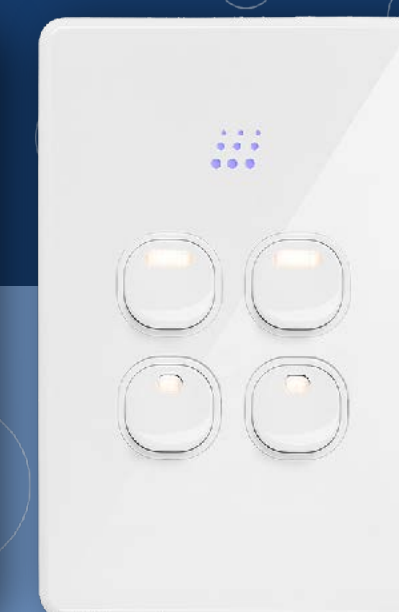




Making homes and buildings smarter with connected devices.

Zimi Limited (ASX:ZMM)  
Investor Presentation  
MAY 2023



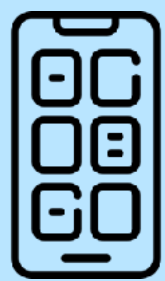


# Investment Highlights



## THE MARKET

- Dominant player in A\$ 3.2 billion smart home market, forecasted growth from 38% household penetration to 69% by 2026.
- Every home has the potential to be upgraded to Smart Switches & devices.
- 10 million existing dwellings x 25 devices per home (average) = **250 million opportunities.**



## THE PRODUCT

- Our IoT platform already deployed in smarter switches, dimmers, power points, fan, blind and door controllers.
- Development of complimentary products to multiply revenue.



## PARTNERSHIPS

- Multiple leading wholesale, commercial and retail/trade sales channel via Trader, Beacon Lighting, Steel-Line, Polyaire and Harvey Norman Commercial.
- Zimi products work with the global leading tech platforms like Amazon, Google and more.
- Offshore expansion via partnerships with leading global manufacturers



## BUSINESS MODEL

- Contract manufacturing ensures a capital light yet scalable business model - production runs are matched to order revenue.



## PHASED GROWTH

- Phased growth plan to multiply sustainable and recurring revenue streams.
- Zimi platform possesses incredible potential of AI services influenced by your lifestyle behaviour, energy patterns and how you interact with the connected world.



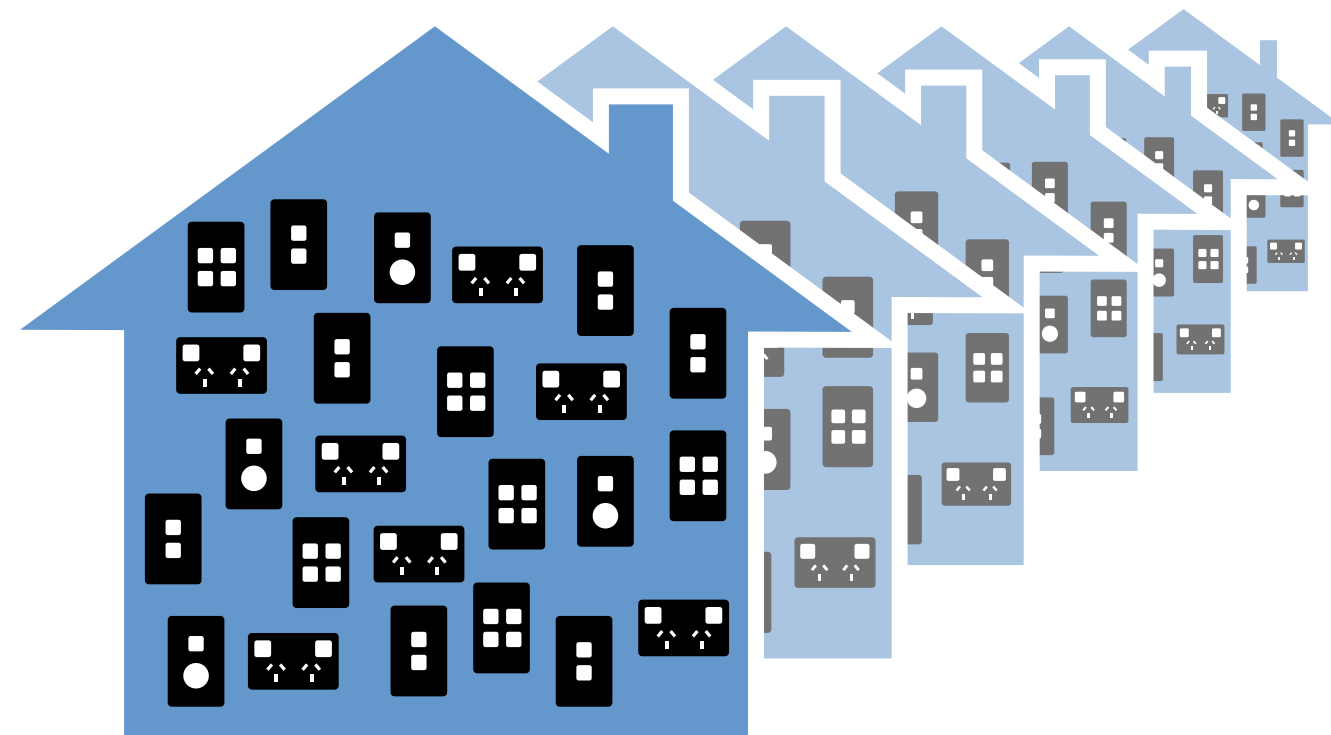
## ELECTRICAL BACKGROUND

- Zimi products easily installed in an existing building by any electrician and setup by consumer.
- Deep 100+ year heritage in the electrical industry with Chairman and major shareholder (34.4%) the Gerard Family (whom founded Clipsal & Mistral).

