

AssetOwl

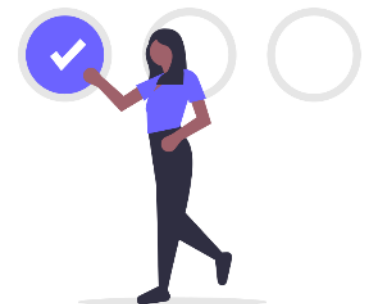


General Meeting Presentation | 27 May 2021 | (ASX: AO1)

AssetOwl Ltd (ASX: AO1) Investment Highlights



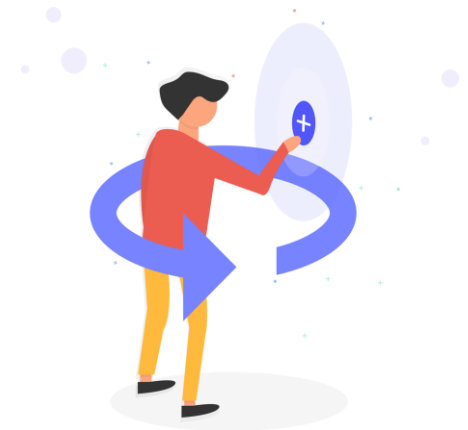
- Solving a significant property industry pain point – rental inspections
- This problem is core to the industry’s business model
- Existing solutions are unsatisfactory and ripe for disruption
- AssetOwl’s solution meets the industry need today
- AssetOwl’s proprietary processes and technology capability provide a sustainable competitive advantage
- Solution is scalable and capable of domestic/international expansion



Our opportunity



- Rental inspections are **complex and highly regulated** but are essential to maintaining the value of residential real estate.
- AssetOwl simplifies this process and has developed cloud-based software for managing inspections of real estate assets. Through its 'inspector360' inspection tool, AssetOwl provides real estate owners with **one trusted platform for managing properties**, changing the way rental real estate is managed for the better.
- Through 2020, AssetOwl cemented its **technological leadership**, introducing a range of new features to inspector360 including live routine inspections via video and automation of the report review/sign-off process. AssetOwl continues to develop product extensions, including a specialised tool for the owner managed segment, with launch anticipated in Q4 CY21.
- First **paying customers** have now been successfully onboarded. In CY21, AssetOwl's focus is on achieving scale initially via Western Australia roll-out, to be followed by entry to Victoria, New South Wales and Queensland.

