

## ASX ANNOUNCEMENT

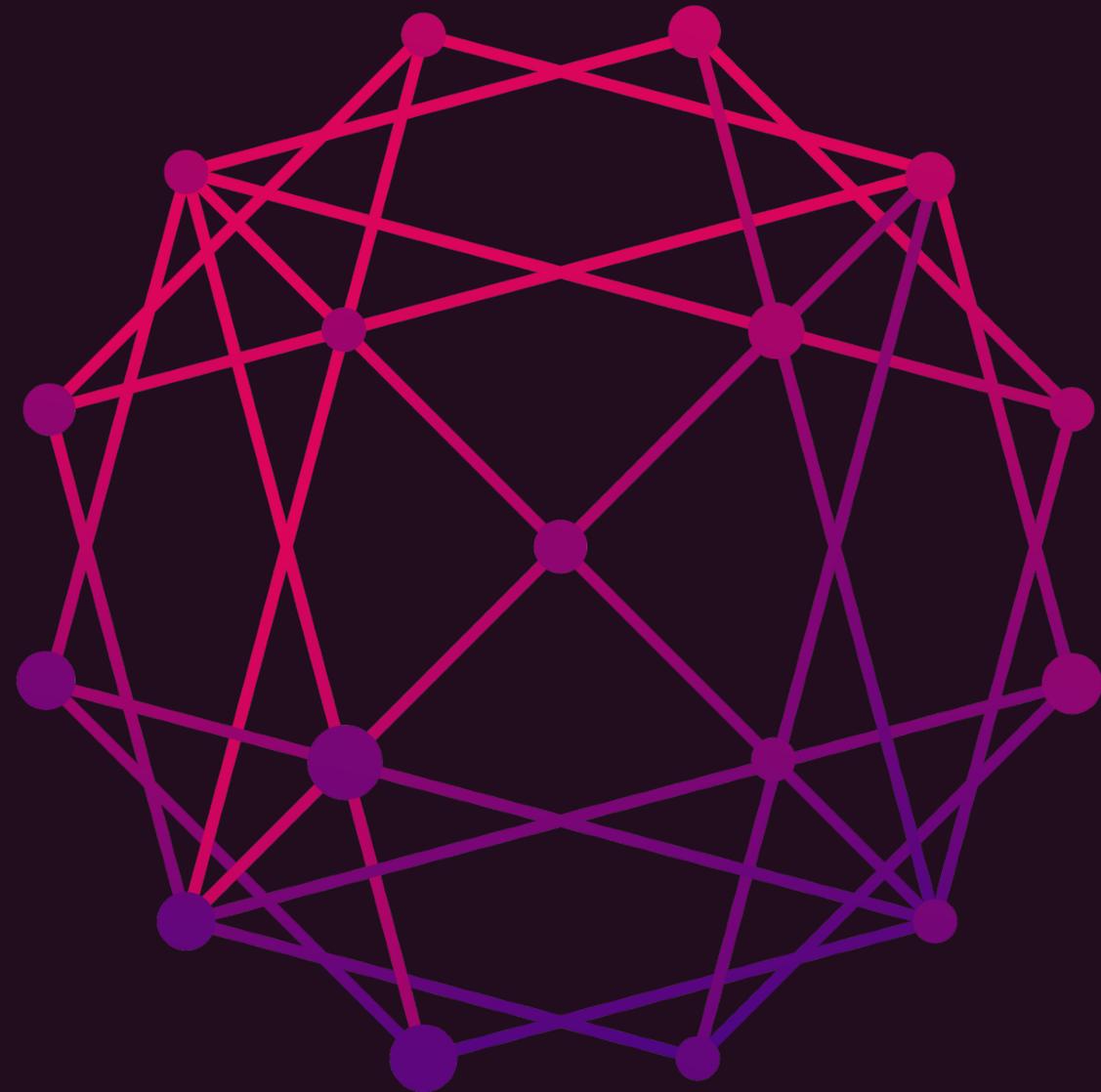
20 December 2017

### Brontech Presentation

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Further to the announcement on 11 December 2017 in relation to its proposed strategic investment in Blockchain company Brontech Pty Ltd (**Brontech**), Ookami Limited (ASX: OOK) is pleased to provide the attached presentation on Brontech.

For further information, please contact:  
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Tel: (08) 9322 1587



bron.tech  
DATA DECENTRALISED

Bron.Tech's Mission.

“

**Decentralise data:** Create  
an open data ecosystem  
where everyone can  
contribute data and be  
rewarded for it.”

## **3 key goals.**

**1**  
Create open data marketplace where individuals and organisations can contribute and exchange information.

**2**  
Create a complementary data backed monetary mechanism for the ecosystem (The Bron and other stable coin derivatives as reward tokens).

**3**  
Develop additional supporting tools for the Bron utilisation, data collection and identity management.

**Make data available.**

# Why is this important?

## Data oligopoly & inaccessibility

Data is one of the key resources that organisations need in order to understand the market, differentiate their offering or improve their services through personalisation or ML/AI. Yet, for most of the organisations rich, high quality data in a usable format is **inaccessible**. Most of the data is held by a **handful of organisations** and this creates an unfair distribution of power in the World and a barrier for innovation.

By 2022, data will be the most valuable resource in the World. However, individuals and most of the organisations are not getting any financial benefit when their data is used, therefore they do not have an incentive to share the information across domains.

