



# WELCOME TO TRANSPARENCY IN REAL ESTATE



Openn Negotiation Limited (ASX: OPN)

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### Date of Information

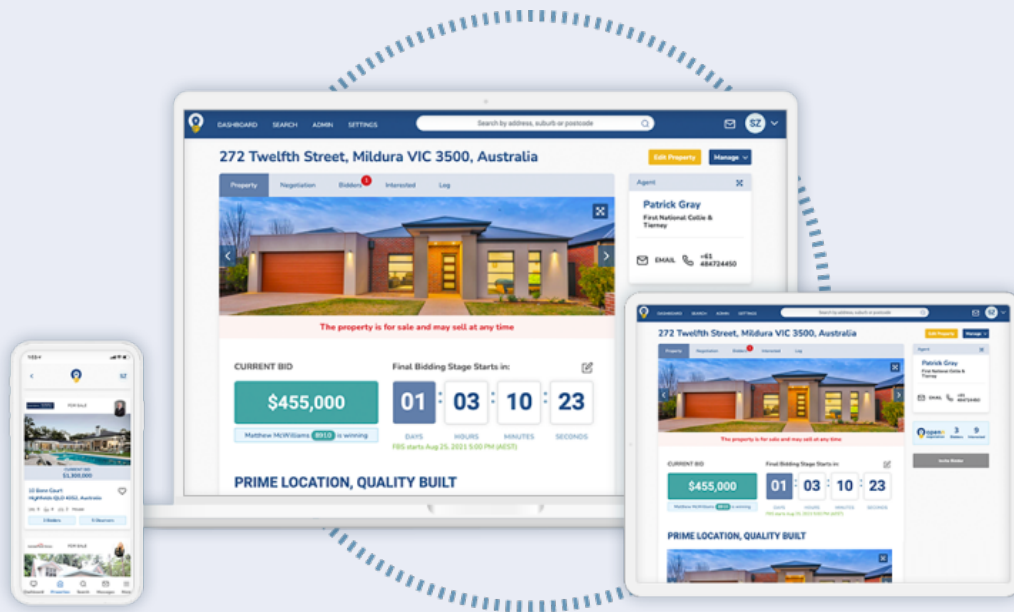
The contents of this document have been prepared having regard to the information available at November 2022.

# WHO ARE WE?



## VISION

To redefine the real estate experience by realising the potential of every property transaction.



## PROBLEMS WE SOLVE



### Sub-optimal pricing outcomes

Maximises competitive tension by allowing more buyers to compete through transparent price discovery



### The public demand transparency

Offers a consistent and trustworthy process that provides proof of a property's market value



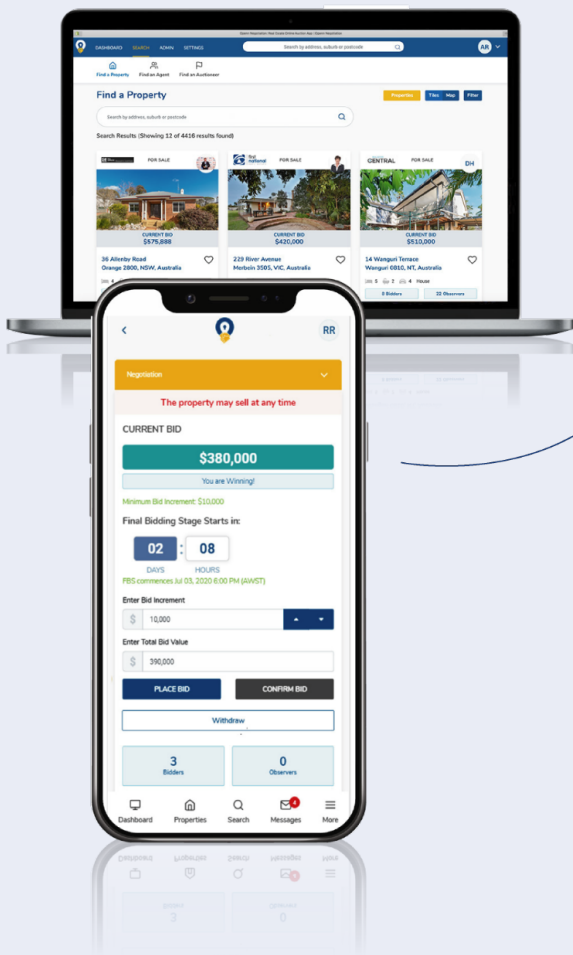
### Real estate transactions and data are fragmented

