

---

## EGM COMPANY OVERVIEW

---

Collaborate Corporation Limited (ASX:CL8) is pleased to release a copy of the EGM Company Overview to be provided by Mr Chris Noone to shareholders at the EGM to be held in Sydney today.

Collaborate plans to release a more comprehensive Investor Presentation in the coming weeks.

**Authorised by:**

**Karen Logan**  
**Company Secretary**  
**Collaborate Corporation Limited**

**About Collaborate Corporation Limited**

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' businesses. Collaborate currently has three core business segments: [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) Australia's leading peer-to-peer car rental business; [www.MyCaravan.com.au](http://www.MyCaravan.com.au) Australia's leading peer-to-peer caravan rental business and [www.Rentoid.com](http://www.Rentoid.com), one of Australia's leading peer-to-peer 'rent anything' platforms. Collaborate has a material investment in FundX, a peer-to-peer invoice discounting and SME lending platform. Through our proprietary trust and reputation platform, [www.peerpass.com.au](http://www.peerpass.com.au) we create 'trust' between individuals and make it possible for people to safely transact with each other in the sharing economy.

Peer to Peer

Sharing Economy

Collaborative Consumption

# Monetising Assets Through Online Marketplaces

## EGM Company Overview

10 August 2016



**Collaborate**  
Corporation Limited

# Collaborate Corporation Snapshot



## Overview:

The only ASX listed company operating multiple peer to peer online marketplaces to monetise under-utilised assets

## Position:

First mover advantage in key markets poised for explosive growth

## Difference:

Online marketplace technology and trust platform can be scaled across multiple industries

## Growth:

Pursuing a dual investment and internal development growth strategy

## Vision:

Be the leading ASX company exploiting multiple opportunities in the sharing economy

 DriveMyCar

 MyCaravan

 Rentoid

 FundX

 peerpass>>

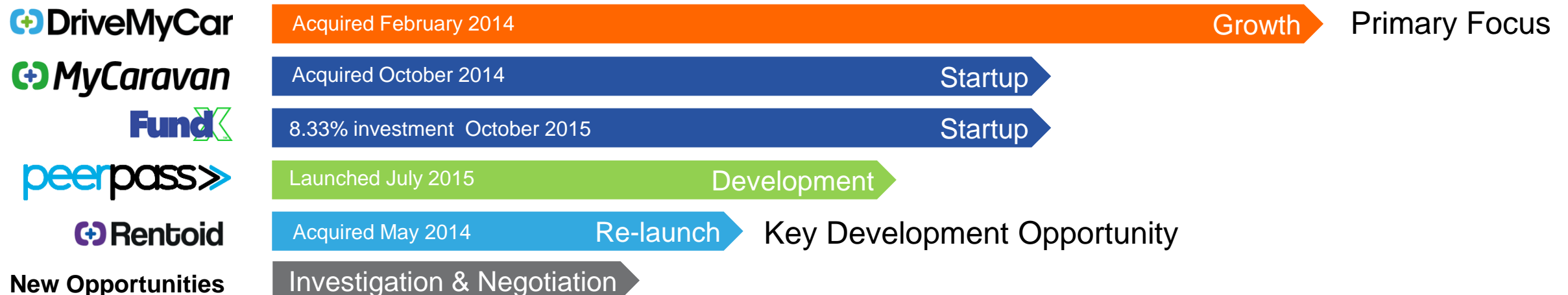
# Company Overview

**Collaborate Corporation Limited (ASX: CL8)** is a leading ASX listed player in the sharing economy. Collaborate operates **online marketplaces** where the 'trust' it creates allows individuals and companies to transact with each other for mutual benefit. Collaborate enables asset owners to generate income from idle assets by safely and easily renting them to others who require temporary access to the assets. Renting assets is no longer the exclusive domain of dedicated rental companies. We are embracing the **trend from ownership to access** and reinventing the way that **assets are owned, monetised and used**.

Through our proprietary **PeerPass™** verification platform we create trust by managing ID verification, credit checks, payments and feedback – maximising the potential for safe and efficient transactions.

Collaborate is also disrupting the **finance and banking industry** through an investment in a peer-to-peer SME lending business FundX, allowing businesses to bypass banks and access funds directly from investors.

The industry we operate in is called collaborative consumption, peer-to-peer or the sharing economy. We just call it *a smart way to create value*.

