



# OPENN INVESTOR PRESENTATION



**JUNE 2023**

Openn Negotiation Limited (ASX: OPN)

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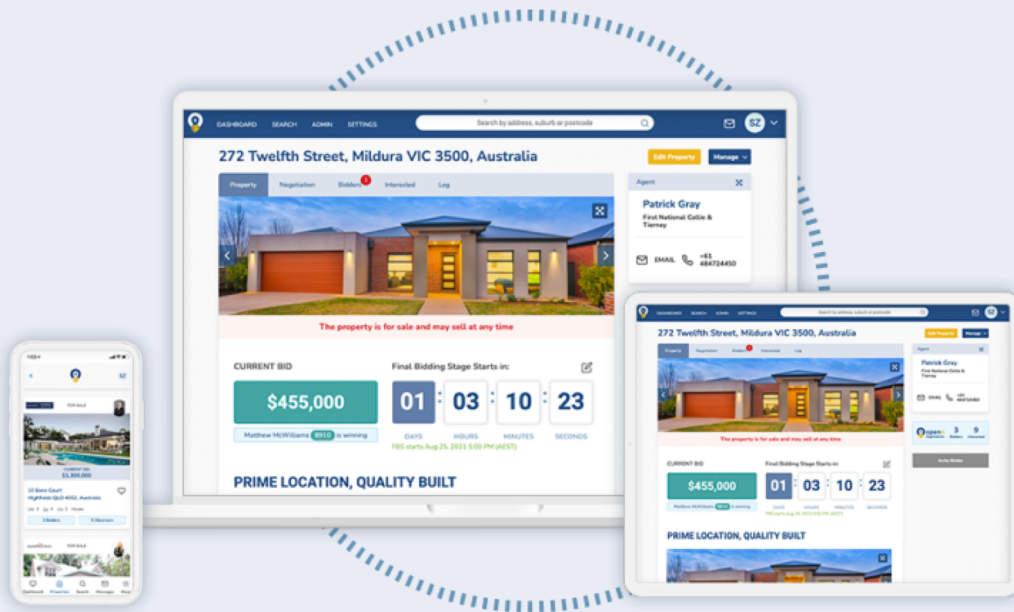
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# WHO ARE WE?



## VISION

To provide world class transparent offer management technology to real estate and other opaque markets



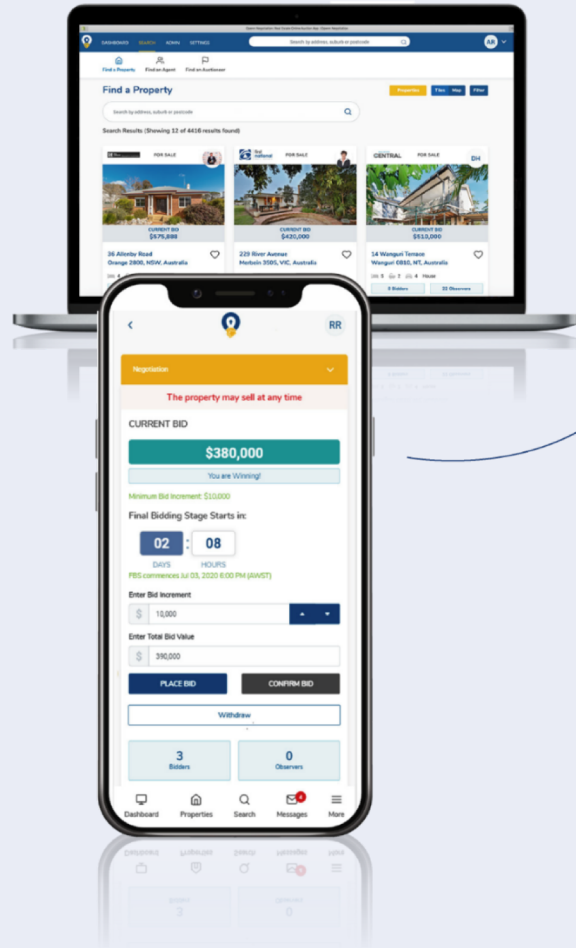
## PROBLEMS WE AIM TO SOLVE

- ✓ **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 21 June 2023)	62.00%
Cash (as at 31 March 2023)	\$1.950 million
Share Price (as at 23 June 2023)	\$0.011
Shares on Issue*	319.1 million
Employee Performance Rights**	20.5 million
Unquoted Options***	19.4 million
Listed Options****(yet to be issued)	28.6 million
Market Capitalisation (undiluted as at 15 May 2023)	\$3.191 million

