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## AGM INVESTOR PRESENTATION

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Collaborate Corporation Limited (ASX:CL8) is pleased to release a copy of the AGM Investor Presentation to be provided by Mr Chris Noone to shareholders at the Annual General Meeting to be held in Sydney commencing at 3:00 pm AEDT today. The AGM Investor Presentation will focus on the strategy and initiatives of the group.

**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](http://www.DriveMyCar.com.au) Australia's leading peer-to-peer car rental business; [www.MyCaravan.com.au](http://www.MyCaravan.com.au) Australia's leading peer-to-peer caravan rental business; and [www.Mobilise.com](http://www.Mobilise.com) a rental marketplace for under-utilised assets. Through our proprietary trust and reputation platform, [www.peerpass.com.au](http://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.



**Collaborate**  
CORPORATION LIMITED

# Seizing the Access vs Ownership Opportunity

AGM Investor Presentation 19 November 2018

# Disclaimer

The material herein is a presentation of non-specific background information about the current activities of Collaborate Corporation Limited (Collaborate or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Collaborate Corporation, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Collaborate Corporation. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Collaborate Corporation.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Collaborate Corporation's planned strategies and programs and other statements that are not historical facts. Although Collaborate Corporation believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Collaborate Corporation should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Collaborate Corporation or ASX:CL8.

# Collaborate Introduction

**Collaborate Corporation Limited (ASX: CL8)** is a leading ASX listed player in the sharing economy and has created **platform technology** to operate **online marketplaces** where the 'trust' it creates allows individuals and companies to transact with each other for mutual benefit.

We are embracing the **trend from ownership to access** and reinventing the way that **assets are owned, monetised and used**. Through this we are also addressing the need for **subscription models** for access to assets.

Collaborate enables asset owners to generate income from idle assets by safely and easily renting them to others who require temporary access to the assets.

Collaborate operates online marketplaces in the **car, caravan and equipment rental industries** with its major focus on innovating to meet needs in the rapidly growing **mobility** industry.

Collaborate's growth potential is further enhanced by unique alliances with **RACV, Aon, InterLeasing, Subaru, Orix, Lei Shing Hong, Custom Fleet, Peugeot** and **Uber** which provide validation for Collaborate's technology platform and substantial opportunities for sustainable growth.

Through our proprietary **PeerPass®** verification platform we create trust by managing ID verification, credit checks, payments and feedback – maximising the potential for safe and efficient transactions.

Leveraging the scalability and flexibility of the sharing economy model, Collaborate has positioned itself at the centre of three significant global growth trends:

- 01 The trend from ownership to **access**
- 02 The uptake of multiple **mobility** solutions
- 03 The rise of **subscription** services

# Collaborate is facilitating the shift from ownership to access with a strong focus on mobility

## Primary Focus



Mobility Solutions

Peer-to-Peer  
Car Rental

Rideshare  
Rental

Short term  
Rentals

Accident  
Replacement

Apartment  
Car Share

Subscription

Launched 2018

Launched 2018

Launched 2018

Launching 2019

Worldwide spending on mobility solutions is forecast to reach \$1.72 trillion in 2021<sup>1</sup>

## Secondary Focus



Commercial Assets

Building & Construction  
Asset Rental

Expansion into  
new categories



Leisure & Travel

Caravan, Motorhome &  
Camper Trailer Rental

49.78 million caravan and camping nights in Australia<sup>3</sup>

*Expenditure on asset rental in excess of \$100 billion per annum in Australia<sup>2</sup>*

1. *Worldwide Semiannual Mobility Spending Guide* from International Data Corporation (IDC)

2. IBISWorld

3. Caravan Industry Association of Australia March 2017

# Leveraging technology and experience to exploit significant growth opportunities

Collaborate has significant experience in delivering value to individuals and companies through a sharing economy model. That experience, along with a unique technology platform and existing business operations, are now being leveraged to focus on three key global shifts that are redefining how assets are used and people move around.

## 01 The trend from ownership to access

Adults aged under 25 were nearly **twice as likely** as older adults to agree that access is the new ownership.

Re-thinking the value of ownership

- It is less expensive to share goods than own them - **81%**
- Owning today feels like a burden – **43%**
- Access is the new ownership – **57%**

*PwC Consumer Intelligence Series The Sharing Economy*

**60%** of all millennials were interested in renting vs. owning all types of goods and services.

*Organization for Economic Co-Operation and Development*

## 02 The uptake of multiple mobility solutions

Worldwide spending on mobility solutions is forecast to reach **\$1.72 trillion** in 2021.

*Worldwide Semi annual Mobility Spending Guide (IDC)*

By 2030

- Around 33% of all new vehicles will be used for shared mobility
- 36% of all mileage driven in Europe will be in shared-use vehicles and 42% in self-driving vehicles
- Just over 20% of the profit potential in the mobility market will be occupied by “mobility as a service” services, further increasing the pressure on margins in the conventional car production segment

*Digital Auto Report 2017 by Strategy&*

## 03 The rise of subscription services

Overall subscription businesses grew revenues about 8 times faster than S&P 500 company revenues and about 5 times faster than U.S. retail sales from January 1, 2012 to September 30, 2017.

*Subscription Economy Index Nov 2017*

80 percent of customers demand new consumption models including subscribing, sharing and leasing – anything other than actually buying a product outright.

*Economist Intelligence Unit 2014*

Apart from children, cars are perhaps the worst investments I have ever made.

*Marcus Padley*

# Unique Partnerships Provide a Strong Platform for Growth

Some of the largest organisations in Australia and the world have forged relationships with Collaborate to access our unique ability to engage asset owners with renters in a trusted environment that creates value for both parties.



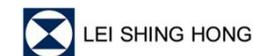
\$1 million strategic investment to leverage Collaborate's peer-to-peer marketplace platform to provide opportunities for RACV's 2.1 million members and the wider Victorian market. RACV is Collaborate's second largest shareholder.

The world's largest insurance broker worked with Collaborate to launch Mobilise to solve the problem of under-utilised assets and lack of access to assets

DriveMyCar is one of a select few companies authorised to provide vehicles for Uber drivers, leveraging OEM's, leasing companies and dealers for supply

DriveMyCar leveraged its Uber relationship and other channels to create experiential marketing campaigns for over 200 Levorg, Impreza and XV vehicles

Hyecorp/Hishenk – jointly developing an apartment car share scheme to maximise utilisation of car parking spaces and provide mobility solutions for residents



DriveMyCar introduced 115 Peugeot vehicles to the fleet, building brand awareness and providing try before you buy experiences

DriveMyCar delivers new rental income opportunity for owned vehicles

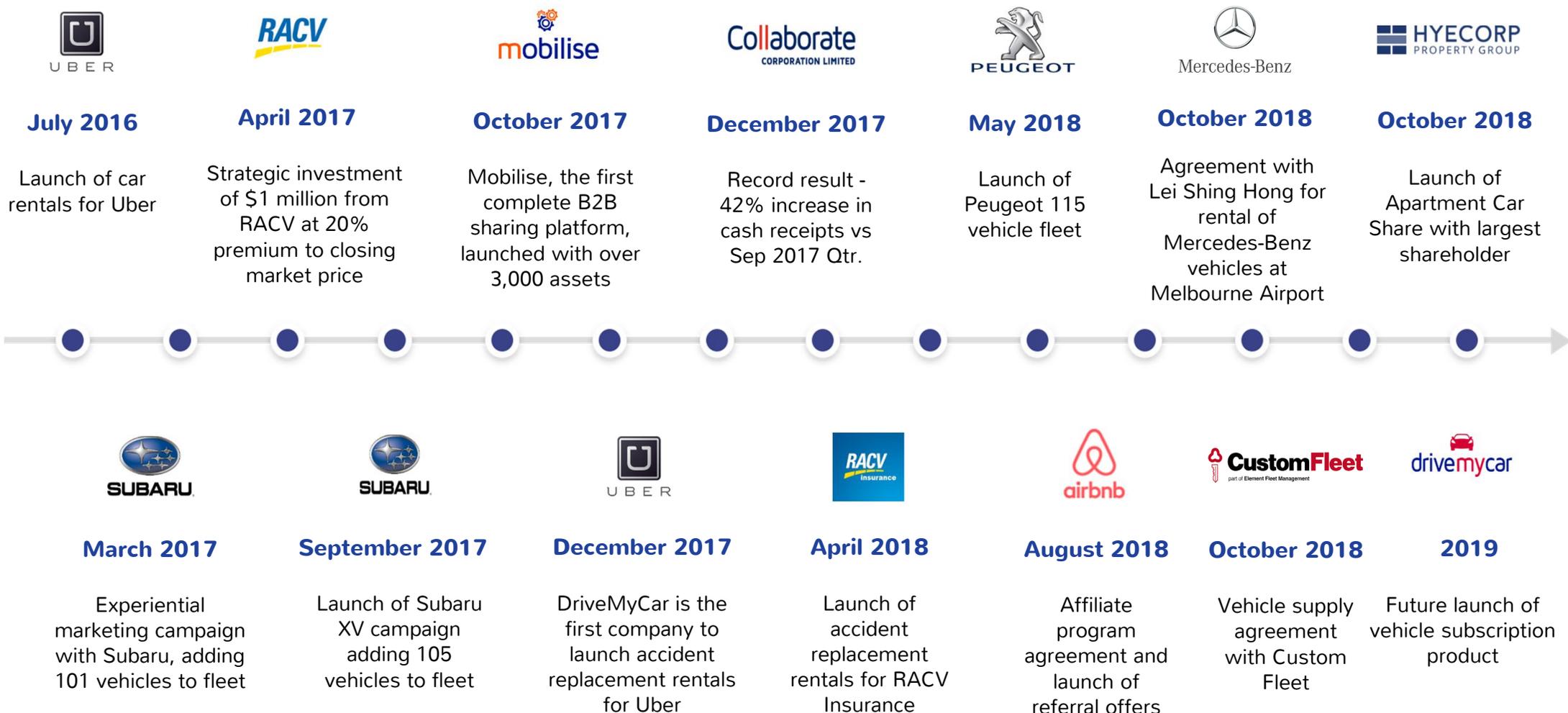
Creating new revenue streams for new and used vehicles since 2014