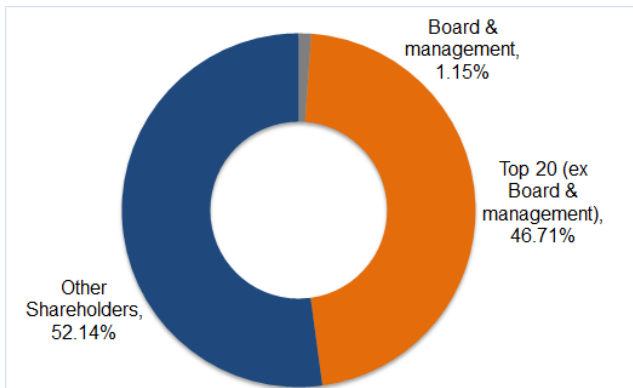


# Corporate Snapshot

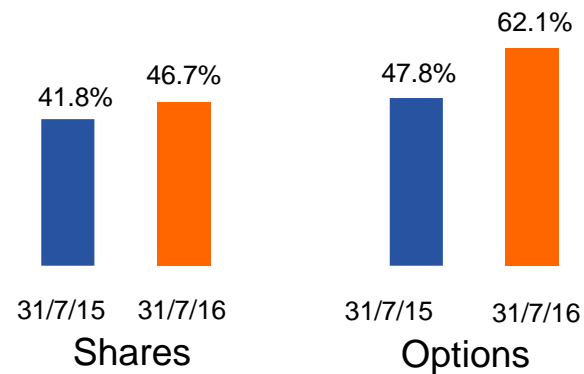
31 July 2016	
Ordinary shares (ASX:CL8)	379m
Listed options (\$0.02, 30 Apr 2017) (ASX:CL8O)	166m
Market cap @ \$0.022	\$8.34m
Cash on hand (30 June 2016)	\$0.12m*

