



SMBs Fast Path to the Digital Age

ASX:APV

Capital Raising

July 2020



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Key Fact

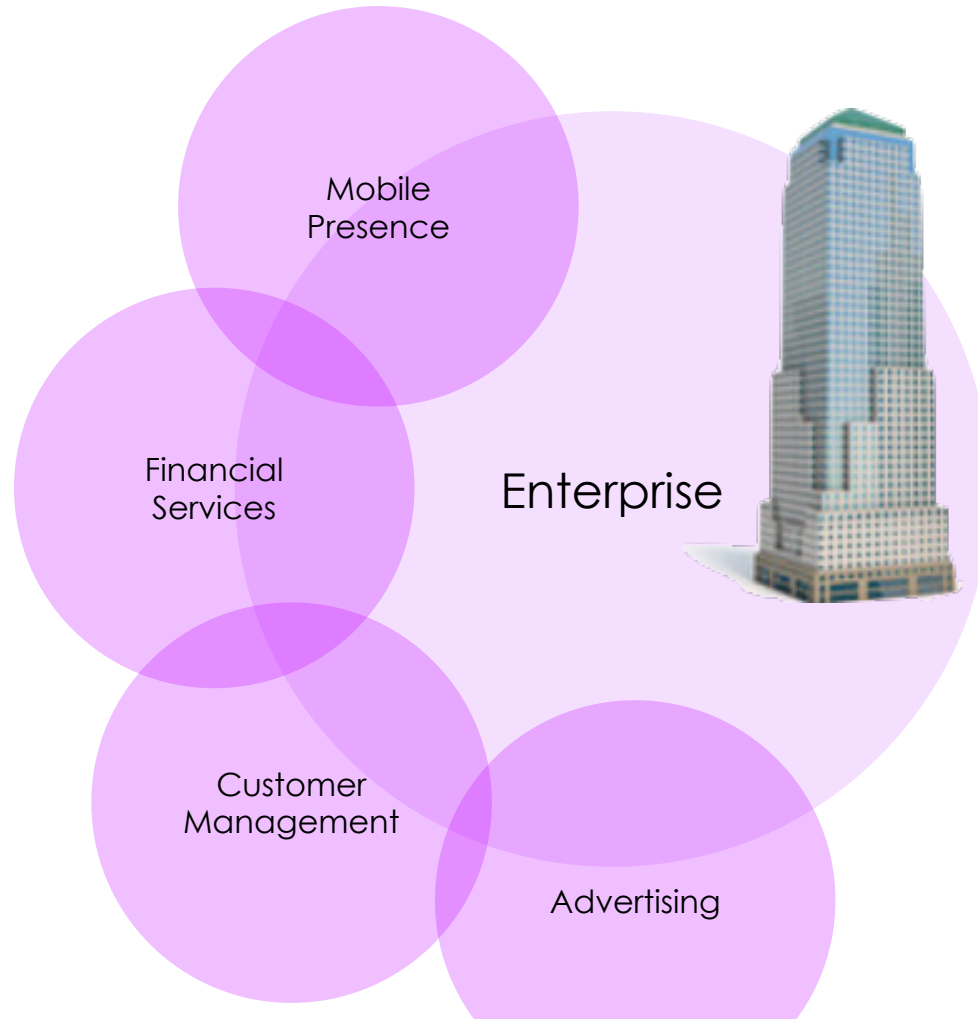
“

Micro-, small and medium-sized enterprises represent around 90 per cent of global business.

”

The privilege of the enterprise

A strong infrastructure for performing multidimensional tasks



The barrier of SMBs

No streamlined business-enabling infrastructure

Mobile
Presence

Financial
Services

Customer
Management

SMBs

Advertising



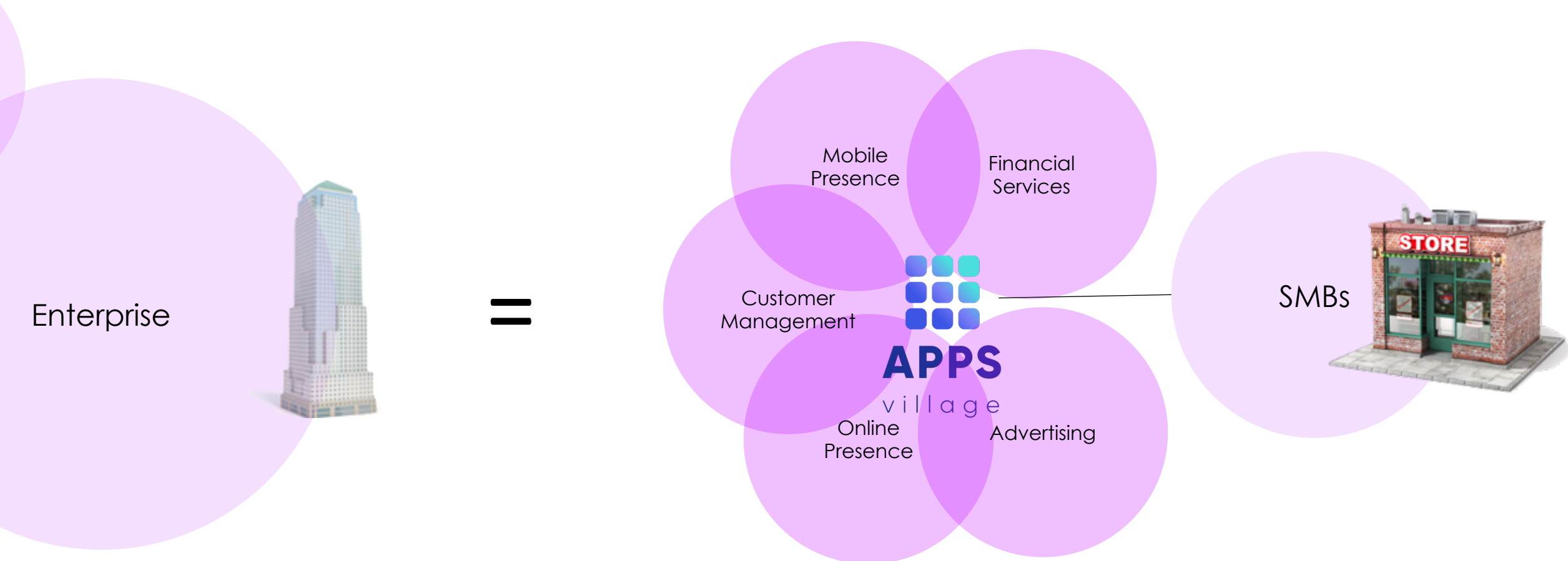
Sheryl Sandberg Facebook COO

*We're focused on creating value over the long-term for **the 140 million businesses around** the world who use our platforms to connect with customers and grow*

