

INVESTOR PRESENTATION

ACQUISITION OF DATAPOWA LTD

IXUP: the 'key' to unlocking the true value of data

Marcus Gracey
Managing Director & CEO

May 2021



This announcement has been approved for release by the Board of IXUP.

Market Opportunity: IXUP as a data monetisation 'key'



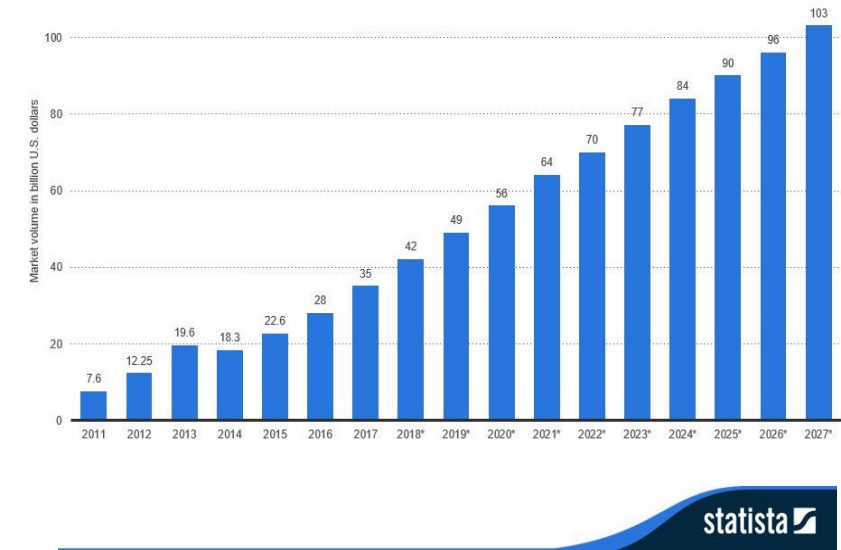
According to research by US-based Boston Consulting Group, the combination of data and advanced analytics could unlock more than \$US1 trillion in new value this year alone

(The Business Research Company Report - May 2019)

Data related markets all in exponential growth:

- Data Protection as a Service by 2027 \$103bn (\$15 bn in 2020)
- Big Data Analytics Market by 2027 \$105bn (\$37bn in 2018)
- Predictive analytics market by 2026 \$ 22.1bn (\$5.7bn in 2019)
- Fan intelligence as a Service by 2022 \$4bn

Big data market size revenue forecast worldwide 2011–2027
(in billion US. Dollars)



IXUP's Secure Data Engine – facilitating secure data collaboration and analytics - a value multiplier for sensitive data previously unable to be commercialised

*Uncommercialised data assets are the new 'Rembrandts in the attic'
– IXUP holds the **key** to unlocking their value*

Transaction Opportunity



- Data is a new emerging international currency
- IXUP's technology enables valuable business to business data collaboration
- Tools to facilitate secure data collaboration becoming more necessary and valuable
- IXUP is well capitalised and focussed on high growth international markets
- Demand for and value of sports data exponentially increasing
- DataPOWA accelerates growth, delivers strategic market entry and an accelerated pathway to market for IXUP technology
- Acquisition of DataPOWA structured for maximum shareholder return and minimal risk
- World class advisory team

DataPOWA acquisition provides IXUP with a strategic landing in the international sports data market, an established client list and an express pathway to market for IXUP technology

INVESTOR PRESENTATION

IXUP: BACKGROUND

The logo for ixup, featuring the lowercase letters 'ixup' in a white, bold, sans-serif font. The 'i' and 'x' are connected, and the 'u' and 'p' are also connected. The logo is positioned in the bottom right corner of the slide, set against a background of overlapping blue and green geometric shapes.

IXUP: background



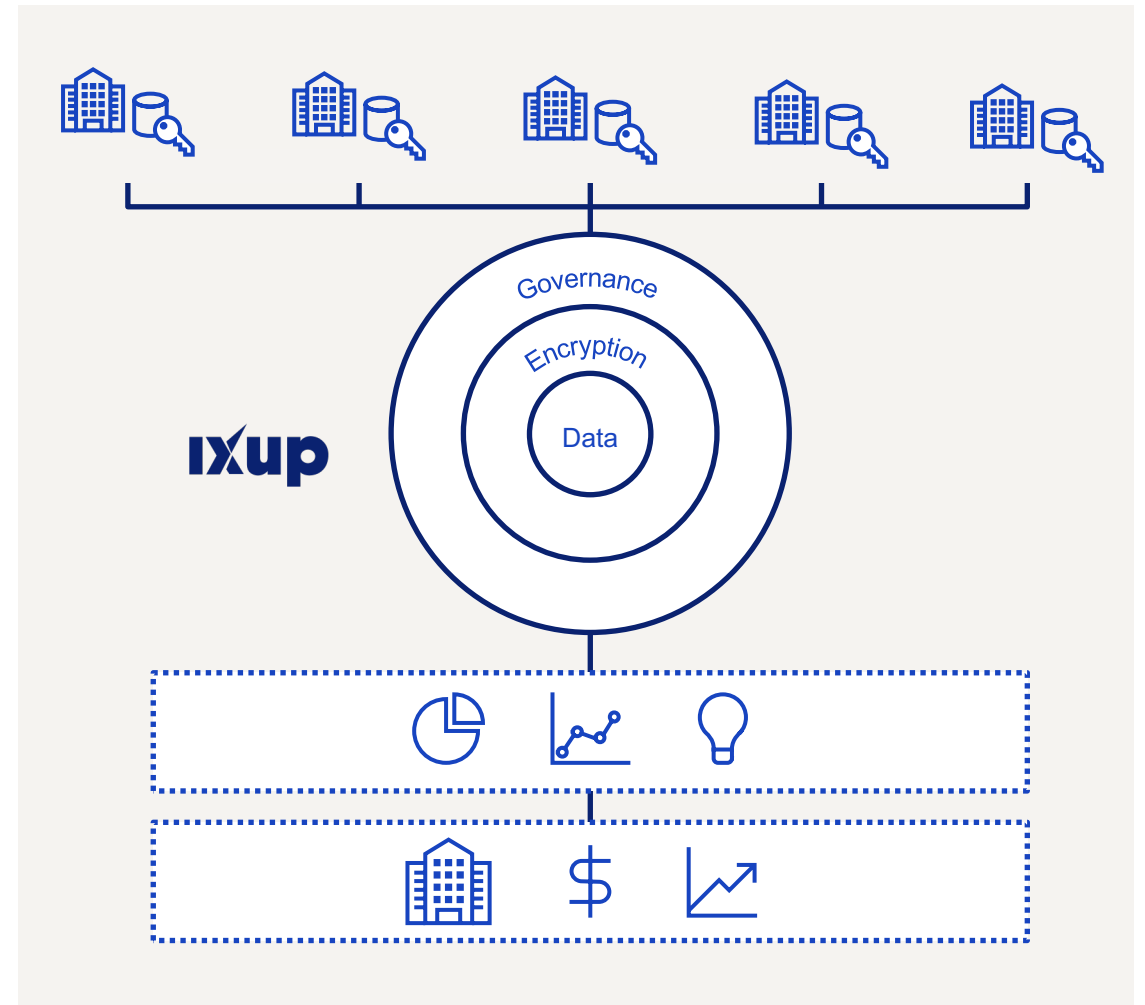
IXUP Limited (ASX:IXU) (pronounced 'eyes up') was founded in 2011 and listed on the ASX in 2017.

