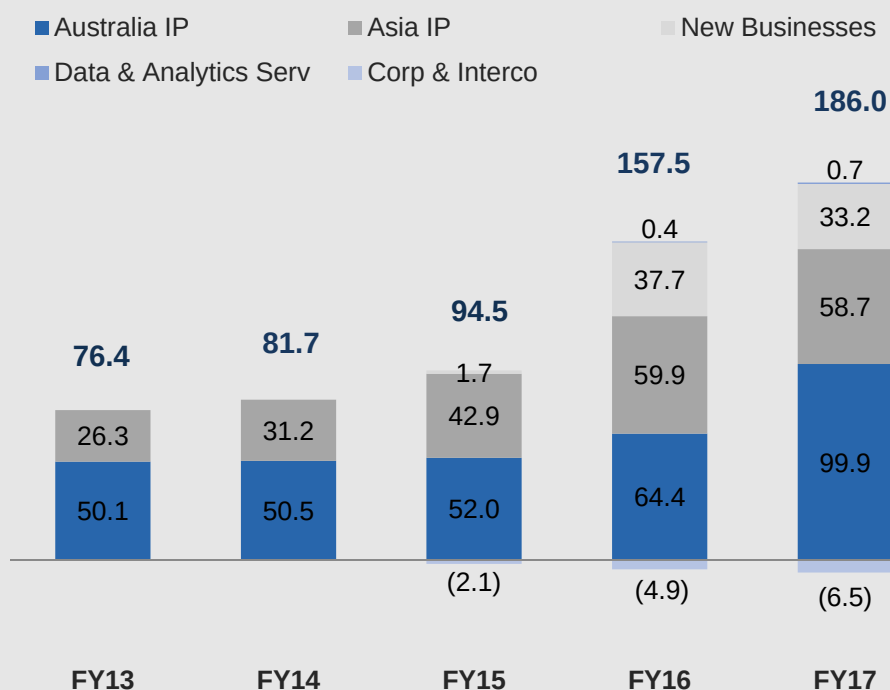
Notes:

1. Diluted EPS includes performance and retention rights that are yet to vest.
2. Underlying EBITDA excludes costs incurred in pursuit of acquisitions, revaluations of deferred settlements & earn outs, new business establishment costs and accounting charges for share based payments. Underlying NPAT excludes amortisation expense on intangible assets arising from acquisitions.

