

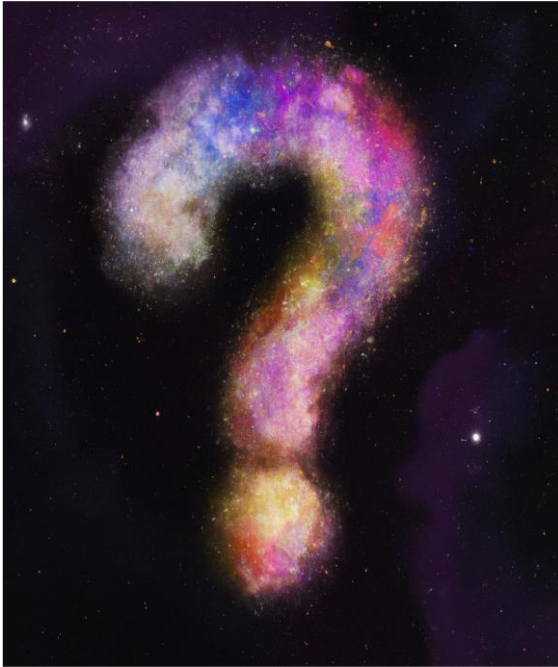
# Building a Successful Business in Australia from Scratch: Lessons Learned



# Who is Infobel?

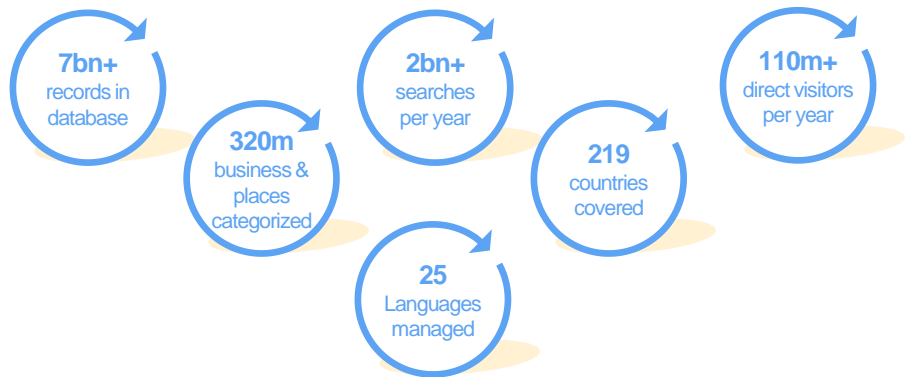


## Infobel overview



- Founded in 1995, Infobel was the **first company in the world publishing a telephone directory on the web**.
- Infobel is an SME that **employs +/- 20 people, 6.5 Mio € revenues**.
- Today infobel is a **leading data company, providing high quality data to its wide range of clients** fueling their business intelligence, data sourcing, marketing, sales and leadgen activities
- Infobel's high added-value lies in its **ability to provide BILLIONS real-time data** (POIs, landmark addresses, reviews, phone details, social links, financials, websignals etc.) aggregated from **1,200+ different sources** and **constantly updated and enriched**
- Enriched through **proprietary AI-enabled processes, knowledge base and technology**, the Infobel database is **built to answer growing market needs**: global, standardized, geo-enabled data accessible via a set of dedicated cloud-based services
- Operating data from **219 countries**, the Company processes information in **up to 25 languages** through its **InfobelPRO plug&play platform**, demonstrating its **international footprint and immediate readiness for scale-up...**
- Infobel benefits from **strong profitability dynamics** thanks to its **light cost structure**, APIs and automated tools fully **developed in-house**, mean & lean **scalable infrastructure** and a first-class **private cloud computing** environment allowing for parallel processing of its billions of records