Currently only 8 millions are using paid ads

We solve all that

The AppsVillage Value Proposition



Mobile first - Making SMBs bigger



SMB's in the Digital Race for the Customer

Our **mobile screen** is the most valuable real estate in the world

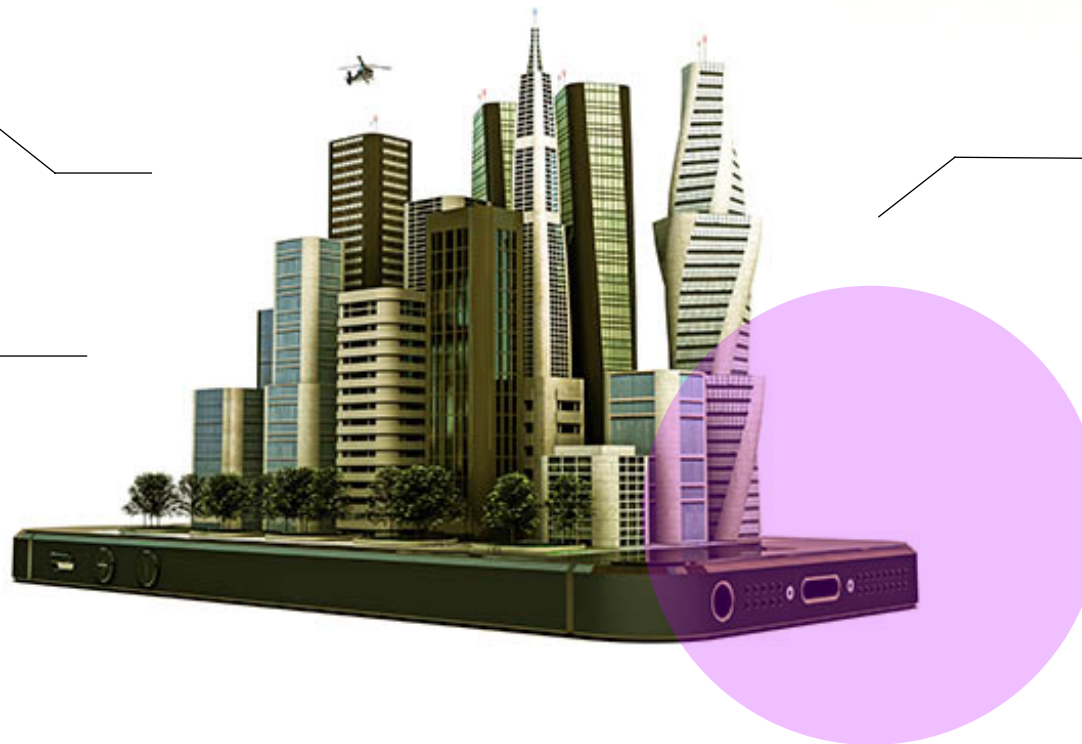
90% of mobile usage is spent in Apps
10% spent in browsing ⁽¹⁾

4.2x more product views
per session vs websites ⁽²⁾

3x higher conversion rates
vs websites ⁽²⁾

Users prefer apps
because they are:

- Faster
- More convenient
- Provide superior experience



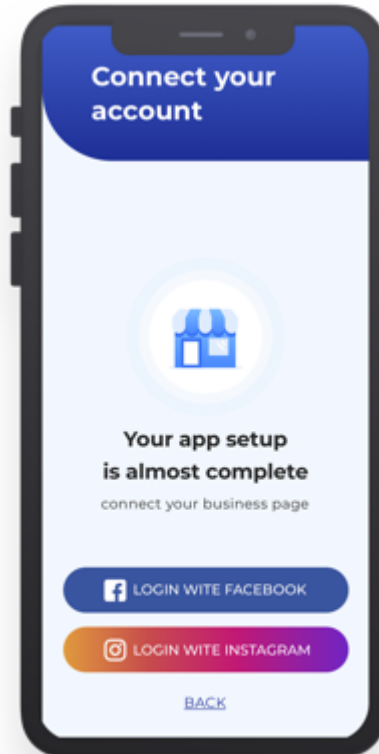
1. eMarketer Research 'Mobile Time Spent', June 2018
2. Criteo Research 'State of Mobile Commerce', 2016

3 clicks to create an App



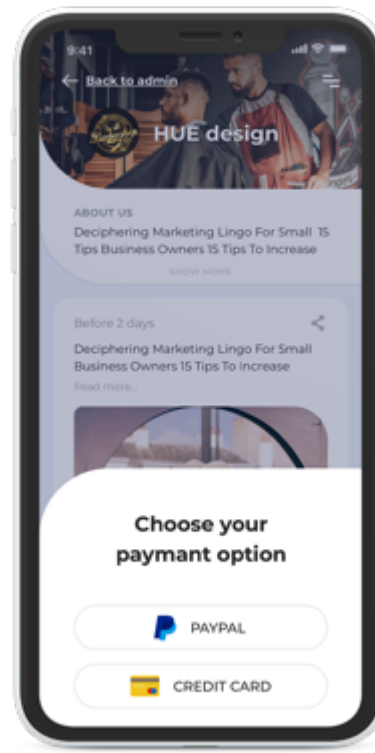
01

Go to AppsVillage



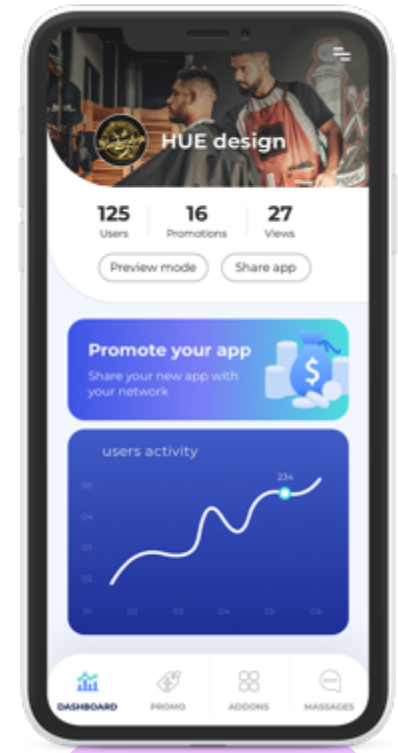
02

Signup with
Facebook/Insta



03

Preview and
Provide payment
method



**You are live!
Engage clients**

The Challenges

Most SMBs face insurmountable barriers to building an App



01

Development Cost

USD \$25K- 35K for a basic app ⁽¹⁾

02

Development Process

Design, UI/UX, Front-end, Back-end, iOS, Android, QA, Hosting, Pjm, DevOps, Versions...