DriveMyCar is the recommended rental vehicle provider for corporate and government clients

New monetisation channels for ex-lease vehicles

One of the largest dealer groups for Mercedes-Benz passenger vehicles globally

# Recent Highlights



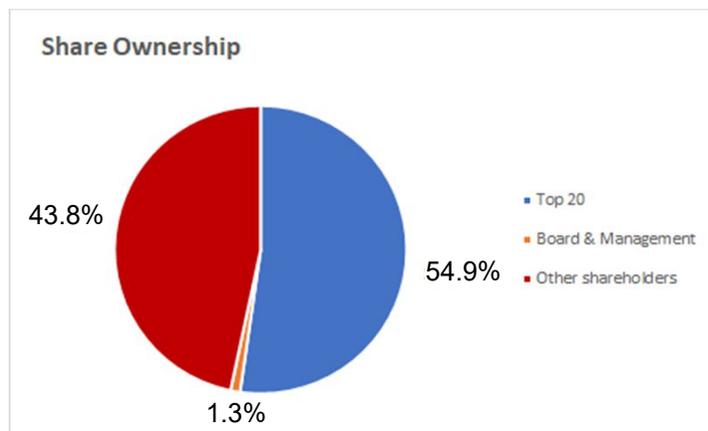
# Corporate Overview

688m

Ordinary Shares  
ASX: CL8

44m

Unquoted Options



## Top 20 Holdings 16 November 2018

Holder Name	Holding	%
HISHENK PTY LTD	112,000,000	16.28%
RACV INVESTMENT HOLDINGS PTY LTD	37,499,999	5.45%
MR BRADLEY PARTRIDGE	24,559,037	3.57%
BNP PARIBAS NOMINEES PTY LTD	21,149,382	3.08%
BELLITE PTY LTD	19,459,147	2.83%
JMT INVESTMENT GROUP VIC PTY LTD	17,577,320	2.56%
MYOLA (WA) PTY LTD	16,741,848	2.43%
LUNAIR PTY LTD	14,222,798	2.07%
SCINTILLA STRATEGIC INVESTMENTS LIMITE	13,000,000	1.89%
JMT INVESTMENT GROUP VIC PTY LTD	13,000,000	1.89%
MR TEDDY TJANDRAMULIA	12,727,812	1.85%
MR CRAIG GRAEME CHAPMAN	11,583,333	1.68%
MRS SHARON TRACY JEFFRIES	11,500,000	1.67%
KR CAPITAL INVESTMENTS PTY LTD	8,501,476	1.24%
AJ HOLIDAYS PTY LTD	8,183,989	1.19%
D S A H HOLDINGS PTY LTD	7,777,485	1.13%
RADIATA INVESTMENTS PTY LTD	7,442,921	1.08%
MR MICHAEL MIHRAN ABOLAKIAN & ASTROMESEOGIOS OVERSEAS LTD	5,250,000	0.76%
DAVID THOMAS SUPERANNUATION FUND	5,062,500	0.74%
MS MARIITA BAETIONG CONCEPCION	4,907,507	0.71%
<b>Total Top 20</b>	<b>377,301,755</b>	<b>54.86%</b>
<b>Total issued capital</b>	<b>687,752,556</b>	<b>100.00%</b>

## Directors & Senior Management



**Chris Noone**  
CEO & Director

Appointed  
8 August 2014



**Adrian Bunter**  
Non-Executive  
Director

Appointed  
19 February 2014



**Michelle Vanzella**  
Non-Executive  
Director

Appointed  
1 September 2018



**Karen Logan**  
Company  
Secretary

Appointed  
27 October 2009





Australia's first and largest peer-to-peer car rental operator

Powering multiple mobility solutions, from short term to long term – car share, car rental, rideshare rental and subscription

Over **\$8.2 million** paid out to vehicle owners\*

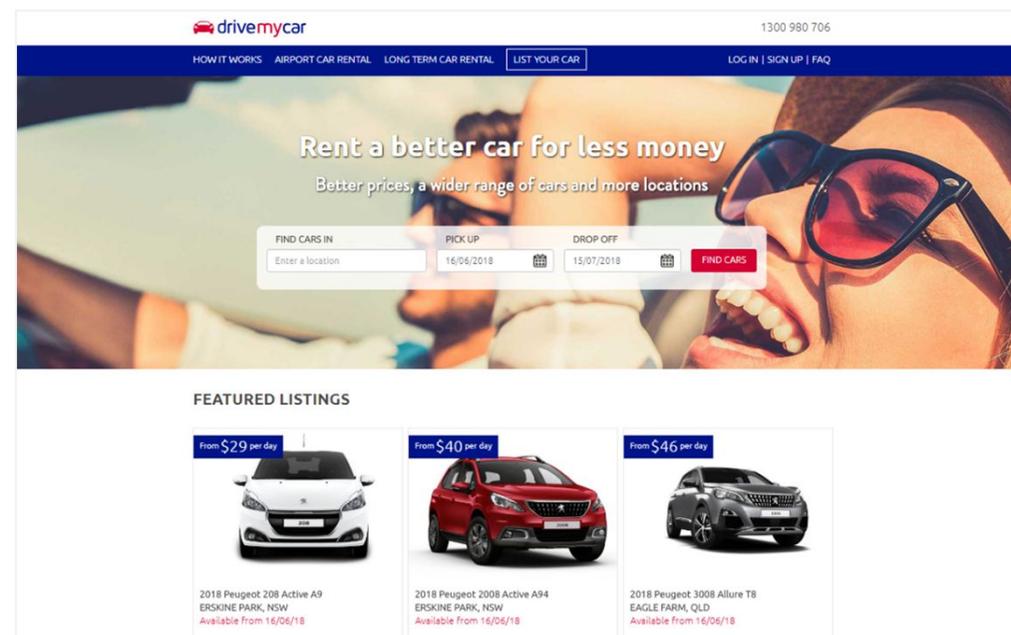
Over **365,000** rental days delivered\*

Over **51,000** registered users\*

Significant opportunity to leverage private and corporate supply and demand

Diverse corporate partnerships provide scalable growth opportunities - Airbnb, Peugeot, Orix, Custom Fleet etc

**Private owner earning guarantee launched October 2018**



# Strong Competitive Positioning

DriveMyCar leverages the benefits of the sharing economy model while delivering better value, wider choice and matching the key product features of most traditional and emerging competitors in the mobility sector.

		<b>Europcar</b>	<b>Avis</b>	<b>Bayswater</b>	<b>Go Get</b>	<b>CarNextDoor</b>
Does not own or lease a vehicle fleet	✓	✗	✗	✗	✗	Majority
Peer-to-peer	✓	✗	✗	✗	✗	Majority
Rideshare rentals	✓	✓	✗	✗	✗	✗
New Cars	Significant	✓	✓	✓	✓	Minority
Unlimited km	✓	✓	✓	✓	✗	✗
Airport pick up	✓	✓	✓	✗	✓	✗
Discounted long term rental	✓	✓	✗	✗	✗	✗
Manufacturer marketing/supply tie up	✓	✗	✗	✗	✗	✗
Car Share 1hr - 1 day	✓ (Apartment)	✗	✗	✗	✓	✓

