



Investor Presentation

March 2017

ASX: K2F

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Investment Highlights



Proven suite of **enterprise asset management** and **enterprise mobility solutions**



Developed products ready for market and commercialisation



Highly experienced management team



Key **major distribution and channel / marketing partnerships** in place



Expanding business with a proven track record of delivering **solutions for blue chip clients**



Low operating cost business model with opportunity to convert existing client trials to long term commercial licences



Marketability across all **asset intensive industries** seeking increased productivity and operational efficiencies

K2fly Limited (ASX: K2F)



Company Overview

Share Price (as at 1 March 2017)	15 cents
Shares on Issue	50,667, 535
Options (25 cent strike price / 3 yr term)	2,720,000
Market capitalisation (at 15 cents)	~\$7.6 million
Cash at bank (latest quarterly – 31.12.16)	~\$2.4 million
Enterprise Value	~\$5.2 million

Freely tradeable Shares	25,645,035
Shares escrowed for 12 months	9,799,364
Shares escrowed for 24 months	15,223,136

Enterprise 'Grade' Technology

- In an environment characterised by aging infrastructure, organisations have a growing need for better visualisation of asset management and maintenance data
- Allows asset management personnel to access a centralised system to manage and maintain asset data to make better informed decisions, effectively and efficiently
- Strong track record of empowering organisations to make better long-term decisions, through proprietary algorithms for forecasting future operational and maintenance needs

End-to-end Real Time Analytics; Enterprise Asset Management Solutions

- The enterprise asset management sector continues to grow, particularly on the backdrop of aging infrastructure, reductions in capital expenditure and a drive to increase Return on Investment (ROI)
- K2fly has established channel and marketing partnerships and key strategic relationships that will ensure K2fly is able to tender for large comprehensive contracts, and become a trusted supplier

Business Model – How We Make Money



SUBSCRIPTIONS UNDER A PURE SAAS MODEL



User software
subscription fee with
multi user discount
system

Monthly
recurring
income
streams

CLIENT REQUESTED CONFIGURATION



Configuration and
usability
enhancements to suit
project requirements

Upfront at
Implementati
on Stage

CLIENT REQUESTED SUPPORT



Ad hoc support and pre-
paid support packages

Upfront at
Implementation
Stage and
Ongoing

EXCLUSIVE RIGHT TO RESELL PROVEN SOFTWARE



Re-selling international
best of breed software
through Capita and OBI

Licence fee
Upfront at
Implementation
Stage

Milestones Achieved to Date



- ✓ Implemented SaaS business model and commenced selling ADAM platform to Australian clients
- ✓ Established major international partnership agreements in UK and Europe as well as the ASEAN region
- ✓ Established a stronger relationship with Mitrais through upgrades completed on the ADAM analytical platform
- ✓ Launched innovative product offering, NovIn – a highly customisable cloud based asset inspection software that allows asset managers to make decisions in a timely and agile manner
- ✓ Established a further international partnership with Archer (S) in Singapore
- ✓ Signed an exclusive arrangement with US Based OBI Partners providing K2F with the ability to licence and sell OBI Partners Business Intelligence Solutions to clients within Australia, with a particular focus on utilities
- ✓ Signed an exclusive arrangement with UK / Europe Based Capita plc providing K2F with the ability to licence and sell best of breed Capita technology Geofield and Fieldreach to clients within Australia, with a particular focus on utilities, water, telecommunications and rail
- ✓ Building the consulting division of K2F with major clients across Australia including a significant WA utility. The consulting division of K2F is on track to deliver in the region of \$1 million in revenue over CY2017
- ✓ Appointed James Deacon and Neil Canby to the Board of K2F

Board of Directors



BRIAN MILLER

Executive Chairman & CEO

Mr Miller is 30-year veteran of the IT sector, having worked in Australia, US, UK, Europe, Asia and the Middle East. Brian has held executive positions in public as well as private companies, and has sat on five Boards and two industry commissions. A founding member of the Institute of Asset Management, he was involved in the panel which helped establish the BS5750 standard for asset management, and worked closely with a number of industry regulators including: OFGEM, OFWAT and the Office of Rail Regulation. He has worked with four organisations which have either publicly listed or achieved a trade sale during his time on the Board. These exit deals have ranged in value from A\$50 million up to A\$250 million, and the companies have had between 50 to 400 employees.

GINO D'ANNA

Non-Executive Director

Mr D'Anna has significant primary and secondary capital markets experience having been involved in a number of IPOs and secondary capital raisings. He has been involved in a number of corporate reconstructions and recapitalisations and has raised in excess of \$100 million for companies.