Digitises the transaction, creating unique depth of market data and efficiencies in the real estate journey

# CAPTURES REAL TIME-DATA



## 1 ONLINE SALES PLATFORM



## 2 CAPTURES MARKET DATA

Sale price	\$765,000
Qualified bidders	9
Bids	26
Days on market	30
Final bidding stage date	17-10-2020 03:00 PM
Final bidding stage duration	27:08
Observers	35

The Openn platform captures exceptional depth of market data.

Every bidder, every bid, number of bids per bidder, bidding increments and the ultimate price under competitive tension.

Openn allows for the development of real time lead indicators as to market depth and direction.

## 3 CAPTURES BIDDING DATA



# COMPANY SNAPSHOT



CAPITAL STRUCTURE	
ASX Code	OPN
Top 20 Shareholders (as at 31 Dec 2022)	60.87%
Share Price (as at 20 Mar 2023)	\$0.049
Shares on Issue*	275.7 million
Employee Performance Rights**	19.4 million
Unlisted Options***	21.4 million
Market Capitalisation (undiluted as at 20 Mar 2023)	\$13.51 million

\* 76.5 million securities escrowed until 21/07/23  
\*\* 19.4 million performance rights under Employee Incentive Plan  
\*\*\* 2.9 million unquoted Lead Manager Options exercisable at \$0.24, expiring 20/01/25  
\*\*\* 15.0 million unquoted Options exercisable at \$0.35 - \$0.65, expiring 14/04/24  
\*\*\* 1.5 million unquoted Options exercisable at \$0.40, expiring 13/09/24

## BOARD AND MANAGEMENT



**WAYNE ZEKULICH**  
NON-EXECUTIVE  
CHAIRPERSON



**PETER GIBBONS**  
MANAGING DIRECTOR,  
FOUNDER



**DUNCAN ANDERSON**  
EXECUTIVE DIRECTOR,  
CHIEF TECHNOLOGY OFFICER



**DARREN BROMLEY**  
EXECUTIVE DIRECTOR,  
COMPANY SECRETARY,  
CHIEF FINANCIAL OFFICER

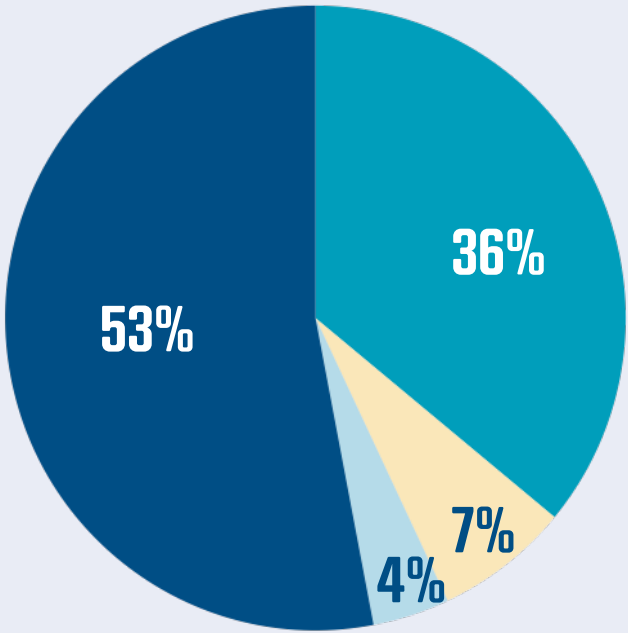


**DANIELLE LEE**  
NON-EXECUTIVE DIRECTOR



**SEAN ADOMEIT**  
CHIEF EXECUTIVE OFFICER  
AN/NZ

**SHAREHOLDER MIX**  
AS AT 20 MAR 2023



■ Directors & Founders    ■ Institutional Investors  
■ Substantial Investors    ■ Other Shareholders

