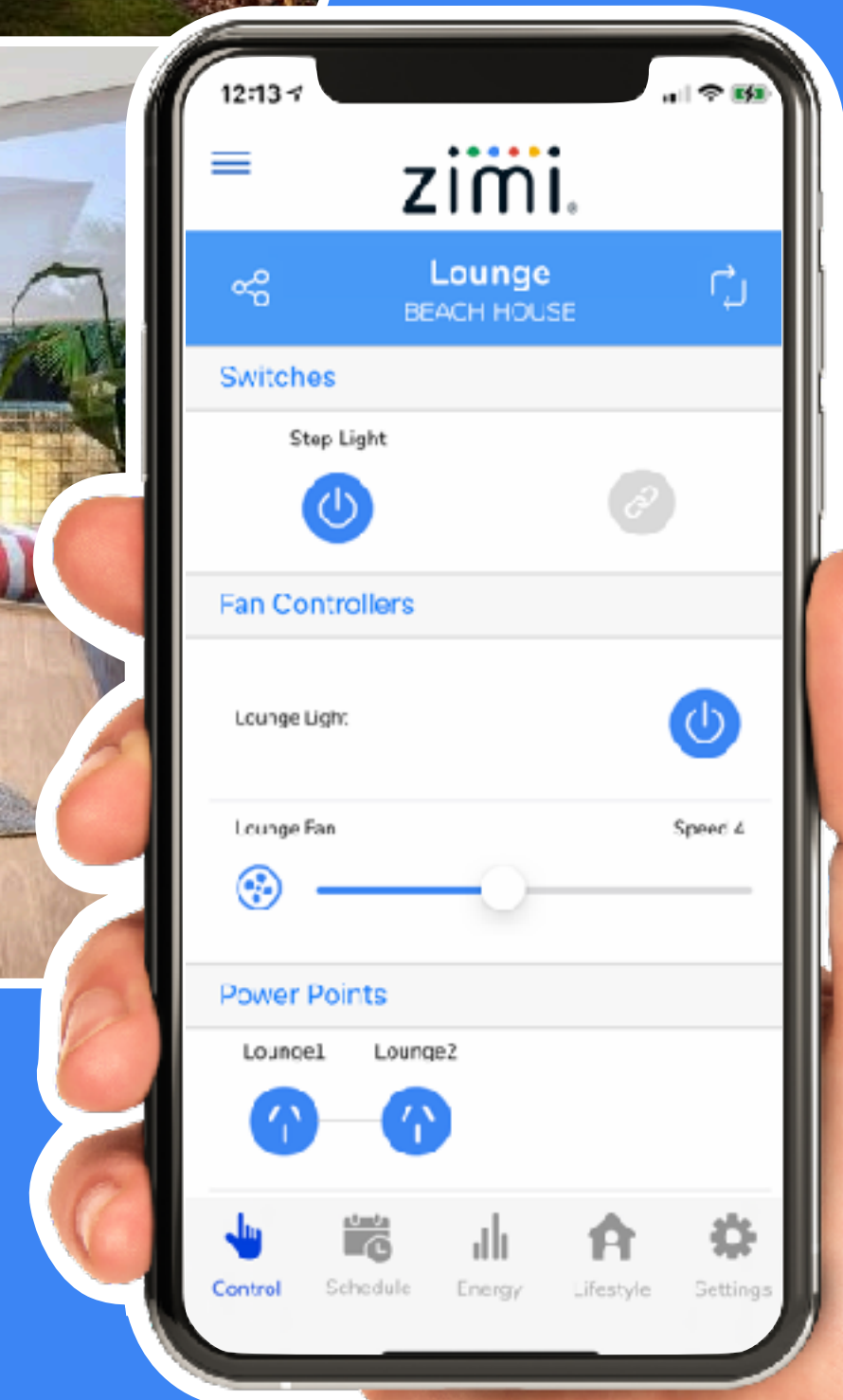
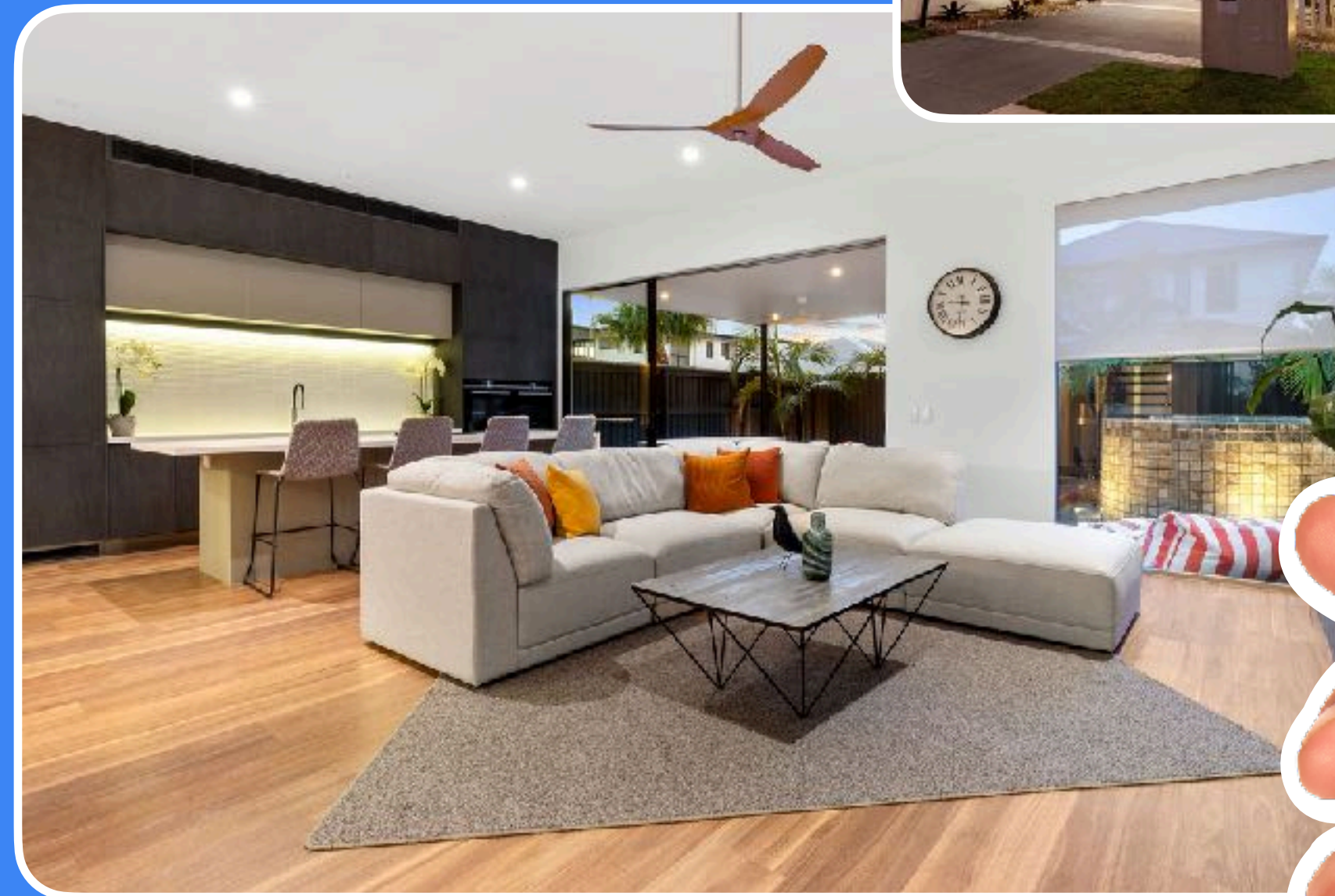