RUSSELL MORAN

Non-Executive Director

Mr Moran has specific experience in mining transaction management, capital raisings, public reconstructions and recapitalisations, and strategic business development.

NEIL CANBY

Non-Executive Director

Mr Canby has held senior roles in organisations across a number industries, including in energy and utilities, with responsibilities for business development, project and operational delivery and commercial and financial management. He was Manager - Foundation Transformation Programs at Western Power Corporation, in Western Australia.

JAMES DEACON

Non-Executive Director

Mr Deacon has held a range of management and leadership roles in Australia and internationally across a diverse range of business sectors including; financial services, airlines, IT services, mining and utilities. He has a track record in delivering successful business transformations.

A dark grey world map is centered in the background of the top half of the slide. The map shows the outlines of continents and is overlaid with a faint grid of latitude and longitude lines. The text and quotation marks are placed over the map, primarily in the upper left and center areas.

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The global Enterprise Asset Management (EAM) Market is predicted to grow from US\$3.15 Billion in 2016 to

US\$5.24 Billion in 2021

”

- Reuters News; Worldwide Forecasts and Analysis; MarketsandMarkets

CONNECTIVITY

VISIBILITY

CONTROL

Enterprise Asset Management Solutions



- Enterprise Asset Management (EAM) software enables holistic viewing of company or project assets
- Managers are able to control and pro-actively optimise operations for quality and efficiency
- Algorithms allow asset managers to predict future failure rates from delayed equipment maintenance and analyse in 'real-time'

Higher asset productivity

Reduced maintenance costs

Increased visibility of operations & asset performance

**Unify processes for wide-ranging
asset management functions across multiple sites**

UK and Europe: International Distribution Partner On-Board



- Established major international Partnering Agreement with UK / Europe based Capita plc for the sale of its asset management and maintenance technology across Europe, including the United Kingdom.
- Under the Agreement, K2fly has a three-year arrangement, with the right to extend for a further year and beyond, to licence the Affinity Fieldreach and Affinity GeoField Solutions within Australia and will be targeting new contracts within the utilities, rail, electricity, water and telecommunications sectors.
- The Capita partnership provides K2fly with the ability to rapidly grow revenue from a deep base of European markets with large scale clients across the utilities, infrastructure, transport, aviation and defence industries, with minimal operational and capital cost.
- Capita is a FTSE-100 company and has worked in the infrastructure and energy industries since 1990, leading the adoption of Enterprise Asset Management software in asset intensive industries.
- Capita has been servicing billion dollar organisations in the infrastructure and energy industries for over 25 years with clients including Thames Water, United Utilities, Western Power, National Grid, Centrica, London Underground Limited, Network Rail and The National Health Service.
- Trusted partners of Capita include global leaders in the Enterprise Asset Management sector including an NYSE listed Fortune 500 company ranked in the top 25. Capita has in excess of 1,000 business development executives operating across Europe with direct relationships with some of the world's largest multinational organisations operating in asset intensive industries.

AFFINITY SUITE fieldreach

Intelligent Mobile Working



Affinity Fieldreach is an enterprise mobility solution. It is licensed on over 50,000 devices in leading organisations such as Network Rail, National Grid, Transport for London, and Electricity Northwest Limited. It delivers the most flexible enterprise-rated mobile experience available today and is available as an out-of-the-box solution to enable vital mobile processes including: asset management, work management but crucially is easily integrated with all major enterprise systems.

Fieldreach has the capability to:

- Increase business efficiency and agility
- Enable business decision making
- Plan work and meet regulatory requirements
- Generate accurate visual data

AFFINITY SUITE geofield

Geofield, is a powerful fieldwork management, mapping and data collection solution, designed for both disconnected and connected use.

Geofield provides the basis for comprehensive redlining, blacklining, imaging and network tracing and is underpinned by the ability to view map and asset data via an intuitive interface. It provides live status awareness of in-progress field activities allowing fieldworkers to collaborate by sharing information, providing situational awareness and the seamless information exchange for chained tasks.

Geofield is fully integrated with Capita's fieldwork solution Fieldreach, allowing customers to have the very best capabilities from both products tailored to their needs.

