



IDENTITII (ASX:ID8)

Automating regulatory reporting
to help reduce financial crime

John Rayment
CEO

OCTOBER 2022

Why invest in Identitii?

AN UNRIVALED OPPORTUNITY

Ideal for investors looking for early-stage investment opportunities.

Solving a growing global problem in the aftermath of recent AUSTRAC fines and the Banking Royal Commission.



Solving
a key piece of a US\$287 billion¹ financial crime problem



Trusted
by some of the world's biggest financial services companies



Proven
tech already sending reports to AUSTRAC for customers



Operating
with limited competition and global potential



Already in the Early Adopter growth phase
Invest early to maximise your returns

Learn why Identitii is at the vanguard of the financial services regulation revolution
[Visit our investor hub^a](#)



A GROWING INVESTMENT

A global RegTech with a proven platform, operating with limited competition.

A GROWING MARKET

Global spend on RegTech companies like Identitii

IS EXPECTED TO INCREASE BY

200%

GROWING TO:

**US\$204
BILLION²
BY 2026**

KEY CUSTOMERS

Processing payment information for some of the worlds biggest financial services brands:

Novatti



EXPANSION MARKETS

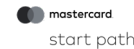


AWARDS & RECOGNITIONS

Our innovations have been recognised in various forms all over the world:



ISO 27001 Certification
information security management



Mastercard Start Path
Global start-up program



Winner
Sibos global RegTech competition



Winner Client Centricity Award
2020 Mega FinTech Accelerator



2020 APAC WINNER
Deloitte.

Winner
Deloitte Asia Pacific Fast 500

ADDITIONAL VALUE STREAMS

Joint venture with **x15 ventures**



Proud partner



PATENTS GRANTED

Our innovations received patents in:



United States



Singapore

CUSTOMER BENEFITS

Our single data platform delivers:

- Reduced risk
- Lower costs
- Assurance
- Transparency
- Automation
- Analytics

INDUSTRY EXPERTISE

Our team have worked at:

- ASIC
- Deloitte
- The NPP
- St George
- Westpac
- ANZ
- Macquarie Bank
- OFX
- Suncorp
- xe.com

How has
Identitii evolved?

BLOCKCHAIN TO CLOUD

Since 2015 Identitii has transformed from solving multiple problems for few customers, to a focused, product led company growing customer adoption for its scalable cloud platform.

Today the company is focused on:

- customer growth
- reducing complexity
- shareholder value

PRE-2020

Born from blockchain

Founded

by Nick Armstrong
and Eric Knight

ASX

Listed in 2018

Product development

- Selling multiple products to few customers

Launch
customer



2020

Transformation begins

Critical balance

Cash balance lowers
to \$0.3m in March

New CEO

John Rayment

New product direction

- AUSTRAC fines Westpac \$1.3b
- Opportunity to automate AUSTRAC reporting
- Developed for first customer HSBC

Payble

Launched by Identitii
CBA invests \$1.0m

+1

new contract



2021

Investment in experts

New expert hires

- Sales & Marketing
- Product Management
- Customer Success
- Software Engineering

Product market fit

- Validated by multiple customers
- Standard Chartered signs multi-year contract
- New cloud strategy

Payble

CBA invests further
\$0.7m growth capital

+1

new contract



2022

Automation to scale

Experience for scale

- New Chair (Director)
- New Non-Exec Directors
- New Board Advisors
- Chief Financial Officer

Scaling product delivery

- Continued market and product testing
- Live sandbox released
- Migrate legacy products to One Data platform

+2

new contracts

Novatti



THE PROBLEM

What's the global issue?

FINANCIAL CRIME IS INCREASING

IT'S DIFFICULT TO DETECT.

And it's escalating.

Legacy bank technology, growth in digital payments and non-bank FinTech companies, plus unregulated crypto currencies are all creating opportunities for financial criminals.

Governments all over the world are cracking down on non-compliance with regulations to protect the victims of financial crime.



Financial crime accounts for

3.6%

of global GDP³

or **US\$3.5 trillion⁴**
annually

What do governments need to prevent financial crime?

COMPLETE AND ACCURATE INFORMATION

Companies must implement complex Financial Crime Compliance Programs to identify, mitigate and manage the risk of money laundering and terrorism financing.