IXUP Secure Data Engine enables:

- Secure collaboration and analysis of sensitive data between multiple organisations and data sets - while that data remains fully encrypted
- Compliance with data privacy, security and associated laws and protocols

Market opportunity:

- Technology readiness aligned with exponential growth in uncommercialised data and the tightening of security and privacy protocols and laws



IXUP Board and senior management



Julian Babarczy
Non-Executive Chairman

Julian was appointed as Non-Executive Chairman of IXUP Limited in November 2020. He has over 20 years' finance and investment industry experience. Julian brings a unique set of skills to the IXUP board, possessing a deep and trusted network spanning the Australian financial industry, as well as a depth of experience in investing and funding high growth companies.



Marcus Gracey
Managing Director & CEO

Marcus is an experienced executive and brings a diverse professional background in technology commercialisation, innovation, strategy, law and business to IXUP. Marcus has previously held senior roles within public and private companies across a variety of industry sectors in addition to having significant experience as a professional public company director and is also a chartered company secretary and governance professional.



Dean Joscelyne
Founder & Non-Executive Director

Dean Joscelyne is an Australian technology entrepreneur who founded IXUP in 2011, taking it from a start-up to a listing on the Australian Stock Exchange in 2017. Dean's vision and understanding of customer analytics and business processes led him to develop IXUP's unique technology.



Freya Smith
Non-Executive Director

Freya is the General Counsel and Company Secretary for Claim Central Consolidated, an Australian headquartered global Insurtech. Both as a practicing lawyer and Company Secretary, Freya has counselled many of Australia's leading and emerging companies on significant matters, including ethics, compliance, corporate governance and risk and reputation management

Gold Plated Strategic Advisers: incentivised to deliver



Matt Davey

- US-based Australian-born online wagering entrepreneur
- Non-Executive Director/major shareholder, BetMakers Technology Group Limited (ASX:BET)
- Director & Chief Executive Officer – Tekkorp Digital Acquisition Corp (NASDAQ: TEKK)
- President/Founder Tekkorp Capital LLC
- Founded NYX Gaming in 2011, which he successfully built and sold to Scientific Games for US\$630m
- Renowned investor and advisor in the US gaming industry
- Sponsor of 2 wagering focused SPACs
- Provides valuable commercialisation insights and strategic M&A opportunities to IXUP for US-focused opportunities
- Introduced DataPOWA opportunity to IXUP



Ian Penrose

- UK-based online gaming and wagering entrepreneur, executive and director
- Experienced CEO of London Stock Exchange (LSE) listed sports, media and wagering-related businesses
- Previous CEO of global wagering technology business Sportech plc
- Current Non-Executive Director of LSE-listed Playtech plc the largest sports betting and gaming software company in the world
- Chairman of DataPOWA Limited
- Provides significant European network to assist with commercialisation and strategic acquisition opportunities
- Strategic consultant to IXUP

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IXUP: COMMERCIALISATION STRATEGY

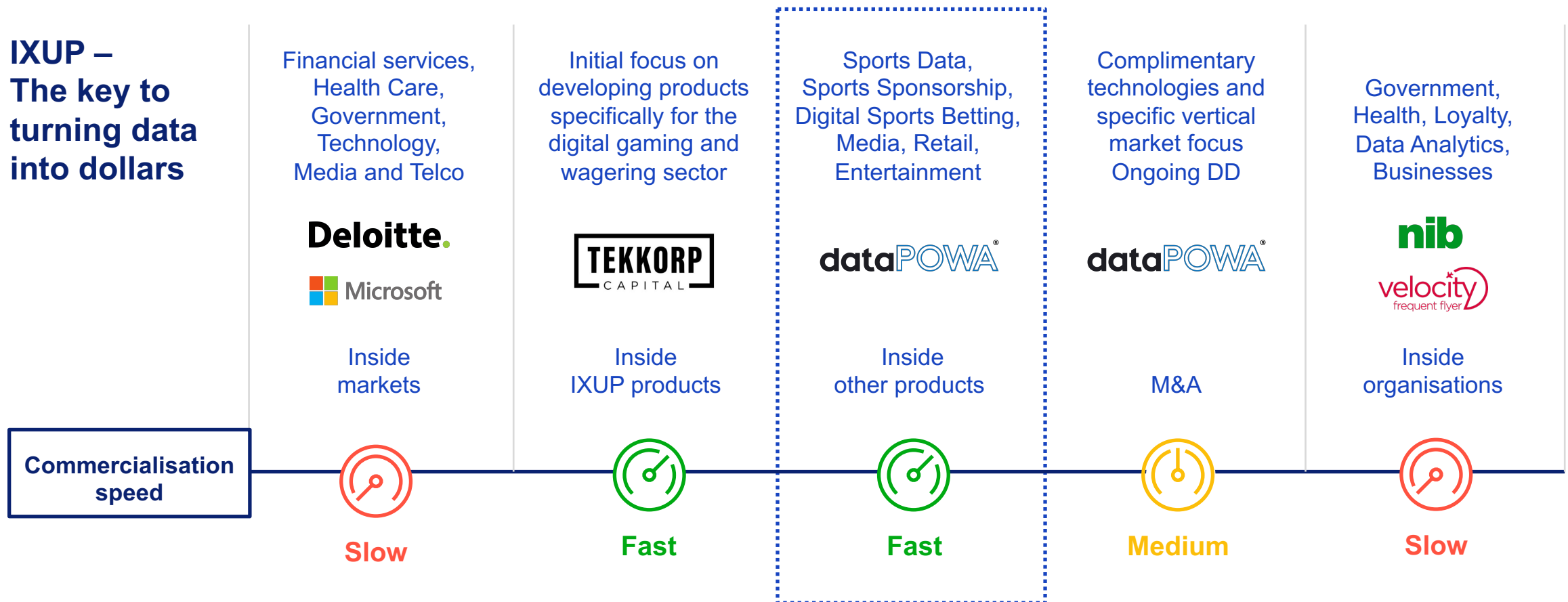
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IXUP: updated commercialisation strategy