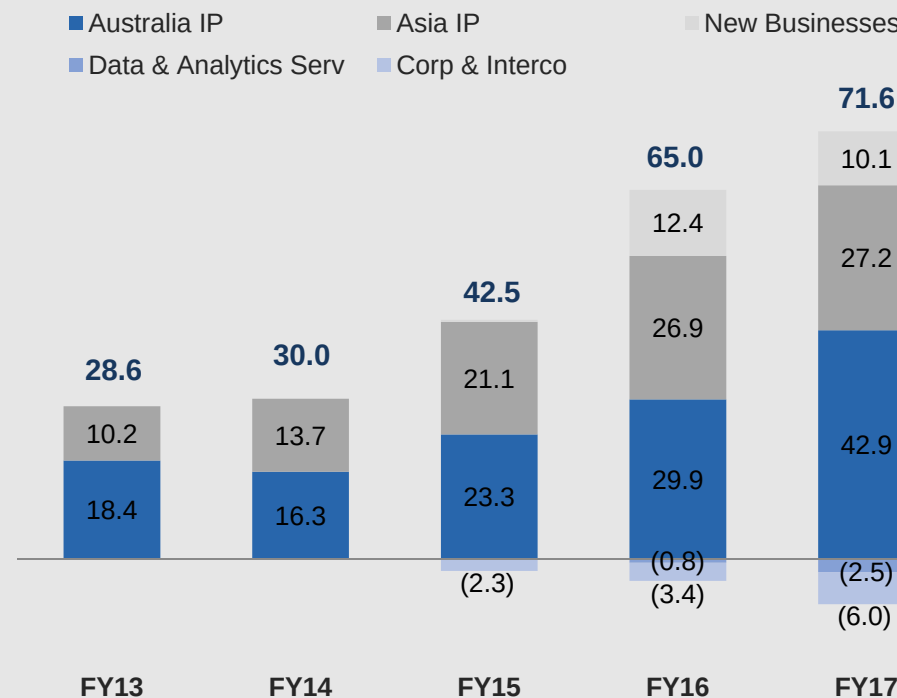
Revenue & EBITDA

FY13 – FY17

Underlying Revenue \$'m



Underlying EBITDA \$'m



Notes

- Revenue in FY16 & FY17 includes the gross amount of the reimbursement by clients of official filing fees paid to national bodies. Previously these fees were recorded on a net basis. FY16 revenue has been increased as follows: Australia IP \$8.4m; Asia IP \$6.0m. Previous periods have not been amended.
- Underlying EBITDA excludes costs incurred in pursuit of acquisitions, revaluations of deferred settlements & earn outs, new business establishment costs and accounting charges for share based payments.
- New Businesses FY17 includes the following: 12 months of Cullens, 4 months of Callinans, 3 months of Pizzeys and 8 months of Ella Cheong.

Like vs Like Revenue & EBITDA

EBITDA growth in IP businesses

Revenue \$'m	Underlying Revenue FY17	New Businesses ¹	Currency Adjustment ²	Adjusted Revenue FY17	Revenue FY16 ³	Chg%
Australian IP	123.2	(23.3)	1.2	101.1	101.2	0%
Asian IP	68.6	(9.9)	1.5	60.2	60.3	0%
Data Services	0.7			0.7	0.4	
Corporate	(0.2)			(0.2)	0.1	
Eliminations	(6.3)			(6.3)	(4.5)	
	186.0	(33.2)	2.7	155.5	157.5	(1%)

EBITDA \$'m	Underlying EBITDA FY17	New Businesses ¹	Currency Adjustment ²	Adjusted EBITDA FY17	EBITDA FY16	Chg%
Australian IP	50.6	(7.7)	1.2	44.1	41.9	5%
Asian IP	29.6	(2.4)	0.3	27.5	26.9	2%
Data Services	(2.6)			(2.6)	(0.8)	
Corporate	(5.6)			(5.6)	(3.0)	
Eliminations	(0.4)			(0.4)	0.0	
	71.6	(10.1)	1.5	63.0	65.0	(3%)

	Average	Year End
Currency ⁴	AUD/USD	AUD/USD
FY16	0.7286	0.7426
HY17	0.7544	0.7227
FY17	0.7545	0.7692

	AUD/EUR	AUD/EUR
FY16	0.6564	0.6699
HY17	0.6829	
FY17	0.6919	0.6730

	AUD/SGD	AUD/SGD
FY16	1.0122	1.0027
HY17	1.0416	1.0451
FY17	1.0505	1.0598

Notes

1. New Businesses adjustments removes the Revenue & EBITDA in order to compare with prior period as follows: Australian IP 12 months of Cullens, 4 months of Callinans, 3 months of Pizzeys and the Pizzeys Singapore business; Asian IP 8 months of Ella Cheong.
2. Currency Adjustment, resets FY17 income and expenses to prior year foreign exchange rates.
3. \$0.4m of intercompany revenue in FY16 has been reclassified from Australian IP to Eliminations.
4. This table shows the average and year end foreign exchange rates used to translate earnings and balance sheet items to determine the currency adjustments.

Cash flow Statement

High cash conversion

Year ended 30 Jun 2017	FY17 Cash Flow Statement	FY16 Cash Flow Statement
\$'m		
Statutory EBITDA	68.7	59.5
Non-cash movements	0.1	1.6
Change in working capital	(0.1)	(4.8)
Operating capital expenditure	(3.3)	(3.3)
Cash flow before acquisitions, financing activities and tax	65.4	53.0
<i>Cash conversion ratio</i>	<i>95%</i>	<i>89%</i>
Income taxes paid	(17.7)	(13.3)
Net interest paid	(1.1)	(1.0)
Free cash flow	46.6	38.7
Dividends paid (net DRP)	(40.4)	(33.8)
Undistributed free cash flow	6.2	4.9
Share placement (net of costs)	-	108.5
Acquisitions, investments & intangibles	(39.1)	(49.6)
Net borrowing proceeds/(repayments)	-	(10.5)
Net cash flow	(32.9)	53.3

Commentary

- Minimal working capital requirements.
- High proportion of earnings are converted to cash.
- Tax payments reflect larger group and installment regime.
- Strong cash flows support a high dividend pay-out.