Government regulators need to know:

- 1**
KYC AND IDENTITY VERIFICATION
Who is sending and receiving funds?
- 2**
SANCTIONS AND WATCHLIST SCREENING
What is the source and destination of funds?
- 3**
REGULATORY REPORTING
Has it been reported to regulators?

➤ Governments rely on Financial Crime Compliance Programs for information

There are significant consequences if these programs are not compliant

US\$287 billion¹
per year is spent on Financial Crime Compliance Programs in the industry.

What happens when companies are not compliant?

LARGE FINES, REPUTATIONAL DAMAGE & JAIL TIME

Regulators are cracking down on non-compliance with huge consequences. As a result, there is a tidal wave of pressure forcing the industry to increase investment in Financial Crime Compliance Programs.

FINES TOTALLED US\$52 billion

Globally across the industry since 2007⁵

FINANCIAL REVIEW

Why \$2b in bank fines was necessary

AUSTRAC boss Nicole Rose doubts the banks would have spent millions of dollars fixing their systems without the \$2 billion in fines the regulator has extracted over the past two years

Sep 25, 2020

FINANCIAL REVIEW

Commonwealth Bank settles AUSTRAC case for \$700m

Jun 4, 2018



The High Court in Wellington fines TSB NZ\$3.5m

Sep 1, 2021



UK AML fines hit record as criminal convictions sought

Feb 8, 2022



Westpac to pay \$1.3bn fine over AUSTRAC breaches

Sep 24, 2020



Crown, Star risk steep fines as AUSTRAC swoops...

Jun 8, 2021



Swedbank ex-CEO on trial over money laundering

Oct 5, 2022

What space does Identitii operate in?

Millions of companies all over the world move money, and they all need to operate three-part **Financial Crime Compliance Programs** to meet regulatory obligations

Identitii is innovating the post-transaction space, with few competitors

INNOVATING IN AN UNDER SERVED GLOBAL MARKET WITH FEW COMPETITORS

FINANCIAL CRIME COMPLIANCE PROGRAM

1 PRE-TRANSACTION
KYC AND IDENTITY VERIFICATION

Knowing who is sending and receiving funds

2 IN-TRANSACTION
SANCTIONS SCREENING AND TRANSACTION MONITORING

Monitoring for fraud and identifying suspicious patterns and behaviour

3 POST-TRANSACTION
REGULATORY REPORTING

Reporting certain transactions to government regulators in relevant markets

Current Solution Providers

REFINITIV	Trulioo	fenergo	REFINITIV	olessa	AML Partners <small>A Behavioral Risk Mitigation Firm</small>
Comply Advantage	ACCUITY	veriff	Comply Advantage	FINASTRA	feedzai
NICE ACTIMIZE	frankieone	iD MISSION <small>EMPOWERING CREDIT</small>	Fircosoft	FICO	Bottomline
SIMPLEKYC	Kompli	jumio	MOODY'S ANALYTICS	jumio	BAE SYSTEMS
First AML	LexisNexis <small>RISK SOLUTIONS</small>		Chainalysis	NAPIER	

SATURATED MARKET

jade thirdeye

DA
DECILLION AUSTRALIA

Hummingbird

UNDERSERVED MARKET

MANUAL SYSTEMS

Today the industry is spending US\$287 billion¹ on meeting regulatory obligations, yet the volume of fines for non-compliance is still growing.

This is because technology in use across the financial system is decades old, and compliance teams are often managing by spreadsheet and email, increasing the risk of human error.

1 Disparate systems & teams

Information for reporting sits across multiple systems and teams

2 Manual processes & spreadsheets

Compliance is often managed by people, email and spreadsheets

3 No visibility for decision-making

Leadership has no oversight if reporting is being done right

4 Ambiguous legislation

Legislation is ambiguous, leaving rules open to interpretation

5 Legacy systems & technology

Technology currently in use by many banks is decades old

6 Complexity at a global scale

Every regulator wants different information and rules constantly change

OUR SOLUTION

OUR PURPOSE

We exist to **reduce the human impact of financial crime** by making it harder for criminals to launder money and fund terrorism.

How does Identitii solve the problem?

