

Wangle Technologies™

(To be renamed Family Insights Group Limited)

A research and education based approach
to cyber safety for families.



wangle



FAMILY INSIGHTS
Keeping You Family Safe Online

(ASX:WGL)



**Wangle
Technologies™**

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Family Insights

Research-driven, Education-backed

Family Insights brings families together to learn how to use the internet safely. Backed by insights from leading medical research organisation Telethon Kids Institute, Family Insights is the only product of its kind that utilises evidence-backed research to support its approach to cyber-safety.

- Backed by research, understand the changing online behaviours of children and teenagers to enable accurate identification of risks
- Utilising our own in-house secure VPN network and big data analysis techniques, monitor children's online behaviour in real time to identify risks, changes in behaviour or access to adult content
- Alert and support parents with research-backed educational advice and resources to help them address the constantly changing online world in which their children live and play
- Provide parents with additional tools including internet scheduling and GPS-gating to further protect their children



The Blocking Effect - Researched Facts

OXFORD UNIVERSITY STUDY 2016

“Internet filtering technology and Adverse Experiences in Adolescents”, was published today in the Journal of Pediatrics, and says the effectiveness of internet filters is “dubious”.

Contrary to expectations, we found equivocal to strong evidence that caregivers’ use of internet filtering technology did not reduce the chance of adolescents having recent aversive online experiences.

The formidable challenge of preventing all aversive experiences underlines the importance of helping parents, carers, and educators to support children and adolescents in developing the resilience to manage such experiences.

Researchers from the University of Oxford have suggested that, instead of rolling out internet filters, those who are concerned about what children encounter online should spend some time helping their parents to parent.



Consumer Commercialisation



30 DAY FREE TRIAL



MONTHLY SUBSCRIPTION \$7.99



ANNUAL SUBSCRIPTION \$79.99



AWARENESS & EDUCATION

- ✓ Paid Advertising
- ✓ Public Relations
- ✓ Content Marketing
- ✓ Community Engagement
- ✓ Brand Building

ENGAGE & TRANACT

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RETAIN & DELIGHT

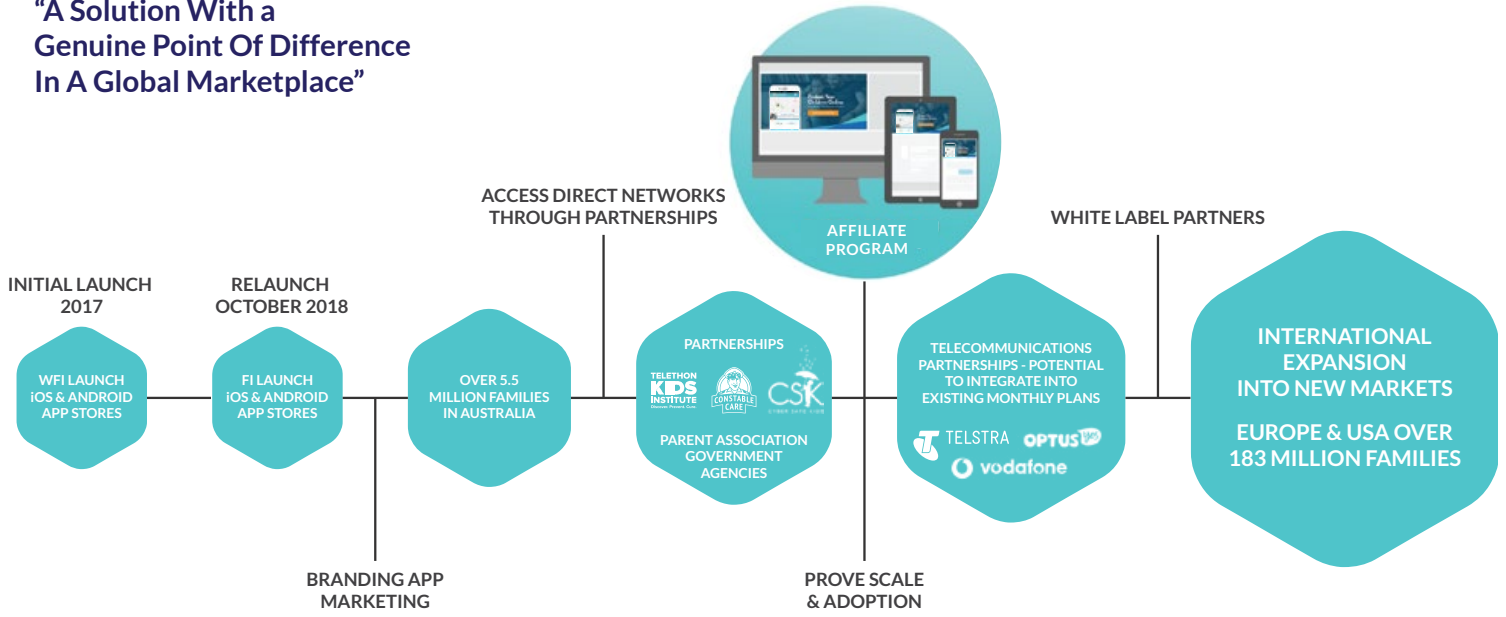
- ✓ CRM Automation
- ✓ Educational Content
- ✓ Customer Feedback Loops
- ✓ Community Development
- ✓ Recommendations & referrals

