

INVESTOR ROADSHOW PRESENTATION

16 March 2015



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Disclaimer - this document is subject to the disclaimer detailed in the attached appendix at the end of this presentation

Turn On My Internet Zone

TOMiZONE®

Tomizone customers generate revenue
by offering consumers free WiFi,
using our proprietary SaaS Platform, sold as
a scalable recurring subscription solution



Opportunity

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ESTABLISHED

- **~AU\$5 Million** multi channel revenue stream including recurring subscriptions with business execution by an experienced team
- Over **1,500 customers**
- **Deep order book** and client pipeline
- **Blue chip customers** include Westfield NZ, ANZ Bank, Sydney Airport, Sydney Ferries, Auckland Airport, Auckland Council, Skype

HUGE MARKET

- Global hotspot forecast to expand with **1,184% growth rate**¹
- Global addressable WiFi market of over **\$26b by 2019**²
- Mobile advertising spend growing from **\$18b to \$41.9b by 2017**³

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Opportunity

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HOW

- **Global** SaaS platform that's easily scalable
- **Proprietary** software, hardware and services
- **Feature add-ons** including data analytics, advertising/loyalty engine and location based services

38%

of revenue delivered
by top 50 customers¹

23%

YoY growth of Enterprise
customers¹

GROWTH

- Strong order book requires direct and channel **sales team to execute**
- **Seeking to raise minimum** of AU\$5m
- Continued innovation - enhanced features

\$40k/yr

average per Enterprise
Customer in Top 50¹

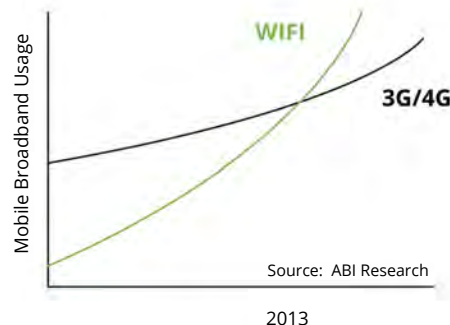
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Market Landscape

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- 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 global Wi-Fi market to grow from \$12.89 billion in 2014 to **\$26.19 billion** by **2019.**”

- MarketsAndMarkets

2014 1 Hotspot Per
150 People

2018 1 Hotspot Per
20 People

Source: iPass Inc.; WiFi Growth Map

Consumers are Driving Growth

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- 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

75%

of Australians own a
smartphone
-iab Au

50%

of smartphone browsing
via WiFi
- Adobe

93%

of tablet
browsing via WiFi
- Adobe

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Venues have a headache

- 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

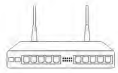
We are their aspirin

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- Tomizone turns WiFi into a marketing opportunity to drive foot traffic, engagement and loyalty
- We provide an easy to use cloud based WiFi solution that:
 - Is very quick to deploy over the top of existing infrastructure, hardware or software
 - Gives an amazing user experience
 - Enables them to monetise the WiFi they provide, without having to charge for it, including loyalty programs, advertising, consumer analytics data

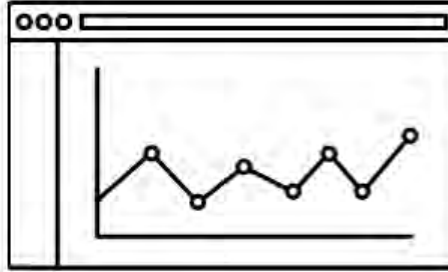
What We Do

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Concierge®

Vendor agnostic and scalable hardware gateway that connects a venues WiFi network to Lightswitch



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



Our People

Design, install, manage and support our networks

Lightswitch® leverages WiFi to drive revenue, consumer engagement, advertising, loyalty programmes and analytics to enable our customers to **monetise free WiFi**

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Lightswitch Portal

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Lightswitch® Portal offers *Amazing WiFi Experiences* for consumers



- **Speed** - very fast WiFi authentication
- **User Experience** - responsive design enables any WiFi device to interact with the network

Lightswitch Dashboard

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Beautiful visualisation with Lightswitch® dashboards for venue customers

- **Dynamic data** - real time venue traffic
- **Content management** - venue empowerment
- **Meaningful** - relevant data presentation
- **Flexibility** - published API's enables third party connectivity



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Lightswitch Features

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Flexible platform architecture enables swift 'go to market' strategies and business models



iBeacon venue map



iBeacon / WiFi App

- **iBeacon** based location and data mapping with Stqry partnership
- **Advertising** trafficking and reporting
- **Payment** processing

Blue Chip Enterprise Customers

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TRANSPORT	RETAIL	ACCOMODATION	HOSPITALITY	METRO & CAMPUS	SERVICE PROVIDERS	SPECIAL PROJECTS
   	 	 		  	 	  

