

NEW Investor Presentation

Cameron Beavis to take up full rights issue entitlement

Highlights

- New presentation outlines the opportunity ahead for Identitii investors
- Covers the problem Identitii's platform solves and its competitive landscape
- Quantifies the current, planned and future market opportunities
- Repositioning addresses challenges in monetising reporting opportunities
- Cameron Beavis has provided funds to take up full rights issue entitlement

14 May 2024 - [Identitii \(ASX:ID8\)](#) ('Identitii', 'the Company') (ASX:ID8) is pleased to announce the release of its new investor presentation, showcasing the Company's mission, progress to-date and future trajectory, providing a comprehensive overview of the problem the Identitii platform solves and the opportunity ahead for investors.

Furthermore, the Company is also pleased to announce that major shareholder, Mr Cameron Beavis and his investment entity, have provided funds to take up their full entitlement under the Company's rights issue.

Commenting on the announcement, John Rayment, CEO of Identitii, said: "We are thrilled Mr Cameron Beavis has provided funds to take up his full rights issue entitlement. In addition to his investment, the Company also benefits from valuable experience Mr Beavis offers, having himself built, scaled and exited technology companies with global reach. We are very thankful for his ongoing support.

"We are also excited to share our new investor presentation today, addressing the global opportunity we believe lays ahead for Identitii investors. Since inception, the Company has been on a mission to seamlessly connect the world's payments data, continuously



exploring different ways to capitalise on genuine interest from financial services businesses in most major markets, to solve the growing number of problems that exist with current internal and external data sharing processes.

“Identitii has historically positioned itself to solve data sharing problems associated with reporting to financial regulators. Whilst we have experienced significant interest from the industry for our platform to automate these processes, prospective customers have faced real challenges in collecting and sharing the data our platform needs to do the job. Through the process we discovered a much greater opportunity to grow our customer base, by using our platform for a problem it already solves today.

“Our new investor presentation, together with our refreshed brand and website, and even our most recent quarterly activity statement, reposition the Company to redefine how payments data is shared and utilised across the global financial services industry.”

Ends

This announcement has been approved and authorised to be given to ASX by the CEO of Identitii Limited.

About Identitii

Identitii’s mission is to seamlessly connect the world’s payment data. We are payments, data and technology specialists at heart. We believe that the future of digital commerce will be enabled by greater access to and sharing of data within and across the boundaries of geography, residency and technology. It is with this belief that we seek to bring people, data and payments together.

For more information visit: www.identitii.com

Visit Identitii’s interactive Investor Hub: If you have any questions about this announcement or any past Identitii announcements, or would like to see video summaries of our important announcements, please visit our investor hub at: <https://investorhub.identitii.com/>

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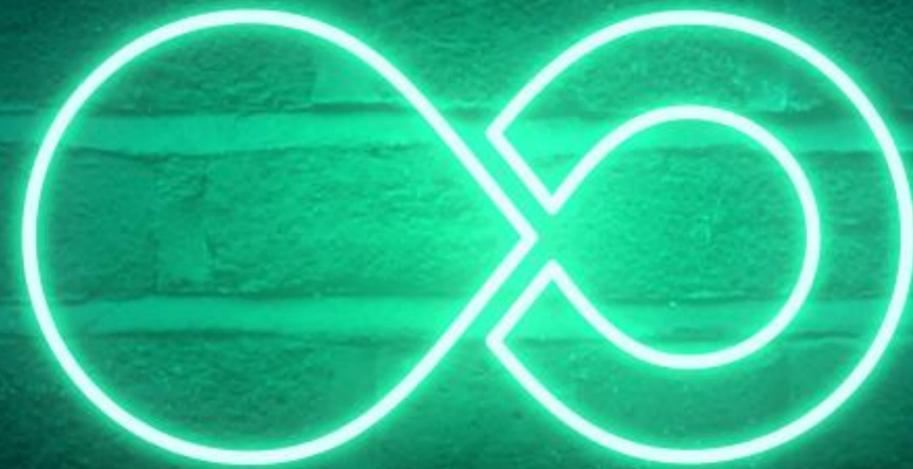




A better way to share data

ASX Investor Presentation

May 2024





Since inception, Identitii has been on a mission to seamlessly connect the world's payments data. We fundamentally believe that the future of digital commerce will be enabled by greater access to, and sharing of, payments data. We have pioneered a platform that is redefining how payments data is shared and utilised across the global financial services industry.