“Infinite opportunities are unlocked when you can share and analyse information in a simple, safe and compliant way”

**IXUP –
The key to
turning data
into dollars**



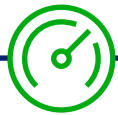
IXUP: unlocking the hidden value in sports data



Sports Data,
Sports Sponsorship,
Digital Sports Betting,
Media, Retail,
Entertainment

dataPOWA[®]

IXUP inside other
products
(DataPOWA)



Fast

- Demand for sports information and its value is growing exponentially
- Acquisition of DataPOWA accelerates IXUP commercialisation strategy
- DataPOWA's 'POWA index' combined with IXUP Secure Data Engine enables sports data to be commercialised in revolutionary ways
- DataPOWA is a specialist in the sports data and sports sponsorship market with AI driven SaaS technology and an existing international client list
- Strong market interest shown for POWA index 2.0 - combining IXUP and DataPOWA technologies
- Early adoption demonstrated by international FIFA Confederation Concacaf
- Further near-term commercialisation contracts expected to demonstrate value of IXUP technology being deployed through DataPOWA

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IXUP's Sports Data Epiphany

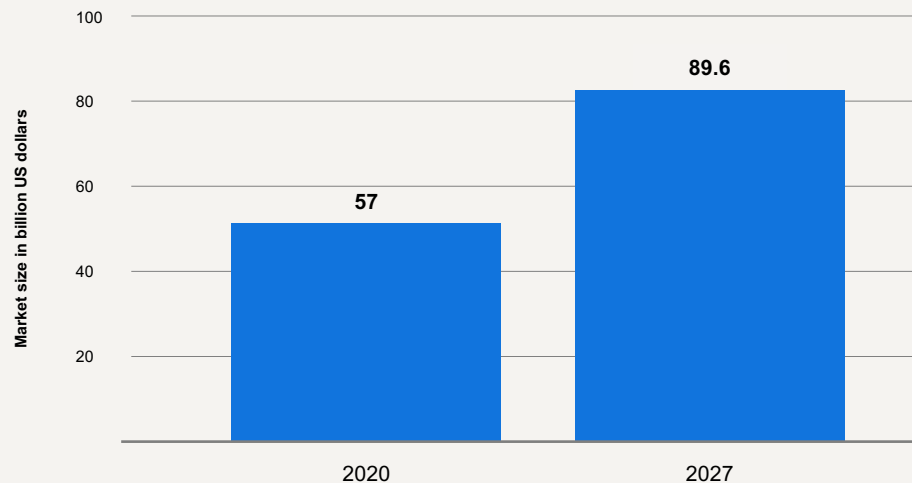
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Sports Sponsorship: ripe for disruption



Global sports sponsorship spend continues to rise

Size of sports sponsorship market worldwide in 2020 and 2027
(in billion US dollars)



Sports sponsorship methods are evolving in the digital age

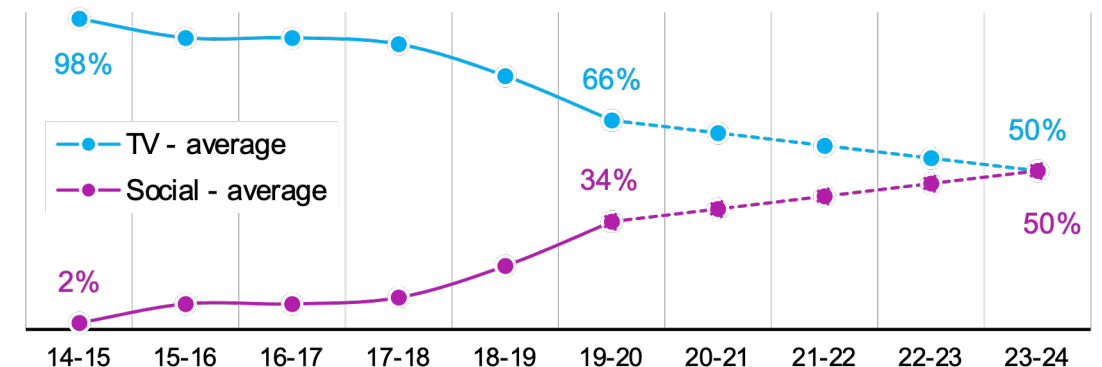
IXUP Secure Data Engine at the sharp edge of disruption for data collaboration and commercialisation

POWA index expands measurement of sponsorship spend and valuation beyond traditional metrics to include real time social media reach and audience

POWA index 2.0 adds IXUP's revolutionary Secure Data Engine capabilities to the POWA index to deliver world first and market first product offering:

- B2B PaaS IXUP platform; and
- B2C SaaS POWA index

TV vs social sponsorship share of value among the top 8 NBA teams



Sports Data Demand and Value Increasing: exponential growth profile

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- Market forces:
 - exponential rise of data as a significant new currency and asset class
 - increasing pressure to drive revenue from data assets
 - exploding sports betting markets driven by US deregulation
- Application of IXUP technology:
 - sports sponsorship market is tangible and accessible (high growth industry transitioning to the digital age)
 - IXUP Secure Data Engine to generate significant value and competitive advantage and supercharge POWA index
 - Accelerates IXUP's commercialisation with an expressway to market and an existing client base
- Strategic intersection between the sports data and sports betting markets provides additional opportunities



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WHO IS DataPOWA?