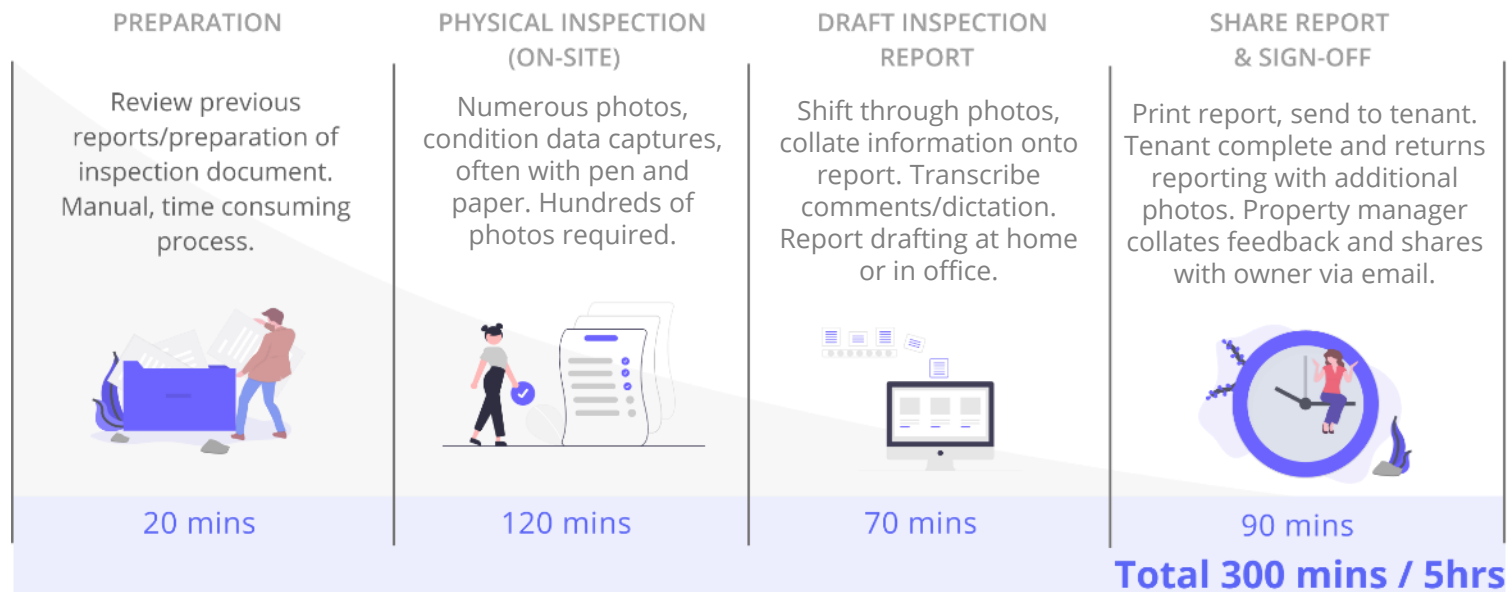


The problem:

Property inspections are challenging for all parties



Rental Property Inspections – Old Method (Pre-inspector360)

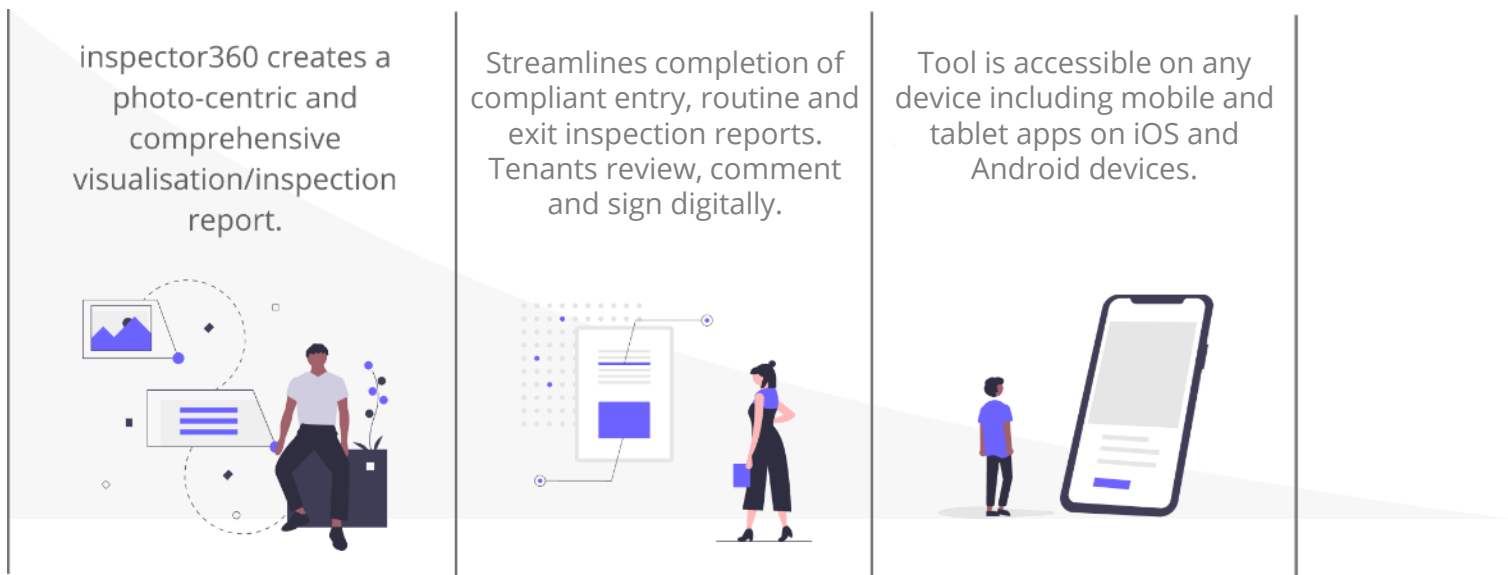


Property inspections create pressure for real estate agents and their property managers. They are time-intensive, uneconomical and create disputes.