John Rayment
CEO

We've built a better way for the payments industry to share data

Current data sharing methods are human-driven and unstructured, exposing payments organisations to inefficiencies and elevated risk

Our platform **structures** and **automates** information sharing, improving the **security** and **control** of sensitive data as it moves **within** and **between** payments organisations

SOME OF OUR CUSTOMERS



We have an **experienced** and **personally invested** management team and board of directors

MANAGEMENT TEAM



John Rayment | CEO

Former global B2B head for Travelex, and Managing Director in the UK, USA and Japan



Rebecca White | CFO

Former CEO of Revasum (ASX:RVS) and audit manager at BDO in London and Sydney



Tim Dickinson | CTO

Former Co-CEO of Assembly Payments, the first non-bank to join Australia's NPP



BOARD OF DIRECTORS

Tim Phillipps | Chair



John Rayment | Managing Director



Rhyll Gardner | Independent Non-Executive Director

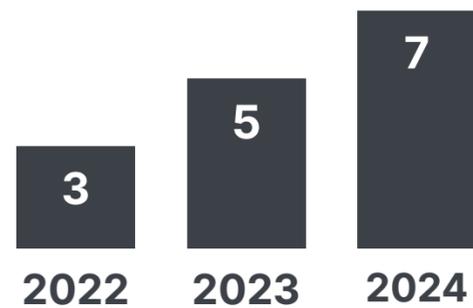


Simon Griffin | Independent Non-Executive Director



We have a validated global opportunity and are **primed for growth**

~\$800k
Annual Recurring Revenue



Growing Customer Base

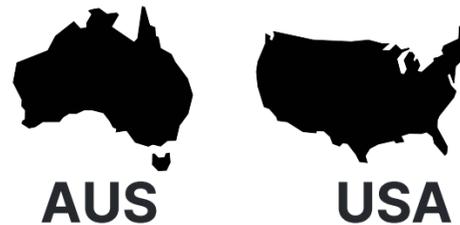
200+

Teams on Platform

\$4.4b⁵
Global Opportunity



ISO 27001:2022 Certified



Company Locations

Other Assets

- 10% share in Payble, with CBA and OIF Ventures
- United States Patent US10984413B2
- Singapore Patent 11201801207V
- Pending patent infringement claim in the U.S.

Capital Structure *

- 430 million ordinary shares on issue
- Top 20 owns 50%
- 2,000+ shareholders
- 25 million shares purchased by the team

* as at 13 May 2024

Losing control of sensitive data is costly

Failure to protect sensitive data exposes organisations to financial and reputational repercussions, resulting in growing investment to improve data protection and governance

2021/22



2.6 billion¹

personal records compromised

2023



\$10.5 billion²

finances issued by global regulators

2023



\$136 billion³

global data protection spend

IN LOCAL HEADLINES



Why is **securely sharing** data so **challenging**?



Legacy Systems

Outdated processes and technologies are expensive and slow to update



Limited Repeatability

Current sharing methods involve unstructured data within non-repeatable workflows



Payment Complexity

The diversity of payment methods and participants continues to increase, complicating the system



Growing Compliance

Rapid changes in financial regulations and data protection standards require agile adaptation



Lack of Consistency

Different organizational data storage methods hinder interoperability, requiring costly manual intervention