# We are enabling cross domain data utilisation.

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## Decentralised infrastructure for data management

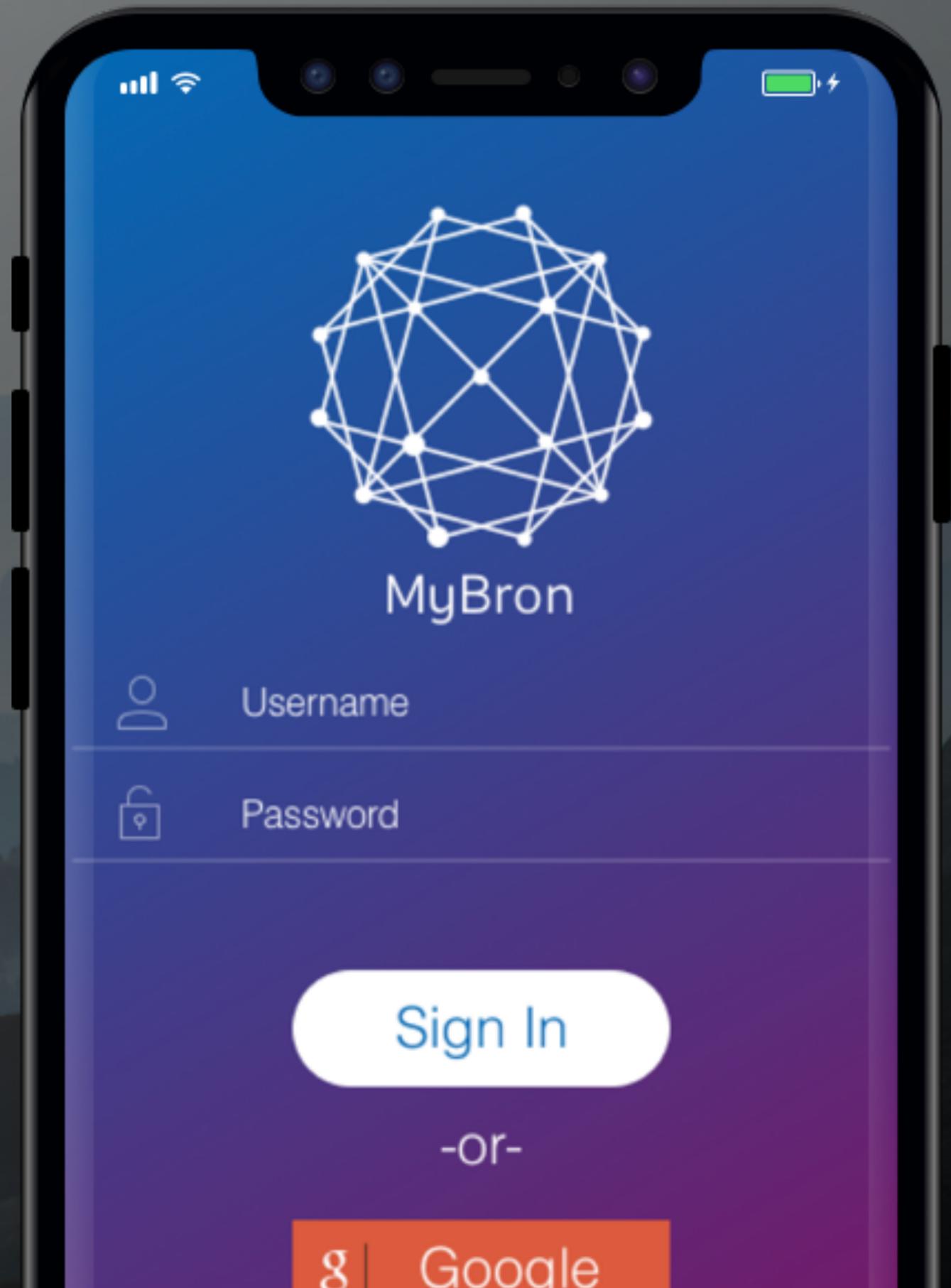
Individuals and organisations are both contributing to the data value chain. However, the compensation is asymmetric between the two groups. Often one organisation's data collection is considered as a competitive advantage, therefore companies have very little incentive to share information with their competitors. Unlike companies, the motivation for individuals is different. As long as they see a clear benefit, people are willing to share (especially in ways that does not jeopardise their privacy and control). Bron.Tech is creating a data marketplace where individuals and organisations can share information in a privacy compliant manner. This way organisations can access data that is difficult to obtain and individuals will be compensated when companies are using their personal information.