ORGANISATIONAL FOCUS

- ✓ Partnerships Focus
- ✓ Affiliate Programs
- ✓ Education Sector Engagement
- ✓ International Development

Path to Market

“A Solution With a Genuine Point Of Difference In A Global Marketplace”



**GLOBAL OPPORTUNITY
= US \$100 BILLION**

Affiliate Commercialisation

From consumer to SCALE

- Low cost to scale
- Access to large databases
- Immediate integration
- Attractive revenue share %
- Well developed sales pipeline
- White labelling opportunities



Family Insights Roadmap



Horizon 1

- ✓ Simplification of setup process to assist parents and carers, and improve conversion
- ✓ New capabilities allowing children to view their own behaviours & track devices (including their parents)
- ✓ Commercialisation of educational content via direct sales and content syndication



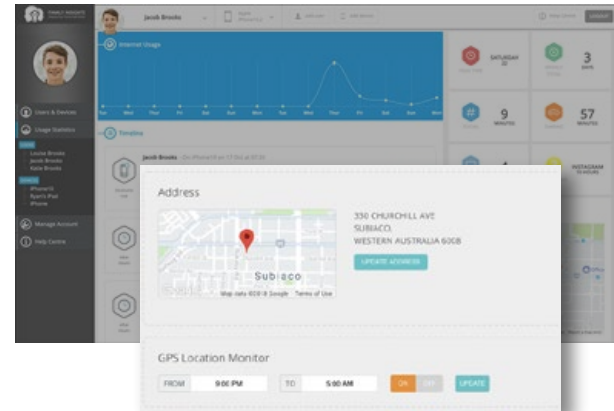
Horizon 2 (near-medium term)

- ✓ Localisation of platform in readiness of international expansion into US, Europe and Asian markets
- ✓ Multi-location GPS gating
- ✓ 2nd Generation Family Insights release
- ✓ White labelling functionality



Horizon 3 (medium-long term)

- ✓ Focus on international expansion
- ✓ Behavioural prediction engines utilising Machine Learning
- ✓ Aggregated behavioural data, analysis and reporting to build normalised data-driven view of children & adolescent behaviours



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BETTER DATA & INSIGHTS

BETTER DECISIONS

CTR
14.65%
↑ 10.6%

Quality Score

9.38

↓ -0.1%

MONEY & MARKETS

A new wave of threats points to another supermarket price war primed to break out in Australia



CHRIS PASH
SEP 19, 2016, 11:30 AM

- IBISWorld's latest supermarket forecasts intensified competition in the industry.
- A wave of new threats is coming for Coles and Woolworths.
- A supermarket price war is likely over the next five years.

Australia's supermarket industry is bracing for a fresh wave of competition.

Industry research group IBISWorld forecasts that new players, price wars and a review of the Food & Grocery Code are looming over major players Coles and Woolworths.

On the horizon are Kaufland, a German hypermarket chain, and Amazon Fresh, a possible next move for US retail giant Amazon in Australia.

"The entry of Kaufland and Amazon, as well as the expansion of Costco, will all work to intensify competition in the industry, making a new price war more likely over the next five years. Against this backdrop, suppliers will need more protection than ever," says IBISWorld Senior Industry Analyst Andrew Ledovskikh.

The Australian supermarket sector has been facing increasing competition from overseas discount players. [Woolworths latest sales growth was 4.3%](#) but Coles is only reporting 2.1%.



