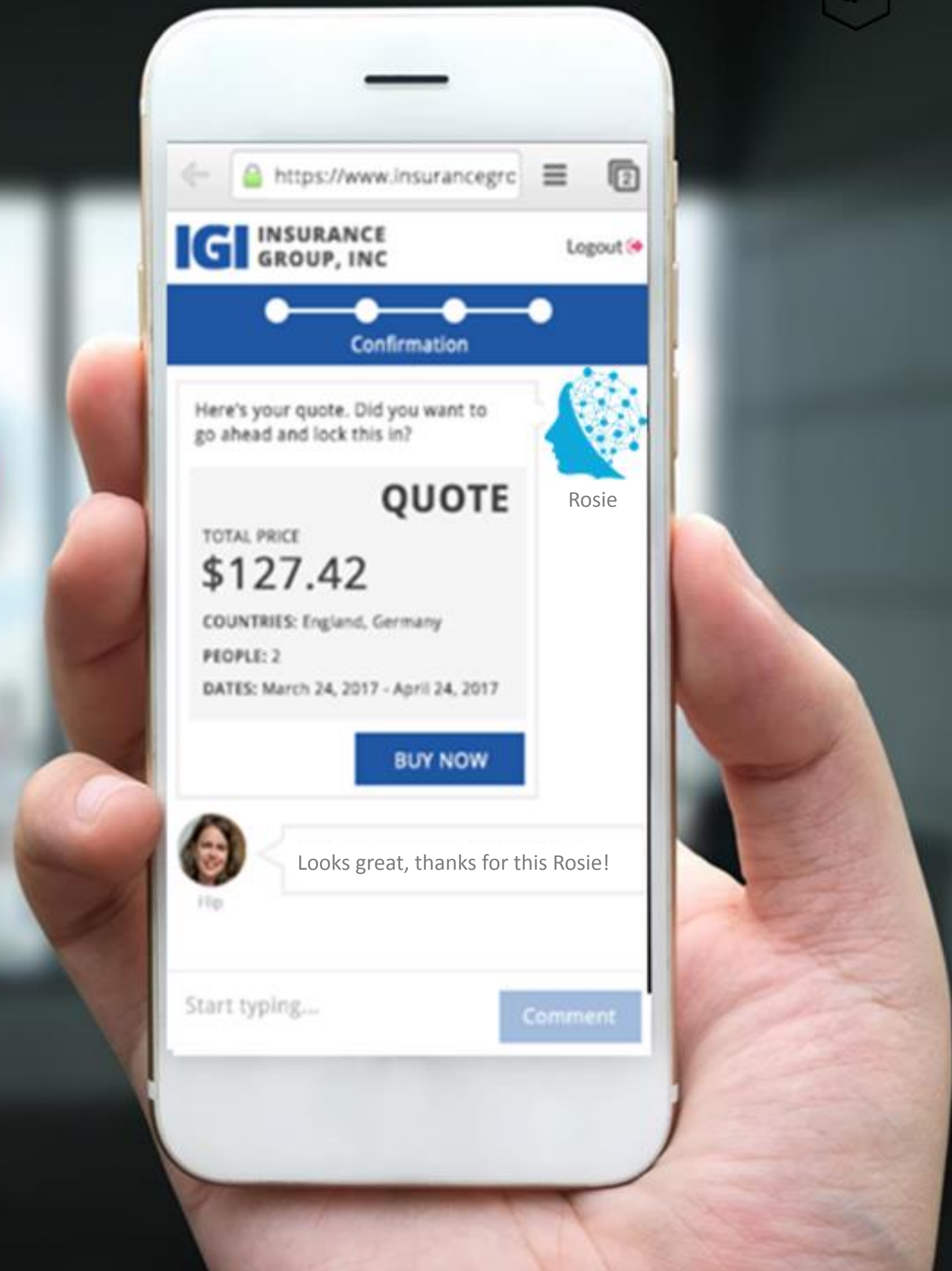




**flamingo**  
Intelligent Automated Conversations

  
**ROSIE**





# Investment Highlights



**PAYING CUSTOMERS** including Fortune 100 insurers in the US such as Nationwide Insurance and AMP in Australia, with a strong and growing sales pipeline



**PARTNER CHANNEL** activated to scale more quickly and efficiently through lead sales generation and integration support



**INITIAL US\$17.7 BILLION MARKET OPPORTUNITY** in Financial Services sector with significant investment going into Artificial Intelligence



**WELL FUNDED** following oversubscribed \$5.5m equity placement supporting pathway to high margin, monthly recurring revenue



