



DomaCom

FRACTIONAL PROPERTY INVESTING

Investor Presentation
June 2019

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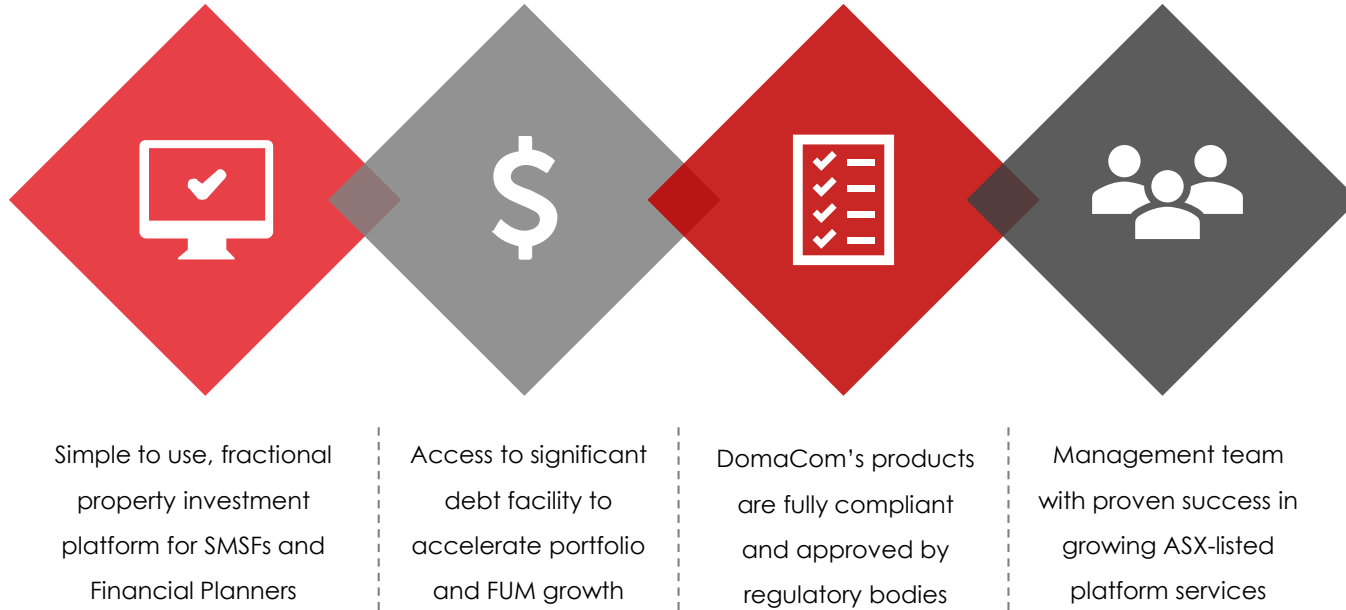
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Introduction

The leading fractional property investment platform



Fractional Property Investing

Disrupting the established ways of buying property



Traditionally, property has been an **all or nothing proposition**, you either buy the whole property or you buy nothing



Fractional Investing through DomaCom's platform makes it easy to **create a diverse property portfolio**



Fractional investing **enables investors to buy pieces of a property of your choice** together with other investors



Fractional investing **overcomes traditional barriers to entry** in property investing

Latest Developments



DomaCom wins SMSF Sole Purpose Test Full federal Court action – ATO does not appeal to the High Court

DomaCom's Senior Equity Release product launched 7th June – after 7 years development

6-month pilot underway with a Big 4 bank to trial DomaCom's fractional investment model – concludes in July 2019

\$50 million low-interest facility secured with La Trobe Financial to fund ~\$100m property and hence grow FUM

\$50 Million FUM milestone reached – 25% uplift in 75 days

Supportive Landscape

Supportive Landscape that DomaCom can capitalise on



SMSF Market Observations and Challenges



SMSF assets have grown 36% since June 2014 and are now worth an estimated \$716 billion¹

Large target market



There are approximately 596,000 SMSFs in Australia, and the number is expected to keep increasing
Growing Market ²