Consolidated Balance Sheet

Strong balance sheet

	Balance Sheet as at 30 Jun 2017	Balance Sheet as at 30 Jun 2016
\$'m		
Cash and cash equivalents	24.4	58.7
Trade and other receivables	38.0	38.0
Other current assets	3.5	3.7
Total current assets	65.9	100.4
PP&E	3.0	4.3
Acquisition intangibles & goodwill	213.0	190.2
Deferred tax asset	5.1	3.1
Total assets	287.0	298.0
Trade and other payables	11.2	13.9
Tax provisions	6.9	6.9
Deferred acquisition liability	-	28.2
Deferred tax liability	18.7	17.4
Other liabilities	10.5	9.8
Total liabilities	47.3	76.2
Net assets	239.7	221.8
Equity		
Issued capital	233.6	218.6
Reserves	(12.3)	(13.2)
Retained profits	18.4	16.4
Total equity	239.7	221.8

Commentary

- \$24.4m cash
- No bank borrowings
- Undrawn bank facilities of \$95m available
- Intangibles increase from acquisitions of Ella Cheong
- Deferred tax liabilities related to acquisition intangibles
- Deferred acquisition liabilities settled in FY17 for Pizzeys, Cullens and Callinans

Impact of Foreign Currency

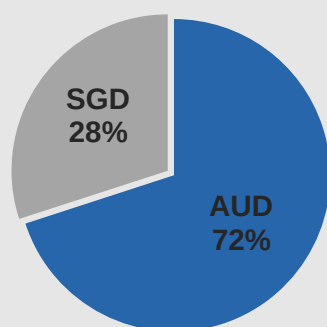
Earnings Currency Sensitivity

- Based on the USD profile in FY17, a 1c movement in the AUD/USD exchange rate equates to approximately \$950k of revenue on services charges on an annualised basis.
- This sensitivity fluctuates on the basis of acquisitions, their timing and their mix of currencies.

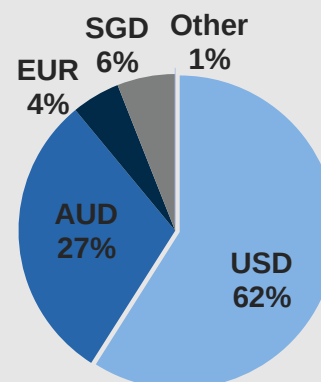
Balance Sheet Sensitivity

- The Group is also exposed to FX on the level of its USD denominated cash and receivables in the balance sheet, balances of which fluctuate.
- 62% of the Group's invoicing is denominated in USD.
- Average USD cash¹ held US\$15m.
- Average USD monetary assets (incl cash)² US\$30m.

Currency Profile



Operating Expenses



Revenue Net of Recoverable Expenses

Notes

1. Average of closing monthly USD cash balance
2. Average of opening & closing USD denominated net assets

Growth & Outlook

5



Growth & Outlook

Primed for organic growth

Australia

- The Group's Australian businesses are expected to revert to growth rates in line with the underlying market trends experienced in recent years.
- Focus on continued margin improvement across all businesses through IT initiatives and business process improvements.

Data and Analytics Software

- All products released. Expect further enhancements to the product suite on the basis of customer feedback.
- Focus on marketing and sales.
- Spend of approximately \$3M in FY18, (subject to milestones).

Asia

- Expected filing growth trends in the region normalising back to pre-AIA levels.
- We expect to maintain market share in Singapore and look to expand market share in higher growth jurisdictions.
- Focus is on leveraging and strengthening existing network in Asia.
- Drive organic growth in the region by filings directed from IPH's Australian businesses and international clients acquired through traditional channels.
- Increasing trend of case transfers will support revenue growth into the future
- In China and Hong Kong the focus is on strengthening patent capability of the offices and capturing market share of our addressable market.

