

Globally, the pre-eminent source
for corporate identities

Kyckr Limited
Investor Presentation
August 2017

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Glossary of terms

4AMLD The European Union 4th Anti-Money Laundering Directive which places greater emphasis on UBOs as part of the KYC, expanded requirements when looking at people as shareholders and directors and now includes the gambling sector.

5AMLD Proposed amendments to the 4AMLD where businesses have the obligations to hold beneficial ownership records with their authority in their country of registration and also ownership is now examined at 10%+ (currently 25%+).

AML Anti Money Laundering. This is majority source of legislation relevant to KYC.

API Application Program Interface which a cloud based means of accessing our services and information. This does not require the provision of code or programs to customers.

B2B Business to Business. Services and products requiring sales personnel to sell direct.

B2C Business to Consumers which are online services and do not require sales personnel but require digital marketing.

CDD Customer Due Diligence which is a full KYC check on a business customer.

EDD Enhanced Due Diligence which is required for high risk companies.

KYC Know Your Customer which for Kyckr is specific to companies, funds and entities (i.e. not people).

OCR Optical Character Recognition which is a means of extracting text from PDF type documents.

PII Personally Identifiable Information.

RegTech Regulatory Technology business.

SME Small to Medium Enterprise or business.

STP Straight Through Processing which is a means to automatically processing end to end without human intervention.

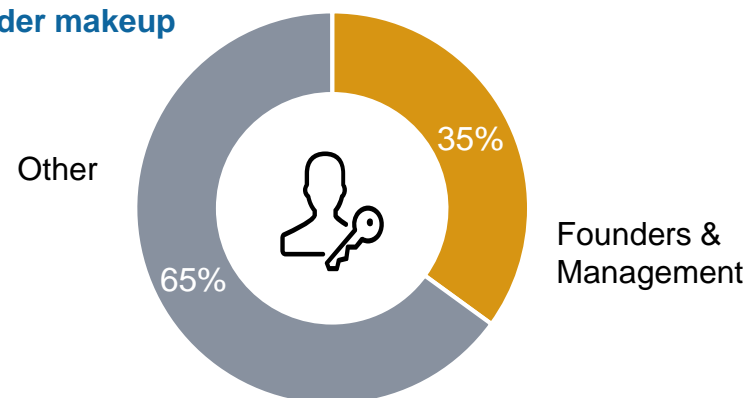
UBO Ultimate Beneficial Owners which is a map of the shareholders and if a shareholder is a company who their shareholders are all the way through to the final people based shareholders.

Kyckr overview

A global, ASX-listed RegTech Company providing KYC technology solutions to help its retail, SME, technology and financial services customers protect against money laundering, fraud, tax evasion and supply chain monitoring.

- Listed on the ASX in September 2016
- Global presence:
 - Offices in Sydney, Australia
 - Technology and Delivery services in Ireland
 - Business Development in Sydney, Bangkok and Dublin
 - Strategic partners in New York and Kuala Lumpur

Shareholder makeup



Winner of multiple awards globally for its Blockchain data delivery method



A Planet Compliance RegTech Top 100 company



Kyckr Share Capital

• ASX Ticker	KYK
• Ordinary Shares Issued	100,962,186
• Market Cap based on share price \$0.175	\$17.67m
• Performance and Earn-Out Shares ¹ (escrowed for 2 years until Sep 18)	20M
• Options ²	13M

1. 20M of performance & earn out shares issued to founders and management and are under escrow for 2 years from the date of issue 1 September 2016 subject to achieving turnover hurdles of \$5m and \$10m.
2. 13M options:
 - 4M options issued to brokers associated with IPO under 2 year escrow until September 2018 (exercise 20c expiring September 2020)
 - 4M options issued to management subject to revenue targets (exercise 20c expiring 1 September 2020)
 - 3M options issued to non-executive directors (exercise 30c expiring November 2020)
 - 2M employee share scheme options (exercise 30c expiring November 2020)

Investment highlights



Commercially proven, award winning technology

- Largest aggregated real-time access to:
 - 180+ company registries
 - 120+ countries
 - 80m+ companies
- Award winning Blockchain technology



On track for profitability in FY19

- \$1.54m revenue in FY17, 34% growth from FY16
- FY18, Qtr on Qtr revenue growth
- FY19, EBITDA and cashflow positive run rate



