



Disrupting Rental Property Management

Investor Presentation
November 2019

(ASX: AO1)



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All figures in this document are in Australian dollars (AUD) unless stated otherwise.

Executive Summary



- ASX-listed AssetOwl (ASX: AO1) has developed and provides a cloud-based enterprise software platform (“**Management Platform**”) for managing inspections of real estate assets.
- Successfully demonstrated, sold and implemented limited retail version and wider proof of concept with 7-Eleven in Australia. Broader penetration with large retailers took longer than anticipated with many external challenges disrupting the retail sector whilst negotiating with and customising for large companies.
- AssetOwl management identified an opportunity in the residential real estate market where inspection processes were creating significant stress.
- First residential product best of type but not radical change and secured first clients. New generation product, Inspector360, now complete. Inspector360 represents radical positive change with quantum leap improvement in quality and efficiency outcomes.
- New partnerships with The Agency Group Australia Ltd (ASX: AU1), PCR Inspection Services, ReMax WA and Attree Real Estate will expedite the commercialisation of Inspector360.

A Common (But Painful) Business Process



- Old property inspection process:
 - At property: pdf form completed with many digital photos (600 questions and 500-1000 photos).
 - At office: form redone in new format to conform with requirements.

OLD inspection process

(At office)
Prepare house for inspection through word document or pdf



20 mins

(At property)
Capture photos, comments and condition data



120 mins

(At office)
Transcription of further comments or voice dictation



30 mins

(At office)
Transcription of further comments or voice dictation



30 mins

(At office)
Print report



5 mins

(Tenant)
Complete printed report, Email back to agent along with additional photos.



60 mins

(At office)
Collation of tenant feedback and sharing of report with owner through email

30 mins

Total 295 mins / 5hrs

- InspectorAsset Version 1:
 - Inspection conducted on mobile app; attaches photos; voice recognition for description.
 - App automatically reformats then print and sign for tenant.

AssetOwl – Next Level Property Inspections



- Inspector360: photograph-centric: comprehensive visualisation via 360 degree virtual technology as the baseline of a true virtual tour of a property's condition.
- Valuable point of difference for agencies in securing landlord clients and new tenants.
- Streamlines completion of a compliant report for all parties. Tenants inspect; comment and sign digitally. Notes and hot spots pinned to panoramas in the app.
- Comprehensive navigable photos assist in eliminating tenant owner disagreement and court challenges.
- Updated 360s can be sent to owners when maintenance is carried out. Tenants and tradespeople can send in hotspot images to track need for (or completion of) maintenance.
- Leverages AssetOwl's existing platform and technology.