# Metrics

## FY18 vs FY17

up 28%

Rental Transaction Value \$2.87m

up 28%

Gross Revenue \$1.17m

up 30%

Gross Profit \$0.75m

up 19%

Net Rental Days Realised 73,059

up 7%

Gross Revenue per day \$15.98

Owners can receive up to

42%

of the value of the vehicle in rental income per annum

\$1,487

Average Rental Transaction Value per Rental\*

FY18

\$822

Average Owner Payment per Rental\*

FY18

\$605

Average DriveMyCar Gross Revenue per Rental\*

FY18

38 days

Average Net Rental Days Realised per Rental\*

FY18

Over 365,000

rental days delivered

To 14 Sep 2018

Over 14,200

rental bookings

To 14 Sep 2018

Over 51,000

registered users

To 14 Sep 2018

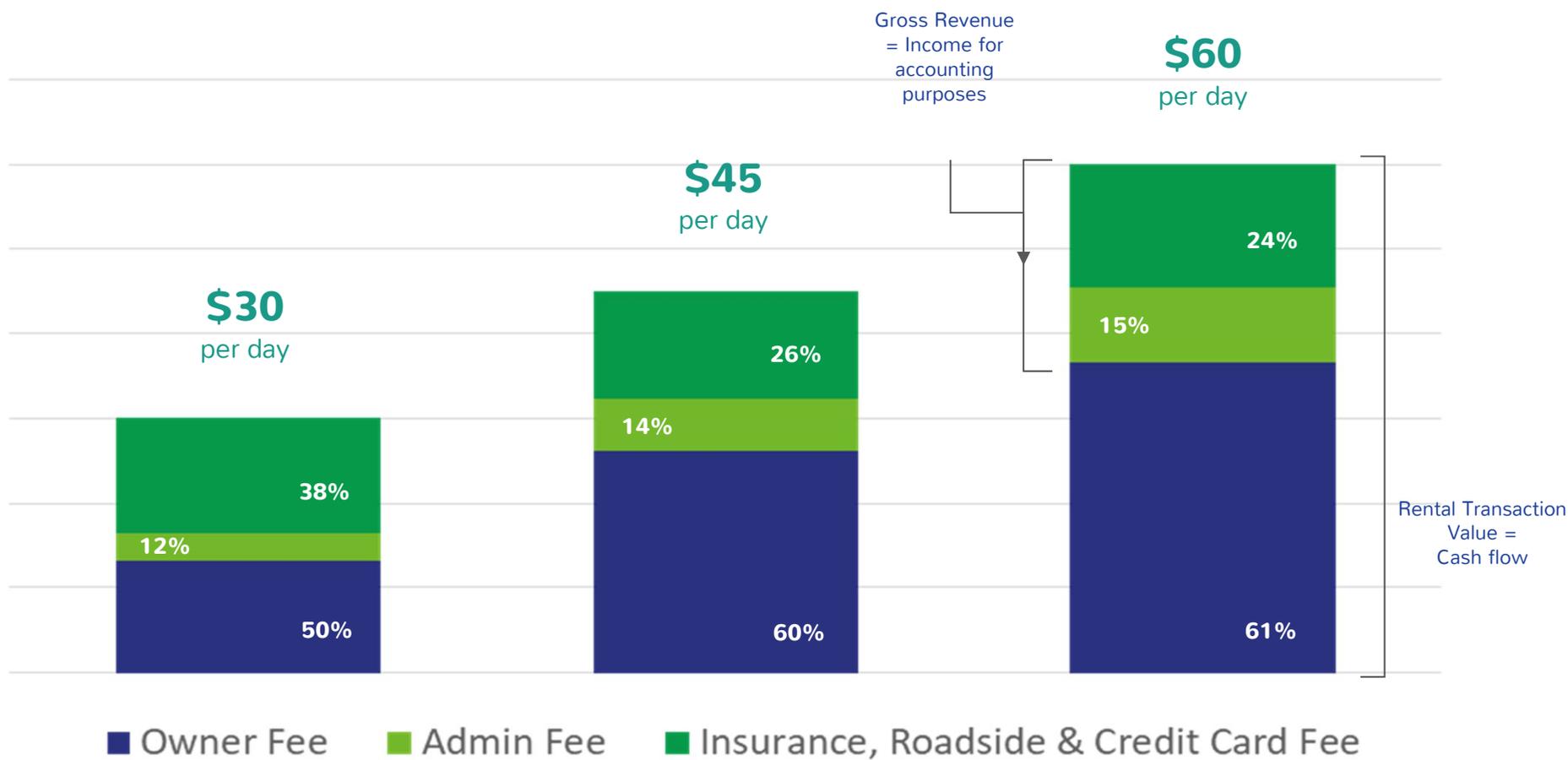
Over \$8.2m

paid to vehicle owners

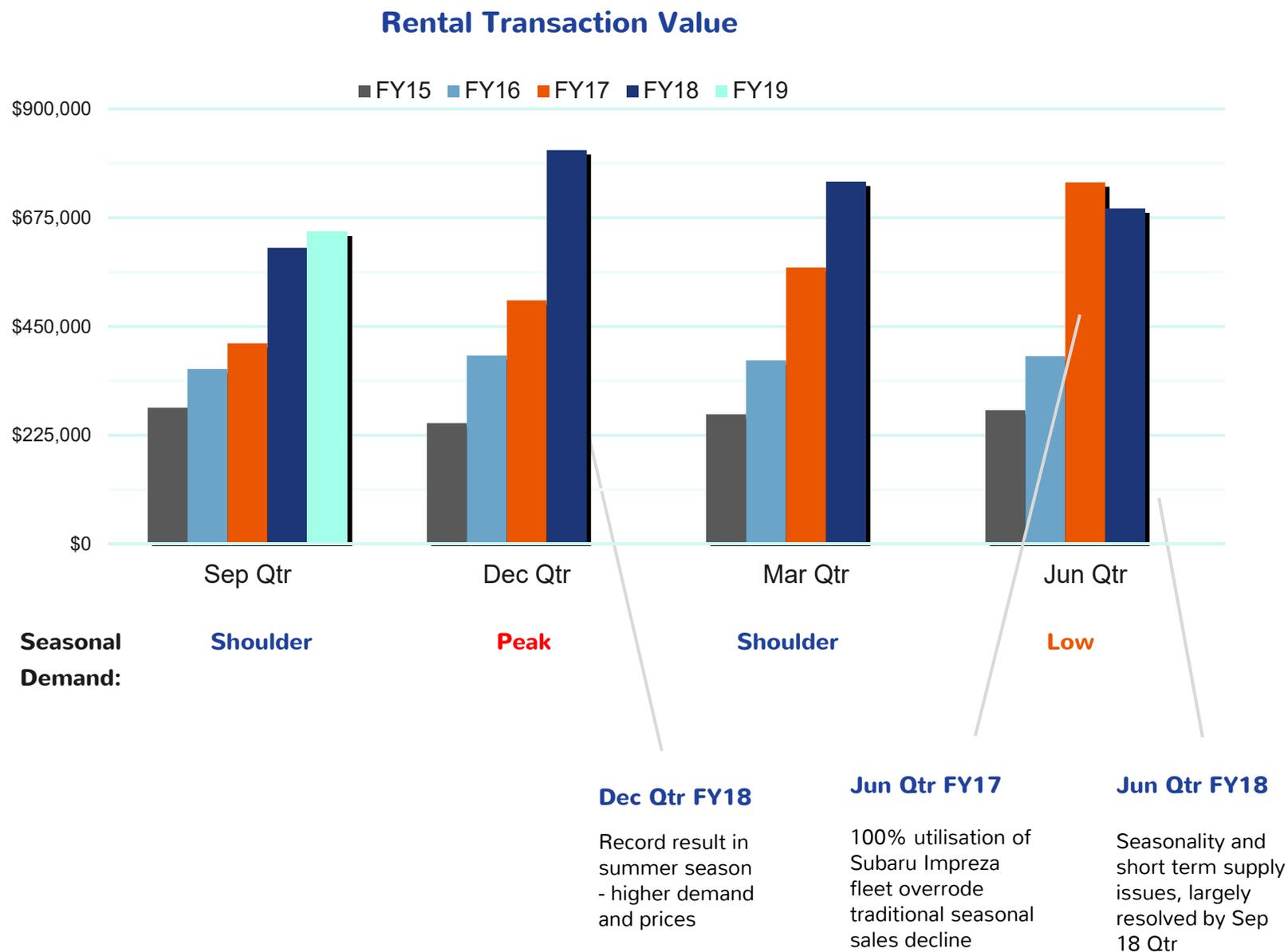
To 14 Sep 2018

# Example Revenue Breakdown

39% - 50% share of transaction value - higher than most online marketplaces

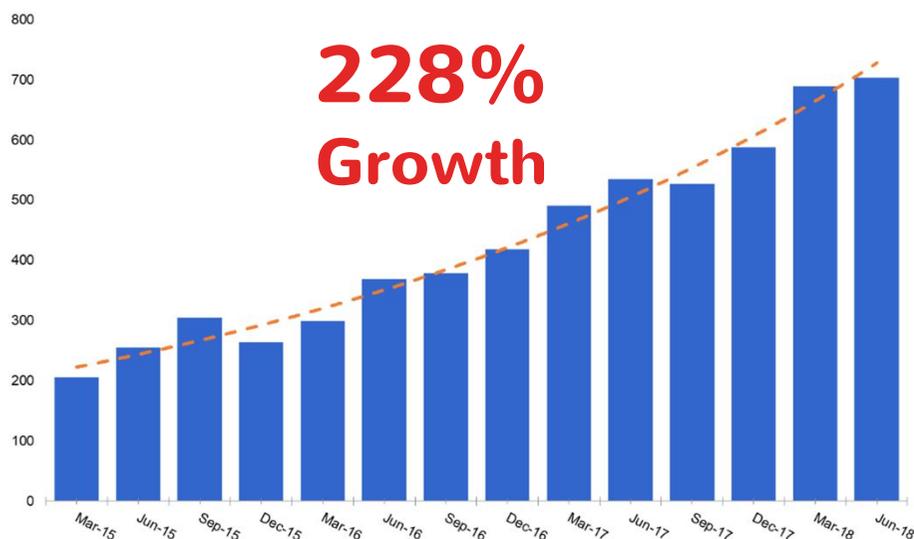


# Increasing Demand

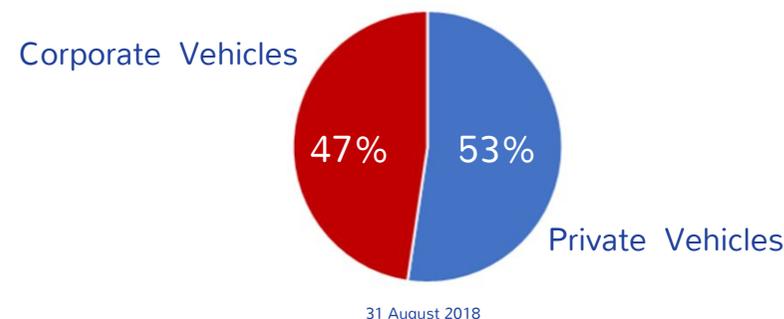


# Increasing Supply

Active Vehicles (Qtr Avg)