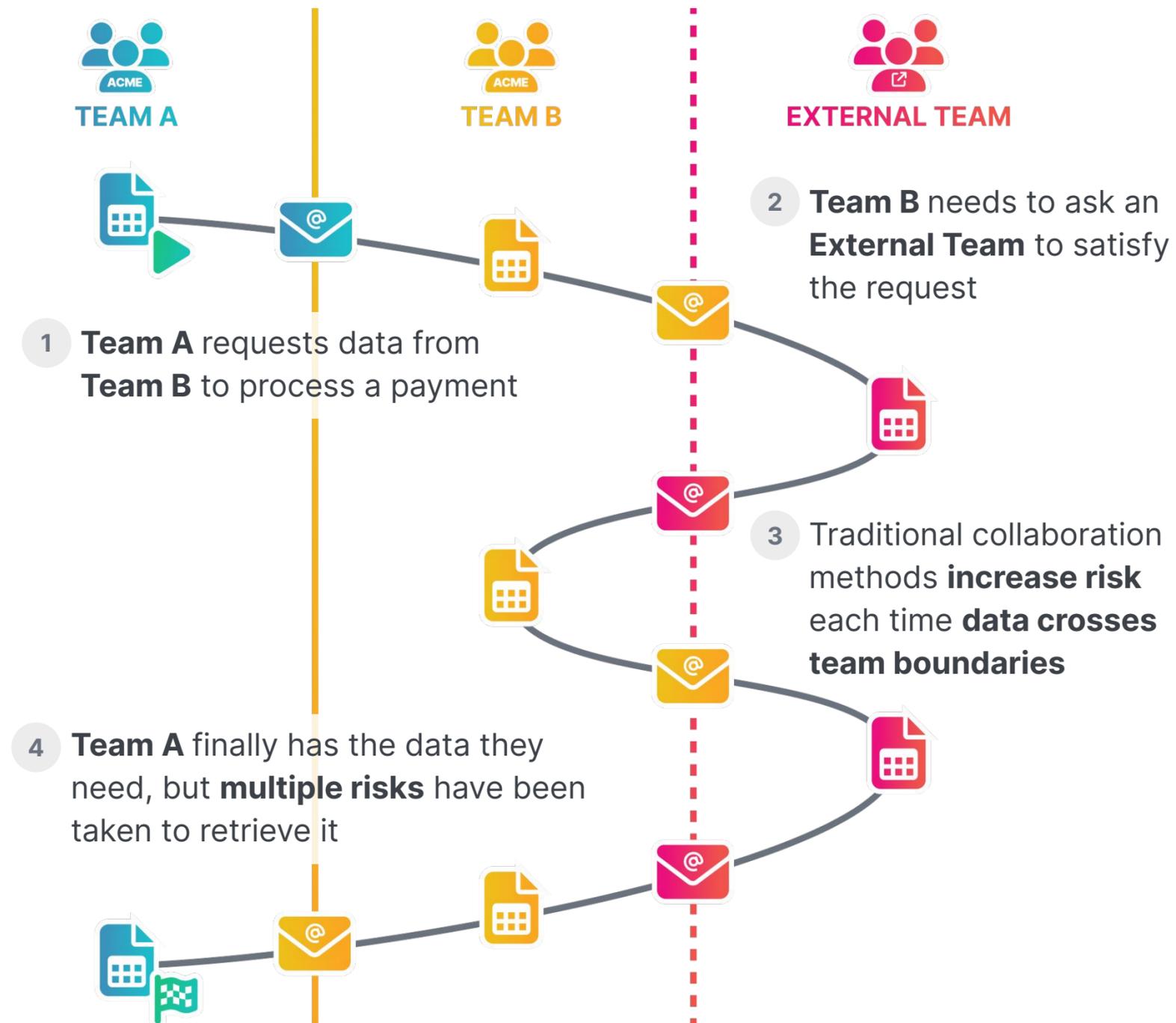
Send and Hope

There's a significant loss of control over data access, storage, and deletion, making management nearly impossible