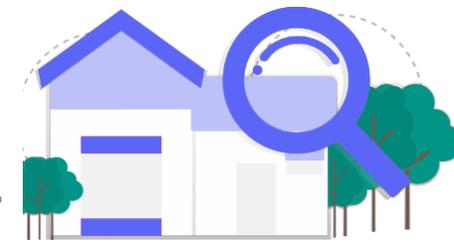
NEW inspection process with AssetOwl



Value in efficiency and quality over time

Total 120 mins / 2hrs

Multiple Stakeholders



Stakeholder	Problem	Value Proposition	High Level Pitch
Property Owner	<ul style="list-style-type: none"> Anxiety about property protection and condition. Inability to access their primary investment. 	<ul style="list-style-type: none"> Gives confidence about current state of property. Lowers risk of issues. Potential sales tool. 	<ul style="list-style-type: none"> Virtual inspection any time.
Agency Principal	<ul style="list-style-type: none"> Optimising labour costs and staff morale. Differentiation. 	<ul style="list-style-type: none"> Advantage over competitors. Premium charge. Significant efficiency gain. 	<ul style="list-style-type: none"> Premium inspection solution.
Property Manager	<ul style="list-style-type: none"> Property inspection process is frustrating and slow. Frequent disputes can demand court time. Caught in the middle. Stressful. 	<ul style="list-style-type: none"> Dramatically reduce disputes and court time. Higher veracity property inspection tool. Qualitative improvement. 	<ul style="list-style-type: none"> Comprehensive and visually rich inspection record.
Outsourced Inspection Provider	<ul style="list-style-type: none"> Property inspection is a low margin business. Requires a standard platform for efficiency. 	<ul style="list-style-type: none"> Higher quality product. Premium charge. Cost efficiency + qualitative improvement. 	<ul style="list-style-type: none"> Comprehensive and visually rich inspection record.
Tenant	<ul style="list-style-type: none"> Property inspection process is fraught with risk and time consuming. Risk of dispute. 	<ul style="list-style-type: none"> Higher veracity property inspection reduces risk of dispute and saves time. Gives comfort they won't be ripped off. 	<ul style="list-style-type: none"> Accessible and visually rich inspection record.

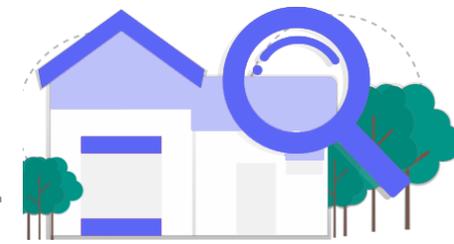
Australian Market Size and Revenue Model



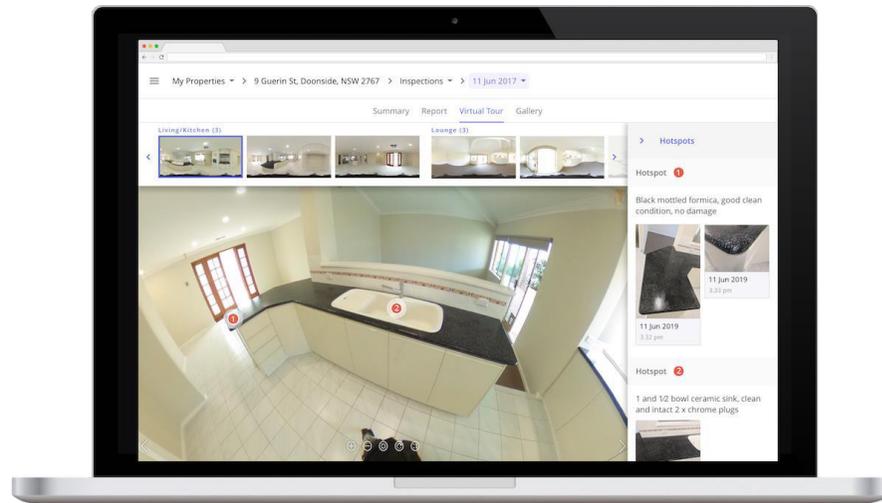
- 3 million residential rental properties in Australia (ABS, 2016).
- Half are managed by agents and the other half by the owners.
- Self managed market to be addressed with a complementary product.
- There are about 6,500 real estate agencies managing residential properties, averaging 200 properties per agency (ABS 2004).
- Our initial list pricing is \$55 per property per year with a per use charge based on the average Australian rental return of 12 months (1 entry, 2 routine, 1 exit inspection per property). Private managements will have annual licence fee of similar cost
- Scope for growth at varying market penetrations:

	5% WA	5% National	20% National
Properties	15,000	150,000	600,000
Estimated market value for residential rental properties, assuming \$55 per property per annum on average	\$825,000	\$8,250,000	\$33,000,000

Go-To-Market Plan



- Reach agreement with leading property inspection firms with significant share of local markets to provide beta site and become reseller
- Select agents as 'Preferred Suppliers' of inspections for privately managed properties
- Promote income sharing and rent roll building opportunities to agents
- Targeting large early adopter agencies and outsourced inspection service providers
- Social media marketing direct to property managers
- Demand generation through promotion to property owners
- Over time, we see potential for Inspector360 to become a standard operating platform for national groups



