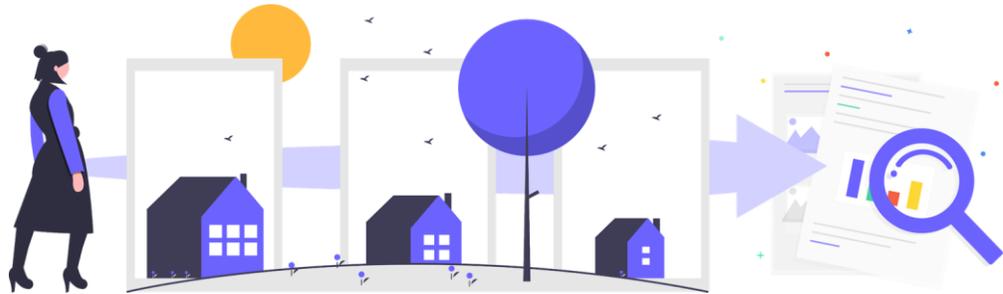


# AssetOwl

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## Disrupting (and Saving) Real Estate Management



Investor Presentation | April 2020 | (ASX: AO1)

# Executive Summary

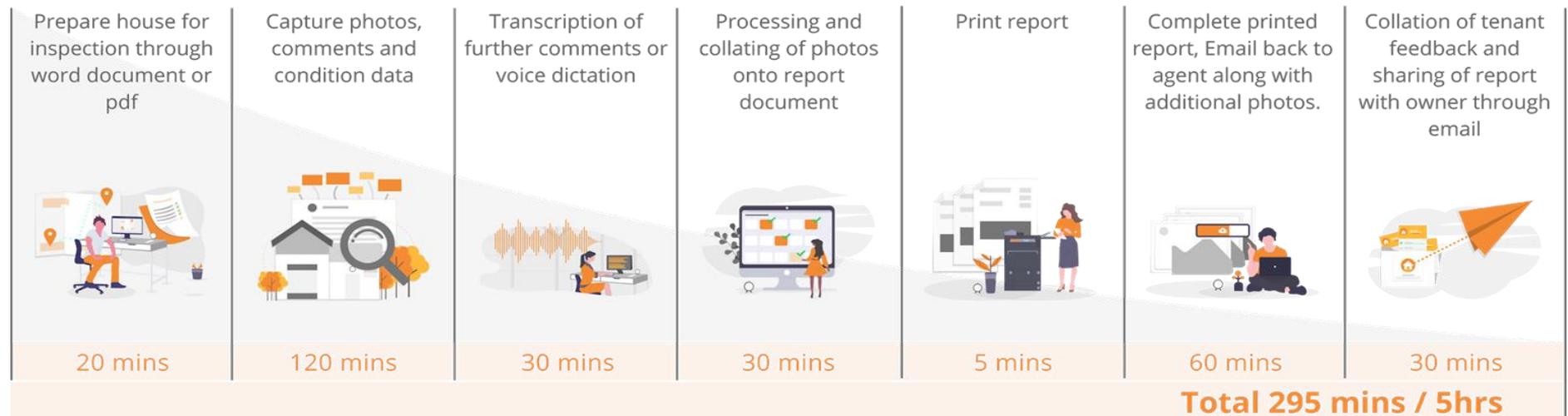
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- AssetOwl Limited (ASX: AO1, the “Company”) has developed and provides a cloud-based enterprise software platform (“**Management Platform**”) for managing inspections of real estate assets. The Company aims to provide real estate owners with **one trusted platform for managing properties remotely**.
- New generation product, *inspector360*, is now complete and in market. *inspector360* represents radical positive change with **quantum leap improvement in quality and efficiency outcomes**.
- **Successful trials and newly-secured partnerships** with The Agency Group Australia Ltd (ASX: AU1), PCR and Routine Inspection Services, RE/MAX WA and Attree Real Estate are expediting the commercialisation of *inspector360*.
- Release of *inspector360* “**Virtual Tours for Sales**” add-on and first commercial use achieved in April 2020.
- The Company has secured **access to over 6,000 real estate agencies and an estimated 500,000 properties** through an integration with trust accounting and communication platform PropertyMe and a long-term strategic partnership with Property Tree, one of Australia’s leading cloud-based property management platforms. The Company has also gained access to **9,000+ agencies across Australia and NZ through its sponsorship of PPM Group**, a leading Australian provider of property management support and solutions.