**SCALABLE PLATFORM** solving significant business problems across multiple product lines and applications related to customer sales, retention and engagement



**WORLD CLASS TEAM** in category expertise, technology, data science and business development

# The Problem



LOW  
ONLINE  
SALES  
CONVERSION



POOR  
CUSTOMER  
EXPERIENCE  
ONLINE



HIGH COSTS  
TO SERVICE  
CUSTOMER  
& AGENT USING  
VOICE

Insurance companies need to increase 10x online sales revenues in the next 5 years

# The Solution

Flamingo solves the problem of low online sales conversion rates

## WHAT IS FLAMINGO?

Flamingo is an Enterprise SaaS company in the high-tech Artificial Intelligence (AI) field within the emerging category of Conversational Commerce, providing:

### 1. Cognitive Virtual Assistant (ROSIE)

- Flamingo fuses web-chat, web-forms and machine learning to guide customers through complex decision making into quotation and payment

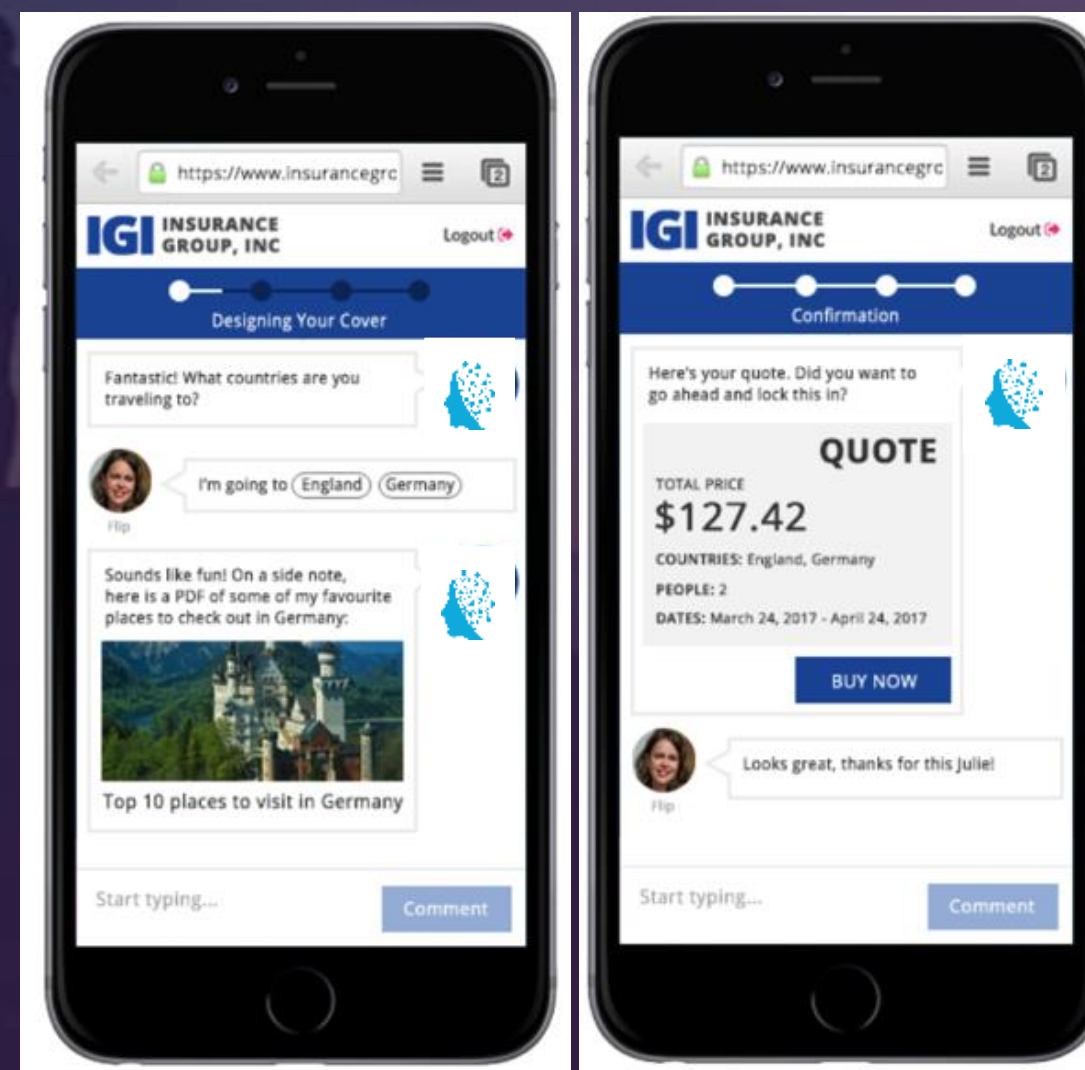
### 2. Intelligent Guided Selling Platform – JourneyAssist

- Helps increase online sales conversion rates for large financial services firms
- The platform is also used to on-board, renew and service customers



# ROSIE

FLAMINGO | Commercial in Confidence





# Value Proposition



Flamingo's Artificial Intelligence-powered virtual assistant, ROSIE.