US: International Distribution Partner On-Board



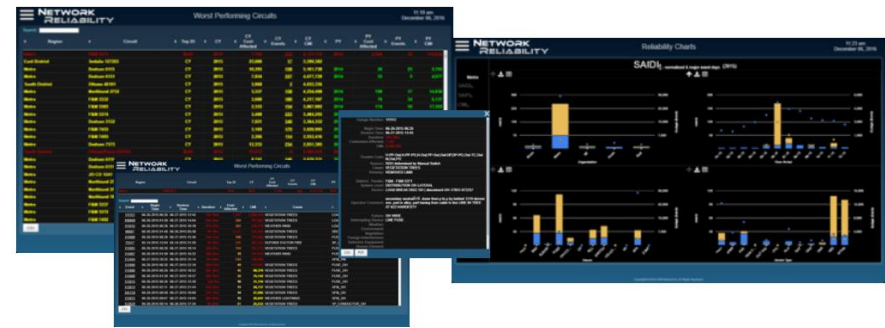
- Established a milestone Partnership Agreement with US-based OBI Partners of Atlanta, Georgia.
- Under the Agreement, K2fly has a two-year exclusive arrangement, with the right to extend for a further year, to licence the OBI Partners Business Intelligence Solutions within Australia and will be targeting new contracts within the utilities sector.
- OBI is an operational business intelligence solutions provider focused on the utility industry. The OBI solutions leverage a utilities' growing data in order to provide real-time “actionable intelligence” resulting in increased reliability, lower cost of operations and improved customer communications and satisfaction.
- With the proliferation of Advanced Metering Infrastructure (AMI) throughout Australia, the addition of terabytes of data creates new opportunities for operational efficiencies and challenges. This is the market that K2fly will be targeting through the partnership with OBI Partners.
- OBI Partners experience includes successful deployments of Operational Business Intelligence Solutions within electric and gas distribution companies as well as power generation, ranging from Hydro to Nuclear. Some of the past customer deployments of OBI Partners include: ConEdison of New York, Exelon, Northern Ireland Electricity and Southern Company, amongst others.
- The OBI Partners product suite has been successfully deployed to multiple client sites across North America, and includes **Network Operations, OpsView, ERT Performance, Network Reliability, Vegetation Performance, Customer Communications, Stakeholder Communications and Data Integrity**

OBI Partners Product Suite

k2fly



- Network Operations



- Network Reliability



- ERT Performance

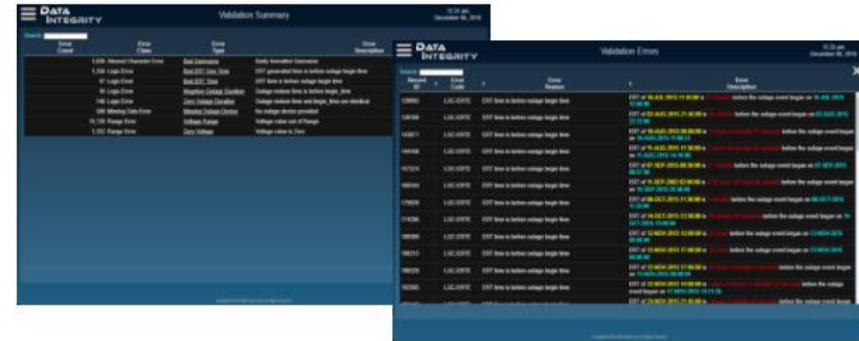


- OpsView

OBI Partners Product Suite



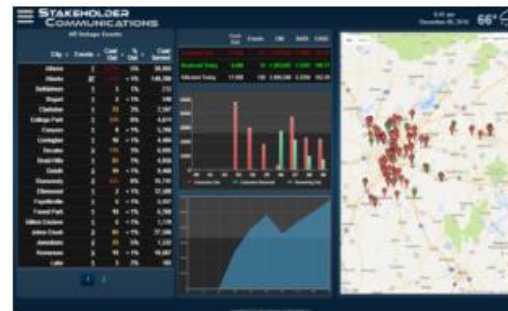
■ Vegetation Performance



■ Data Integrity



■ Customer Communications



■ Stakeholder Communications



South East Asia: International Distribution Partner On-Board



Mitrais

- Established a second major international Partnering Agreement through Mitrais for the sale of its asset management and maintenance technology across South East Asia, including Malaysia, Vietnam, Singapore and Indonesia.
- The Partnering Agreement provides K2fly with the ability to rapidly grow revenue from a deep base of South East Asian markets with large scale clients across the utilities, infrastructure and transport industries, with minimal operational and capital cost.
- Mitrais, has been in the EAM sector for in excess of 25 years and has over 400 dedicated staff. Mitrais has in excess of 100 current clients operating predominantly in asset intensive industries, including transport, mining, utilities and infrastructure.