# A Common (But Painful) Business Process

- Property inspections are a pressure point on real estate agents and managers: time-intensive, costly and open to dispute.
- Under existing processes, comments, photos and condition data are captured at the property, typically with pen and paper.
- The next step sees transcription of voice dictation or proofreading of (inaccurate) voice to text conversion.
- Photos are processed, collated onto the report document and uploaded to cloud storage.
- Print report and share with tenant. All steps after this are completed via email between the tenant and owner.

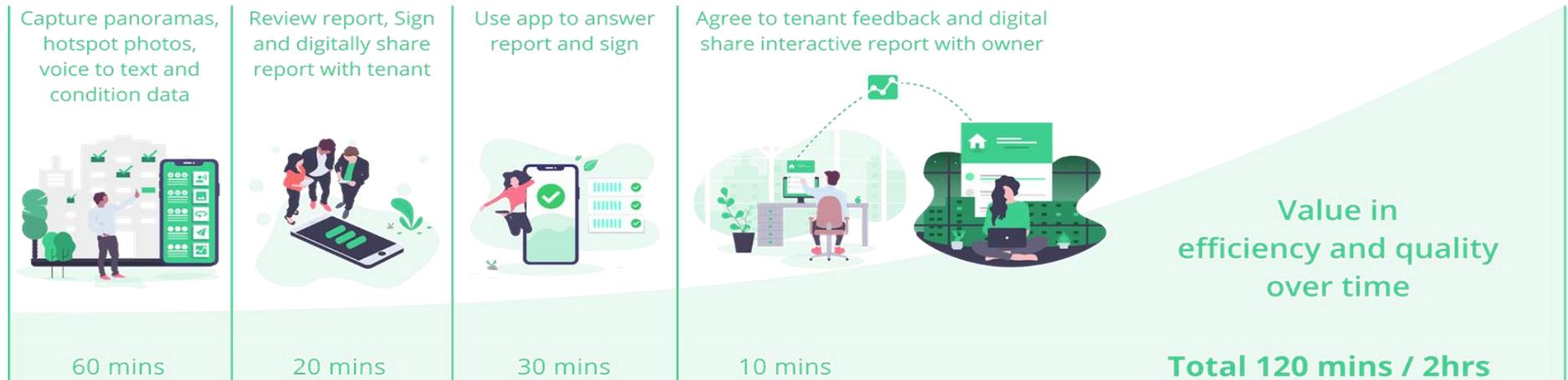
## OLD inspection process



# AssetOwl – Next Level Property Inspections

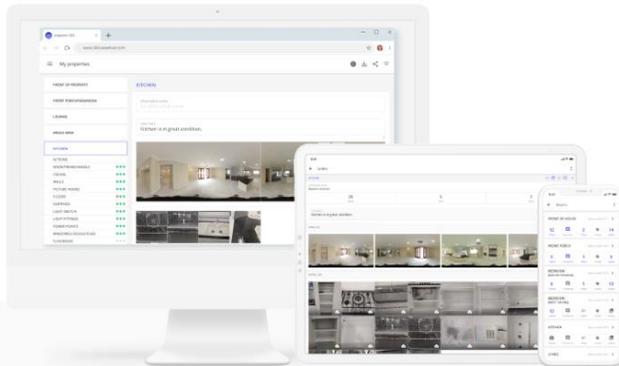
- *inspector360* creates a photograph-centric and comprehensive visualisation as the true baseline of a property's condition.
- Valuable point of difference for agencies in securing landlord clients and new tenants.
- Streamlines completion of a compliant report for all parties. Tenants inspect, comment and sign digitally. Notes and hot spots linked to panoramas in the app.
- Comprehensive navigable virtual tours assist in eliminating tenant/owner disagreement and court challenges.