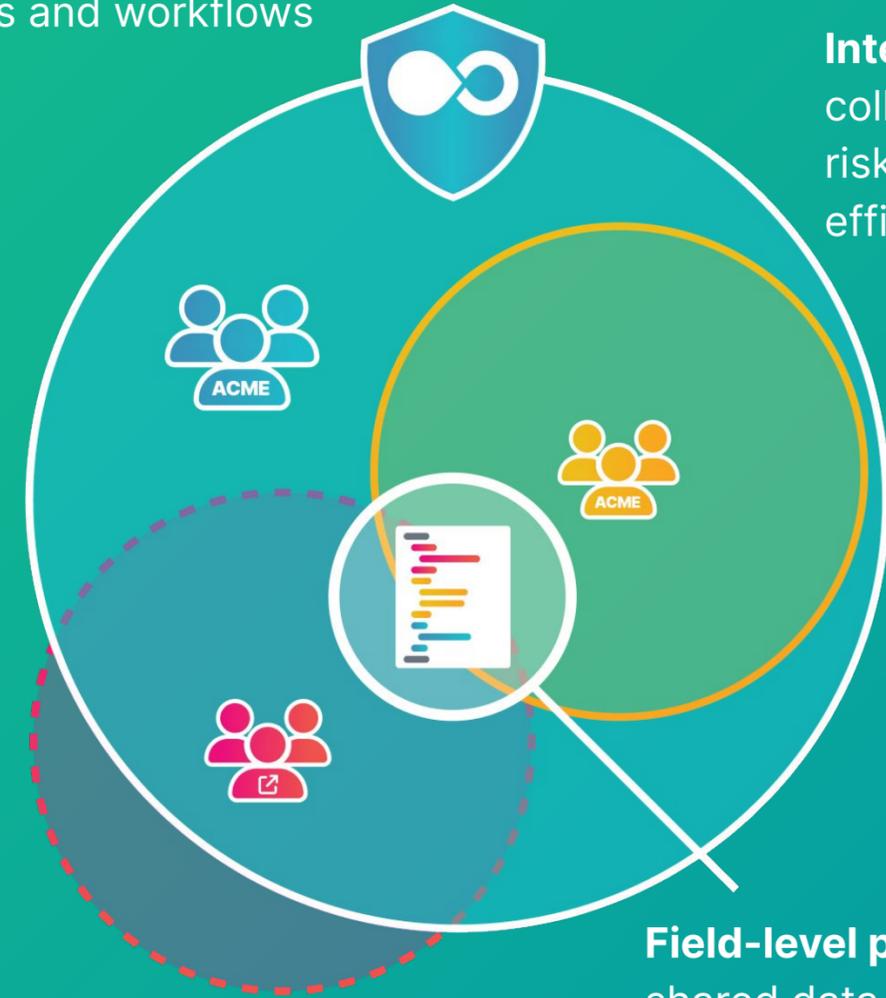
Most data sharing processes are manual and unstructured, creating **inefficiency** and **risk**



The Identitii platform creates a **secure** and **controlled** data sharing ecosystem



Maintain control of sensitive data with **purpose-built** data schemas, permissions and workflows



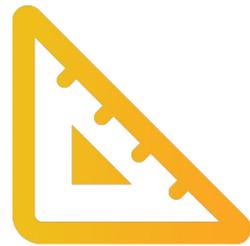
Internal teams can collaborate with less risk and increased efficiency

External teams can be invited into your workflow with just the right amount of data access

Field-level permissions for shared data **reduces risk** and **ensures control**

Our platform is used to **improve** the way **money moves** around the world

A CASE STUDY



Problem

Our customer sought to improve the way they **request and share payments information** within their global payments network, critical for efficient processing

Challenges

- **Manual** tracking of information requests through spreadsheets and shared folders
- Information requested and shared via email, resulting in **lost control and oversight** over sensitive data
- **Operational burden** and **poor user experience** that **limited ability to grow** payment volumes



Solution

Our data sharing platform created **structured, repeatable workflows** and connected an **ecosystem of participants** within their payments network

Benefits:

- **Single platform** to securely manage and track information requests
- Define **repeatable** information sharing workflows with **structured data** and **automation triggers**
- **User-friendly interface** to collaborate between organisations and retain control and oversight over data