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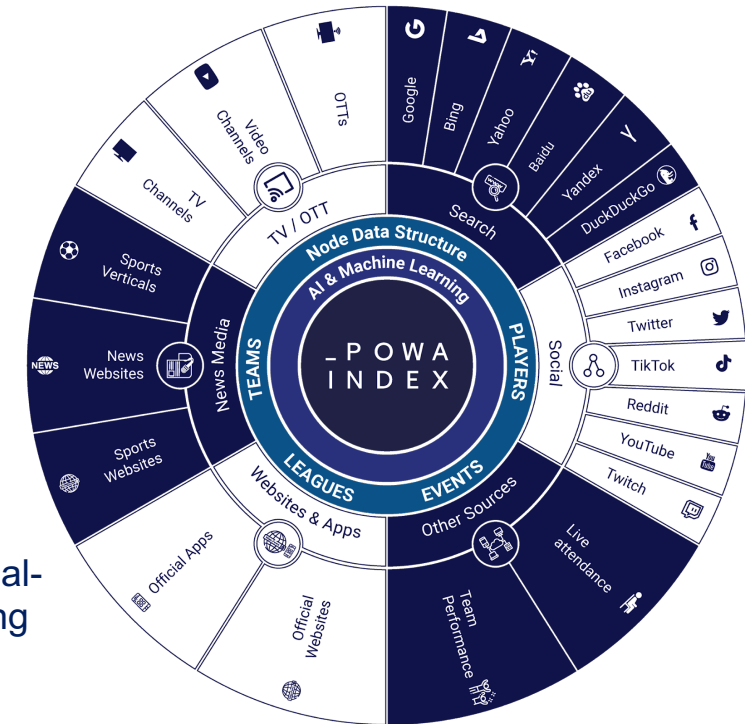
DataPOWA: background



Michael Flynn

- DataPOWA is a UK based business offering specialist data and marketing services to the sports market
- Founded in 2017 by Michael Flynn who has more than 30 years of sports sponsorship and digital marketing experience
- DataPOWA are currently 5 staff in London and an 8 person off-shore development team

Flynn identified the problem with TV driven metrics in the sports sponsorship sector and created a solution using data science and artificial intelligence.



POWA index 'Signals'

POWA index provides for real-time effective decision making for rights holders, agencies and brands alike, measuring auditable datapoints relevant to the digital age.

- The business also has broader applications, including sponsors and brands, advertising agencies and media outlets
- Future target markets include the entertainment, music, fashion and automotive industries, including many others

- Launched version 1 of the POWA index in 2019, a SaaS deployed measurement of power, AI valuation, predictive analysis & ranking system
- Over 2,500 teams, leagues and events from 46 different sports tracked in real time



DataPOWA: commercialisation / business model



Triallists
(+25 more)



Live Paying
Customers

exposure



THE Coca-Cola COMPANY



POWA index 2.0



Other major customers in advanced discussions

1) Target Market

Franchise Owners	Rights Holders	Brands / Sponsors	Agencies	Media
Measures franchises in the wider sports marketplace and identifies up and coming sports or franchises	Benchmarks against competitors and identify how to increase value from sponsorship assets	Identifies 'best bang for their buck' sponsorships and enables better deal negotiation	Provides 'always on' research, saving considerable time and resource costs	Tracks all events/leagues/teams covered and identifies trends in sports

2) Revenue Sources

A) Subscription Based SaaS Model#

circa 80% of total revenue
Year 1 > 30 new customers
Year 2 > 100 new customers

B) Bespoke Projects / Reports

AI driven sponsorship property valuations
Predictive analysis

C) Sponsorship Sales Commission

(future 2023+)

3) Future Markets & Technology Applications

A) Future Target Markets:

Entertainment, Music, Fashion, Automotive

B) Influencer Marketing

'AthletePOWA' marketplace

C) Transfer Valuations:

Football player transfer valuation modelling

INVESTOR PRESENTATION

DataPOWA ACQUISITION DETAILS

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Acquisition Rationale



- Strategic entry into international sports data market
- Significant growth opportunity given exponential demand from digital sports betting market
- Complimentary strategic opportunities
- Combination of technology platforms (POWA index 2.0)
- IXUP unlocks value for DataPOWA
- Synergistic client list (advanced discussions ongoing)
- Express pathway to market for IXUP technology and early revenues
- Maximises upside for IXUP
- Leverages current DataPOWA customers, markets and domain expertise
- Global representation
- Acquisition structure minimises risk