Global Compliance Market US\$120Bn by 2020

- Global blue chip customers including Bloomberg, CitiGroup and Bank of Ireland
- Further global blue chip prospects for FY18 and onwards



Global regulation driving growth

- Requirements on “Recent and legally Reliable” corporate data
- Increases in personal liability for “failure to prevent”
- 4AMLD, 5AMLD and Fincen CDD Final rule put greater obligations on Corporate KYC and UBOs



Clear to support opportunities and customer demands

- Over the next 12 months, expand to:
 - 16 in sales and marketing
 - 9 in product development
 - 7 in operations
 - Offices and partners in Sydney, London, Dublin, Singapore / HK and New York

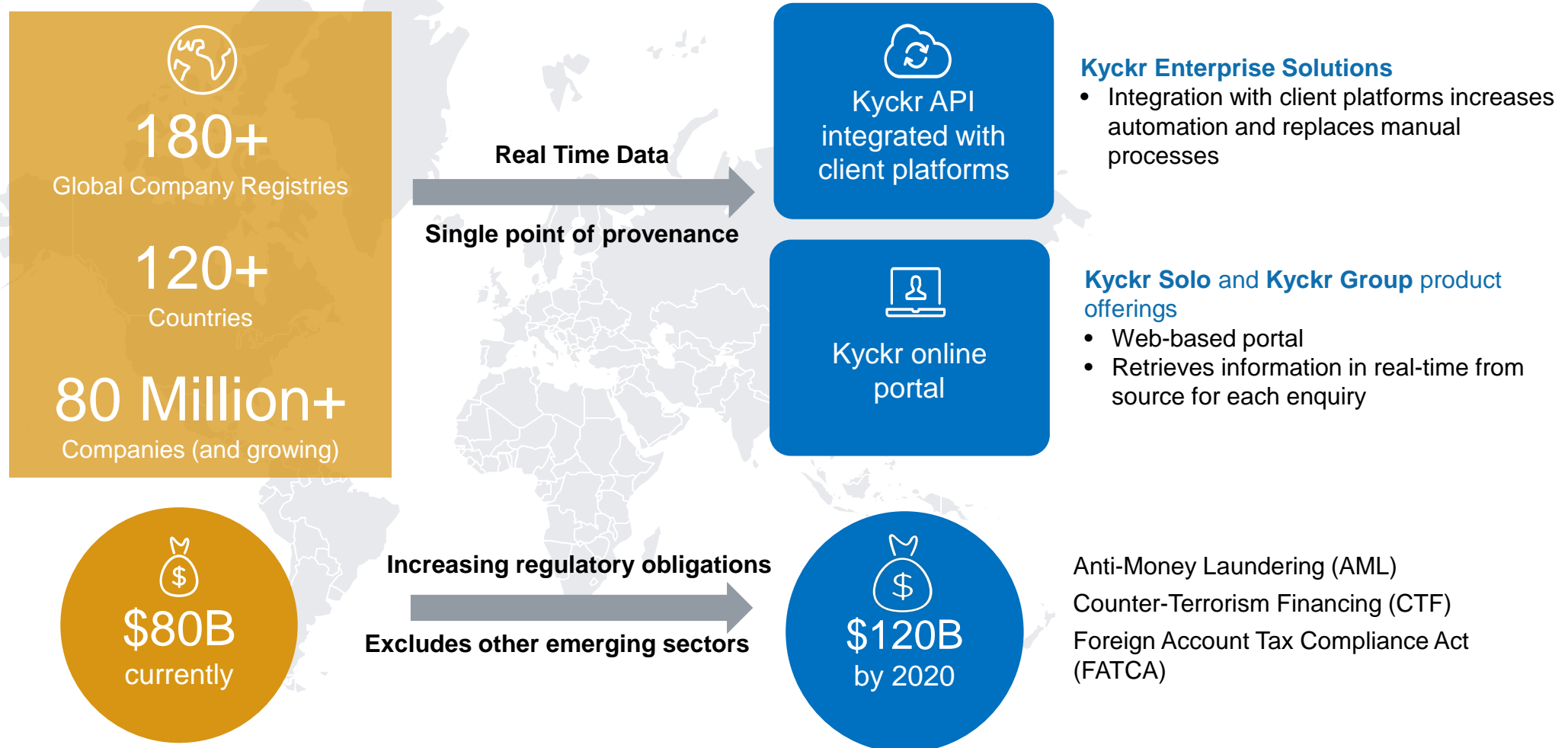


Experienced Board & Management

- Years of collective experience and expertise in banking, wealth management, investments, insurance, M&A, technology, digital and advisory.