\* 76.5 million securities escrowed until 21/07/23  
\*\* 20.5 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  
\*\*\*\*28.6 million quoted options exercisable at \$0.10, expiring 2 years from the date of issue

## BOARD AND MANAGEMENT



**WAYNE ZEKULICH**  
NON-EXECUTIVE  
CHAIRPERSON



**PETER GIBBONS**  
MANAGING DIRECTOR,  
FOUNDER

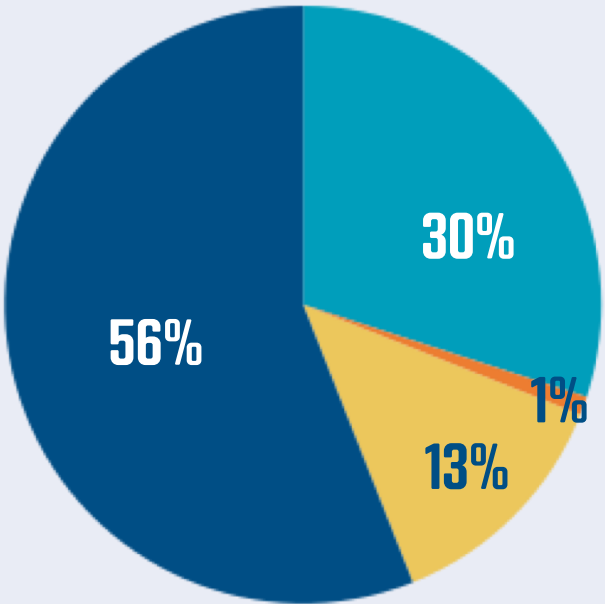


**DARREN BROMLEY**  
EXECUTIVE DIRECTOR,  
COMPANY SECRETARY,  
CHIEF FINANCIAL OFFICER



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

**SHAREHOLDER MIX**  
AS AT 15 MAY 2023



Directors & Founders  
Institutional Investors  
Substantial Investors  
Other Shareholders