# THE OPPORTUNITY



**Proven in the  
Australian market  
with scalable  
technology**



**Soft launched in Canada  
and USA, with North  
American revenue to  
commence in 2023**



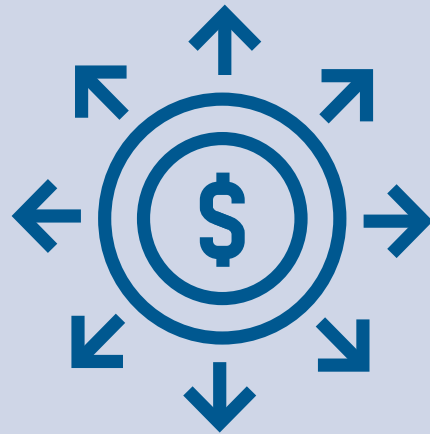
**Property and data feed  
integrations servicing  
approx. 900k real  
estate agents in  
Canada and USA**



**Integration with  
REALTOR.ca  
complete**



# STRATEGIC FOCUS



## 1. CAPITALISE ON NORTH AMERICAN WINDOW OF OPPORTUNITY

To become the market leading offer management tool

## 2. RAPIDLY SCALE ADOPTION

To unlock data monetisation pathways

## 3. DEVELOP ECO-SYSTEM PARTNERSHIPS

To accelerate growth and improve yield per transaction

## 4. TRANSITION ANZ MONETISATION MODEL TO SAAS

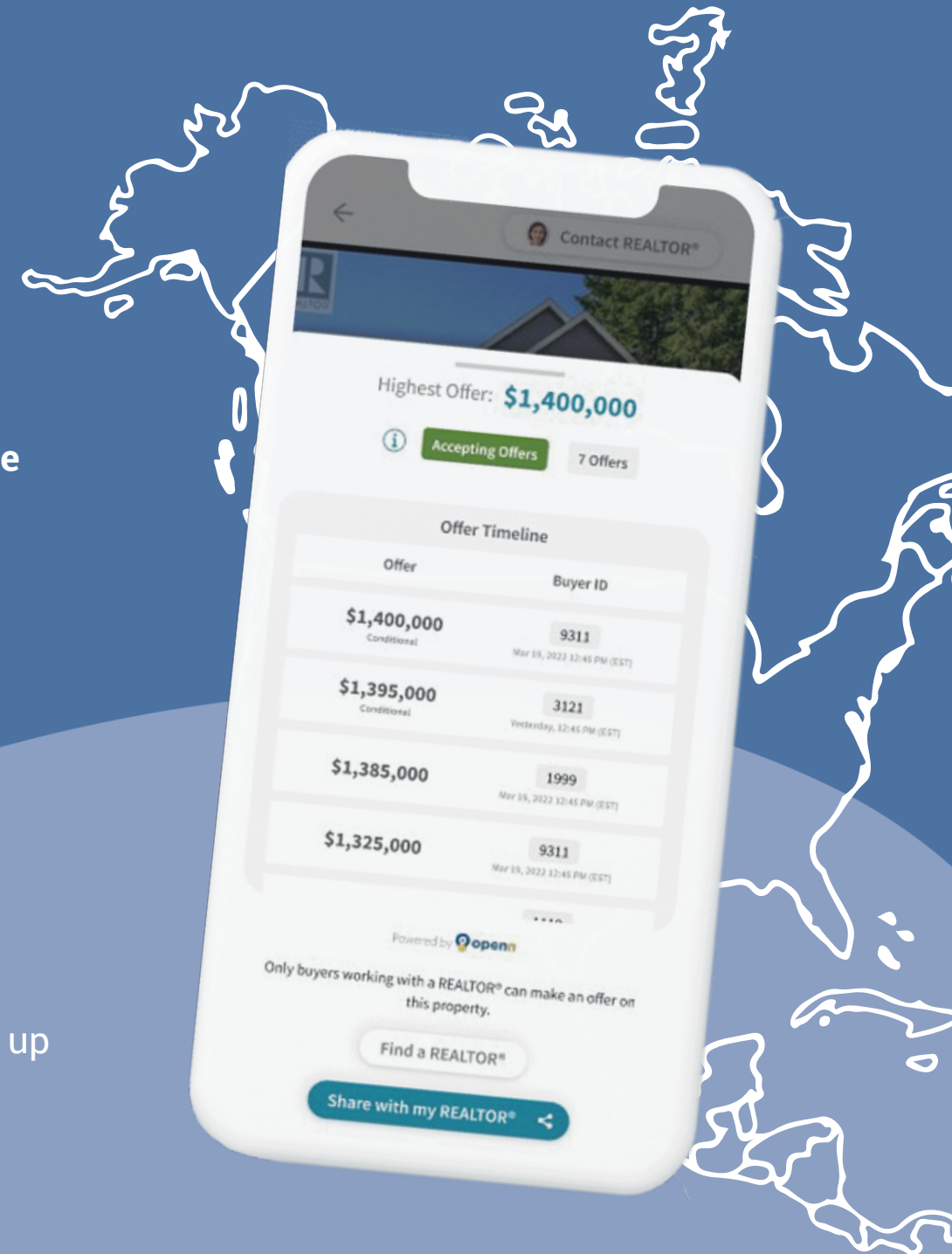
To target repeat revenue, sustained engagement from customers and increase the value of data assets