Archer

- Established a 2-year distribution and partnership agreement with Archer, based in Singapore, to promote K2fly's latest innovative software product offering, NovIn.
- Archer is a leading fire protection business to heavy industry and provides engineering, service and maintenance and installation services to clients in the offshore, petrochemical and industrial sectors throughout Asia and the oil-rich Gulf Cooperation Council (GCC) region in the Middle East.
- Archer represents an excellent partner for K2fly and its leading proprietary enterprise asset management technology products and services. The agreement allows K2fly to drive new business sales and grow revenues in a new and high demand market segment.
- NovIn will be available for licencing directly across Australia and internationally through K2fly's major channel distribution partner in Europe and the UK and Mitrais in the ASEAN region.

K2F: Our Current Key Clients and Development Partners



- K2fly is currently working in partnership with:



- K2fly is currently providing technology services and support to:

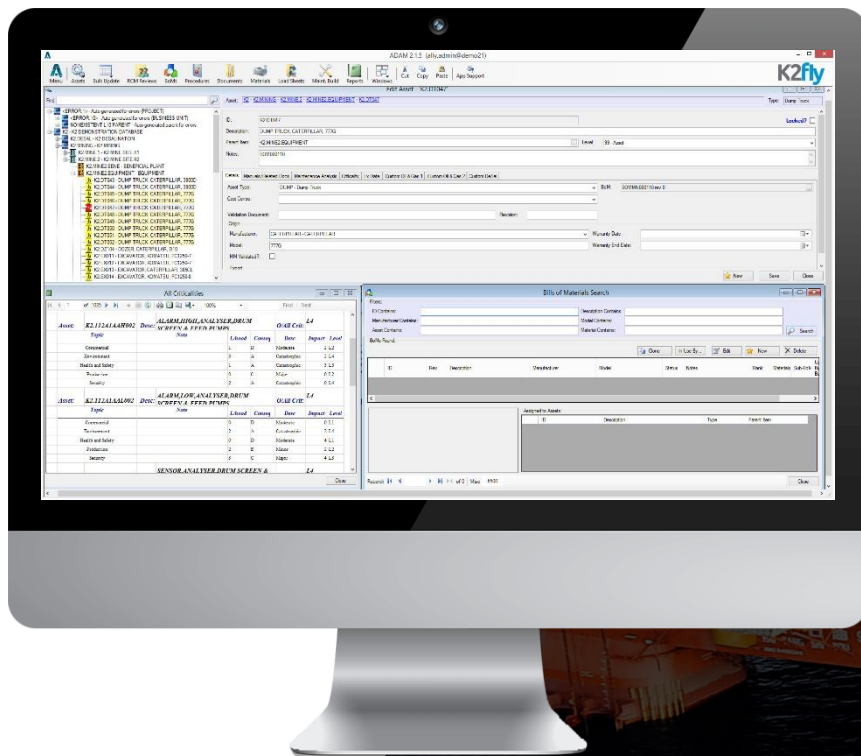


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ASSET DATA ANALYSIS MANAGEMENT

EAM - SaaS

- Multi-user
- Web-Enabled and Cloud Supported
- Real-time Visibility
- Highly configurable
- Robust Networking
- Light-weight, reliable
- Integrated solution
- (SAP, Maximo, JDEdwards, CMMS, Reliabler)



EAM Technology

- ADAM is a single-source integrated technology for the development and optimisation of asset management information, including data capture, maintenance analysis and build, spares identification, which is configurable for upload to any asset management system.
- Meta data captured during a maintenance build is exported as a loadsheet and uploaded into any CMMS, making ADAM software agnostic.
- The technology incorporates a web-enabled client-server system that can be run autonomously allowing clients to capture, manipulate and prepare asset, spares and maintenance information from anywhere in the world.

