

# Covata Limited Investor Presentation U.S. Roadshow

Denver, Chicago, Boston,  
New York City, San Francisco

7-21 October 2015



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# Covata Corporate Vision

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Covata arms global enterprises with the tools they need to fight cyber crime and safeguard their most important asset – their data.

By leveraging the power of the Covata Platform, businesses and government organizations all over the world can protect, share and store their corporate data – any time and from anywhere.

# Corporate Summary

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- Data Centric Security Company.
- Founded in 2007 in Australia.
- Offices in Sydney, Washington DC and London – opening an office in San Francisco.
- Patented technology with numerous internationally recognized certifications granted.
- Established relationships with industry leaders Cisco, T-Systems (Deutsche Telekom), Colt Technology Services and Macquarie Telecom.
- Strong team executing on a targeted go-to-market strategy with fast growing revenue.

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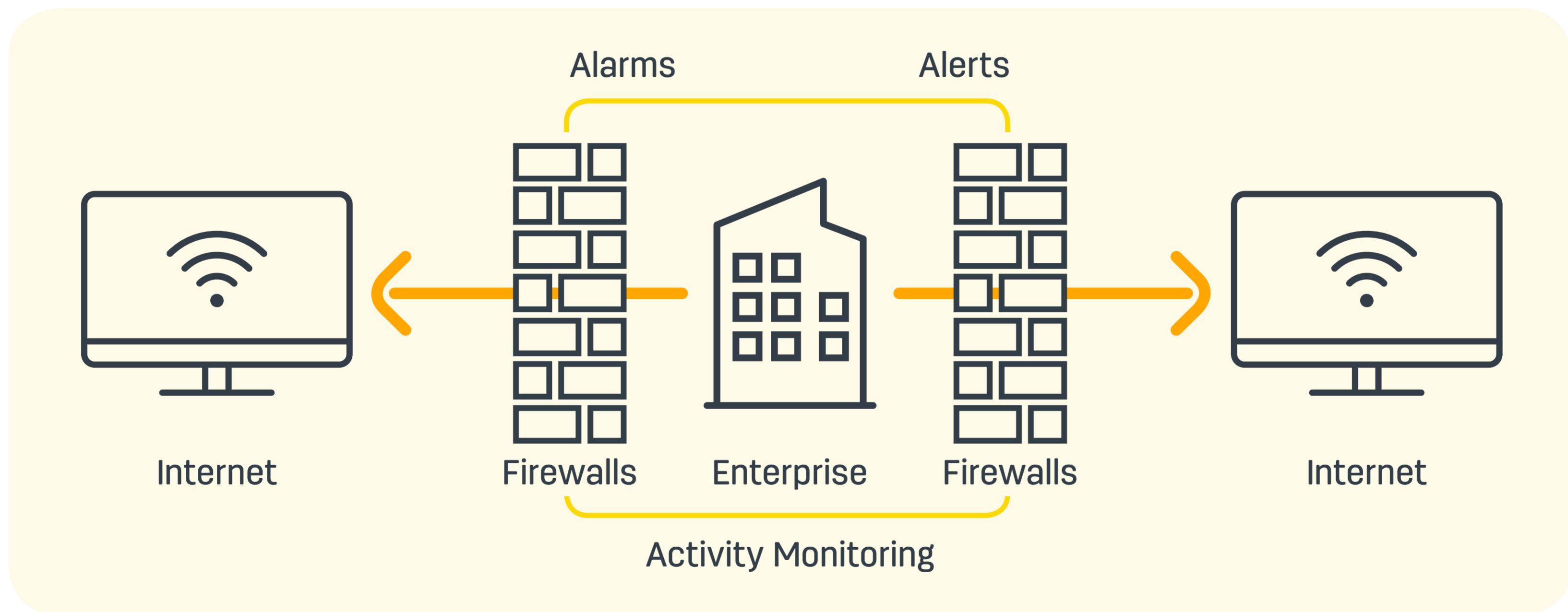
**Section 8** Key Takeaways

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# The Traditional Approach to Data Security is Broken

Data Security has traditionally focused on the network or perimeter level.



Security at the network or perimeter level leaves individual data files vulnerable. This approach also makes it difficult to control the security and integrity of data when sharing information outside of an organisation.



# High Profile Data Breaches Continue to Occur

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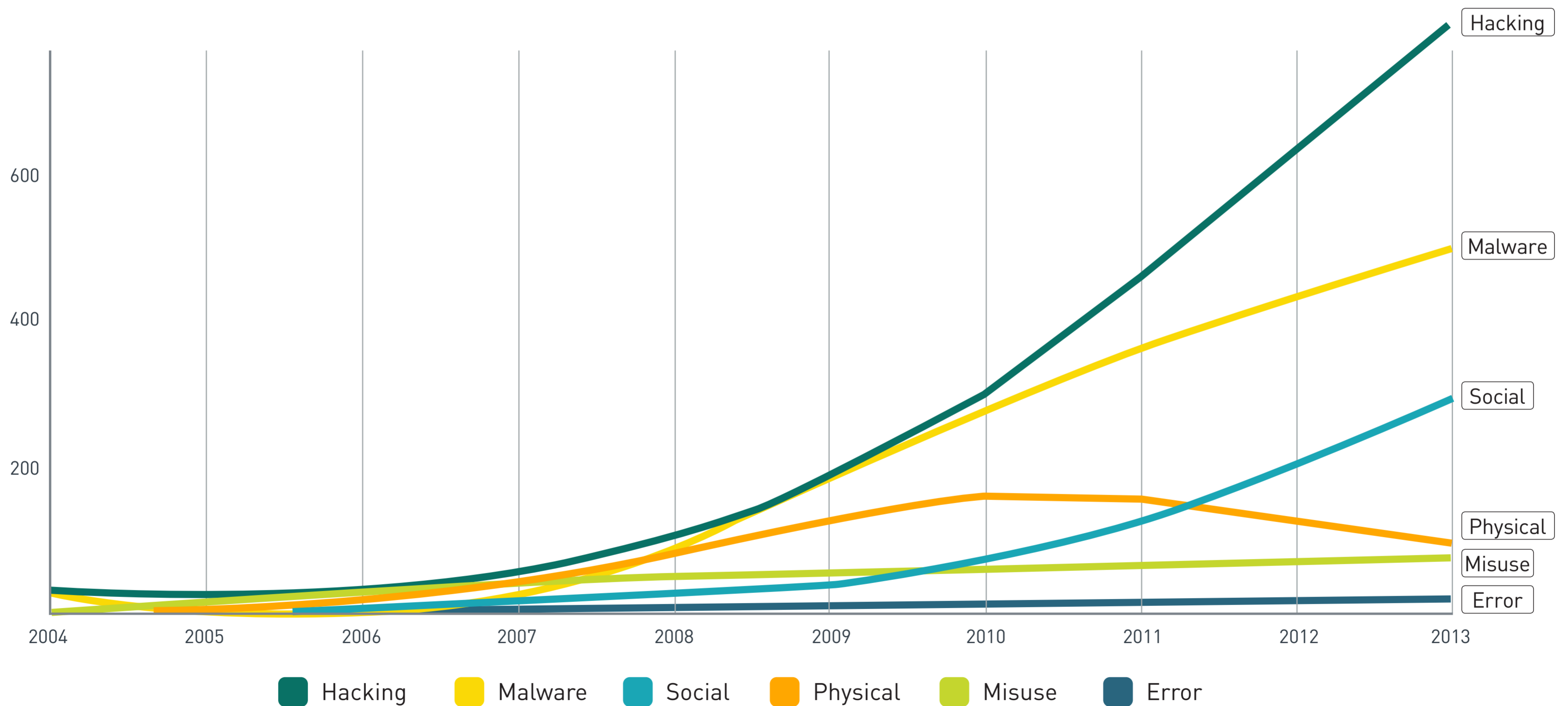
In recent years we have seen more than enough proof that the model is broken.



# The number of cyber security breaches are on the rise

“In today’s hyper-connected world data security is job security for corporate executives.”