## Shareholding breakdown

31 July 2016



## Top 20 Holdings %



## Directors & Senior Management

Chris Noone – CEO and Director

Adrian Bunter – Non-Executive Director

Jim Landau – Non-Executive Director

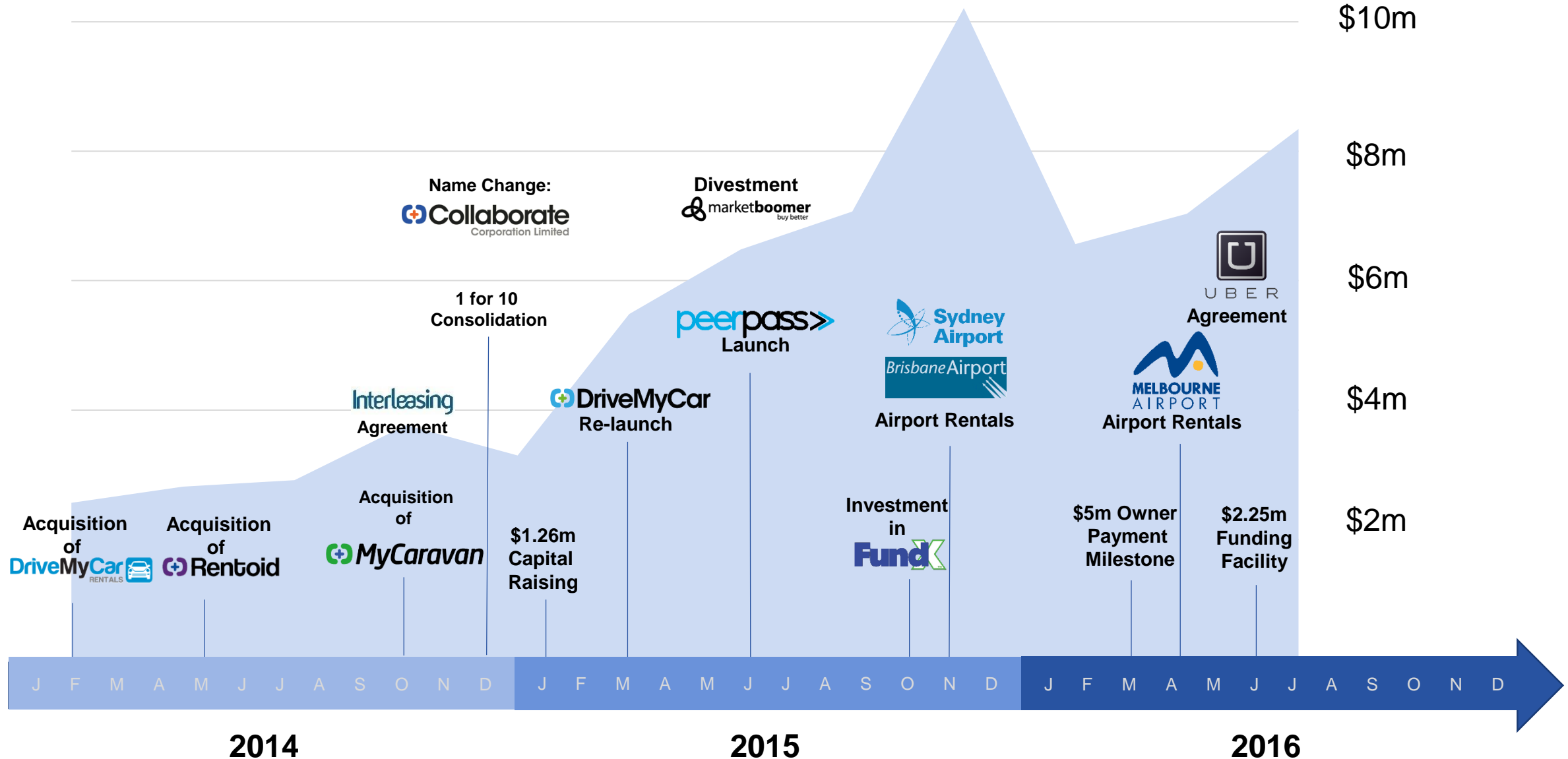
Karen Logan – Company Secretary

## \*Available Funding

Collaborate announced a funding facility totaling \$2.25m on 28 June 2016 supported by significant shareholders to provide working capital for the business.

