
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549**

FORM 8-K

**CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported) June 21, 2018

Digital Turbine, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction of Incorporation)

001-35958
(Commission File Number)

22-2267658
(IRS Employer Identification No.)

111 Nueces St., Austin, TX
(Address of Principal Executive Offices)

78701
(Zip Code)

(512) 387-7717
(Registrant's Telephone Number, Including Area Code)

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below)

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On June 21, 2018, Digital Turbine, Inc. (the "Company") will host an Analyst Day for analysts and investors at the Midtown Four Seasons Hotel in New York. A press release with details of the event, and the investor slide presentation being given at the event, are attached to this Current Report on Form 8-K as Exhibit 99.1 and Exhibit 99.2, respectively. The slide presentation will be posted on the "Investor Relations" area of the Company's website at www.digitalturbine.com. From time to time, the Company may also use this presentation in conversations with investors and analysts.

The information being reported in under Item 7.01 in this Current Report on Form 8-K (including the exhibits attached hereto) is being "furnished" and shall not be deemed "filed" for any purpose, including the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in any such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit No.	Description
<u>99.1</u>	<u>Press Release for Analyst Day 2018</u>
<u>99.2</u>	<u>Slide Presentation for Analyst Day 2018</u>

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: June 21, 2018

Digital Turbine, Inc.

By: /s/ Barrett Garrison

Barrett Garrison

Executive Vice President, Chief Financial Officer

EXHIBIT INDEX

Exhibit No.	Description
<u>99.1</u>	<u>Press Release for Analyst Day 2018</u>
<u>99.2</u>	<u>Slide Presentation for Analyst Day 2018</u>



Digital Turbine to Host Analyst Day in New York City on Thursday, June 21, 2018

Austin, TX May 16, 2018 /PRNewswire/ -- Digital Turbine, Inc. (Nasdaq: APPS), today announced it will host an Analyst Day for analysts and investors at the Midtown Four Seasons Hotel in New York City on Thursday, June 21, 2018.

Senior members of Digital Turbine's management team will deliver a series of presentations and host informative discussion panels involving guest industry representatives. Product demonstrations showcasing the Company's new product initiatives will also be a featured part of the presentation program. The event will begin at 9:00 am ET and conclude by approximately noon ET. A live audio webcast and replay of the CEO and CFO presentations will be made available on the Investor Relations section of Digital Turbine's website at www.digitalturbine.com.

Analysts and investors interested in attending should please contact Brian Bartholomew at brian.bartholomew@digitalturbine.com to confirm their attendance.

About Digital Turbine, Inc.

Digital Turbine works at the convergence of media and mobile communications, connecting top mobile operators, OEMs and publishers with app developers and advertisers worldwide. Its comprehensive **Mobile Delivery Platform** powers frictionless user acquisition and engagement, operational efficiency and monetization opportunities. Digital Turbine's technology platform has been adopted by more than 30 mobile operators and OEMs worldwide, and has delivered more than one billion app preloads for tens of thousands advertising campaigns. The company is headquartered in Austin, Texas, with global offices in Durham, Mumbai, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit www.digitalturbine.com.

Follow Digital Turbine:



Investor relations contact:
Brian Bartholomew
Digital Turbine
brian.bartholomew@digitalturbine.com

SOURCE Digital Turbine, Inc.

###

digital turbine.

Analyst Day

June 2018



Schedule of Events

Welcome – Brian Bartholomew, SVP Capital Markets

Digital Turbine Today & In The Future – Bill Stone, CEO
The Digital Turbine Mobile Delivery Platform

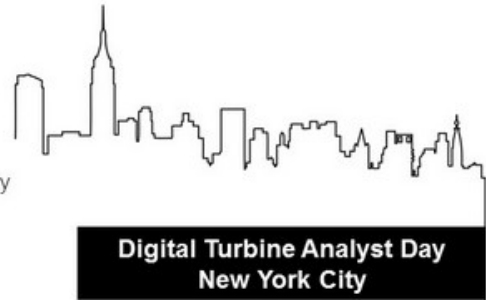
Product Demonstrations – Brandon Ayers, Dir. of Product Strategy

The Supply Side – Bill Stone, CEO
Carrier/OEM Value Proposition
Presentation by Roberto López Díaz, América Móvil

The Demand Side – Matt Tubergen, EVP Media
Perspective on Mobile Media Market
Fireside Chat Panel - David McKie, Yelp and Alexander Matthews, Oath

Financial Overview – Barrett Garrison, CFO

Closing Remarks and Q&A



Safe Harbor Statement

This presentation includes "forward-looking statements" within the meaning of the U.S. federal securities laws. Statements in this news release that are not statements of historical fact and that concern future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events, including financial projections and growth in various products are forward-looking statements that speak only as of the date made and which involve known and unknown risks, uncertainties and other factors which may, should one or more of these risks, uncertainties or other factors materialize, cause actual results to differ materially from those expressed or implied by such statements. These factors and risks include risks associated with Ignite adoption among existing customers (including the impact of possible delays with major carrier and OEM partners in the roll out for mobile phones deploying Ignite); actual mobile device sales and sell-through where Ignite is deployed is out of our control; new customer adoption and time to revenue with new carrier and OEM partners is subject to delays and factors out of our control; risks associated with fluctuations in the number of Ignite slots across US carrier partners; the challenges, given the Company's comparatively small size, to expand the combined Company's global reach, accelerate growth and create a scalable, low-capex business model that drives EBITDA (as well as Adjusted EBITDA); varying and often

unpredictable levels of orders; the challenges inherent in technology development necessary to maintain the Company's competitive advantage such as adherence to release schedules and the costs and time required for finalization and gaining market acceptance of new products; changes in economic conditions and market demand; rapid and complex changes occurring in the mobile marketplace; pricing and other activities by competitors; derivative and warrant liabilities on our balance sheet will fluctuate as our stock price moves and will also produce changes in our income statement; these fluctuations and changes might materially impact our reported GAAP financials in an adverse manner, particularly if our stock price were to rise; technology management risk as the Company needs to adapt to complex specifications of different carriers and the management of a complex technology platform given the Company's relatively limited resources; and other risks including those described from time to time in Digital Turbine's filings on Forms 10-K and 10-Q with the Securities and Exchange Commission (SEC), press releases and other communications. You should not place undue reliance on these forward-looking statements. The Company does not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.