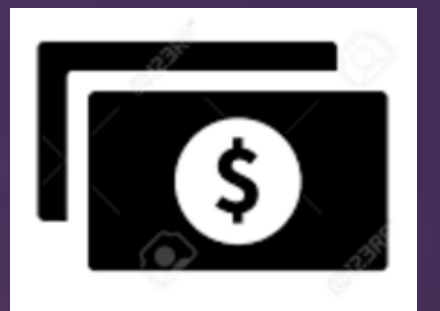
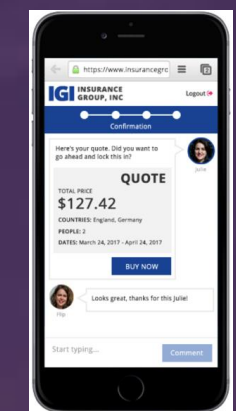
## CLIENT TARGETS

### Higher Sales Conversion Rates

Complex financial products are much easier to sell if customers are guided through the purchase process, resulting in a higher conversion rate



**100% INCREASE  
IN ONLINE SALES CONVERSION**

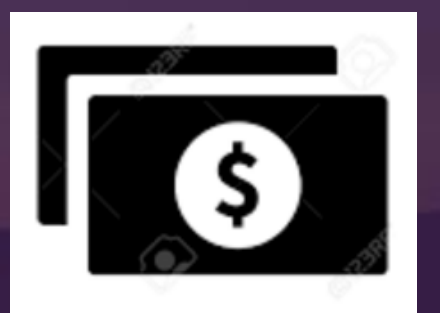
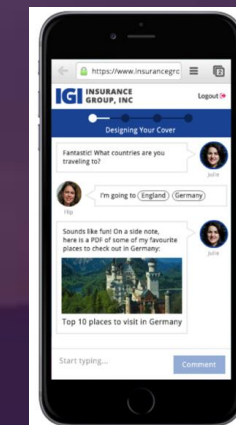


### Increased Customer Retention

Customers purchase the right product for their needs, which leads to higher customer retention