Growing Target Market



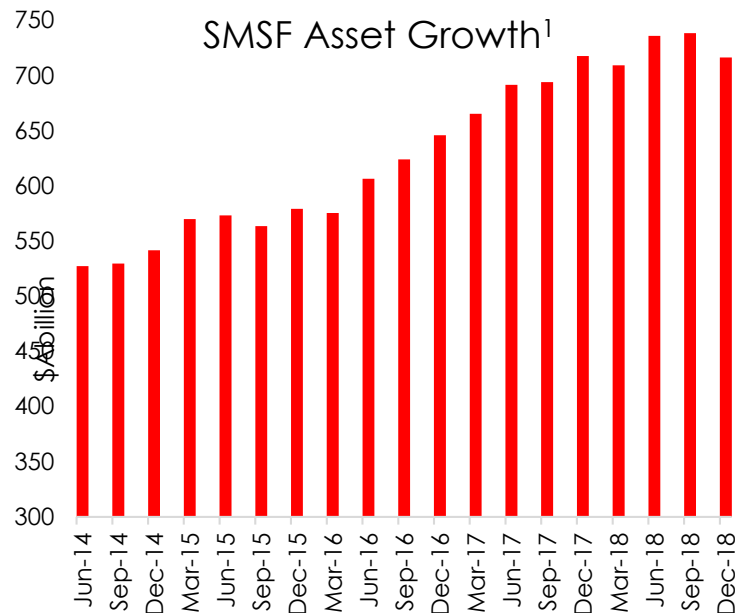
SMSFs have the ability to diversify across all asset classes except property

Market Opportunity



Significant opportunity for an easy to use fractional investment platform to penetrate the SMSF market

DomaCom



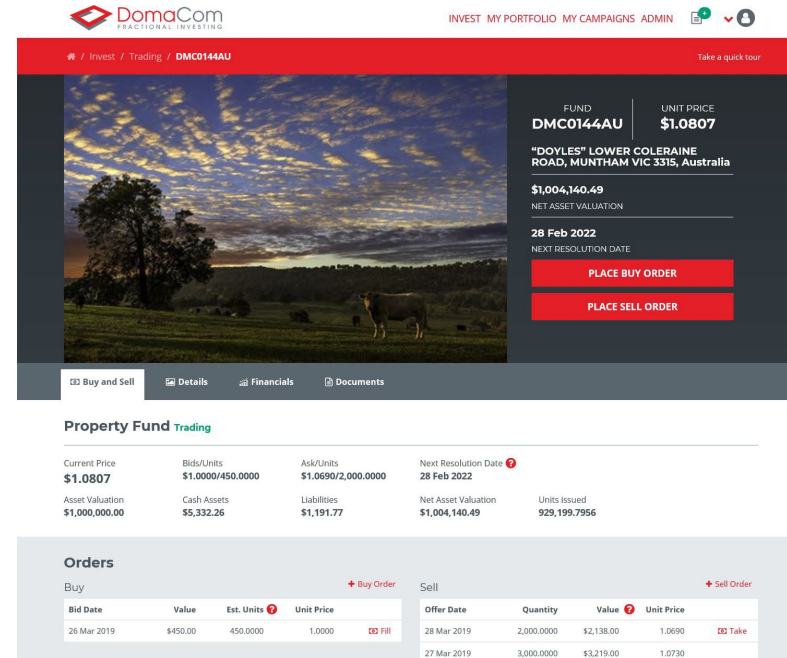
Note 1: https://www.ato.gov.au/Super/Self-managed-super-funds/In-detail/Statistics/Quarterly-reports/Self-managed-super-fund-quarterly-statistical-report--December-2018/?page=1#Asset_allocation_tables

2: Rice Warner Superannuation market projections report 2017,

Accessible fractional investing

Our online platform makes it simple for investors to find and invest in Australian property

- DomaCom's online platform is fully functional and easy to use, with investors needing as little as \$1,200 to get started
- Users are able to invest in any property in Australia across the residential, commercial and rural classifications
- Regulatory approval now means that investors are able to utilise debt through the platform to accelerate the transaction process
- As DomaCom's property portfolio grows, our platform is positioned to provide a deep and liquid secondary market for property investors



The screenshot displays the DomaCom platform interface for the DMC0144AU property fund. The top navigation bar includes links for INVEST, MY PORTFOLIO, MY CAMPAIGNS, and ADMIN, along with user profile icons. The main header shows the fund name DMC0144AU and a 'Take a quick tour' link. The central image depicts a rural landscape with a tree and a cow. To the right, key metrics are listed: UNIT PRICE at \$1.0807, NET ASSET VALUATION at \$1,004,140.49, and NEXT RESOLUTION DATE at 28 Feb 2022. Below these are buttons for 'PLACE BUY ORDER' and 'PLACE SELL ORDER'. A tabbed interface at the bottom allows users to view 'Buy and Sell', 'Details', 'Financials', and 'Documents'. The 'Property Fund Trading' section provides a summary of current price, bids, asks, and resolution date. The 'Orders' section is divided into 'Buy' and 'Sell' orders, each with a table of active orders.