# Every home in Australia can be connected.

Zimi is well positioned to gain a share of the multi billion dollar smart home market.

## Australian Electrical Market Opportunity



**10 million** existing dwellings  
+ **25 devices** per home (average)  
= **250 million opportunities**

Every home has the potential to be upgraded to Smart Switches and devices.

## Global Smart Speaker Sales

2018 **\$25M**



2023 - **\$275M**

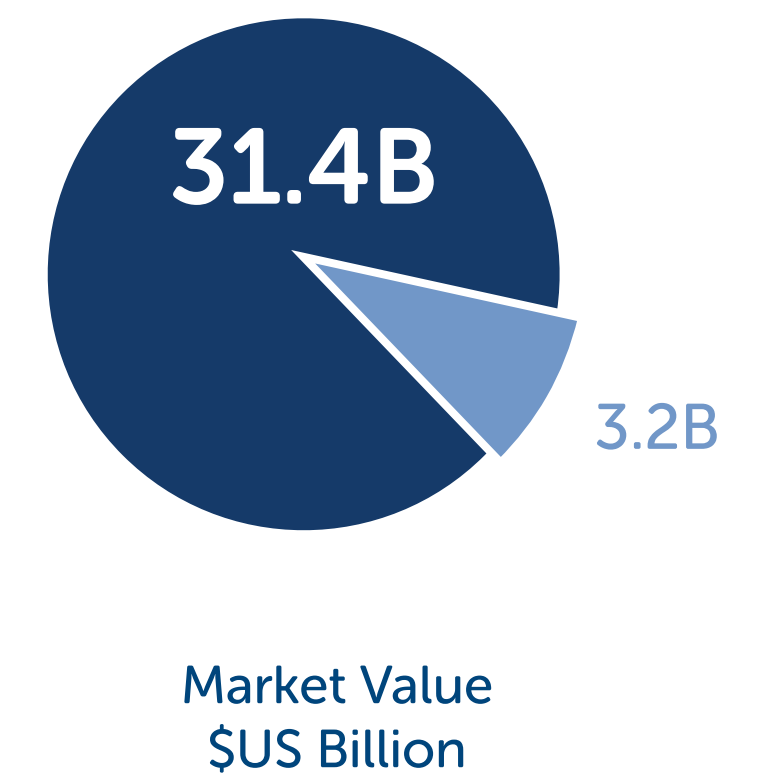
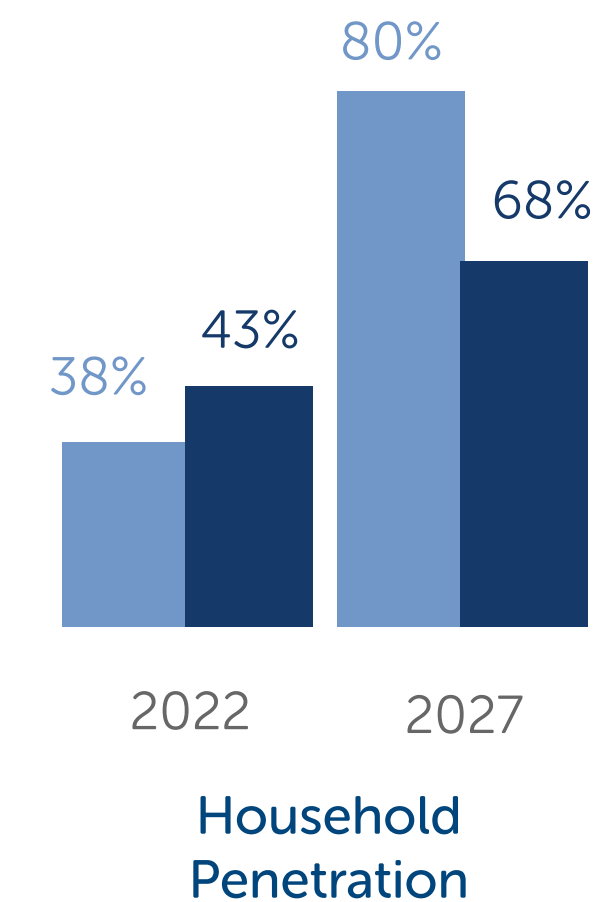


Voice control will be a primary interface between people and technology and a key driver of smart device adoption.

## Smart Home Market 2022

Revenue Growth  
(CAGR 2022 - 2027)  
Australia 9.55%,  
USA 10.22%

USA Australia



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



# Powermesh smart switches

The smarter Push Button switch range with App and Voice control.

**Benefits for All:** Everyone can benefit with a smarter switch, from young to the elderly, with control at the switch, on your phone or with your voice.

**Swap the Switch:** Any electrician can swap existing switches and anyone can setup and use control which broadens market beyond just new builds.

**Energy and Data:** The ability to monitor and manage energy usage plus powerful data insights.

**Make it Safer:** A simple auto-off timer can ensure appliances aren't left on to prevent fire is just one of the many features.

**Complete Solution:** The family of devices with different style skins provide a solution to make any space smarter that's affordable for all.





# SENOA smart switches

Touch sensitive glass switches with App and Voice control.

Custom personalisation for the ultimate smart experience and Accessibility products extend the range for NDIS customers.

**Glass Touch:** A premium glass fascia ideal for architectural homes, commercial projects and multi-residential apartment towers.

**Benefits for All:** Everyone can benefit with a smarter switch, from young to the elderly, with control at the switch, on your phone or with your voice.