## Key metrics



## Type of customers we serve



# Why Australia ?

## General considerations:

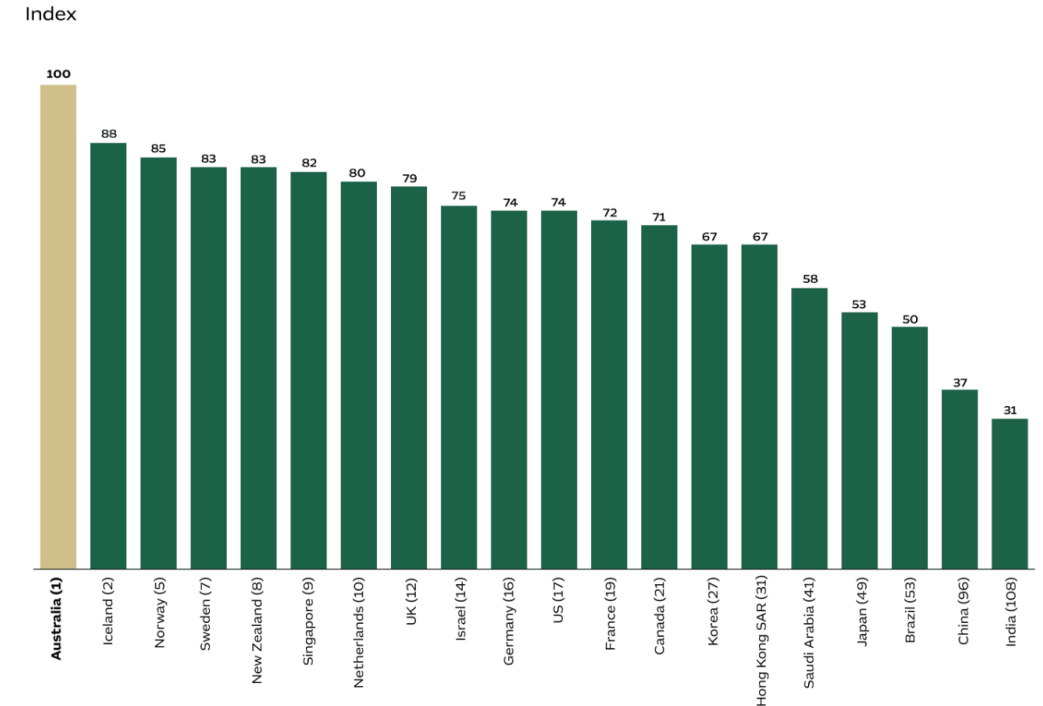
- English speaking country market with **26,4 Mio** inhabitants and **2,6 Mio** actively trading businesses
- Strong **business minded** population with relaxed work environment with **direct communication style**.
- Australia is the leading country in **technology early adoption**
- Australia is ranked 14 in the **most business friendly regulations** as per The World Bank (Belgium is ranked 46).
- **Strong GDP** per capita (+/- Top 10 - \$60K/year)
- **Stable** political environment, Strong legal framework, Robust infrastructure.
- Australia is used to work remotely with Europe

## Infobel additional considerations

- **Language Scalability**
  - Product, sales team and support team speaking English
- **Financial Scalability**
  - Low kick-off investment needed and good financial systems
- **Product Scalability**
  - Products already localized in English
- **Customers Scalability**
  - Many of our customers were already operating also in Australia