03

Development Time

6-9 months minimum

04

Ongoing Cost

Ongoing development cost for maintenance, compatibility with new mobile releases and feature updates

05

Marketing expertise

Once the app is launched, how will customers know about it?

The Solution

A breakthrough SaaS platform for SMB app creation and marketing



01

Automated intelligent app design

We utilise your existing marketing materials

02

Automated “development”

No coding required. Front-end & back-end coding is automatically generated

03

Automated services

Quality Assurance, Hosting, Security, Updated Versions...

04

Immediate

<1 minute

05

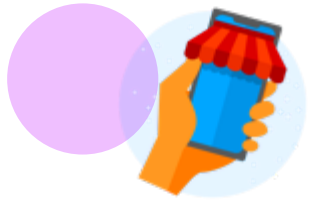
Automated Marketing

Expert online promotion system

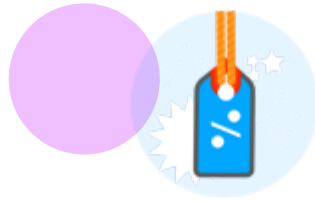


Commercial presence in minutes

Unparalleled engagement with clients for a fraction of the cost and complexity



Have your own mobile App
Available on your customers' mobile home screen



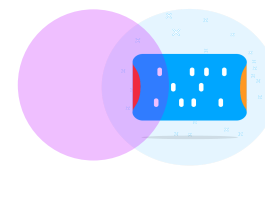
Offer Exclusive Deals
AI graphic promotion design



Chat with your Customers
Win more loyal customers with a personal touch



Send Push Notifications
Instant notifications that pop-up even when your App is not running



Punch 10
Loyalty card



Appointment Scheduling
Your customers can book an appointment or meeting right from your App



Facebook Ads
Promote your deals & updates with Facebook Ads in just one click

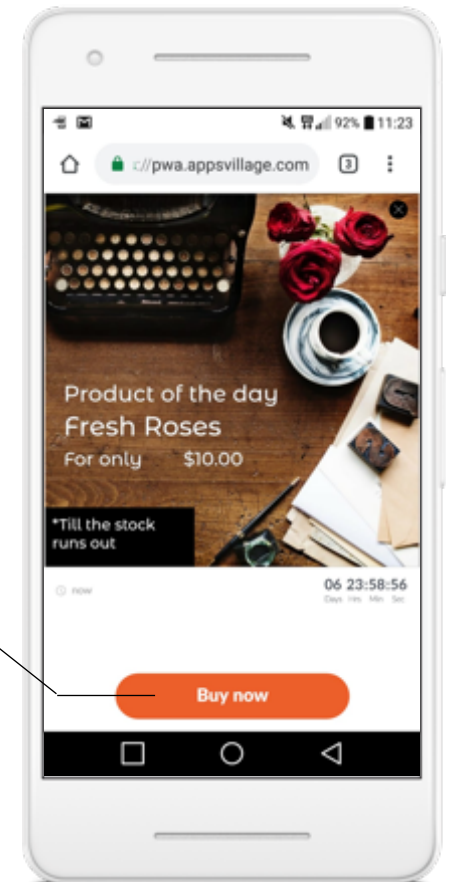


Search optimizations for your App
Let your customers find your App easily



Cashback
Give back some money to your loyal customers so they will come back and buy more

Full payment system integration
Enables immediate product and service offerings



The Bottom-Line

A strong value proposition



- 01 <1 minute vs 6-9 months
- 02 AUD \$10 - \$30 monthly vs circa USD \$50K upfront (+ongoing)
- 03 Immediate market reach vs 3rd party marketing costs