## NEW inspection process with AssetOwl



# Product Overview

## Property Managers



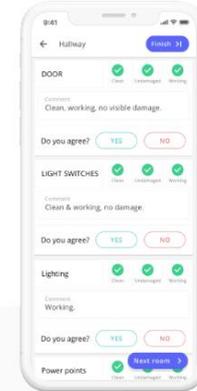
- Property Managers are able to complete inspections across any device including mobile and tablet apps on iOS and Android devices
- Agencies can connect the platform to trust accounting tools such as PropertyMe
- Property Managers can share inspections with tenants and owners for them to review in-app

## Landlords



- Landlords can easily log in and view all property information and inspections in an immersive and easy-to-use interface
- Inspection reports are automatically summarised to give quick insights into the property's performance
- Landlords are able to take a virtual tour of the property that was captured as part of the inspection to richly view the condition of each area of their property

## Tenants



- Tenants are able to log in to collaborate on their reports on any device
- The paperless collaboration process saves time for all parties and provides the tenant with all information and photos of the property for them to review
- Tenants can review the virtual tour at any time to reference the condition of the property at move in

# Unlocking Value for Multiple Stakeholders

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

# The New World

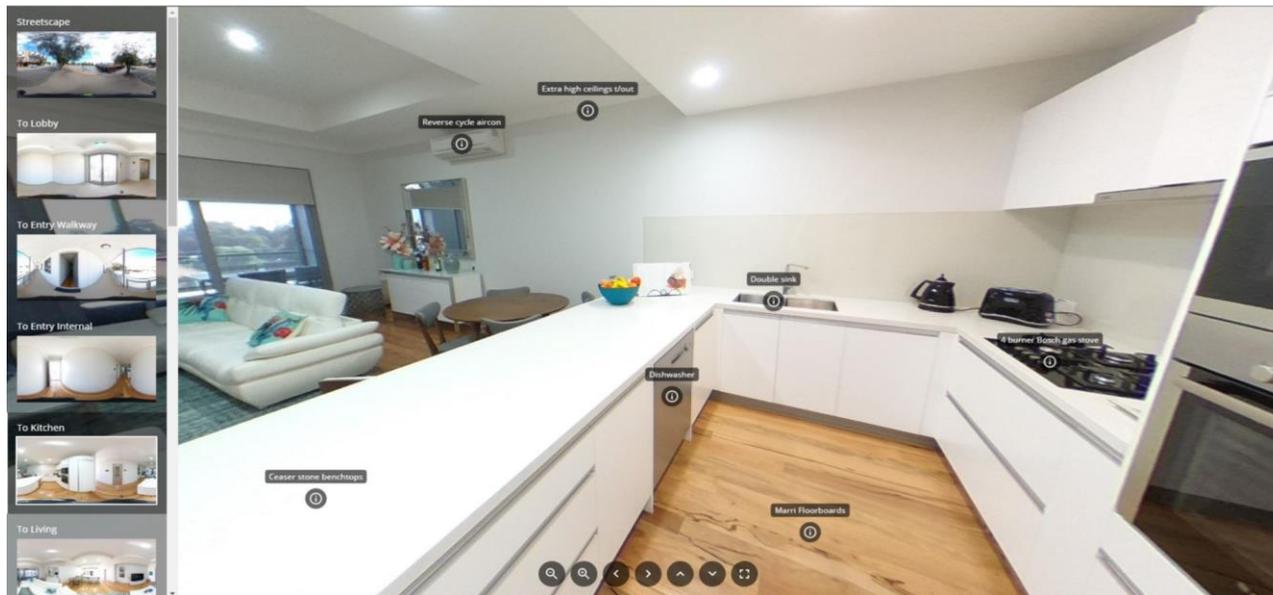
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- **AssetOwl (ASX: AO1)** was established to revolutionise how real estate is managed. Its scalable, cloud-based platform provides quantum improvements in both the efficiency and quality of real estate inspections and sales.
- In Q1 CY20, AssetOwl was in the early stages of rolling out its first fully-featured residential property management product, *inspector360*, when the world suddenly changed.
- **AssetOwl** is uniquely positioned to help real estate professionals meet the challenges presented by the COVID-19 lockdowns.
- At the core of AssetOwl's process is creation of a comprehensive photographic record – a virtual tour and record of the state of a property - that is easily updatable and accessible.
- AO1 has a **patent pending** around this process of capture and management of the virtual tour.
- In response to the COVID-19 government restrictions on physical inspection of properties, AssetOwl has fast-tracked development of a virtual tour add-on specifically for real estate sales. This allows sales virtual tours to be conducted effortlessly and uploaded to the premier advertising sites: realestate.com.au, Domain and more.