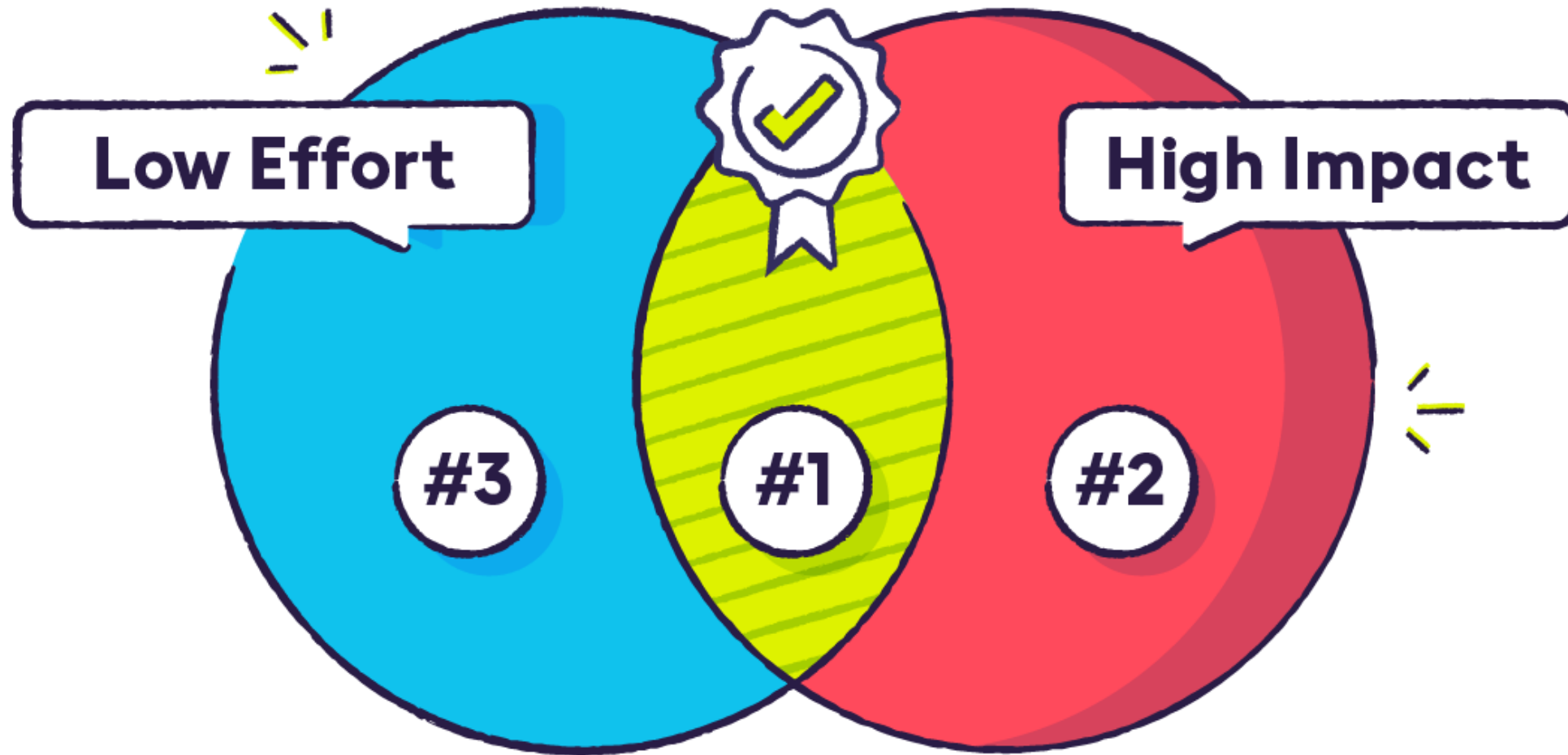
Skills for using, adopting and adapting frontier technologies<sup>1</sup>, 2019



Note: 1. The number in brackets indicates the economy's ranking across 158 economies. 2019 is the latest year available as at February 2023.

Sources: United Nations Conference on Trade and Development, 2022, Frontier technology readiness index, accessed 23 November 2022; Economist Intelligence Unit, 2022, Preparing for disruption technological readiness ranking; Oxford Insights, 2022, AI readiness index 2021; Austrade.