Zimi Investor Presentation

AUGUST 2021

zimi





Your smarter connected home starts here.

Executive Summary

The Market Opportunity

Smart Homes

Product Range

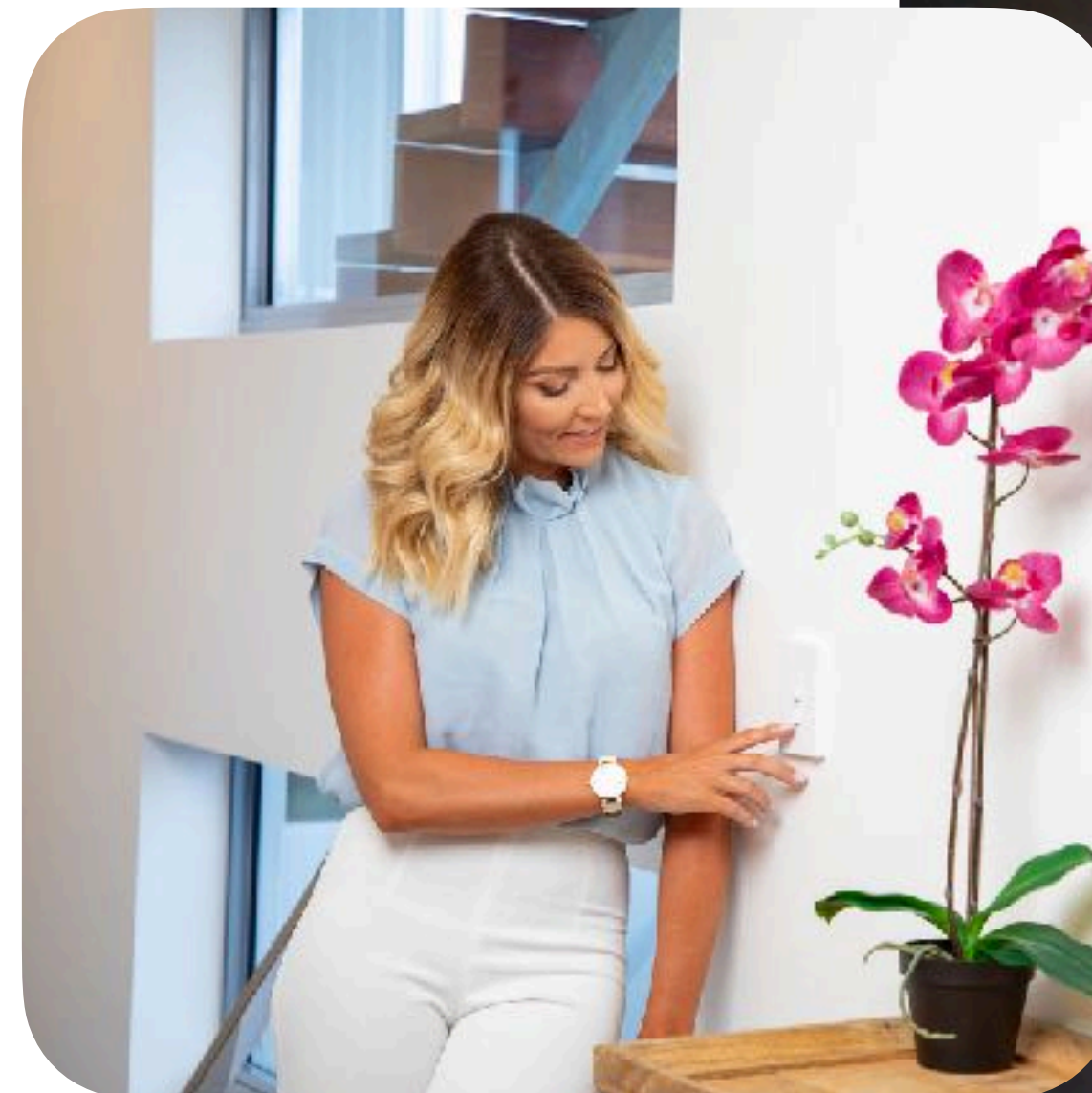
Distribution Channels

Licensing Model

The Team

Zimi Advantage

Disclaimer



1

Large and growing market

- Smart home market is growing fast globally led by Google, Amazon and Apple
- At least 10m devices opportunity in Australia

2

Complete range of products with continuous software enhancements to accelerate our difference

- Mid-market pricing
- Broad range of devices
- Differentiated

3

Distribution channels in place

- Trader, Harvey Norman Commercial, Steel-Line Garage Doors, Beacon Lighting, Polyaire
- Each reinforces the others because all use Zimi cloud platform.