REDUCED HUMAN ERROR

of manual and free-form email-based information requests



ENHANCED DATA SECURITY

enabling robust control when sharing PII data between organisations



FASTER PROCESSING

reducing hold up of payments and enhancing customer experience

Our platform is **purpose-built** to securely share **payments data**

	 Identitii	Outlook	Drive SharePoint Dropbox	snowflake databricks mongoDB	VERTICA <small>by opentext</small> IXUP
		Encrypted Emails	Cloud File Storage	Big Data Platforms	Secure Analytics
Maintain control when data is shared	✓	✗	✗	✗	◐
Control where data is stored	✓	✗	✗	✓	✓
Automate workflows	✓	✗	✗	◐	✗
Collaborate with external parties	✓	✗	◐	◐	◐
Expire data access	✓	✗	✓	✓	✓
Share fully or partially redacted data	✓	◐	◐	✓	✗
Send files	✓	✓	✓	✗	✗
Send and receive structured data	✓	✗	✗	✓	✓

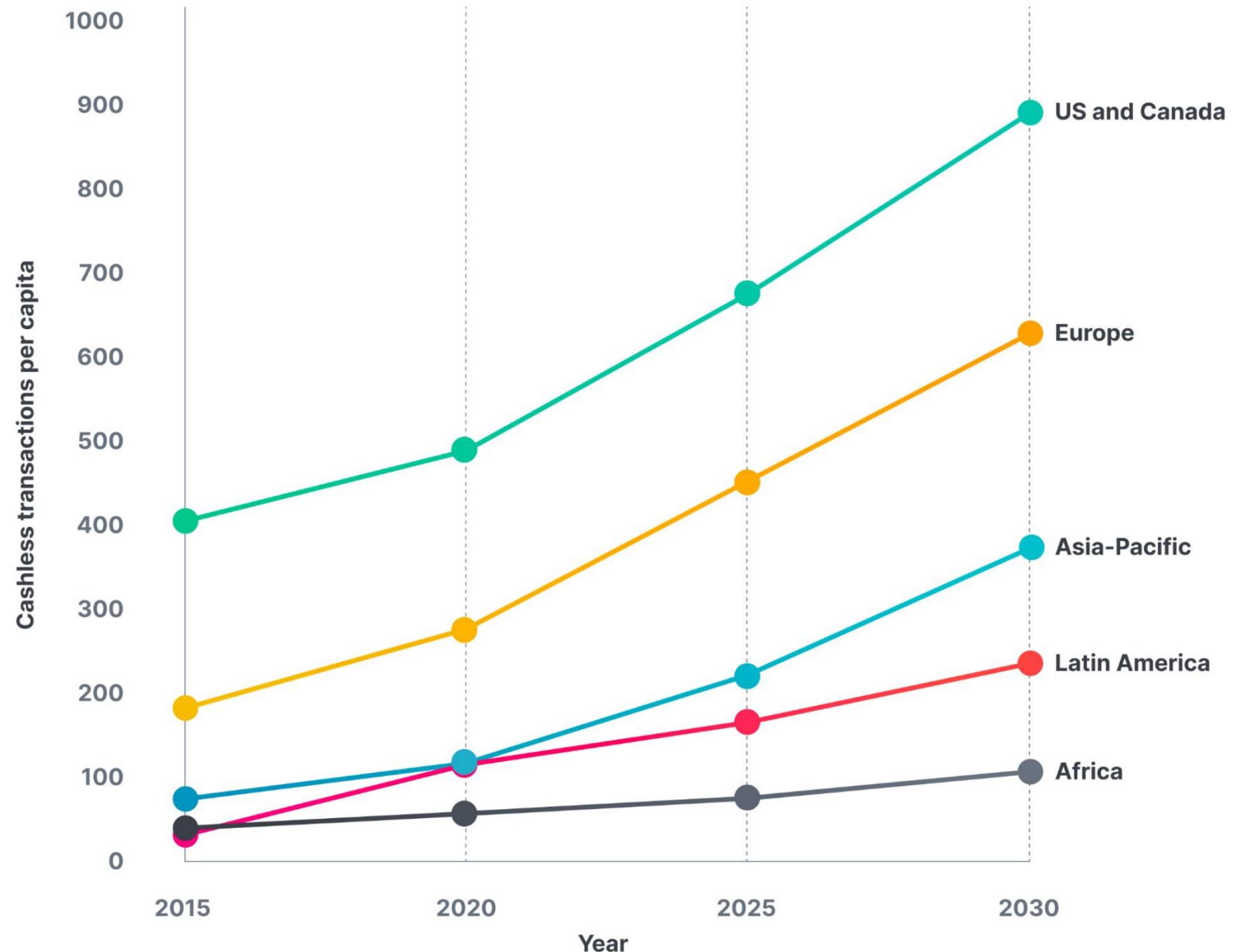
✓ Yes
 ◐ Partially
 ✗ No

As **digital payments grow**, so does the need for security and collaboration

As global adoption of digital payments accelerates, the **need for enhanced collaboration and secure data sharing** becomes increasingly critical

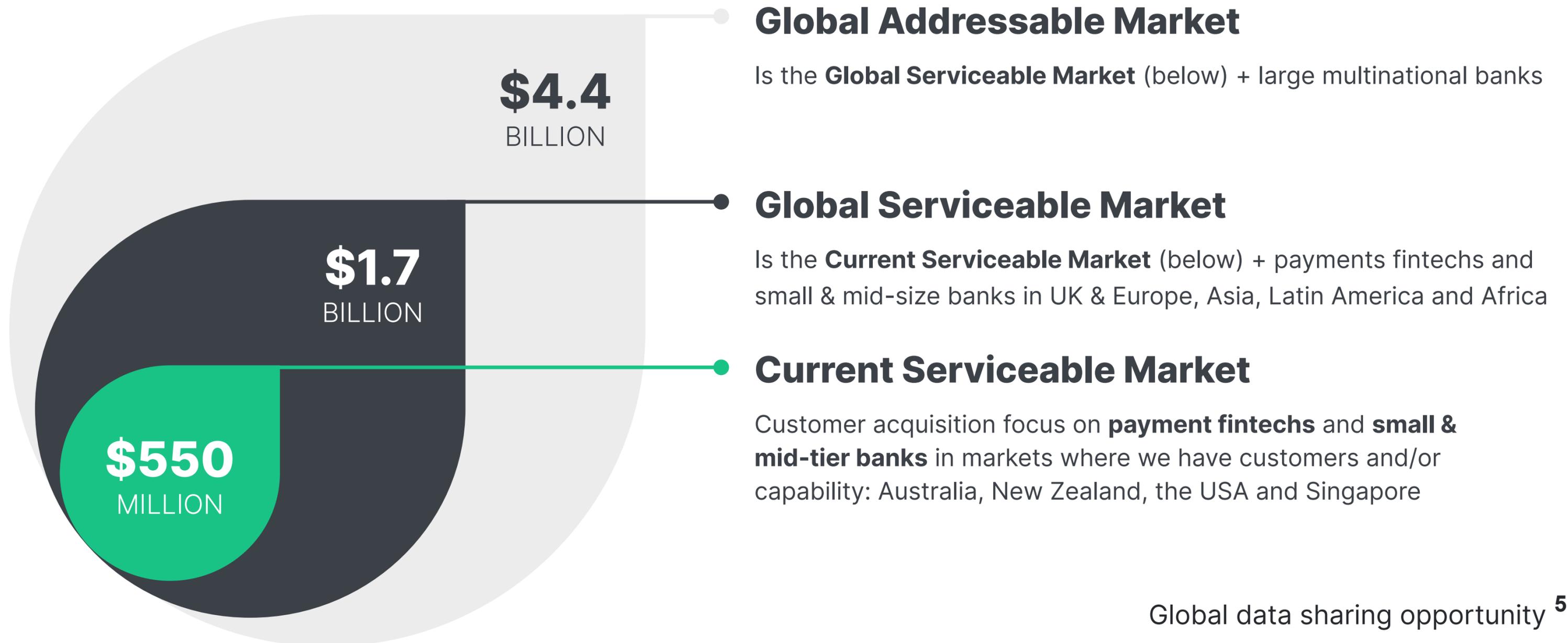
With its advanced data management and secure sharing technology, **the Identitii platform is perfectly positioned** to address the opportunity ahead