**Swap the Switch:** Any electrician can swap existing switches and anyone can setup and use control which broadens market beyond just new builds.

**Energy and Data:** The ability to monitor and manage energy usage plus powerful data insights.

**Make it Safer:** A simple auto-off timer can ensure appliances aren't left on to prevent fire is just one of the many features.

SENOA





# Safer Smoke Detection.

We are evolving safety with the Zimi Smoke Connect.  
The smarter smoke alarm with alerts and phone calls.

**Addressable Market:** The global smoke detector market is expected to grow at a CAGR of 8%, from US\$ 3.6 billion in 2023 to US\$ 6.0 billion by 2030.

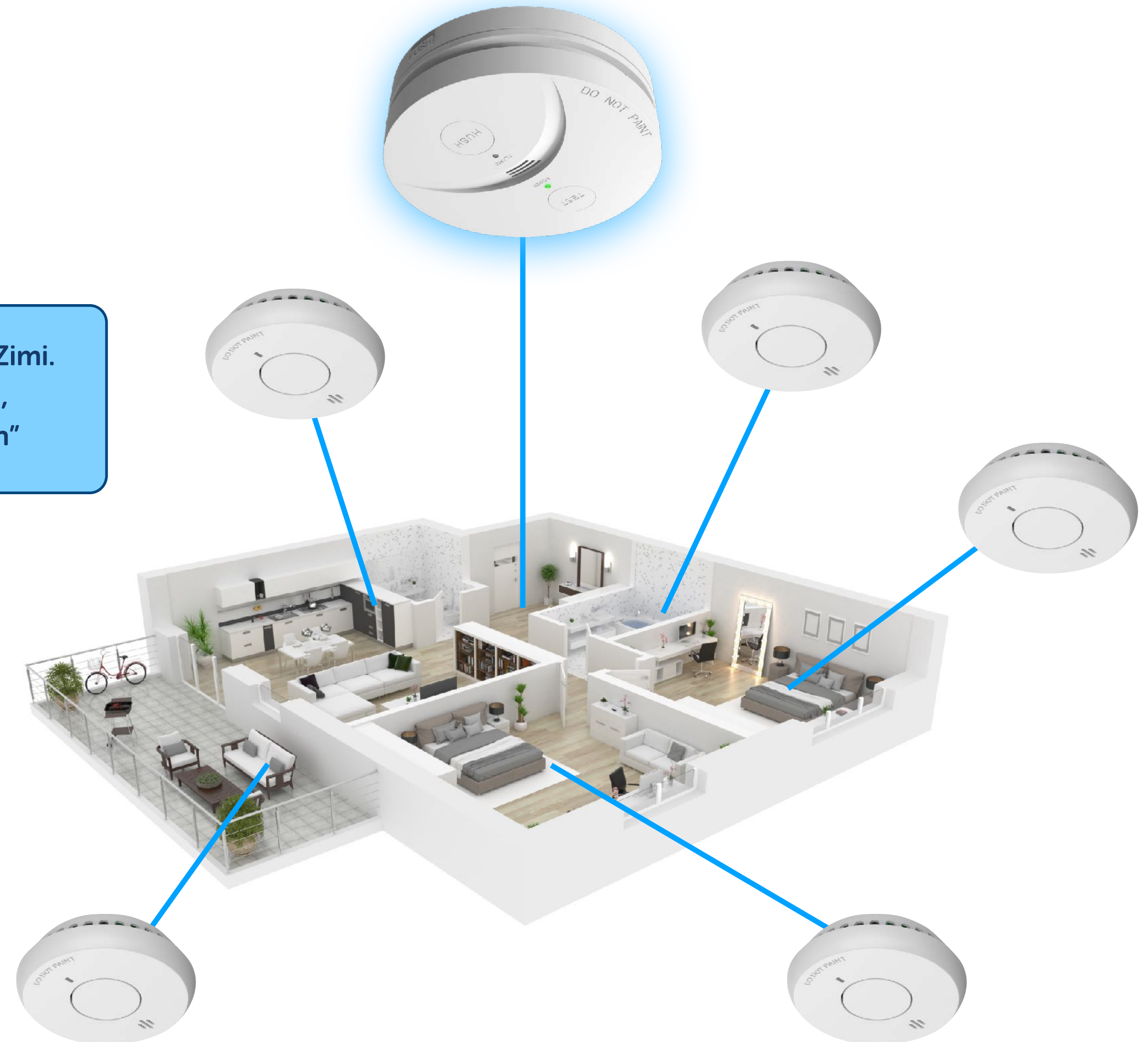
Source - <https://www.marketresearchfuture.com/reports/smoke-alarm-market-7478>

**Legislated Demand:** Governmental bodies are boosting the demand for smoke detectors as a mandatory requirement when houses are sold or rented.

**Zimi+ Subscription:** In addition to the initial hardware sales revenue, substantial value of automated phone call alerts provides a pathway to subscription revenue from end-users or business dashboards.

**Expanding the Offer:** This new market segment will introduce customers to Zimi, driving demand for other products.

"This is an urgent message from Zimi.  
There is smoke in the Kitchen,  
please immediately take action"



# Zimi connects with the popular platforms

We believe in harmony with other Eco systems to create experiences from homes to high-rises.

## Works in Harmony

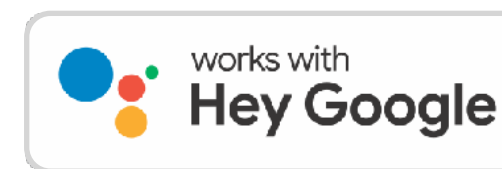
Cross platform support ensures the Zimi experience can be enjoyed with other popular platforms including voice assistants or rich media intertwined experiences.