Digital Turbine Platform
Today & In The Future
Bill Stone, CEO

Building Blocks of Value

- Demand/Customers
- Operating Leverage/ Biz Model
- Competitive Landscape/ Moat
- Timing (esp. in Tech)



Market Dynamics



Apps are Ingrained in our Lives

3.5 M apps in Google Play Store while average user has 30 apps on device using 10 per day



Time Spent in Apps

Users in the US averaged 2+ hours per day in time spent in apps (or over one month per year)



App Install Market

Global App Install Market estimated to be between \$15B today with App Store revenue forecasted to be \$100B by 2020



Rise of Fraud

The rising cost of fraud per quarter for mobile app marketers is estimated \$700-\$800M per quarter



Duopoly

The 'duopoly' of FB/Google saw digital advertising market share drop for first time in 2018



Operators & OEMs

Despite control over the homescreen, Operators and OEM's a small fraction of Global App Install Market today

Growth Drivers

Multiple levers to drive accelerated growth



New Products

x



More Devices

x



Advertiser Demand

=



Platform
Network Effects

Growth Drivers

Multiple levers to drive accelerated growth



New Products

x



More Devices

x



Advertiser Demand

=

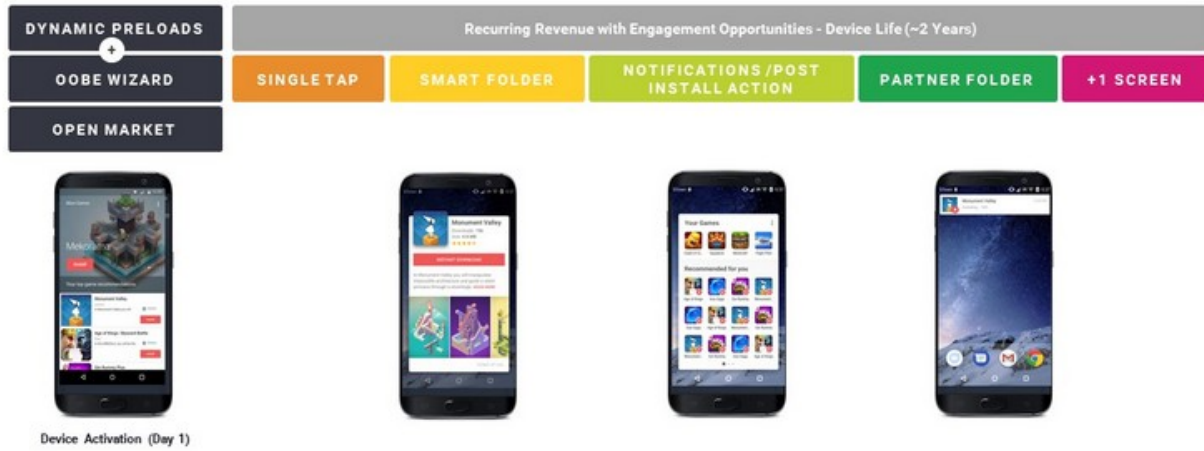


**Platform
Network Effects**



PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams



Device Activation (Day 1)