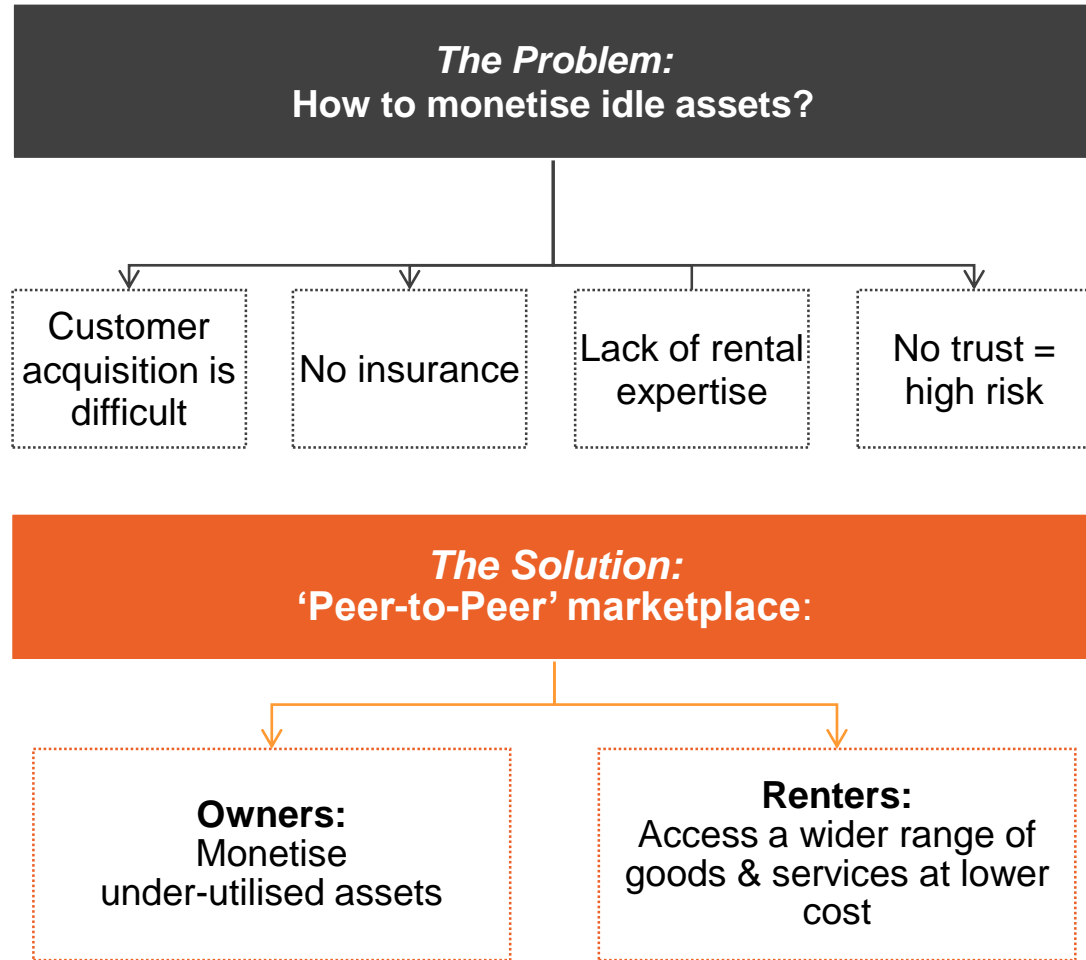
166m \$ 0.02 options expiring on 30 April 2017

# Key Dates & Market Capitalisation Growth\*



\*Note: Market capitalisation for periods pre June 30 2015 have been reduced to take into account cancellation of 80,377,670 shares that occurred on 30 June 2015 with the divestment of the Marketboomer business to provide a like for like comparison of the market capitalisation of CL8