## Market Exposure

Cross promotion creates brand awareness across different market segments from smart home, commercial automation or building management systems.

## Zimi API Connect

A programmer with basic experience can tailor their own software integration for control of all Zimi devices creating their own unique market integration offer.



HOME ASSISTANT



Control4





# Our distribution partners are trusted and respected Australian brands.

Zimi's partner network provides a wide bandwidth for growth.  
Each offer a unique proposal for their market adoption.

## Trader - (GSM Electrical)

Supply around 1,000 electrical wholesalers that support electricians with all of their needs.



## Beacon Lighting

The home of Smart Lighting with 100+ retail outlets. Design Studios can help with your Zimi experience.



## Steel-Line

Australia's largest garage door manufacturer chose Zimi to develop smarter door control options.



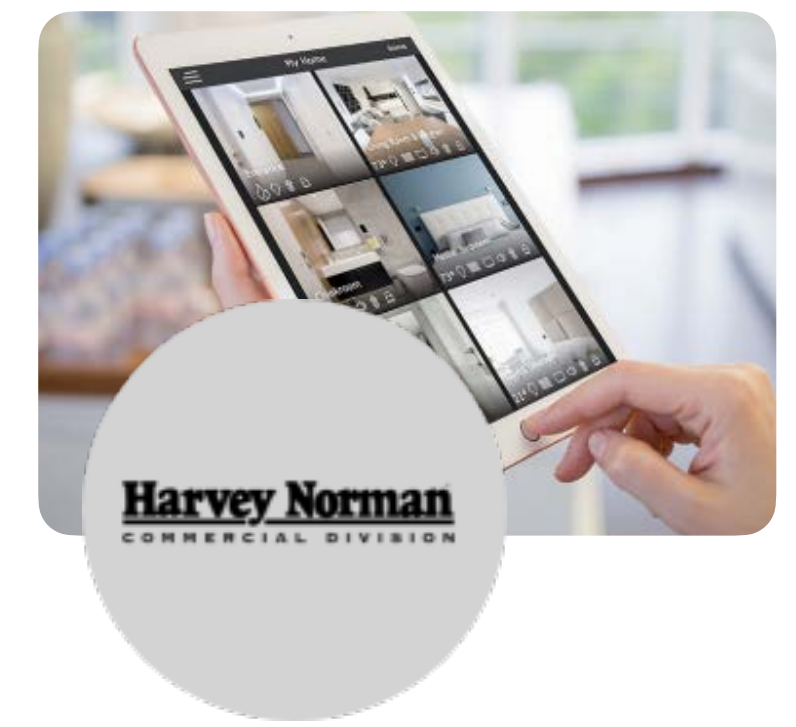
## Polyaire

Australia's largest manufacturer and distributor of air-conditioning combined Zimi with their AirTouch control as a complete package.



## Harvey Norman Commercial

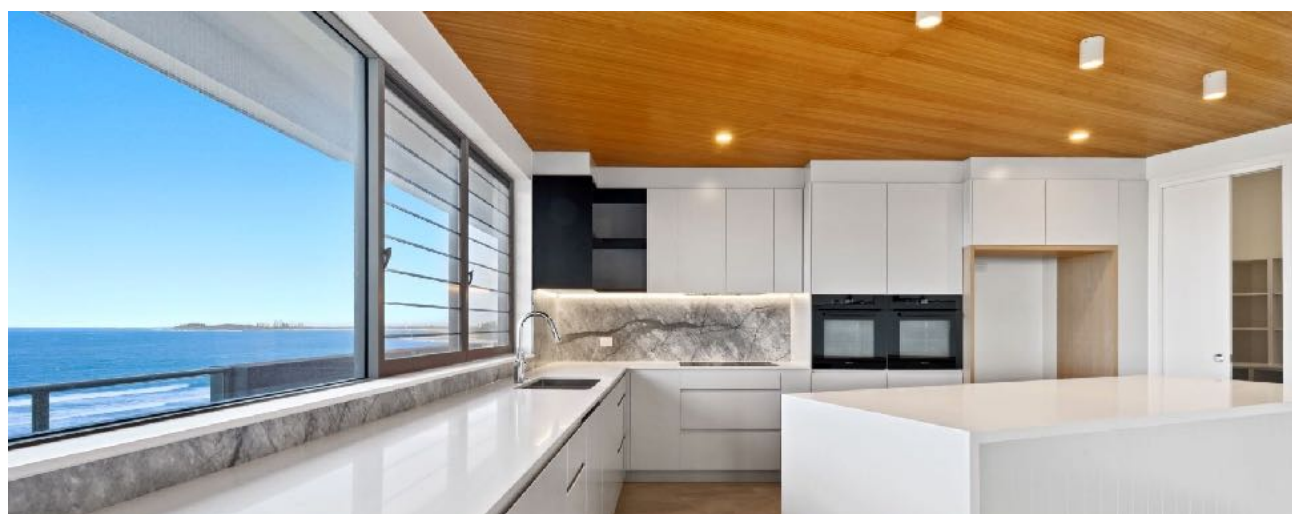
Over 25 years' experience specialist systems integrator that provide scalability for homes to hi rises.





## Beach Life. Sunshine Coast.

57 beachside apartments adopted Powermesh as a standard inclusion by the developer without any electrical design changes.



## Liberty One. Melbourne.

Liberty One's design incorporates sustainable design elements to minimise the building's environmental impact.



## Green Homes. National Builder.

Building the healthiest and most sustainable homes around the country, chose Zimi as a technology partner to future proof the switch for a better future.







We are positioned for our growth phase



1

Expanding product ranges growing the total users and connected devices to provide a foundation for software revenue models.