Trent Telford, Covata CEO and Founder



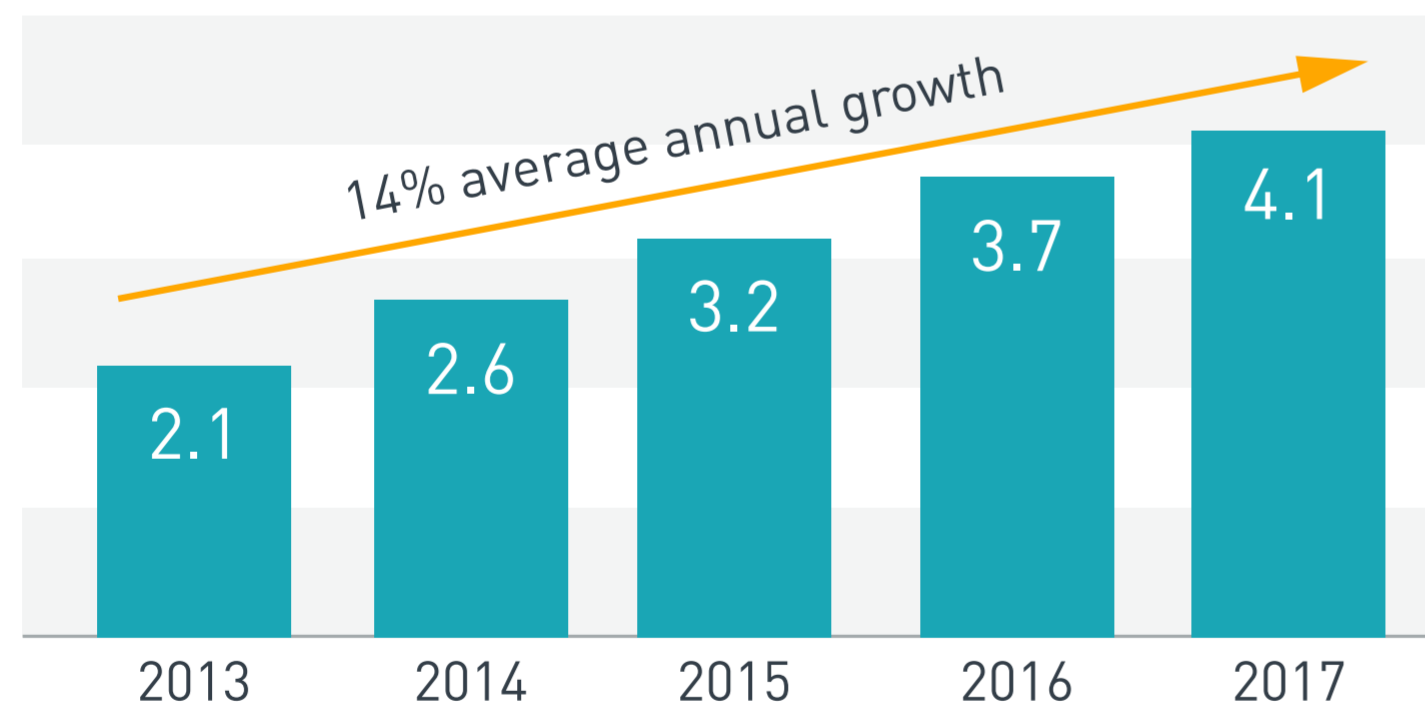
As depicted in the Verizon 2014 Data Breach Investigations Report

# IT Security is a Growing Market Attracting Unparalleled IT Spend

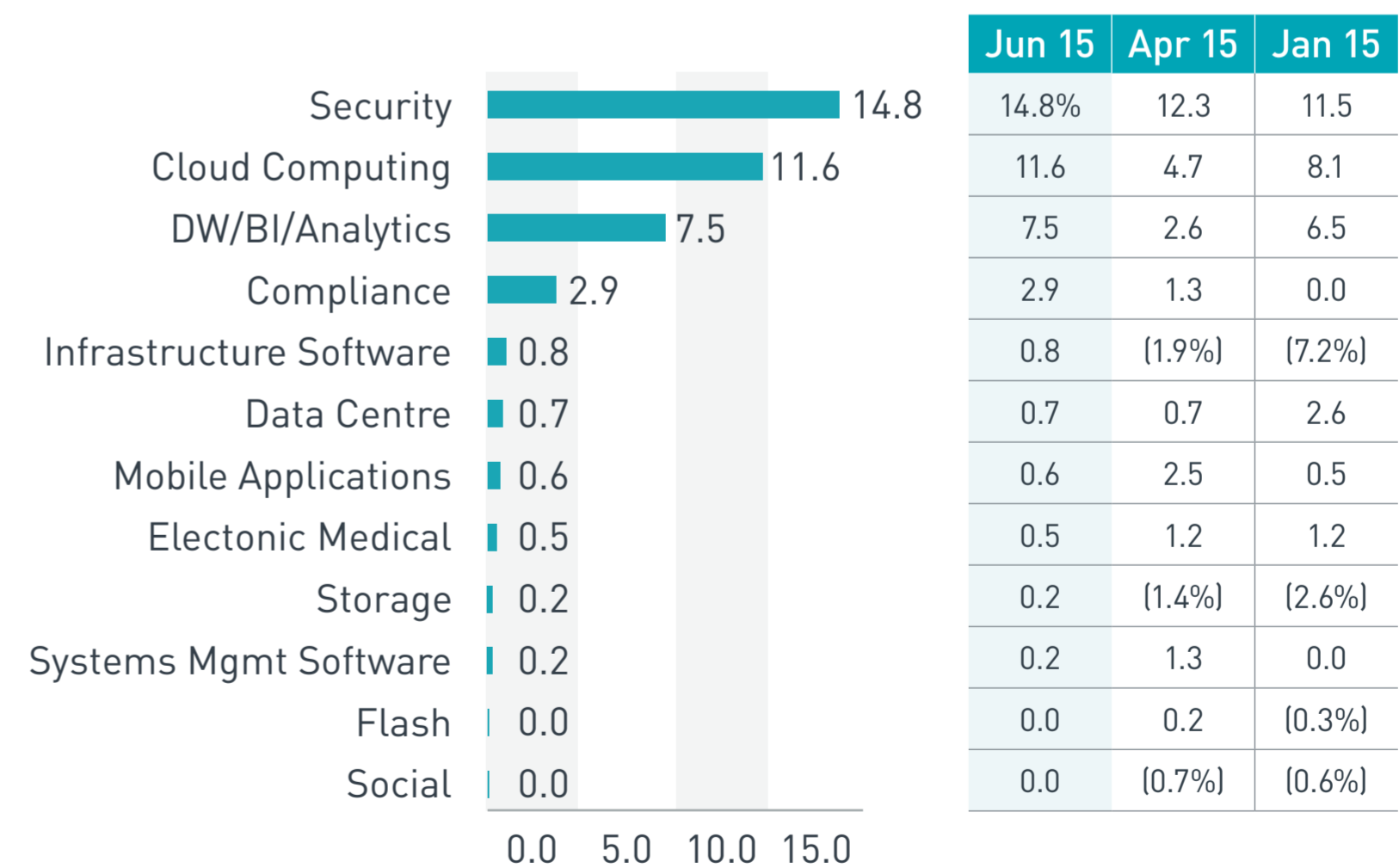
Markets and Markets expects the global Cyber Security Market to grow from \$106.32 Billion in 2015 to \$170.21 Billion by 2020.

Companies continue to invest heavily in cyber security as they move to the cloud.

Cloud Security Spending (\$ billion)



CIO Spending Priorities  
(Net % of Top Three Projects for Increasing or Decreasing Spend)



Source: Morgan Stanley CIO Survey (June 2015)

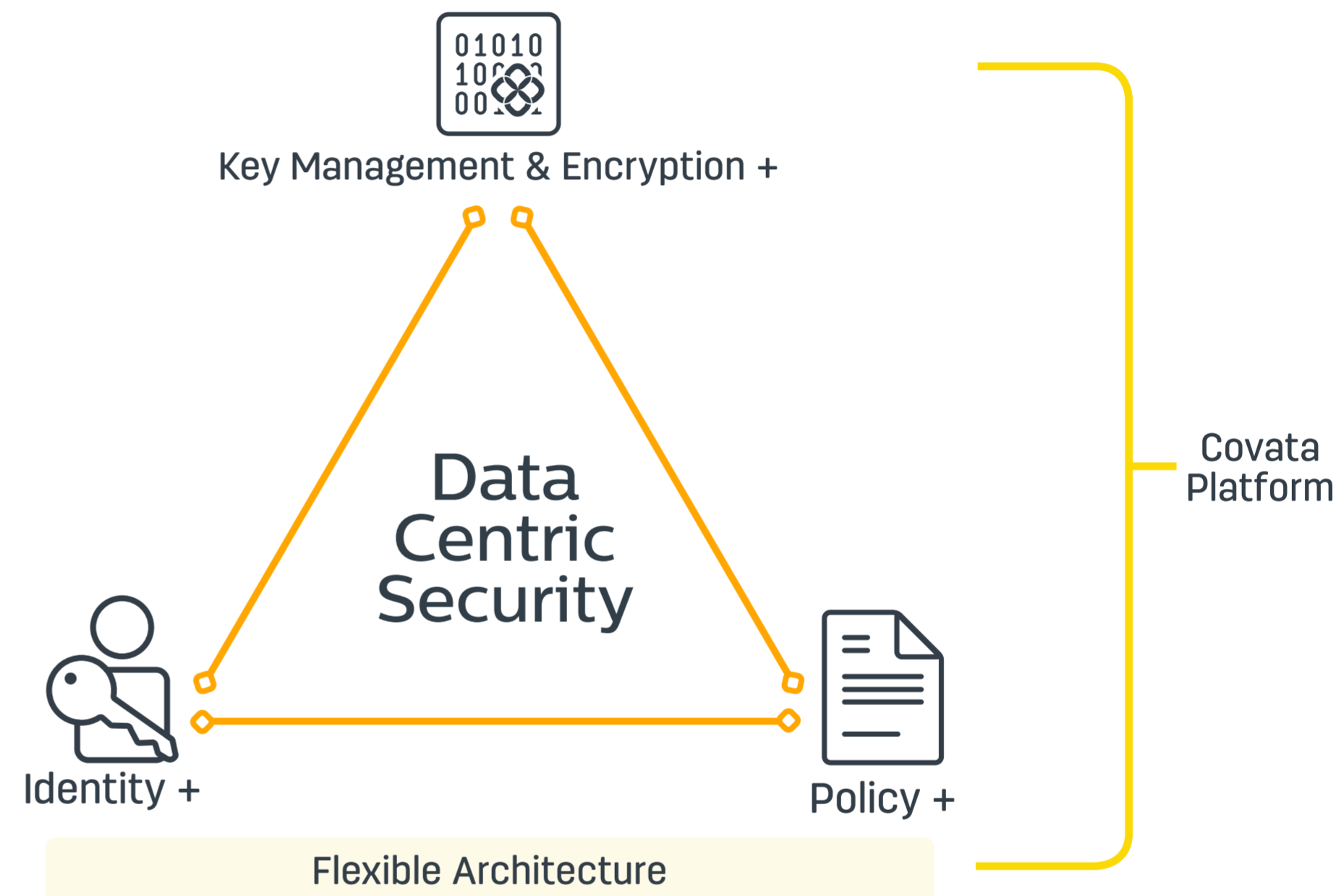
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# Covata Patented Approach

Covata has developed a disruptive approach to IT security.