Transaction details



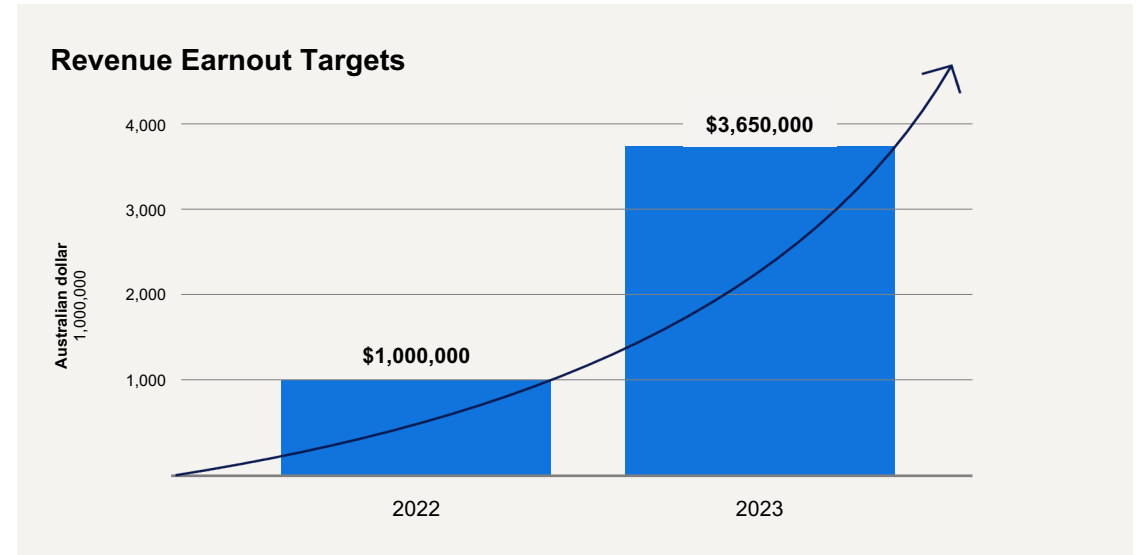
Key terms

- Binding sale purchase agreement signed
- Deal subject to IXUP shareholder approval with meeting to be convened as soon as possible
- Consideration payable - \$12 million (max):
 - \$3.25 million cash on completion (funded from IXUP cash reserves)
 - \$8.75 million share-based consideration
 - \$4.5 million in shares issued on completion (escrowed for 12 months)
 - \$4.25 million in shares deferred and subject to attainment of specific revenue milestones

Milestones for deferred consideration

Two tranches - each qualifying for a total of \$1.875 million in shares:

- Tranche 1: £549,000 (approx. AUD\$1,000,000) revenue in 12 months to 28 February 2022
- Tranche 2: £2,000,000 (approx. AUD\$3,650,000) revenue in 12 months to 28 February 2023



- Payments for each tranche pro-rated in event revenue does not meet milestone
 - Additional AUD\$500,000 bonus share payment should the tranche 2 milestone be met
- Structure ensures strong alignment between IXUP and DataPOWA and mitigates risks

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CORPORATE OVERVIEW

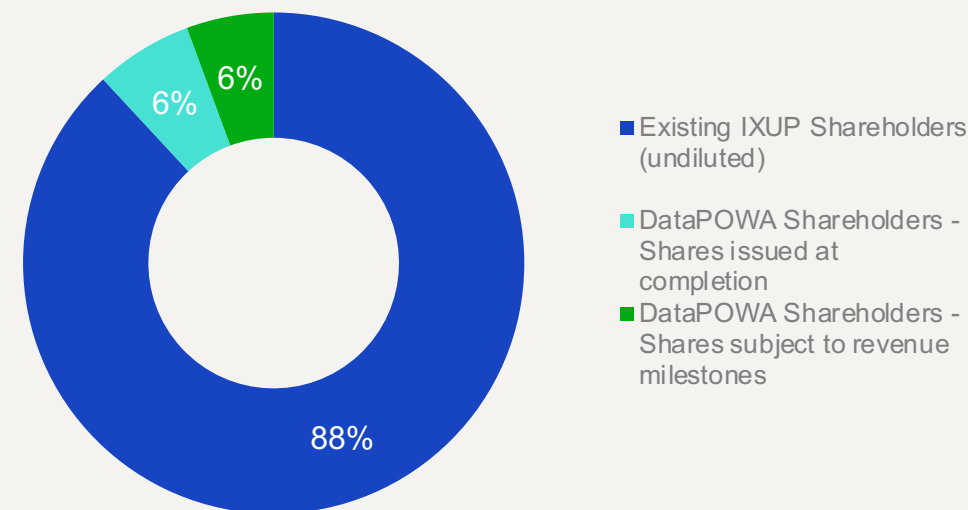
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Impact on IXUP Capital Structure



Capital Structure Prior to Acquisition	
Existing IXUP Fully Paid Shares On Issue	701m
Unlisted Options (various strike prices)	235m
Performance Rights	24m
Acquisition Shares Proposed to be Issued	
Acquisition Shares Issued to DataPOWA Shareholders – at completion	47m
Acquisition Shares Issued to DataPOWA Shareholders – subject to Revenue Milestones	45m*
Total Potential Acquisition Shares Issued to DataPOWA Shareholders	92m
Percentage Ownership Post Acquisition *	
Undiluted IXUP Shares on Issue post Acquisition	793m*
Existing IXUP Shareholders (undiluted)	88%
DataPOWA Shareholders - Shares issued at completion	6%
DataPOWA Shareholders - Shares subject to revenue milestones	6%

Potential post acquisition shareholders



Note: Assumes attainment of revenue milestones are met in full and issue of related shares to DataPOWA shareholders

* Assumes 9.4c share price (maximum possible share issuance under SPA is 59.95m shares)

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APPENDICIES

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Appendix A

INVESTOR PRESENTATION

Further Details on Strategic Advisors

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Tekcorp Capital: US gaming and wagering specialist



“The IXUP and DataPOWA technology solution represents a revolutionary step in the sports sponsorship and database collaboration markets globally. The combined group is now ideally positioned to expand further into the global sports data market, both organically and via acquisition. I look forward to working closely with the combined team to drive additional shareholder value creation”

Matt Davey

Founder – Tekcorp Capital



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Matt Davey: the quiet Aussie success story who has made \$400m in the fast-growing US betting industry

By JOHN STENSHOLT
EDITOR, THE LIST
Follow @JohnStensholt

11:30AM MAY 7, 2021
11 COMMENTS

BelMakara director Matt Davey. Picture: Aaron Francis

Matt Davey is the quiet success story of the Australian wagering industry, pulling off a couple of deals that probably have made him more than \$400m in the past three years.