Go to market

Targeting SMB customers via pure digital native technology



Facebook

Google

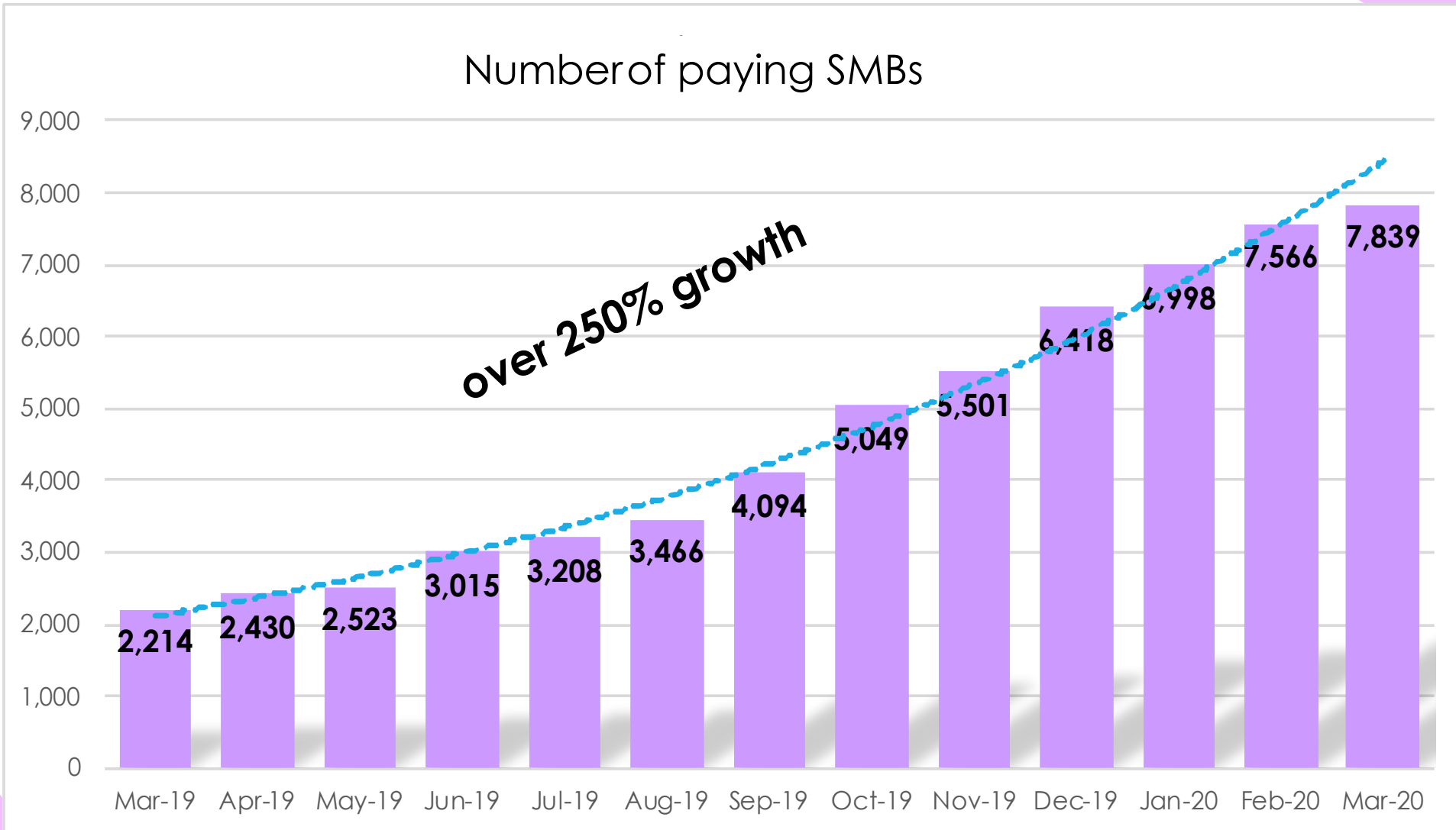
YouTube

Other digital channels

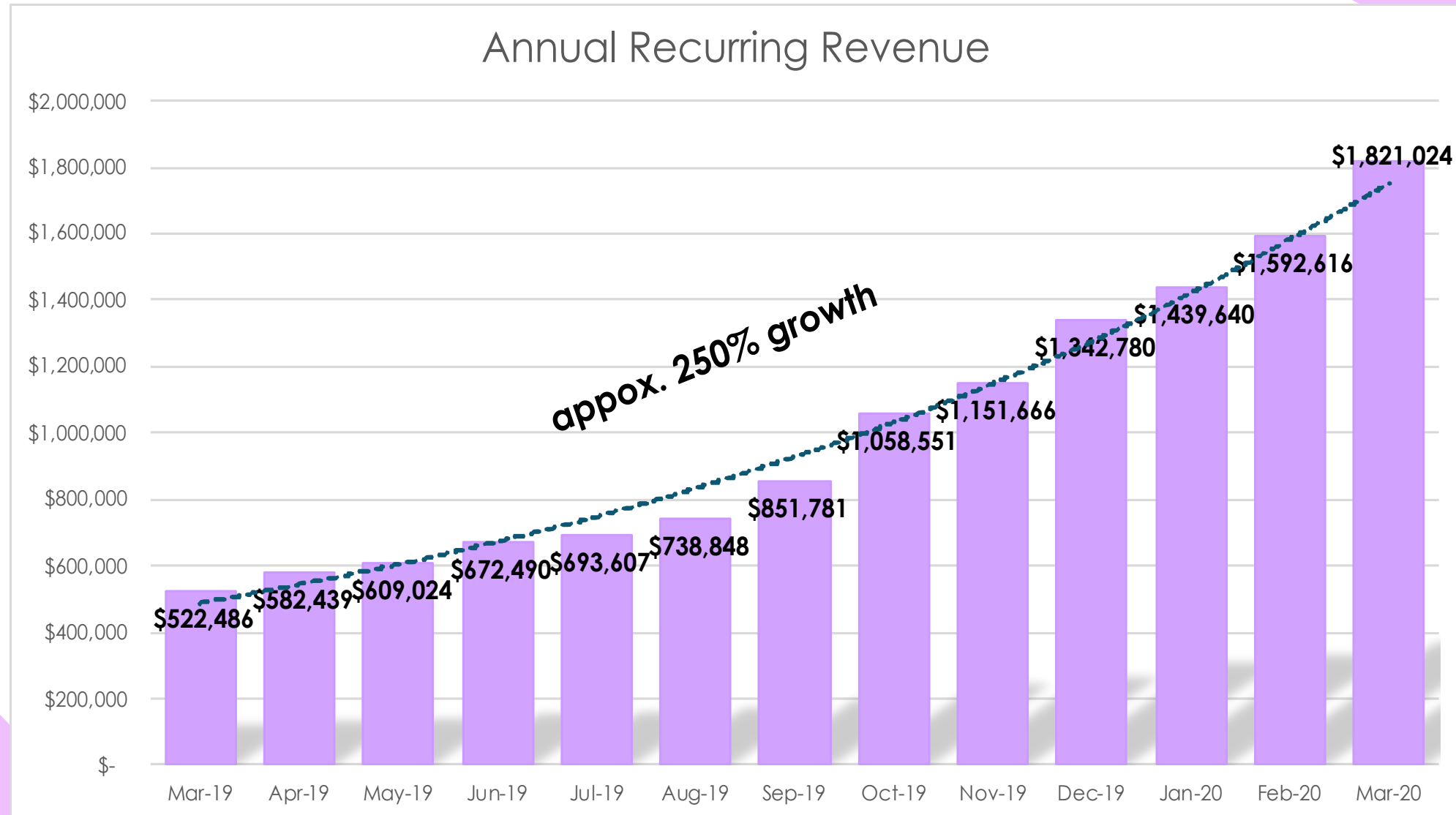


- Aggressive sales scale via customer acquisition on digital channels
- Penetrating new geo's
- Strengthen cooperation with power channels as Facebook

Our growth



Our growth (AUD)



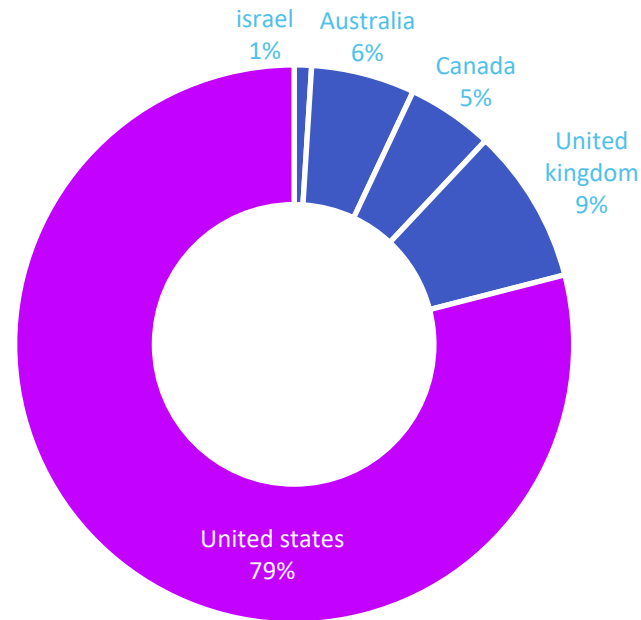
Q2 2020 YOY Growth

- YOY positive growth momentum continues across all KPIs
- Customer Acquisition Costs (CAC) reduced by ~85%
- Platform subscribers increased by 113% to 6,443 vs. 2019 despite COVID-19 related temporary loss of customers in Q2 2020
- Annualized Recurring Revenues increased by 83% to \$1,230,130, vs. 2019 despite COVID-19 related temporary decline in ARR in Q2 2020