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Case Study - Skype

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Roaming Contract

Skype WiFi users can roam globally on Tomizone powered WiFi Hotspots

Tomizone have had this ongoing contract in place since 2010

Revenue Model

Monthly minimum guarantee payment with additional minutes used charged at a roaming rate

Moving Forward

All new Tomizone Customer Hotspots continue to enable Skype WiFi roaming

Free WiFi Pilot

Skype chose Tomizone to pilot a WiFi initiative, ahead of other leading solutions globally, to validate market demand for millions of Hotspots

Skype engaged Tomizone due to its nimble platform, global scale and flexibility to trial different business models

Results

Significantly outperformed consumer engagement benchmarks, validated consumer usability and Tomizone's ability to deliver a Skype WiFi Hotspot solution



You're already online

Looks like you're already connected to the internet. Skype WiFi lets you go online at public WiFi hotspots in over 1 million locations worldwide.

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Why We Win Business

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- **We compliment** all levels of the value chain to win customers
- **We have** an experienced team that deeply understand WiFi consumers and venue customers
- **We deliver** a proprietary combination of software, hardware and services across all verticals
- **We've proven** our nimble Lightswitch Platform is built for scale, flexibility and bespoke development is not required
- **We've collected** many years of aggregate consumer data stored from multiple verticals for analytics

84%

conversion rate on
sales offers made¹

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Our Competence

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Customers expect the vendor to deliver a full solution, Tomizone's experience helps partners deliver a full-stack solution

	SOFTWARE	INSTALLATION	CONSUMER REVENUE	SUPPORT
Tomizone	●	●	●	●
Systems Integrators	○	●	○	●
Ad Network	○	○	●	○
Hardware Vendors	●	●	○	●
Service Provider	○	○	●	○

Competitor Example

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- The market is fragmented with competitors that target specific verticals with bespoke solutions that are not flexible
- Global competition from early stage startups that have small customer bases and limited experience

	TRANSPORT	RETAIL	ACCOMMODATION	HOSPITALITY	METRO & CAMPUS	SERVICE PROVIDERS	SPECIAL PROJECTS
TOMIZONE®	●	●	●	●	●	●	●
Australian Company	○	●	○	●	○	○	○
Japanese Company	○	○	●	○	○	○	○
New Zealand Company	○	○	●	○	○	○	●

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How We Make Money

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Recurring subscription

CORE

Monthly recurring
software subscription

Monthly Enterprise
Support revenue

Pricing at scale
Business (small) or
Enterprise (large)
recurring revenue

Paid airtime usage

LEGACY

Paid WiFi service
Freemium Services

Sponsored WiFi Access
Advertising

Transactional revenue

Revenue Share with
venue customer

Feature revenues

NEW

Advertising revenue
share

Data analytics revenue

Wayfinding & location
based referral
programmes

New transactional
revenue streams

Design and installation

VALUE ADD

Design
Build and Deploy

Pass through hardware
sales from vendors

High margin consulting

High margin hardware
sales

How We Sell

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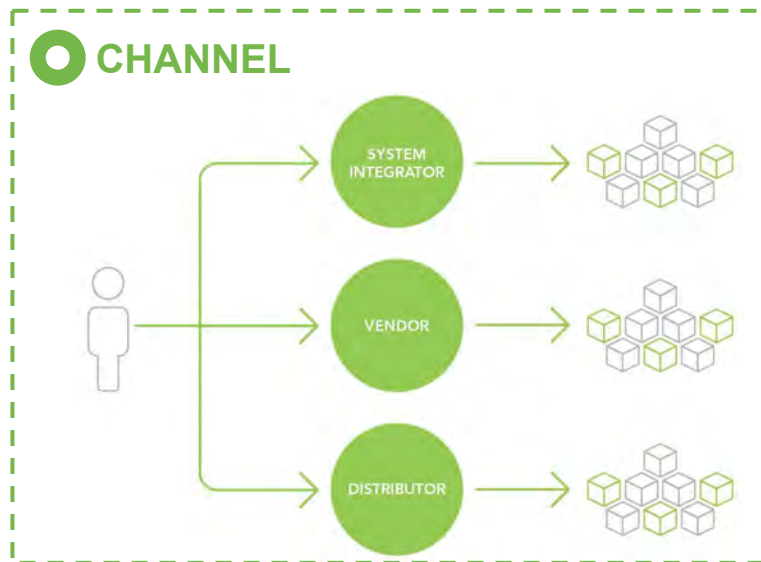
DIRECT