Current Trends



Price

- Consumer choices in grocery sales increasingly price driven
- Increased competition and a fight for market share are fuelling retailer price wars
- The rise of alternatives to further fuel price wars: Aldi, Costco, Kaufland, Amazon Fresh



Searching

- Consumers increasingly conditioned to price comparison shop across many verticals, including travel, electronics etc.
- Comparison shopping delivers savings to shoppers



Choice

- Consumers shop more frequently and visit multiple retailers each week
- Price drives choice in retailers for each shopping experience



Real-Time

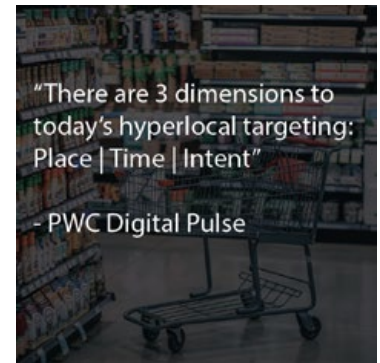
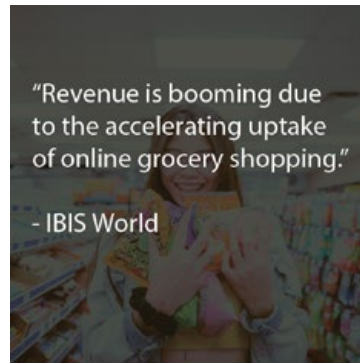
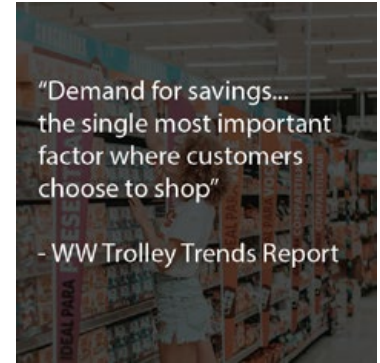
- Real-time purchase intent is driving increasing investment in data intelligence to connect brand owners with prospects in real time

Consumer Need

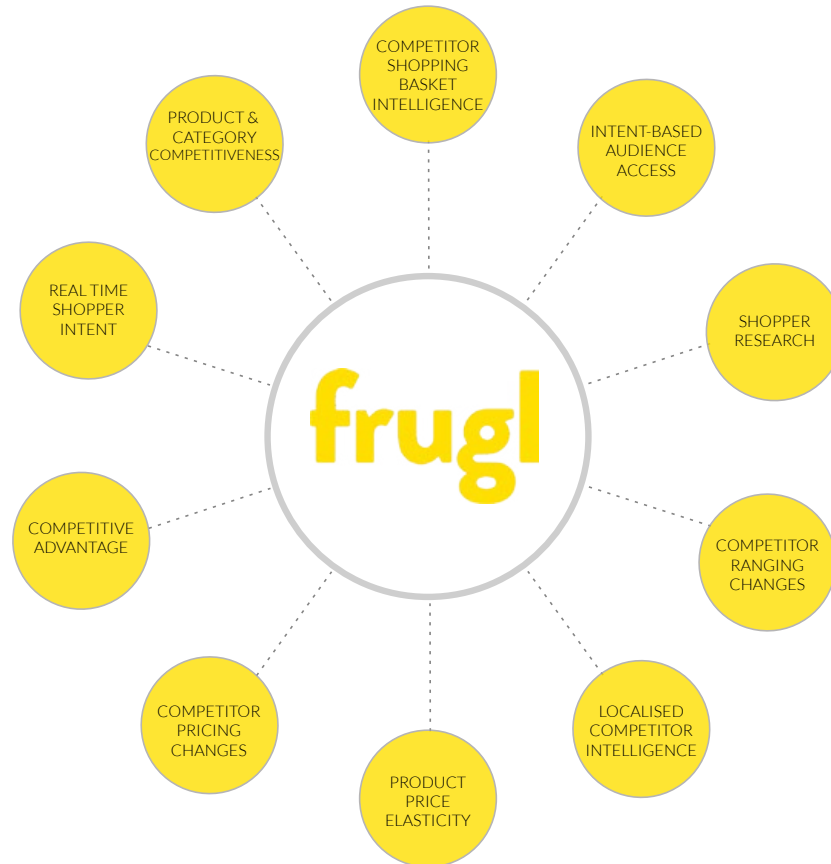


"More than 70% of Aussies pay close attention to supermarket specials"