4

Licensing model means cost effective expansion internationally and elsewhere

- Partnering with Steel-Line Garage Doors is a good example

The Market Opportunity

The market for smart homes is driven forward by global smart technologies.



Voice will be a primary interface between people and technology.



Global growth in smart speakers.



Australia

USA

	Australia	USA
Smart Home market 2021	A\$3.5 billion	A\$40.3 billion
Revenue growth (CAGR 2021-2025)	12%	13%
Household penetration 2021	33%	40%
Household penetration 2025	60%	57%

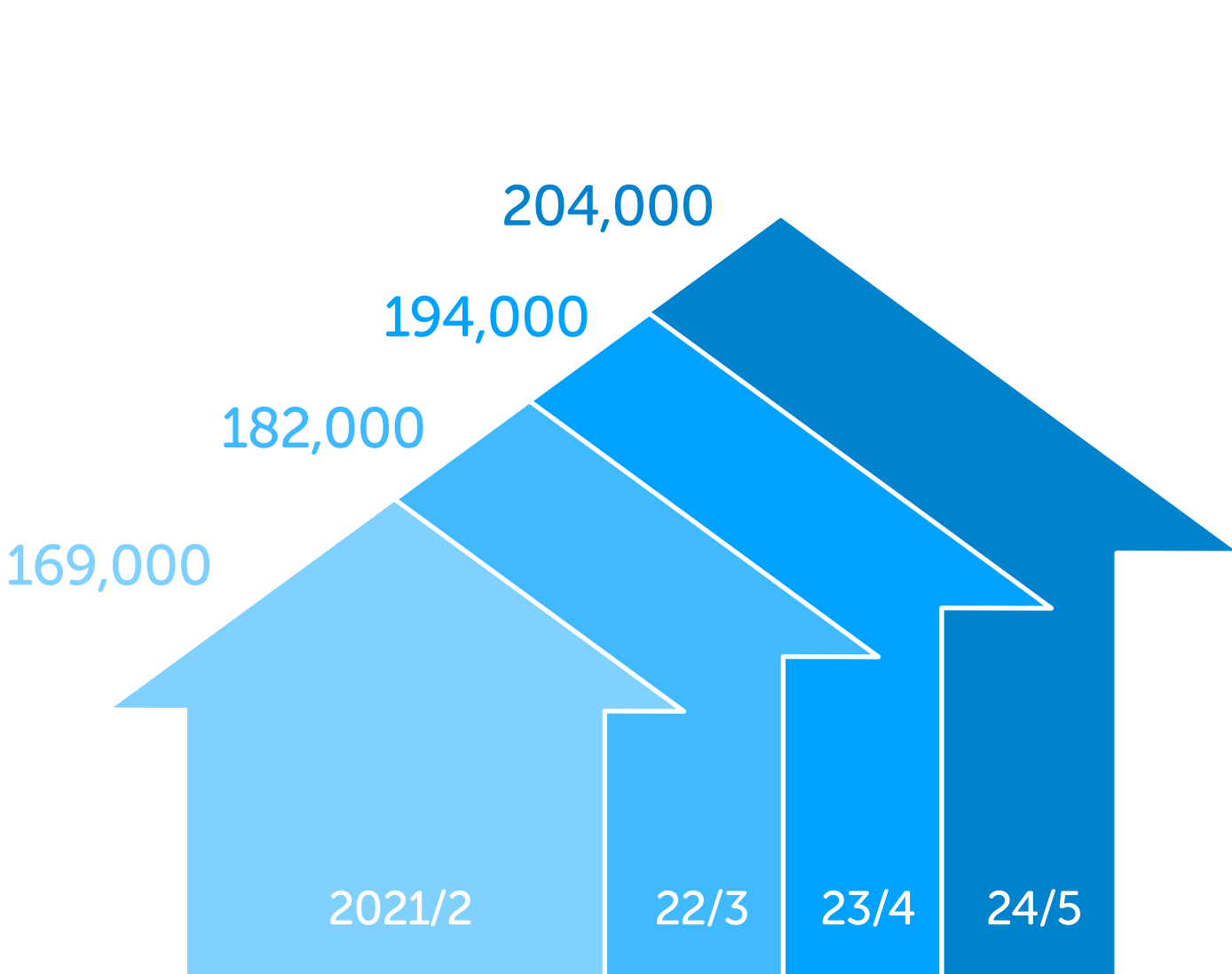
<https://www.statista.com/outlook/dmo/smart-home>