Kyckr's offering and market

Consolidated data from over 180 official sources to provide real-time company registry information















Giving users access to an unprecedented number of official registries through a single point of access to enable users to easily maintain up to date corporate counterparty records in line with compliance and regulatory requirements

Products attributes and KPIs

	Solo	Group / API	Enterprise Users	Aggregators
Description	<ul style="list-style-type: none"> Web-based access to search and purchase company filings User can registers interest in Group and API products at portal 	<ul style="list-style-type: none"> Group <ul style="list-style-type: none"> Web-based multi-user access Administration tools to monitor usage and set usage preferences for users API <ul style="list-style-type: none"> For low volume API users 	<ul style="list-style-type: none"> API integration with on-boarding and KYC software applications Can include <ul style="list-style-type: none"> Cleanse and remediate Automated KYC Blockchain delivery options 	<ul style="list-style-type: none"> API integration into products and services used by multiple banks and other sector customers. Integrated into aggregators services and / or aggregator on-sells Enterprise services to its customers
Target Customers	<ul style="list-style-type: none"> B2C offering for individuals and small companies 	<ul style="list-style-type: none"> Accountants, lawyers, banks reliant on manual compliance processes, RegTechs, FinTechs, Consulting companies 	<ul style="list-style-type: none"> Predominantly banks 	<ul style="list-style-type: none"> Data aggregators (e.g. Thomson Reuters, Bloomberg, D&B, Actimize, IBM, PegaSystems)
Revenue Model and Typical Terms	<ul style="list-style-type: none"> Pre-pay per company document accessed Purchase with credit card 	<ul style="list-style-type: none"> Standard agreements with typical minimum payment of: <ul style="list-style-type: none"> API: \$1,000 per month (FY18) and \$2,000 per month (FY19) Group: \$500 per month (FY18) and \$1,000 per month (FY19) Incremental fees when volume exceeds set thresholds In FY17, on average <ul style="list-style-type: none"> Top 10 active Group users revenue per month = \$3.5k Top 5 active API user per month = \$1.2k 	<ul style="list-style-type: none"> On average, guaranteed minimum payment per year of \$150k approx. Fixed price per year for digital or meta data on a per entity basis Fixed price per year for Company watch Filings on a per click basis with set \$ or % margin 	<ul style="list-style-type: none"> Similar revenue model and terms as Enterprise Users
Key Metrics	<ul style="list-style-type: none"> Up to 40% net revenue margin Currently 375 active registered users Average revenue per active user \$40 per month 	<ul style="list-style-type: none"> Up to 60% net revenue margin Total number of active users: <ul style="list-style-type: none"> Groups = 29 APIs = 5 	<ul style="list-style-type: none"> Up to 75% net revenue margin Takes 2-3 years to reach full YoY earnings Annuity revenue from Company Watch, refresh, onboarding.. 	<ul style="list-style-type: none"> Up to 90+% net revenue margin Takes 2-3 years to reach full YoY earnings Annuity revenue ongoing consumption of Company Watch and meta-data and filings.
Targets	<ul style="list-style-type: none"> 2,000 active users by end of calendar 2018 FY18 Q2 site re-launch with dedicated digital marketing resources and support Earnings potential of over \$1m per year 	<ul style="list-style-type: none"> By end of FY18 and FY19 respectively, <ul style="list-style-type: none"> 50 and 150 active Group users and 30 and 100 active API users 	<ul style="list-style-type: none"> By end of Calendar 2018, 6 new Enterprise Customers Earnings potential per customer \$0.5m – 2.5m per year (depending on size) 	<ul style="list-style-type: none"> By end of Calendar 2018, 4 new Aggregators Earnings potential per customer \$2.5m+ per year