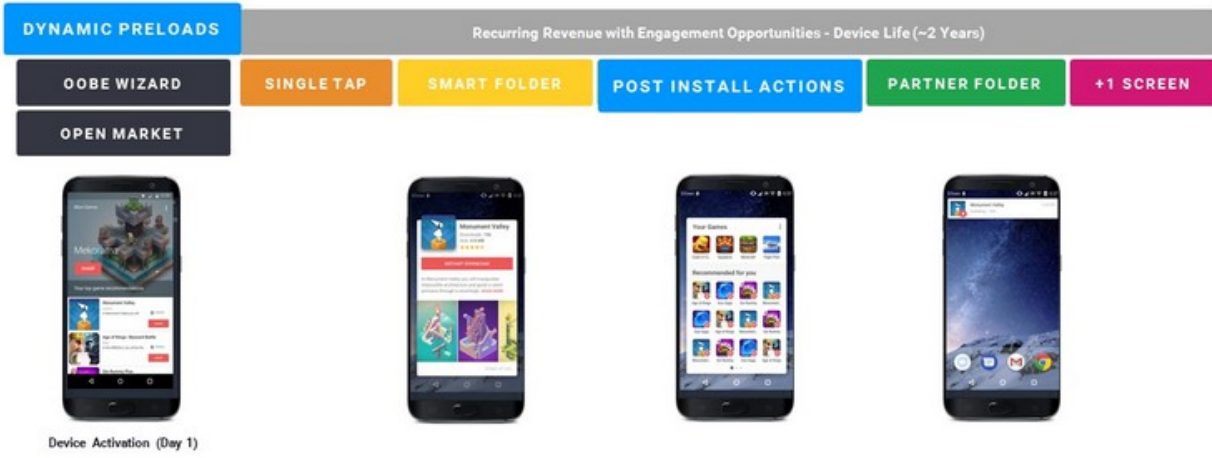
Product Demonstrations

Brandon Ayers, Director of Product Strategy



PRODUCTS

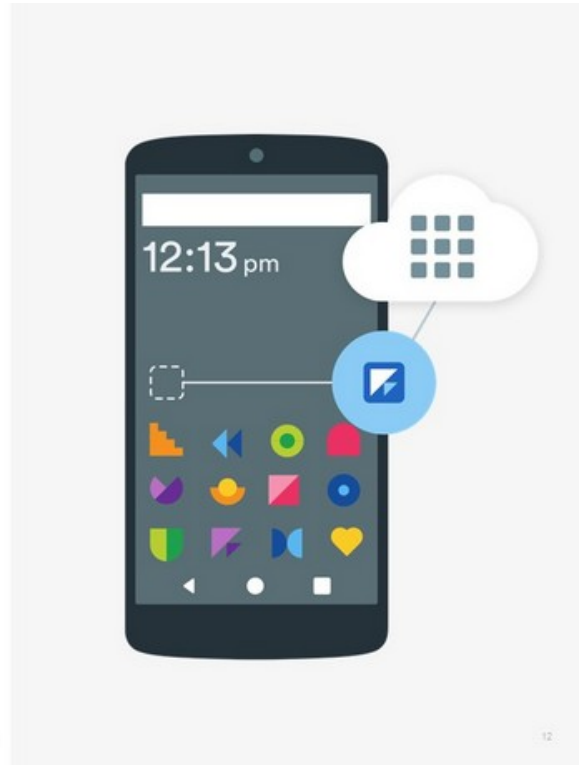
Expansion of Product Portfolio Driving New Revenue Streams



Device Activation (Day 1)

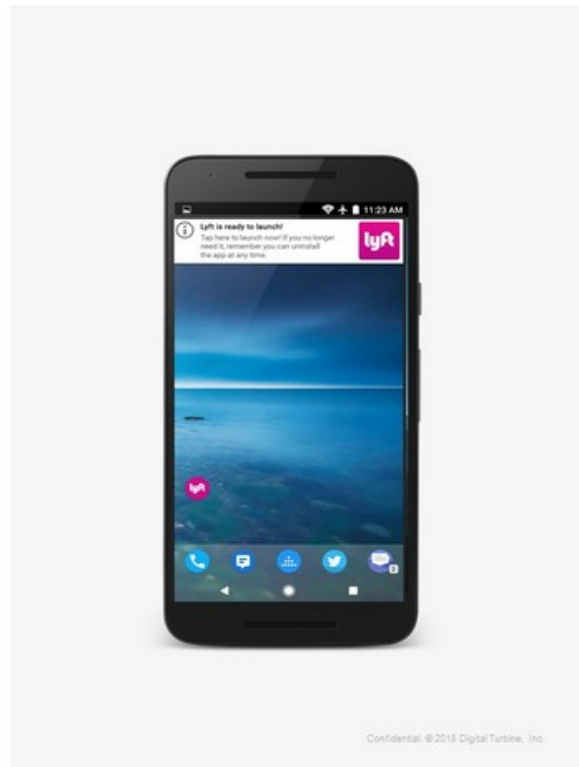
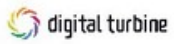
PRODUCTS
Dynamic Preloads

- Designed to mimic the traditional factory preload experience
- Frictionless user-experience, requiring no user interaction
- Sponsored and partner applications installed seamlessly
- Revenue maximized by real-time ad-serving technology
- Dynamic OOBЕ may be paired with OOBЕ Wizard for a 'Blended' flow



PRODUCTS Post Install Actions

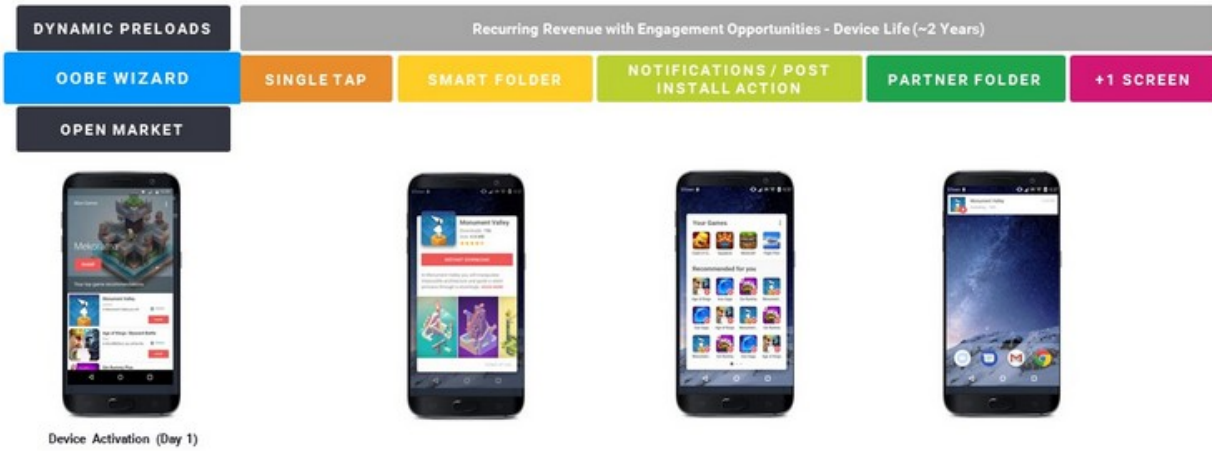
- Rich media notifications and precise targeting drive increased conversion and revenue.
- Shown to increase conversions by more than 100%.
- Actions are configured on a per app basis.
- Post Install Actions may be instant or delayed – e.g. 48 hours or 30 days.
- Multiple apps can be configured with PIA, using staggered timing.





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams



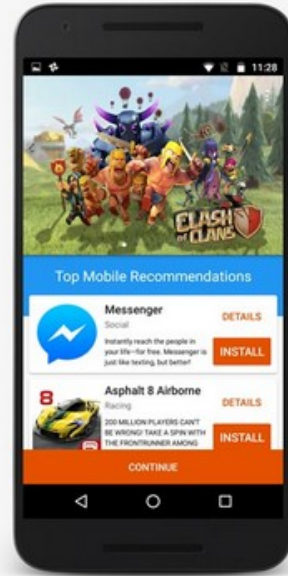


PRODUCTS

Out Of The Box Experience (OOBE) Wizard

Curated app list is presented to the user during new device set up. Enables users to opt-in and self-select which apps to install from a recommended selection.