Growth in digital payments ⁴



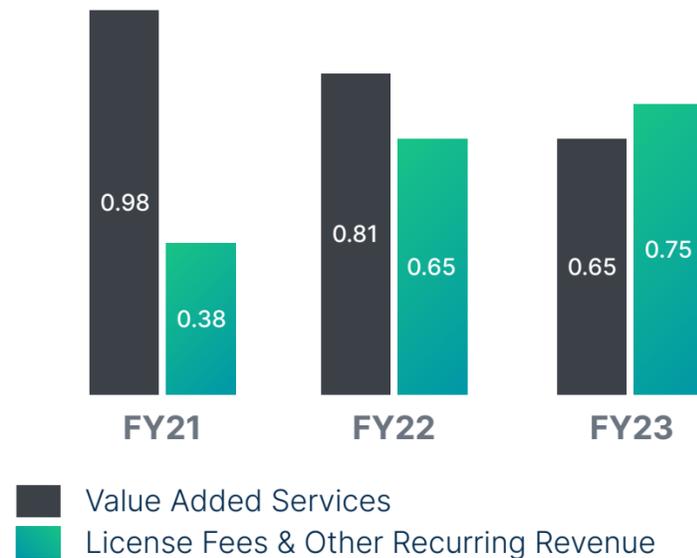
The global data sharing opportunity

A serviceable \$550 million **payments industry opportunity** in Australia, New Zealand, the USA and Singapore, increasing to \$4.4 billion with new markets and segments

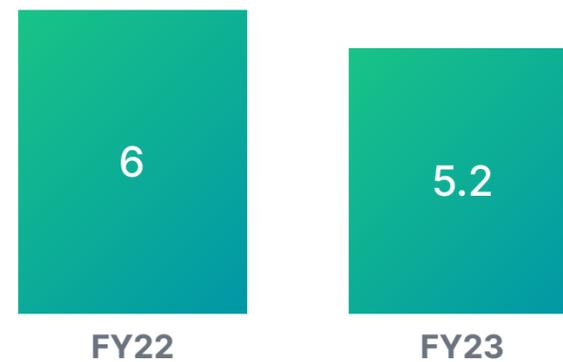


Our FY23 financial performance

Customer Revenue (\$M)



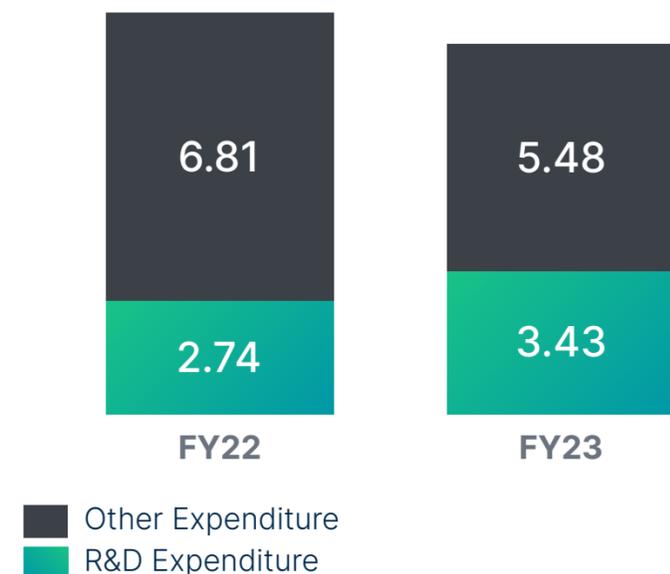
Operating Cash Outflows (\$M)



Focus on recurring revenue and cost management, to achieve profitability

Operating cash outflows reduced by \$0.8M or 13% YOY in line with reduction in operating expenditure.

