



TOMIZONE[®]

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Key Highlights

Disruptive product

- Unrivalled WiFi management and analytics platform that drives monetisation of services
- High user engagement and WiFi monetization ability
- Over 20 million WiFi experiences a year

Scalable proprietary technology

- Lightswitch™ is a hardware agnostic proprietary software platform in the cloud
- Lightswitch™ enables rapid scaling in every geography
- Open API connects other best practice applications and services to enhance the WiFi ecosystem

Segment agnostic

- Services offered in the most profitable market verticals
- Modular product offering enables quick adoption and deployment without held inventory
- Speed to market obtained by simple to understand services and easy to use WiFi platform

Broad global opportunity

- Demand for WiFi hotspots is growing at an accelerated rate globally
- Lightswitch™ upgraded to embrace the demand
- Order book is filling fast with sales and service delivery hires needed to cope with demand

Subscription business model with multiple revenue streams

- Creating long term customer value with compounding recurring revenue streams
- Scalable technology to adopt untapped revenue streams which are becoming evident
- Unique data monetisation and progressive profiling drives further insight and attraction to partners
- Established long-term customer relationships

Pedigree & marquee client base

- 8+ years of customer and consumer experience globally
- Innovative business models and success across many markets and segments

Key Metrics

1,500+

Customers in
4 Countries

27%

of revenue is
subscription & growing

20 Million+

amazing WiFi
experiences annually

NZD\$5.3 million

revenue in FY14



Over 65 Million

Minutes used monthly



Over 5,000

Active hotspots



Over 1 Million

Unique users across our 8 airports monthly



Over 45,000 Rooms

Offer Tomizone services



25 Minutes

Average dwell time across our cafes



All Westfield

Malls in NZ operate Tomizone services



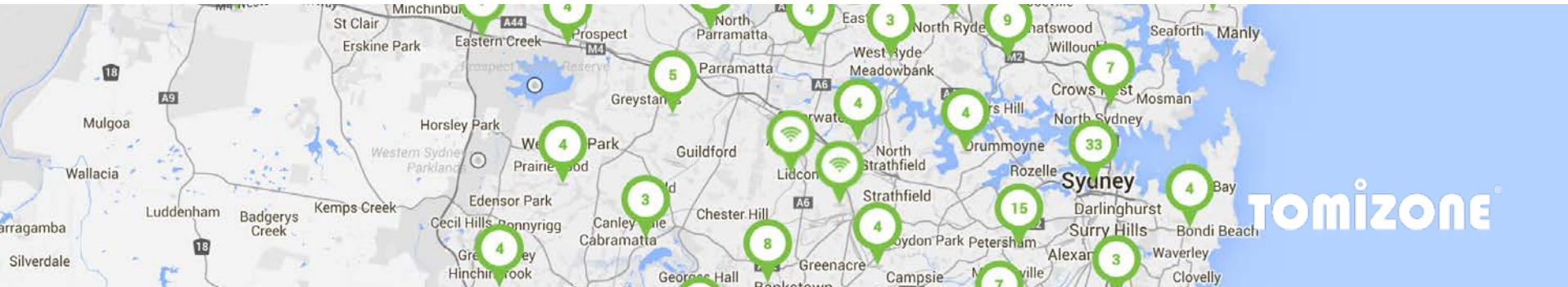
Biggest City WiFi

In Australasia

	AUST	NZ	ROW
Hotspots	2,792	1,152	1,244
Revenue	53%	25%	22%

We're Leading the Industry

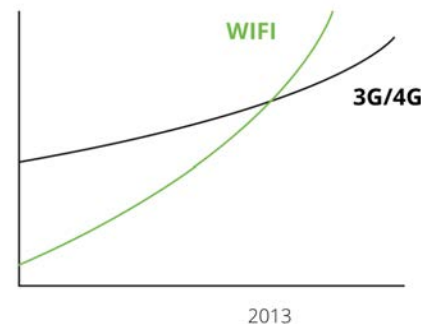
- Our competition still think *"the problem is getting people online"*, we've solved that and moved on to providing a *WiFi Value Exchange*
- WiFi is our customers' most important digital asset - conversations have moved from IT to Marketing, seeking engagement and analytics
- We leverage WiFi to drive revenue, consumer engagement, advertising, loyalty programmes and analytics