# *inspector360* Virtual Tours for Sales Add-On

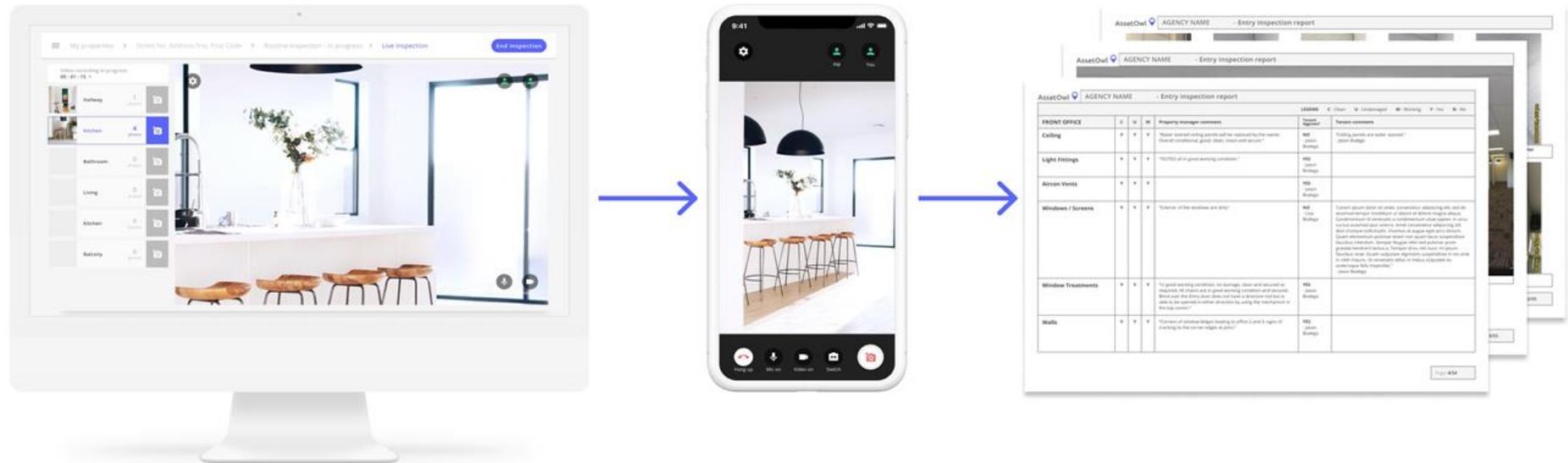
- In April 2020, AssetOwl achieved the first commercial use of its newly-developed *inspector360* Virtual Tour for Sales add-on, in response to COVID-19 related outlawing of open house inspections.
- The Western Australia branch of international real estate agency group, RE/MAX Holdings Inc (NYSE: RMAX), was the first to use *inspector360* to show potential buyers through properties with a virtual tour.
- *inspector360* generated virtual tours published on realestate.com, Domain and other leading real estate advertising portals.
- New functionality is planned: in-app video conferencing for personally guided virtual inspections.



Screenshot from realestate.com of *inspector360* Virtual Tour for Sales of a property listed by REMAX/WA

# inspector360 Add-On Enables Fully Remote Inspections

- Leverages AssetOwl's existing platform and technology.
- **inspector360** "Virtual Tour for Sales" add on now complete, allows upload to real estate sales portals.
- New functionality, video conferencing within app to allow property manager to talk tenant or occupier through conducting an inspection, to be released in May (currently requires simultaneous use of third party video conference app).