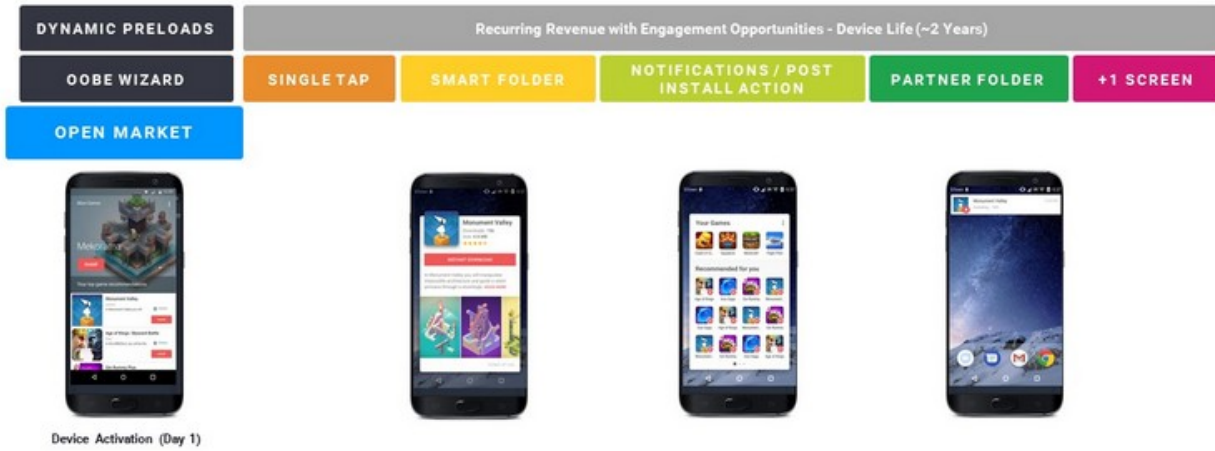
- Get discovered - capture users' attention when they are focused on setting up their device for the first time.
- Post install notifications available to prompt further user engagement.





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams





PRODUCTS

Open Market / BYOD

Seamlessly deliver a signature experience to BYOD devices

When a customer using a Digital Turbine Platform enabled device registers on a carrier network, a custom experience can be delivered to that device – including but not limited to **targeted notifications** and **application delivery** without requiring user interaction.

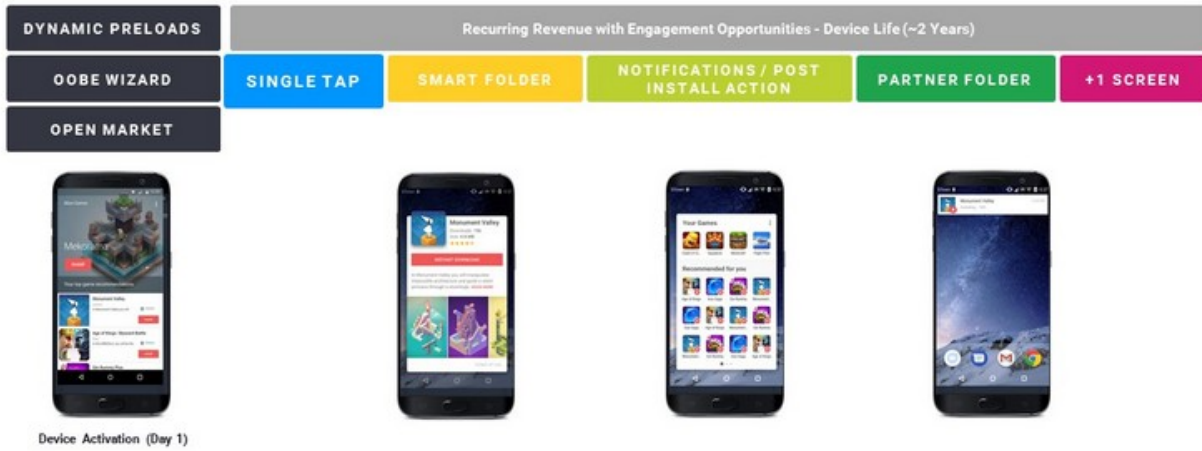
The operator may outline custom experiences on a per-device basis that are triggered when the user inserts a valid SIM card.





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams



PRODUCTS
Single Tap Installs™

Install apps from banners without friction

Revenue

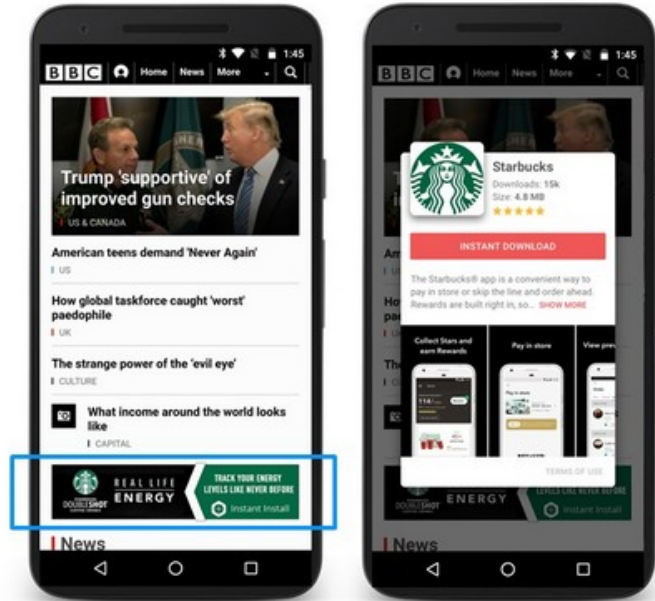
Increase conversion rates by removing friction from the install process