Senior salesperson yield high value enterprise customers



Junior salesperson yield many business customers

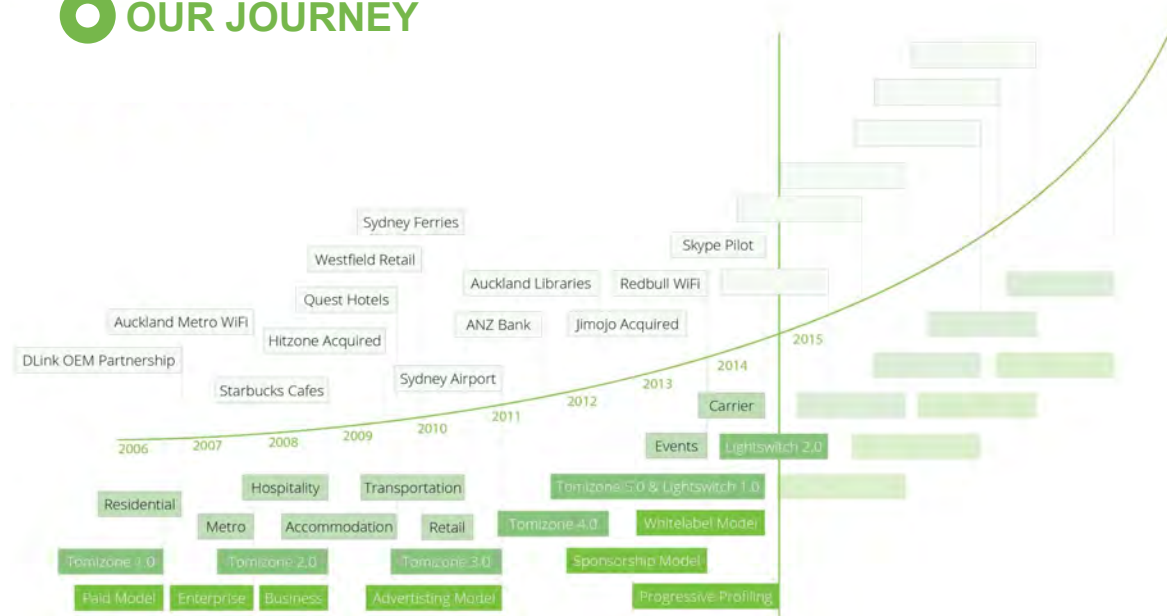


Channel Manager has 2 to 3 channels. This enables fast growth and market penetration - **revenue at scale with each channel - '000's of salespeople selling our products**

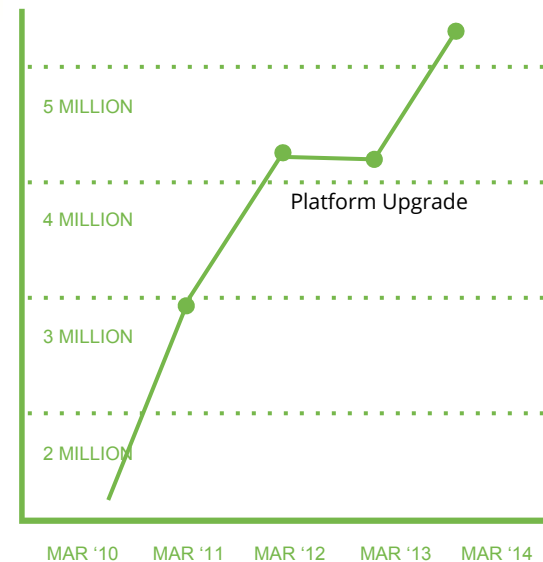
Historic Performance

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OUR JOURNEY



OUR REVENUE



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Use Of Funds

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CUSTOMERS & PARTNERS

- Commercialise current engagements with new customers in our key verticals
- Employ additional sales and service delivery people to drive direct and channel sales
- Close agreements with channel partners in Oceania, Asia and US markets

CONTINUED INNOVATION

- Further enhance existing features of the Lightswitch[®] big data platform
- Continued product leadership beyond the competition
- Leverage our strategic partnerships to grow

Use of Funds - Detail

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Tomizone is seeking a **minimum of AU\$5million** expansion capital (with provision for oversubscription to AU\$8m)

Indicative application of funds (\$8m)



People	FY14 Headcount	FY16 Target Headcount	
Sales + Service Delivery	13	36	Build world class sales team and management team to capture market share
Product + Innovation	4	8	Maintain competitive advantage through continued R & D
Finance + Admin	5	8	Ensure efficient operations and reporting under a listed structure (including Directors)
Headcount Total	22	52*	