**20% INCREASE  
IN RETENTION**

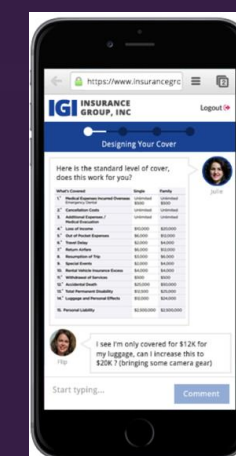


### Increased Efficiencies

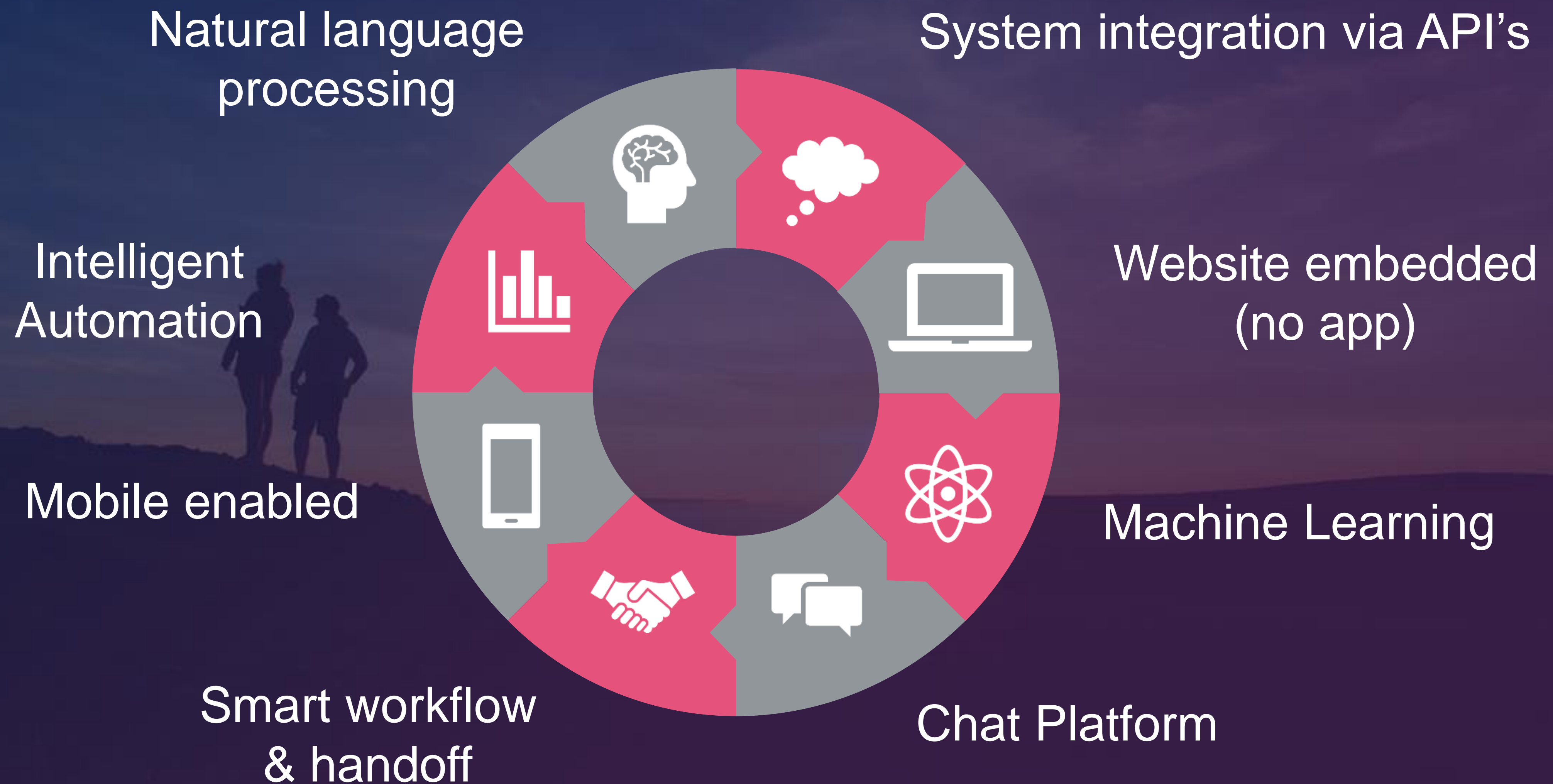
Journeys are able to be automated, meaning that employees are required less often or not at all, reducing customer calls and reducing staffing costs



**30% REDUCTION  
IN-BOUND CALLS**



# The Flamingo Platform Combines...



# How Flamingo Works



1

CUSTOMER VISITS

COMPANY'S

WEBSITE

2

CUSTOMER CLICKS

ON VIRTUAL

ASSISTANT (ROSIE)

