ASX Announcement

17 April 2019

Intelligent Visual Search and Analytics Tool Launched
in Partnership with Oxford University Spin-Out

- LiveTiles enters a strategic partnership with The University of Oxford backed company Zegami, to launch intelligent visual data analytics capability

- The solution is expected to be met with strong interest and to drive strong subscription revenue growth

- The technology will be integrated with LiveTiles' Intelligent Workplace Platform to solve the growing big data challenges for large enterprise

- This new capability will enable business users to visually analyse large sets of data to make informed decisions without the need to consult a data scientist

- LiveTiles also signs The University of Oxford as a subscriber of LiveTiles' Intelligent Workplace Platform

LiveTiles Limited (ASX:LVT) (LiveTiles or the Company), a global software company that empowers its users to create their own intelligent workplace experiences, is pleased to announce it has partnered with The University of Oxford (Oxford University) backed company Zegami, to launch the world's first enterprise-grade, visual search and analytics solution.

An intelligent data analytics solution developed by Oxford University scientists

Zegami's data exploration platform presents a simple way for business users to view large sets of data visually, to facilitate its easy interpretation and analysis, dissemination of the resulting findings and conclusions across the organisation, without IT involvement.

The company was spun out of The University of Oxford via their investment arm, Oxford Sciences Innovation (OSI), whose mission is to "help Oxford's outstanding scientists build and grow great businesses that can improve the world."[1] OSI counts among its shareholders California-based venture capital firm Sequoia (who were involved early with companies such as Apple, Google, Paypal and Airbnb), and the Chinese multinational investment holding conglomerate, Tencent Holdings Limited, one of the world's largest venture capital firms and investment corporations.

Making big data meaningful for business users, not just data scientists

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[1] https://www.oxfordsciencesinnovation.com/about
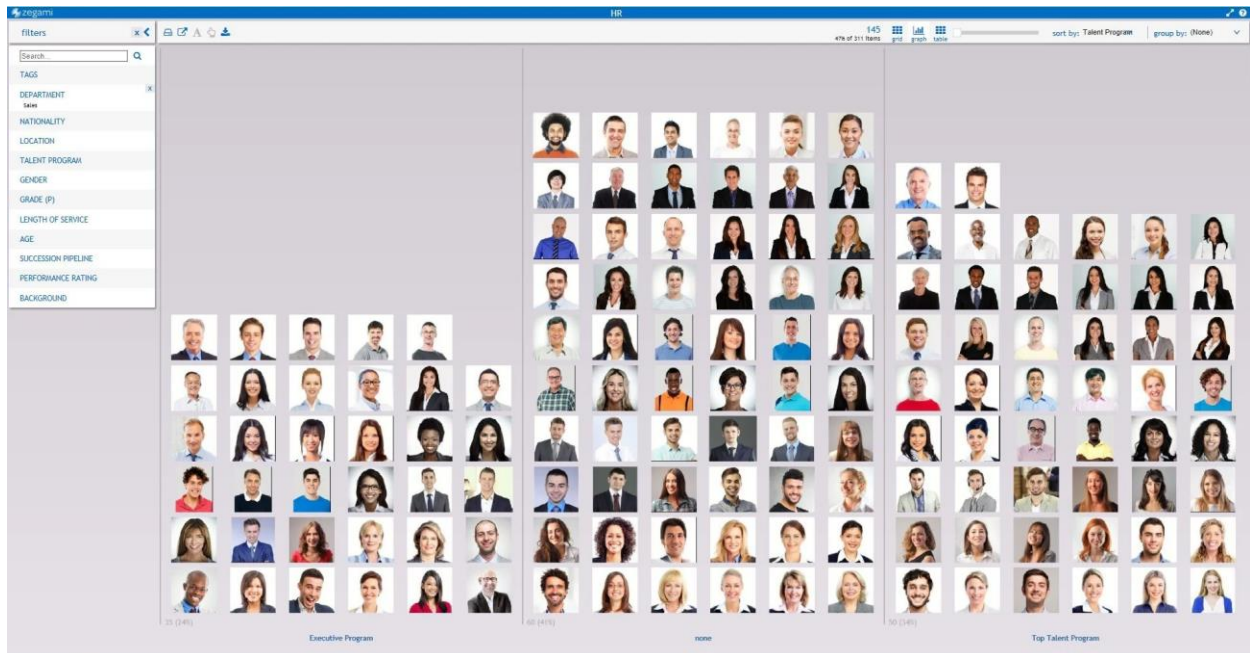
Under the partnership, Zegami's technology will be integrated into LiveTiles' Intelligent Workplace Platform, providing a big data analysis solution for existing and future enterprise customers. LiveTiles expects the solution will lead to larger sales opportunities across a number of industries where big data analysis is in high demand. Furthermore, it will play an important role in differentiating its value proposition to key industries for even greater productivity, innovation and competitive advantage; this includes the higher education, manufacturing, retail, utilities and public sectors.