Our base assumption





## We were mostly wrong and underestimated the challenge?

### What we underestimated:

- Australia is **neither the US, nor the UK** it has its own specificities
  - It is more than a language localization concern
- Australia strong business culture, meant **higher competition** on a smaller market
  - It took us more time than expected on how to approach the market
- Australia early adopter and technological culture meant **higher** customer expectations in terms of **product quality**
  - Longer time to market than expected in terms of product fit
- Australia Data Protection regulations (ie. The Privacy Act, Spam Act etc), is more as an **EU type of environment** rather than US or UK
  - Australians act on their data privacy more like in Germany or Spain



## What were the challenges?

- We had almost **no online presence** in AU in 2019
  - *Create online traffic*
  - *Develop our brand awareness*
- We had **no customers** and **no income** in Australia
  - *Find way to kick start our customer base*
  - *Leveraging existing International customers and partnerships to expand in Australia*
  - *Developing Local Partnerships*
- We had **no specific dedicated localized products**
  - *Create products that meets the local standard expectation*
  - *Improve product quality*
  - *Launch additional products & services*
- We had **no experience** on the **Australian market**
  - *Timezones, Business culture, Price structure, Product fit, etc...*
- We had **no experience** in managing **data privacy issues** in Australia
  - *Increase the reactivity to respond to complains*
  - *Decrease the source of the issues by focusing on quality improvement and automated processes*



# What were the results?

## ■ Almost **no online presence?**

- Traffic was **multiplied by 6** with close to 400K unique visitors/month reaching around **3% of Australian active population** every month

## ■ **no customers and no income?**

- Looking for a shop or a business while in Australia? Infobel provides the data to major map players.



- **15,848 customers** for listing management through **channel partners** and **33,845 direct customers** for listing management.



- **200+ B2B customers** in various areas such as Digital Marketing, Lead Generation, Content Management, KYC & KYB, Fintech, Martech, Adtech, etc...



- Australia that accounted for **0,01%** of our income in **2019** will account for **7,8%** of our revenues in **2023**.

## ■ **no specific dedicated localized products?**

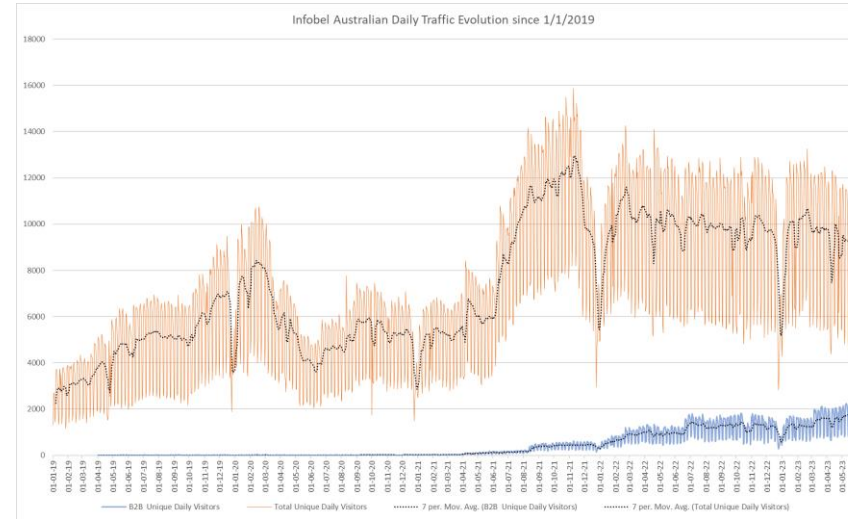
- <https://www.infobel.com.au> **infobel PRO**
- Products were adapted to match local quality standards. Today we have in Australia the best business database & highest granularity.