# Same Stakeholders, New Problems

Stakeholder	Problem	Value Proposition	High Level Pitch
<b>Property Owner</b>	<ul style="list-style-type: none"> <li>Inability for properties to be inspected if rented or to be shown widely for sale</li> <li>Don't want people going into their property with infection risk</li> </ul>	<ul style="list-style-type: none"> <li>Allows property to be checked and managed</li> <li>Easy cost effective way of promoting asset for sale</li> <li>Property Manager or sales agent retain control</li> </ul>	<ul style="list-style-type: none"> <li>Remote guided inspections with social distancing</li> </ul>
<b>Agency Principal</b>	<ul style="list-style-type: none"> <li>Can't open properties for sale</li> <li>Cannot deliver on property management obligation</li> <li>Cash flow crisis</li> </ul>	<ul style="list-style-type: none"> <li>Can restart business</li> <li>Can re-engineer processes to reopen sales and property management with existing staff</li> <li>Soon will be able to do escorted virtual inspections</li> <li>Very easy to use - intuitive</li> </ul>	<ul style="list-style-type: none"> <li>Premium inspection solution</li> </ul>
<b>Buyers/new tenants</b>	<ul style="list-style-type: none"> <li>Can't go to home opens and don't want to</li> <li>Want to be able to have quality inspections remotely possibly only looking at final choice</li> </ul>	<ul style="list-style-type: none"> <li>Can have meaningful comprehensive inspections virtually to narrow options</li> </ul>	<ul style="list-style-type: none"> <li>Allows a much richer inspection experience</li> </ul>
<b>Valuers/Financiers</b>	<ul style="list-style-type: none"> <li>Property finance is dependent on regular valuations which require inspections</li> </ul>	<ul style="list-style-type: none"> <li>Allows inspections to occur without breaking quarantine or isolation rules</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive and visually rich inspection record</li> <li>Better than the alternative of physical inspections</li> </ul>
<b>Tenant</b>	<ul style="list-style-type: none"> <li>Needs to stay home</li> <li>Cannot have strangers entering property</li> </ul>	<ul style="list-style-type: none"> <li>Allows inspection obligation to be met without endangering occupants</li> <li>Allows communication of maintenance requirements</li> <li>Much easier to do and much less work than conventional inspections</li> </ul>	<ul style="list-style-type: none"> <li>Protects your family and takes the pain out of inspections</li> </ul>

# New Products – Pipeline of New Developments

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- Increase automation in the sign up process to remove limits on speed of roll out.
- Completion of the internal video conferencing facility to allow remote, seamless management of the inspection or virtual tour creation process for both property management and to develop virtual tours into escorted virtual inspections with an agent.
- Planned upgrades to *inspector360* also include:
  - Maintenance referral to facilitate repairs
  - Floor plan 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



# Australian Market Size and Revenue Model

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## Property Management and Sales Market

- There are 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).
- It is expected the market will extend to New Zealand and the combined market in 2020 is estimated at 10,000 agencies.
- AssetOwl provides *inspector360* under a Software as a Service model, with three tiers of plans offered. Each tier varies with functionality included.

## Pricing Model (*inspector360* for Property Management)

- Annual licence per real estate agency, with fee level dependent on number of properties under management and service tier.
- Licence fee is per calendar month and paid monthly.
- Unlimited property inspections can be performed under all service tier levels.
- Each tier includes standard features with additional features unlocked for an additional fee per inspection.
- Use of software for 3 months without payment, with 'Premium' tier functionality, followed by a 12 month licence at selected tier, first month no-obligation free trial of 'Premium' tier functionality then 2 months before payments commence.

# of properties under management	Service tiers		
	Basic	Standard	Premium
1 - 100	\$65	\$120	\$150
101 - 250	\$140	\$240	\$300
251 - 500	\$250	\$360	\$450
501 - 1000	\$350	\$600	\$750
> 1000	POA	POA	POA

# Pricing Model (continued)

- Standard feature inclusions for each tier, and optional add-ons.