Fleet Composition



324

Cars Available for 2+ day rentals

64%

Corporate Vehicles

36%

Private Vehicles

June 2018

## Multiple Supply Channels

- Private vehicles
- New vehicles from Automotive Manufacturers - Subaru, Peugeot & LDV
- Ex-Lease vehicles – Interleasing, CustomFleet & Orix
- Automotive Dealers
- Corporate Fleets

Supplying multiple mobility solutions, from short term to long term – car share, car rental, rideshare rental and subscription

## Owner Earning Guarantee

To accelerate growth in private vehicle listings in the lead up to the peak Summer demand period, DriveMyCar has launched an 'Owner Earning Guarantee' promotion. Subject to meeting vehicle type, location and availability criteria DriveMyCar will guarantee private owners will receive \$2500 over 12 months.

# The DriveMyCar Platform

The DriveMyCar platform is unique in Australia. Leveraging an efficient sharing economy model, it provides opportunities for owners of vehicles to generate income and for renters to access a wide range of vehicles at reasonable prices for multiple use cases. DriveMyCar does not own or lease any vehicles and generates a higher margin than most online marketplaces due to the value it adds, including insurance, renter verification, marketing and payment processing.

## Supply

### Automotive Manufacturers

- new model exposure
- experiential marketing
- increase dealer foot traffic

### Leasing Companies

- ex-lease and new vehicles
- 2nd life revenue stream
- smooth out re-sale volumes

### Automotive Dealers

- increase foot traffic
- guaranteed buy backs
- manufacturer incentives
- new & used vehicles

### Corporate Fleets

- under-utilised vehicles
- 2nd life revenue stream

### Private Owners

- extra income
- under-utilised vehicles



## Online Marketplace

Marketing  
PeerPass Verification  
Insurance  
Pricing  
Rental Agreements  
Payments  
Logistics  
Customer Service

## ManageMyCar

DriveMyCar manages handover and storage on behalf of private and corporate owners

### Airport Locations

Sydney, Melbourne & Brisbane

### Pick Up Locations

Pickles, AutoNexus, Carlins, Park&Fly, Busy Beaver, Vallar, RideLender, Smart Repair, Bears, JC Motors, Swich and more

## Demand

### Apartment Car Share

1hr - 24hrs

**Customer**

Apartment Residents

### Short Term Rentals

2+ days

Consumer & Business

### Accident Replacement Rentals

2 - 60 days

Insurance Companies

### Medium - Long-term Rentals

7 - 364 days

Consumer & Business

### Rideshare Rentals for Uber

7 - 364 days

Rideshare Drivers

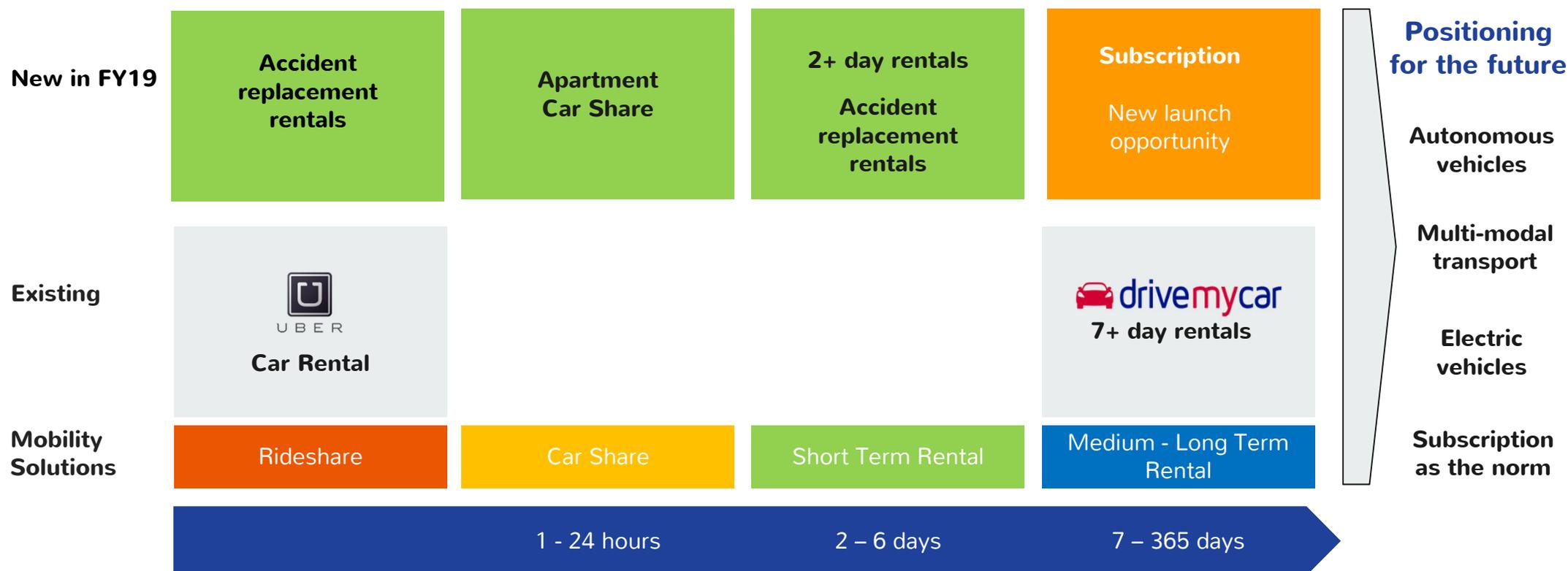
### Subscription

30 - 364 days

Consumer & Business

# Mobility solutions for now and the future

Leveraging a strong capability in medium – long term car rental, a flexible proprietary technology platform and an expanding fleet, DriveMyCar will launch services to address large emerging opportunities in the car share and subscription markets. Through these launches DriveMyCar will be able to exploit opportunities across the mobility spectrum. By the end of FY19 DriveMyCar will be operating in all key mobility segments meeting the needs of a larger market of owners and renters.



**Competitive Environment**



**Limited Competition**

# Automotive Subscription Model

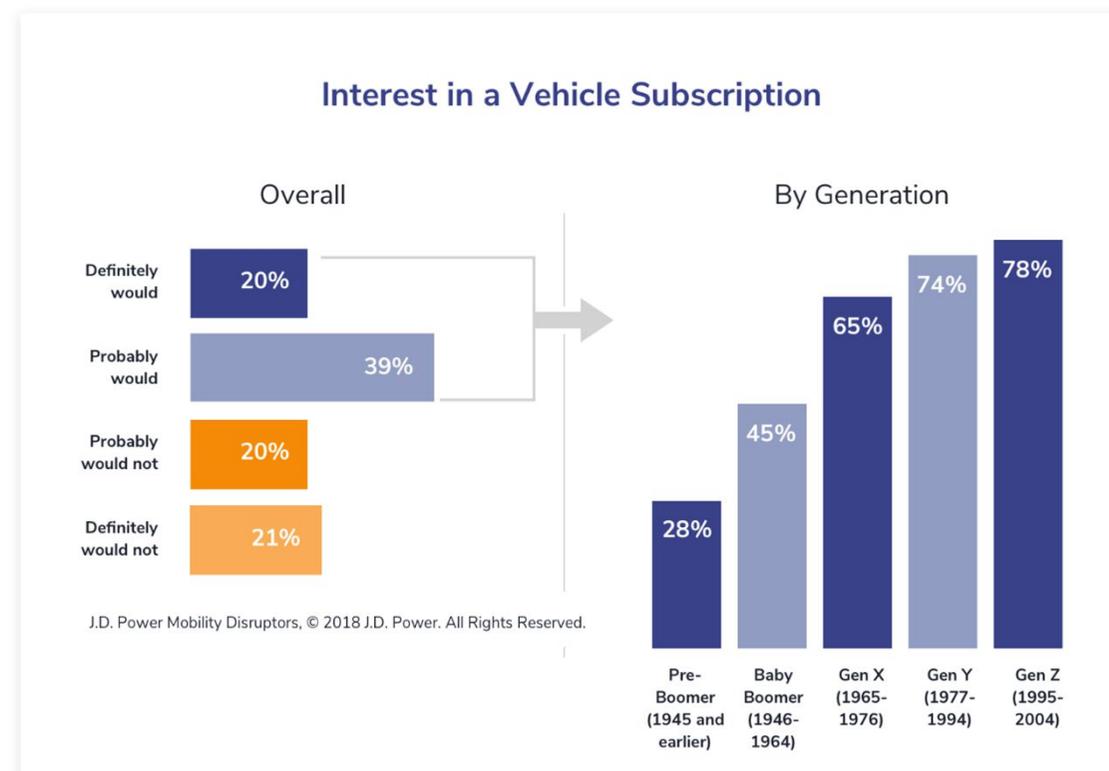
The “subscription economy” is a business trend that replaces the traditional ownership of an asset with one that provides access on a subscription basis — from movies and razors to food and music.