# What is a Peer-to-Peer Marketplace?



Peer-to-peer marketplaces allow idle assets to be discovered and monetised



*I have a spare car that can be rented*

**Peer-to-Peer Marketplace**

Matches owners & renters  
Insurance  
ID verification & credit checks



*I need to rent a car for 2 months*

# Sharing Economy– Market Research

## US Adult Population

- 44% were familiar with the sharing economy
- 19% have engaged in a sharing economy transaction
- 8% have participated in some form of automotive sharing
- 7% say they have participated as a provider
- 81% agree it is less expensive to share goods than own them individually
- 57% agree access is the new ownership
- 83% agree it makes life more convenient and efficient
- 43% agree owning today feels like a burden



## Market Projections

“Key sharing sectors have the potential to increase global revenues from roughly \$15 billion today to around \$335 billion by 2025.”



“The peer-to-peer exchange of goods and services represents what some analysts say is a potential \$110 billion market.”



## Australia

- 63% plan on participating in some collaborative economy activity
- 53% have participated in some collaborative economy in the last year
- 61% are aware of collaborative economy services in Australia
- 75% of Transport users said they would use the service again



- 45,000 people earned income through the collaborative economy in the past year in NSW
- Peer-to-peer services contributed more than \$500 million to the NSW economy in the past year

*The Sydney Morning Herald*

The rise of the sharing economy can save Australians more than \$500 million on taxi bills, help them to put underused property and other assets to work and increase employment and income”



“Sharing and being frugal are now perceived as cool and clever as ownership is not a necessity anymore”

**Entrepreneur**





# Leading Peer-to-Peer Businesses



Raised US\$101m  
**Valuation US\$311m**



Raised US\$336.5m  
**Valuation US\$1.6bn**



Raised US\$3.4bn  
**Valuation US\$25.5bn**



Raised US\$53.74  
**Valuation US\$100m**



Raised US\$12.51bn  
**Valuation US\$64bn**



Raised US\$2bn+  
**Valuation US\$5.5bn**



Raised US\$43m  
**Valuation US\$200m**



**Valuation US\$1.76bn**



Raised A\$32m  
**Valuation A\$77m**



**POSTMATES**  
Raised US\$138m  
**Valuation US\$500m**



Raised US\$75.5m  
**Valuation US\$110m+**



Raised Euro 47m



# The Value of Trust & Reputation

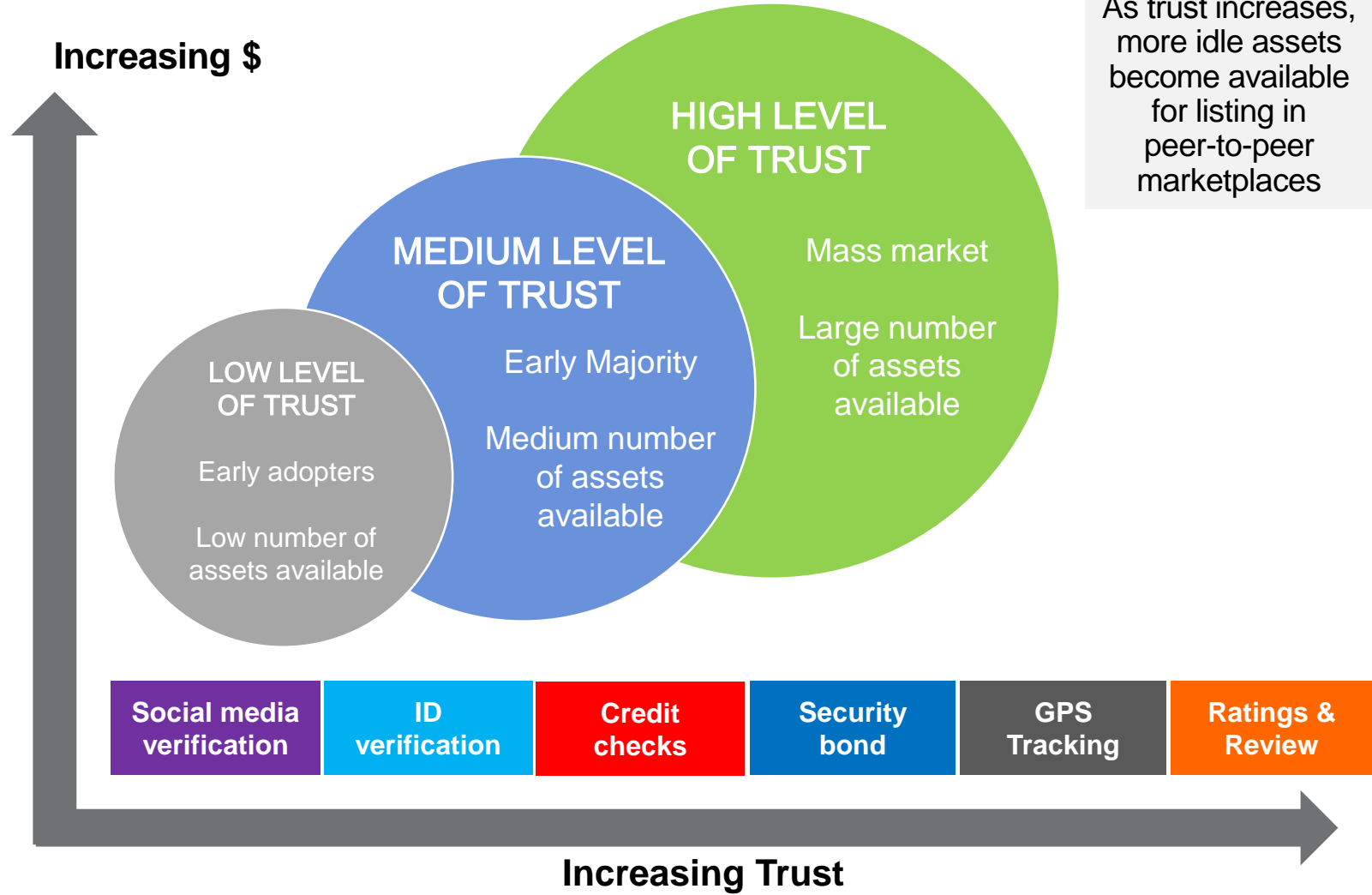
The company that will dominate the peer-to-peer market will optimise **trust** and maximise the **value** and **number** of transactions