The Market Opportunity

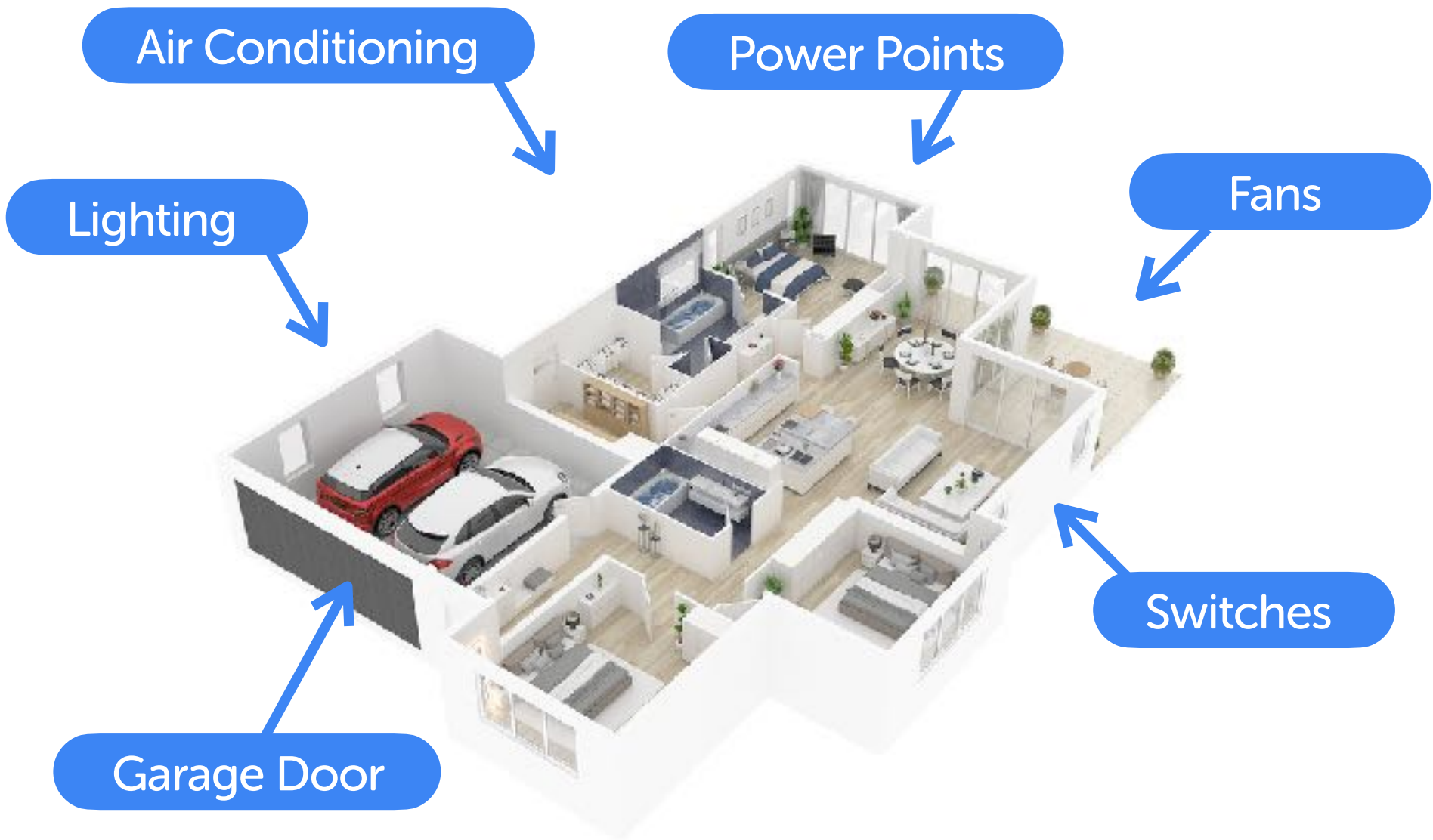
In Australia. 10 million existing homes with new home building up and home renovations up.



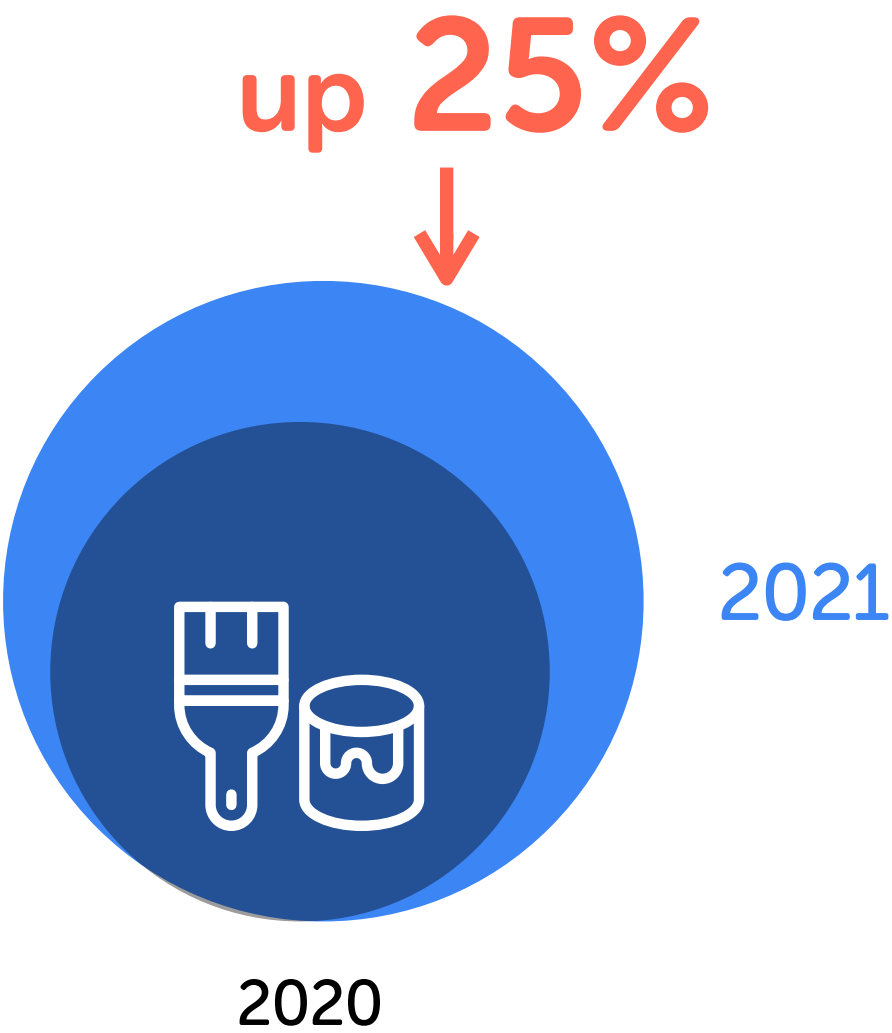
<https://hia.com.au/housing/in-focus/2021/from-slump-to-bump>