In an automotive subscription service, consumers pay a monthly fee and have the ability to switch between a selection of models. The package includes insurance, registration, servicing and maintenance in one price.

The subscription-service concept fits in with the broader trend away from ownership to “shared use” of an asset and mobility as a service (MaaS). The trend is more prominent with younger age groups and is therefore expected to accelerate over time.

***‘Overall subscription businesses grew revenues about 8 times faster than S&P 500 company revenues and about 5 times faster than U.S. retail sales from January 1, 2012 to September 30, 2017’.***

*Subscription Economy Index Nov 2017*



## Market Potential

Number of Cars sold in Australia in 2017 VFACTS annual sales data 2017	Market Potential 'Definitely Would' consider a vehicle subscription <b>20%</b>	Market Potential 'Definitely + Probably Would' consider a vehicle subscription <b>59%</b>
<b>1,189,116</b>	<b>237,823</b> subscriptions commencing per annum	<b>701,578</b> subscriptions commencing per annum

# Companies Offering Vehicle Subscription Services

There are no widely available automotive subscription products available in Australia.

There is significant opportunity for DriveMyCar to launch the first comprehensive subscription product and take a leadership position in an industry predicted to grow exponentially.

DriveMyCar can leverage its existing operations to launch Australia's first comprehensive subscription product and also partner with Automotive Manufacturers, Automotive Dealers, Leasing Companies and Member Organisations to enable their own subscription offerings with DriveMyCar being the underlying platform for all.

## Overseas



## Australia



# DriveMyCar Automotive Subscription

New - launch opportunity

DriveMyCar is very well-positioned to launch Australia's first comprehensive automotive subscription model. The existing medium – long term rental model is very similar to a subscription offering and DriveMyCar can leverage its existing vehicle fleet, partners and operations to be a market innovator.

***A subscription product will enable DriveMyCar to communicate its offering in a way that resonates with the Generation X, Y and Z demographics and places it at the convergence of rapidly increasing interest in mobility solutions, access vs ownership and subscription.***

***A key feature of the subscription will be the ability to 'switch' cars as required – upgrade to an SUV for a trip away or sports car for the weekend***

The first DriveMyCar Subscription product will include:

- Access to a wide range of new and used vehicles - including economy, SUV, sports and luxury
- Option to 'switch' to a different car depending on requirements or desires
- Minimum subscription period of circa 1 - 3 months - much shorter than traditional automotive leases
- Delivery of vehicle
- Maintenance, insurance, registration costs all included in the price

**ONE subscription = MANY cars**



# Apartment Car Share

DriveMyCar has engaged with Hyecorp Property Group, a diversified Australian property group with extensive experience in property development, construction and funds management to develop and pilot a car share solution for residents of apartment developments. Hyecorp is a company associated with Hishenk, Collaborate's largest shareholder.

Hyecorp and DriveMyCar share the vision that this offering can be rapidly scalable and provide a new revenue stream for DriveMyCar which has significant growth potential. The car share pilot aims to provide residents of apartment developments with the opportunity to share their own cars with other residents.

The proposed solution provides advantages for all parties:

- Valuable car parking spaces can be utilised for both private and car share use, freeing up real estate and providing greater returns for residents and apartment developers.
- Easy access to cars on an on-demand basis at reasonable prices.
- Income earning opportunity for vehicles owners.
- Efficient way for DriveMyCar to access opportunities in the short-term car share market.
- Minimal marketing costs and high potential for utilisation

Upon completion of a successful pilot, DriveMyCar will scale up the initiative, with the aim of rolling out to multiple locations, taking advantage of the rapid densification of Australian suburbs and the increasing trend towards accessing car share vehicles, instead of each person owning their own vehicle.



# Dealer Rental Solution

Enormous changes are under way in the automotive dealer industry. Reflecting this, the theme of the recent Australian Automotive Dealers Association 2018 National Dealer Convention was 'disruption'. With over 60 brands and 400 models chasing a small pie dealers are also facing intense price competition.

DriveMyCar recognises the challenges faced by dealers and is working with them to embrace and benefit from the inevitable disruption - by delivering new marketing and revenue opportunities and also meeting the needs of consumers seeking access to vehicles instead ownership.

The Dealer Rental Solution delivers significant benefits for all parties:

- convenient pick up locations for renters, subscribers, businesses and Uber drivers
- dealers can transition from retail to subscription model with the support of DriveMyCar
- increase in foot traffic for dealers
- opportunity for extended test drives and experiential marketing campaigns
- additional revenue from idle vehicles

Building on success with Subaru, LDV and Peugeot and a number of existing automotive dealer supply partners, DriveMyCar has commenced a campaign to expand the number of new and used vehicles sourced from automotive dealers.

The campaign includes:

- email campaign
- telephone sales
- automotive publication advertising

New dealers sourced via the campaign, including Cricks Tweed and Mercedes-Benz Melbourne Airport are being on-boarded during the December 2018 Quarter.

## The Automotive Retailing Industry is Changing Rapidly

*Disruption is more than just a buzzword. It's a business model that has reaped billions of dollars for its best practitioners. Uber disrupted taxis, Airbnb disrupted hotels, Bitcoin is attempting to disrupt currency, and let's not forget one of the trendsetters, carsales.com.au disrupted the newspaper classifieds.*

*The new and used car franchise dealership model is under attack, both direct and tangential, from many sides. Some will change the way Dealers do business, others will aim to take that business.*

*We don't know exactly how our industry will look in five years' time, but what we do know is that it will not look the same as it does today.*

## Extract from Convention Theme



AUSTRALIAN  
AUTOMOTIVE  
DEALER  
ASSOCIATION

National Dealer  
Convention &  
Expo 2018



# | Case Study: Subaru

DriveMyCar and Subaru created an experiential marketing campaign to promote the launch of the **Subaru Impreza** which saw **101 Imprezas rented within 2 weeks**, mainly to Uber drivers which in turn exposed thousands of passengers to the new Impreza.

*One of the five most eye-catching launch campaigns of 2017*



In September 2017 the largest ever campaign launched featuring **105 Subaru XV's**.

October 2016

March 2017

September 2017



**Pilot**  
**10 x Levorg**

**Experiential Marketing Campaign**  
**101 x Impreza**

**Experiential Marketing Campaign**  
**105 x XV**

*'This partnership provides a tremendous opportunity to demonstrate the appeal and integrity of our cars to an audience that may otherwise have not been exposed to our brand, or considered it in the past'.*

**Amanda Leaney**

General Manager Marketing,  
Subaru



# | Case Study: Uber

## Objective

- Satisfy demand for quality vehicles from Uber drivers who do not own their own vehicles or require a temporary vehicle
- Wide range, multiple pick up locations and great prices

## Activity

- Provide new, ex-lease and fleet vehicles
- Subaru Impreza, XV & Peugeot experiential marketing campaigns
- Lowest prices, most flexible terms
- First provider authorised by Uber to supply accident replacement vehicles
- 10 pick up locations

## Results

- 72% YOY Rental Transaction Value growth (FY17 vs FY18)
- Higher utilisation and average term of rental than private rentals





# | Case Study: RACV Insurance - Hailstorm

## Objective

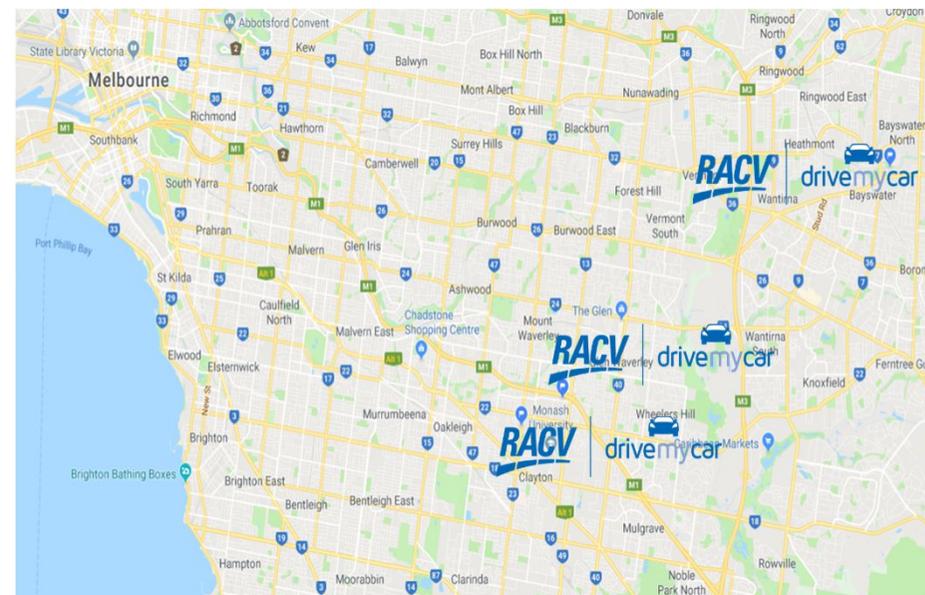
- Provide rental vehicles for RACV Insurance customers while their hail damaged vehicles are being repaired
- Ensure RACV members mobility needs are met seamlessly and efficiently
- Provide a higher level of service and value than traditional car rental companies