The solution: inspector360 digitises the property inspection process



What is AssetOwl's inspector360?



inspector360 can help to deliver real estate agents and property managers time savings on entry inspections of up to 75% ⁽¹⁾

Sustained recent product development sets the scene for commercialisation



PROPERTYME INTEGRATION

Largest and most complete cloud property management platform in Australia and NZ

ADDED SUPPORT FOR NEW CAMERAS

Improved support for Insta-360 cameras

TENANT COLLABORATION/SMART CONDITION REPORTS

Fully automated/digitised condition reports – supporting a move to a 'fully paperless environment'

PROPERTY TREE INTEGRATION

Leading trust accounting tool used by ~ 3,500 agencies across Aust.

2020

2021

MARKETING VIRTUAL TOOL

Gives PMs the ability to conduct full virtual tours for prospective tenants

NEW CAPTURE PAGE

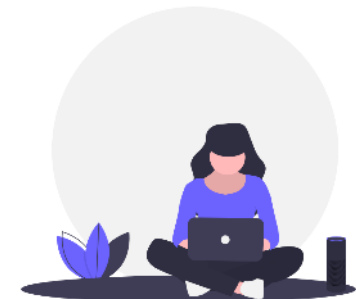
Audio dictation, improved user interface, process simplification

LIVE ROUTINE INSPECTION VIA VIDEO

Market leading tool. Enables PM to conduct and control fully remote inspections

QUICK PHRASES

Upgrade to existing capability



Our product now outperforms existing inspection tools



Speed



Typical Industry Performance

Current industry practice is to take hundreds of photos per inspection. Considerable time required to edit photos - typically post inspection, off-site

inspector360

inspector360 has a unique function which allows users to take panoramic photos, improving inspection speed and quality and reducing photo numbers
Client estimate – 75% time reduction



Efficiency



Clunky user interface means conduct of inspections is inefficient
Competing tools do not allow for concurrent inspections on the same property, unlike inspector360

The patent pending 'Capture Page' allows users to capture imagery on one piece of the user interface
Market leading (paperless) tenant collaboration streamlines sign-off



Quality & Effectiveness



Some competitors reduce the resolution of photos to cut back on data storage requirements
Other tools maintain high resolution, but have limits on data per report

High resolution photos ensures that reports are of the highest standard
Unlimited data offering enables customers to include as many photos as required



Security



Industry typically lacks ISO27001 accreditation (information security management system)
Poor data syncing can lead to data loss for mobile phone inspections

inspector360 is ISO27001 accredited, providing assurance of data integrity and durability of service
Data syncing means that inspections conducted via mobiles won't be lost





Our comprehensive technology edge over competitors



Feature	inspector360		Inspection Manager	Inspection Express	Rentfind Inspector	Advantage
Capture page	✓		✗	✗	✗	<ul style="list-style-type: none"> Single interface for property managers drives faster inspections
360 Panorama capture	✓		✗	✗	✗	<ul style="list-style-type: none"> Panoramic photos integrated into legislative reports, and can be used as evidence
Owner's Portal	✓		✗	✗	✗	<ul style="list-style-type: none"> Provides real estate agents an ability to share up-to-date property panoramas with property owners
Live video on remote inspections	✓		✗	✗	✗	<ul style="list-style-type: none"> Property managers guide tenants on remote inspections
Data migration	✓		✗	✗	✗	<ul style="list-style-type: none"> Customers will see past inspections. AssetOwl captures inspection data
Security: ISO accreditation	✓		✗	✗	✗	<ul style="list-style-type: none"> ISO27001 accreditation provides additional assurance for data security – required for court quality evidence
Live syncing	✓		✗	✗	✗	<ul style="list-style-type: none"> Data syncing across multiple devices
Key tracking	Soon		✗	✓	✗	<ul style="list-style-type: none"> inspector360 to incorporate H1 CY21
Customisable reports	Soon		✓	✗	✗	<ul style="list-style-type: none"> Under development for inspector360