Collaborate builds **trust** by screening customers **before** the first transaction and recording feedback **after** each transaction, building a pool of high reputation customers

As the level of trust increases, the risk profiles of asset owners will be satisfied and **more assets will enter the marketplaces.**

Collaborate can charge a premium for access to its **high reputation customer base** because asset owners are confident they will receive a return and their assets will be secure

Collaborate aims to **'dominate trust and maximise returns'**



# PeerPass® : The Future of Trust & Reputation Management

PeerPass® was developed by Collaborate to verify users before a transaction proceeds and reduce risks associated with peer-to-peer transactions

- PeerPass was conceived to differentiate Collaborate's marketplaces from competitors by performing a higher level of verification and thus creating a higher value customer base
- Customers will be able leverage their online trust profile across Collaborate's marketplaces, increasing ease of access for customers and reducing verification costs for Collaborate

## Third party licensing opportunities

- Reduce verification costs for marketplaces
- Allow consumers to build an online trust profile that enables easy access to multiple marketplaces, without having to perform multiple verifications



Social media verification	The logos for Facebook and LinkedIn, with Facebook in blue and LinkedIn in blue and red.	e-Signing HELLOSIGN
Identity verification	greenid.™	Handover & Inspection App
Credit checks	veda applied intelligence	Reporting & analysis
Secure online payments	eway SECURE ONLINE	Ratings & Review

**Goal:** to be the standard for online reputation management in peer-to-peer marketplaces

Australia's first and largest peer-to-peer car rental operator

Total listed fleet valued at over \$20 million

Over 880 listed vehicles with no operating or depreciation costs

Over \$ 5.35 million paid out to vehicle owners

Over 219,000 rental days delivered

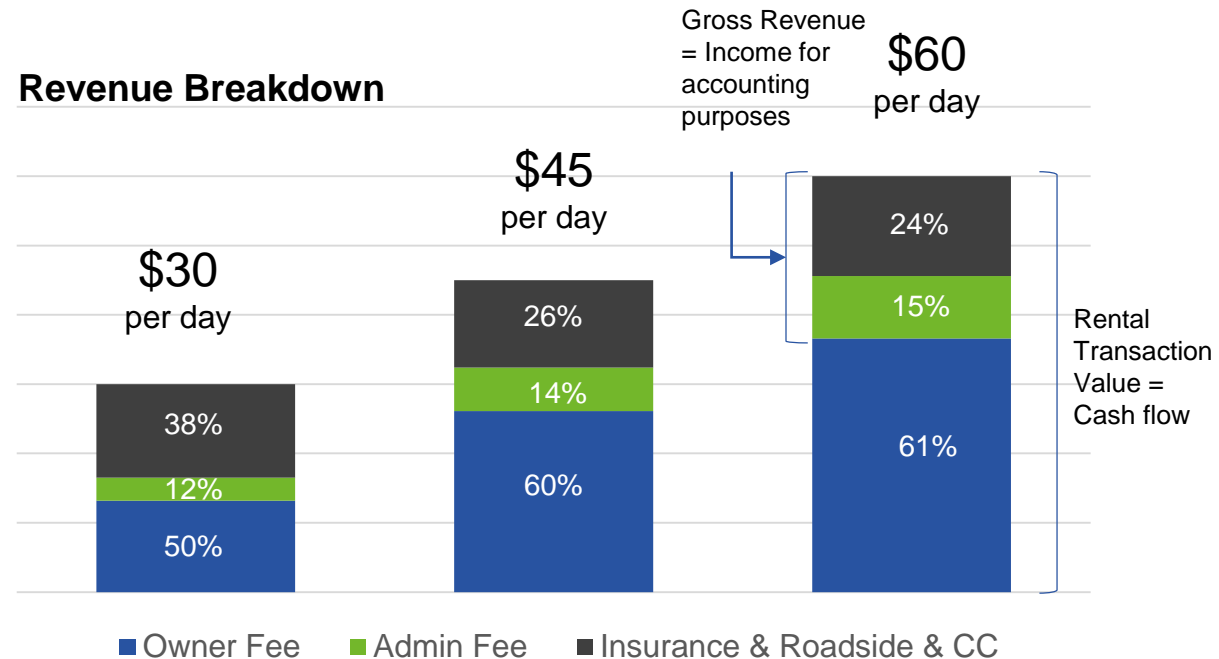
Australian car rental market size \$3.4bn+