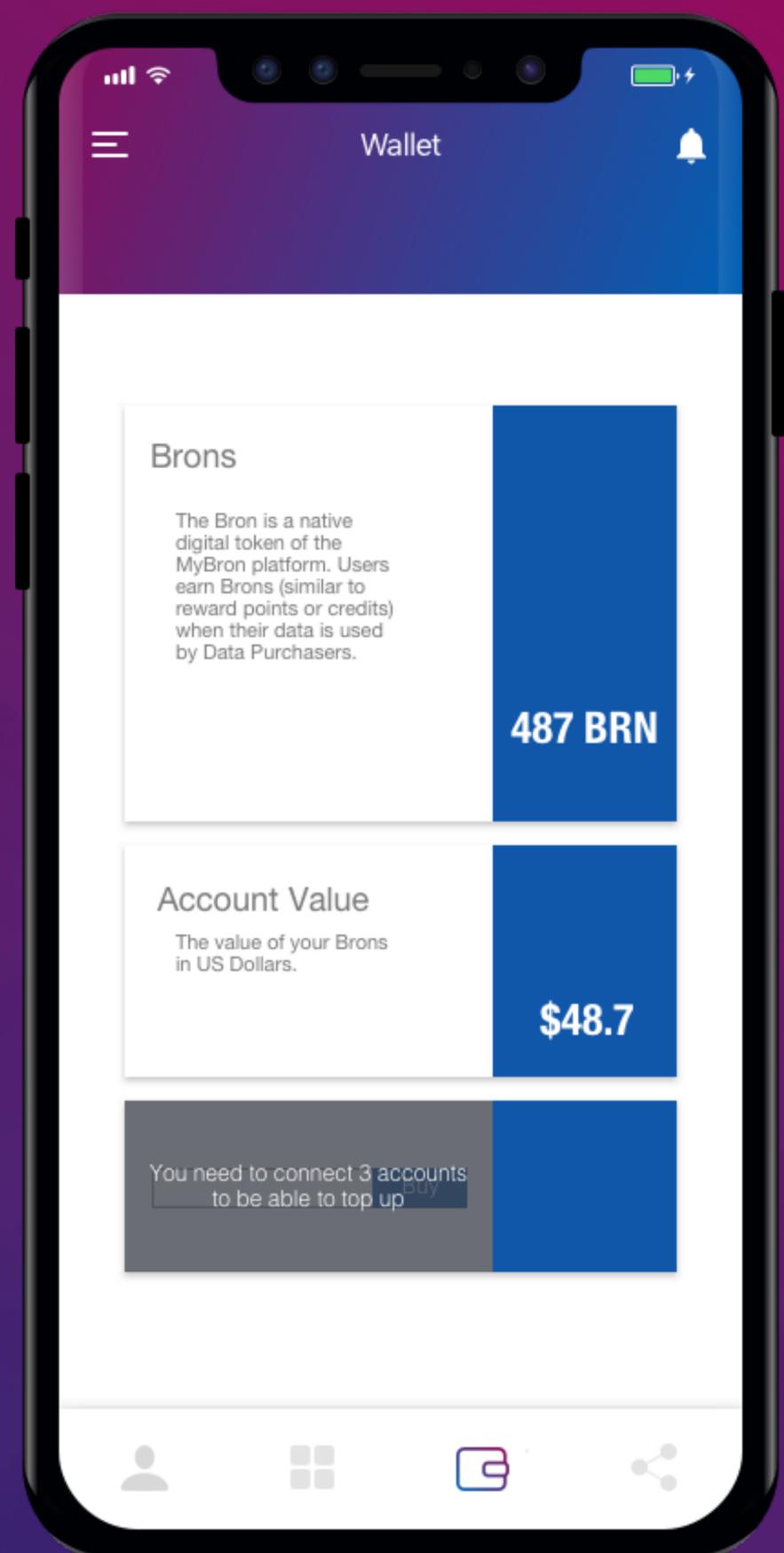
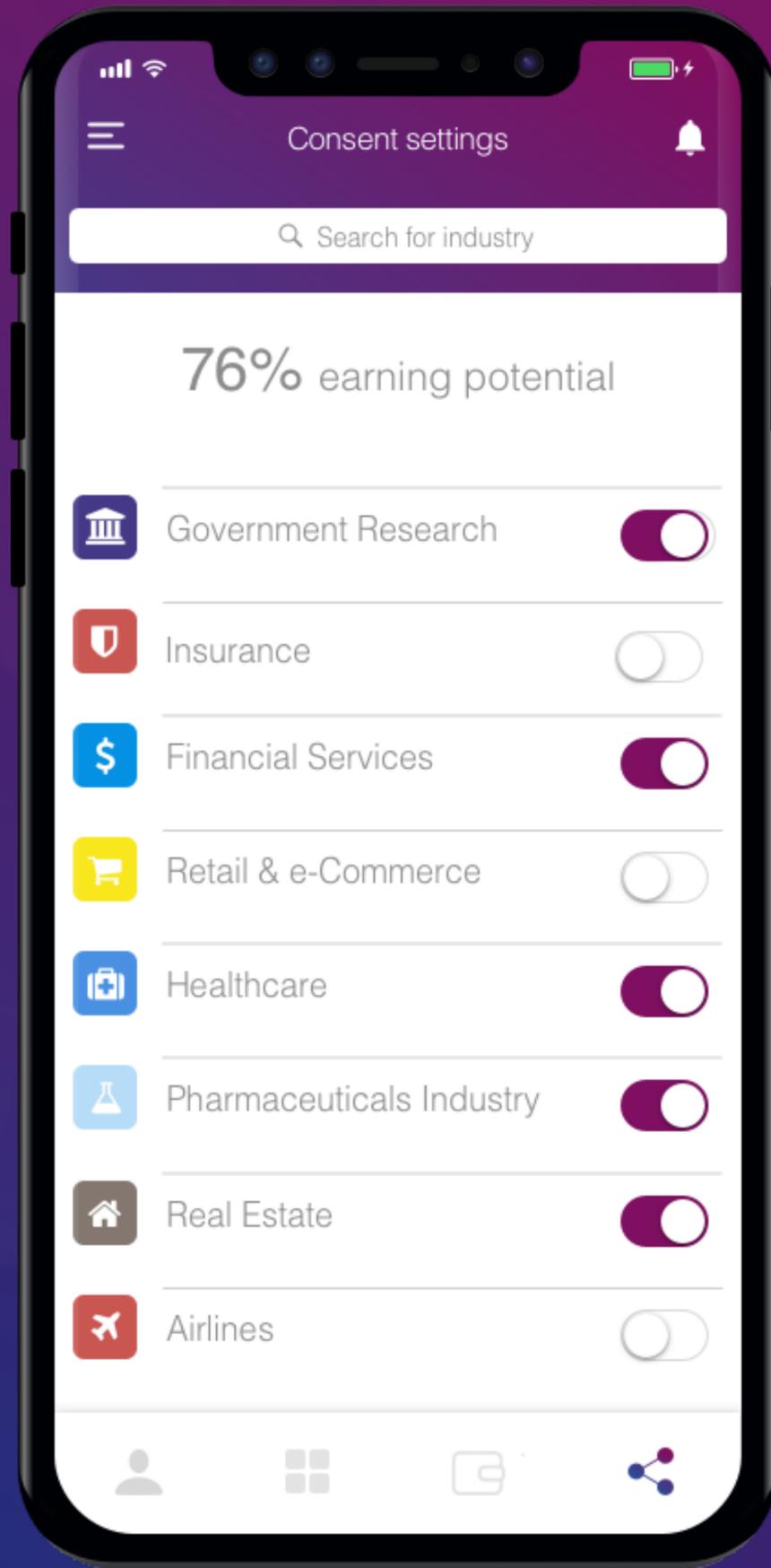