AssetOwl generates value for all stakeholders



<i>Stakeholders</i>		<i>Problem / Challenges</i>	<i>Value generation</i>
	Property Managers →	<p>High stress role</p> <p>Inspection process is painstaking and slow</p> <p>Tenant relationship is challenging, with disputes sometimes ending in court</p>	<p>inspector360 makes inspections much faster and easier</p> <p>Better quality inspections and ISO accreditation will reduce disputes and court time</p>
	Agency Principals →	<p>Business development – how to maintain a growing network of property owners</p> <p>Human resources – maintaining staff morale</p>	<p>Principals have a valuable tool for engaging owners</p> <p>Principals can now provide assurance that their clients property is in good condition. Reduces conflict faced by agency staff</p>
	Property Owners →	<p>Inability of owners to access their properties translates to anxiety over the management and condition of their property</p>	<p>inspector360 provides owners with the confidence that their property is well managed</p>
	Tenants →	<p>The property inspection process is time consuming and intrusive</p> <p>There is also a material risk of dispute with real estate agencies</p>	<p>inspector360 reduces inspection times – and provides tenants/property managers with the option of remote inspections.</p> <p>Higher veracity inspections reduce the risk of disputation</p>

Use case improvement I: inspector360 capture page



The central challenge for inspection tools is to reduce the workload for tool users.



Legacy
Solution



Existing inspection tools are complicated to operate
Typically uses multiple pages to capture comments, photos and mark property condition
Complexity often drives a dislike of the tool, and wastes considerable time



AssetOwl
Solution



Elegantly simple 'Capture Page' that is enjoyable to use, providing a single data entry point for each room
Enables property managers to focus on capturing evidence
Reduced cognitive load on users

Use case improvement II: leading security features



Inspection tools are a data storing system whose records may need to be used in a court of law. In the event of a bond dispute, AssetOwl's solution ensures that data management is ISO 27001 compliant.



Legacy
Solution



A key challenge is to ensure property records are available, with integrity intact
Competing tools are not ISO compliant, presenting risk of being inadmissible as evidence of property state in tenancy courts



AssetOwl
Solution



Ensures data management and capture is ISO 27001 compliant
ISO 27001 provides assurance around data integrity and durability of service, achieving compliance with court-quality evidence
inspector360 records can't be lost or tampered with
Database is recoverable

Commercialisation: AssetOwl's first paying customers



Case study: remote on-boarding



Source: ABC

- AssetOwl's first customer to go live was Thorp Realty, located in Esperance, 700 km from Perth
- Thorp Realty's product champion was **on-boarded remotely in two hours**, primarily through AssetOwl's online tutorial
- By the end of the first trial week, key property managers had been onboarded by product champion, and Thorp was ready to use the tool
- AssetOwl has subsequently secured more customers, including Perth-based Attree Real Estate, under inspector360's standard SaaS pricing model

"Since commencement we've been impressed with the personal service and the increased productivity this software provides. inspector360's Smart Condition Report adds another bow to a responsive product that continues to impress."