Appendices

6



IPH Limited Overview

- IPH Limited (“IPH”) listed on the ASX in November 2014. On 11 March 2016 IPH was included in the S&P/ASX 200 index.
- IPH is the holding company of Spruson & Ferguson, Fisher Adams Kelly Callinans, Pizzeys, Cullens and Practice Insight employing a highly skilled multidisciplinary team of over 450 people in Australia, Singapore, Malaysia, Thailand, Indonesia, China, Hong Kong and Germany.
- **Core business:** provision of intellectual property (IP) services in Asia-Pacific and other countries;
 - business of patent and trade marks attorneys (not to be confused with any other profession);
 - in Australia, registration as a patent attorney requires a degree qualification in science or engineering, IP courses at university, in practice for 2 year minimum period and statement of skills from experienced attorney;
 - IPH patent attorneys service technology clients from around the world;
 - clients are “sticky” to the business, not to the individuals; and
 - low WIP and short cash conversion cycle.

Business Model - IPH's IP service firms



Clients:

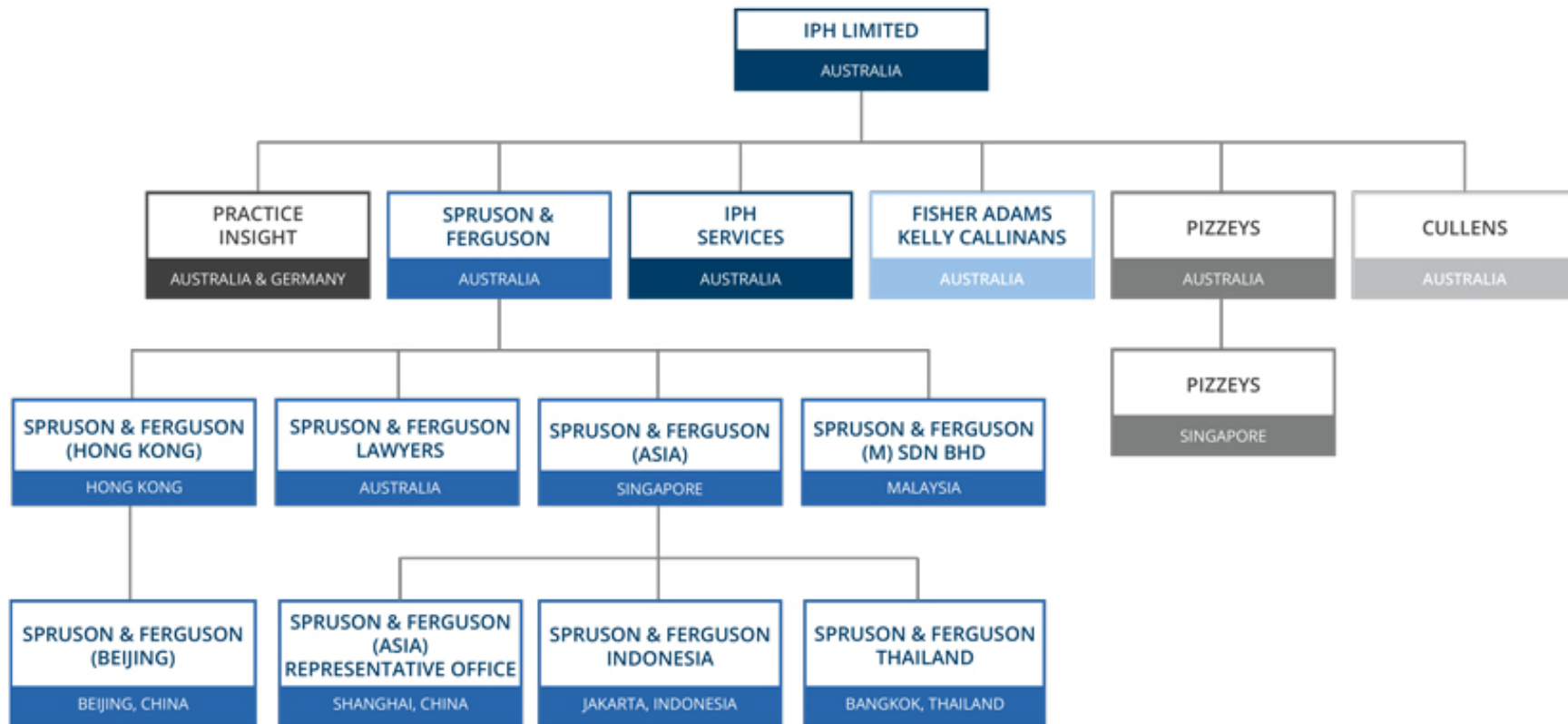
- Fortune Global 500 companies, multinationals, public sector research organisations, SMEs and professional services firms worldwide.
- Majority of clients are from USA, Europe and Japan.
- Long-standing clients.