Kyckr Vs. Competition

Different Perspectives on Global Corporate and associated person data

		Competition    
 Data veracity	<ul style="list-style-type: none"> • Accurate from primary source • Reflects data provided to official registries under company law 	<ul style="list-style-type: none"> • Unknown • Potentially years old
 Data source and purpose	<ul style="list-style-type: none"> • Official Sources • Compliance & Corporate KYC 	<ul style="list-style-type: none"> • Unknown • Credit Risk
 Legally Authoritative	<ul style="list-style-type: none"> • Always 	<ul style="list-style-type: none"> • Not Always
 Ease of data refresh	<ul style="list-style-type: none"> • Self updating in perpetuity, with Kyckr's Company Watch offering 	<ul style="list-style-type: none"> • Periodic manual reviews based on risk
 Cost	<ul style="list-style-type: none"> • Pay only for what you use 	<ul style="list-style-type: none"> • Pay for unused and used data
 General Data Protection Regulation (GDPR) Compliance for Associated Person Data (European Union specific)	<ul style="list-style-type: none"> • Since register is the source of information, PII distribution permitted • Acquired from legal source for KYC in real time 	<ul style="list-style-type: none"> • Distribution of PII without consent
 Global Scope	<ul style="list-style-type: none"> • Global Validation and verification of Customers and Counterparties 	<ul style="list-style-type: none"> • Per country pricing • Data quality is country dependent based on local partners

Regulatory drivers fostering the adoption of Kyckr Services



Sample regulations and Directives

- EU 4th AML Directive Article 30(4)
- EU 5th AML Directive
- US FINCEN Final CDD Rule
- Data Privacy (GDPR) (PII).
- Personal Liability
- Payments Services Directive (PSD) II
- Markets in Financial Services Directive (MIFID) II
- Panama Papers & G20



Sample benefits relevant to Kyckr

- Accurate and Current
- Legally Trusted Sources
- Kyckr stores no data
- AML officers and executives personally liable
- Directives promoting automation via APIs
- Focus on cleanse of backbooks
- Registry sourced and maintained (through Company Watch) identification of information in UBOs

Efficient, effective and the most legally compliant management of corporate KYC processes

Automation to improve KYC challenges for **Yesterday, Today, Tomorrow and Forever**



Kyckr's blockchain solution present an even more valuable business model for Kyckr's future

Award winning globally and built on multiple blockchain platforms



Blockchain platforms provides many benefits to provide corporate identities to other sectors including



Funds or securities transfers between companies and associated volume management



Contract based blockchains such as Ethereum



A single view of a company and their participation in multiple supply chains



Platform enabled



ethereum



HYPERLEDGER



CREDITS

BUILDING TRUSTED BLOCKCHAINS



Global Awards



CI

The Canadian Institute

Business Information in a Global Context

Growing customer base and strategic partners



Sample Blue-Chip Customers

Bloomberg

- Over 325,000 terminals globally
- Customers manage over 40m entities globally
- Stellar validation of Kyckr's capabilities
- Revenue Q2 / Q3 FY18



- Rolled out to over 700 compliance personnel globally
- EMEA, APAC and Americas
- Opportunities for future expansion of services
- Revenue from Q3 FY17



- Top 5 global payments processor and subsidiary of US Bancorp
- Processes payments for over 1 million companies globally
- Revenue Q2 / Q3 FY18



- KYC Due Diligence and maintenance on corporate clients
- 3rd year of recurring revenue



Partnerships with Locally Established Registry Data Providers



- Large US market, with direct access into New York
- US and European customer base



- Malaysia and South East Asia
- >50,000 strong existing customer base

Well-established service providers, with offerings complementary to Kyckr's, promote the Company's data services under a mutual distribution and revenue share agreement

Provides instant access to established customer bases in new regions, with minimal risk and investment

Sample case studies

Bloomberg

Qualified Aggregator

Context

- Contracted in July 2017
- Recent provider of compliance services to a subset of their 325,000 platform users globally.
- Importance of primary source information well understood, as a competitive capability
- Main competitors include Thomson Reuters and IHS Markit

Plans

- Integration of Kyckr's capabilities required before launch
- Kyckr will be integrated to form part of Bloomberg's compliance related products
- Bloomberg to promote its compliance services containing Kyckr capabilities to its total target market