WE AUTOMATE REPORTING TO REDUCE RISK

Regulatory Reporting is not a new process, but automating it is.

This is how our platform works >

We take spreadsheets and email out of the process to lower costs, streamline operations and reduce risk.



Real-time dashboard view of all transactions, reports and exceptions

1

UPLOAD



2

REVIEW



3

PROCESS



4

REPORT

Customers upload payment data to our cloud-hosted platform

Our platform identifies which transactions need to be reported to regulators and automatically prepares the reports to be sent

Any missing information is easily added in, providing a single source of truth and complete audit trail for all payment and reporting information

Automated reports are then sent to the regulator



Australian Government

AUSTRAC

AUSTRAC reviews reports and actions with law enforcement accordingly

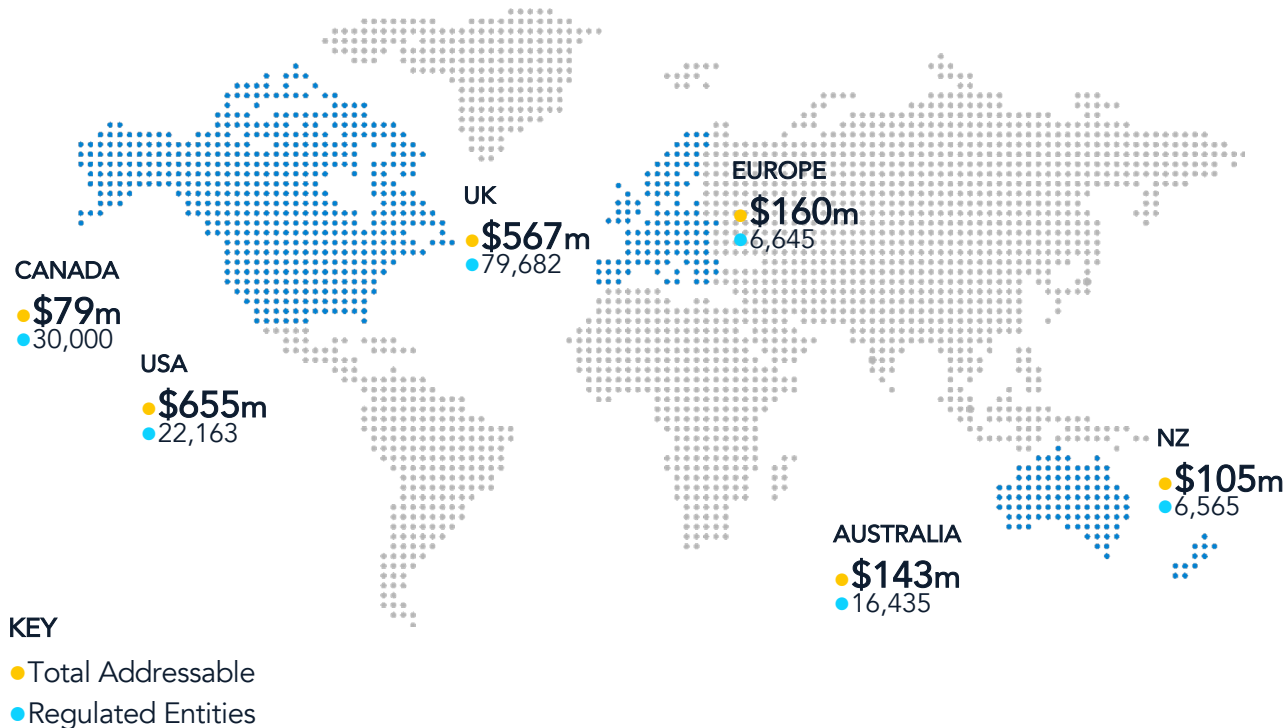


THE OPPORTUNITY

How big is the Regulatory Reporting opportunity?

THE \$1.7 BILLION OPPORTUNITY⁶

Identitii is addressing a \$327 million opportunity in Australia, New Zealand and Canada, and will then address an additional \$1.4 billion opportunity by expanding operations into the USA, UK and Europe.



Australia, NZ & Canada

\$327m opportunity

TOTAL ADDRESSABLE MARKET

USA, UK & Europe

\$1.4b opportunity

TOTAL ADDRESSABLE MARKET

These figures are representative of 100% market share. If Identitii captured 10% of the market, annual recurring revenue could be \$170m.