## Activity

- Rental car pick up and drop off available at three repair centre sites
- Streamlined online booking process for customers
- Handovers completed by repair centre staff using DriveMyCar handover app

## Results

- Positive feedback from customers and RACV
- Prices for new cars from \$29 – substantially cheaper than competitors
- Successful pilot opens opportunities for broader accident replacement offering



*"This partnership demonstrates how RACV is expanding its offering to members to ensure they have more options to get around at a time when they need it the most."*

**Mark Geraghty**

RACV General Manager – Motor Insurance

# | Case Study: ManageMyCar & Airport Pick Up

## Objective

- Expand supply by managing vehicles on behalf of owners
- Provide airport pick up location
- Enable 24 hour /365 day pick up service
- Ensure availability of vehicles
- Provide income opportunity for customers who cannot manage their own rentals

## Activity

- DriveMyCar manages its own location at Green Square and has partnered with Park&Fly in Sydney, Busy Beaver in Melbourne and Gateway Airport Parking in Brisbane
- Full rental management service for private and fleet owners
- Convenient airport pick up locations for renters with shuttle service
- All vehicles available for 2+ day rentals

## Results

- Over 80 vehicles available from private and fleet owners
- Higher vehicle utilisation rate
- Competitive prices compared to traditional car rental companies





# | Case Study: LDV

## Objective

- Increase brand awareness and sales of LDV vehicles
- Try before you buy opportunities
- Increase dealer foot traffic

## Activity

- LDV vans offered for rental
- Pick up from dealers
- Extended test drives to demonstrate quality and performance

## Results

- First rental generated sale of four vans
- Prompted replacement of entire fleet with LDV vehicles

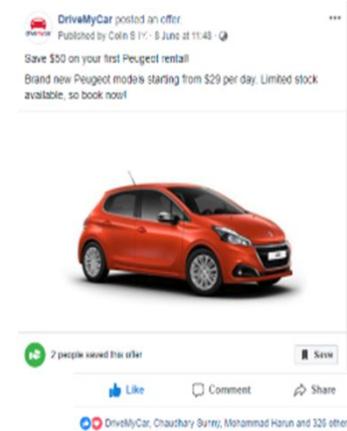


*"We recently hired LDV vans from DriveMyCar. This gave us a great low cost opportunity to trial these vans that we did not even know were available in Australia". "Within a month we bought 4 x LDV vans and we have since spread the word to several other StarTrack contractors and I know many of them have already completed multiple purchases. We too will soon make further purchases as we phase out our current fleet over time and replace with the LDV's - this all came about directly from the offer of DriveMyCar to trial these vehicles at a low daily hire rate".*

**Claude Morello**

FNET

# Online and Offline Marketing



### RENT A CAR FOR UBER

Cars From **\$159 PER WEEK** **\$50 OFF\***

**Rental includes**  
 7 day minimum rental period  
 7 day handback notice  
 Coverage for accidental damage & theft  
 24/7 roadside assistance  
 Dedicated Account Manager

1300 980 706  
 drivemy car .com.au/uber

### RIDESHARE RENTALS

RENT A CAR FOR UBER

- From **\$159 per week**
  - 1050km / week included
  - Hatch / Sedan
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  - New model
  - 1050km / week included
- From **\$249 per week**
  - Toyota Hybrid
  - New model
  - 1400km / week included
- From **\$280 per week**
  - Late model
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1300 980 706  
 drivemy car .com.au/uber

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 From \$199 includes full cover - Coverage for accidental damage and theft  
 24/7 Roadside assistance - Dedicated account manager

Experiences Peugot 2008 Concept

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# Media Coverage

**THE AUSTRALIAN BUSINESS REVIEW**

NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT LIFE TECH ARTS TRAVEL

TECHNOLOGY

## Uber drives new car sharing deal

DAVID SHAN Reporter @shan\_legend

UberX drivers in Australia will no longer have to use their own car, with peer-to-peer rental firm DriveMyCar inking a new agreement with Uber.

**FINANCIAL REVIEW** PREMIUM

NEWS BUSINESS MARKETS STREET TALK REAL ESTATE OPINION TECHNOLOGY PERSONAL

Home / Technology

## Sharing: Crush aimed at costly airport car rentals could lead to buyouts

Ben Potter Holidaymakers and business folk seeking cars at airports no longer have valid excuses to complain about being ripped off by big rental companies.



**Marketing**

NEWS PAGES RESOURCES EVENTS THE MAG Marketing Pro Sign In

## Sharing economy lands at Sydney and Brisbane airports with DriveMyCar

In a move that will drive the sharing economy further into the mainstream, industry disrupter DriveMyCar has today announced the expansion of its s and Brisbane international airports.

Since 2010, DriveMyCar, the nation's largest peer-to-peer car rental platform to rent personal cars from other users.

The new service will allow local and international travellers to pick up and drop off cars at convenient locations without having to pay the airport premium charged by rental companies such as Avis, Thrifty and Europcar, to name a few.

**Courier Mail**

Search Q

BUSINESS BREAKING NEWS CITY BEAT OLD BUSINESS MONTHLY PRIME SITE



Uber vs Taxis, which is better?

## Savvy Aussies using spare time and assets freed up by Christmas holidays to fund their celebrations

While car share company DriveMyCar averaged about 50 per cent utilisation of vehicles throughout the year, between Christmas Eve and New Year's Day this jumped to 92 per cent in Perth, 86 per cent in Brisbane, 80 per cent in each Sydney and Adelaide, and 73 per cent in Melbourne.

**GQ**

ENTERTAINMENT Tech

## How DriveMyCar Is Accelerating Business And Breaking Barriers

Property Commercial Real Estate

## RACV membership a money maker



RACV's new membership model is a money maker for the organisation, according to a report by the Australian Financial Review. The report says that RACV's membership fees are a significant source of revenue for the organisation, which is a not-for-profit. The report also says that RACV's membership fees are a significant source of revenue for the organisation, which is a not-for-profit.

**Auto Rental NEWS**

Home Fleet Acquisition Remarketing Rental Software

## DriveMyCar Launches at Melbourne's Tullamarine Airport

May 24, 2016

DriveMyCar has expanded its peer-to-peer car rental platform for local and international travellers at Melbourne's Tullamarine Airport.

Available services includes rental cars, pick up and return services and a free shuttle service operating between airport parking and Tullamarine Airport.

Since 2010, DriveMyCar has been used by more than 26,000 members around Australia.



**CMO** FROM IDG

## How ride-sharing is helping Subaru build brand reach

Car manufacturer's marketing and local business leader talk about an innovative partnership aimed at expanding product reach to new demographics.

BRAD KOWATH (CMO) 10 OCTOBER 2017 07:01



Subaru XV 2.0i

**BUSINESS INSIDER AUSTRALIA**

TECH

## The NSW government wants to build a 'collaborative economy'

With the likes of Uber and AirBnb gaining popularity across the country, rather than resisting change, the New South Wales government is looking to embrace it.

The NSW Innovation minister Victor Dominello announced today that his state government will be embracing and looking to develop a framework for the "collaborative economy".

This comes after new estimates that those services contributed over \$900 million to the economy in the last year.

**GIZMODO**

## In Australia, You Can Test Drive A Subaru With Car-Sharing

Campbell Simpson Oct 12, 2016, 9:15pm Filed In: Australian Stories



Image: Subaru

Test drives are the best possible way to work out whether a new car is right for you. There's no getting around that. But some dealers offer short, supervised test drives that don't give you a complete representation of what a car is like. Not Subaru, though – Subaru wants you to test drive its new Levorg wagon (yes, that's its name) for up to a year by using it as a car-sharing vehicle.

**Send your car out to work**

If you own a car that you see rarely or not at all, you could be earning up to \$1000 a month with DriveMyCar. It's a convenient, low-risk service that lets you share your car with people needing one from 7 days a week.

All cars are covered by insurance and RACV's Emergency Breakdown Assistance while parked and, of course, DriveMyCar screens renters and car owners to ensure a safe and secure experience for both.

What's more, we'll give you a bonus \$100\* the first time your car is rented by someone. Simply add the code RACV100 when listing your car.

At RACV, we're there for you. And we're there to connect car owners with car renters.

To find out how to get an extra \$100 income with your car visit [racv.drivemycar.com.au](http://racv.drivemycar.com.au)



RACV drivemycar

**drive my car**

## Peugeot joins DriveMyCar

Peugeot has joined DriveMyCar, the nation's largest peer-to-peer car rental platform. The new service will allow local and international travellers to pick up and drop off cars at convenient locations without having to pay the airport premium charged by rental companies such as Avis, Thrifty and Europcar, to name a few.

