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ENTERPRISE SOLUTIONS

***Branding the New ZipTel Ltd (ASX:ZIP)
Enterprise Strategy & Focus – Zipt Systems***

November 2016



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The B2B Communication Opportunity

New Strategy and Focus – Zipt Systems

To make the B2B value creation engine run, you **must**:

- **transform the operations, and**
- **build new capabilities**

The key areas of change are in:

- *digitisation of operations*
- *modularisation of solutions, and*
- **acquisition of new capabilities**

Source: [B2B Igniting the new telco value engine, Monitor Deloitte](#)



Introducing Zipt Systems

Modern Communications for any Business Environment

Zipt Systems is:

- the ZipTel entity set up to house the Company's Enterprise Solutions Product Suite;
- a specialist B2B communication services provider, utilising cutting-edge Voice over IP (VoIP) technologies to deliver bespoke solutions.

Zipt Systems' point of difference:

- is targeting industries and deployments that are not typically supported by competitors
- including satellite and offline environments, where mobile radios are still prevalent.

Zipt Systems has assembled:

- a Technical Team with a proven track record delivering Low Bandwidth communications
- a Sales Team to support Enterprise rollouts

*In excess of \$5 million has been invested,
in enabling the Enterprise Platforms to scale at no further cost to ZipTel*



Problems with existing B2B Communication Solutions

- **Solutions providers** (B2B and Enterprise space) typically focused on reselling traditional, 3rd-party telecommunications technologies
- **Network**, carrier or technology lock-in reduces deployment flexibility and limits innovation
- **Hardware focus** and costly implementations have traditionally defined the space as service providers generate maximum revenue in this area

Why Zipt Systems is different

- **Voice, Video and Text** for Any Connectivity Scenario
- **Proprietary** Technology Solutions & Expertise
- Global **Knowledge & Support**
- Network / carrier agnostic solutions and OTT product focus provides for greater **flexibility and innovation**





Target Markets & Industry focus



Maritime

Merchant vessels, superyachts, ferries and cruise liners
Global Maritime satellite communications market is worth **~USD \$2.01 Billion**



Aerospace

Inflight calling available in more locations and with minimal install disruption to airlines
The in-flight entertainment & connectivity market is worth **~USD \$2.85 Billion**



Mining

Improving communications on remote mine sites including customisable information delivery
A single mine site could host hundreds of high ARPU corporate users



Safety

Site alert and warning information delivery
The market for critical communications LTE networks is worth **~USD\$600 Million**



Remote sites

Communication solutions tailor made for remote locations
Global mobile radio market is worth **~USD\$7.5 billion**



Agriculture

Improving communications on remote farms including customisable information delivery
Material Australian grant funding opportunities are available

Zipt Systems targeting addressable global markets in excess of USD\$12 Billion



Our products address the Full Spectrum of Connectivity

<<< Our Competitive Advantage

Connectivity Scenario

No internet

Satellite only

Low Bandwidth
2G, CDMA

3G, 4G
HSPA

High speed
WiFi, NBN




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 **ZIFI**

Secure, sitewide comms, Closed User group

 **SATTALK**

Satellite optimised communications

 **ZIPT ULTRA**

Ultra-low bandwidth communications

 **ZIPT SME**

Small/Medium business and Enterprise solutions

 **zipt.**

Whitelabeling of the Flagship Zipt platform

Competitive Environment

Only Product in this space (patent pending)



Proven in satellite network conditions @ 1/3 the bandwidth of current solutions



Bespoke comms optimised for specific connectivity challenges

Offering a full-site solution in a crowded/fragmented market

Modern Communications for any Business Environment



Custom solutions

In-house technology experts and developers allow Zipt Systems to deliver bespoke, customised solutions to partners. These solutions allow partners to:

- **Engage** with customers providing tangible benefits and value to existing products and services
- **Track customers** and gain valuable insights into behaviour
- Enable **team communications**, improving transparency and knowledge transfer
- Develop new revenue streams through **premium services**
- Offer **branded solutions** backed by full service delivery and support channels





Go to Market

- Strategic **Partnerships**

- In advanced discussions with key industry partners to execute MOUs
- High level of interest in solutions offered and their revenue generative applications
- With the technology built out, roll outs to commence imminently

- Grants & Industry **Engagement**

- Technology opens access to material grant funding opportunities
- Engagement with industry research bodies opening up further opportunities

- Network **Partnerships**

- In advanced discussions with key connectivity partners



Zipt Systems – Key Points

- **Zipt Systems** is ZipTel's new overarching Brand in the Enterprise Segment
- **Zipt Systems** delivers solutions which can be customised to address **ANY** connectivity scenario challenge (even and especially no connectivity)
- **A key focus** will be the Mobile Radio Market which is ripe for DISRUPTION – more information will be provided when the first ZIFI product is launched next week – 16 November 2016





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Thank You!

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