Service Lines: IPH's revenue is derived from patent/design, trade marks and other IP.

Service Lifecycle: IPH generates revenue from all stages of the IP lifecycle (for example, patents have a lifecycle of 20 years).

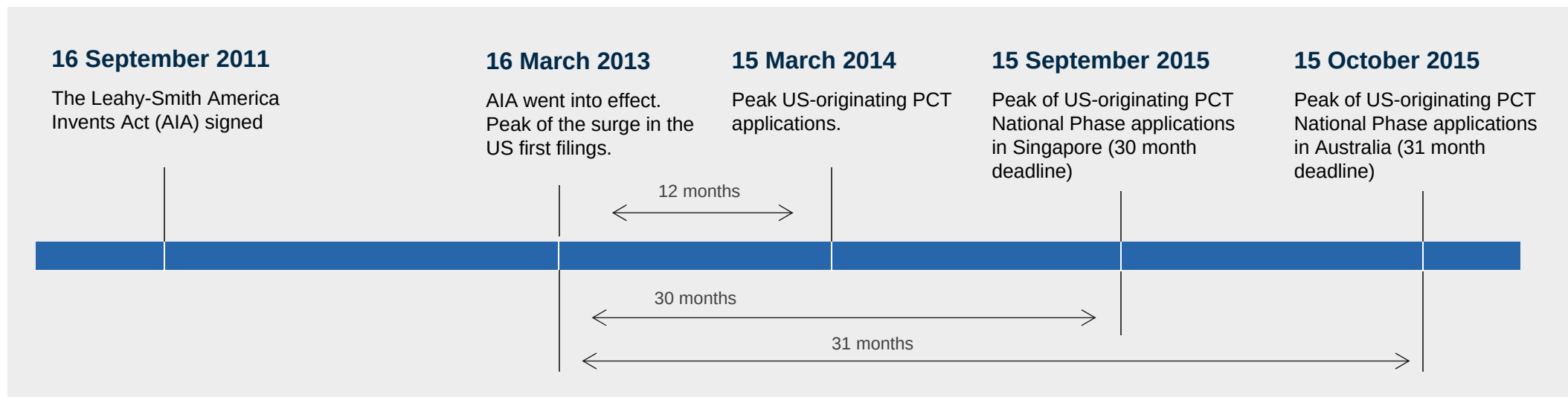
Key Proposition: operation of IP service hubs - “one-stop” service for clients co-ordinating IP applications in 25+ countries across Asia Pacific along with local offices in key jurisdictions.

IPH Organisational Structure (simplified)



America Invents Act (AIA) Overview

- The Leahy-Smith America Invents Act (AIA) was signed on 16 September 2011 introducing a number of significant reforms to US patent law.
- Some of the most significant provisions of AIA went into effect on 16 March 2013, including those converting the US patent system from a “first-to-invent” to a “first-inventor-to-file”. As a result, there was a spike in US first filings on or before 16 March 2013 from applicants wishing to file patent application under old provisions.
- Under the PCT (Patent Cooperation Treaty) system, a corresponding international PCT application must be filed up to 12 months after the filing of the original application (first filing). As a result, there was also similar increase in US originating PCT applications filed on or before 15 March 2014.
- The deadline for entering National Phase of PCT application varies between 30 to 31 months from the date of the first filing - in Singapore (30 month national phase deadline), surge of US originating PCT national phase entry patent applications peaked on 15 September 2015 and in Australia (31 month national phase deadline) - on 15 October 2015.