**Mumbrella** Editorial Events Jobs More

## Inside the five most eye-catching launch campaigns of 2017

"It could have been any ambitious car marque – but Subaru did it"

Subaru's Impreza collaboration with DriveMyCar

# Company Operations



## Head Office

Sydney

## Operations Facility

Green Square

## Third Party Handover Locations

Sydney Airport, Melbourne Airport, Brisbane Airport, Eagle Farm, Tweed Heads, Macquarie Park, Laverton, Erskine Park, Bella Vista, Altona, Brighton, Banksmeadow, Girraween, Chullora, Coolaroo

## Customer Support Centre

Manila, Philippines

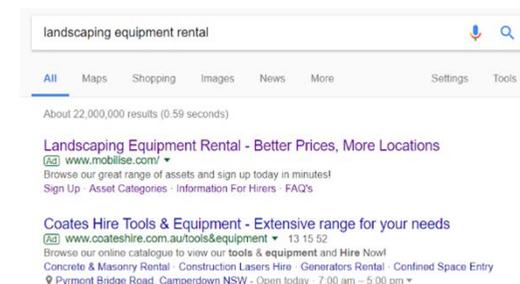
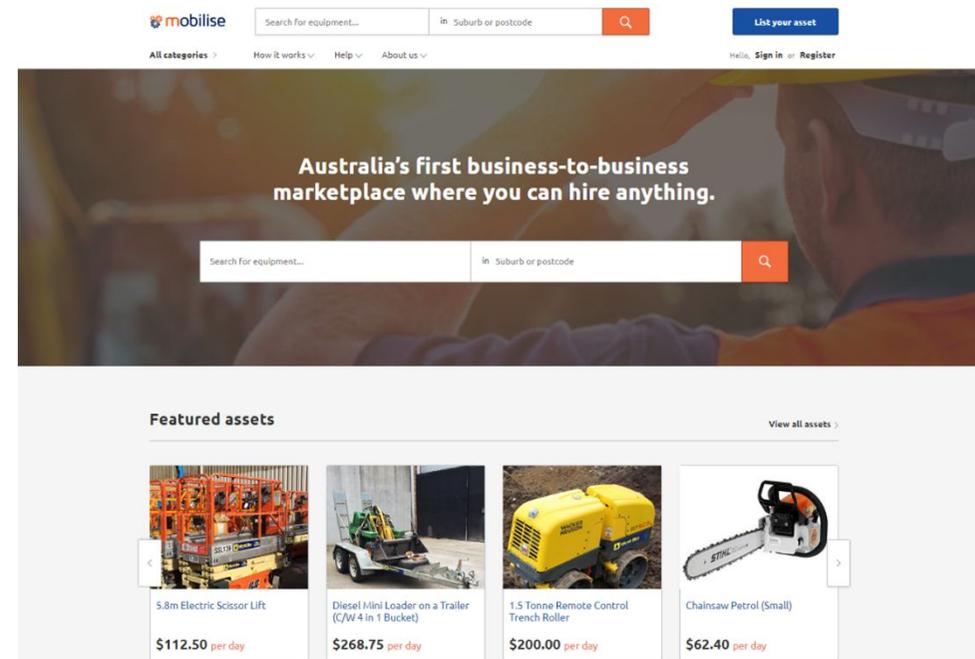
## Staff (FTE)

15



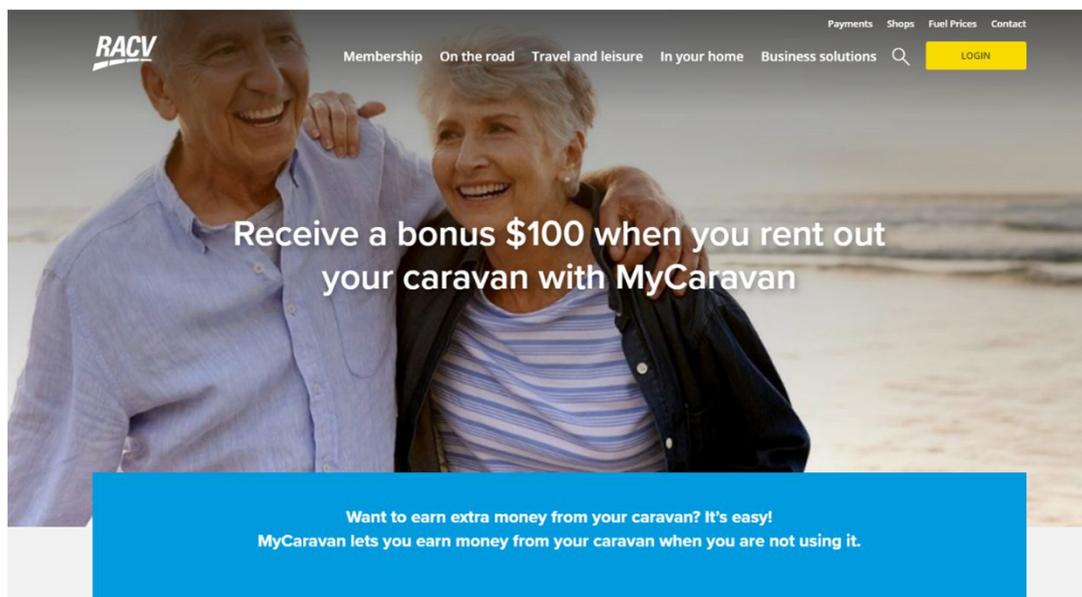
# Mobilise

- Mobilise launched in association with Aon, a leading global provider of risk management and insurance brokerage services
- A unique rental marketplace incorporating trust and verification, insurance for assets and payment processing facilitating consumer and business transactions
- Over 3,700 assets listed
- Mobilise incorporates PeerPass to verify renters before gaining access to assets and to increase trust in the marketplace
- Mobilise has been built on the latest version of the Collaborate Sharing Economy Platform incorporating API layer, AWS and Content Management System
- Initial focus on building and construction markets. Further market categories to be explored.





# MyCaravan



- Australia's first true peer-to-peer caravan rental platform
- 'No -Tow' option appeals to owners and renters
- Promotion to RACV members via [www.RACV.com.au](http://www.RACV.com.au) from April 2018
- Opportunity for 'try before you buy', which is not possible through caravan dealers
- Provides an excellent proposition for investors to generate superior returns on investment via the comparatively high daily rental rates on offer.

## Substantial Market Potential

11.58 million

Domestic Trips

49.78 million

Domestic Nights

554,344

Caravans

60,957

Campervans

# Collaborate Board



**Chris Noone**

**Chief Executive Officer and Director**

With one eye on the consumer and another on the balance sheet, Chris has led the development, launch and optimisation of many innovative companies that have helped define today's digital market in Europe, Asia & Australia including Hasbro Interactive, Vodafone and ninemsn. Chris has also co-founded a number of start-up businesses that delivered disruptive online products.



**Adrian Bunter**

**Non-Executive Director**

Adrian has over 20 years' experience in accounting, finance and a broad range of corporate advisory roles. He is an executive director of Venture Advisory, one of Australia's leading specialist technology, media and telecommunications financial advisory firms. Adrian is a member of the Executive Committee of Australia's leading angel investing group, Sydney Angels and is a director of 8common Limited.



**Michelle Vanzella**

**Non-Executive Director**

Michelle has an extensive combination of customer, marketing, digital, data and commercial legal skills built up across multiple industries including technology, retail, property and financial services. Michelle practiced Corporate & Commercial Law at Allens and has held senior executive positions with iconic Australian brands including Westfield, Suncorp and AAMI. Michelle brings to the Board expertise in strategic growth and innovation, customer strategy and analytics, consumer marketing and the application of existing and emerging technologies to business growth.



**Karen Logan**

**Company Secretary**

Karen has extensive compliance, capital raising, merger and acquisition, IPO and backdoor listing experience in a diverse range of industries including technology, media, resources, health care and life science. She has assisted a substantial number of private start-up and established businesses transition to being publicly-listed companies for over 12 years. Karen is company secretary of a number of ASX-listed companies.



**Paul Morris**

**Strategic Advisor to the Board**

Paul has had a long and distinguished career in the automotive industry in Australia and Europe working in a number of senior strategy, operational and sales roles with leading companies. Most recently Mr Morris was chief operating officer of the ASX-listed Automotive Holdings Group Limited, Australia's largest automotive retailer

# Current Priorities and Share Price Catalysts

- Maximise 2+ day car rental opportunity
- Progress apartment car share pilot
- Leverage owner earning guarantee to increase private vehicle supply
- Launch car subscription product
- Scale accident replacement product opportunity
- Expand automotive dealer rental solution
- Migrate to Amazon Web Services (AWS) hosting to increase site performance, security and resilience
- Continue to scale consumer and B2B marketing campaigns and further leverage strategic partners to increase demand
- Explore new categories for Mobilise

# Collaborate Summary

- Operating at the convergence of growth in access, mobility and subscription
- Strong focus on mobility market with multiple product offerings
- Proven business model and significant industry experience that can be leveraged in multiple markets
- Three marketplaces targeted at high growth potential categories
- Dual supply and demand growth strategy – leveraging strong corporate partnerships and direct consumer relationships
- Sustainable competitive advantage secured through PeerPass trust and verification platform, with third party licensing opportunities
- Proprietary sharing technology platform
- Considerable opportunity to boost uptake via existing strategic partnerships and strong pipeline of new opportunities.