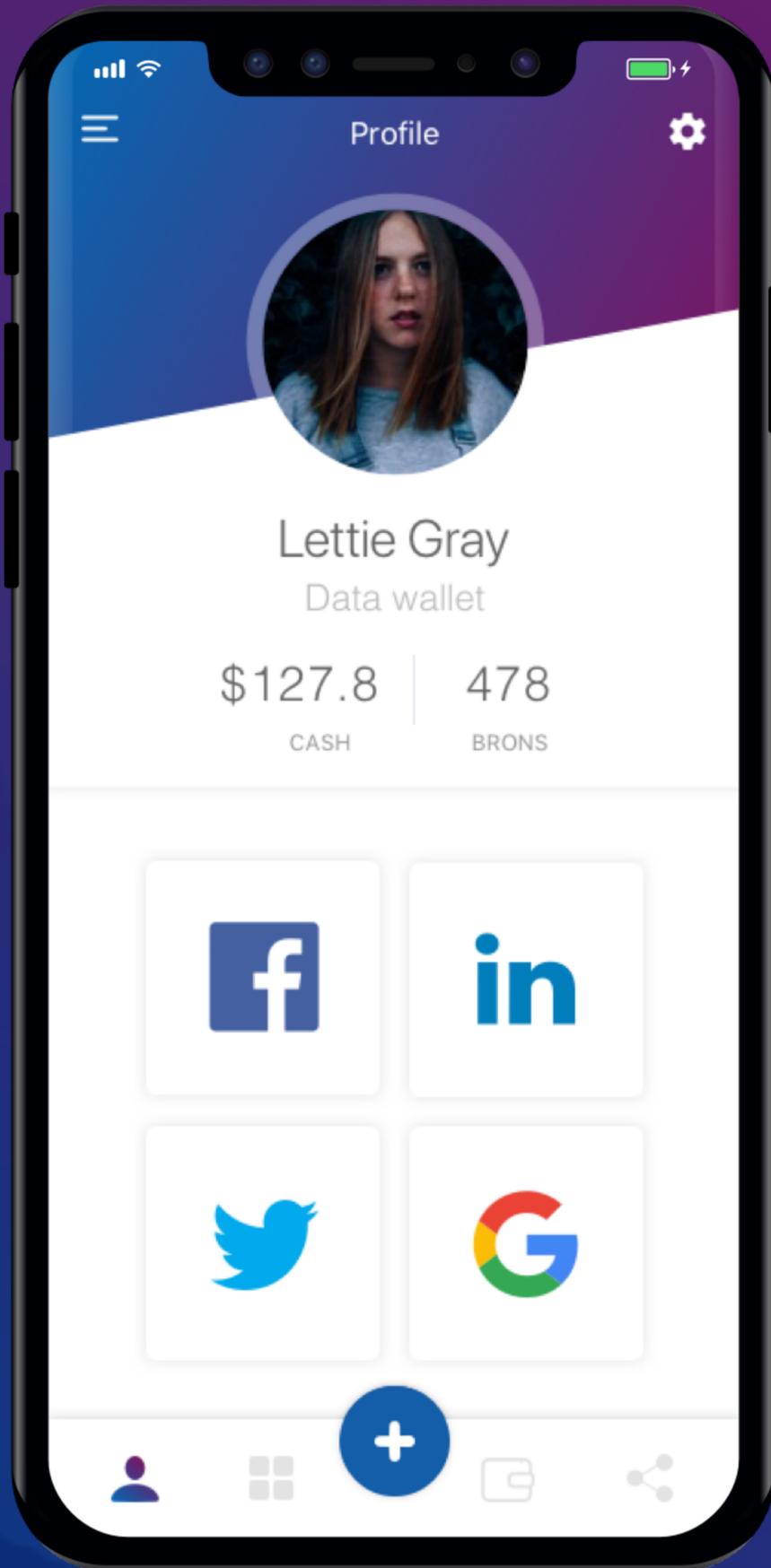
The MyBron data marketplace.