The emerging opportunity will continue to grow, according to market experts.

**\$327
m**

TAM:
CURRENT

\$1.7b

TAM:
FUTURE

A CLEAR STRATEGY FOR SUCCESS

The Identitii go-to-market strategy is based on:

- growing the number of customers quickly
- scaling revenue and accelerating to profitability
- monetising other assets that exist within the business



One platform strategy

Accelerate growth by removing barriers from legacy technology and operating decisions.



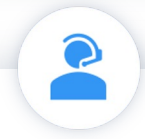
Partners & networks

Nurture relationships with consulting and legal firms to grow distribution.



New features

Target more nimble FinTech disruptors with shorter buying cycles.



Expert sales force

High-performing staff who understand their customers.



Target key clients

Directly target Chief Risk, AML, CTF and compliance teams.



Strategic marketing

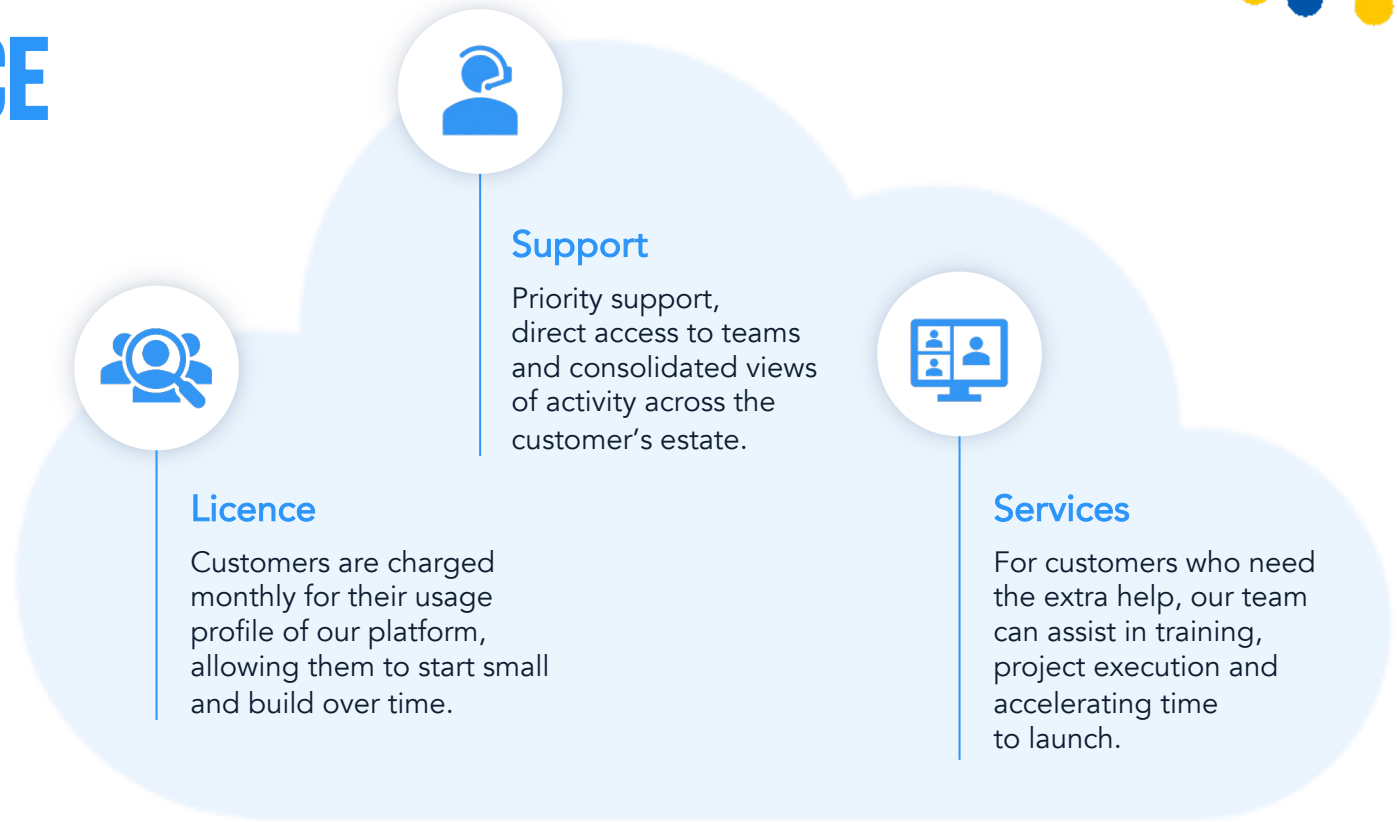
Focused strategy to reach hard to reach buyers.