Current Price	Bids/Units	Ask/Units	Next Resolution Date
\$1.0807	\$1.0000/450.0000	\$1.0690/2,000.0000	28 Feb 2022

Asset Valuation	Cash Assets	Liabilities	Net Asset Valuation	Units Issued
\$1,000,000.00	\$5,332.26	\$1,191.77	\$1,004,140.49	929,199.7956

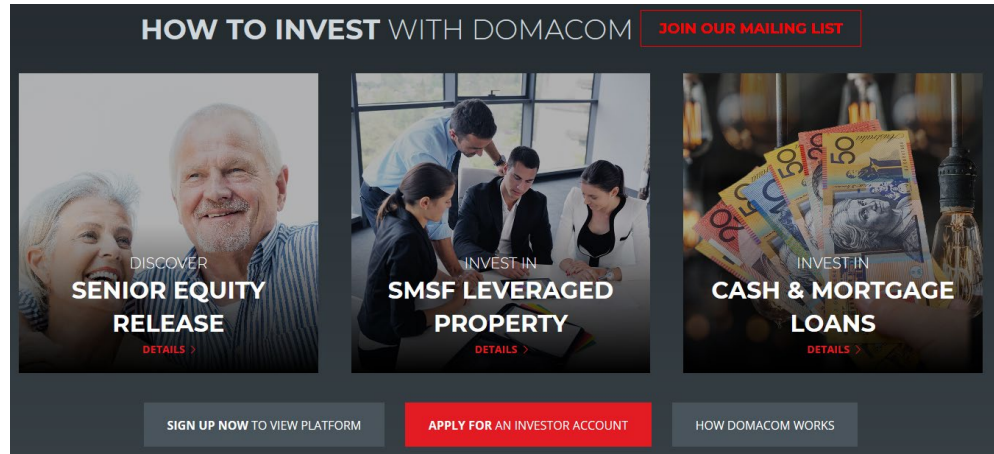
Bid Date	Value	Est. Units	Unit Price
26 Mar 2019	\$450.00	450.0000	1.0000

Offer Date	Quantity	Value	Unit Price
28 Mar 2019	2,000.0000	\$2,138.00	1.0690
27 Mar 2019	3,000.0000	\$3,219.00	1.0730

Senior Equity Release (SER)

A simple, efficient and regulated financial product for seniors to release a fraction of their property's value to help fund their retirement

- ASIC Relief Instrument granted November 2018 – after 6 ½ years
- SER is a financial product for advisers that helps many retirees solve their retirement funding problem
- Ideal product for advisers to affect multi generational wealth planning and property transfer
- Addressable market of ~3.8m Australians who fall in the 65+ age group = 15% of the population
- Pool of property equity that Seniors could access estimated to be ~\$500 billion



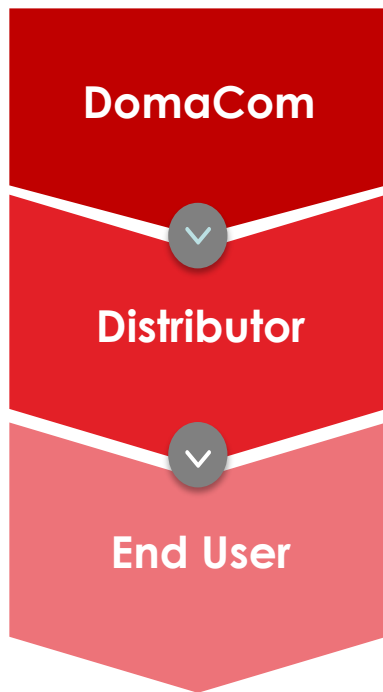
The screenshot displays the DomaCom website's 'HOW TO INVEST WITH DOMACOM' section. It features three main investment options, each with a representative image and a 'DETAILS >' link:

- DISCOVER SENIOR EQUITY RELEASE**: Accompanied by a photo of a smiling elderly couple.
- INVEST IN SMSF LEVERAGED PROPERTY**: Accompanied by a photo of three people in business attire reviewing documents.
- INVEST IN CASH & MORTGAGE LOANS**: Accompanied by a photo of Australian 50 and 100 dollar banknotes.