Operating Expenditure (\$M)



R&D Rebate (\$M)



Focus on research and development, to ensure greater product market fit

R&D spend increased 9% '22-'23 while operating expenditure declined 7%.

We have a **pending patent infringement** claim

Identitii filed a patent infringement claim against JP Morgan Chase in 2023, alleging infringement of the United States patent granted in 2021

Patent Filed

Identitii filed technology patents in multiple countries, including the United States

Patent Granted

April 2021, United States Patent & Trademark Office grants Identitii patent no. US10984413B2

Funding Secured

Identitii secured non-recourse litigation funding to prosecute the claim from Curiam Capital, based in New York

JPMC Workshop

Identitii won a competition run by SWIFT, which resulted in workshops attended by JPMC and other global banks

Counsel Secured

Identitii secured the support of US IP litigation specialist counsel BDIP Law, based in San Francisco

Claim Filed

October 2023, claim filed for patent infringement in United States District Court, for the District of Delaware



Follow our claim at investorhub.identitii.com

Capital structure

ASX	ID8
Date listed	19 Oct 2018
Share price*	\$0.01
Ordinary shares on issue	430.2 million
Market capitalisation*	\$4.3m
Unlisted options	31.3 million
Pro forma cash 31st Dec 2023	\$1.1m

* As at 13 May 2024

Share Register Composition

1. BEAUVAIS CAPITAL PTY LTD < THE REGINALD HECTOR A/C >	17.2%
2. LINK TRADERS (AUST) PTY LTD	4.8%
3. MR FREDERICK BART	4.6%
4. O'DWYER TECHNOLOGY TRAINING PTY LIMITED < O'DWYER INVEST A/C >	4.2%
5. MR CAMERON BEAVIS < THE SCHINDLER S/F A/C >	3.3%
Top 20	50.4%
Total Shareholders	2,036

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Learn more about how we've made data sharing better.

Visit our investor hub at investorhub.identitii.com

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References

1. <https://www.apple.com/au/newsroom/2023/12/report-2-point-6-billion-records-compromised-by-data-breaches-in-past-two-years/>

2. <https://fintech.global/2024/01/23/navigating-the-regulatory-minefield-record-fines-highlight-2023s-compliance-challenges/>

3. <https://finance.yahoo.com/news/global-data-protection-market-size-110000919.html>

4. <https://www.pwc.com.au/digitalpulse/report-future-payments.html>

5. Global data sharing opportunity (Page 12) represents the opportunity on the basis that 100% of financial services businesses in each market use the Identitii platform. This is calculated by segmenting the total number of financial services businesses in each market (sources on the following page) into Tiers based on the Identitii pricing table, and multiplying out the potential total addressable opportunity.

Global data sharing opportunity

1. Australian fintech landscape: <https://kpmg.com/au/en/home/insights/2022/10/australian-fintech-landscape.html>
2. Banks in Australia: <https://theaufinance.com/banks>
3. US fintech landscape: <https://www.mordorintelligence.com/industry-reports/us-fintech-market>,
<https://www.demandsage.com/fintech-startups-statistics/>
4. Banks in US: <https://www.moneycrashers.com/number-banks-us/>
5. Singapore fintech landscape: <https://www.statista.com/statistics/1296289/singapore-number-of-operating-fintech-firms/>
6. Banks in Singapore: <https://www.statista.com/statistics/1338128/singapore-number-of-banks-by-type/>
7. Global multi-national banking landscape: <https://www.swift.com/about-us/history>
7. Global fintech landscape: <https://www.demandsage.com/fintech-startups-statistics/>
9. Global banking landscape: <https://www.linkedin.com/pulse/how-many-banks-globally-david-gyori>