And he says he is just getting started.

The Las Vegas-based Aussie is scouring the suddenly hot US wagering sector, where sports betting is quickly being legalised across huge markets, with his own \$US250m (\$321m) special purpose acquisition company (SPAC) listed on the Nasdaq exchange.

Strategic Advisor – Ian Penrose



- Ian Penrose is a highly experienced online wagering and gaming executive with unparalleled UK & European network
- Ian is currently a Non-Executive Director of LSE-listed Playtech plc (US\$2 billion market capitalisation), which is a global gaming technology business
- Other current board/advisory positions;
 - Chairman of DataPOWA Limited
 - Chairman of National Football Museum in England
 - Non-Executive Director and Advisor to Weatherby's (provides administration and equine services to the British Horseracing Authority)
 - Adviser to Low 6 (a provider of custom branded free to play apps to companies wishing to activate their fan bases)



- Ian was also the CEO of two London Stock Exchange listed companies for a combined 20 years;
- Sportech plc: Ian transformed Sportech from a heavily indebted declining business into a successful global wagering technology business
- Arena Leisure plc: Ian developed Arena from a shell public company into the largest independent racecourse and media group in the UK

Appendix B

INVESTOR PRESENTATION

TECHNOLOGY OVERVIEW: IXUP AND DataPOWA

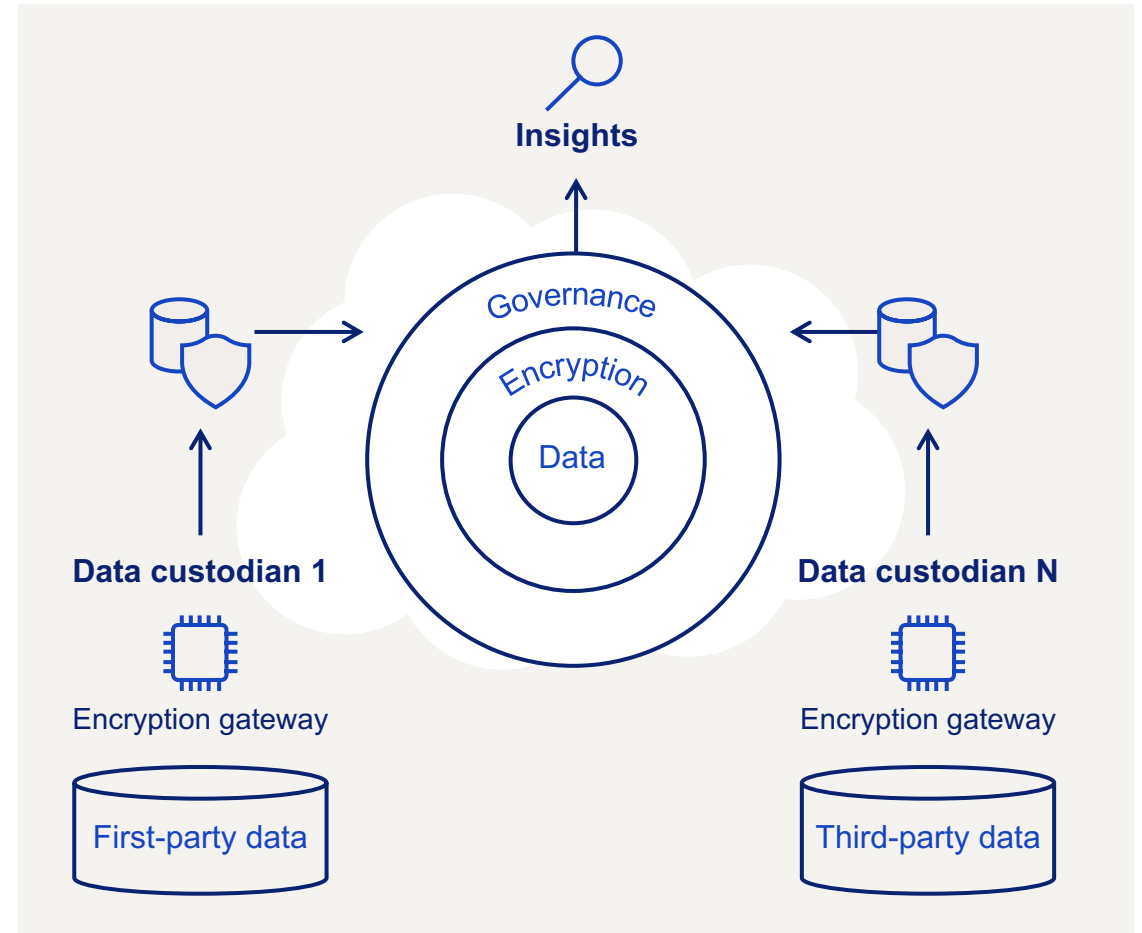
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The IXUP Technology Platform Explained



IXUP's Secure Data Engine is a software platform that facilitates secure data collaboration and analytics and delivers insights across multiple encrypted data sets:

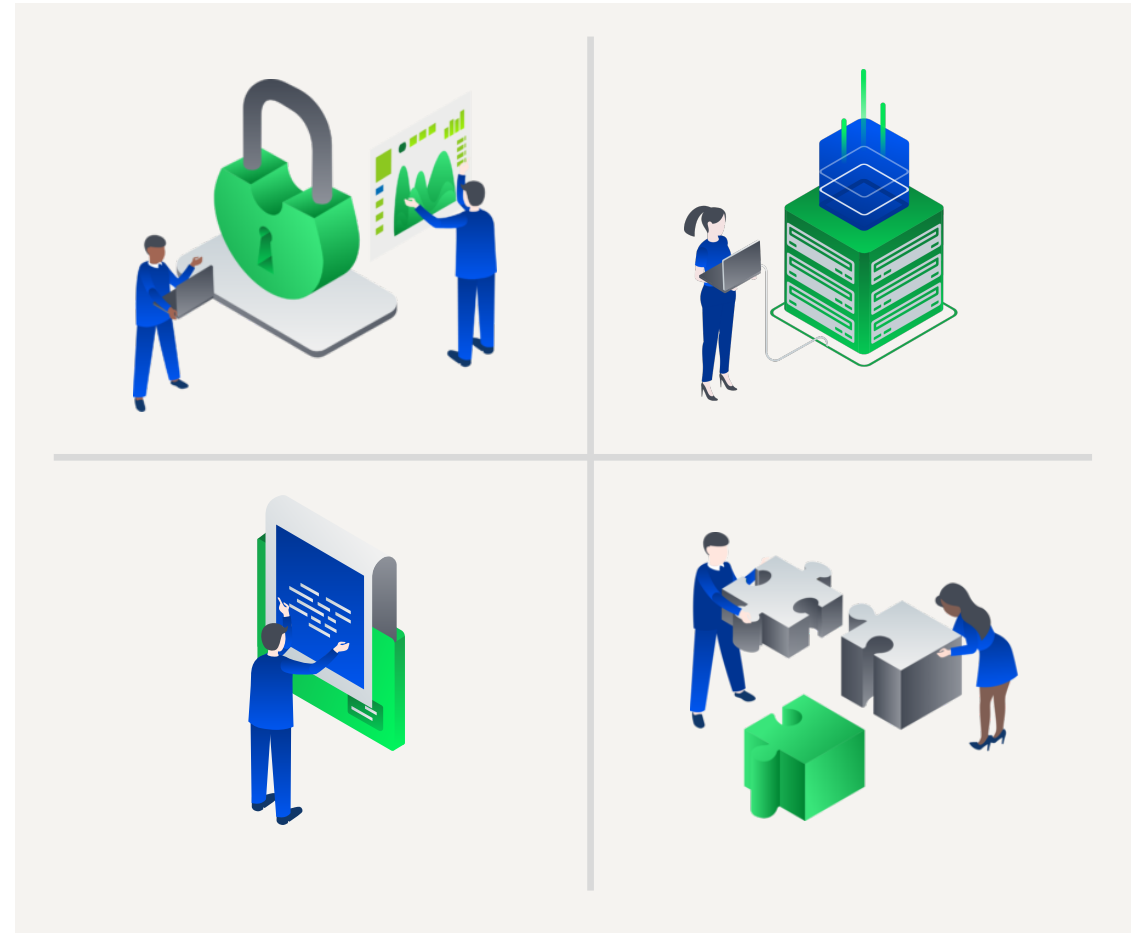
- Securely combines discrete data sets
- Data owner retains full control
- Zero data loss or misuse – Totally Secure
- Leading governance and compliance frameworks embedded
- Secure Microsoft cloud environment
- Allows application of global 3rd party data sets to radically enhance the commercial value of customers 1st party data



IXUP: unique, patented and scalable



- Minimal known competitors or substitutes
- Overcomes a huge global pain-point: lack of trust in data sharing. Organisations continue to balance rapidly evolving requirements to improve data security, privacy controls and govern data access
- Platform is scalable and data agnostic
- Strong intellectual property protection including granted patents and a gold-plated compliance framework (ISO and SOC 2)
- Transparent, independent and auditable governance
- Zero data loss or misuse – '5 Safes' data governance/decision framework



DataPOWA: introducing the “POWA index”



- The “POWA index” is a fit for purpose sponsorship ‘currency’
- Replaces previously inefficient, time consuming and imprecise sponsorship valuation techniques
- Allows a measurement of sponsorship asset power, using a proprietary “AI” valuation tool to predict and rank
- POWA index ingests 2.4 trillion data points/day from 60 global data sets to arrive at one simple summary “POWA Score”, utilising:
 - Social Media
 - Search Engines
 - Team Performance
 - Media and News References
 - Website and App Data
 - Demographics