# Open data marketplace

MyBron is a two-sided data marketplace, where our users extract their personal information from various accounts (currently Social networks and in the near future Bank Feeds, Shopping Data, etc.) in their personal data wallet.

Every time the data is used by an organisation, the users are getting paid with our native digital token (the Bron as a rewards token), cash or special offers.

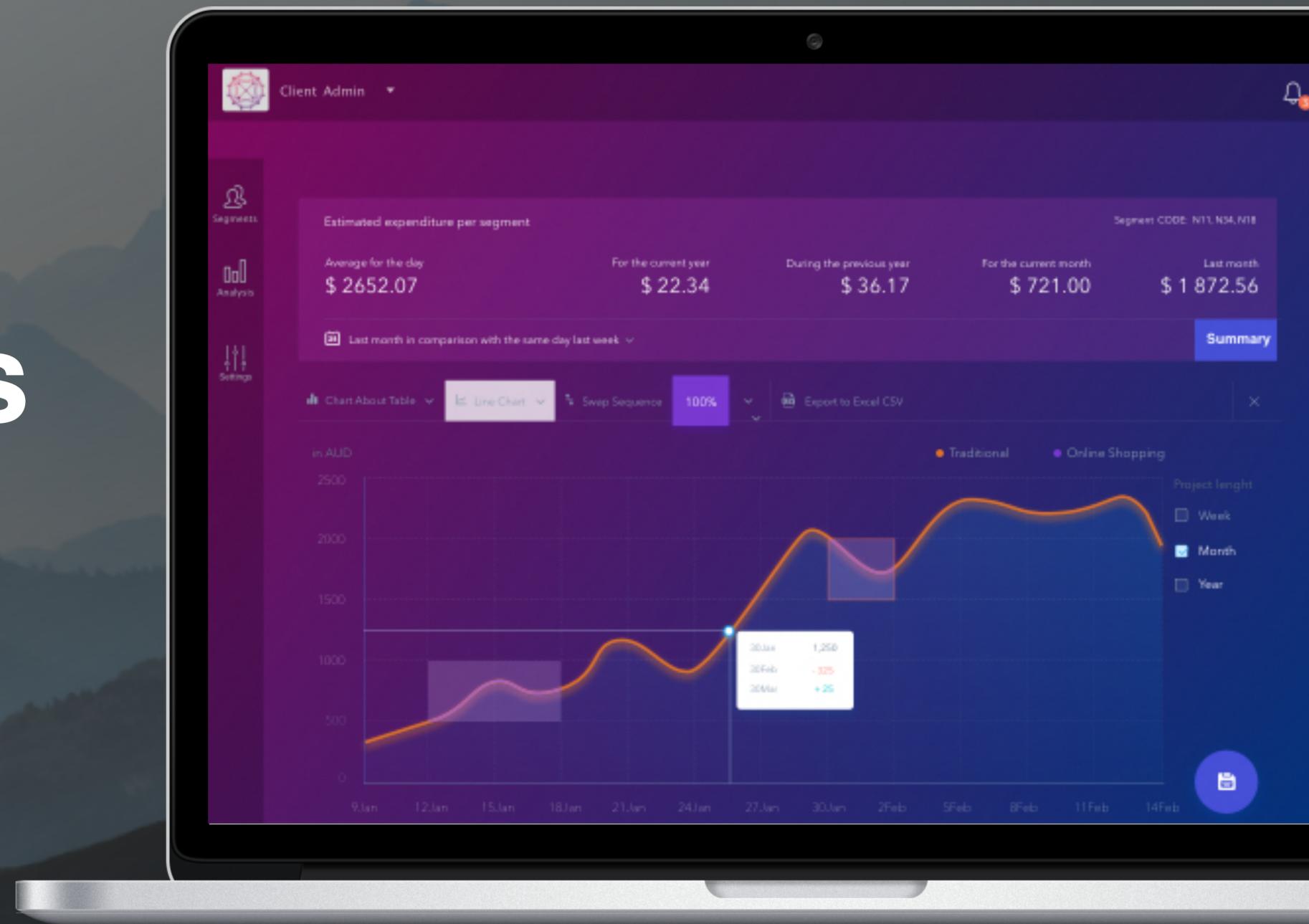




Products for business clients.

# Data products and API for business clients

Our business clients can get access to aggregated data products via customised dashboards, API or data that can be used to train and test algorithms.