Source: IBIS Passenger Car Rental and Hiring in Australia: April 2016

## Key Metrics

	Rental Transaction Value	Gross Revenue	Gross Profit	Net Rental Days Realised
<b>FY 2016</b>	\$1.52 million	\$610,407	\$411,366	38,080
<b>Increase vs FY15</b>	41%	45%	107%	46%

## Revenue Breakdown



Owners can receive up to

**42%**

of the value of the vehicle in rental income per annum

Renters save up to

**62%**

compared to traditional car rental companies

Growth in total vehicle listings

**117%**

30 June 15 vs 30 June 16

Growth in number of rentals

**61%**

FY15 vs FY16

Growth in Gross Profit per rental day

**42%**

FY15 vs FY16

Average Rental Transaction Value per Contract\*

**\$1,412**

Average Gross Revenue per Contract\*

**\$535**

Average Net Rental Days Realised per Contract\*

**33.4**

Over **6,700** rental bookings

Over **28,000** registered users

\*Contract = Original contract plus any contract extensions. FY16. All other figures as at 30 June 2016

# DriveMyCar Ecosystem



## PICK UP LOCATIONS

### Private Owners



Australia-wide

  
**Pickles Auctions**

  
**Carlins**  
AUTOMOTIVE AUCTIONEERS

  
**Wilson Parking**

  
**MIDAS**

**Sydney**

  
**PARK & FLY**

  
**Sydney Airport**

**Sydney Airport**

  
**Carlins**  
AUTOMOTIVE AUCTIONEERS

  
**Pickles Auctions**

**Melbourne**

*Easy*

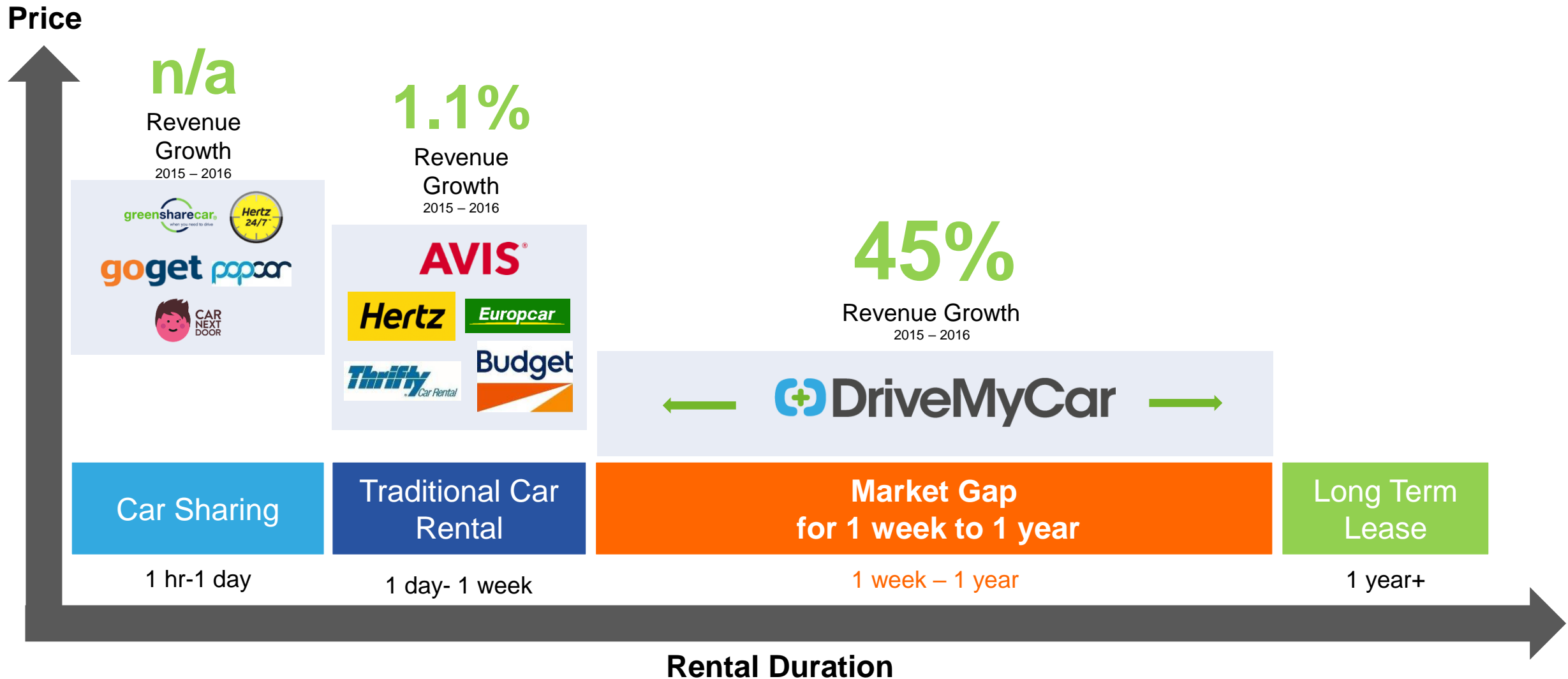
**Easy**  
Airport Parking

**Melbourne Airport**

  
**Carlins**  
AUTOMOTIVE AUCTIONEERS

**Brisbane Airport**

# DriveMyCar Market Gap for Mid-Term Rentals



# DriveMyCar Media Exposure

## THE AUSTRALIAN BUSINESS REVIEW

NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT LIFE TECH ARTS TRAVEL

### TECHNOLOGY

#### Uber drives new car sharing deal

**DAVID SWAN**  
Reporter @swan\_legend

UberX drivers in Australia will no longer have to use their own car, with peer-to-peer rental firm DriveMyCar inking a new agreement with Uber.

## STARTUP DAILY

### NSW Government embraces sharing economy with release of position paper on implementation of regulatory framework

## BUSINESS INSIDER AUSTRALIA

### TECH

#### The NSW government wants to build a 'collaborative economy'

**HARRY TUCKER**  
JAN 19, 2016, 10:39 AM

With the likes of Uber and AirBnB gaining popularity across the country, rather than resisting change, the New South Wales government is looking to embrace it.

The NSW Innovation minister Victor Dominello announced today that his state government will be embracing and looking to develop a framework for the "collaborative economy".

This comes after new estimates that those services contributed over \$500 million to the economy in the last year.

## Marketing

NEWS HUBS RESOURCES EVENTS THE MAG Marketing Pro Sign In

#### Sharing economy lands at Sydney and Brisbane airports with DriveMyCar

In a move that will drive the sharing economy further into the mainstream, industry disruptor DriveMyCar has today announced the expansion of its Sydney and Brisbane international airports.

Since 2010, DriveMyCar, the nation's largest peer-to-peer car rental platform to rent personal cars from other users.

The new service will allow local and international travellers to pick up and drop off cars at convenient locations without having to pay the airport premium charged by traditional rental companies such as Avis, Thrifty and Europcar, to name a few.


## FINANCIAL REVIEW PREMIUM

NEWS BUSINESS MARKETS STREET TALK REAL ESTATE OPINION TECHNOLOGY PERSONAL

Home / Technology

#### Sharing: Crush aimed at costly airport car rentals could lead to buyouts

**Ben Potter** Holidaymakers and business folk seeking cars at airports no longer have valid excuses to complain about being ripped off by big rental companies.



## Auto Rental NEWS

### DriveMyCar Provides Vehicles for Uber Drivers in Australia

July 25, 2016

Peer-to-Peer car rental firm DriveMyCar has partnered with UberX in Australia, according to a report by The Australian. DriveMyCar will allow UberX drivers to rent out cars on a weekly basis with no lock-in contracts.

For \$159 per week, UberX drivers will receive a car and get 150 kilometers per day allowance, insurance coverage for accidental damage and theft, and 24/7 roadside assistance, according to the report.

Uber drivers can also choose the make and model of the vehicle they want, including Toyota, Hyundai, Holden, Jeep, Audi, and BMW, says the report.



A Uber user requests a ride through the app. Photo courtesy of Uber.