**New Senoa Glass touch range.**  
Our smartest range of switches with a simple touch interface



**Expanded Powermesh offer**  
Multi dimmer Switches and Blind Controllers.



**Senoa Accessibility Range**  
Specialised for government funded NDIS housing.



**Zimi E-Door Connect**  
Plug in module for Australia's largest door manufacturer

2

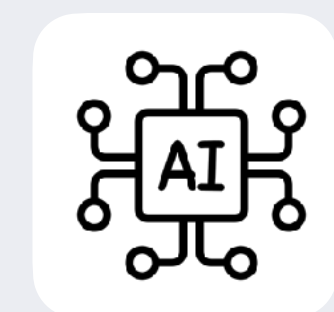
Multiply the revenue with software subscription revenue with services like safety alerts, automated energy management, e-door and more.



**Zimi Smoke Connect**  
Connected smoke alarms for a legislated market.



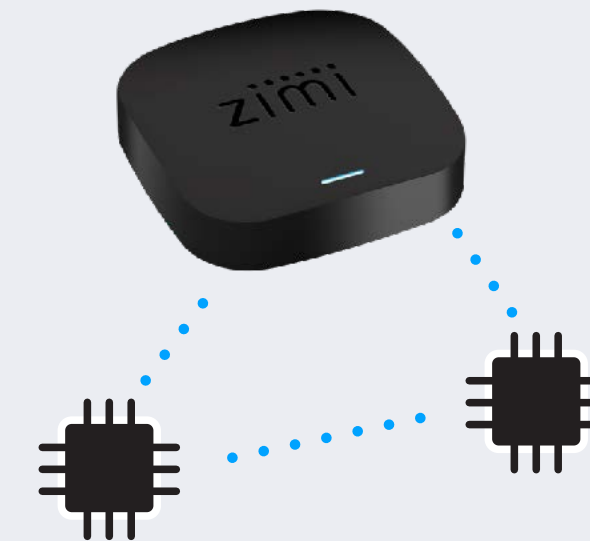
**Zimi+ Subscription**  
User dashboard platform to manage every usage, connected services and 3rd party integration.



**Develop AI/ML powered database**  
Identify opportunities for power management, increased safety and lifestyle behaviour to add value.

3

Deploy our next gen IoT platform with global manufacturers that can adopt our technology.



**Hybrid IoT Module & Zimi Cloud Connect II**  
We are developing a best in class experience that is connected out of the box and deployed quickly.



**International OEM growth**  
Supporting integration into existing customer products provides a faster pathway to global market adoption.



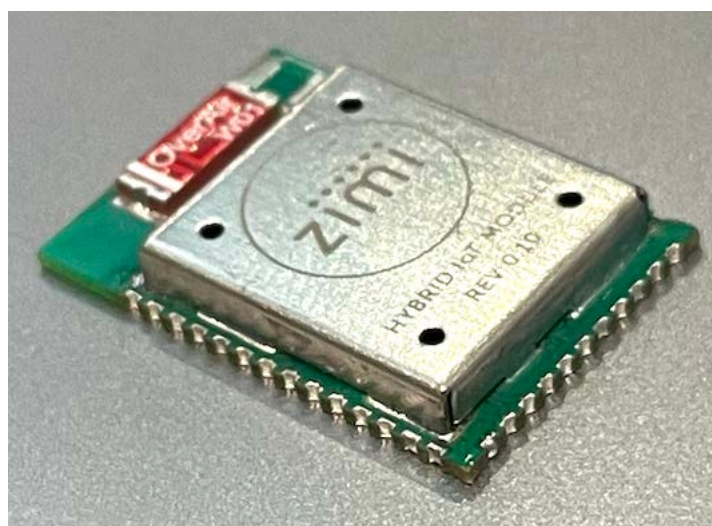
**Data Play**  
Zimi's data collection is essentially conducting an ongoing survey of all device usage and smart insights which presents significant value.



# The complete IoT solution

Our next generation Hybrid module provides a quick path to market for hardware manufacturers to get connected on the Zimi platform.

- ▶ Can operate over multiple connectivity standards.
- ▶ Connected out of the box with NB-IoT.
- ▶ Small footprint to integrate into existing devices.
- ▶ A world class technology experience.