How does Identitii generate revenue?

ENTERPRISE SOFTWARE-AS-A-SERVICE

Identitii's revenue is derived from a software-as-a-service model, enabling our customers to grow their usage over time.

- customers can start quickly without the need for costly integration projects
- operating only One Platform significantly increases speed to market with lower costs
- options for enterprise customers who want greater levels of support and servicing



What other assets does Identitii own?

IP & PATENTS

Identitii is aggressively pursuing an Intellectual Property (IP) strategy to monetise its patent portfolio.

There are a number of avenues available including commercialisation, indirect licencing and the potential for enforcement, including infringement litigation.

2015

Identitii filed patent applications to protect its invention of a **blockchain- based global ecosystem for financial information.**

Since then, it has been awarded patents in the USA and Singapore and is progressing a strategy to monetise IP.

Identitii also has patent applications live in several other key global markets.

uspto 2021 USA GRANTED

IPOS 2022 SINGAPORE GRANTED



WRITTEN WITH LEADING
US LAW FIRM WILSON SONSINI

PATENT

A globally connected ecosystem for:

- rich, tokenised payments information
- accessible via enterprise blockchain
- universally compatible with legacy networks such as SWIFT and ACH
- and new networks such as RippleNet and Mastercard Cross-Border Services

IP STRATEGY

Written with leading United States IP law firm Wilson Sonsini looking at avenues to:

- commercialise the patent, including direct partnerships
- indirect licensing
- and the potential for enforcement, including infringement litigation

What other assets does Identitii own?

PAYBLE

Born out of Identitii's participation in the Australian Competition and Consumer Commission's trial of the new Consumer Data Right, Payble is a joint venture with CommBank's x15ventures

Strong product

Building the world's first bill payment engagement platform

Early adoption

Six enterprise clients already signed onto the platform

User advocacy

1,000 users of the platform rated Payble 4.8 out of 5



The platform leverages the new Consumer Data Right to pre-validate availability of consumer funds.

It uses intelligent messaging to offer payment solutions, offering billpayers flexibility and reducing the number of late payments for customers.

Identitii's shareholding in Payble will grow in value over time, as Payble scales customers and revenue