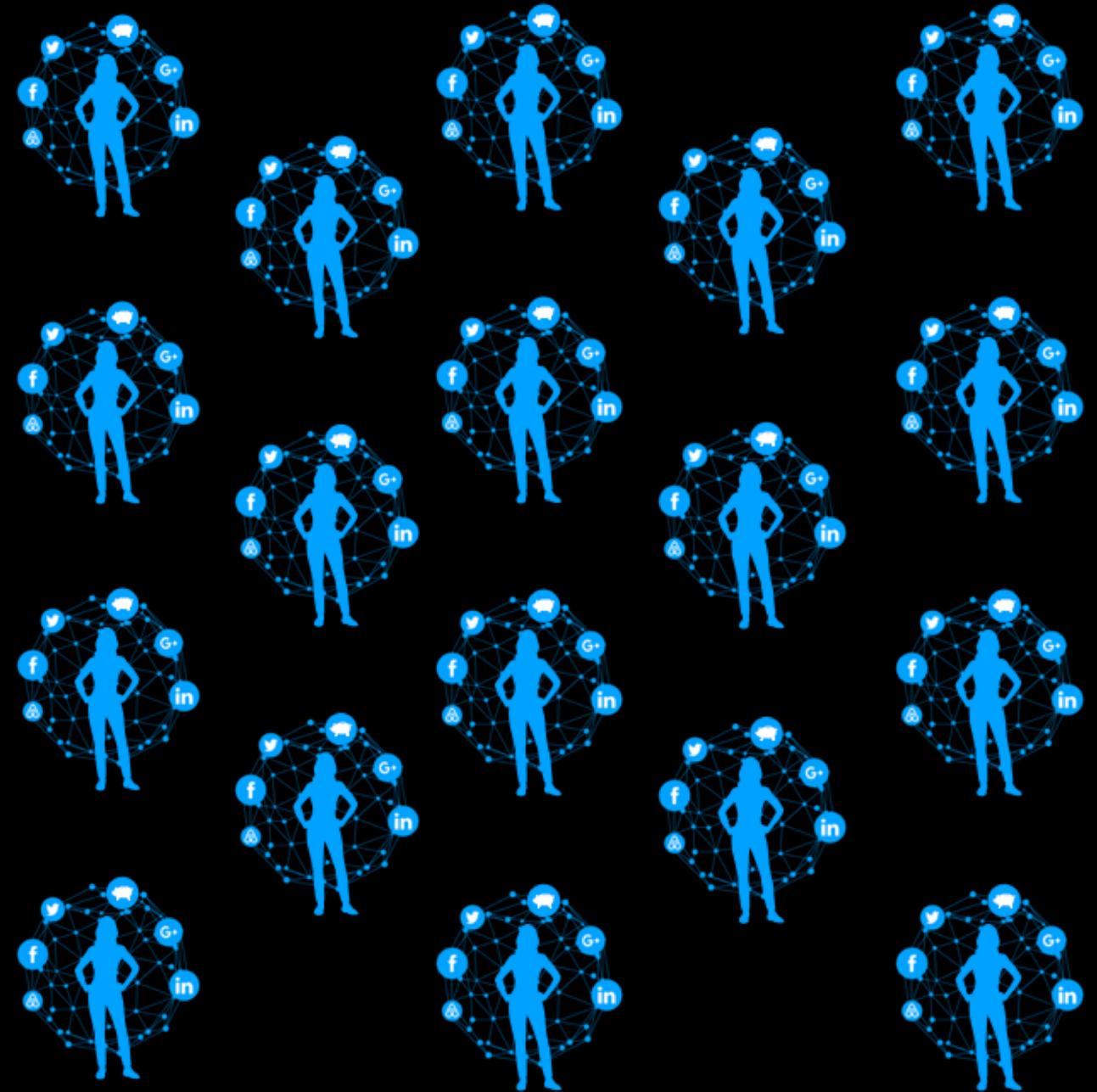


# How data products are made?



We anonymise and map the data from one user into our proprietary attribute classification.

C2B  
B2B



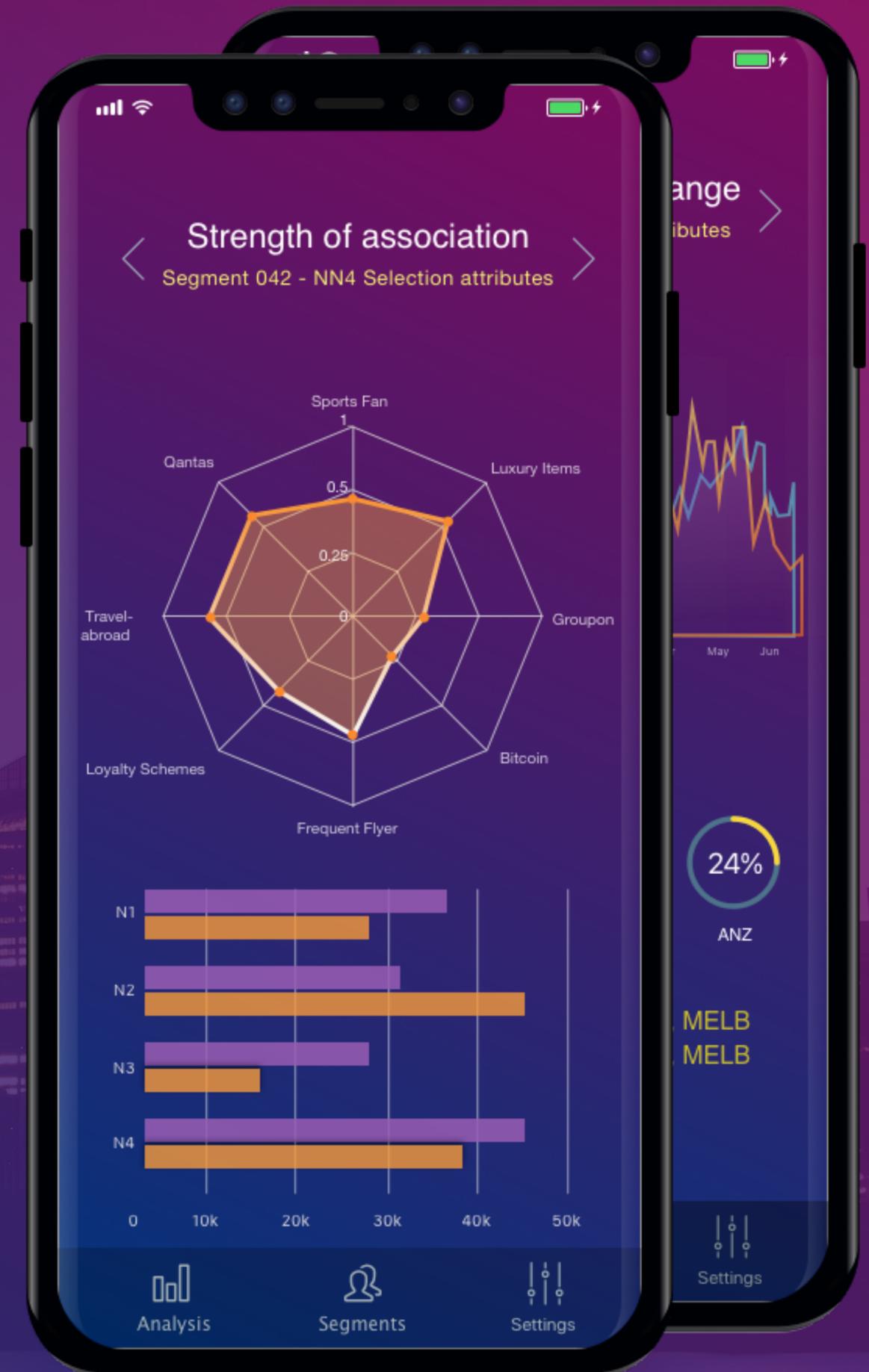
We combine thousands such user accounts into an aggregate data product. We can also execute various queries within the data product.