# HIGHLIGHTS



**World class  
transparent offer  
management  
technology with  
proven product  
market fit**



**Openn already  
operates  
internationally in  
four different  
markets**



**Current negotiations  
underway with multiple  
parties interested in  
securing licenses**



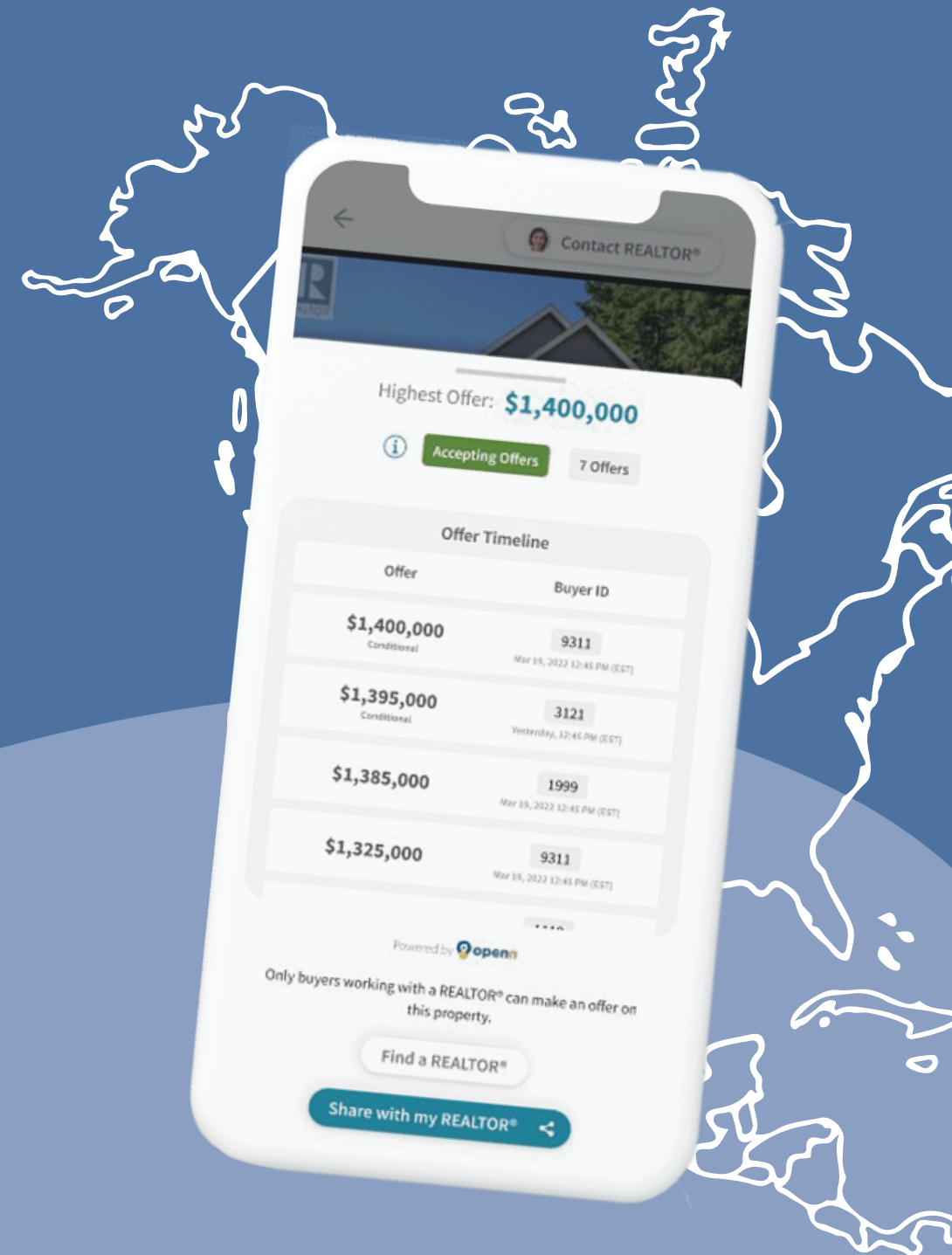
**Ability to expand  
internationally in real  
estate and other  
opaque markets**





# THE OPPORTUNITY

- ✓ Heavy lifting on platform development with North American market entry and legal compliance work now complete.
- ✓ Following successful initial launch phase of the single sign on integration, the embedded offer feed on Realtor.ca is now LIVE
- ✓ Openn has determined licensing is the best strategy to achieve positive cash flow. Multiple negotiations are well advanced with parties who have approached Openn to acquire the rights.
- ✓ Operational phase of the market entry has eliminated the need for various full-time positions in engineering, product, and marketing that are associated with building and market entry, significantly reducing costs.
- ✓ Licensing model further reduces costs, while improving upside through partners with deep market access. Management, executive, and board structure are expected to further streamline to align with the licensing model.



# LICENSE STRUCTURE



**Four countries currently  
in operation**

**(Australia, New  
Zealand,  
USA and Canada)**



**Upfront fee for  
securing license &  
ongoing monthly  
fee for maintaining  
and enhancing the  
platform**



**Upside retained via a  
share of revenue  
(based on a SaaS  
payment model)**



**Additional income  
generated through  
bespoke and  
downstream services**



# NEXT STEPS

## STEP 1

Raise \$3.3m capital (fully underwritten) – Deeply discounted to incentivise new investors

## STEP 2

Finalise alignment of organisation to operating and licensing model. Reducing burn significantly with >12 months runway

## STEP 3

Finalise negotiations to secure two license agreements in the 2023 calendar year

## STEP 4

Progress discussions with identified partners deeply embedded in the US market

## STEP 5

Target break even by December 2024 or accelerate investment for growth

## STEP 6

Identify new real estate market partners in Asia, Europe, South America, South Africa.

## STEP 7

Identify and begin market research on new verticals.



# THANK YOU

## FOR MORE INFORMATION:

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