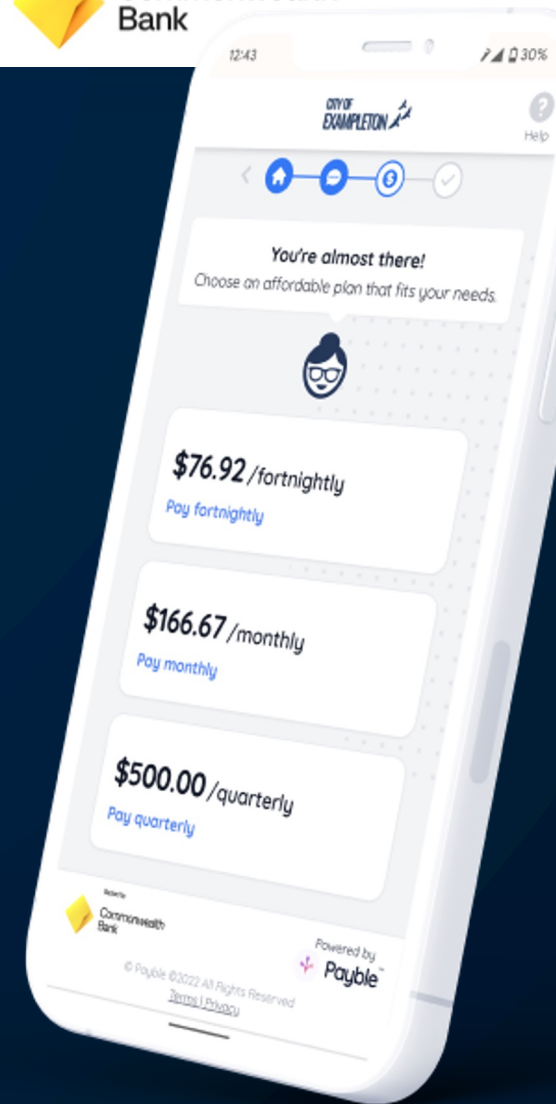


Payble™

joint venture with
x15 ventures



Commonwealth
Bank



OWNERSHIP



\$1.7 million invested by CommBank for a 43.9% stake



39.3% stake is owned by Identitii



5.6% ownership by co-founder Elliott Donazzan



11.2% is reserved for future employee incentive schemes

What experience is driving Identitii?

GOVERNING WITH FINANCE EXPERTISE

Board members with the breadth and depth of skills needed in the payments and technology sector.



John Rayment
CEO & Managing Director

John has held financial services board and executive roles in Australia, Japan, the United States and the United Kingdom, and has significant industry contacts and experience.

An enterprise sales specialist, he has helped scale small start-ups, and transformed large global companies.

John is also Non-Executive Director of the Payble joint venture with x15ventures.



Tim Phillipps
Chair

Tim is a FinCrime and RegTech expert with 45 years of experience. He has held Global and Asia-Pacific roles in FinCrime compliance and analytics at Deloitte and was Director of Enforcement for ASIC.

Because of this experience, Tim recognises the opportunity for Identitii to help regulated entities and law enforcement in FinCrime prevention.



Rhyl Gardner
Non-Executive Director

Rhyl is an active and experienced Non-Executive Director, building on 35 years of senior executive experience in banking and finance with ASX listed banks including St George, Westpac, BOQ, and Suncorp.

Additionally, she also brings over 15 years of board and committee experience across finance, education and professional services sectors.



Simon Griffith
Non-Executive Director

Simon brings over 14 years experience in global financial services, having worked in senior and executive roles in companies including Macquarie Bank, OFX, HiFX and XE.com, and delivering products that align perfectly with the Identitii growth strategy.

He also brings significant expertise in scaling technology businesses, including Prospa and Car Next Door.

What does Identitii look like in the stock market?

CORPORATE OVERVIEW

CAPITAL STRUCTURE

ASX	ID8
Date listed	19 October 2018
Share price *	\$0.04
Ordinary share on issue	201.2m
Market capitalization *	\$9.5m
Unlisted options	31.3m
Pro forma cash 30th June 2021	\$4.5m

SHARE REGISTER COMPOSITION

1. Mr Frederick Bart	3.9%
2. Citicorp Nominees Pty Limited	3.8%
3. KTM Ventures Innovation Fund	3.7%
4. Mr Evan Clucas and Ms Leanne Weston <Kuranga Nursery Super A/C>	2.2%
5. Link Traders (Aust) Pty Ltd	1.7%
Top 20	30.6%
Shareholders	2,276

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This presentation has been approved and authorised to be lodge with ASX by the Board of Identitii Limited

Learn why Identitii (ID8) is the future of the financial services regulation revolution.

Visit our new investor hub today

W www.investorhub.identitii.com

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E: investors@Identitii.com

References

1. Juniper Research, 'RegTech: Market Opportunities, Challenges and Forecasts 2021-2025', Page 9.
2. Juniper Research: <https://www.juniperresearch.com/researchstore/fintech-payments/regtech-market-size-report>
3. <https://www.fatf-gafi.org/faq/moneylaundering/>
4. 3.6% of US\$96.1 trillion (Global Gross Domestic Product (GDP) in 2021)
5. <https://www.fenergo.com/aml-fines-report>
6. Total Addressable Market (Page 15) represents the opportunity on the basis that 100% of reporting entities in each market use Identitii's platform. This is calculated by taking the total number of reporting entities in each market (Sources on the following page), segmenting them into Tiers based on Identitii's pricing table and multiplying out the potential total addressable market.
7. Fenergo: <https://resources.fenergo.com/i/1474552-enforcement-actions-in-a-covid-climate/18?>
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Total Addressable Market References (Page 15)



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