## Data products.

We develop customised dynamic data products for corporate clients that pull data from the **Bron data pool** in real time.

The information in the data products is anonymised and aggregated.

The Bron pool consists of data from the MyBron wallets, data from 3rd parties (Social networks & partner organisations) and data that is under the Creative Commons license.



API.

Extract user  
data on  
individual level  
with  
zero friction.

(Note: Explicit user  
consent is required)

```
data: {  
  timestamp: 1503278904130,  
  accessCode: "5480ee75-1a71-4ac4-ba12-e54b57e851be",  
  firstName: [  
    { value: John, score: 0.9 },  
    { value: Johnny, score: 0.4 },  
    { value: J, score: 0.7 }  
  ],  
  lastName: [  
    { value: Doe, score: 1 }  
  ],  
  dateOfBirth: [  
    { value: 03-04-1980, score: 0.7 }  
  ],  
  gender: 'm',  
  ageGroup: '35-40'  
  // ... other attributes might follow  
})
```

## Training and testing algorithms.

Companies can access data to train and test their algorithms (in situ).

Examples include:

- actuarial studies;
- data mining;
- machine learning etc.



## Two-sided benefits.

### Wallet holders

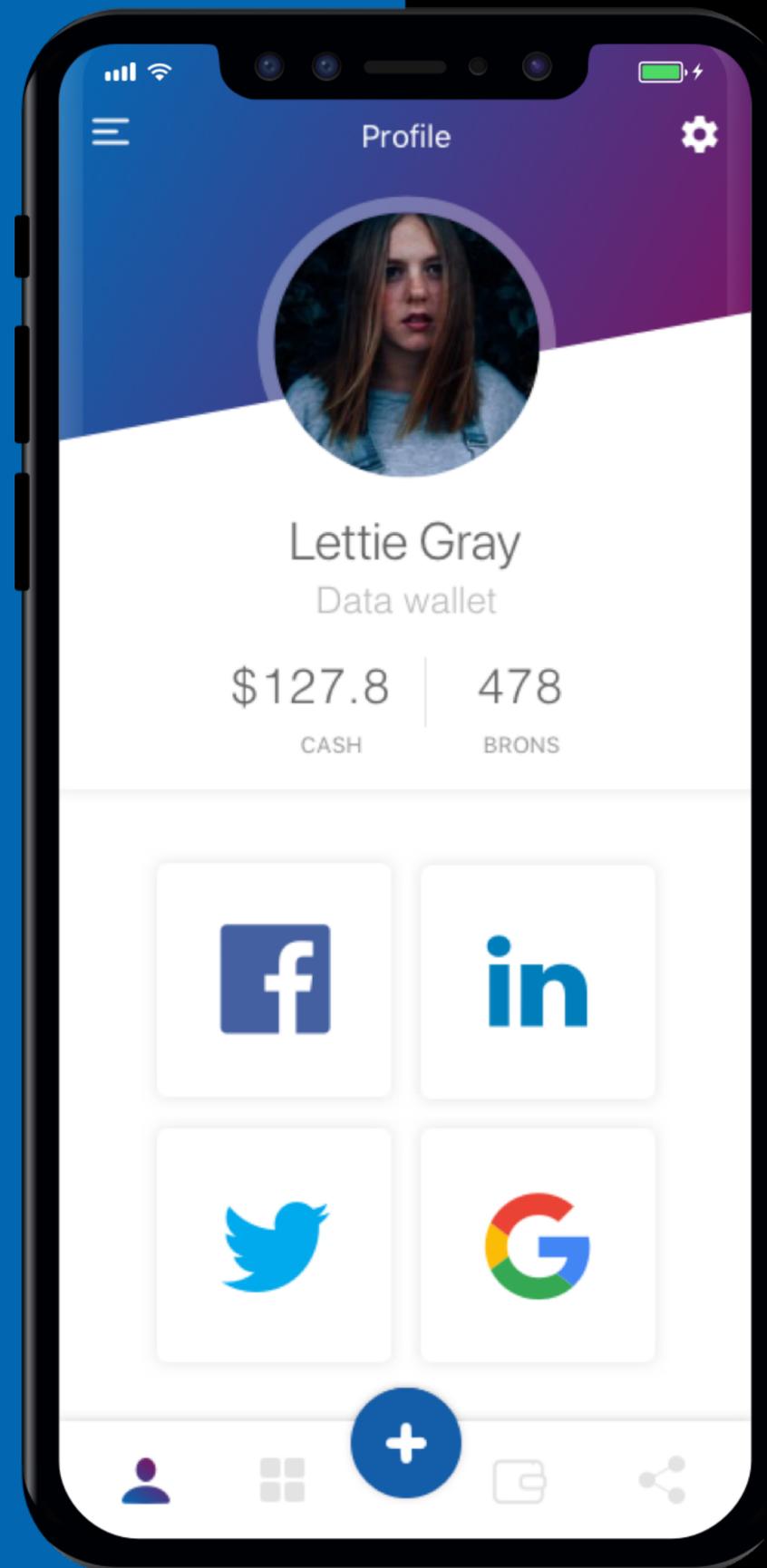
Getting paid for their data to be used anonymously.

Personalised offers based on their data (not advertising).

Control how much and with whom they share.

Frictionless on-boarding and identity management through the MyBron API.

Control over how the data is shared and easy consent management (opt-in/opt-out)



### Organisations

Access to data and data products on aggregate level.