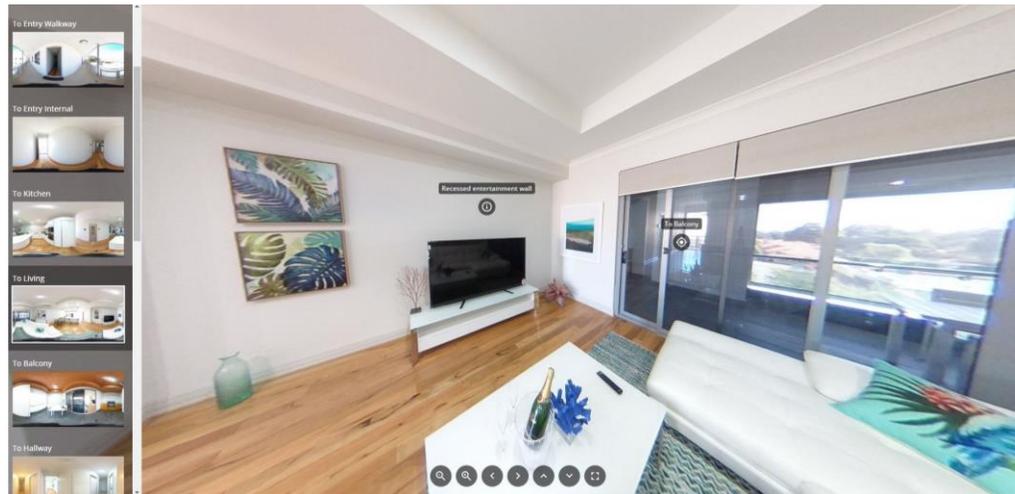
Features in each tier	Basic	Standard	Premium
Capture page	✓	✓	✓
Smart routine inspections	✗	✓	✓
Tenant collaboration	✗	✓	✓
Virtual tour and hotspots	✗	✗	✓
Owner portal	✗	✗	✓
Optional add-ons (per inspection)			
Tenant collaboration	\$10.00	✓	✓
Virtual tour and hotspots	✗	\$10.00	✓
Owner portal	✗	*	✓
Inspection processing	\$70.00	\$55.00	\$40.00

\* Included within Virtual Tour charge

# Pricing Model (Virtual Tours for Sales)

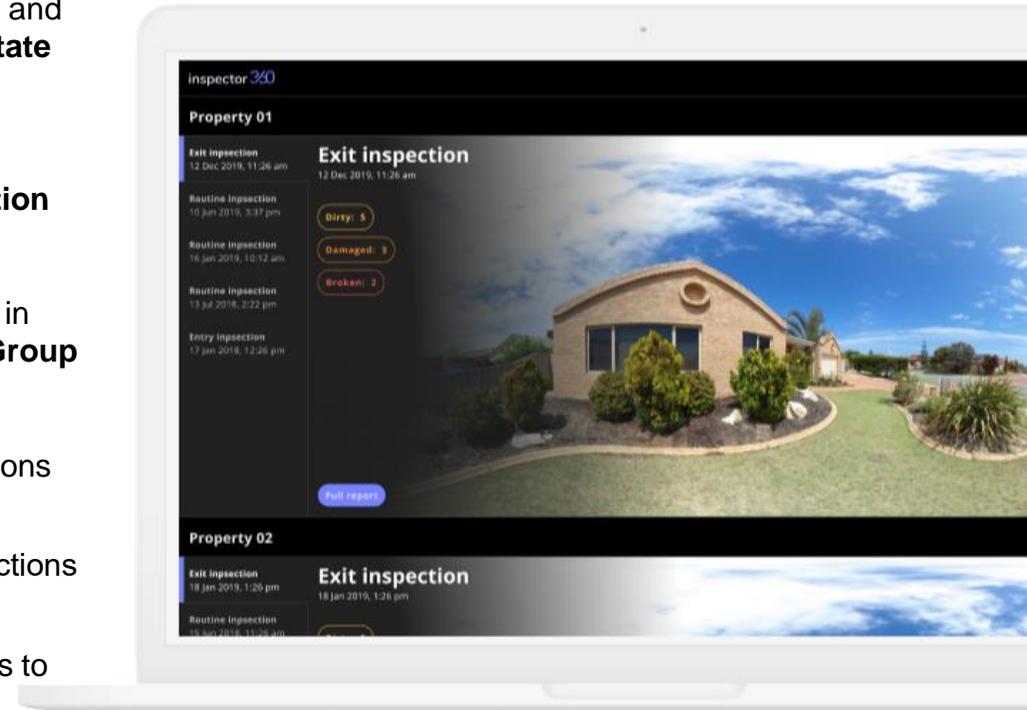
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- “Virtual Tours for Sales” add-on for *inspector360* app.
- Service can be used without “*inspector360* for property management” license.
- Pricing:
  - \$60 monthly fee for the conduct of up to 10 “Virtual Tours for Sales”
  - \$5 per Virtual Tour conducted in the month thereafter