The visual search and analytics tool will include the following capabilities:

- **Democratisation of big data visual analysis:** the ability to give business users a tool to search large sets of visual data on any device and make it easy to analyse, unlike traditional business intelligence tools like Excel or Tableau.
- **Visual exploration and analysis:** the ability to augment and explore data – documents, PDFs, images, audio, maps and video; view results displayed visually on a single screen; and identify patterns to make quicker and smarter decisions.
- **Machine learning data curation:** the ability to drill down and identify outliers and biases, patterns and correlations.

The solution will be jointly marketed by both companies to meet a growing need among the world's enterprise-level organisations and is expected to contribute to strong annualised subscription revenue growth.

Image recognition and visual search have seen significant growth in the consumer world with platforms like Pinterest, Google and Amazon due to the enormous amounts of visual data they have at their disposal. Industries such as early adopter retail companies are investing in this type of AI technology to

capitalise on these engines and gain competitive advantage. According to Grand View Research: "The global image recognition market size is expected to reach USD 77.69 billion by 2025."[2]

Karl Redenbach, Chief Executive Officer and Co-founder, LiveTiles, said: "The amount of data organisations have at their disposal today is mind boggling. The problem lies in finding ways to unlock the trends, the anomalies – essentially, the stories hidden in all that information. This is key in making sound business decisions, whether in the C-suite, sales, marketing, finance, IT or HR departments. We are continually focused on extending our capabilities to ensure our customers are getting the most out of their technology and data; and our alliance with Zegami is an extremely positive move in that direction."

Samuel Conway, Co-founder and CEO, Zegami, said: "Zegami and LiveTiles make perfect partners: the leading platform creating the workplace of the future enhanced with the most powerful visual data storytelling tool. Not only will the C-suite, HR, Marketing and Operations be able to unlock new ways of working with LiveTiles, but the visual insights from Zegami will highlight opportunities to improve and optimise the approach. It will give our clients advantages invisible to their competitors. Our whole team are very excited about this alliance and look forward to exploring these opportunities across the world."

The University of Oxford subscribe to LiveTiles' Intelligent Workplace Platform

LiveTiles is also pleased to announce that coinciding with the Zegami partnership, The University of Oxford has signed as a new customer of LiveTiles' Intelligent Workplace Platform, providing further validation from the world-leading university.

Tim Rose, Digital Learning Technologist, Saïd Business School, The University of Oxford, said: "LiveTiles' vision for the intelligent workplace and, indeed, intelligent places of learning, is a compelling one. The low to no code factor appealed to us for its simplicity, time-savings and ability to quickly scale. We are planning to first implement LiveTiles' Intelligent Workplace Platform across our staff, with a view to deploying the technology across our entire student network."

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About LiveTiles:

LiveTiles is a global software company headquartered in New York, with operations in Seattle, Tri-Cities (Washington State), San Francisco, Los Angeles, Chicago, North Carolina, Rochester, London, Sligo, Copenhagen, Amsterdam, Sydney, Melbourne, Brisbane, Geelong and Hobart. LiveTiles offers intelligent workplace software for the commercial, government and education markets, and is an award-winning Microsoft Partner. LiveTiles' products comprise LiveTiles Intelligent Workplace, LiveTiles Design, LiveTiles

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[2] https://www.grandviewresearch.com/press-release/global-image-recognition-market

Bots, LiveTiles Intelligence, LiveTiles for SAP Software, LiveTiles MX, LiveTiles Mosaic, Hyperfish and Wizdom. LiveTiles' customers represent a diverse range of sectors and are spread throughout the United States, United Kingdom, Europe, the Middle East and Asia-Pacific.