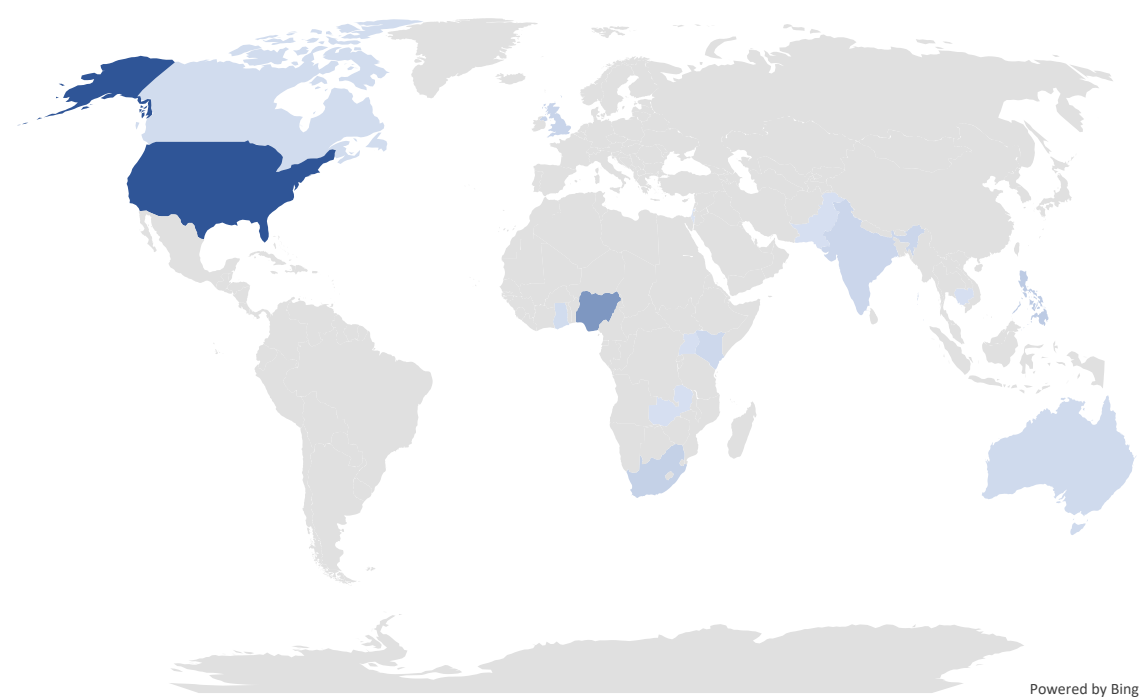


Where are our customers from

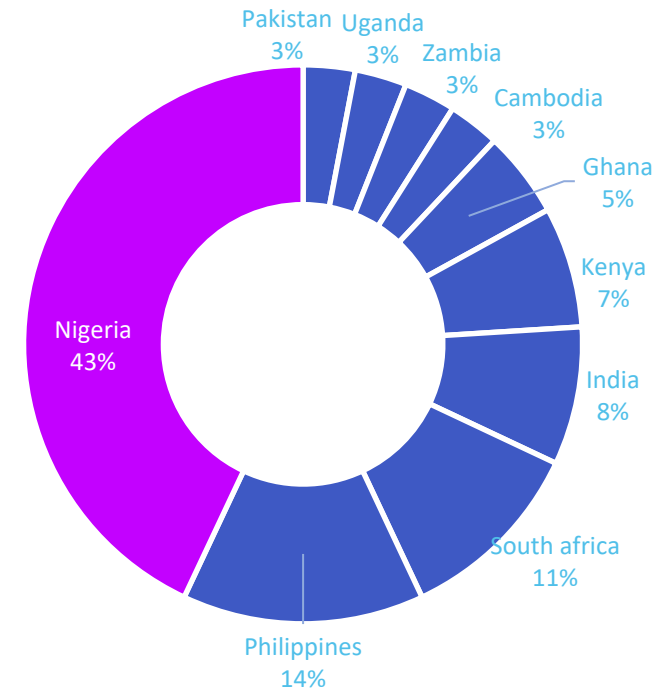
Western countries



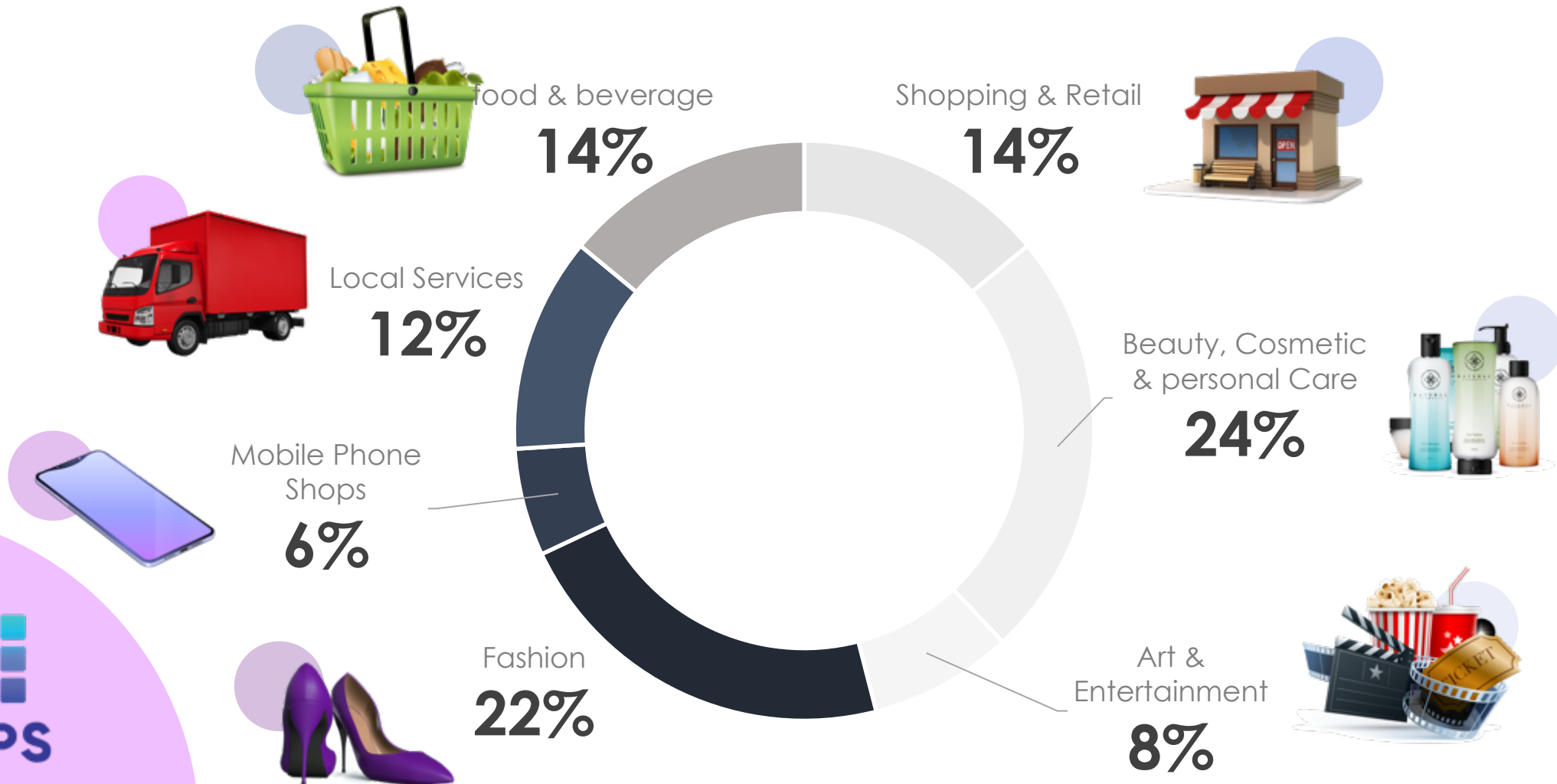
Column1 1% 79%



Emerging countries



Most active business types 2019



Key Achievements FY19

- Solved one of the most significant problem for SMBs in a huge market
- Created an aggressive pure digital acquisition
- Strong scale in customer and revenue growth
- Successful development and integration of AI algorithms
- Reached 7000 paying SMB's from more then 150 countries

Next ?

- Provide more value for the SMB and additional revenues stream