Opportunity

- Substantial percentage of Kyckr's total addressable market



Global Group User

Context

- Started setup of compliance users globally in October 2016
- Looking for single global process to access filings in global registers
- Users increased from 500 to over 700 in first 3 months
- Part of a larger change program in Citi

Actions

- Citi's change program rolled out new pricing in June / July 2017

Opportunity

- FY18, focus on on increase usage and from this, revenue



Enterprise User

Context

- Contracted in June 2015
- Full Enterprise user initially engaged in data cleanse
- Followed with KYC DD, On-Boarding and Company Watch
- Committed annual revenue
- 45% of Kyckr's revenue in FY17

Plans

- 1st half of FY18 negotiate new 3 year agreement

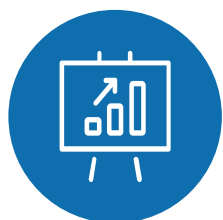
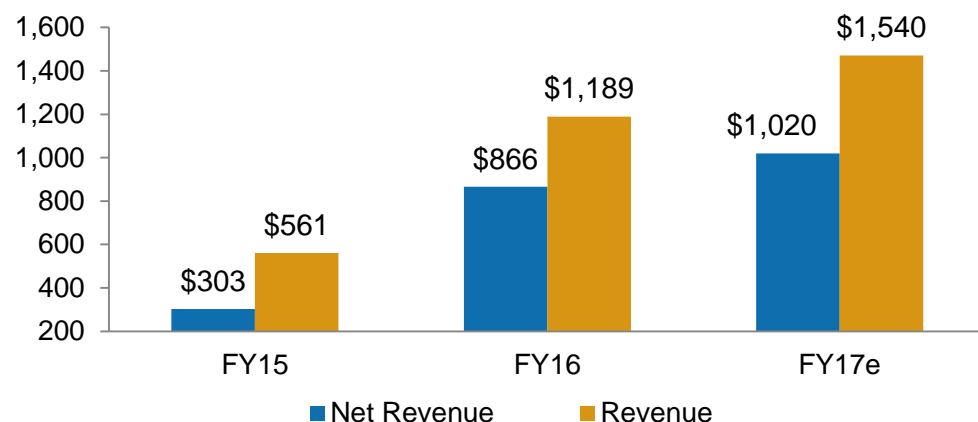
Opportunity

- Source other projects in Bank of Ireland

Financial results

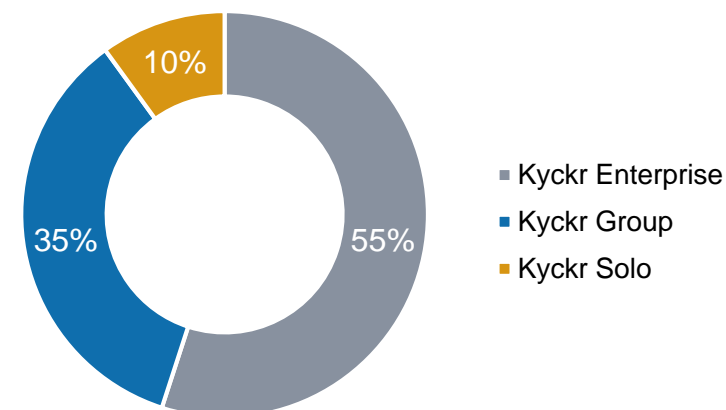
Consecutive years of strong revenue growth

\$'000

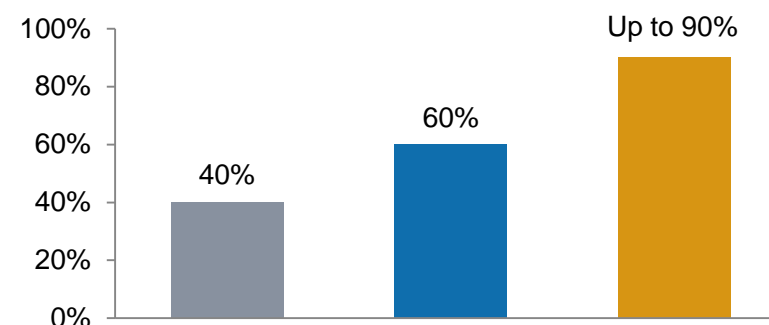


- Estimated FY17 Revenue up by 34% on FY16
- Strong balance sheet and debt free
- Current focus on improving internal capability in order to build out for the future
- Estimated cash of \$2.8m as at 30 June 2017, a decrease of only \$132k from 31 March 2017
- Step change planned in FY18 / FY19