Australian New Home Builds



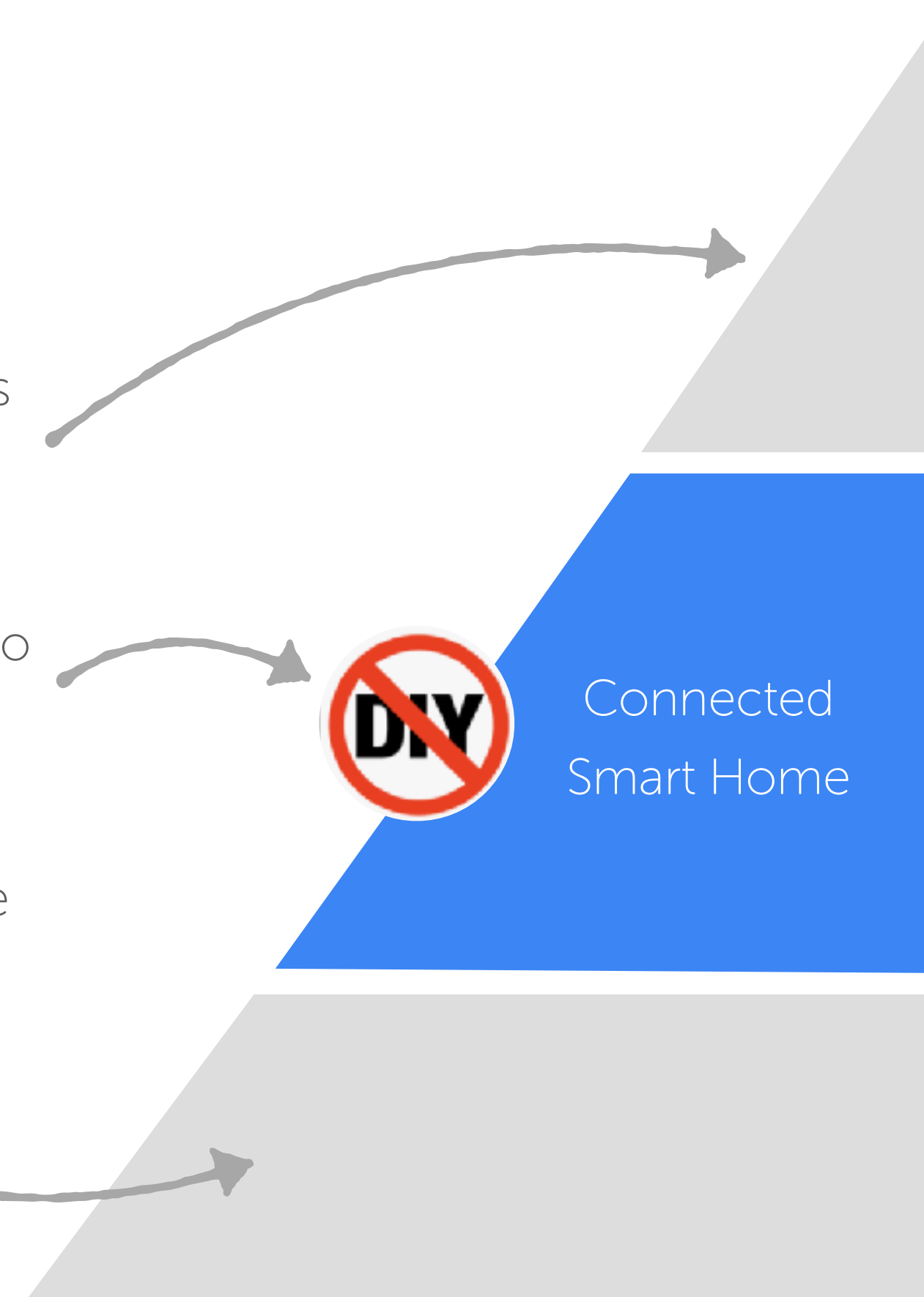
10 million existing dwellings over 25 million device opportunities



25% growth in renovation expenditure

This complexity of the landscape is confusing for trade and end-users.

- The solutions offered by Automation Systems & Specialists remains expensive to achieve mass market success.
- Australian law requires a licensed electrician to install power points, light switches and other electrical devices for consumer safety.
- DIY products have limited success as a whole home solution due to "plug-in devices" and scalability costs.



Smart Home Market

Custom Automation Systems

Specialist solutions that require extensive design, planning and complex installation.

High Price per home

Zimi Products

Electrical devices such as switches, dimmers, power points, fan & blind controllers that can control things already installed in the home.

Medium Price per home

DIY Smart Products

Introduction to controlling products such as a TV, smart bulb or music player.

Low Price per home



Control your lights, fans, appliances, switches, blinds, garage door and more...



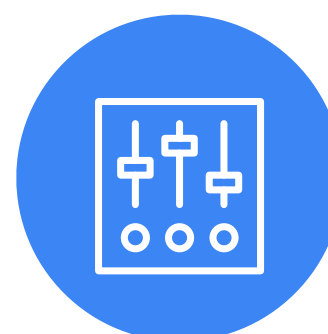
Powermesh connected devices installed by any electrician with the
ability for end-users to setup and configure



Premium glass surfaced touch connected devices



Easy for any electrician to install
Series of patents & patents pending.