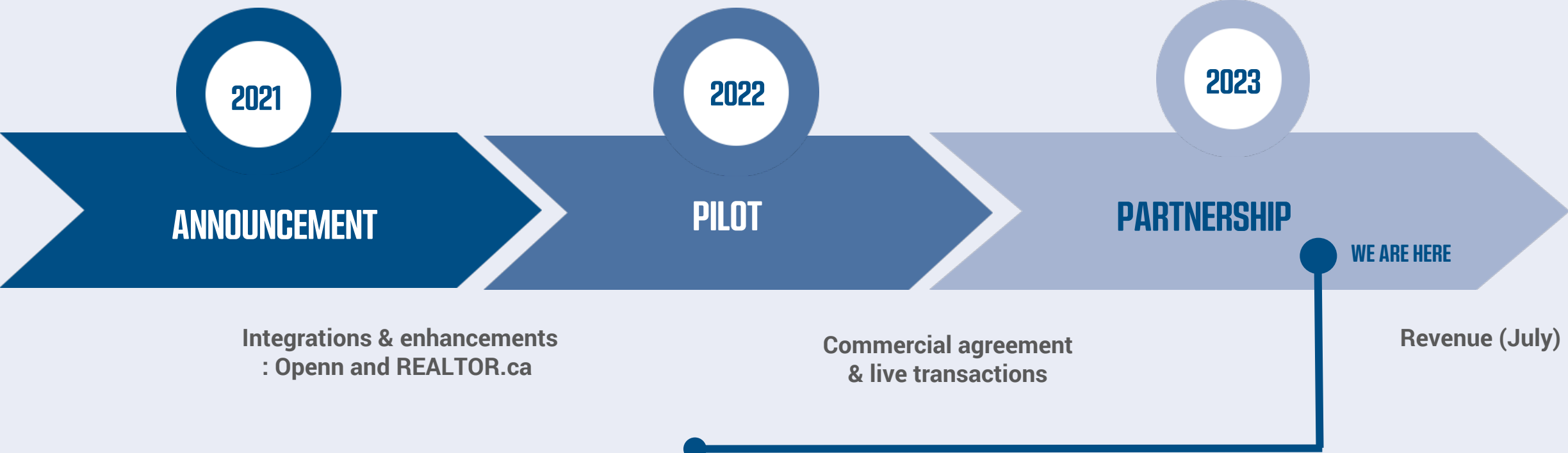
# NORTH AMERICA HIGHLIGHT



- ✓ CREA officially launches REALTOR.ca integration with Openn's proprietary software providing access to more than 160,000 real estate agents across Canada
- ✓ Subscription revenue from agent users commences July 2023. Until then, it is free for all REALTORS®
- ✓ Offers processed in Openn are publishable on CREA's REALTOR.ca property listing platform, providing mass education on the Openn process to Canadian consumers
- ✓ Openn is ready to cement its place as the go-to solution for transparency in the Canadian property market
- ✓ Capability to purchase shares via OTC (over the counter) provision set up