Improved UX

User experience is simplified by ensuring they are not pulled out of the app they are currently using

Engagement

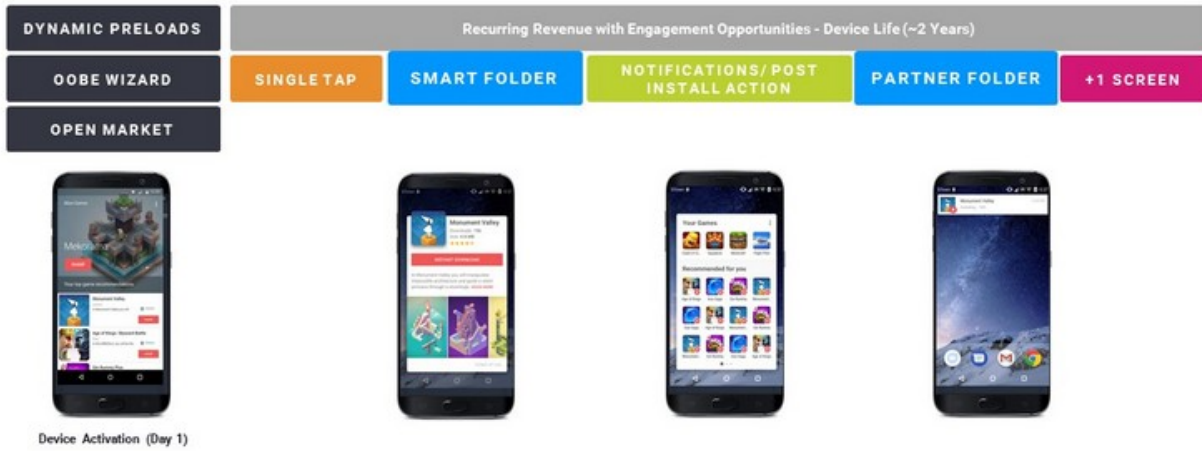
Notifications inform users once the install is complete and prompt them to open the app





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams





PRODUCTS

Smart Folders / Partner Folder

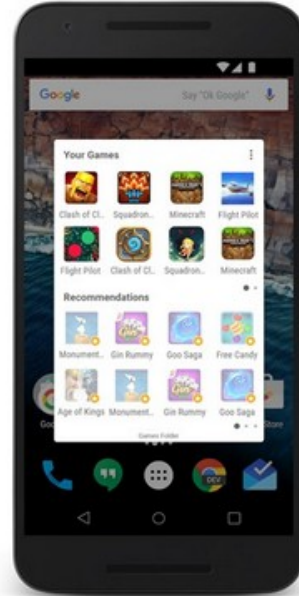
The Smart Folder organizes a users installed apps and seamlessly recommends other relevant titles, all in one convenient hub.

Categories

The auto-organization of users apps along side contextual, customized recommendations has proven to be very effective. By building a focused Games Smart Hub we deliver add value to the users device and create opportunity for app discovery and revenue generation.

Strategic Apps

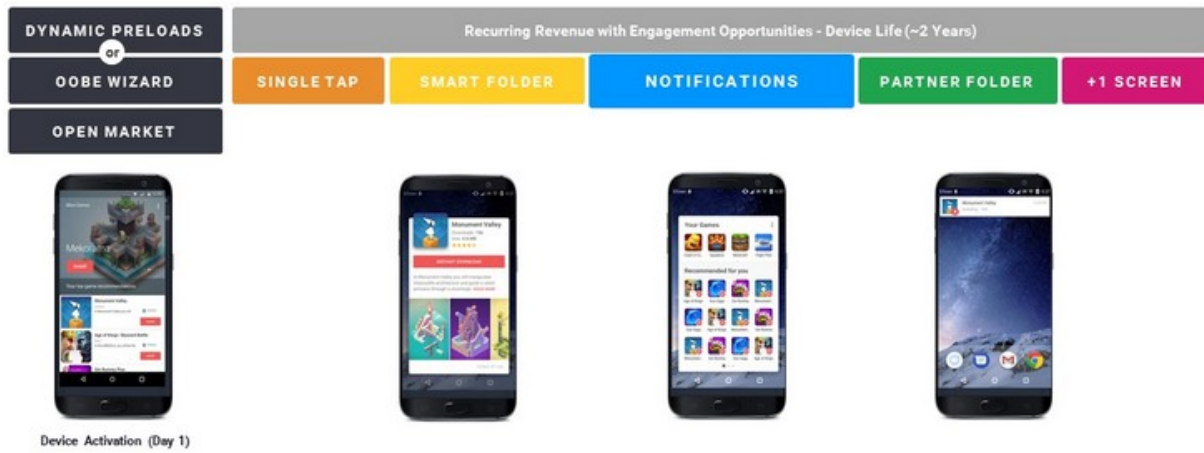
The Smart Folder can also be used to organize a partner's strategically important applications. This serves to declutter the device and drive user engagement.





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams





PRODUCTS

Notifications

Customer Communication Vehicle

In addition to app installs, notifications can be sent for a variety of actions, such as: promotions, post-install engagement or any other item in order to stay engaged with the user throughout the life of the device.

Single App

Promote a single title across the installed base. Rich notifications drive installs and engagement for any application, including sponsored titles or any app the partner would like to highlight.

App Lists

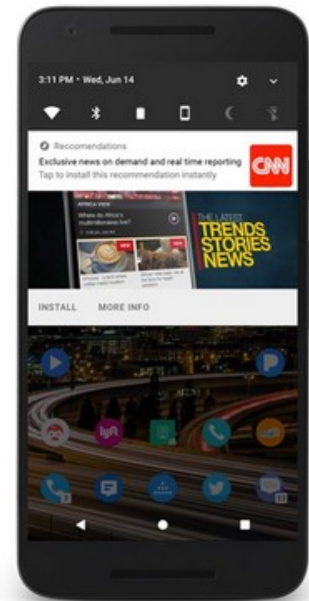
Highlights lists of recommended, new or featured apps to customers, letting them choose which apps to engage with.