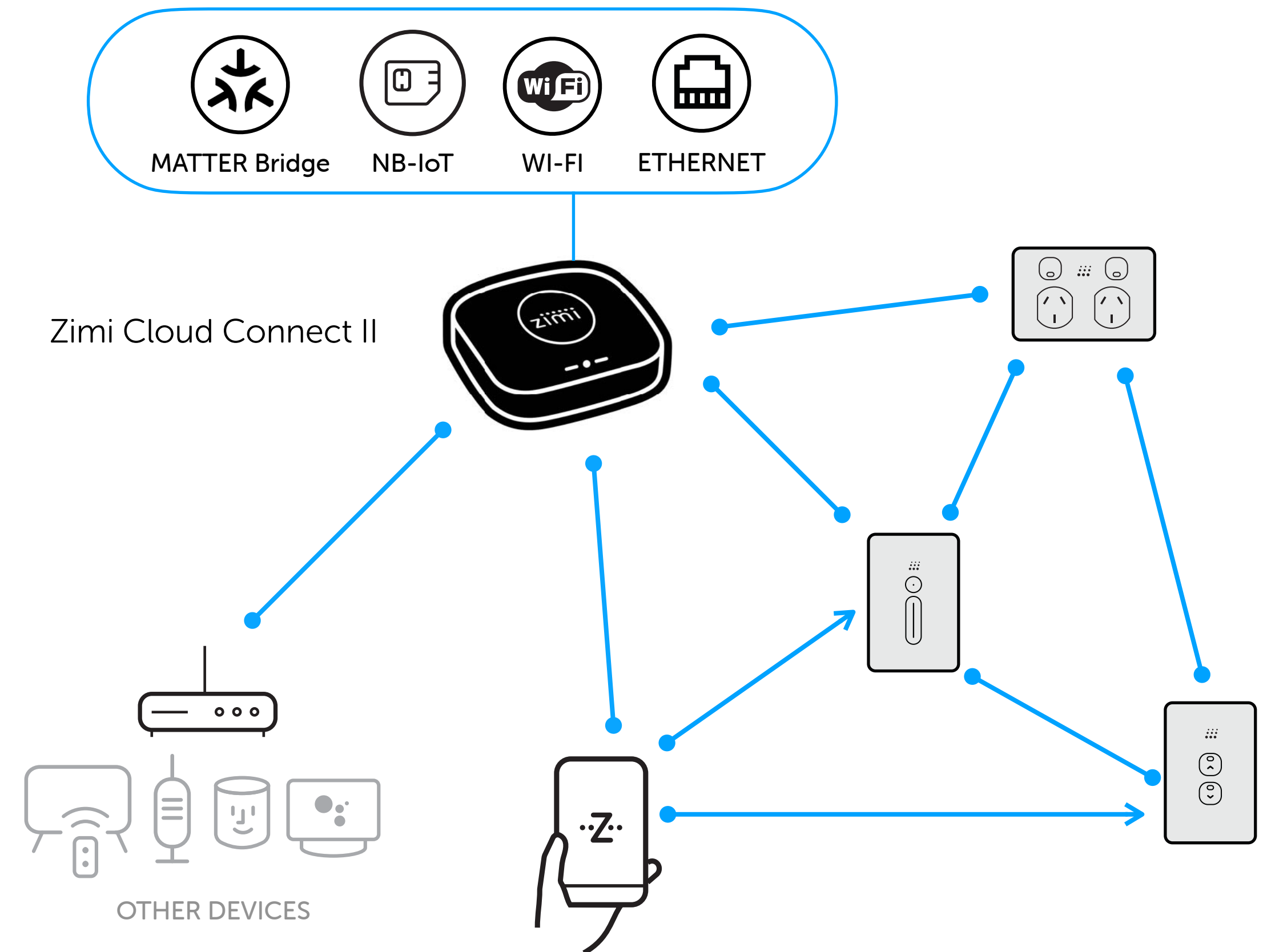


 **Bluetooth**

 **zigbee**

 **matter**

 **THREAD**







# Corporate Overview





# Long-term key shareholders

Following Executive Management changes and Capital Market initiatives, Zimi is set up for shareholder growth.

ASX Code	ZMM
Industry Group	Technology Hardware & Equipment
Share Price (26 April 2023)	\$0.041
Shares on Issue (26 April 2023)	89,102,529
Market Capitalisation (26 April 2023)	\$3.653 million
Cash on Hand (31 March 2023)	\$0.73 million
52 Week Range	\$0.04-\$0.155
Average Volume	56,538

Key Shareholders	% of Issued Capital
Simon Gerard (Non-Executive Chairman)	34.4%
Perennial Value Management Limited	13.2%
Jordan Tentori (Executive Director and CEO)	3.9%
Remaining Non-Executive Directors	4.0%



**SIMON GERARD** Non-Executive Chairman

Simon is the 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. He is a fourth generation of the well-respected Gerard family, founders of CLIPSAL, and a former CEO of the Gerard Lighting Group. Simon has extensive global controls experience.



**JORDAN TENTORI** Executive Director

Jordan is the co-founder and CEO of Zimi. He previously was the EGM of Diginet, deploying innovative technology throughout the Gerard Lighting Group of companies. For the past 20 years, Jordan has successfully worked nationally and internationally within the electrical and lighting industry to evolve technologies into commercial realities.



**SIMON BEISSEL** Non-Executive Director

Simon has current board experience with a number of industrial, technology and financial services companies including ATF Services Pty Ltd, Lighting Investments Australia Holdings Pty Ltd and previously Investec Credit Funds Management Pty Ltd. He is an experienced director and senior executive who was previously Head of Corporate Lending at Investec Australia. Prior to that, Simon held senior roles at St. George Bank.



**PETER ROSSDEUTSCHER** Non-Executive Director

Peter is a director with extensive leadership and strategic advisory experience. A Fellow of the Australian Institute of Company Directors since 2008, Peter has been a Non-Executive and Chair of various boards. He is a regular key speaker on innovation, digital transformation and the core drivers to grow and protect stakeholder value.





# Appendices



# We're making homes and buildings smarter, using the power of our IoT platform.

After 100 years, the humble light switch and other electrical devices are now being connected, offering substantial value for owner, occupier and business.

We're an Australian innovative technology company that creates the 'Zimi experience' by connecting everyday electrical products to the Internet and each other, to create smarter living and working spaces. Through its long-standing working relationship with the Gerard Family (whom founded Clipsal in 1920s), Zimi has a deep 100+ year heritage in the electrical industry.

Our IoT platform has been deployed in our Powermesh and Senoa product families of smarter switches, light dimmers, power points, fan controllers and garage door controllers.

Easily installed by any electrician, the smarter switches enable all the convenience of control, energy management, voice control and increased safety which can add value for all.

The company is targeting a multi-billion opportunity in the Australian market through multiple leading wholesale, commercial and retail/trade sales channels. The company is also pursuing opportunities for offshore expansion via partnerships with leading global manufacturers of electrical home and commercial building appliances.