ICON

3

ROSIE

GUIDES CUSTOMER

THROUGH THEIR

JOURNEY

4

CUSTOMER CAN ASK

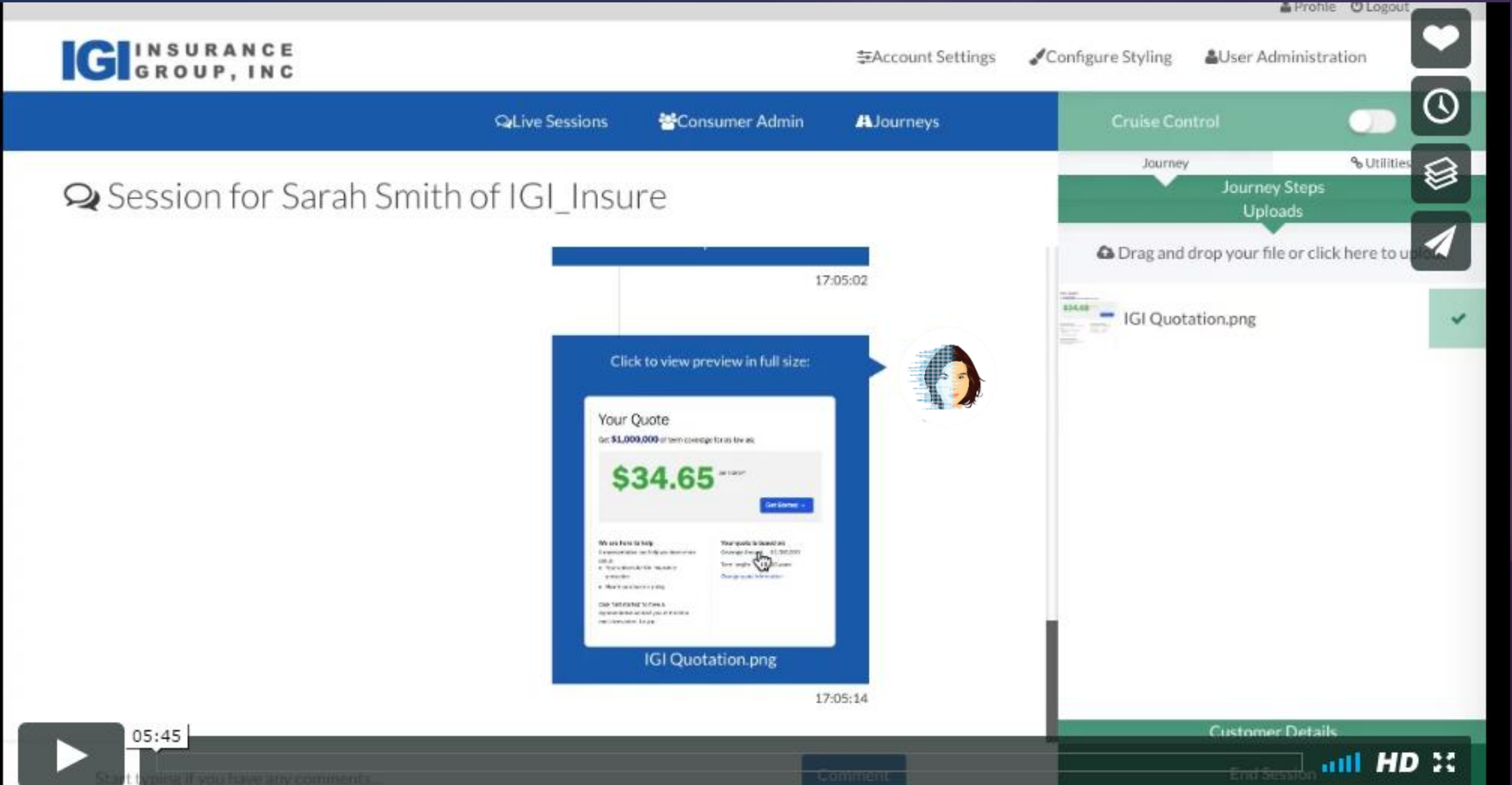
ANY QUESTION IN

THEIR DECISION-

MAKING PROCESS

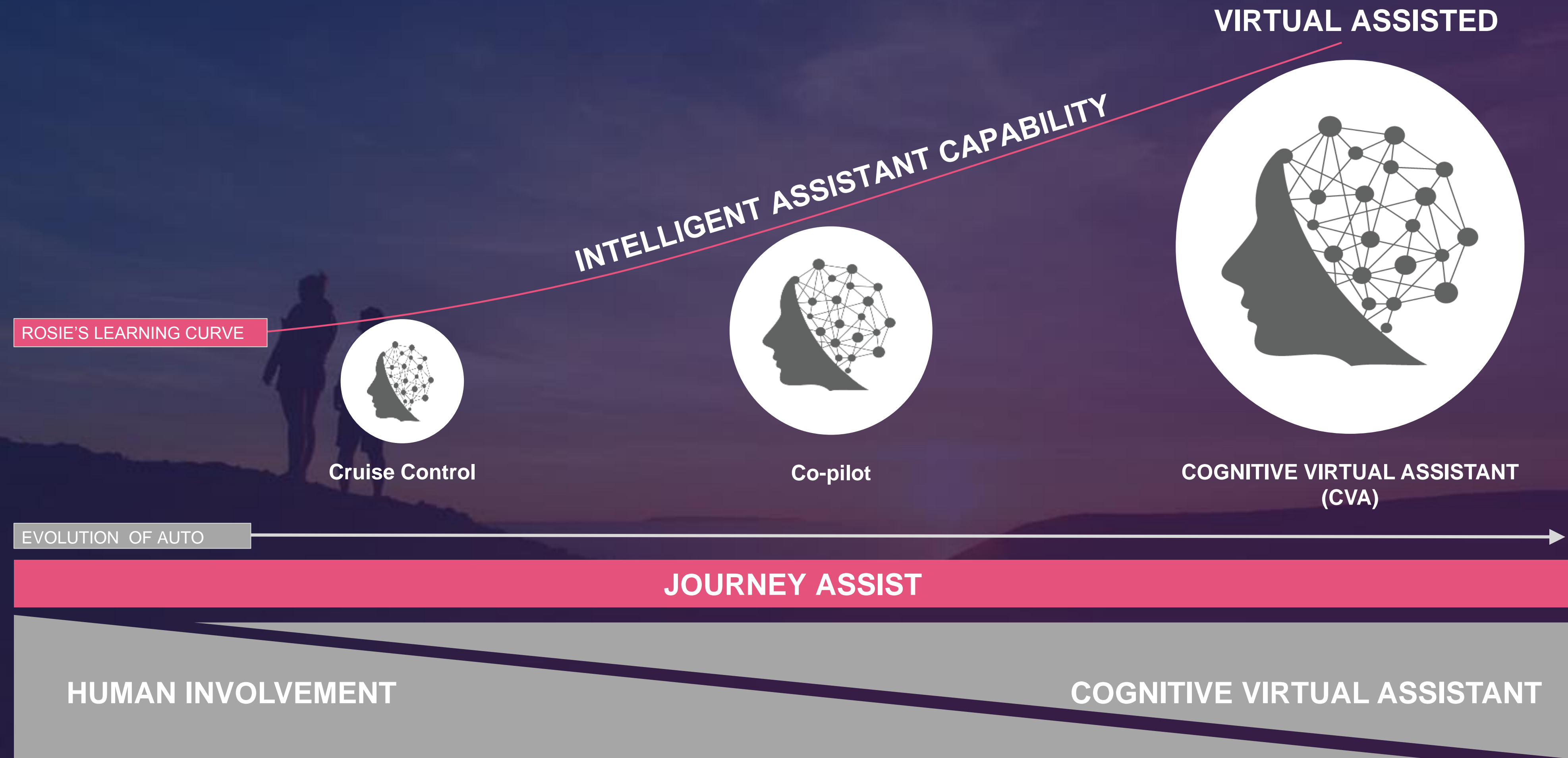


# DEMO (PLEASE CLICK ON SCREEN)

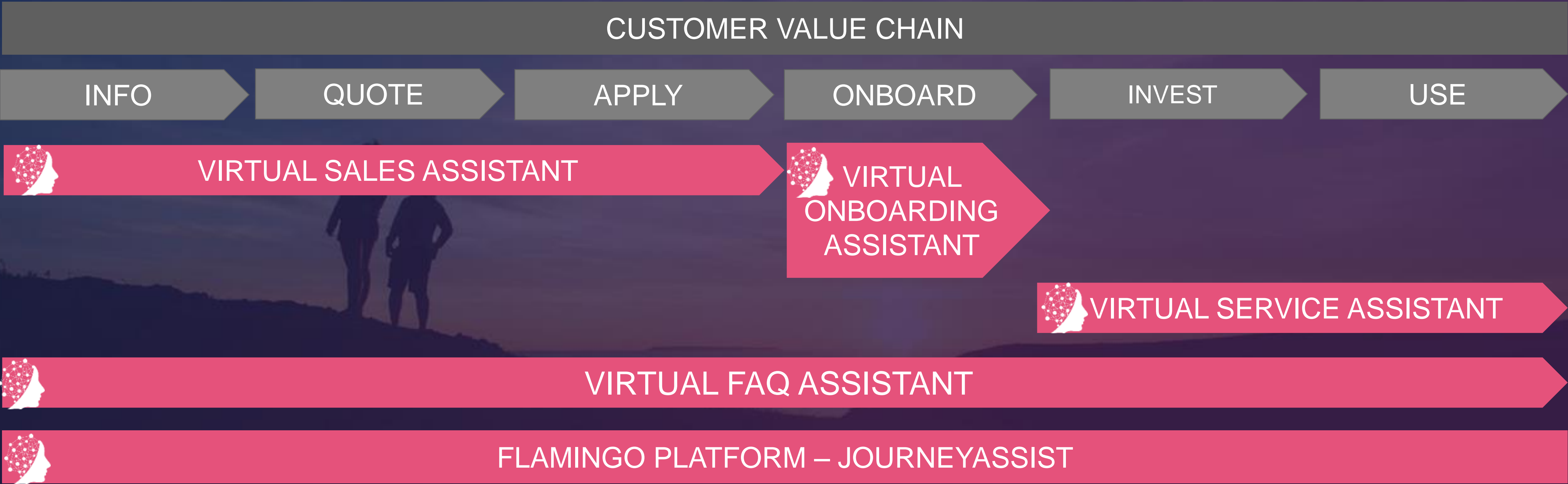




# Machine Learning Automation



# One Platform Across the Value Chain





# Progress Since Listing



# Global Traction

3 Fortune 50  
US Insurance  
Companies

General Insurance  
Employee Benefits  
Life Insurance  
Pet Insurance  
Retirement Product