Complete system integration
API allows integration broadening opportunities e.g. Polyaire



Aust owned & designed
Tailored to local markets



Scalability and reliability
Google Cloud



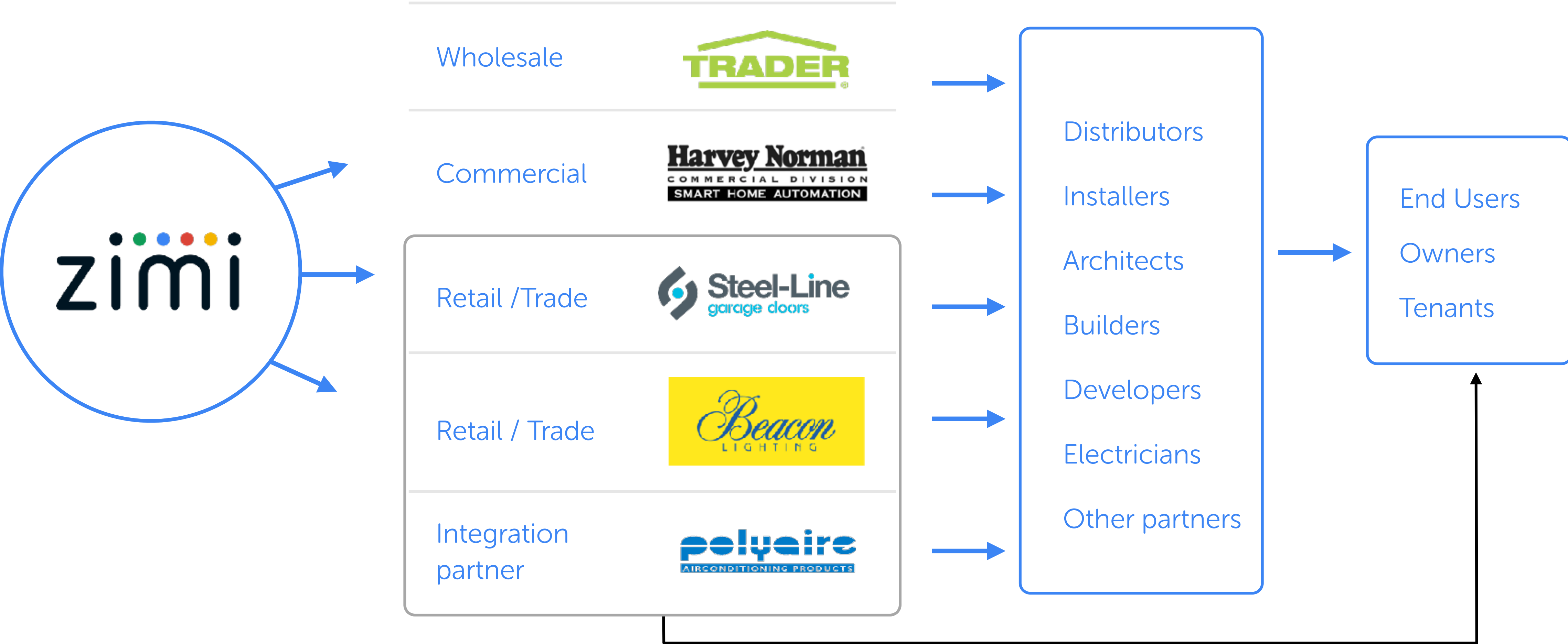
No Wi-Fi router required for Set up
'Mesh and Go' reduces cost & complexity



Energy management made easy
Real time monitoring and control

Distribution Channels

Multiple sales channels to accelerate adoption. Each channel reinforces the others because all use Zimi cloud platform.





Customers	Electrical wholesalers	Builders, developers, electricians, architects	Retail and trade	Retail and trade	Builders and Trade
Size	Sells into Australia's 900 electrical wholesalers	\$350m pa franchise in NSW and the ACT	\$250m pa with over 99 stores across Australia selling to trade and consumers	Australia's leading garage door business with over twenty offices country wide	\$100m+ turnover wholesaler and manufacturer of HVAC (heating, ventilation, and air conditioning)
Status	Selling Zimi Powermesh since 2019	Begins selling in 2021	Store roll out and selling on-line since beginning 2021	Financed development of Garage Door Controller. Rollout in 2021 to builders, re-sellers and on-line	Distributor and integration partner

Note: Trader is a wholly owned subsidiary of Gerard Private Holdings Finance, a major shareholder.

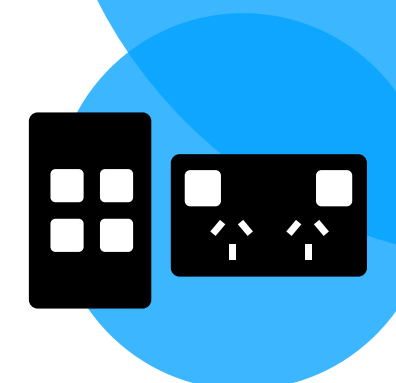
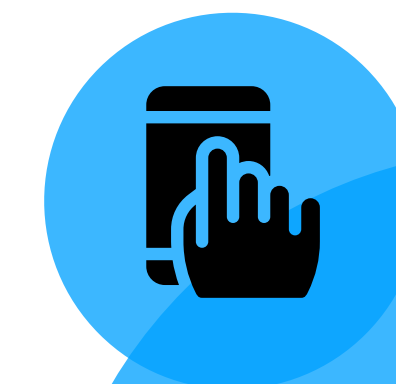
IoT advantage

Retailers, OEMs and industrial companies are all looking to get the benefits of connected products in terms of data insights, greater revenue or reduced costs and improved customer satisfaction.