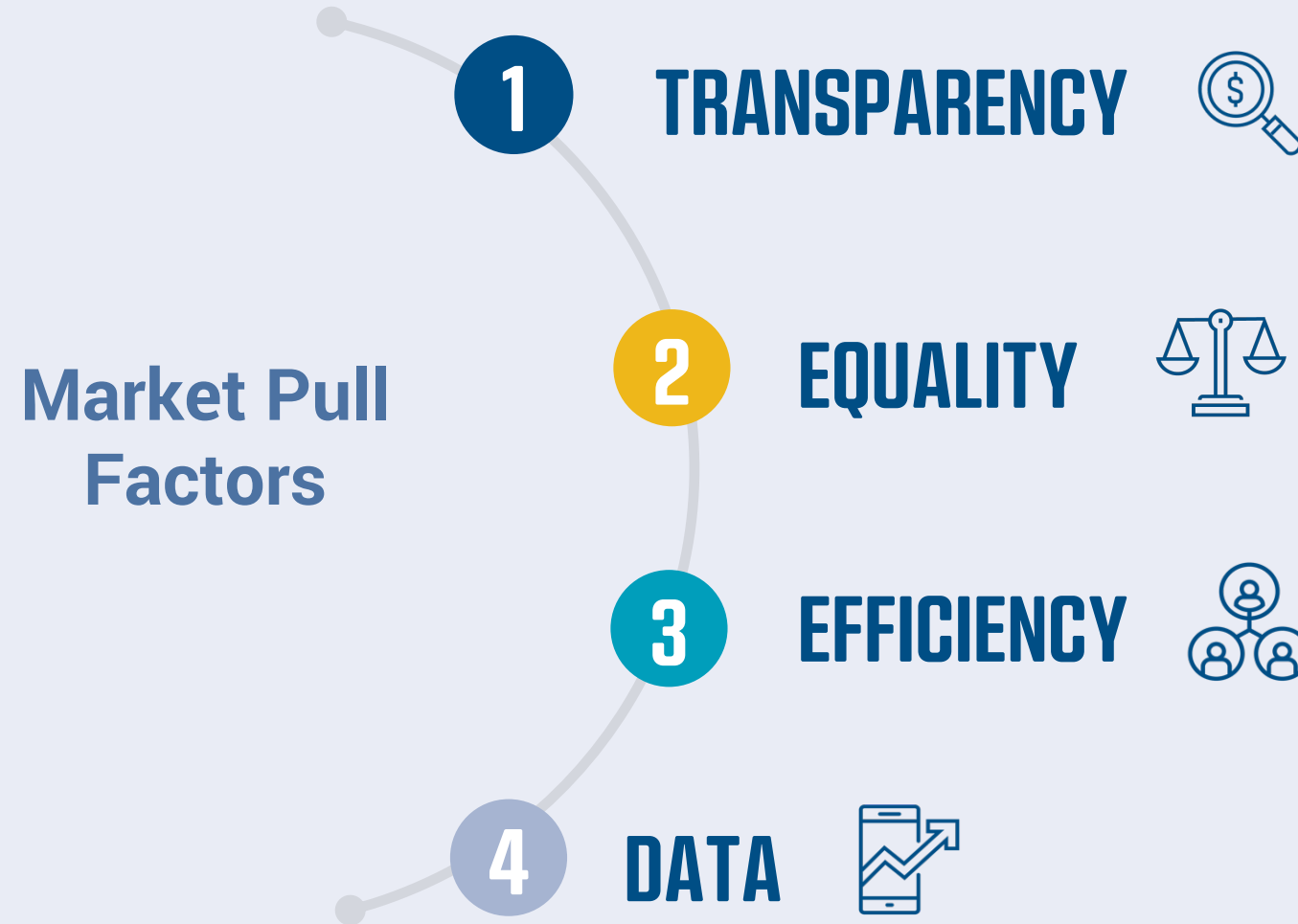




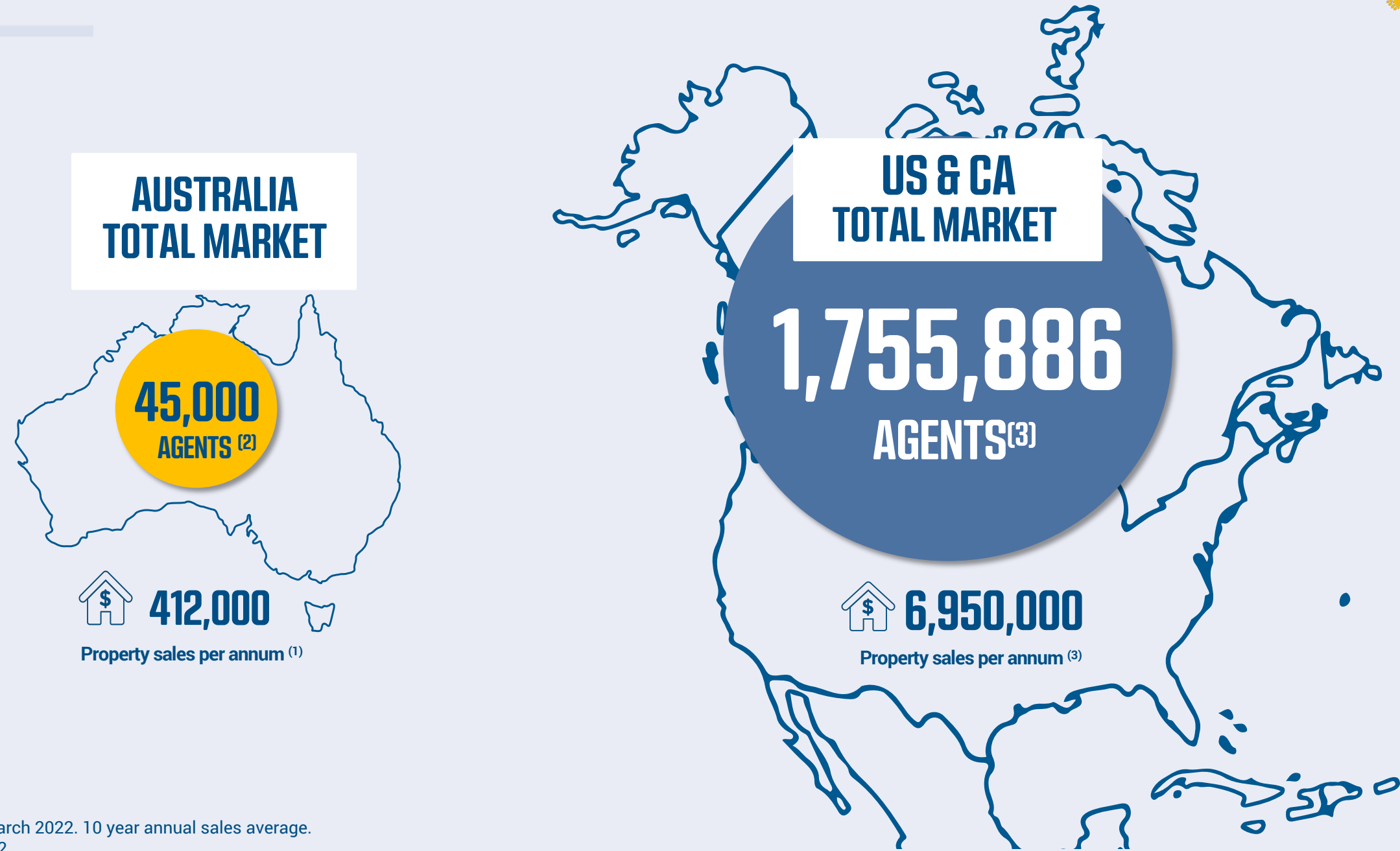
## LAUNCH TIMELINE

- ✓ **March 20:** CREA communicates with associations & boards, notifying the integration with Openn and REALTOR.ca is live across all of Canada
- ✓ **March 21 – 24th:** CREA announces the integration to brokers and agents across owned channels.
- ✓ **April 10 – 24th:** Openn runs a series of webinars for Brokerages and Agents
- ✓ **April / May onward:** Openn and CREA support a large-scale campaign leveraging success stories

# NORTH AMERICAN VALUE PROPOSITION



# NORTH AMERICAN MARKET OPPORTUNITY



Sources:  
(1) Corelogic March 2022. 10 year annual sales average.  
(2) Domain 2022  
(3) NAR and CREA

# NORTH AMERICAN MONETISATION STRATEGY



# AU/NZ HIGHLIGHT



Openn has entered into a commercial collaboration agreement with CoreLogic, a leading provider of property data and information.

- ✓ Agreement follows successful completion of a pilot integration
- ✓ Openn to be embedded into listings on the onthefhouse.com.au website – providing access to around 4 million visitors per month.
- ✓ Openn to be promoted to CoreLogic's 9,000+ subscriber base through a multi-tiered integration.
- ✓ Collaboration expected to drive Openn revenue and help achieve goal of a 5% market share of the total addressable housing market in Australia and New Zealand.



# THANK YOU

## FOR MORE INFORMATION:

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