The Core attributes of the Covata Platform are tying together Key Management, Identity and Policy as a unified service.



## Key Management & Encryption

Covata gives safe passage of any data types shared between devices. Seamless encryption empowers today's digital workforce to securely collaborate in a dynamic global work environment.

## Policy Driven Control

Covata lets you maintain full insight, access and control of data while serving critical even knowledge to the security ecosystem for complete and real-time management and audit of secured data.

## Identity Management

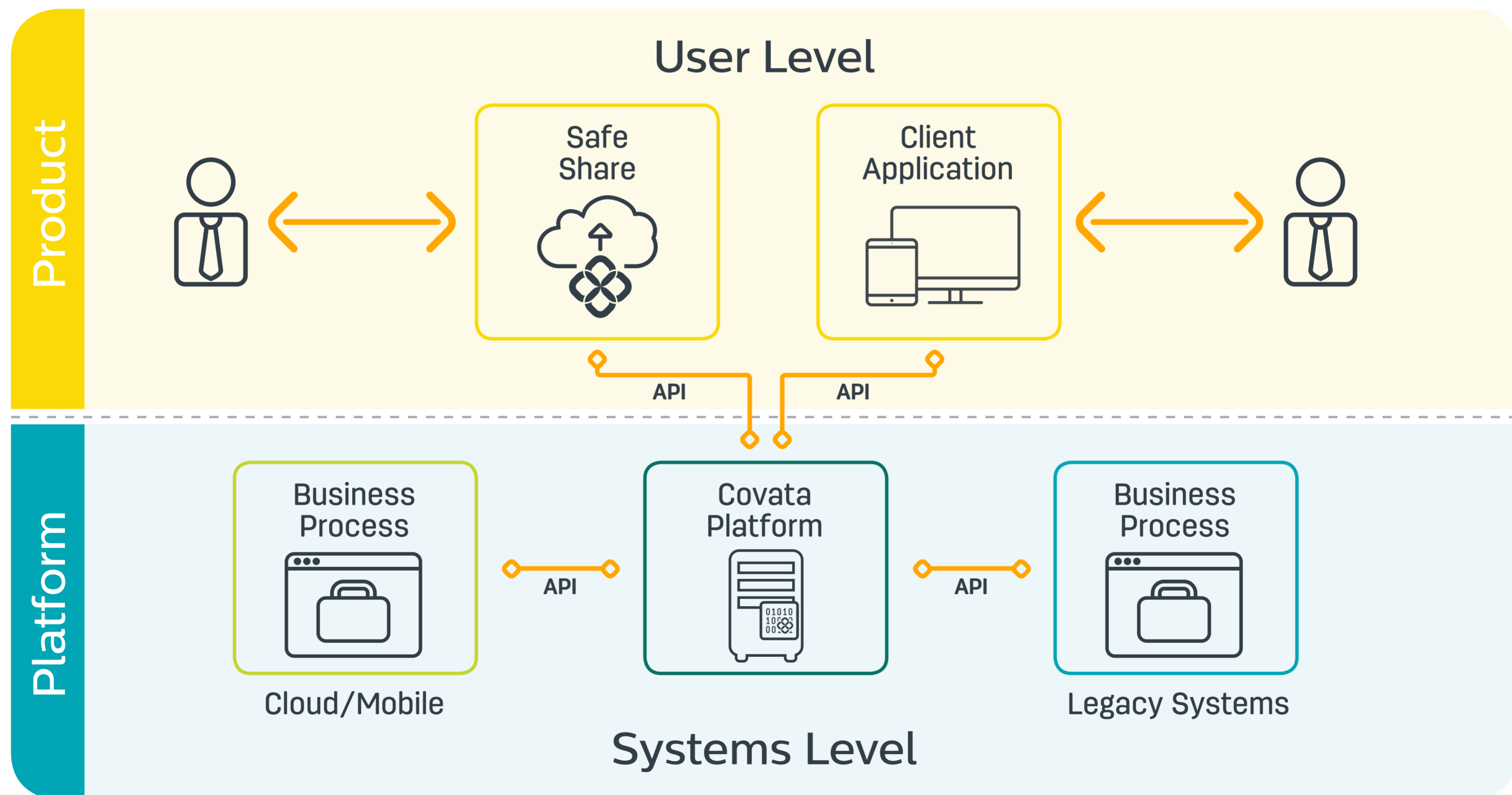
Covata Integrates identity as a key piece of the business process to ensure businesses provide right access, to the right people, at the right time.

## Flexible Architecture

Covata Integrates identity as a key piece of the business process to ensure businesses provide right access, to the right people, at the right time.

# The Covata Platform

The Covata Platform has been developed as an enterprise specific solution to manage data security at an object level, providing an outward facing data-centric approach.





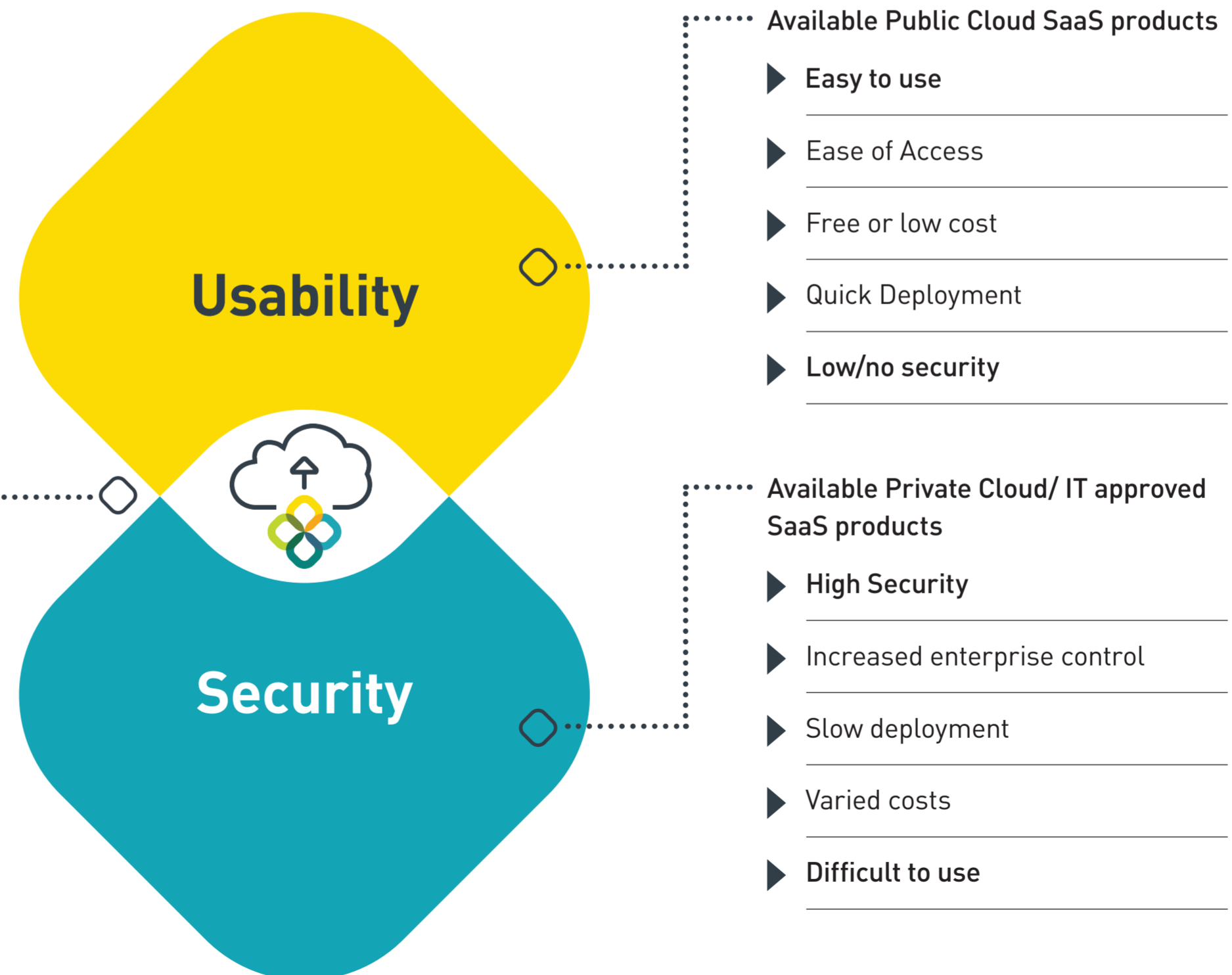
# Safe Share: Right Product, Right Time

The Safe Share product leverages the capabilities of the Covata Platform to provide an Enterprise File Sharing and Synchronisation (EFSS) solution. Safe Share provides business users with an IT sanctioned corporate drop box for the secure distribution of files.