Post Install Action

Post Install Actions may be instant or delayed - eg. 48 hours or 30 days
Multiple apps can be configured with PIA, using staggered timing.

Non-App

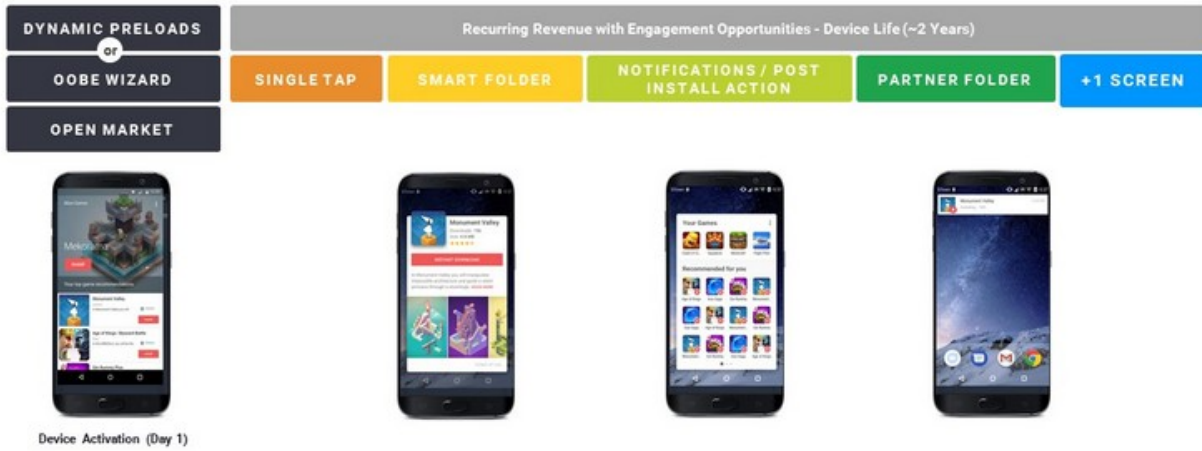
Communicate and send updates to customers for non-app information.





PRODUCTS

Expansion of Product Portfolio Driving New Revenue Streams





PRODUCTS

Side Screen – Content & Monetization



-1 Screen



+1 Screen / Widgets

- A replacement for default -1 screens. Featuring a blend of organic and sponsored content, supporting a variety of ad types.
- Adds user value and creates an opportunity to surface monetized content to users.
- A series of widgets on screen to the right of Home. May feature sponsored headlines, app recommendations, and other sponsored content. User may remove at any time.

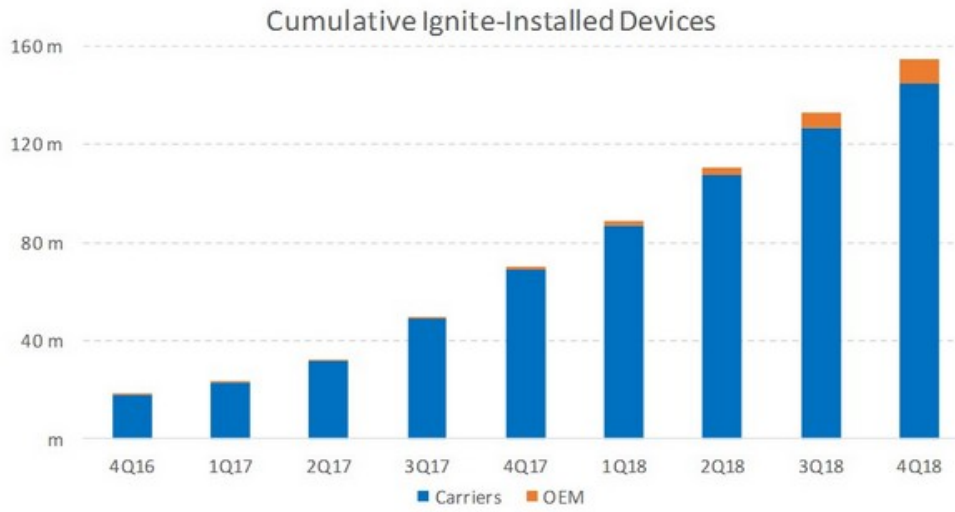


The Supply Side
Bill Stone



MORE DEVICES

Devices – Growth Lever





MORE DEVICES

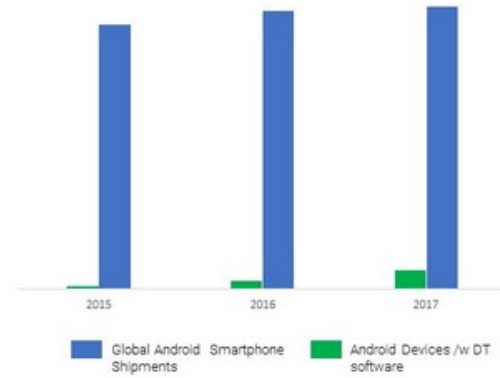
Large Underpenetrated Global Market - Room to Grow

Device Growth Drivers

- Market share doubling YoY, but only 7% penetrated
- OEM Opportunity
 - OEM benefit & business model
- Breakout of underpenetrated opportunity
- OEM vs. carrier distribution
- Growth of international markets

Source: Statista www.statista.com/statistics/209448/global-smartphone-shipments-forecast-by-operating-system/

Global Android Smartphone Shipments & New Devices w/ Digital Turbine Software



América Móvil

Roberto López Díaz



AMX has presence in 25 countries, in most of them with fixed and mobile platforms