# Appendices

What is a Peer-to-Peer Marketplace?

The Value of Trust & Reputation

PeerPass

Collaborate Sharing Platform

# What is a Peer-to-Peer Marketplace?

Peer-to-peer marketplaces allow idle assets to be discovered and monetised. Collaborate provides a unique opportunity to participate in the development of the sharing economy:

- The only ASX listed peer-to-peer marketplace operator
- Dual focus on individuals and companies
- Strong corporate partnerships that can be leveraged for long term sustainable growth



*"I need to rent a car for 2 months."*

## Peer-to-Peer Marketplace

Marketing  
Insurance  
ID Verification & Trust  
Rental Agreements  
Customer Service  
Payments



*"I have a spare car that can be rented."*

### Demand

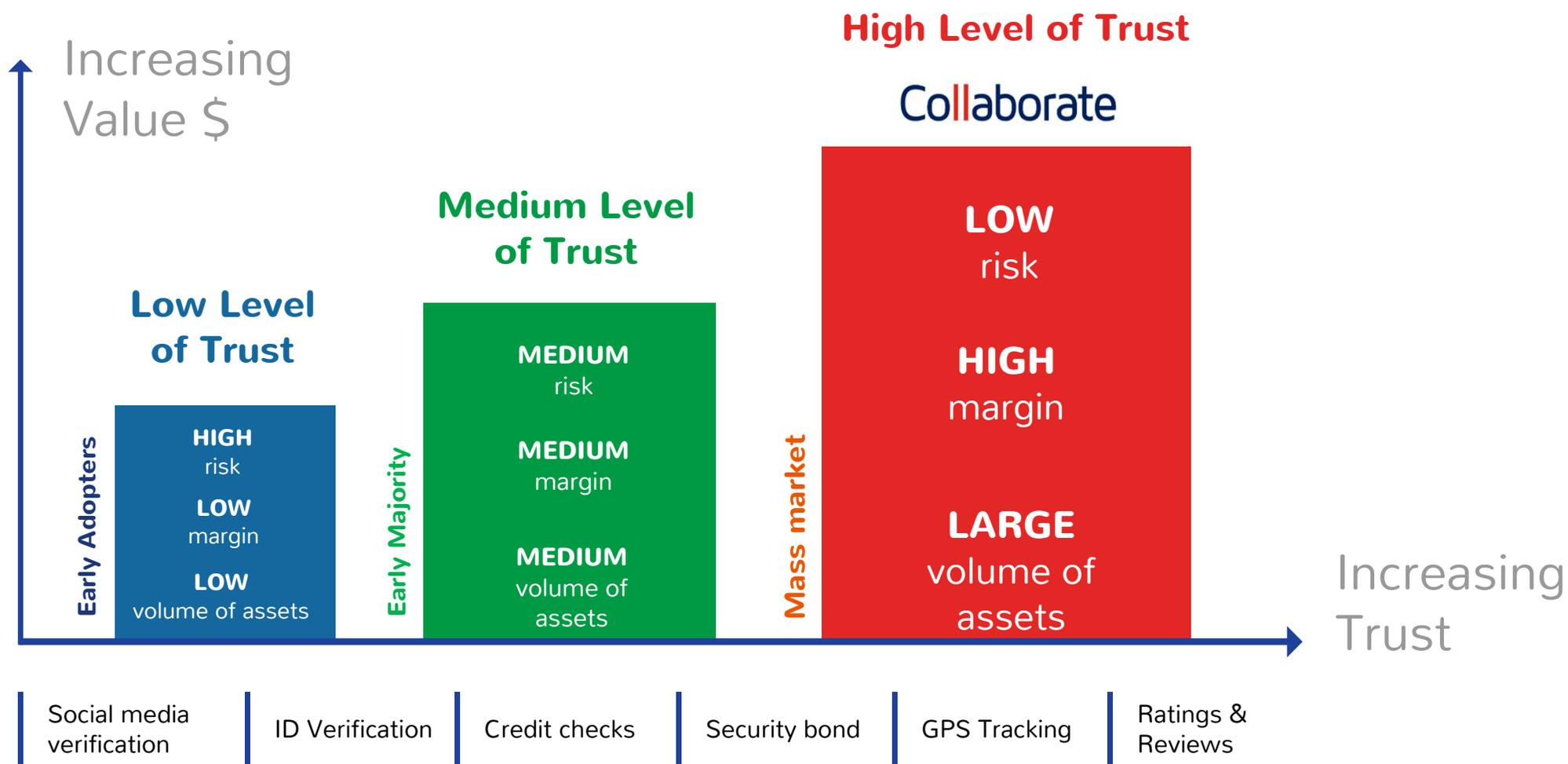
Individuals  
Rideshare drivers  
Insurance Repair Customers  
Government  
Companies

### Supply

Individuals  
Automotive Dealers  
Automotive Manufacturers  
Leasing Companies  
Corporate asset owners

# The Value of Trust & Reputation

The key to success in the sharing economy is the establishment of trust between owners and renters. As trust increases, more idle assets become available for listing in peer-to-peer marketplaces. Collaborate creates a high level of trust and therefore can generate much higher margins than lower trust solutions.



# peerpass >>

- PeerPass was conceived to differentiate Collaborate’s marketplaces from competitors by performing a higher level of verification and thus creating a higher value customer base
- PeerPass has been integrated with partners including RACV to rapidly identify and verify customers and create a shorter onboarding journey that increases conversions
- Customers will be able leverage their online trust profile across Collaborate’s marketplaces, increasing ease of access for customers and reducing verification costs for Collaborate

Social media verification

LinkedIn

facebook

ID Verification

VIX VERIFY

Secure online payments

eWay  
SECURE ONLINE

Credit checks

EQUIFAX

E-Signing

HELLOSIGN

GOAL

Be the standard for online **verification and reputation management** in peer-to-peer marketplaces

Partner database integration



Ratings and reviews



Handover & Inspection App



# Collaborate Sharing Platform

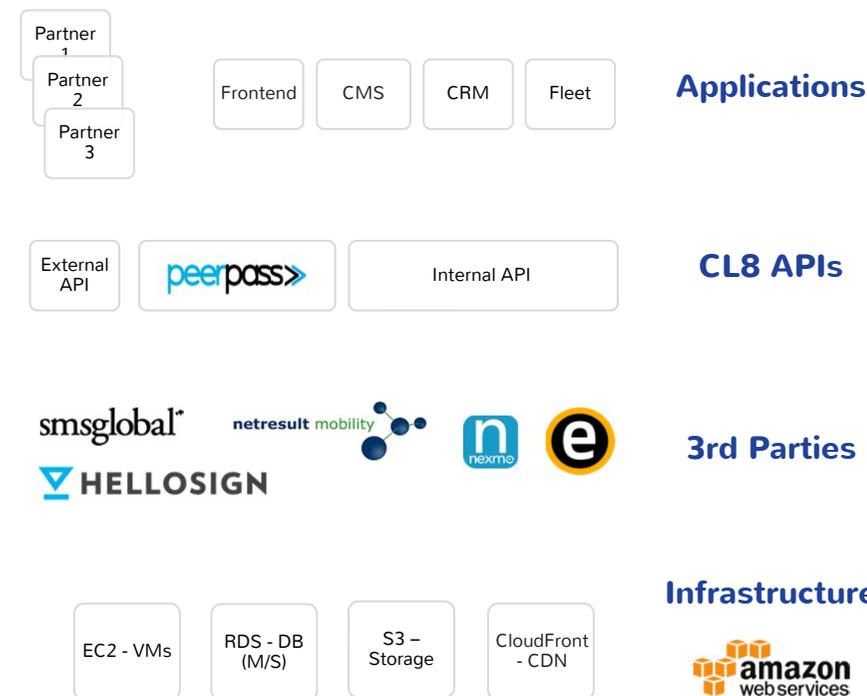
Collaborate has developed a proprietary online marketplace platform to facilitate the sharing of assets. The platform provides significant scalability to launch a wide range of services and integrate with multiple partners and ASP's to deliver innovative solutions.

**Scalable**

**Robust**

**Secure**

- .NET backend supporting enterprise grade functionality and multiple front end marketplaces
- Mobilise was developed on the new version of the platform with DriveMyCar to migrate during 2018.
- Amazon Web Services infrastructure provides a cost-effective way to deploy a highly-available, resilient, scalable and secure solution.
- Content Management System enables rapid updating of content and implementation of marketing campaigns
- API layer to integrate partners and services
- Highly efficient and flexible React front end to be developed for DriveMyCar
- Better monitoring and alerting system for improved serviceability.
- Separate PeerPass server – evolving as an independent service.
- Network security and penetration testing assessments conducted by third party auditor





Website: [www.collaboratecorp.com](http://www.collaboratecorp.com)

Email: [shareholder@collaboratecorp.com](mailto:shareholder@collaboratecorp.com)

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