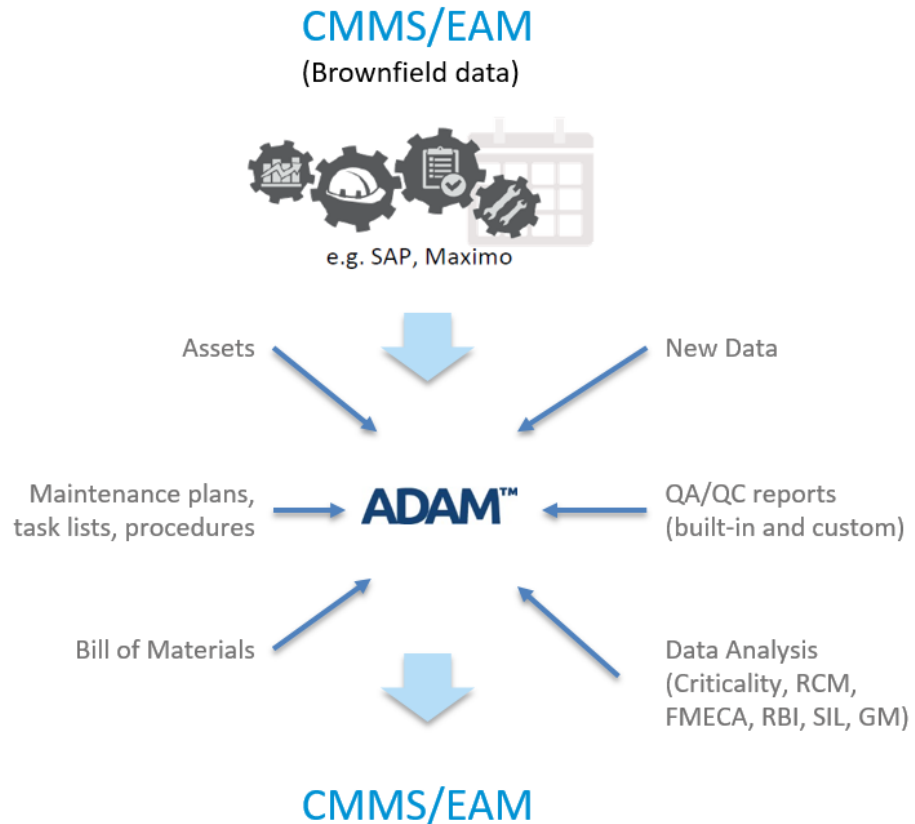
- Cloud Supported

Industry Accolades

- Successfully used by strategic partner K2 Technology to achieve Gold Asset Management Award and Engineers Australia Nominee Award from Asset Management Council for Operational Readiness project

Market Ready

- Set for commercialisation and marketable to all asset intensive industries



Enterprise Mobility Solutions

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Global market opportunity is expected to be

\$140 billion by the year 2020

growing at a compounded annual growth rate of 15%

APAC predicted to be the fastest growing at a **CAGR of 21%**

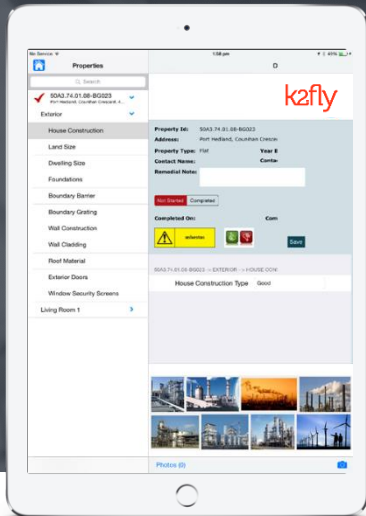
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- Deloitte; National Association of Software and Services Companies (Nasscom)

CONNECTIVITY

VISIBILITY

CONTROL



ENTERPRISE MOBILITY SOLUTIONS SUITE OF (EM) SOLUTIONS

“ K2F software technologies can improve efficiency, productivity and communication across any organization, in any industry ”

tagman.

Asset verification
Stand-alone or
ADAM add-on

docman.

Work-order
based activities

property inspector

Building and asset inspection

handover notes

Issue tracking and
shift change handover
Human resource management

novin

Specialist
real time
asset
inspection

K2F software technologies will improve efficiency, productivity and communication across your organisation, no matter what your industry

Industry Wide Enterprise Asset Management Solutions



Asset Management and the Public Sector

Increasing regulatory requirements, audit scrutiny, and the need for transparency with all stakeholders has put even more pressure on public sector organisations. Smarter, more-informed choices in fund allocation are essential for sustainability.



Asset Management for the Water Industry

The water industry is responsible for the maintenance of essential infrastructure on which we all rely, and faces increasing pressure to demonstrate operational efficiency. Globally, water and sewer infrastructure is aging, and the cost to rebuild is staggering.



Asset Management for the Facilities Industry

Facilities management applies across a wide range of industries including higher education, community housing, government-managed facilities, and stadiums, and many more. Responsibilities cover an equally broad.



Asset Management for Port Facilities

Ports facilities are critical asset infrastructure, essential for economic communities to remain competitive as they deliver business inputs and take exports to the global market. Characterised by growing trade, aging infrastructure and economic pressures.



Asset Management for the Rail Industry

The rail industry is heavily asset-intensive. Millions of dollars are invested annually in procurement and management of a range of physical assets including rolling stock, track, signals, switches, platforms and overhead wiring. Rail organisations will have to deliver more and more, often with less and less.



Leading technology
for asset management

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