Thorp Realty,

Esperance

Simplified commercial offering and revenue model



Commercial Offering

- Complementary services provided by AssetOwl:
 - Data migration managed by AssetOwl
 - Training on inspector360 provided upon roll out to property managers of the agency
 - Use of [insta-360 camera](#), with option to purchase unit after initial usage period
- Data security paramount:
 - Stored across multiple locations
 - ISO 27001 compliant
- Pricing simplified
 - Simplified, single pricing structure
 - Small premium to market reflecting superior product offering
 - Compelling value for money



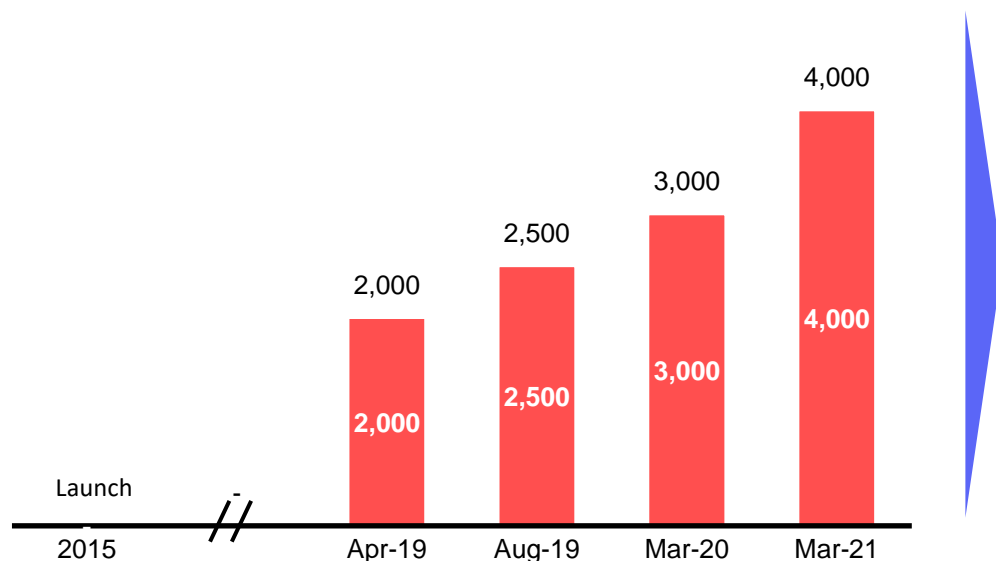
inspector360 Indicative Pricing CY21	
# of Properties	Price per Month (AUD)
0-100	\$80
101-250	\$130
251-500	\$260
501-750	\$390
751-1000	\$500



Integrated with PropertyMe, whose exponential growth indicates the potential in this market



PropertyMe Customer Numbers



PropertyMe Story

- PropertyMe is one of Australia's leading property management software providers
- Since launching in 2015, PropertyMe has won over 4,000 real estate agent customers across Australia and New Zealand
- PropertyMe demonstrates the speed at which an innovative product can win share in the real estate industry

Implications

- Like PropertyMe, inspector360 delivers a step change in technology for the industry
- With the centrality of the inspection process to the industry business model, inspector360 has even greater potential to rapidly capture market share