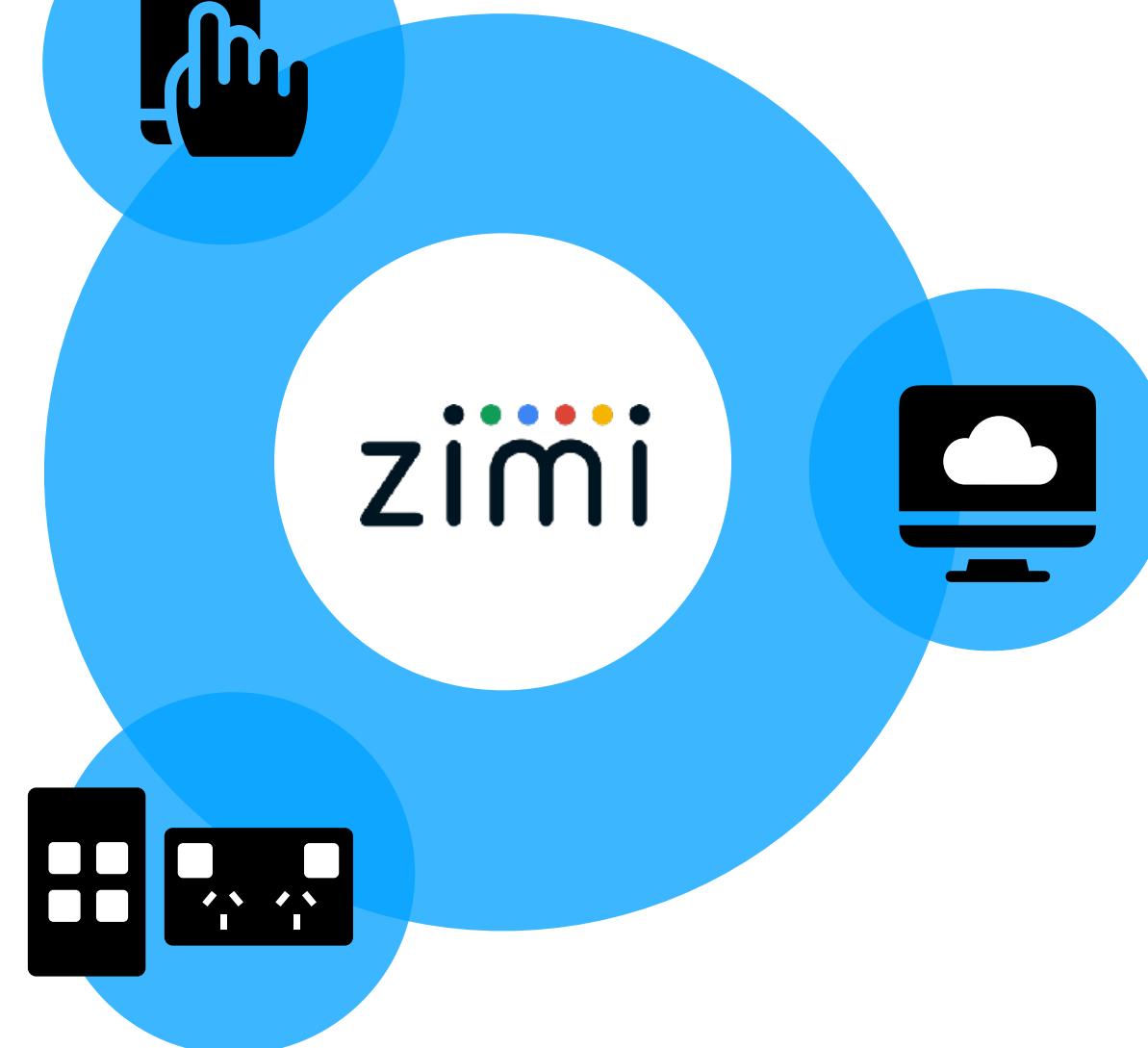
Licensing

Licensing or white labelling reduces the upfront capital requirement and provides an excellent way to expand into new markets

Software



Hardware



Cloud

Partnering with Steel-Line Garage Doors. Australia's largest garage door manufacturer.



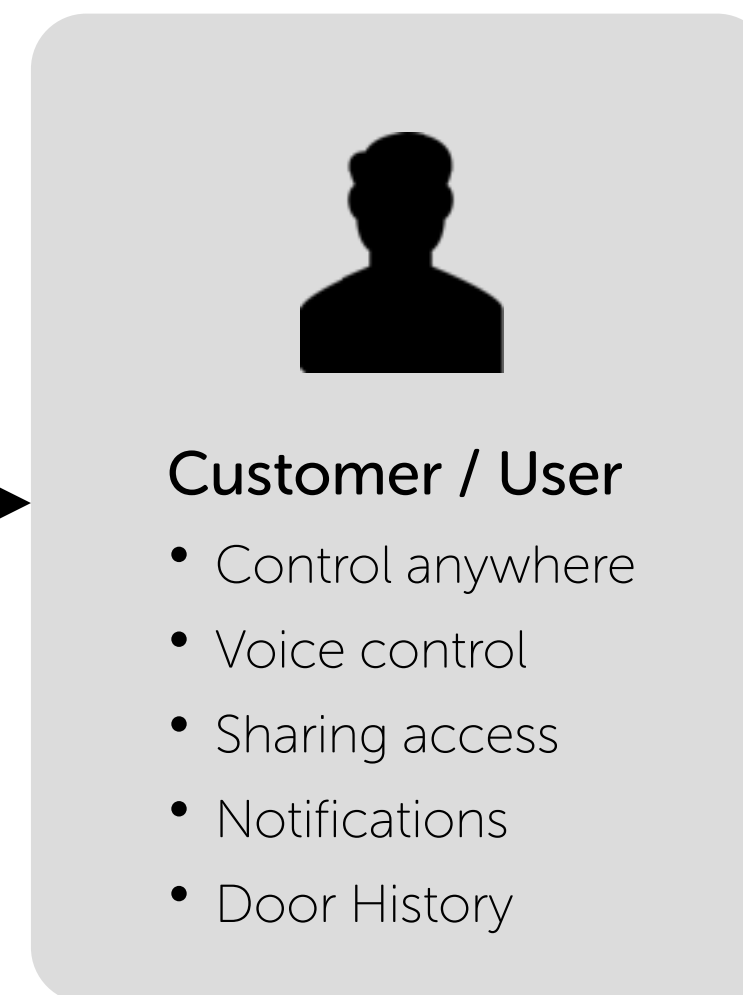
Design, engineering and manufacturing of a revolutionary Garage Door controller. An exciting proposition to the end user to control their door like never before, whilst laying the foundation for powerful services in the future.