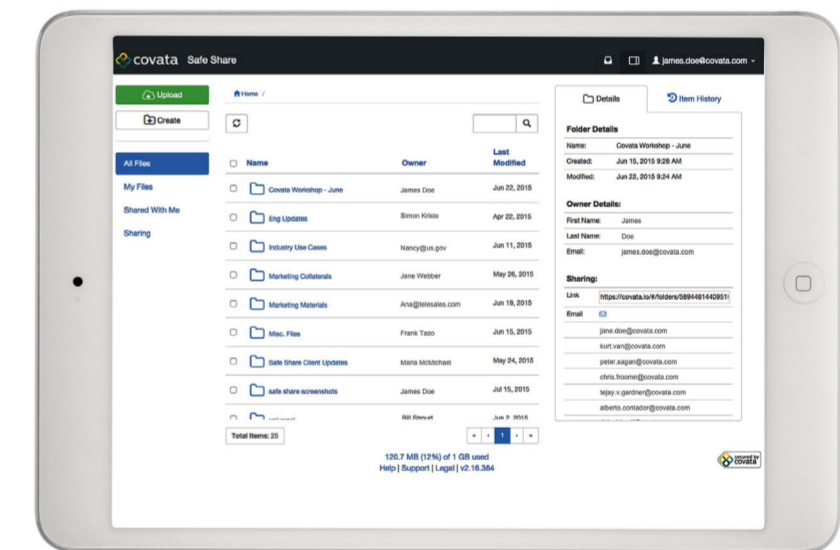
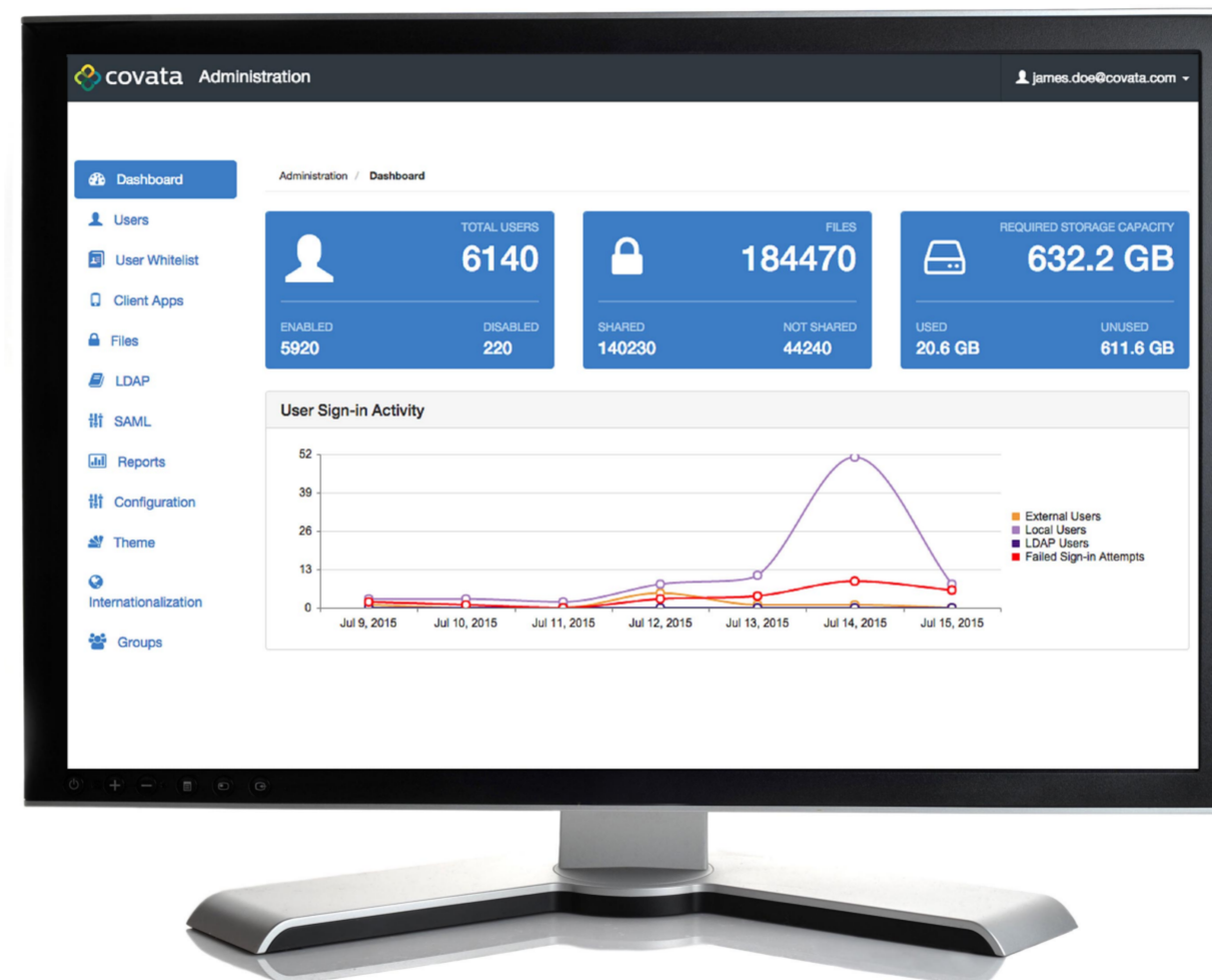
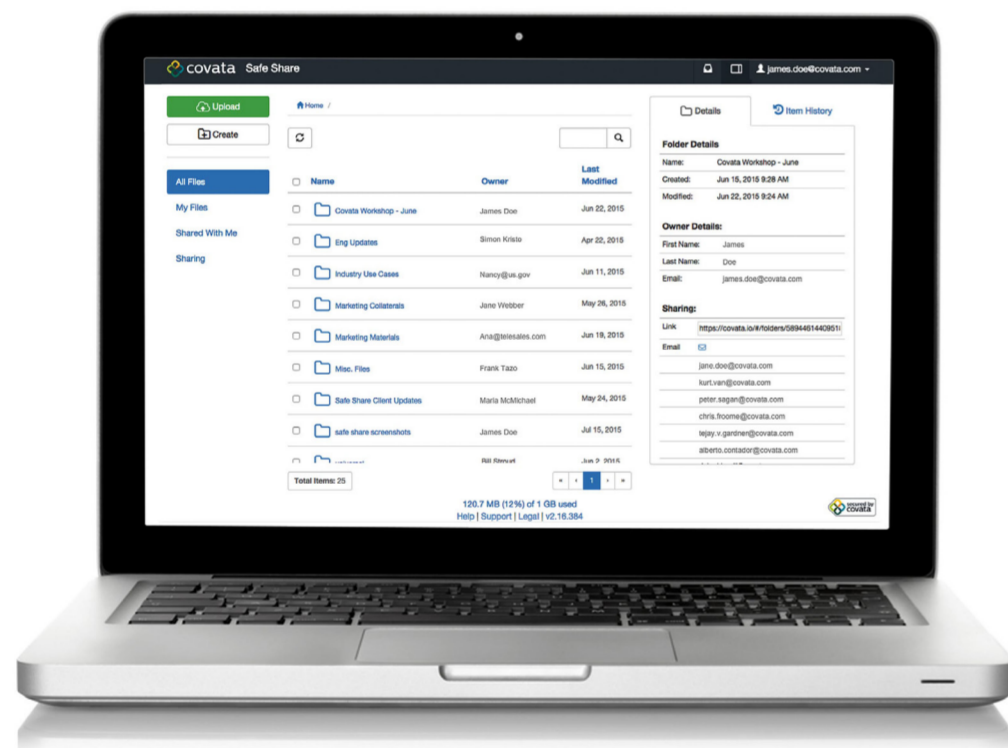
Safe Share combines usability with government grade security. Safe Share is targeted at the global Managed Service Provider, Telco and Cloud Markets.