## ■ **no experience on Australian market?**

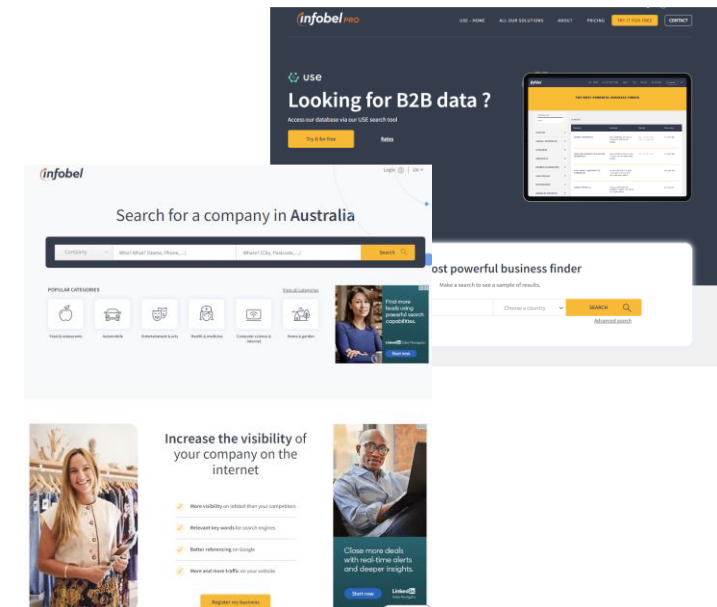
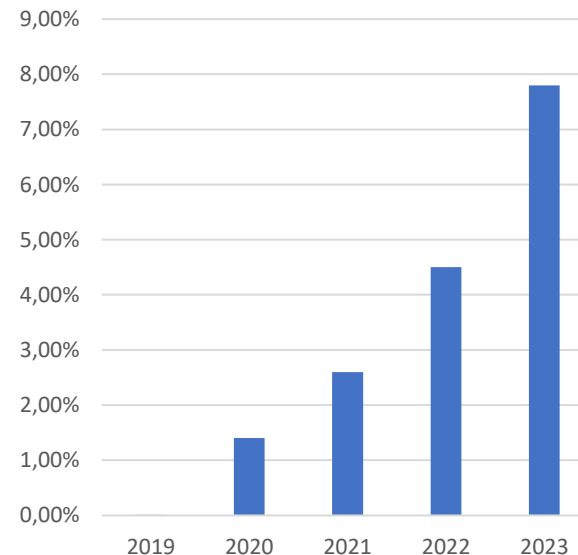
- High learning curve and much more educated on Australian market

## ■ **no experience in managing data privacy issues?**

- Dedicated team
- Dedicated processes



## Percentage of Total Sales





- Analogy with an old Italian story in America:

*“Well, I came to America because I heard streets were paved with gold. When I got here, I found three things: first, the streets weren’t paved with gold; second they weren’t paved at all, and third I was expected to pave them”*

- Australia is a market that will require that you provide:
  - **hard work** to adapt
  - highly **qualitative products and services** (This is an advantage for Belgian entrepreneurs)
  - **good level of support**
  - products and services that have a **good market fit** and **USP’s** to overcome harsh competition
  - **transparency, commitment and consistency**
- Simultaneously, it is a highly favorable market for businesses, enabling rapid adaptation due to its direct and straightforward business mindset, thus saving valuable time..





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Applications infobel.io

App ID	App Name	App Type	App Status	App Version	App Category	App Subcategory	App Description	App Contact
1000001	App 1	Web	Active	1.0.0	Web	Web	App 1 Description	App 1 Contact
1000002	App 2	Web	Active	1.0.0	Web	Web	App 2 Description	App 2 Contact
1000003	App 3	Web	Active	1.0.0	Web	Web	App 3 Description	App 3 Contact
1000004	App 4	Web	Active	1.0.0	Web	Web	App 4 Description	App 4 Contact
1000005	App 5	Web	Active	1.0.0	Web	Web	App 5 Description	App 5 Contact
1000006	App 6	Web	Active	1.0.0	Web	Web	App 6 Description	App 6 Contact
1000007	App 7	Web	Active	1.0.0	Web	Web	App 7 Description	App 7 Contact
1000008	App 8	Web	Active	1.0.0	Web	Web	App 8 Description	App 8 Contact
1000009	App 9	Web	Active	1.0.0	Web	Web	App 9 Description	App 9 Contact
1000010	App 10	Web	Active	1.0.0	Web	Web	App 10 Description	App 10 Contact

# Q&A



**Alain Wahba**  
Founder & CEO at Infobel



# Thank You!