# Go to Market Plan

- Reach agreement with leading property inspection firms with significant share of local markets to provide real world use and onboard them as resellers – **REMAX/WA, Attree Real Estate The Agency onboard**
- Targeting large early adopter agencies and outsourced inspection service providers. – **PCR and Routine Inspection Services**
- Social media marketing directly to property managers and in collaboration with industry leaders and influencers. **PPM Group sponsorship**
- Leverage urgent need for remote virtual tours and inspections to overcome COVID-19 restrictions.
- Select agents as 'Preferred Suppliers' of performing inspections for privately managed properties.
- Promote income sharing and rent roll building opportunities to agents.
- Demand generation through promotion to property owners.
- Over time, we see potential for *inspector360* to become a standard operating platform for national real estate groups.



# Completion of Integration with PropertyMe

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- In March 2020, technical integration of **inspector360** was completed with trust accounting and communication platform, PropertyMe.
- PropertyMe is one of Australia's largest and most complete cloud property management software providers. More than 2,500 real estate agencies and property management customers entrust their business process management to PropertyMe.
- **inspector360** clients, real estate agencies and property managers can now seamlessly integrate with their PropertyMe property management platform to access information on their properties under management to complete property inspections.
- [Click here](#) to find out more about the PropertyMe property management platform.

# Strategic Partnership with Property Tree

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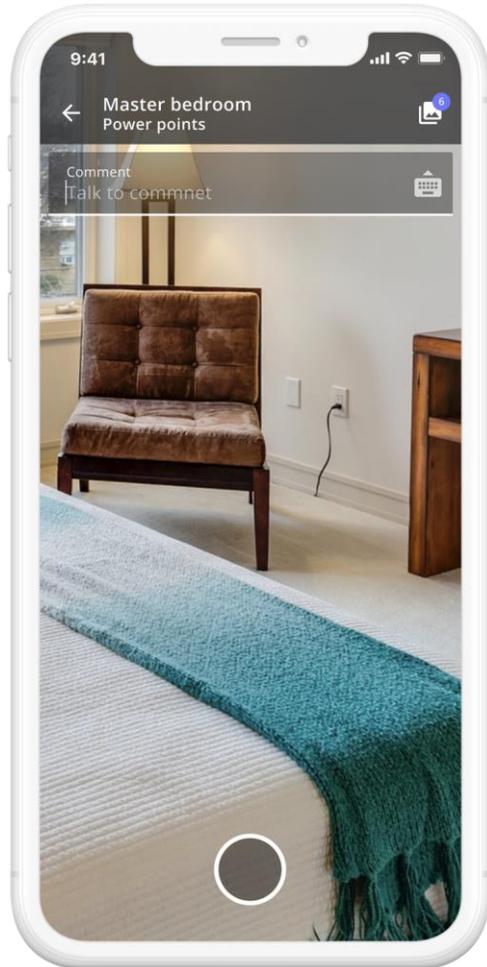
- In March 2020, AssetOwl entered into a 5 year strategic partnership with Rockend Pty Ltd, a provider of real estate management software, including 'Property Tree', a cloud-based property management platform.
- Property Tree is one of Australia's leading cloud-based property management software solutions, designed to make every part of the property management process simpler and faster, with thousands of real estate agency customers across Australia and New Zealand.
- The partnership will see AssetOwl receive benefits including:
  - Rockend will promote *inspector360* to its Property Tree customer base; and
  - AssetOwl will engage with Rockend's sales/relationship management teams to demonstrate AssetOwl products, who will then promote AssetOwl's products to Property Tree real estate agencies and property management customers across Australia.
- The partnership is a significant step towards enabling Property Tree customers to use the *inspector360* app to access property information to complete inspections for their properties under management.
- [Click here](#) to find out more about the Property Tree property management platform.
- Combined with PropertyMe, these initiatives provide AssetOwl's *inspector360* with access to over **6,000 real estate agencies and an estimated 500,000 properties.**