## Safe Share:

Underpinned by Covata Platform

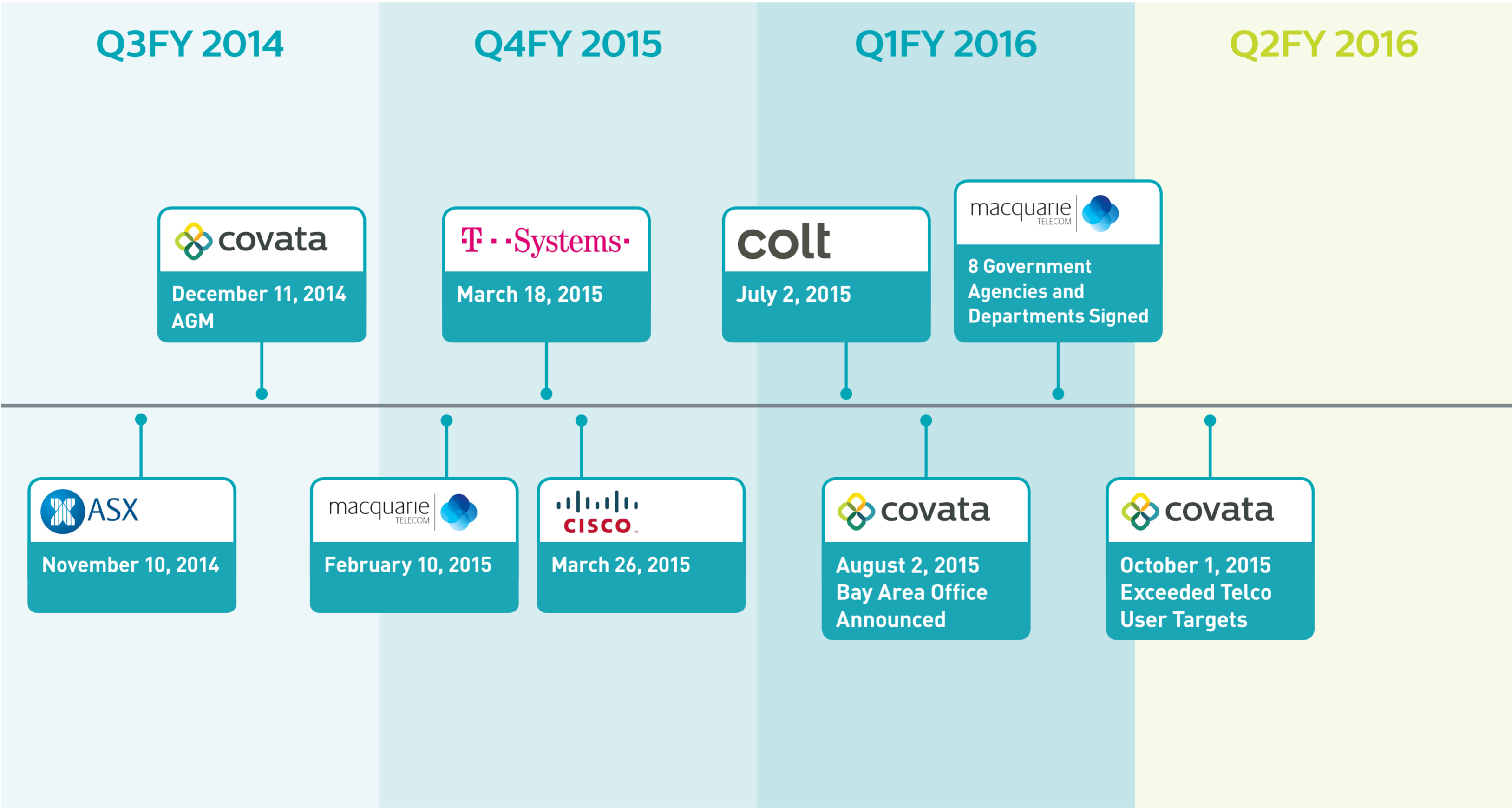


# Secure File Sharing on Any Device





The Company has achieved a number of major milestones since listing on the ASX in November 2014 and has established a sizeable addressable market with identified opportunities for future growth.



# Patents and Certifications Awarded

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The Covata Platform has had substantial investment and various versions of the Covata Platform have been awarded a number of prestigious IT certifications and granted patents in key jurisdictions.

- Independent certifications provide customers with assurance that the technology is of a high standard.
- Versions of the Covata Platform have been independently certified by US and Australian organisations.
- Covata's core patent has been granted in key jurisdictions including the US, Australia, Singapore and New Zealand. Covata also has an additional three patents pending.
- Patents and Certifications provide government, system integrators, resellers and OEM partners with an assurance that the Covata Platform:
  - Provides a high level of security protection
  - Can be integrated to comply with strict government security regulations if required
  - Is a significant market advantage as it is a considerable investment in both time and money for competitors to acquire these credentials.

## Security Certifications Awarded:



FIPS 140-2 Level,  
Design Assurance Level 3



FIPS-197 Advance  
Encryption Standards 256



Common Criteria EAL 4+



DSD Cryptographic Evaluation



# Strong Board and Management Team

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## Board of Directors

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Charles Archer  
Non-Executive Chairman

- Over 28 years experience as Assistant Director of the FBI, as head of the Criminal Justice Information Services Division
- Testified before multiple Senate and House committees on advancing technology for Criminal Justice

Phillip Dunkelberger  
Non-Executive Director

- President and CEO of Nok Nok Labs, Inc, a leader in strong authentication solutions
- Co-Founder and CEO of PGP Corporation (Acquired by Symantec in 2010)

Joseph Miller  
Non-Executive Director

- Managing Director of Europlay Capital Advisers LLC (“ECA”), a Los Angeles based boutique merchant bank and financial advisory firm
- ECA services and invests in technology, media, telecom etc

Philip King  
Non-Executive Director

- Over 30 years experience in financial services, payments and IT
- Co-Founded Asia Principal Capital Limited in Brunei and Singapore

Michael Quinert  
Non-Executive Director

- Over 28 years experience as a commercial lawyer, including three years’ with the ASX and more than 20 years as a partner in Melbourne law firms
- Michael has extensive experience in assisting and advising public companies on capital raising and market compliance issues

## Executive Management

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Trent Telford  
Founder, CEO & Executive Director

- Founded Cocoon Data Holdings in 2007
- Experienced company Director and CEO
- Founder of one of Australia's first mobile marketing technology companies with STW Group

Nick Chiarelli  
Chief Financial Officer

- 15 years financial/accounting experience in Sydney and London
- Managed Cocoon's finance function for 4 years

Jim Taneyhill  
Chief Revenue Officer

- 13 years experience as President-CEO Chairman of 2 of Europe's most notable Telecom Companies US Subsidiary - BT and Alcatel
- Has led and executed ICT initiatives globally

## Senior Management

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Nikki Parker  
Vice President Growth

- Experienced communications, investor relations and marketing professional within technology and telecommunications companies
- Instrumental in driving the successful IPO of Australia's first major tech listing

Jenny Song  
Vice President Marketing

- Extensive experience in managing corporate communications for Fortune 500 companies.
- More than 16 years of experience launching and promoting products and services for consumer and enterprise software companies

Simon Wild  
Director, Engineering

- Formation and management of creative R&D teams, building innovative technical systems for over 25 years
- Successfully developing original start-up ideas into mature market solutions

Stephen Goulding  
Director, Europe

- A well known Senior Business Director with over 30 years extensive multinational & multicultural experience combined with large P & L responsibilities
- Prime focus on growing & delivering large-scale high value profitable business quickly. Owns and drives complex high value bids to successful wins against stiff competition

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# In November 2014 We Set Out Our Go-To-Market Strategy

## Go-To-Market Channels

Telcos and  
Managed Service  
Providers

Original Equipment  
Manufacturers  
(OEM)

Government  
Clients



# Validated Go-To-Market Strategy

## Major Distribution Partnerships Signed

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Telcos and  
Managed Service  
Providers

Original Equipment  
Manufacturers  
(OEM)

Government  
Clients

 **T-Mobile Systems**

Access to the top 400 enterprise customers within the Deutsche Telekom market in Germany and across Europe

 **colt**

Safe Share will be made available to over 400 security conscious global financial institutions in Colt's network

 **CISCO**

Opportunity to be integrated into ongoing Cisco developments

 **macquarie**  
TELECOM

Distribute Safe Share to Australian Federal Government Departments and Agencies

# Covata's Global Business Structure

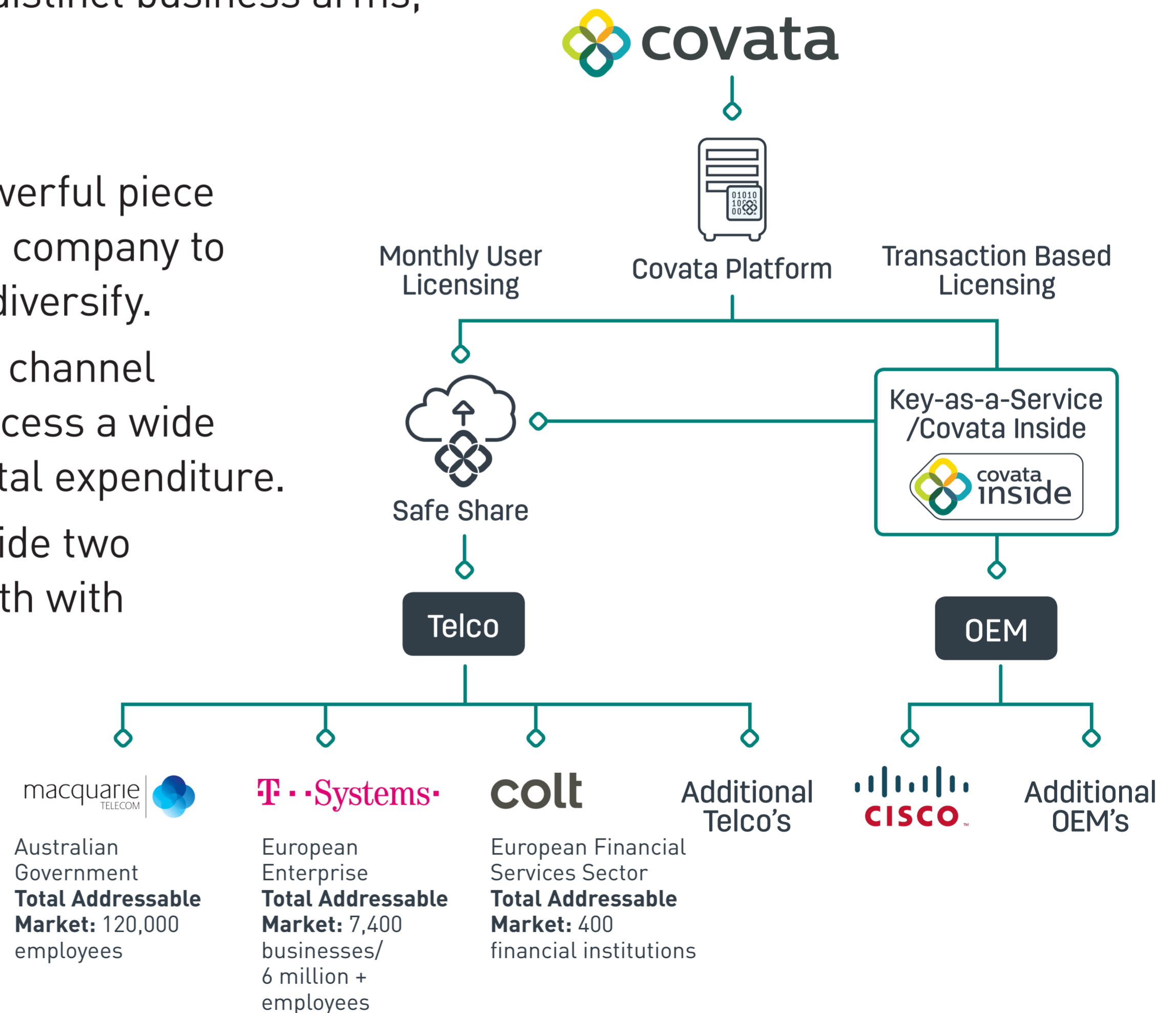
- The Company operates two distinct business arms;

- OEM/Technology Provider
- Telco Division

- The Covata Platform is a powerful piece of technology that allows the company to continue to grow, scale and diversify.