Owner-managed segment: an additional untapped market

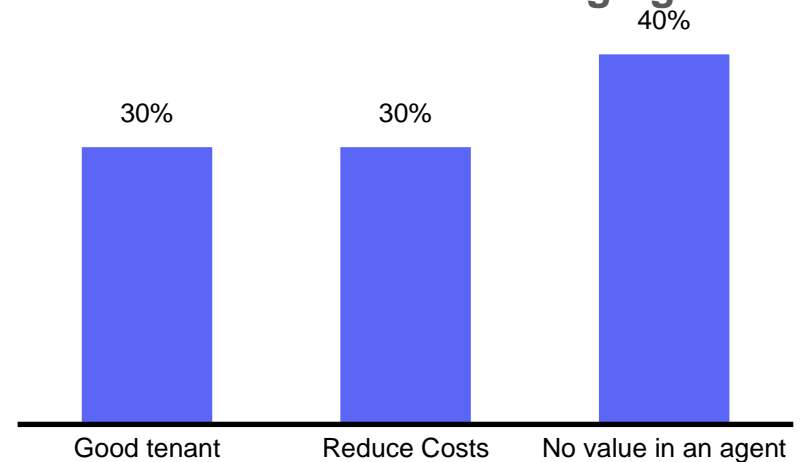


Owner-managed segment: overview

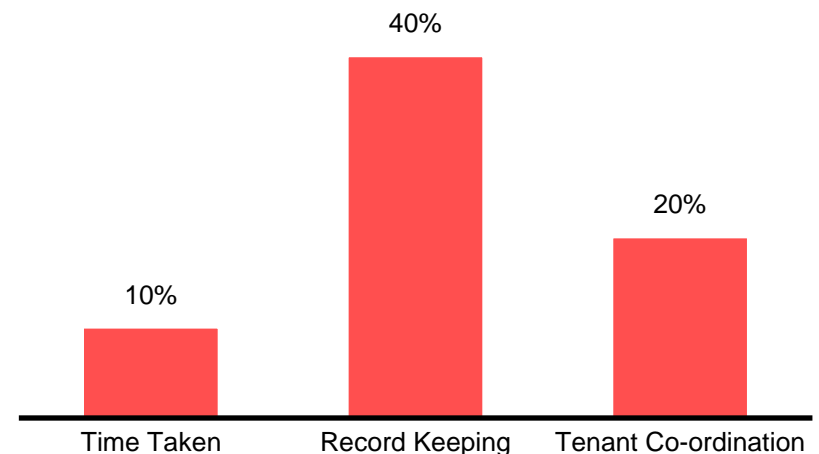
- The owner-managed rental market is material:
 - Estimated size over 800,000 properties across all Australian states/territories
- The owner-managed segment appears to be underserved
 - Opportunity for a low cost to serve model with proven product functionality
- Segment has unmet needs:
 - Record keeping is challenging
 - Focus is on value for money
- An owner-managed version of inspector360 would meet the market's need



Reasons for self-managing



Main challenges with entry inspections

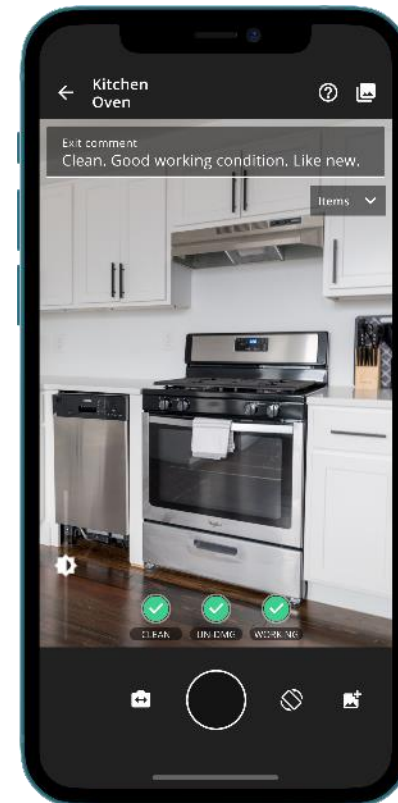


2021 will see AssetOwl expand to Australia's East Coast



National roll-out planned in 2021, commencing with Victoria

- First paying customers have been on-boarded in WA
 - Marketing launch scheduled for Q3 CY21
- AssetOwl established relations with REIV in 2020 and has an initial trial pipeline
 - VIC trials to commence post introduction of new state rental regulations (Q3 CY21)
- QLD/NSW rollout, and entry into self-managed segment targeted for H2 CY21
- Launch of a new product servicing the self-managed segment is planned post NSW entry



Further product enhancements planned for CY21







Production Pipeline

Challenge

AssetOwl solution

Timeframe

 <p>Owners Portal</p>	→	How to strengthen the owner/agent relationship	Build an Owners Portal so agencies can provide owners with a visually rich update on their property	Under development First version launched April 2021. Next version anticipated late 2021
 <p>Improved Maintenance System</p>	→	How to further enhance the value of inspector360 to Property Managers	Build a new capability to enable inspector360 to log of maintenance issues in Agent data platforms	July 2021
 <p>Inspection Services</p>	→	How to further increase inspection speed and quality	Make panoramas interactive. AssetOwl develop a capability to intervene to assist PMs in report generation	October 2021
 <p>Video Capture</p>	→	How to communicate complex property issues to owners	Video capture integrated into capture page interface	June 2021