1Q18 revenues totaled 14bn dollars up 2.8%.
(EBITDA totaled 3.8Bn dollars)



- AMX is one of the largest integrated telcos in the world with **362 million accesses** and operations in **25 countries**.
- 1Q18 revenues totaled **14bn dollars up 2.8%**. (EBITDA totaled 3.8Bn dollars)
- Our **postpaid** subscriber base was up **7.4% year-on-year**
- We are well **diversified geographically** (USA/LATAM/EUROPE)
- Outside of China, AMX is the **fourth largest company** among global telecom companies in terms of **wireless subscribers**
- We have **43% of the wireless market** in Latin America
- Near to **70% of smartphone penetration** in Latin America
- **Data** represents **54% of service revenues**,
- **Data services** in both, the mobile and fixed platforms, continue to **drive revenue growth**

América Móvil: Digital Strategy



Digital Turbine Relationship

Why Digital Turbine

- Global scale
- Proven solution – top tier telecom adoption
- Robust platform and products
- Media & app ecosystem relationships

Next Steps

- Simplify operational approach
- Deploying additional products

AMX and Digital Turbine

- Strong relationships with other Carriers: **Verizon...**
- Revenue performance and experience in the field
- Product and roadmap
 - **APK vs SDK** Improved functionality and performance
 - **Single tap installs** Incremental Revenue and better user experience
 - **Notifications**

AMX and Digital Turbine – Operations update

- **Headwinds**
 - **SDK** slow to deploy due to integration with contenedor
 - **Advertisement** revenue slow to ramp up. LATAM market not yet educated
- **Tailwinds**
 - Lots of devices
 - Improvement in local & global campaigns
 - APK and new features that will allow new revenue streams

América Móvil:
Gracias!





Q&A – Product & Platform



Coffee Break



The Demand Side

Matt Tubergen, EVP Digital Turbine Media





Fireside Discussion with Yelp & Oath
Matt Tubergen, EVP Digital Turbine Media

Guest Panelists

David McKie, Yelp and Alexander Matthews, Oath



Financial Overview
Barrett Garrison, CFO

Financial Overview Outline

- SOX Compliance & Wells Notice Update
- Strong Revenue Growth
 - Proliferation of Digital Turbine Platform Enabled Devices
 - Additional Platform Product Offerings
 - Increased Advertiser Demand/Revenue Per Device
- Margin Expansion & Operating Leverage in the Model
- Free Cash Flow Generation
- Balance Sheet Summary

SOX Compliance & Wells Notice

- Fully SOX Compliant as of FYE 2018
 - Prior “material weaknesses”, which formed the basis for an informal SEC inquiry, have now been fully remediated
- SEC-Issued Wells Notice
 - Given proposed settlement terms, the resolution of this matter is unlikely to have a material impact on the Company or its financial position



PLATFORM NETWORK EFFECTS

Strong Revenue Growth

Annual Mobile Delivery Platform* revenue growth in excess of 80% each of the past two fiscal years



* Formerly referred to as Operators & OEMs ("O&O") revenue

Growth Drivers

Multiple levers to drive accelerated growth



New Products

X



More Devices

X



Advertiser Demand

=



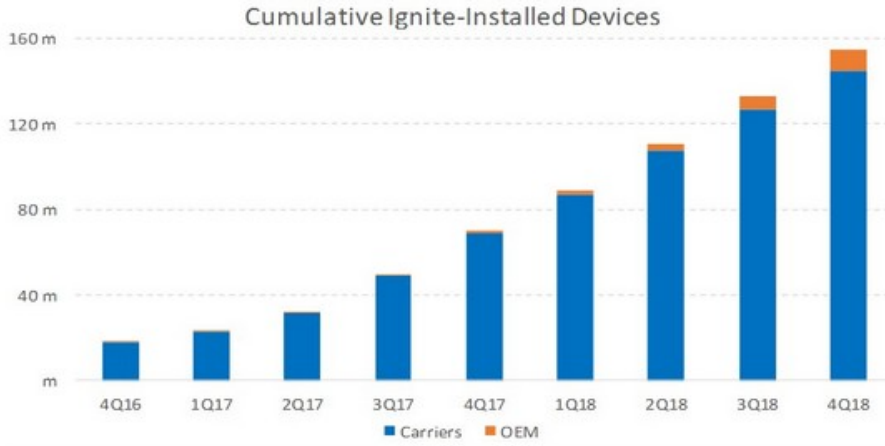
Platform
Network Effects



MORE DEVICES

Growing Installed Base

Ignite has been *installed on more than 155 million total devices* to date and was installed on 20+ million new devices in each of the past three quarters



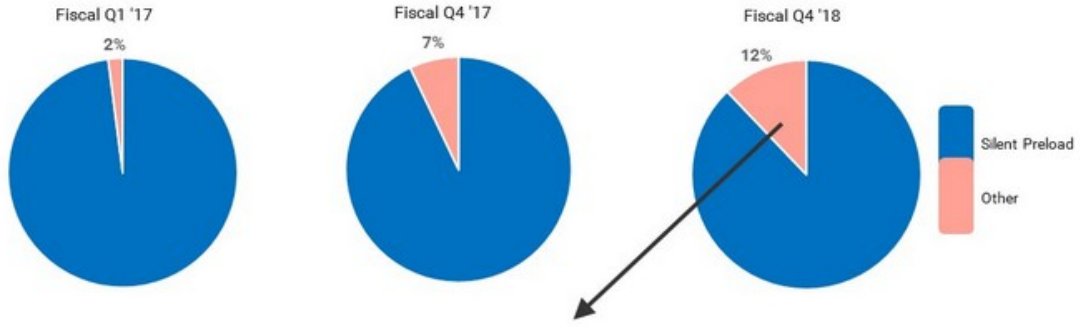


PRODUCTS

Multiple New Features Expand Revenue Opportunity

Single-Tap, Smart Folders and other post-install products are now live with multiple operators and social media platforms