- Selling to end users through channel partners allows Covata to access a wide market while managing capital expenditure.

- The two business arms provide two distinct revenue streams, both with high earnings potential.





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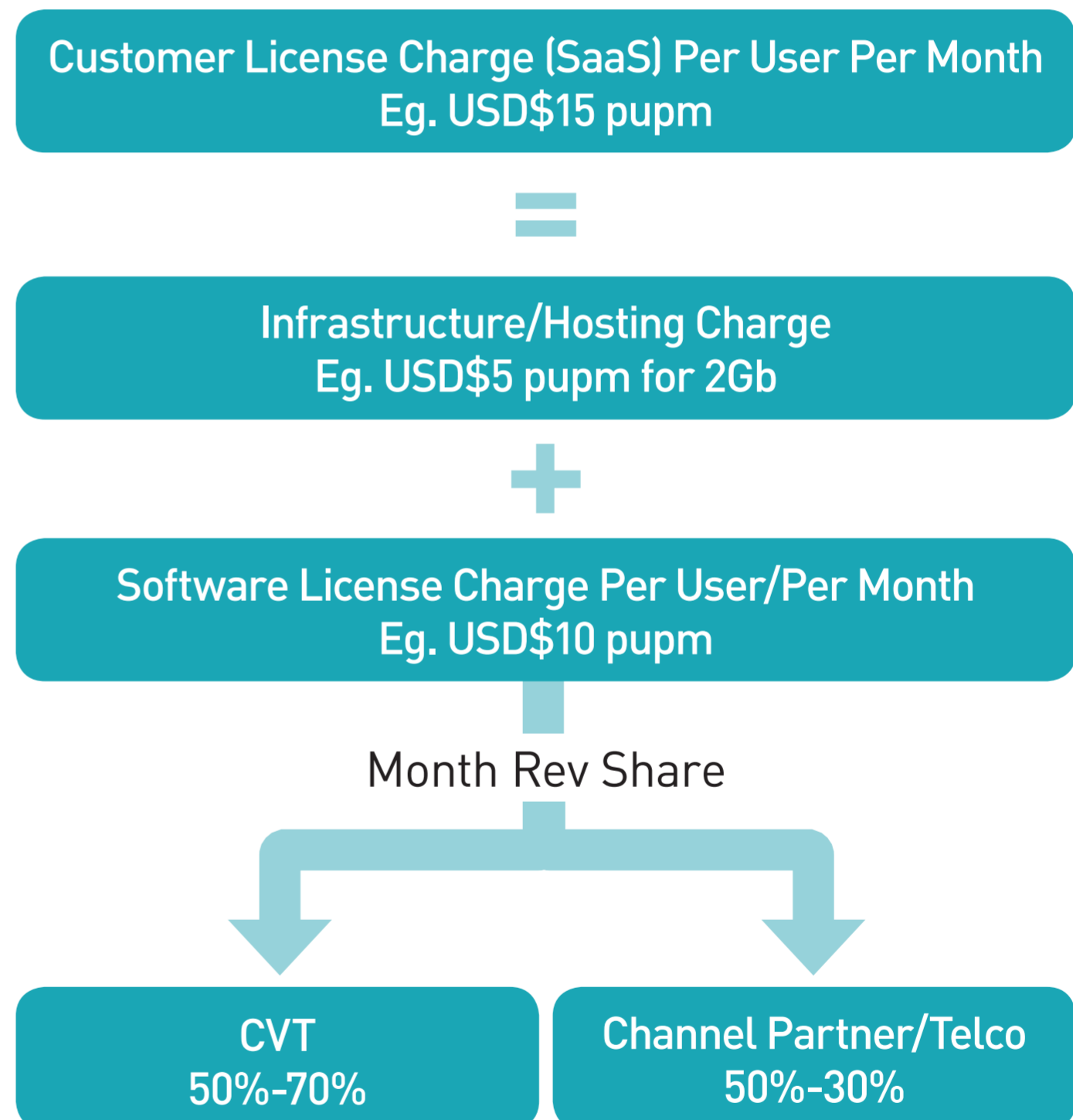
# Telco Business Model – Safe Share

Covata operates a revenue share business model with leading global Telco Channel partners which delivers rapid scalability.

This channel allows Covata to maintain a small highly targeted sales team and remain focused on delivering an exceptional security product, whilst being able to access enterprise customer bases within key target markets.

As Telecommunications providers look for Over-The-Top Services to derive revenue from expensive infrastructure, Safe Share is proving to be an in demand product.

## Example Revenue Share Model On Monthly License Fee Structure



# Covata's Global Business Structure + Multiple Customer Verticals = Diversified Global Revenue + Reduced Risk

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Covata is an emerging ASX Listed technology company with the majority of its growth to occur offshore.

Covata has identified target regions within Europe, Asia and Latin America where there is a clear demand for highly secure in-country (global Telco's) hosted solutions that enable data sovereignty – attributes Covata Safe Share supports.

Operating the Telco business arm in these regions exposes the product to large scale enterprise customers who operate in a variety of financial and capital markets. The diversity of its customer base, in both location and business category, allows for stability as the company begins its high growth trajectory.



Covata is focused on driving two key operating metrics to lay a strong foundation for the future growth of its Telco business arm:

1. Telco partner acquisition
2. End user growth

Covata reports quarterly, starting October 1, 2015\*\*

Illustration of Periodic Growth of the Telco Business Model								
No of Active Telco/MSP	2-3	3-4	4-6	4-6	6-8	6-8	8-10	8-10
End User Seats	800-1,200	6,000-8,000	36,000-45,000	120,000-150,000	285,000+	600,000+	1,100,000+	1,700,000+
Annual Run Rate* \$USD	\$25k - \$32k	\$214k - \$266k	\$1.3mil - \$1.6mil	\$4.1mil - \$5.2mil	\$10.1mil+	\$21.2mil+	\$36.6mil+	\$59.3mil+

\*Annual Run Rate = (quarter revenue x nil growth) x 4 quarters

\*\*ASX regulations prohibit early growth companies such as Covata from making financial forecasts

NB: This is an example of the Telco business model and is not to be taken as a forecast.

Net revenue per seat is based on an international average of current and historical license fees.

# Covata Business Development, Activation and Sales Process

Once Covata has signed with a channel partner - Telco/OEM - it must activate the channel to allow it to sell through enterprise customers.

## **Signing a partner includes:**

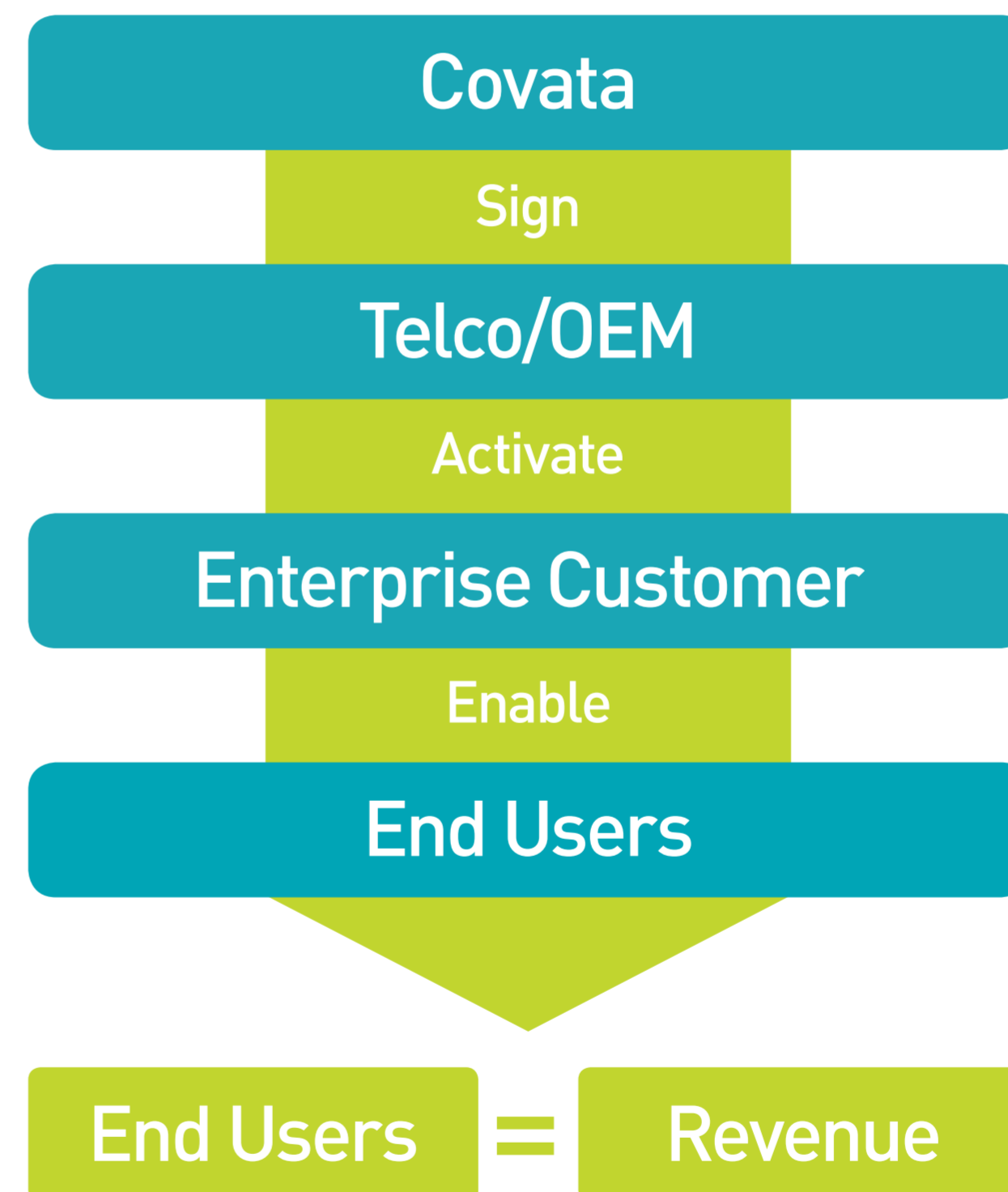
- Business development
- Security audit
- Trial Period where applicable
- Go to Market model
- Contract development