The Zimi platform possesses incredible potential of AI enhanced services influenced by your lifestyle behaviour, energy patterns and how you interact with the connected world.

## About the Founders



SIMON GERARD



JORDAN TENTORI

Simon and Jordan met when Gerard Lighting acquired his family business. In more recent years, they combined their passion and connected vision to create Zimi and pursue the biggest opportunity our industry has seen.



Click below to read Zimi news

[March quarter 2023 article](#)

[Zimi growth plan article.](#)

[Zimi smart home devices article](#)



## Our success so far...



### Zimi IoT platform

We developed a proprietary IoT solution consisting of electrical hardware devices, Zimi Cloud Core on Google and the Zimi App for Android and Apple.

### Senoa range in production

The highly anticipated range of premium glass touch switches are now in production and will be shipping from May 2023.

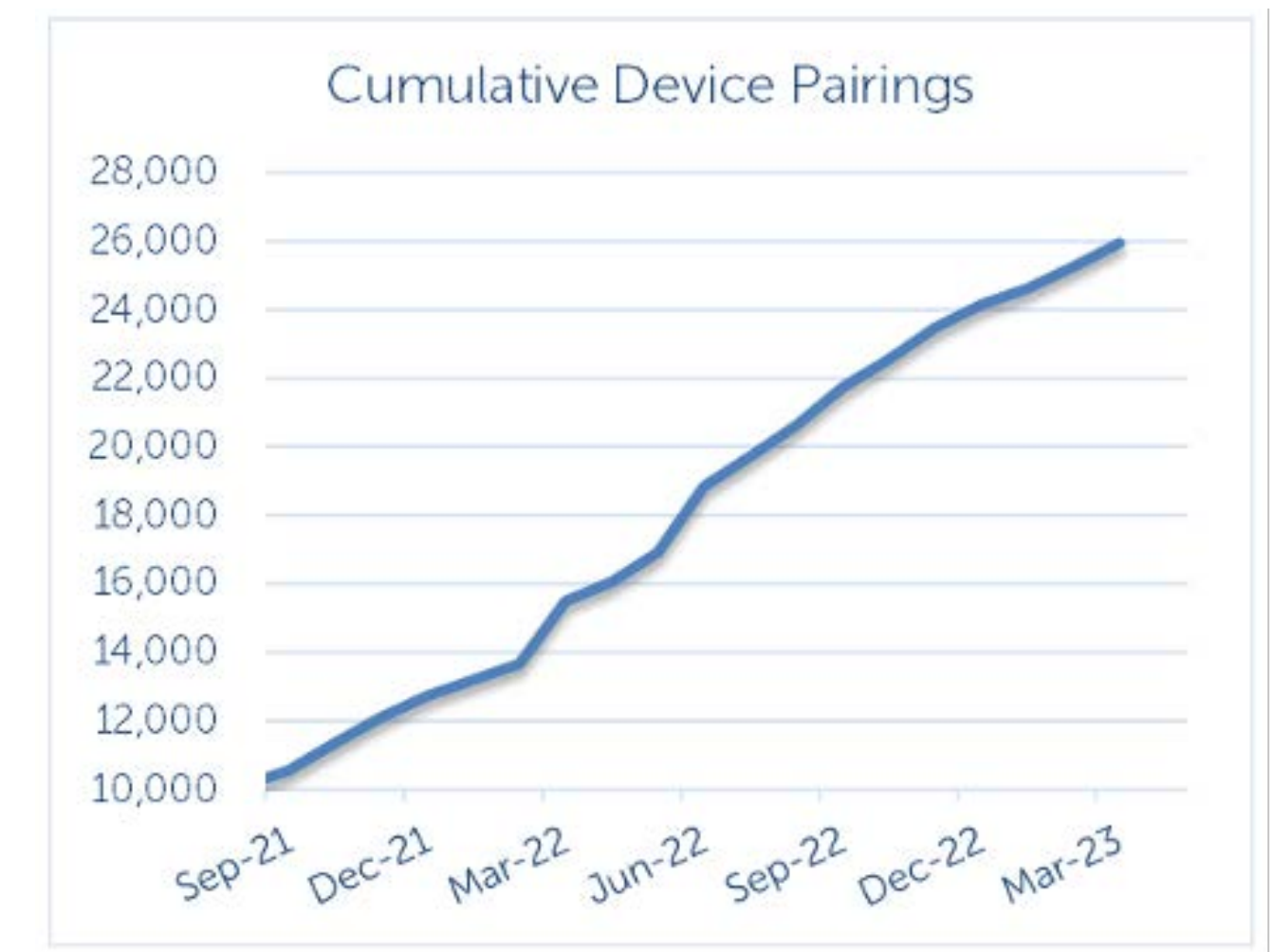


### Powermesh Smarter Switches

We released a complete family of 'Smarter Switches' which can be installed by any electrician and setup by any consumer.

### Market adoption

More than 26,000+ devices have been paired to the Zimi cloud representing a significant uptake with the Zimi app being opened by users 22,000+ times a month (As of APRIL 2023 opt-in user data).



### ASX merger acquisition

Zimi acquired by ASX listed Quantify Technology (ASX:QFY) in Dec 2020 and standardised on the proven Zimi platform and renamed to Zimi (ASX:ZMM).