Revenue Breakdown by Subscription Type

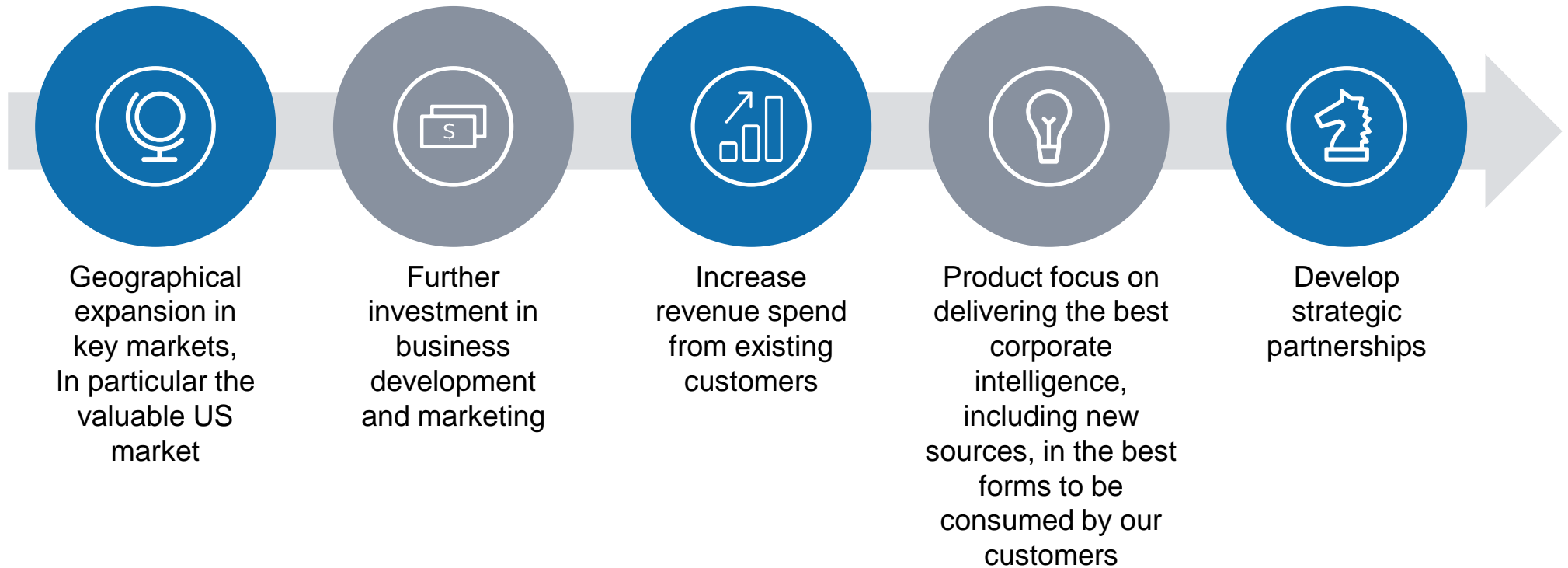


Revenue Margin % by Product Type



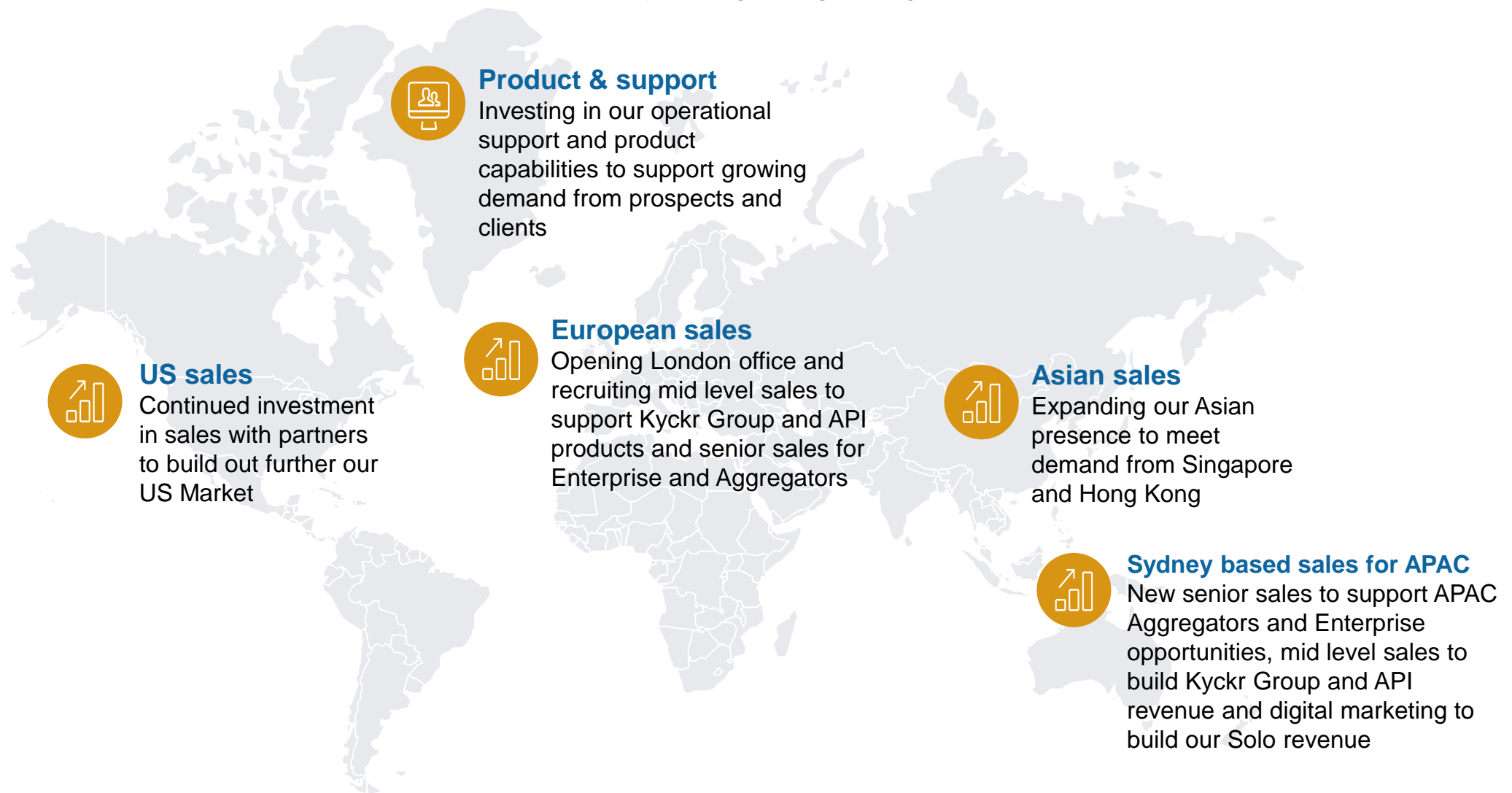
Strong opportunities for growth

Kyckr has identified a number of key opportunities to further expand its customer footprint and drive revenues over the next 12 months