- Keep aggressive growth and engage with our customers
- Become profitable



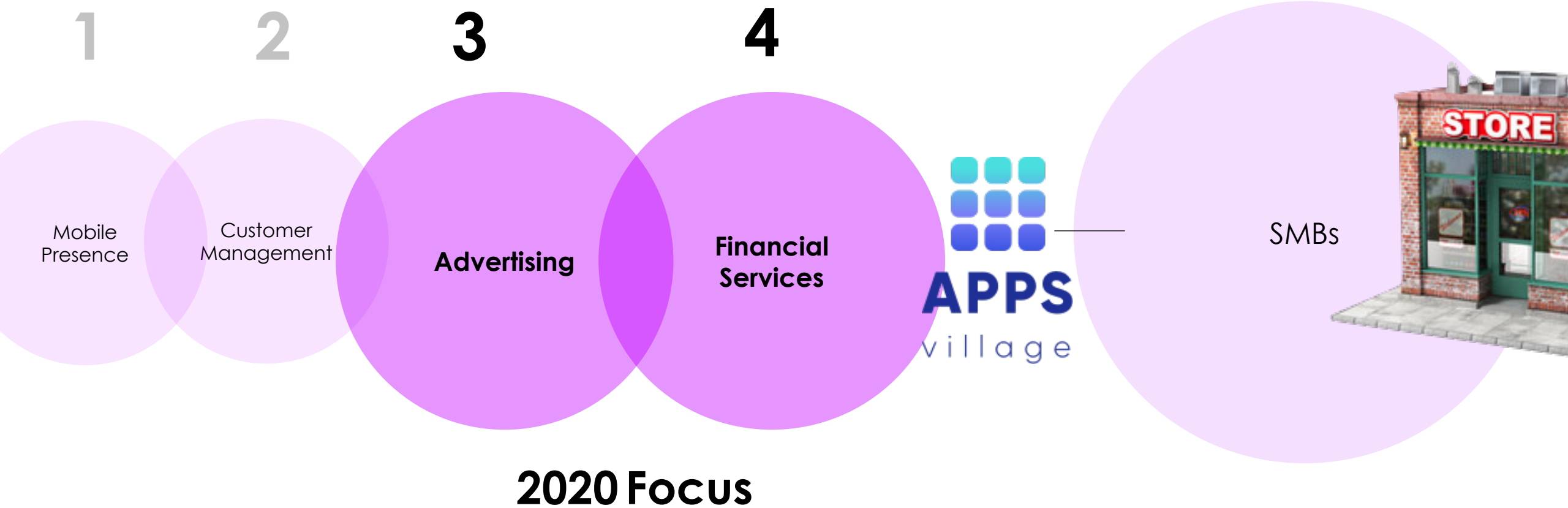
The next phase -

Profitable growth by simplifying FB ads & funding for SMBs

Its all about the “How”



Pathway to Profitability



The challenge

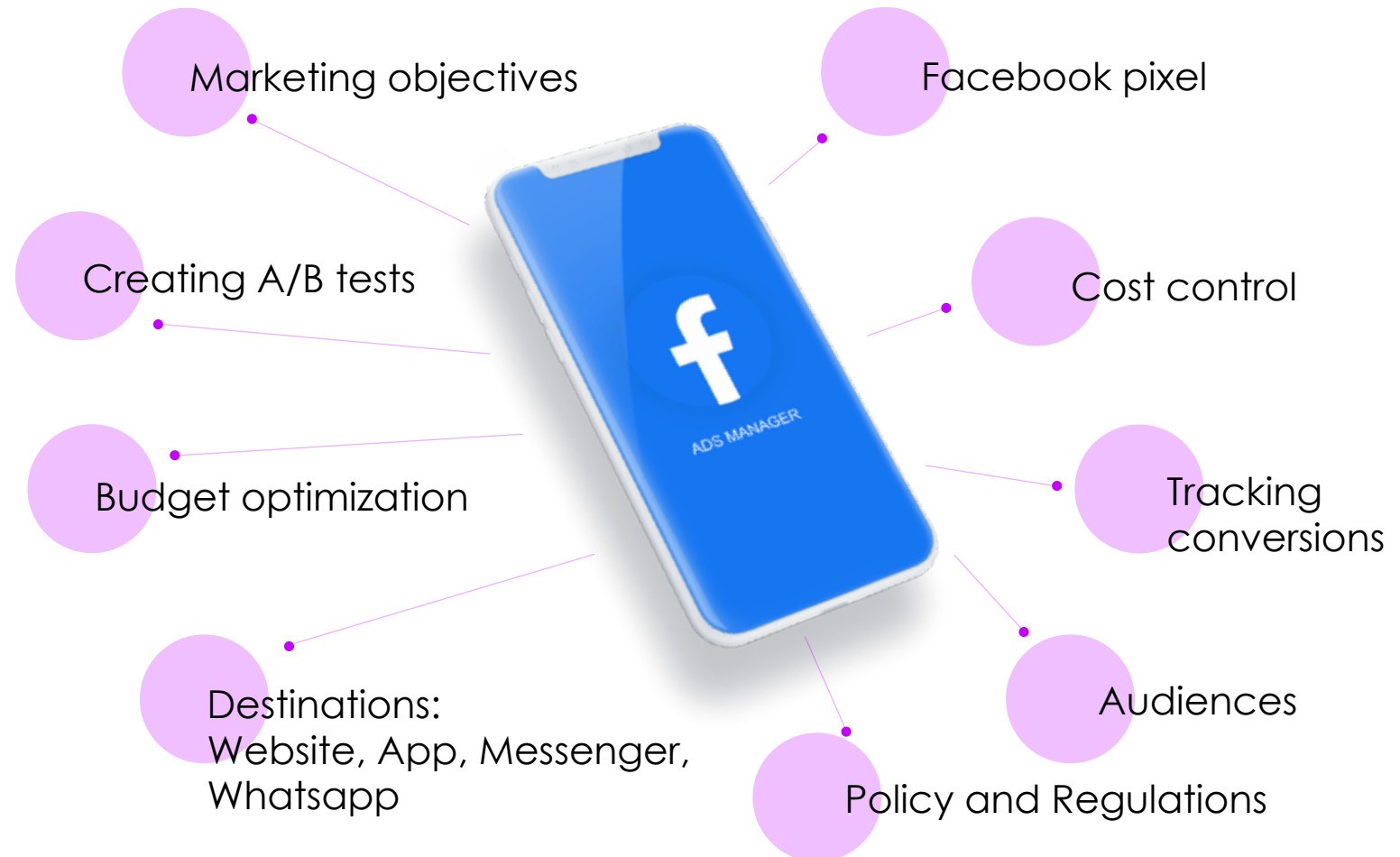
A man with a beard and short brown hair, wearing a black t-shirt and a black apron, stands with his arms crossed in a modern cafe. He is smiling at the camera. The background shows a well-lit cafe interior with shelves of coffee-making equipment, a counter with pastries, and hanging pendant lights.