% of Total Revenue Derived from Other Products vs Traditional Silent Preload



Additional product offerings, including Single-Tap, Smart Folders, licensing and other post-install actions, now comprise 12% of total revenue, up from just 2% in early fiscal 2017

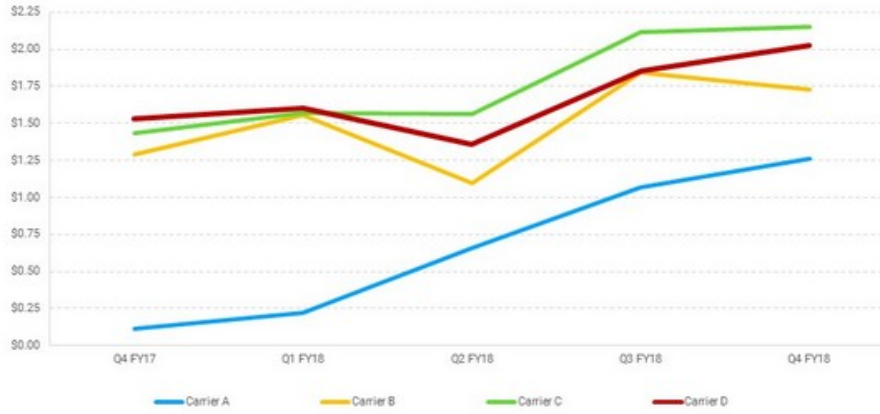


ADVERTISER DEMAND

Strong RPD Trajectory With Strategic Partners

Robust demand for unique home screen access drove a **27% Y/Y increase in the average revenue-per-device** with U.S.-based partners in fiscal Q4

Revenue-Per-Device Trends with Leading U.S. Carrier Partners






PLATFORM NETWORK EFFECTS

Longer-Term Growth Targets

Multiple drivers of growth combine to create a **\$300m opportunity in 3-5 years**, representing an implied CAGR of 30-60%

	Current Annual Rate (TTM)			3-5 Year Growth Targets		
	U.S.	ROW	Total	U.S.	ROW	Total
 # of Annual New Devices	45 million	39 million	85 million	75 million	150 million	225 million
 RPD – Silent*	\$1.50	\$0.17	\$0.88	\$2.25	\$0.30	\$0.95
 RPD - Added Products	\$0.00	\$0.00	\$0.00	\$0.75	\$0.20	\$0.38
Total RPD	\$1.50	\$0.17	\$0.88	\$3.00	\$0.50	\$1.33
Total Annual Revenue	\$68 million	\$7 million	\$75 million	\$225 million	\$75 million	\$300 million
Android Market Share**			7%			17%

* Silent revenue includes nominal revenue from other products in current view
** Based on market data provided by Statista



PLATFORM NETWORK EFFECTS

Operating Model Leverage

Revenue and gross profit increased 86% and 95%, respectively, in fiscal 2018 on gross margin expansion and operating expense growth of just 9%, highlighting the inherent operating leverage in the model

	FY17	FY18	% Change Y/Y
Revenue	\$40.2	\$74.8	86%
Non-GAAP Gross Profit*	\$13.8	\$26.8	95%
Non-GAAP Gross Profit Margin	34%	36%	
GAAP Operating Expenses**	\$28.2	\$30.9	9%

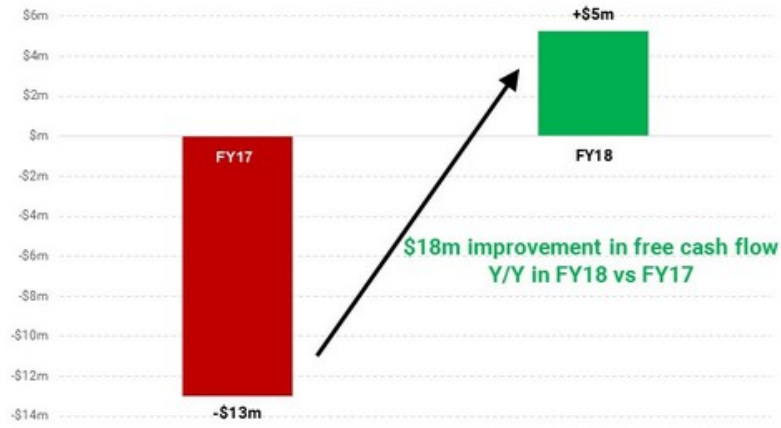
*See Appendix for definition of Non-GAAP Gross Profit

**In accordance with GAAP, no corporate overhead allocated to Discontinued Operations



Positive Free Cash Flow* Generation

Improved profitability from the more scalable, more profitable core Mobile Delivery Platform business drives greater free cash flow generation



* See Appendix for definition of Non-GAAP Free Cash Flow



Strengthened Balance Sheet

Free Cash Flow of \$5 million and conversion of convertible notes in FY18 resulted in a vastly improved balance sheet with *significantly higher cash and reduced leverage* at fiscal year end

(in millions)	March 31, 2017	March 31, 2018
Cash & Cash Equivalents	\$6.1	\$12.7
Net Working Capital*	(\$2.7)	\$1.4
Convertible Notes O/S (Face Value)	\$16.0	\$5.7
Other Debt (Face Value)	\$0.0	\$1.7
Net Cash/(Debt) Position	(\$9.9)	\$5.4

*Working capital number excludes assets and liabilities held for disposal on the balance sheet

Appendix: Non-GAAP Measures of Performance

- **Non-GAAP Gross Profit** is defined as GAAP gross profit adjusted to exclude the effect of the amortization of intangibles and depreciation of software.
- **Non-GAAP Free Cash Flow** is calculated as GAAP cash flow from continuing operations less capital expenditures.

digital turbine.

Thank you

Q&A