Market Landscape

- 3G & 4G usage is growing fast, WiFi is growing faster
- 4bn WiFi devices globally set to grow to 30bn by 2020
- 48m WiFi hotspots in 2014 growing to 338m in 2018

Source: ABI Research



"More than 50% of all commercial hotspots are controlled by companies whose core business is not telecommunications such as cafes, hoteliers and retailers"

- BBC Article, Jane Wakefield, 3 Nov 2014

"The carrier Wi-Fi market is forecasted to grow from \$296 million in 2011 to \$2.8 billion by 2016 while the enterprise WLAN market is expected to grow from \$3.4 billion in 2011 to \$6.9 billion by 2016."

- Gartner, Infonetics

2014 1 Hotspot Per
150 People

2018 1 Hotspot Per
20 People

Source: iPass Inc.; WiFi Growth Map

Market Landscape

80%

of small business owners surveyed believe their customers expect free WiFi and rank it as a top way to attract new customers

– TimeWarnerCable

94%

of people cite Wi-Fi as the most important amenity

– Hotel Chatter

60%

of people “can't go without Wi-Fi” for more than 1 day

– Iconic Displays

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The Market is Expanding Rapidly

	Transport + Retail	Accom + Hospitality	Metro + Campus	Other
Sites	Airports, Public Transport and Malls	Hotels, Motels, Cafes and Restaurants	Cities, Libraries, Universities and Schools	Telcos and Community
Key WiFi Strategies	Direct Digital Connection, Advertising and Analytics	Expected hygiene service, drives loyalty and repeat business	Tourism, Civic Access to Information, Liveable City	3G/4G Offload, Sweating the Fixed Line Assets
Total Market Oceania 2014	14,188	16,491	400	5,000
Total Market Oceania 2018	21,252	23,243	2,800	3,126,750
4 Year CAGR	11%	9%	63%	400%
Total Market RoW 2014	4,146,532	3,319,125	15,395	39,417,210
Total Market RoW 2018	5,771,342	4,634,006	74,715	325,490,745
4 Year CAGR	9%	9%	49%	70%

Source: Growth 2014 > 2018 Data provided by analysts at Maravedis Rethink 2014



Consumers are Driving Growth

- Consumer smartphone growth is driving mobile internet consumption; Messaging, Social and Content, namely video
- Prepay subscribers don't buy data, they're addicted to free WiFi
- Spectrum is expensive and carriers are finding ways to move 3G/4G customers onto WiFi
- WiFi has become an umbilical cord

75%

of Australians own a
smartphone
-iab Au

50%

of smartphone browsing
takes place via WiFi
- Adobe

93%

of tablet browsing
happens via WiFi
- Adobe

Venues Have a Headache

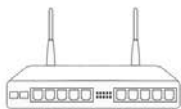
- Traditionally venues recovered their costs of providing WiFi through selling WiFi usage to consumers
- Customers want to deploy WiFi strategies for their consumers, engage them and understand them better
- Public WiFi traditionally considered an IT problem
 - Venues have a serious headache planning infrastructure, security, user experience and management of consumer engagement and analytics, and corresponding on going support
 - Requires bespoke development which adds complexity, significant cost and lead time to deploy

We're the Aspirin

- Tomizone solves the IT problems and turns WiFi into a marketing opportunity to drive foot traffic, engagement, loyalty and repeat business
- We provide an end to end solution that:
 - Provides a simple, easy to use WiFi solution managed via our cloud based software that is very quick to deploy
 - Can be installed over the top of existing infrastructure, hardware or software
 - Gives an amazing user experience that drive consumer connections
 - Creates a range of ways for them to monetise the WiFi they provide, without having to charge for it, including loyalty programs, advertising, consumer data

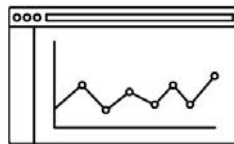
What We Do

Our efficient use of Software, Hardware, Design Templates and Support generate the best return on investment for any public WiFi network through airtime revenue, consumer engagement, advertising and analytics.