Future Products



- Next editions of Inspector360 will include:
 - Maintenance referral to facilitate repairs
 - Floor plan creation
 - Virtual tour creation
- New business lines planned include:
 - The creation of a property management dictionary for automatic voice transmission
 - Capturing data cleansed of private data by AI
 - Adapt for use as a sales tool to allow potential buyers to tour properties for sale online

Technology



- The Inspector360 platform is available across all digital platforms including through a web app across desktop computers and mobile and tablet apps for iOS and Android devices.
- The web app supports all product functionality whilst the mobile and tablet apps are optimised for answering inspections and sharing information with owners and tenants.
- The iOS app is available for download from the [Itunes store](#) and the Android app from the [Google Play store](#).
- The mobile app has been developed with the new cross-platform development framework, Flutter, developed by Google to streamline development of mobile apps between the web, iOS and Android.
- After extensive R&D work, the company has developed a robust enterprise grade mobile architecture for development in Flutter, leading to a 2-3x cost reduction in future development and maintenance of the mobile technology platform.
- The platform supports robust, legally compliant digital signing for property managers and tenants allowing for a fully paperless process for property agencies.
- The business maintains ISO 27001:2013 certification from SAI Global for its technology platform (Licence No: ITGOV40085)

Corporate Snapshot



	ASX Code: AO1
Shares on Issue	301,220,812
Market Capitalisation (all shares) @ 0.8¢/share	\$2.4m
Performance Rights Class C ¹	3.15m

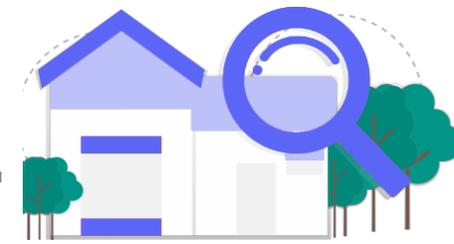
Board and Management	
Simon Trevisan	Non Executive Director, Chairman
Geoff Baldwin	Non-Executive Director
Andrew Lane	Non-Executive Director
Giuseppe Di Franco	Chief Technology Officer

Last 12 months' share price and volume



Top 10 Shareholders	Share Holding	%
Tribis Pty Ltd (Trevisan related)	47.84m	15.88%
Ogee Aust PL (Kevin Lane)	21.41m	7.11%
NCKH PL (Lane related)	21.41m	7.11%
TT Nicholls Pty Ltd	15.00m	4.98%
Chesapeake Capital Ltd	14.55m	4.83%
Melshare Nominees Pty Ltd	13.99m	4.64%
Mr & Mrs Daly	12.04m	4.00%
Jasper Hill Resources Pty Ltd	8.94m	2.97%
Retzos Executive Pty Ltd	7.32m	2.43%
M & K Korkidas Pty Ltd	5.41m	1.80%
Top 10 Total		55.75%
Top 40 Total		68.65%
Total Number of Shareholders		503

Board & Management



Simon Trevisan
Chairman

- Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses.
- Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.



Geoff Baldwin
Non-Executive Director

- 30 years' experience in the real estate sector and the Managing Director and Owner of RE/MAX Western Australia (since 2009). Appointed as a Director of AssetOwl Limited on 6 June 2018.
- Former director and owner of Greatnet, a real estate technologies company. Mr Baldwin's firm developed the first real estate property inspection software in Australia, introduced Virtual Tour technology to the real estate industry in WA and developed websites and client management software for the industry.



Andrew Lane
Non-Executive Director

- Managing Director at Matrix Partners Pty Ltd and Chairman at Access Group Pty Ltd.
- Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.



Giuseppe Di Franco
Chief Technology Officer
& Co-Founder - AssetOwl
Technologies

- Before co-founding AssetOwl Technologies, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program.
- Giuseppe leads the product and engineering teams developing the management platform.

Board

Management

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