IPH Corporate Information

Directors

Mr. Richard Grellman AM - Chairman

Mr. David Griffith - Managing Director

Ms Robin Low

Dr Sally Pitkin

Mr John Atkin

Company secretary

Mr. Philip Heuzenroeder - General Counsel

Ordinary Shares on Issue	Number	Holders	%
Free float, incl.	179,994,496	14,057	94%
- FAKC (28 May 17)	2,515,380	8	
- PI (30 April 17)	591,979	4	
Escrowed, incl.	11,751,549	117	6%
- Employees (12 Nov 17)	38,080	80	
- Pizzeys (30 Sep 17)	6,776,263	22	
- Pizzeys (31 Aug 18)	1,229,545	3	
- Callinans (2 Nov 17)	537,180	10	
- Cullens (30 Jun 18)	2,042,905	2	
- Cullens (31 Aug 18)	390,315		
- SF HK (31 Oct 18)	737,261		
TOTAL	191,746,045	14,174	100%

Investment Highlights

1	Long track record	- IPH Limited (“IPH”) is the holding company of Spruson & Ferguson (“SF”), Fisher Adams Kelly Callinans (“FAKC”), Pizzeys, Cullens and Practice Insight (“PI”). - SF, established in 1887, is a leading Intellectual Property (“IP”) firm in Asia-Pacific; top-tier firm with a strong reputation and brand. - FAKC, established over 30 years, Brisbane based, strong local client base, recently acquired Callinans business. - Pizzeys, established over 20 years, offices in Canberra & Brisbane, strong foreign client base, new office in Singapore. - PI, IP data analysis and business applications software, one step into the valuable IP adjacent business market. - Cullens, based in Queensland and established over 80 years ago. Strong domestic client base.
2	Strong business model	- IPH operates as an IP service hub, offering a “one-stop” service into 25 countries in Asia-Pacific. - Utilisation of local agents provides an efficient, professional and reliable business model. - Leading IT and case management systems which ensure efficient operations.
3	Market leading position	- Australia (# 1 by patent applications filed¹ and # 1 by trademark applications filed²) - Singapore (# 1 by patent applications filed³)
4	Positive IP sector dynamics	- IP is often fundamental to the operations and value of many of the world’s leading companies. - IPH believes IP protection is becoming increasingly important in the higher growth Asian region. - Regulated on a country by country basis – requires local expertise in each jurisdiction. - IP has a long life cycle which supports consistent revenues and earnings.
5	Top tier, diverse client base	- Clients are “sticky” to the business, not to the individuals. - Range of blue chip multinationals domiciled in the USA, Europe and Japan. - Highly diverse, long-standing client base.

Notes

- IPH management estimates based on agent recorded with IP Australia as at 14 Aug 17 and may not reflect any change of agent recorded since filing.
- IPH management estimates based on agent recorded with IP Australia as at 8 Aug 17 and may not reflect any change of agent recorded since filing. Top 50 Agents only - by number of trade mark applications filed at the Australian Trade Mark Office in FY17.
- As at approx. 30 Jun 17. IPH management estimate based on agent recorded with IPOS on 10 Aug 17. Includes filings by SF(Asia) and Pizzeys(Asia).

Investment Highlights (continued)

6	Experienced Board, management & personnel	▪ Strong board with complementary skill sets. ▪ Long standing, experienced management team. ▪ Highly qualified and experienced professional IP team. ▪ A number of senior professional promotions across the group to ensure continuity and regeneration.
7	High barriers to entry	▪ Entrenched market position, large pipeline of work, established brand name, track record, hub strategy and efficient operating platform provide significant competitive advantages
8	Attractive financial profile and high cash conversion	▪ Track record of revenue and earnings growth. ▪ Strong margins, low overheads, low WIP, low capital requirements and low gearing generates strong cash flow and the ability to offer a high dividend payout ratio .
9	Substantial growth opportunities	▪ Organic growth within the existing businesses and markets. ▪ Expansion to other secondary IP markets where IPH currently has little or no exposure by accretive acquisitions or establishment of new offices. ▪ Entering new adjacent areas of IP by acquisition and/or organic growth. ▪ Continue to improve operational efficiencies, quality control and governance.
10	Proven track record of acquisitions	▪ Completed six acquisitions since IPO. ▪ Leveraging experience in identifying, valuing and executing strategic and value accretive acquisitions for future opportunities.