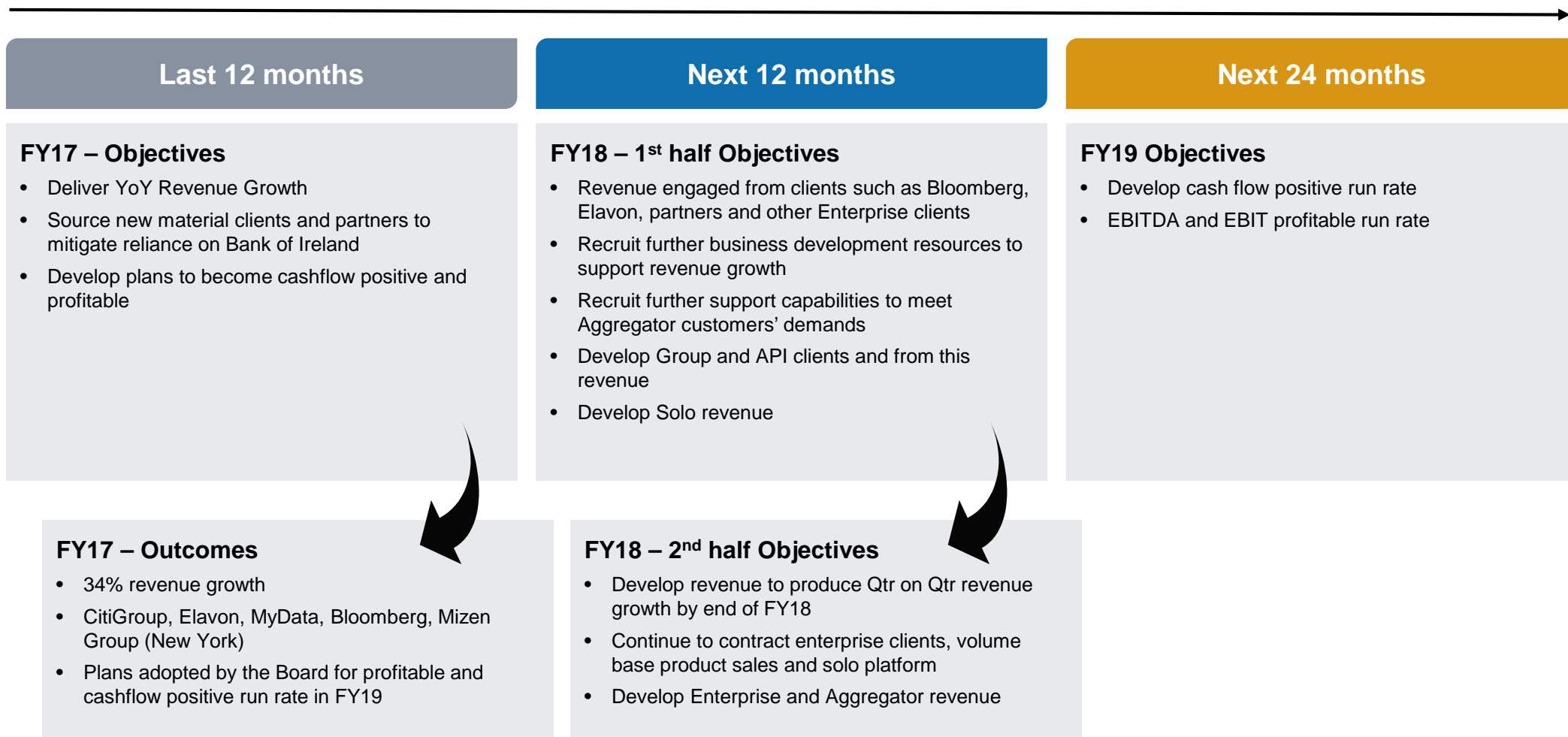


Increasing sales and operational capabilities over next 12 months to meet global opportunities and demands

Offices and partners in London, Dublin, Sydney, Hong Kong / Singapore and New York



Next 24 months



Board and management



John Van Der Wielen
Chairman

- Over 30 years of experience in banking, wealth management, investments and insurance
- Currently Managing Director of HBF Health Limited
- Previously a director of Friends Provident International, Lombard International Assurance and Partners Life New Zealand
- Senior advisor for Blackstone Group
- Managing Director ANZ Wealth



David Cassidy
Managing Director

- Over 25 years working in banking, M&A, technology and digital
- Previously at Citicorp, PWC, Siemens, Consolidated Press Holdings and Publishing Broadcast Limited across Europe, US, and APAC
- At Consolidated Press Holdings and Publishing Broadcast Limited, David was directly responsible for sourcing and managing Packer family investments



Karl Pechmann
CFO and
Company Secretary

- Experience in audit, business advisory and corporate governance at KPMG and BDO
- Previous listed company finance experience
- Member of Institute of Chartered Accountants, Australia and New Zealand and an Associate of the Governance Institute of Australia.



Ben Cronin
Executive Director
Regulatory Development
Founder



Rob Leslie
Executive Director
Head of Innovation
Founder



Albert Wong, AM
Non-Executive
Director



John Walsh
Non-Executive
Director



Patrick Curry, OBE
Non-Executive
Director



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