## **Activating a partner includes:**

- Product deployment
- Collateral development
- Sales force training and support

## **Enabling an enterprise customer includes:**

- Provide enterprise marketing & educational material



# Telco & MSP Q1 FY16 Update

Results	Q1 FY16*
No of Active Telco Partners CVT	<b>3</b>
Actual No. of Seats	<b>1,961</b>
Mgmt Target	<b>800 - 1,200</b>

- The Company is focused on building the run rate revenues out of the Telco Business Arm with an eye on FY17 and FY18 through the land grab of Telco's in the key regions identified.
- The Company is expecting 120k Enterprise Seats by the end of FY 16.
- This will be achieved by continuing business development efforts in key regions, developing targeted marketing material to help Telco's sell through to enterprise and supporting our partners in the sales process.
- Covata Management are active within key regions, on target with pipeline development and focused on execution.

\* Covata operates a July 1 – June 30 Financial Year in accordance with standard ASX reporting guidelines

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# OEM Business Model

## ‘The Covata Inside Solution’

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The Covata Inside solution for data-centric security easily transforms each data transaction into a ‘safe haven,’ that ensures data ownership and control, while integrating into existing workflows and environments. Covata Inside allows organisations to continue to freely and securely access, use and share their data, inside and outside the firewall.

### IT platform

[it plat-fawhm]

Spell

Syllables

Synonyms

Examples

Word Origin

#### noun

1. In computers, a platform is an underlying computer system on which application programs can run.
2. A platform is any base of technologies on which other technologies or processes are built.
3. A very valuable software component which forms the core or base upon which new software can be created using APIs.

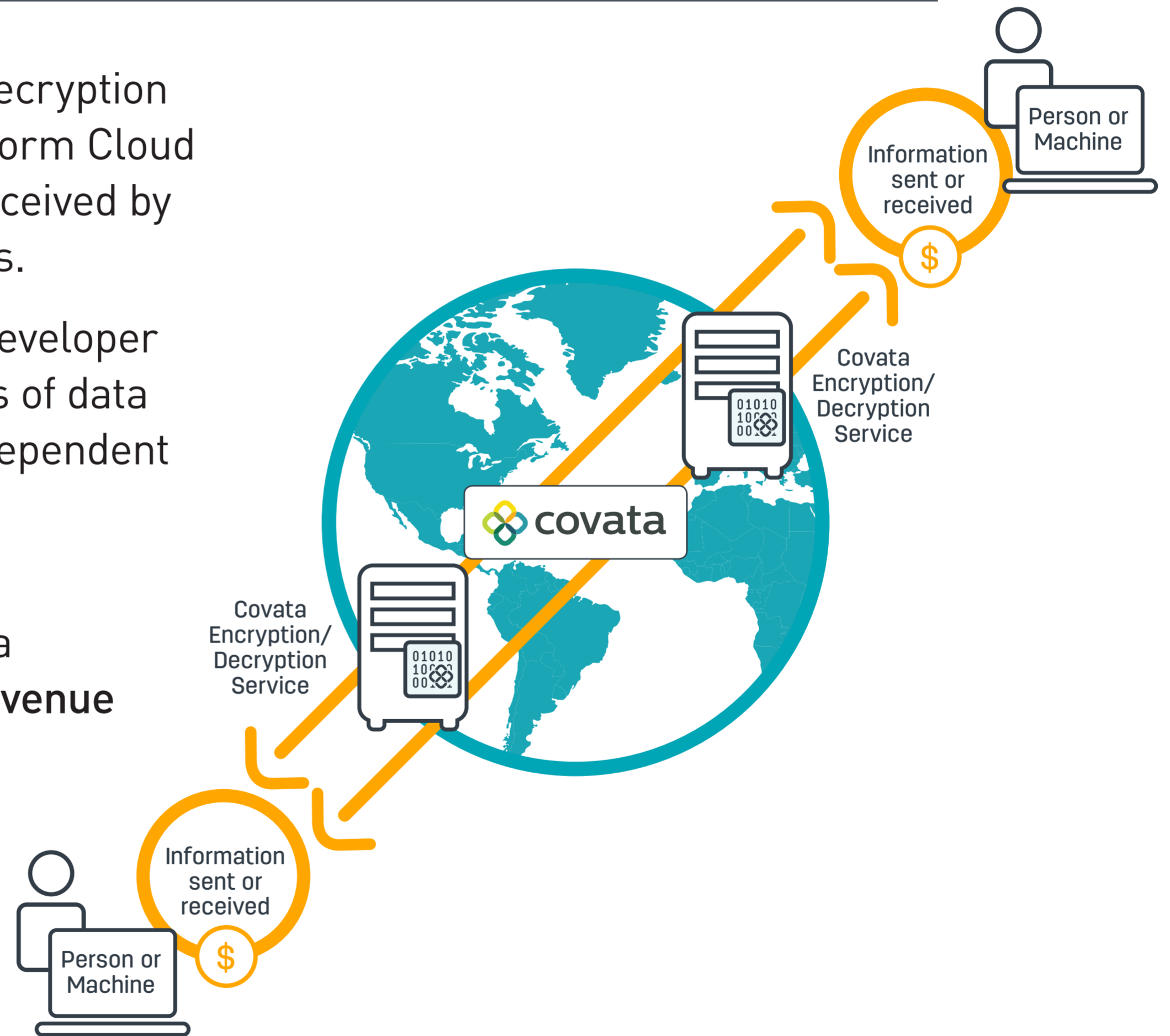


# Covata Platform Key-as-a-Service Transaction Based Pricing Model

One key to one file encryption and decryption service provided by the Covata Platform Cloud as information is rapidly sent and received by people or internet connected devices.

This service enables any software developer or vendor to secure individual pieces of data and pay per transaction from an independent audited service.

By providing this service as a “cents in the dollar” transaction it creates a **(Low Cost + High Volume) = High Revenue** Business Model.



# Covata Platform: Key-as-a-Service

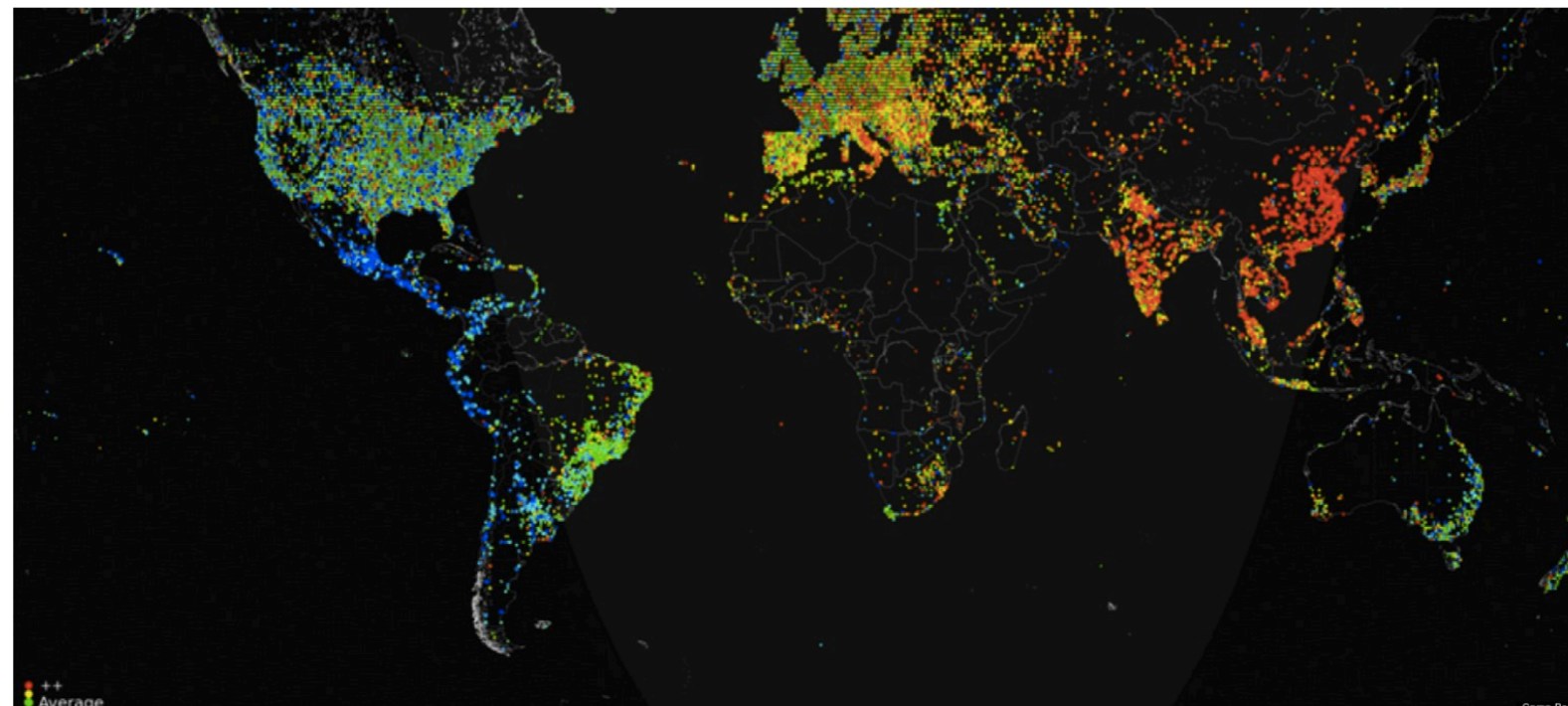
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A home IoE gateway sending lots of bits of different information to a number of different big data cloud aggregators is one way to illustrate the Covata Key-as-a-Service.