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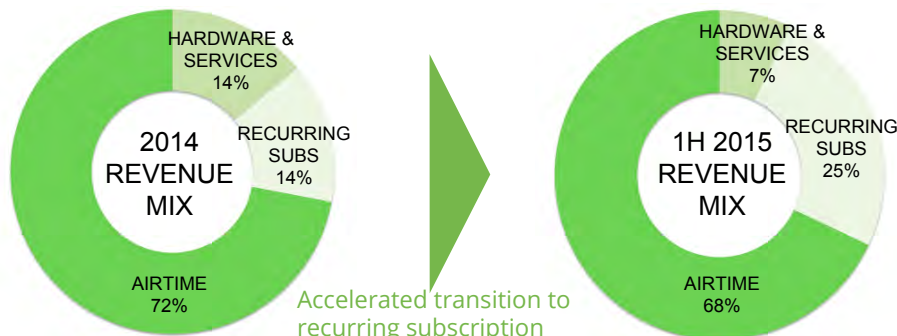
* Headcount will move from 22 to 45 on a \$5m raise

Revenue Mix

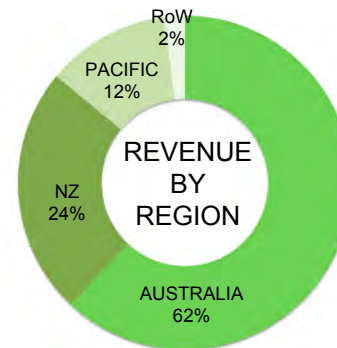
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- Proven revenue from widely spread customer base
- Commenced the transition to recurring revenue model with deployment of the upgraded Lightswitch platform
- Margins forecast to accelerate as recurring revenue model expands

NZ\$000	2013 Audited ^	2014 Audited ^
Revenue	4,488	5,302
Gross Margin %	62%	58%
Overheads	2,340	2,752
Operating EBITDA *	423	317



Accelerated transition to recurring subscription model under new platform released 15 months ago



Accelerated extension of markets beyond Oceania underway

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Balance Sheet

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as at 31 Dec 2014	NZD '000
Current Assets	1,721
Less current liabilities & provisions	2,738
Net Current Assets (Liabilities)	(1,017)
Non-Current Assets (mainly intangibles)	6,632
Secured Debt	3,267
Net Assets	2,348

- Intangibles comprises capitalised software platform development costs and goodwill from business acquisitions.
- Debt was incurred to expand the business with company buying out a former shareholder and the purchase of an Australian business.
- The debt is secured against contracted revenues.
- Concurrent with the Acquisition, management are in discussions with mainstream banks to refinance this debt on commercial terms.

Indicative Post Capital Structure

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The indicative market capitalisation of the Company at completion of the transaction (post performance share issue)

	Ordinary Shares	Gross Amount Raised
Existing Securities	19,064,906	-
Convertible Note	2,593,700 ¹	\$415,000
Sub-Total	21,658,656	\$415,000
Acquisition	45,337,529	-
Performance Shares	30,000,000 ²	
Sub-Total	96,996,185	\$415,000
Placement	25,000,000	\$5,000,000
Total	121,996,185	\$5,415,000

Notes

- Shares issued on issue subsequent to the conversion of the Converting Notes issued Feb 15 at 16¢ at Completion of Acquisition.
- 30,000,000 performance shares in the capital of PHW (post-Consolidation basis) ("**Performance Shares**"), assuming consolidation ratio of 40 to 1, **that convert into one ordinary** fully paid share on achieving following milestone revenues within the 12 month period prior to 30 June 2016:
 - 15 million Class A Performance Shares - subject to Tomizone achieving revenue of NZ\$7,500,000; and
 - 15 million Class B Performance Shares - subject to Tomizone achieving revenue of NZ\$9,500,000.

Note: Indicatively there will also be 15,158,080 listed and unlisted options exercisable at 40 cents per share on various dates on issue.

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Indicative Timing

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Notice of meeting sent to PHW Shareholders	25 March 2015
Prospectus Lodgement	8 April 2015
General Meeting to approve transaction	28 April 2015
Closing date of offers	12 May 2015
Settlement of Tomizone Acquisition	15 May 2015
Re-quotation of shares on ASX	20 May 2015

Note - This timetable is indicative only and subject to change without notice

Disruptive Product

- SaaS WiFi management and analytics platform that drives monetisation of services
- High user engagement and WiFi monetization ability
- Over 20 million WiFi experiences a year, set to grow beyond 40 million in 18 months

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

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



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Experience and Pedigree

Phillip Joe
Chairman / CFO



- Co- founder of Tomizone
- 27 years of experience in consulting, venture investments and investment management
- Public and private company Board experience and Chartered Accountant

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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