Why aren't SMBs advertising?

We enable any SMB, anywhere to easily advertise

What does it take to advertise on FB?

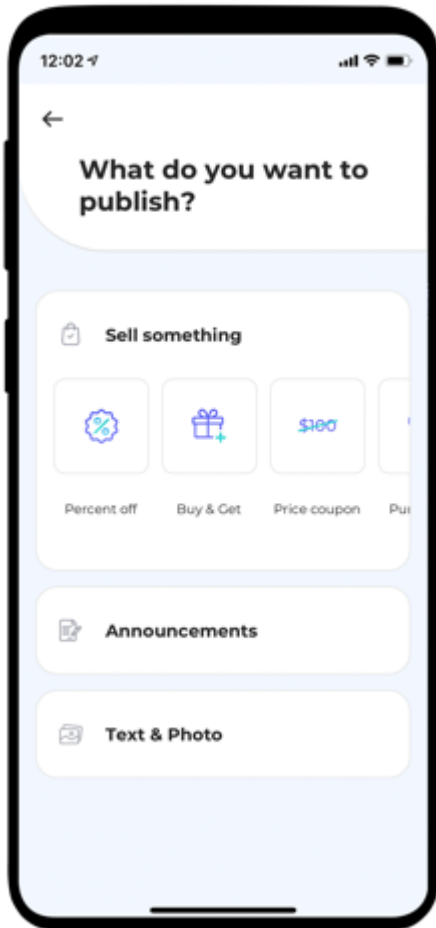
Expertise with these:



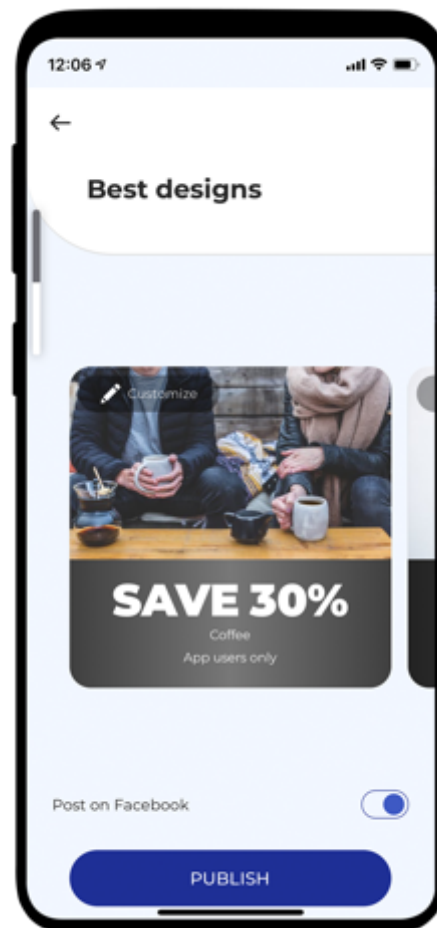
Ad creation experience with Appsvillage

Promotion type

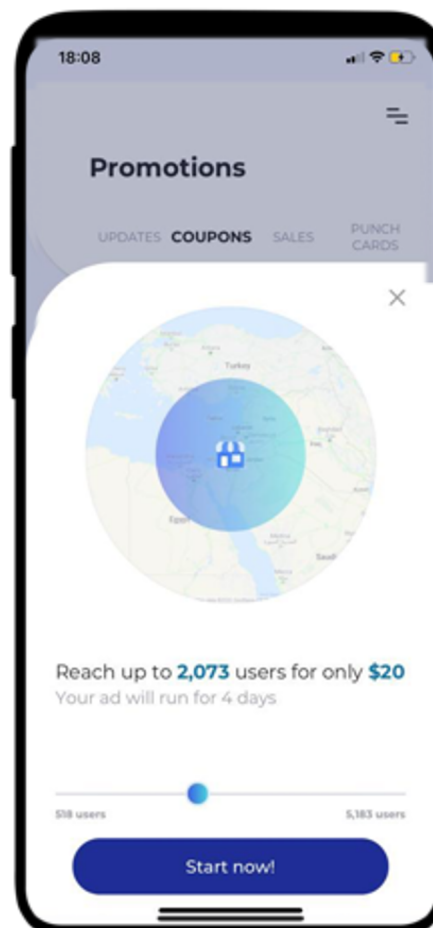
- Coupon
- Sale
- Announcement



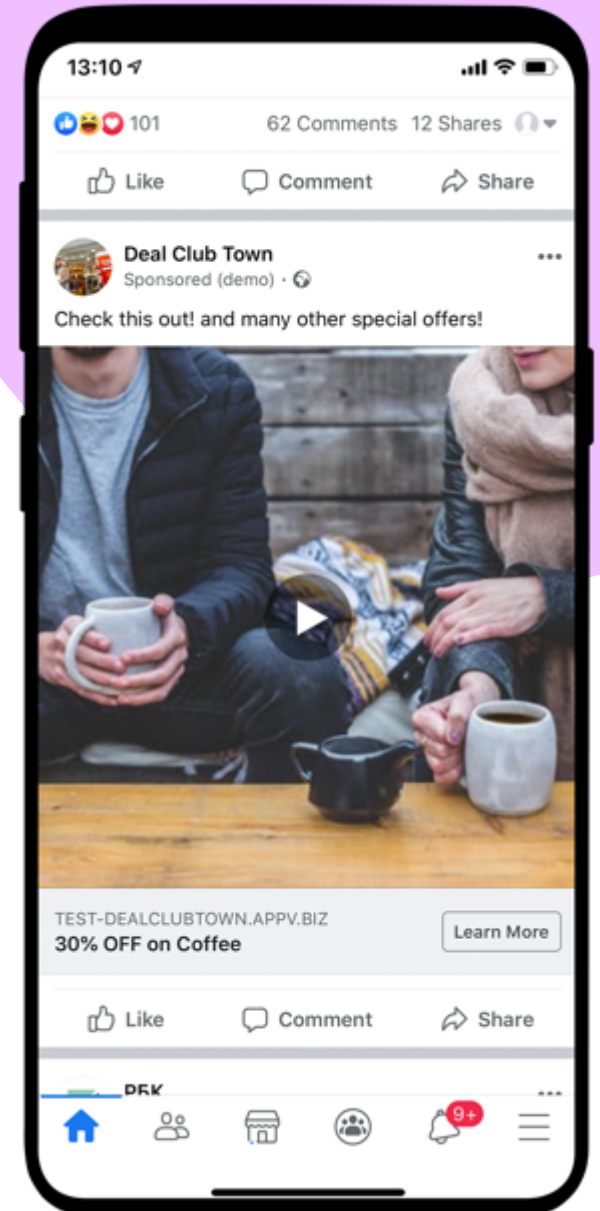
AI generation of graphics and text



Desired reach



Running Campaign



JARVIS - Campaign AI engine

An AI Ad machine for SMBs for scale



Scaling oriented advertising platform

Adjust bidding strategies and targeting to improve ROI

Achieving the right business goal for the right SMB

Providing right creative to the right SMB

Based on data using your business characteristics and running Ongoing A/B testing for achieving a winning result

Cut wasted spend by pausing under-performing campaigns

Right placement, location, objectives and more....

JARVIS – Beats the Ads performance benchmark

Out-performs a human advertiser expert

Delivering ~200% higher CTR of ~3% on average

Removes Thousands of \$ of agency cost

Blue Sky Vision

2022 Becoming strategic technology for Giants such as Facebook, Google, etc.

2021 Facebook as a channel, connecting to main POS, AI for Inventory promotions Becoming Strategic Technology in the ecosystem Google Channel, full ecommerce solution

2020 About to Launch AI Engine Connect to Google API

2019 Connect to Facebook API

2018 Built Platform

Launch other products, Loans, Marketplace
...



The Lending Market

\$5,000 - \$50,000 lending in ONE CLICK to AppsVillage clientele



65M

SMBs



40% of micro, small and medium enterprises have an

unmet financing need **of \$5.2 trillion** every year

Microfinance partnerships



40% of micro, small and medium enterprises have an unmet
financing need of **\$5.2 trillion** every year

Team



Max Bluvband
CEO & Director

Co-founder of AppsVillage with 18 years of experience developing technology and mobile focused companies. Prior to AppsVillage, Max founded Silent Communication Ltd, where he negotiated multi-million dollar transactions with customers such as T-Mobile and Sony.



Yoav Ziv
Non-Executive Director

Yoav is Senior Vice President and General Manager of AT&T consumer, media and advertising for Amdocs.



Andrew Whitten
Non-Executive Director and Cosoc

Andrew has a breadth of experience in advising companies across a wide range of industry sectors, with an emphasis on technology. He holds a Bachelor of Arts (Economics), Master of Laws and Legal Practice (Corporate Finance and Securities Law) a Graduate Diploma of Applied Corporate Governance from the Governance Institute.



Bahram Nour-Omid
Chairman

Managing Partner of Los Angeles based venture capital technology investment firm, Scopus Ventures an existing cornerstone and institutional shareholder in AppsVillage. Mr Nour-Omid brings a wealth of experience and connections through a 30-year investment career in early stage technology start-up and scale-up situations.



Moshe Cohen
VP of Business Development

25 years of business experience as an entrepreneur and angel investor with high-level managerial experience in product and business development for the web, mobile, media and consumer electronics industries. Mr Cohen is a listed inventor of more than 30 issued patents.



Shahar Hajdu
Chief Technology Officer
& Director

Shahar leads the research and development of AppsVillage's SaaS platform and is also a co-founder of AppsVillage. Prior to joining AppsVillage, Shahar has more than 25 years experience in software development, having co-founded Silent Communication Ltd, as well as other senior software developer roles.



Gidi Krupnik
Chief Financial Officer

More than 25 years experience in international and business operations. Prior to joining AppsVillage, Gidi was CFO for Escapex Holding Corporation, Massbeimpact Ltd. (acquired by General Mobile Corporation Ltd.), Amadesa Ltd. (acquired by LivePerson, NYSE: LPSN) and Itemfield Inc. (acquired by Informatica, NASDAQ: INFA).

Investment Summary

- Clear unmet need for SMB digital presence
- Disruptive technology and scalable Fintech platform
- Strong initial uptake by SMBs
- Clear path to profitability
- Strong partnerships with Global Giants like Facebook



Capital Raising

Last traded price	\$0.14
52 week low - high	\$0.095 - \$0.655
Placement price	\$0.112
Placement shares (max)	19,164,689
Shares on issue post raise (max)	95,823,447
Market capitalisation at 11.2c (placement price)	\$10.7m
Options ¹	37,049,314

Use of funds

Marketing & Product Development, primarily rolling out Jarvis and associated products.

Top shareholders	Shares (m)	%
PAC Capital (Aus)	10,405,130	13.57%
Founders, Max Bluvband & Shahar Hadju (Isr)	6,185,012	8.06%
Moshe Cohen (Isr)	5,447,006	7.14%
Richard Lindenbaum (USA)	4,021,644	5.25%

¹ Primarily unlisted options issued at the IPO subject to performance hurdles

Indicative Timetable	2020
Trading Halt	10AM (AEST) Thursday 23 July
Firm Bids due*	4PM Friday 24 July
Acceptances due	4PM Tuesday 28 July
Funds due and recommence trading	Wednesday 29 July

**Corporate Enquiries**

Justin Rosenberg
Executive Director – Corporate Finance
+61 414 450 154
Justin.Rosenberg@gleneagle.com.au

gleneagle
securities

Media Enquiries

Melissa Hamilton
Media and Capital Partners
+61417 750 274
Melissa.Hamilton@mcpartners.com.au

m+c

Thank You