Corporate snapshot



Capitalisation table	ASX Code: A01
Shares on issue *	532.5m
Market Capitalisation @ 0.7¢/share*	\$3.7m

* share price 26 May 2021

Options on Issue (unquoted)	Number
AO1AG (Exercisable at \$0.010 on or before 31 December 2023)	13,250,000
AO1AH (Exercisable at \$0.016 on or before 31 December 2024)	5,562,500
AO1AI (Exercisable at \$0.024 on or before 31 December 2025)	5,562,500
CEO Incentive Options (Various exercise prices and expiries)	5,500,000
Total	29,875,000



Board and Management







Simon Trevisan	Non-Executive Chairman
Giuseppe Di Franco	Executive Director / Chief Technical Officer
Geoff Baldwin	Non-Executive Director
Geoff Goldsmith	CEO
Jeremy Laird	Customer Success Manager

Top 5 shareholders	Shareholding	%
Tribis Pty Ltd (Trevisan related)	62.85m	11.8%
Ogee Australia Pty Ltd	28.28m	5.3%
NCKH Pty Ltd	28.28m	5.3%
Mr Constantine Paxinos	20m	3.8%
Australian Prime Pharmaceuticals Pty Ltd	13.67m	2.6%
Top 5 Total		28.8%
Total Number of Shareholders		924

Members of the Board and Management hold 73,206,476 shares (13.7% of ordinary shares on issue)

Board and management



Board		
	Simon Trevisan Chairman	<ul style="list-style-type: none"> Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses. Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.
	Giuseppe Di Franco Executive Director (Chief Technical Officer & Co-Founder – AssetOwl Technologies)	<ul style="list-style-type: none"> Before co-founding AssetOwl Technologies, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program. Giuseppe leads the product and engineering teams developing the management platform.
	Geoff Baldwin Non-Executive Director	<ul style="list-style-type: none"> 30 years experience in the real estate and property management sector. Licensee and owner of RE/MAX exchange. Former director and owner of Greatnet, a real estate technologies company. Mr Baldwin's firm developed the first real estate property inspection software in Australia, introduced Virtual Tour technology to the real estate industry in WA and developed websites and client management software for the industry.
Management		
	Geoff Goldsmith CEO Designate	<ul style="list-style-type: none"> Diverse leadership experience in corporate and public sector (Australian Defence Force) in Australia and overseas 15 years service as an Officer in the Australian Army Domestic and international experience as a management consultant with leading global strategy firm Booz Allen Five years experience as a Planning and Business Development Manager at Boral Ltd CEO Designate of AssetOwl Ltd
	Giuseppe Di Franco Executive Director (Chief Technical Officer & Co-Founder – AssetOwl Technologies)	<ul style="list-style-type: none"> Before co-founding AssetOwl Technologies, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program. Giuseppe leads the product and engineering teams developing the management platform.
	Jeremy Laird Customer Success Manager	<ul style="list-style-type: none"> Jeremy leads the onboarding and training teams that work closely with the platform's customers. Jeremy has worked across senior client account roles in Melbourne and Perth focussed across multiple technology streams.

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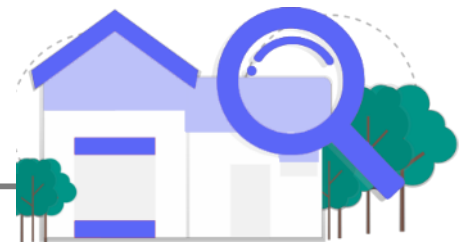
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All figures in this document are in Australian dollars (AUD) unless stated otherwise.

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