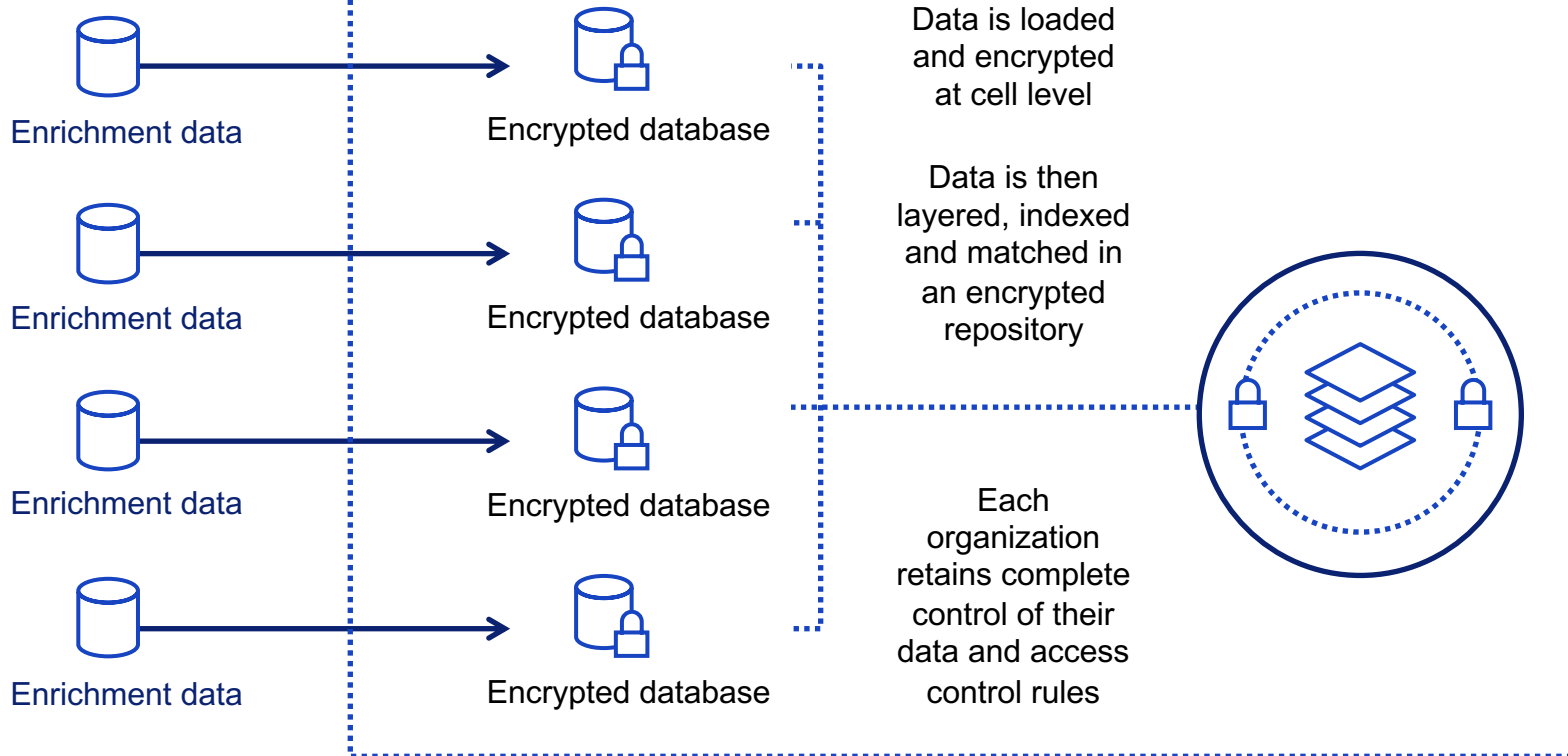


- Resultant POWA scores are directly comparable and offer full transparency to end customers
- DataPOWA is the global first mover in a highly attractive, growing and previously inefficient industry

DataPOWA: the POWA index 2.0



POWA index



Interactive and accurate reports showing:

- Media/asset rights valuation
- Sponsorship DD
- Privacy/GDPR compliant walled-garden
- Audience creation and implementation
- Media sales and Ad Exchanges/ DSP/CRM
- Media strategy
- Ticketing and in-venue activation (post-vaccine)

Appendix C

INVESTOR PRESENTATION

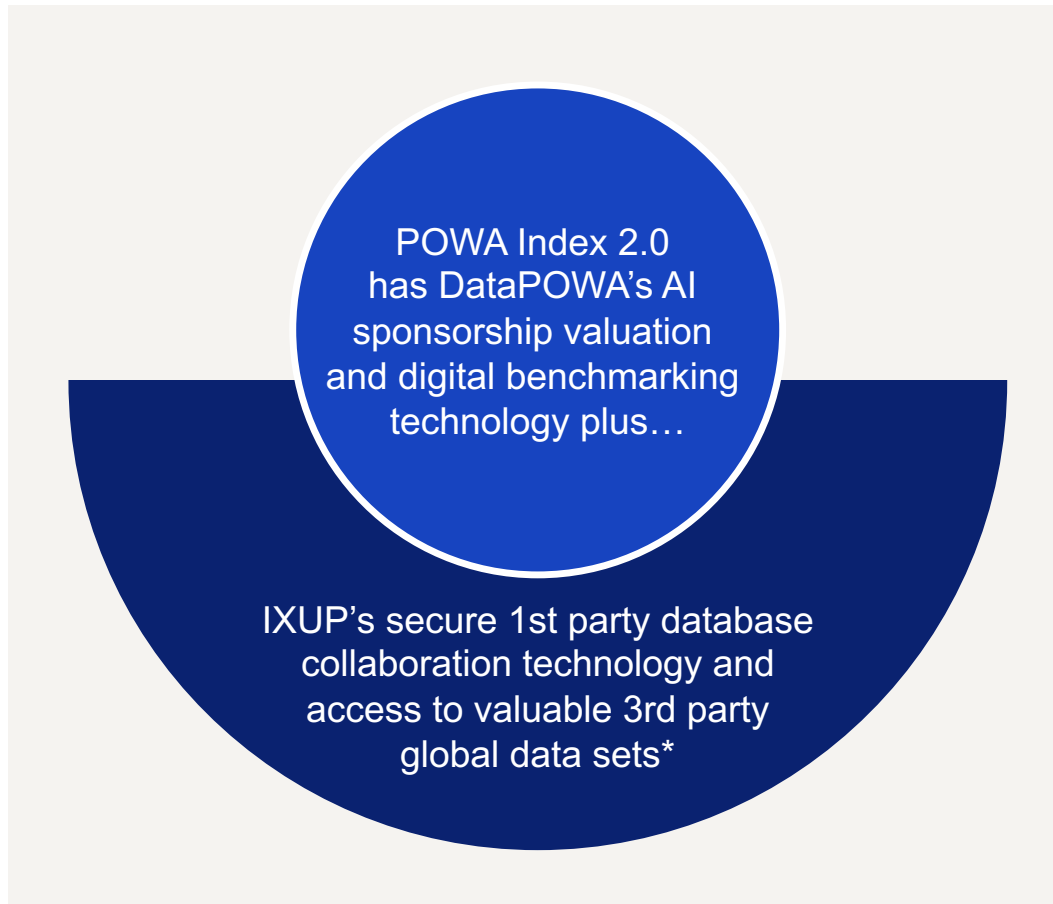
IXUP AND DataPOWA TECHNOLOGIES COMBINED

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IXUP and DataPOWA: the journey so far



IXUP and DataPOWA products combine: POWA index 2.0



- POWA index 2.0 represents a new and unique solution for sports rights and sports data owners
 - Enrichment of 1st party data sources
 - Co-marketing and intelligence outcomes possible
- POWA index 2.0 expected to:
 - Be attractive to DataPOWA's existing and growing client base
 - Have broad market applications across other sports-related market verticals (including gaming and wagering)
- POWA index 2.0 creates a unique pathway for entry into large international markets for IXUP's technology, particularly Europe and North America
- Potential acceleration of IXUP's revenue profile

The POWA index 2.0: video teaser



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