Concierge™

Vendor agnostic and scalable hardware gateway that unlocks the power of our software in any network



Lightswitch™

Cloud hosted software solution that allows customers to easily manage their WiFi networks

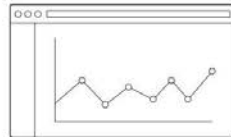


Our People

Design, install, manage and support our networks

We charge for the software subscription, partner provided hardware and support.

How We Make Money



Per Consumer Value Exchange

- Paid Use
- Advertising + Partnerships
- Loyalty

One Off Design and Installation

- Design
- Build and Deploy
- Pass-through Hardware

Monthly Recurring Software Subscription

- SaaS Hosted Experience
- Security + Content Filtering

Monthly Recurring Enterprise Support

- Engagement and Analytics
- Expertise
- 24/7 Support

Lightswitch™ Portal + Dashboard

Amazing WiFi experiences managed by beautiful Lightswitch dashboards



DROP IN PORTAL GATEWAY



CLOUD BASED SOFTWARE DASHBOARD

Market Penetration

	Transport + Retail	Accom + Hospitality	Metro + Campus	Other
Tomizone Customers	166	709	18	702
Typical Term	5 Years	3 Years	5 Years	2 - 5 Years
Sales Channel	Systems Integrators Hardware Partner Direct	Systems Integrator Direct	Systems Integrator Hardware Partner Direct	Direct

Source: Tomizone Management Reports 31 Dec 2014

Select Customers

Transport & Retail



Accommodation & Retail



Metropolitan & Campus



Service Providers



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It's Time for Liftoff - Expansion

Geographic

- Rapid expansion in the existing Oceania market through deploying a larger sales footprint, selling existing products
- Strategic beachhead into key new geographies
- Early traction with existing India business and US customers

Customers & Partners

- Focussing on channel partners
 - Developing B2B relationship with global brands, Hardware Vendors and Systems Integrators
 - We are a natural partner to many existing technology companies
- Complete material engagements with new customers in key verticals such as airports, shopping centres, hotels, stadiums, digital signage and location app partnerships

It's Time for Liftoff - Innovation

- Further enhancing existing features of the Lightswitch™ big data platform:
 - Advertising Module
 - Referral Marketing Module
 - Loyalty Scheme Module
 - Analytics Engine
 - Location Based App API
- Continued product leadership beyond the competition
- Strategic partnerships to facilitate an end to end solution, without needing to build everything ourselves, eg. App and Referral Marketing partner connectivity and API integration

Experience and Pedigree

PHILLIP JOE
CHAIRMAN/CFO



- Co- founder of Tomizone
- 27 years of experience in consulting, venture investments and investment management
- Former lecturer in Accounting, Finance and Information Systems at Victoria and Massey Universities

STEVE SIMMS
CHIEF EXECUTIVE



- Co- founder of Tomizone
- 25 years senior management and business owner experience in the Internet, Telecoms and Wireless
- Technology commentator for NZ media

ANDREW SOMERVELL
CHIEF PRODUCT OFFICER



- 15 years of award winning experience researching, designing and delivering the interaction between Customers, Team and Technology

TARUN KANJI



- Founding Chairman of Bank of India NZ (ret)
- Chairman of Noske Kaeser
- Independent Board member of Inland Revenue NZ - Portfolio Governance Authority
- Independent Director at FairWay Resolution
- 10 years NZ senior executive roles at Fosters Group



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