
MOBILISE LAUNCHES TO MAKE BUSINESSES MORE PRODUCTIVE

- + New Mobilise online hire marketplace launched
- + Initial marketing focus on high potential opportunity in building and construction markets, with other categories to be added post-launch
- + Features first-of-its-kind insurance solution
- + Strong future focus on leveraging access to key partners
- + Allcott and Botany Access are first supply partners.

Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to announce the launch today of the new online hire marketplace to monetise idle assets – Mobilise: www.mobilise.com.

Mobilise will allow asset owners to safely and efficiently hire their idle assets to private individuals and businesses that are seeking temporary access to a wide range of assets at reasonable prices. Mobilise will facilitate marketing of the assets through an online marketplace, verify potential renters through Collaborate's proprietary PeerPass® platform, collect payments and ensure that hired assets are covered by insurance.

Following the initial launch, the growth of Mobilise will be supported by a significant online advertising & PR campaign to target relevant customers directly and will expand to include customers referred by strategic partners. Initially campaigns will focus on securing a supply of assets, shifting to demand once critical mass has been attained. Botany Access and Allcott are confirmed as supply partners, with over 3,000 items available, including construction and access equipment, tools and safety products, on the Mobilise platform at launch. The building and construction industries have been identified as a key initial development opportunity for Mobilise and further categories will be targeted with specific marketing activities in the future.

A first-of-its-kind insurance solution has been created for Mobilise that protects owners' interests in their assets and enhances the trust and functionality of the Mobilise platform. In addition, up to \$20m protection is provided for property damage or personal injury resulting from the use of equipment hired in conjunction with the Mobilise terms of service. Together, this insurance coverage provides protection for owners and hirers not available through any other online marketplace and makes the hiring of assets between individuals and companies a viable proposition for the first time.

Rob Rattray, General Manager of Mobilise said "Being Australia's first, complete business-to-business 'hire anything' platform we're excited by the potential growth that lies ahead of Mobilise. The entire team has worked incredibly hard to get us to launch and now we're ready to provide Australian businesses with opportunities not possible before Mobilise."

Every day, billions of dollars' worth of assets remain under-utilised. Owners must choose between either incurring the ongoing cost of ownership, or selling the assets, potentially for a loss. Mobilise introduces a third option that generates revenue for asset owners and

justifies continuing ownership. Mobilise will allow asset owners to safely and efficiently hire their idle assets to private individuals and businesses that are seeking temporary access to a wide range of assets at reasonable prices.

To further strengthen the Mobilise proposition, Collaborate appointed respected hire and equipment industry veteran, John Tolmie, as a strategic advisor to its Board. Mr Tolmie is the former Group CEO of Kennards Hire, Australia's number one family owned supplier of high quality hire equipment and brings a wealth of logistics, hire industry and business development experience to Collaborate. Mr Tolmie's expertise, acquired on both sides of the hire sector, and strong network of industry contacts, will add significant value to the Mobilise proposition.

Chris Noone, CEO of Collaborate Corporation said "We are very excited to deliver the first viable online platform capable of unlocking the enormous latent potential of under-utilised assets. Through Mobilise we anticipate unlocking opportunities that can increase productivity and deliver growth to businesses and the economy as a whole."

John Tolmie, former CEO of Kennards Hire commented "I am excited to be a part Mobilise, a new hire concept offering Australian people and businesses an alternative to the traditional hire market. The ability for people and companies to "Mobilise" their assets in the shared economy will benefit all."

Authorised by:

Chris Noone
CEO and Director
Collaborate Corporation Limited

About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' businesses. Collaborate currently has three core business segments: www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business; www.MyCaravan.com.au Australia's leading peer-to-peer caravan rental business; and www.Mobilise.com an online hire marketplace to unlock the enormous potential of under-utilised assets. Through our proprietary trust and reputation platform, www.peerpass.com.au we create 'trust' between individuals and make it possible for people and companies to safely transact with each other in the sharing economy.