Singapore  
MetLife Asia  
Collab Program and  
contract

Wealth Management  
Online Lending  
Superannuation  
Life Insurance





# Current Engagements

1. **Cognitive Virtual Sales Assistant** - Direct to Customer Retirement product sales journey – **USA Fortune 100**
2. **Cognitive Virtual Service Assistant** - Direct to Customer Retirement product: post sales service – **USA Fortune 100**
3. **Cognitive Virtual Sales Assistant** – Auto Insurance sales journey – **USA Fortune 100**
4. **Cognitive Virtual Sales Assistant** – Life Insurance sales journey – **USA Fortune 100**
5. **Cognitive Virtual Sales Assistant** – Online Personal Loan Sales Journey – **Australia ASX 100**
6. **Cognitive Virtual Sales Assistant** – Superannuation and Life Insurance Sales Journey – **Australia Fintech**



# Value Created for our Customers

50%

REDUCTION IN  
ABANDONMENT RATES

Case: SME Insurance

32%

INCREASE IN ENQUIRY  
TO QUOTE

Case: SME Insurance

90%

INCREASE ON YOY  
CUSTOMER RENEWALS

Case: Pet Insurance

300%

DECREASE IN CALL HANDLING  
TIMES COMPARED TO VOICE

Case: Insurance On-  
boarding

30PT

INCREASE IN NPS

Case: B2C Insurance

50%

QUALIFIED LEAD TO SALES

Case: High Net Worth  
customer - Wealth  
Management Needs &  
Requirements

20%

INCREASE IN CUSTOMER RETENTION

Case: B2C Insurance



# Path to Revenue

## PROOF OF CONCEPT

### TEST OF THE CONCEPT

A constrained test of the platform is conducted.

Hypotheses set and tested.

Can be integrated or not.

## TRIAL

### TRIAL THE PLATFORM WITH LIVE CUSOTMERS

Platform is set up and implemented with live customers for a set period of time. Also known as Production Pilot

## SUBSCRI- PTION

### PLATFORM SWITCHED ON

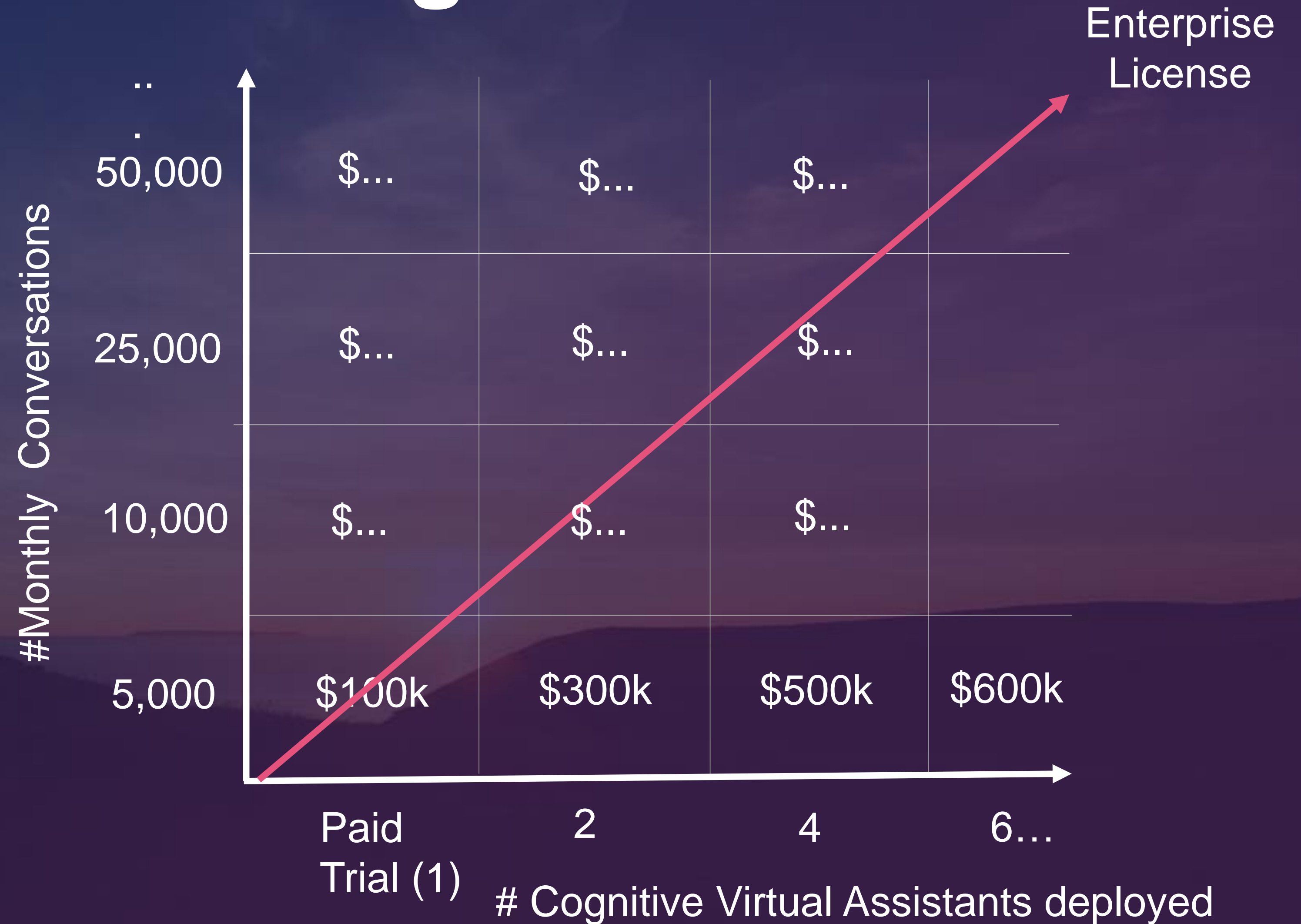
Upon the completion of the Trial the organisation may choose to switch the platform on in a monthly recurring revenue subscription plus tiered usage model