- Canstar



Commerical Needs



Market Size

Consumer

14+ million
Grocery Buyers
Roy Morgan

\$105 billion
Annual Spend
IBISWorld

80% females
Online Customers
Advertising With WWW

48% shopping more
Frequency
M9 Research



14+ million

Available Market



9 million

Serviceable Market



1 million

Target Share of Market

Commercial

\$2b Australia
Annual Spend
2016 IBISWorld

\$20b US
Annual Spend
2016 IBISWorld

\$44b Global
Annual Spend
2015 Statista

Business Model

ADVERTISING REVENUE

Multiple Advertising Opportunities
To A Very Targeted Audience
Across 60,000+ Products



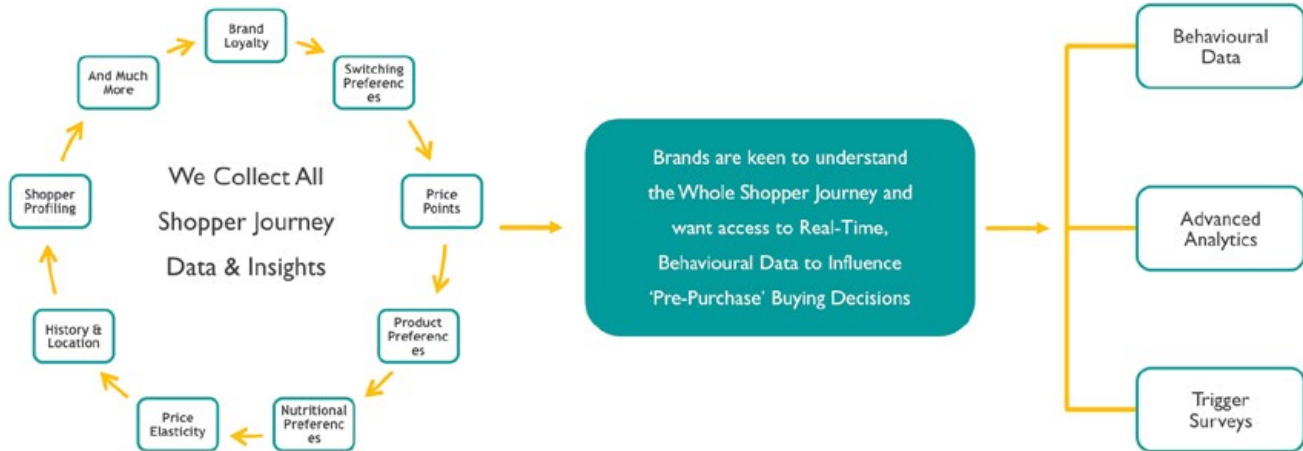
PRICING DATA REVENUE

Access To Daily And Historical
Pricing Data, Across All
Products And Categories



Business Model

Big Data & Analytics Revenue



The New Business

FAMILY INSIGHTS
GROUP LIMITED

Website and mobile app front-end development expertise



Secure cloud-based infrastructure



Big Data capture capabilities



Real-time data processing & analysis capabilities



Data Intelligence generation for commercialisation



Machine Learning (AI) potential to grow commercial opportunities



Corporate Snapshot



SEAN SMITH
CEO & MD

Sean's broad expertise includes marketing, general management, retail, customer experience and data strategy. His experience includes executive roles with Woolworths, Dimmi, Orbitz Worldwide and Ticketek.



JON WILD
CHAIRMAN

Jon has led marketing strategy from start-ups to multinationals, including Unilver, British Telecom, O2, Telstra and Orbitz Worldwide. He is currently VP of Marketing (Nth America) with Groupon.



MAT WALKER
NED

Mat is an entrepreneur with extensive experience in the management of public and private companies. In a career spanning three decades, he has served as Executive Chairman or Managing Director for public companies with operations globally.



ROBYN TREYVAUD
HEAD OF EDUCATION

After a career as an educator and school principal, Robyn established Cyber Safe Kids, a consultancy that partnered with Federal & State governments, media, schools and non-profit organisations to deliver programs & resources to educate and engage people about cyber safety.



PROF. DONNA CROSS
ADVISOR

Donna is the Head of Health Promotion & Education Research at the Telethon Kids Institute, has an international reputation for developing community-based interventions to reduce bullying including cyber related & mental health harms amongst kids & teens.