Cisco forecasts 10.5 billion machine to machine connected devices by 2019, of which 48% are in the home, including home automation, home security and video surveillance, connected white goods, and tracking applications.

Identified IoE Business Models have Key Service Transactions being charged between one dollar and three cents, depending on how often customers generate and use keys and how they are stored.

The Covata Platform Key-as-a-Service is under NDA with current OEM partners and further details will be provided in the first half of 2016.





Covata and Cisco executed a 10 year licensing agreement for the Covata Platform and related products, with a focus on delivering this technology to Cisco Clients.

- ▶ Cisco has licensed both Safe Share and the Covata Platform on a SaaS (Software as a Service) basis to affiliates and clients, and/or incorporate the Covata Platform technologies into Cisco products on a non-exclusive basis.

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- ▶ The contract between Cisco and Covata has a term of ten years, with a minimum four-year term.

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- ▶ License revenue received from Cisco clients utilising Safe Share and the Covata Platform will be shared between the two companies.

# Covata Invests in its OEM strategy by opening a San Francisco Office

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- ▶ Covata announced on the 6th of August 2015 that the Company has committed to invest in the OEM channel and the Cisco Agreement by establishing a team of 6-8 full time employees in a San Francisco office.
- ▶ The creation of this team supports our commitment to the 10 year contract with the Fortune 100 technology company and our dedication to expanding the OEM channel.
- ▶ The team will be focused on the Covata Platform, to further enable initiatives in Cloud and the Internet of Everything (IoE) security, supporting growth in Cisco and future partners. The “Covata Inside” strategy will see the Covata Platform augmented to be able to underpin global tech initiatives.
- ▶ Covata expects its investment in the Bay Area will generate a 4-5 times return on investment in the next 12 months, through quality deals with our current and future OEM partnerships.

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# The Reliance on Data Security will Continue to Increase in a Hyper-Connected World

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“The Internet of Everything presents a US\$19 trillion global opportunity to create value. However, in the era of ubiquitous connectivity, security will be an even bigger concern. Simply extending existing IT security postures to the Internet of Everything will not be enough. A new approach to security, disruptive thinking and innovation is critical.”

***John Chambers,***

*Ex CISCO CEO*

*January 2015*

# Telco's, MSP's and OEM providers are seeking out OTT services

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- ▶ As broadband penetration and available speeds increase, the MSP and Telco industry are under pressure to seek out and sell Over-The-Top (OTT) services to increase revenue and counter the proliferation of free SaaS applications such as Skype, Box and WhatsApp.
- ▶ These consumer applications are decreasing customer reliance on Telco's and MSPs for voice and data.
- ▶ The telecommunications industry will lose \$386 billion between 2012 and 2018 from customers using these types of services, as reported in Fortune.com and published by London based research and analytics firm Ovum.

**Safe Share, a product to help solve the immediate threat of data breaches.**



**The Covata Platform, the data security solution to underpin an interconnected world.**



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# Key Takeaways

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- ▶ Sub AUD\$200m Market Cap tech stock in a growing sector.

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- ▶ The number of high profile breaches continue to rise driving demand for data centric security solutions.

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- ▶ Covata patents and certifications have created strong competitive advantages and barriers to entry.

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- ▶ Covata's two business arms create a strong global business with diversified revenue and customer base.

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- ▶ Distribution of Safe Share through Telco's generates monthly recurring user revenue.

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- ▶ The Covata Platform service is building a high volume transaction based service for the future of IoE and Software Defined Networking.

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- ▶ Industry experts and leading tech giants, including Cisco, have publicly discussed the need for consolidation within the IT security sector which will be accelerated through M&A activity and investment. Covata, as a public company, is uniquely positioned to play on either side of the M&A fence, if applicable.

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- ▶ Covata presents an opportunity to invest in a next generation cyber security company.

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- ▶ Research from Fosters and Moelis has set price targets of A\$0.58 and A\$0.70, respectively.

## Contact

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Investor Relations**

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# Appendix

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# Covata Limited Company Snap Shot

## Market Statistics

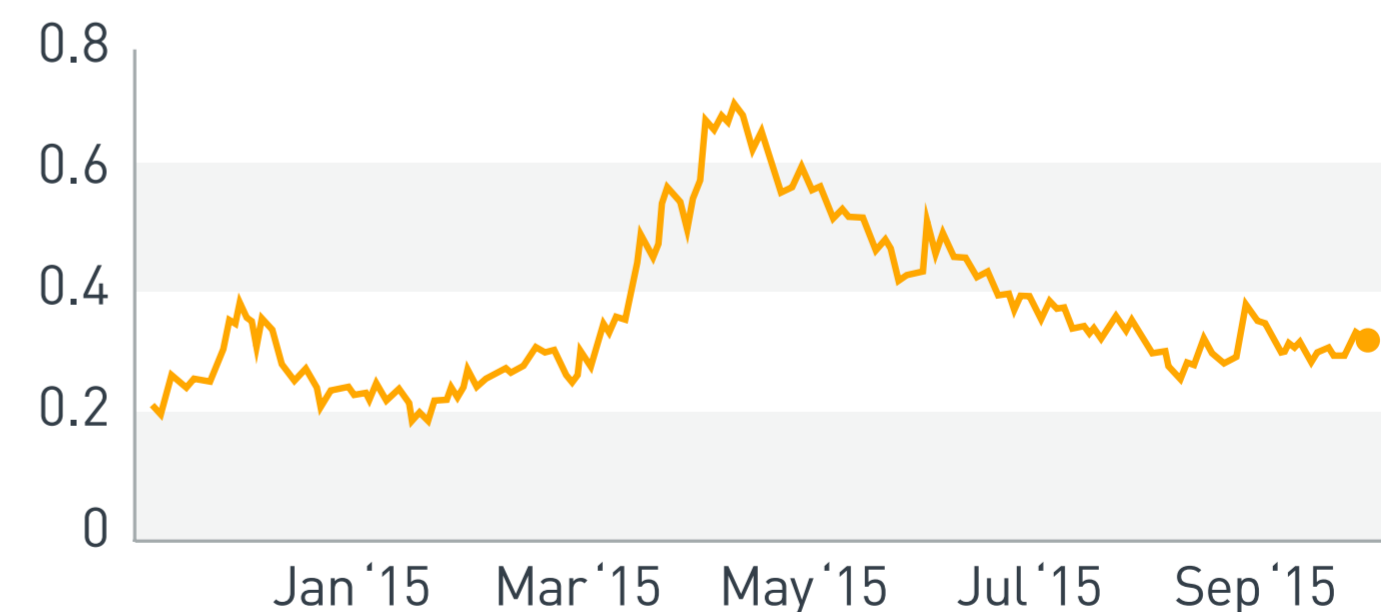
ASX Code	CVT
Listing Price (10 Nov, 2014)	A\$0.20
Share Price (5 October, 2015)	A\$0.31
52 Week Range	A\$0.17-\$0.68
Avg. Volume	1,172,657
Market Capitalization (28 August, 2015)	A\$119m

## Company Statistics

Business Founded	August, 2007
Options and Warrants Outstanding	71,864,170
Ordinary Shares on Issue	426,997,808

## Channel Partners Signed (Date)

Macquarie Telecom	12 February, 2015
Deutsche Telekom T Systems	18 March, 2015
Cisco	24 April, 2015
Colt Technology Services	2 July, 2015



ASX Data

# T-Systems

- ▶ T-Systems, a major division of Deutsche Telekom (DTAG), is Germany's largest IT services business. Servicing Europe's largest businesses including BMW, VW, Daimler, Shell, Man and Airbus.
- ▶ Safe Share will be on the T-Systems Digital Division Portfolio, which means it will be owned by account managers and have sales targets and incentives tied to the products success.

**“Prior to entering the partnership discussions, we conducted extensive research to find a cloud based file sharing solution, that was secure and independent of a US company and allowed us to respond to the assurances the European market needed around data privacy regulations. Safe Share was the only solution that met those needs.”**

**Ralf Hülsmann,**  
T-Systems Head of ISV IaaS GTM,  
March 28 2015

# colt

- ▶ Leading multi-national telecommunications and IT provider Colt Technology Series will make Safe Share available to the financial services sector within their global customer base over their recently launched Extranet.

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- ▶ Colt capital markets services more than 400 financial institutions, including 18 of the top 25 banks and diversified financial groups.

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- ▶ Colt and nscglobal will be targeting firms seeking 1,000+ seat and will be sold on a per user, per month basis.



- ▶ Safe Share has been white labeled and is being sold by Macquarie Telecom directly to Government.
- ▶ Strong take up from Federal Government Departments and Agencies.
- ▶ The partnership provides a strong global case study for future sales.



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MACQUARIE TELECOM IS TRUSTED TO DELIVER EXCELLENCE BY THE FOLLOWING GOVERNMENT AGENCIES