## GQ

SUBSCRIBE STYLE GROOMING GQ GIRLS FITNESS ENTERTAINMENT GQ INC. LIFESTYLE

### ENTERTAINMENT Tech

#### How DriveMyCar Is Accelerating Business And Breaking Barriers

## Auto Rental NEWS

Home Fleet Acquisition Remarketing Rental Software

### DriveMyCar Launches at Melbourne's Tullamarine Airport

May 24, 2016

Like 0 Tweet G+ 0 Print Share 1

DriveMyCar has expanded its peer-to-peer car rental platform for local and international travelers at Melbourne's Tullamarine Airport.



Logo courtesy of DriveMyCar.

Available services includes rental cars, pick up and return services and a free shuttle service operating between airport parking and Tullamarine Airport.

Since 2010, DriveMyCar has been used by more than 26,000 members around Australia.

## THE AUSTRALIAN BUSINESS REVIEW Business Spectator

NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT LIFE TECH ARTS TRAVEL HIGHER ED

### BUSINESS SPECTATOR

#### What the government can learn from the sharing economy

Business Spectator | 6:00AM January 26, 2016

There can be little doubt the sharing economy is beginning to enter the mainstream. In recent months, we've seen the ACT Government and the NSW Government legalise the uberX ride-sharing service, fundamentally changing transport legislation in the process.

Recently the NSW Government made a major step toward officially welcoming the sharing economy, outlining guiding principles for future regulations that facilitate a sector that is estimated to contribute 45,000 jobs and \$500 million in economic gain to the state alone. The government, in the words of the position paper, "welcomes the positive impact of the collaborative economy for consumer choice, employment and productivity".

*Chris Noone is CEO of ASX-listed Collaborate Corporation, operator of sharing economy platforms DriveMyCar and MyCaravan.*

## GoAuto News Premium

HOME NEWS NEWSLETTER CASE STUDIES DEALERSHIPS MARKET REPORTS PEOPLE COMMENT Q Search

### Dealers can make money from excess inventory

New car sharing app allows dealers, fleet operators to earn money with idle vehicles

What Our... How Much... How It Works

## startup smart

INNOVATION

#### The NSW government is "putting a stake in the ground" by embracing disruption and the sharing economy



# Strategic Focus & Growth Initiatives

 DriveMyCar

Growth

Leverage significant interest from corporate fleets to expand supply at a faster pace than private supply  
Unlock corporate and government rental opportunities via direct and partnership opportunities  
Expand marketing campaign to increase consumer transactions

 MyCaravan

Startup

Secure bespoke insurance solution to maximise listings by owners  
Expand marketing campaign to increase consumer transactions  
Leverage caravan community, caravan parks and partners to accelerate listings

 FundX

Startup

Increase share of ownership via exercise of options and additional investment  
Invest in sales resources and marketing  
Develop technology platform to secure distribution partners and establish sustainable advantage

 peerpass

Development

Enhance functionality to improve level of trust and create high value, defensible customer base  
Establish as essential application for marketplaces and consumers  
Pursue third party licensing opportunities

 Rentoid

Re-launch

Re-launch with key strategic partners to rapidly grow awareness and customer acquisition  
Re-brand, re-position, integrate PeerPass, include insurance and secure payment channels  
Target private and business markets

**New Opportunities**

Investigation & Negotiation

Disrupt traditional markets through introduction of peer-to-peer business model, leveraging technology platform  
Proceed independently or with strategic partners

 Collaborate  
Corporation Limited

- Well funded and ready to invest at appropriate time to scale multiple opportunities
- Leverage technology investment across multiple marketplaces
- Leverage PeerPass to secure competitive advantage and develop revenue stream from third party marketplaces
- Develop strategic partnerships to accelerate growth
- Capitalise on revenue growth, proven business model and clear strategy to attract key strategic investors

 Collaborate

# Contact



Email: [shareholder@collaboratecorp.com](mailto:shareholder@collaboratecorp.com)

Website: [www.collaboratecorp.com](http://www.collaboratecorp.com)

Twitter: <https://twitter.com/CollaborateCorp>

Facebook: <https://www.facebook.com/CollaborateCorporation/>

Linked In: <https://www.linkedin.com/company/collaboratecorporationlimited>

# Disclaimer

*The material herein is a presentation of non-specific background information about the current activities of Collaborate Corporation Limited (Collaborate or the Company). It is information given in summary form and does not purport to be complete.*

*All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Collaborate Corporation, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Collaborate Corporation. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Collaborate Corporation.*

*Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.*

*Forward-looking statements include, but are not limited to, statements concerning Collaborate Corporation's planned strategies and programs and other statements that are not historical facts. Although Collaborate Corporation believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Collaborate Corporation should be considered as speculative in nature.*

*The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Collaborate Corporation or ASX:CL8.*