Frictionless access to data on individual level via MyBron API (explicit consent needed).

Integrated identity verification.

Accurate PII matching.

Privacy compliant and GDPR ready.

**Five key differentiators.**

**We use blockchain  
to create  
decentralised  
infrastructure.**

**MyBron is developing a decentralised infrastructure for data storage and exchange. The platform has several layers including proprietary taxonomies for data mapping, API for data and data product exchange as well as incentivization module (digital token - The Bron).**

**Five key differentiators.**

# **Multipurpose consent.**

**The MyBron data wallet enables users to provide additional explicit consent for the data that has already been collected for a particular purpose. This way, the collected information can be reused across contexts and therefore its value will dramatically increase. At the same time we are providing easy to use consent management control to individuals and companies.**



**Five key differentiators.**

# Accurate PII matching & BronID.

**In the MyBron wallet, the users cross-reference their different accounts. Therefore, the MyBron Platform can provide close to 100% accuracy in identifying the same individual across contexts or domains. Based on this information we create verified BronIDs. The company has also developed a proprietary identity verification protocol.**



## Five key differentiators.

# Incentive.

**Our users are incentivised to contribute their data in exchange for The Bron (our digital reward currency), cash or exclusive offers from our business partners. Having users actively involved in the data exchange resolves the complexities around consent management and PII matching across platforms.**



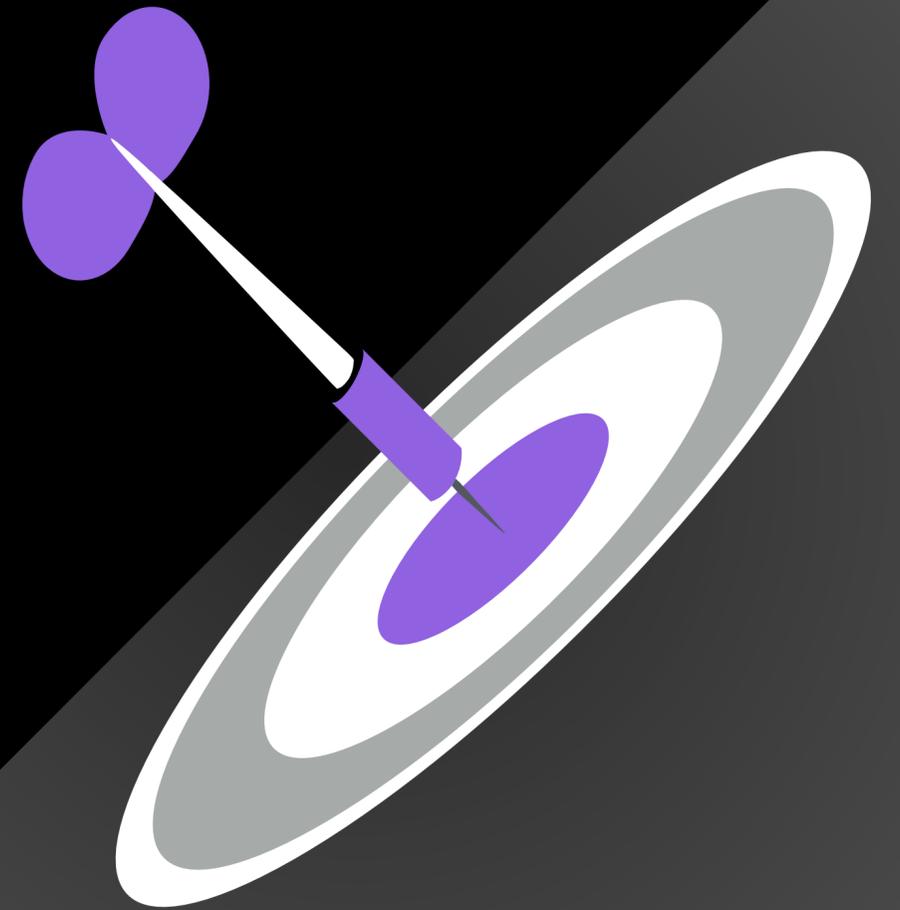
**Five key differentiators.**

# Complementary apps in the Bron Ecosystem

**Bron.Tech is developing other complementary apps for either data acquisition or Bron usage. The goal is to make the Bron the ubiquitous rewards token that will be used across different apps, websites or physical stores (not necessarily managed by Bron.Tech) and enable the Bron (or the bron stable tokens) to be exchanged for real services or good.**

**The opportunity.**

**McKinsey says: Making data more liquid and shareable will unlock USD\$3-5 trillion a year.**



Source: <https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/open-data-unlocking-innovation-and-performance-with-liquid-information>

# Why now?

1

## GDPR comes into force on 25<sup>th</sup> May 2018.

The legislation changes will give individuals higher control over their personal data. Companies will have to provide API for their customers to access and pull their information, hence it will be easier to include other data sources in the MyBron platform.

2

## Consumer Data Right (2018)

The Australian Government will legislate a national *Consumer Data Right*, allowing customers open access to their banking, energy, phone and internet transactions. This change will allow Bron.Tech to access additional data sources via API.

3

## Interchange fees cap affects loyalty programs.

The imposed credit card interchange rate (commencing in 2017) pressured many banks to drop or reduce their loyalty programs. This creates a huge opportunity for The Bron token to operate in a less crowded market and to be positioned as a ubiquitous reward currency,

4

## Blockchain is maturing

2017 was the blockchain year. There is much more awareness of the blockchain technology and the alternative currencies. The Ethereum BC (that we use) is migrating to a new consensus protocol which will improve its scalability and in effect will improve the performance of Bron.Tech's platforms.



# Contact us.

## Let's get in touch.



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