Corporate Snapshot

POST TRANSACTION

	Shares	Options	Performance Shares
Current issued capital	2,077,888,336	977,444,168	50,000,000
Director's Entitlements ¹	123,000,000	123,000,000	-
FGL Consideration ²	-	-	=
Placement	300,000,000	-	-
Total	2,500,888,336	1,100,444,168	50,000,000

Post Transaction Market Cap (\$0.003)	\$7,502,665
Cash Raised from Transaction	\$1,269,000
Total Cash Post Transaction	\$3,151,112
T20 Shares Held	41.72%

1. To be issued as part of the shortfall to the recently completed entitlement issue, subject to shareholder approval at the Company's upcoming Annual General Meeting.
2. Up to 2,000,000 shares may be issued, subject to the achievement of milestones, as detailed elsewhere in this announcement.

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SEP 16, 2016, 11:30 AM

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The Australian supermarket sector has been facing increasing competition from overseas discount players. Woolworths latest sales growth was 4.3% but Coles is only reporting 2.1%.

Kaufland has announced plans to compete heavily on price, and is likely to present a threat to not only Coles and Woolworths, but also Aldi.

However, unlike Aldi, Kaufland offers a point of differentiation for consumers other than price.

"Kaufland's hypermarkets are expected to offer more than double the product range of the traditional supermarkets, and offer not only groceries, but traditional department store products such as homewares and outdoor equipment," says Ledovskikh.

"This will mean Kaufland will not only compete on price, but also in terms of convenience. Convenience-based competition can be very dangerous for more specialised operators."

Ledovskikh says the decline of major toy retailers, such as Toys 'R' Us, over the past five years can be largely attributed to competition from department stores, which allow consumers to shop for clothing, stationery, homewares and toys all at once.

Woolworths and Coles will have to compete with the more convenient shopping experience offered by Kaufland for time poor consumers.

"This market has the potential to be substantially larger than the one targeted by Aldi, and this is likely to worry Coles and Woolworths," says Ledovskikh.

Amazon Fresh

Coles and Woolworths will also have to contend with a potential entry from Amazon Fresh.

"The potential entry of Amazon Fresh has been well documented, and it's fair to say that the big two supermarkets are concerned about its potential impact on their business models," says Ledovskikh.

"Both companies have increased their spending on data analytics and upgrading their loyalty programs over the past two years. Indeed, the new Flybuis Max scheme steals more than a few pages from Amazon's grocery business model."

Woolworths also has its new 3.0 store and the Woolworths Metro store to create a differentiated shopping experience and to increase the convenience of its online offering among young urban professionals who are most at risk of being drawn into Amazon Fresh's orbit.

According to IBISWorld, Aldi's success has been surprising but also limited. The company has successfully targeted a specific section of the Australian market that values price over anything else, including product range and customer service.

The focus on price has seen the company gain a 9% market share over the past five years.

"There are some signs that new Aldi stores are already creating market share cannibalisation issues for the company, and there are concerns about its ability to continue its streak of strong growth over the next five years unless it can appeal to a wider range of shoppers," says Ledovskikh.

"Nevertheless, the impact of Aldi is already irreversible. Not only is the company likely to continue to maintain a significant market share in the Australian market for years to come, it has also signaled to multinational operators around the world that it is possible to break into the Australian market and take on the big domestic players."

Costco's entry into the online grocery market is also a potential threat, with the company constructing a \$78 million distribution centre in Sydney. Costco will be able to couple the convenience of online shopping with prices that are 25% to 30% cheaper than competitors.

"Costco's well-established membership program also encourages strong customer loyalty, influencing customers to stick with them year-round to maximise the value of their membership fees," says Ledovskikh.

"Woolworths and Coles are not taking these threats lightly. However adapting is costly, and the companies are likely to see rising capital costs as they work to refurbish existing stores, launch new concept stores and continue to build their data analytics departments."

Price Wars

The peak of the price wars, which started in 2011, appears to have passed.

Coles and Woolworths have looked at other avenues of competition and gradually started to adjust their consumer pitches away from prices. However, IBISWorld sees this a short to medium-term armistice rather than a full-on peace treaty considering rising competition in the broader industry.

"Coles and Woolworths are indicating a reduced focus on rampant discounting, building up profit margins and cash for investments into innovation," says Ledovskikh.

"This is key to testing and deploying new concepts that will help the companies differentiate themselves from online competitors such as Amazon and Costco.

"However, considering the competitive forces that are likely to be stacked against them over the next five years, it's not hard to imagine that there will be a new price war within the next few years."

A photograph of a man and a young child sitting on a couch, laughing together. The man is on the right, wearing a light-colored shirt, and the child is on the left, wearing a patterned shirt. The image is dimmed and serves as a background for the text.

Thank You

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