At the top right, there is a red button labeled 'JOIN OUR MAILING LIST'. At the bottom, there are three buttons: 'SIGN UP NOW TO VIEW PLATFORM' (grey), 'APPLY FOR AN INVESTOR ACCOUNT' (red), and 'HOW DOMACOM WORKS' (grey).

Growth Strategy

DomaCom is developing multiple distribution channels to maximise its reach in the SMSF market



Financial Planners

Grow product awareness and educate financial planners on DomaCom. Currently approved by 44 dealer groups (5% of market)

Large Institutions

Establish new product distribution channels through tier one banks and institutions

Cash-poor retirees

Targeting the aging population via recently approved Equity Release product. Product launch imminent

SMSF Clients

Continue to build market share within SMSF market to drive FUM growth, 50% of current investors are SMSF¹⁰

Pricing Strategy

DomaCom has adopted an attractive, recurring funds under management fee model

Property Assets	Mortgage Assets	Cash
0.88% p.a. (On gross value of property)	0.44% p.a.	0.22% p.a.

Fees are inclusive of GST

Board & Management



Chief Executive Officer

Arthur Naoumidis

25+ years' in financial services & 13 years
in senior IT, ex-CEO of Praemium



Chief Operating Officer

Ross Laidlaw

25+ years' financial services, Ex-
CEO of Skandia Australia



Chief Financial Officer

Philip Chard

20+ years' financial services



Chairman

Grahame Evans

30+ years' financial services with
extensive board experience



Non-Executive Director

Graeme Billings

34 years' in PWC Audit



Non-Executive Director

David Archbold

45 years' of property experience



Non-Executive Director

Peter Church OAM FAICD

Extensive legal experience

Corporate Overview

ASX Ticker

DCL

Share price as at 11 June 2019

\$0.115

Shares on issue

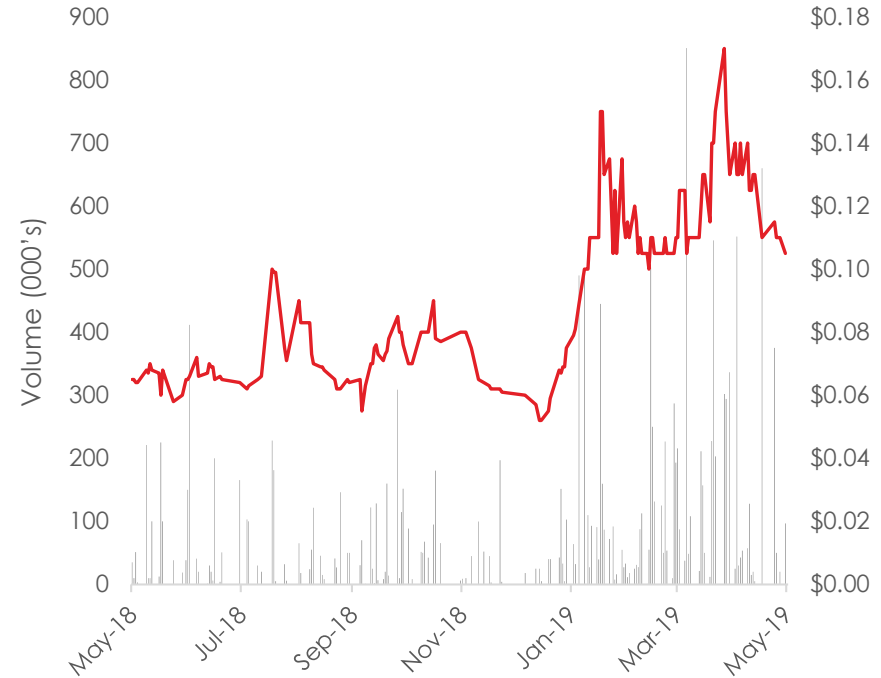
144.7m

Market Capitalisation as at 11 June 2019

\$16.6m

FUM as at 11 June 2019

\$52m



Key Takeaways

DomaCom is now significantly de-risked and positioned to rapidly grow FUM

Funded for growth

DomaCom now has access to significant debt funding, vital for property transactions



Huge addressable market

DomaCom is exceptionally well placed to win market share in the SMSF space and rapidly grow FUM

Experienced management

Leadership team with a track record of successfully commercialising platforms

Regulatory Clarity/Certainty

DomaCom's products have passed all necessary regulatory checkpoints and approvals



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