# Robust Technology

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- 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 while 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).

# Provisional Patent Lodged



- In January 2020, AssetOwl filed a provisional patent application with IP Australia. The patent covers a novel method for collecting evidence during a residential property inspection. The focus of the patent is the feature known as the 'Capture Page' used by *inspector360*.
- The Capture Page allows property managers to capture imagery and spoken evidence (which is transcribed into the written report) at the same time against a particular area of the property in a streamlined manner, on one piece of the user interface.
- The benefit of completing inspections through the Capture Page is a significant reduction in time needed to do inspections in the field and a reduced cognitive load on the person doing the inspection. This allows them to focus further on completing the inspection with the highest level of accuracy and identifying any issues with the property.
- The business has developed considerable amounts of technical and business process IP in order to achieve these outcomes and continues to invest in further development of the Capture Page to obtain an even greater efficiency for users.

# Corporate Snapshot

Capitalisation table	ASX Code: A01
Shares on issue	301,220,812
Market Capitalisation (all shares) @ 1.3¢/share*	\$3.9m

\*share price 20 April 2020

Last 12 months' share price and volume



Board and Management	
Simon Trevisan	Chairman
Geoff Baldwin	Director
Andrew Lane	Director
Giuseppe Di Franco	Chief Technical Officer

Top 10 shareholders#	Shareholding	%
Tribis Pty Ltd (Trevisan related)	47.84m	15.88%
Ogee Australia Pty Ltd (Lane related)	21.41m	7.11%
NCKH Pty Ltd (Lane related)	21.41m	7.11%
TT Nicholls Pty Ltd	15.00m	4.98%
Melshare Nominees Pty Ltd	13.99m	4.64%
Mr Richard Daly and Mrs Sarah Daly	8.04m	2.67%
Chesapeake Capital Ltd	7.5m	2.49%
Retzos Investments Pty Ltd	7.32m	2.43%
Imprint Investments Pty Ltd (Di Franco related)	5.21m	1.73%
Future Super Pty Ltd	5.00m	1.66%
<b>Top 10 Total</b>		<b>50.70%</b>
<b>Top 40 Total</b>		<b>73.49%</b>
<b>Total Number of Shareholders</b>		<b>670</b>

#As at 17 April 2020

# Board & Management

Board		<p><b>Simon Trevisan</b> Chairman</p>	<ul style="list-style-type: none"> <li>Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses.</li> <li>Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.</li> </ul>
		<p><b>Geoff Baldwin</b> Director</p>	<ul style="list-style-type: none"> <li>30 years' experience in the real estate sector and the Managing Director and Owner of RE/MAX Western Australia (since 2009).</li> <li>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.</li> </ul>
		<p><b>Andrew Lane</b> Director</p>	<ul style="list-style-type: none"> <li>Managing Director at Matrix Partners Pty Ltd and Chairman at Access Group Pty Ltd.</li> <li>Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.</li> </ul>
Management		<p><b>Giuseppe DiFranco</b> Chief Technical Officer &amp; Co-Founder - AssetOwl Technologies</p>	<ul style="list-style-type: none"> <li>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.</li> <li>Giuseppe leads the product and engineering teams developing the management platform.</li> </ul>

# Important Notice and Disclaimer

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

This presentation was approved for release by Simon Trevisan, Chairman of AssetOwl Limited.

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