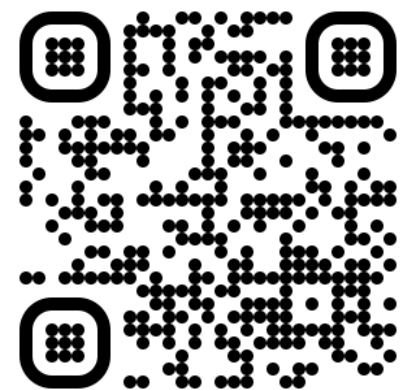
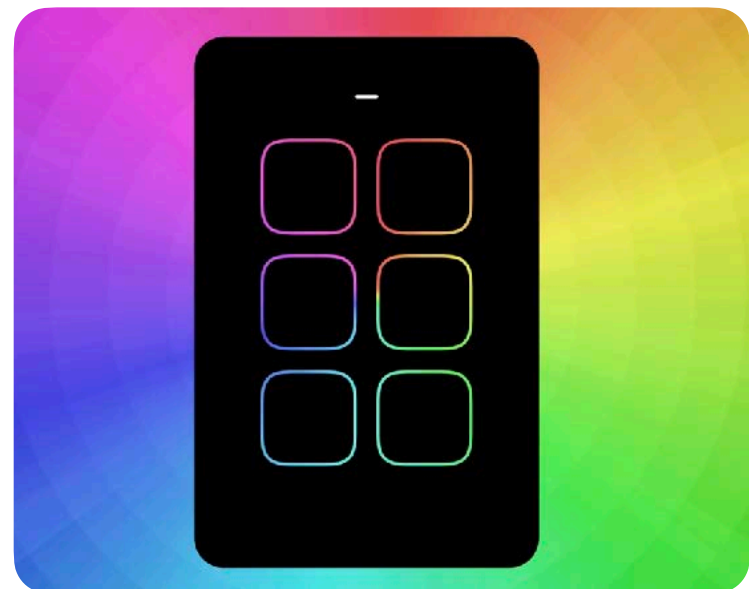


# Videos

Scan the QR code to watch and learn more.

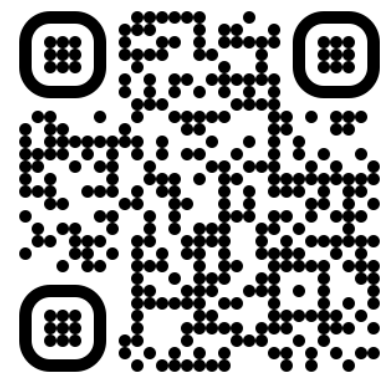
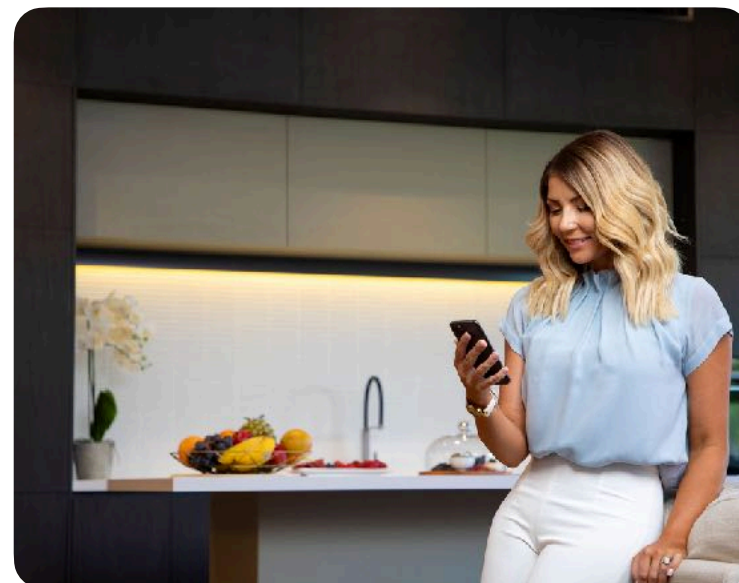
## SENOA Teaser

A sneak peak into the new features of our Smartest Switch ever.



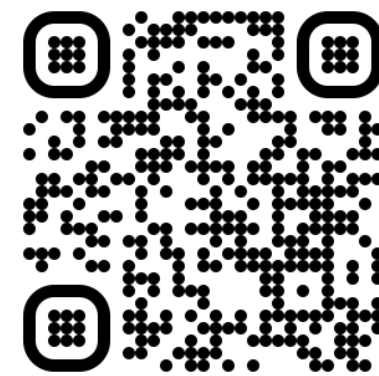
## SMART HOME

See how a smart home can make your life a whole lot easier.



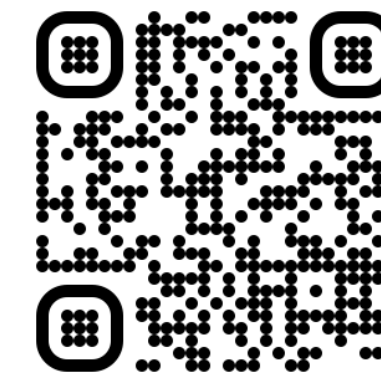
## Powermesh LIVING

Make everything smarter in your home with Powermesh switches.



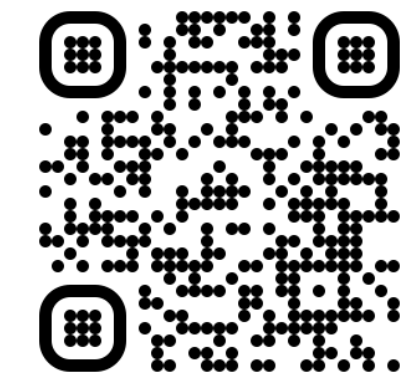
## Powermesh SUMMER

Explore this stunning outdoor space that is smarter in every way.



## GARAGE DOOR Controller

Make your existing motor smarter and control your door like never before.





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Zimi Limited (ASX:ZMM) Investor Presentation - MAY 2023

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