- Steel-Line covered the cost of the development thereby reducing the capital investment required
- The Garage Door Controller is powered by Zimi meaning it will work with Powermesh and other devices.

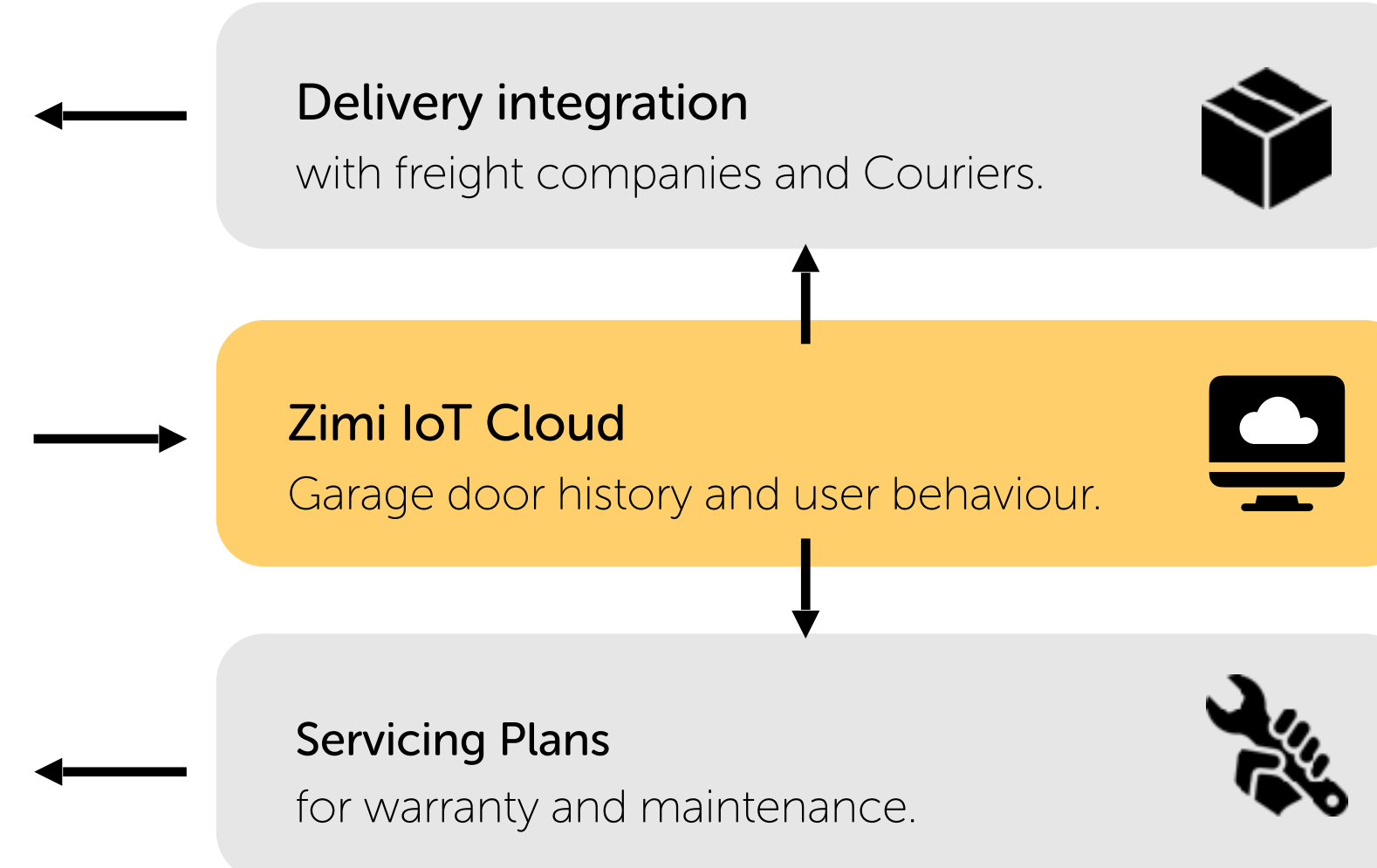
Garage Door Controller and Sensor.



Current



Possibilities





Simon Gerard
Chairman

Managing Director of the Gerard Private Group, owner of TRADER, Australia's fastest growing brand of electrical wiring accessories and MISTRAL, one of Australia's most recognisable retail brands. 4th Generation family member (founders of CLIPSAL) and former CEO of the Gerard Lighting Group, Simon has extensive global controls experience.



Peter Rossdeutscher
Non-Executive Director

Peter has been a Non-Executive and Chair of various boards. As well as having extensive operational experience, he is a regular key speaker on innovation, digital transformation and the core drivers to grow and protect stakeholder value.



Brett Savill
CEO

Brett joined Zimi in 2018. He has held senior operational roles in Australia as well as being a former PricewaterhouseCoopers Partner in the UK, focused on technology, media and telecoms.



Jordan Tentori
Chief Technology Officer

Jordan is the Founder and CTO of Zimi with a demonstrated history of working nationally and internationally with electrical and lighting industries to evolve technology into commercial realities.

What makes us different?



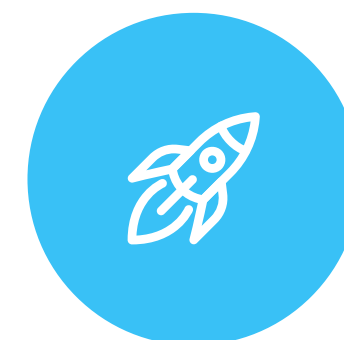
Decades of proven electrical control, automation development, commercialisation and sales experience.



Large and growing market with continual adoption and improvement



Distribution channels in place with well established brands



Licensing model means cost effective expansion internationally and elsewhere



Complete range of products with continuous software enhancements to accelerate difference

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AUGUST 2021



Your smarter connected home starts here.
www.zimi.life

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