## REVENUE SHARE

### REVENUE SHARE

Client companies have the option to transfer to a lower subscription rate plus a performance fee for successful outcomes in the platform

# Tiered Pricing Model





# Our Partners – Stepping into Scale



**USA**  
**SALES LEAD**



**AUSTRALIA**  
**SALES LEAD +**  
**INTEGRATION**



**ASIA PACIFIC**  
**SALES LEAD +**  
**INTEGRATION**



# Management Team



**DR CATRIONA WALLACE**  
CEO Founder

Established and proven entrepreneur, multi-award winning, recognised business leader.

PhD in Organisational Behavior – Human Technology Interaction.

Recognised as Top-5 Global Customer Experience Expert. Springboard Alumni.

Founder and now major shareholder of successful businesses including multi-Award winning firm, Fifth Quadrant and ACA Research.



**JOE WALLER**  
Group CTO

Former Technology Strategist and Chief-of-Staff of Betfair, the world's biggest sports trading platform.

Played a key role in growing the company from a UK technology startup into the world's largest internet betting exchange .

Ran the product and platform teams that built and scaled the exchange to annual revenues of over \$700 million, matching over 30,000 trades a minute (more than all of Europe's stock exchanges combined).



**DR JACK ELLIOTT**  
Chief Data Scientist

Published expert and internationally recognised academic for large-scale, natural language processing and linguistics.

Software engineering career spanning over 15 years and three continents across the banking & financial sectors.

Leveraging academic expertise to drive the deployment of text processing algorithms on a massive scale to provide intelligent, native insight on the Flamingo platform.



**BRENTON CHARNLEY**  
Chief Commercial Officer

Brenton, who in 2012 was identified as one of Australia's top 50 emerging leaders, has over 12 years' experience helping entrepreneurs, teams and corporate executives embrace new ways of thinking and doing business.

Before joining Cre8tek, Brenton was Head of Innovation at MetLife Insurance Australia, one of the largest global providers of insurance, annuities, and employee benefit programs, with 90 million customers in over 60 countries worldwide.



**ROHINEE MOHINDROO**  
President US

Rohinee, with a Master's in Computer Science from Monmouth University, has over 25 years of leadership experience across the technology sector.

Before joining Cre8tek, Rohinee co-founded Dyjit, a concept lab that focuses on projects that allow consumers and businesses to have better digital experiences with legacy industry verticals.



# Capital Structure

ASX Ticker CR8

Shares on Issue ~683m

Underwritten Rights Issue 50m

Total Shares ~733m\*

Share Price (as at 19 May 2017) \$0.038

Market Capitalisation ~\$28m

Cash at Bank (31 March '17 inc \$2m rights issue) ~\$6.5m

Enterprise Value ~\$21.5m



Security	Options	Exercis e	Expiry	Status
Option	25m	\$0.02	4 Nov 2019	Unlisted
Option	50m	\$0.03	5 Feb 2019	Unlisted
Option	~14.8m	\$0.029	Employee	Unlisted
Option	128.89m	\$0.06	1 year	Proposed to be listed- CR8OA
Performance Shares	288m	n/a		Escrowed
Performance Rights	30m	n/a		Escrowed to 5 Feb '18

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# LET'S DO MORE THAN CHAT

[www.flamingo.ai](http://www.flamingo.ai)



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