



Collaborative Consumption

Creating trust

Monetising assets

Disrupting markets

 **Collaborate**
Corporation Limited

June 2015

Collaborate Corporation Snapshot

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Overview:

Monetising under-utilised assets via peer-to-peer marketplaces

Position:

First mover advantage in key markets poised for explosive growth

Difference:

Marketplace technology and trust platform can be scaled across multiple product categories

Growth:

Pursuing a dual acquisition and organic growth strategy

Vision:

Be the leading ASX company exploiting collaborative consumption opportunities to disrupt multiple industries

 **DriveMyCar**

 **MyCaravan**

 **Rentoid**

 **peerpass>>**



Collaborate Corporation Limited (ASX: CL8) operates peer-to-peer marketplaces where the 'trust' it creates makes it possible for individuals and companies to transact with each other for mutual benefit.

Collaborate disrupts traditional business models by enabling owners and renters to transact directly with each other, monetising assets that would otherwise sit idle. We operate online marketplaces for cars, caravans and household & commercial items and will launch into further categories.

Renting assets is no longer the exclusive domain of dedicated rental companies, Collaborate empowers individuals and companies to rent their assets safely and efficiently. We manage online customer acquisition, ID verification, credit checks, rental agreements and insurance so that idle assets become a source of revenue.

The industry we operate in is called the collaborative economy, peer-to-peer or the sharing economy.

We just call it *a smart way to create value*.



Corporate Snapshot

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Securities on issue	31 May 2015	Pro forma Post-EGM ¹
Ordinary shares (ASX:CL8) ¹	369m	309m
Listed options (\$0.02, 30 Apr 2017) (ASX:CL8O) ¹	118m	149m
Market cap @ \$0.025 (11 June 2015)	\$9.23m	\$7.73m
Cash on hand as at 11 June 2015	\$0.87m	

¹ Pro forma assumes completion of the recent placements and the selective buyback and cancellation of options in relation to the Marketboomer divestment.

Directors & Senior Management

Chris Noone – CEO and Director

Adrian Bunter – Non-Executive Director

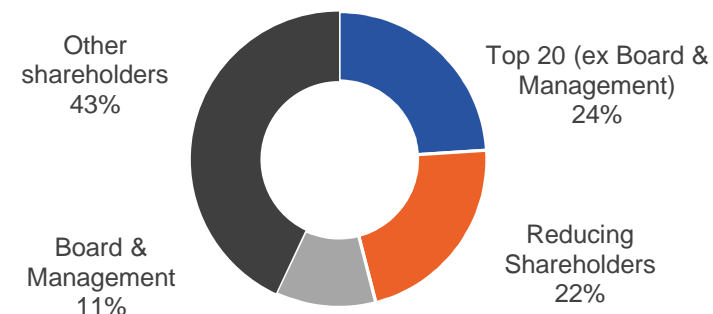
Domenic Carosa – Non-Executive Director

Karen Logan – Company Secretary

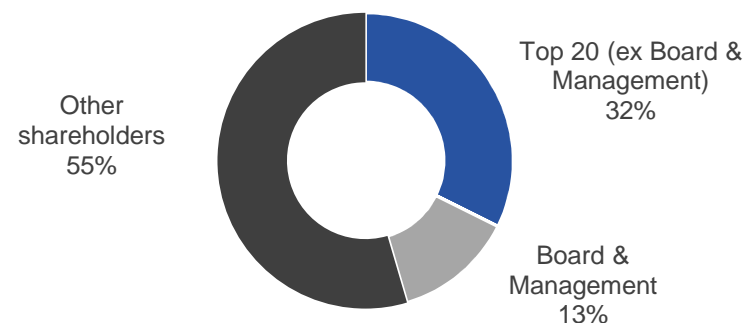
Business Divisions Snapshot

DriveMyCar	Acquired February 2014
Rentoid	Acquired May 2014
MyCaravan	Acquired October 2014
Marketboomer	Divestment to complete 30 June 2015

Shareholding breakdown Pre Divestment 31 May 2015

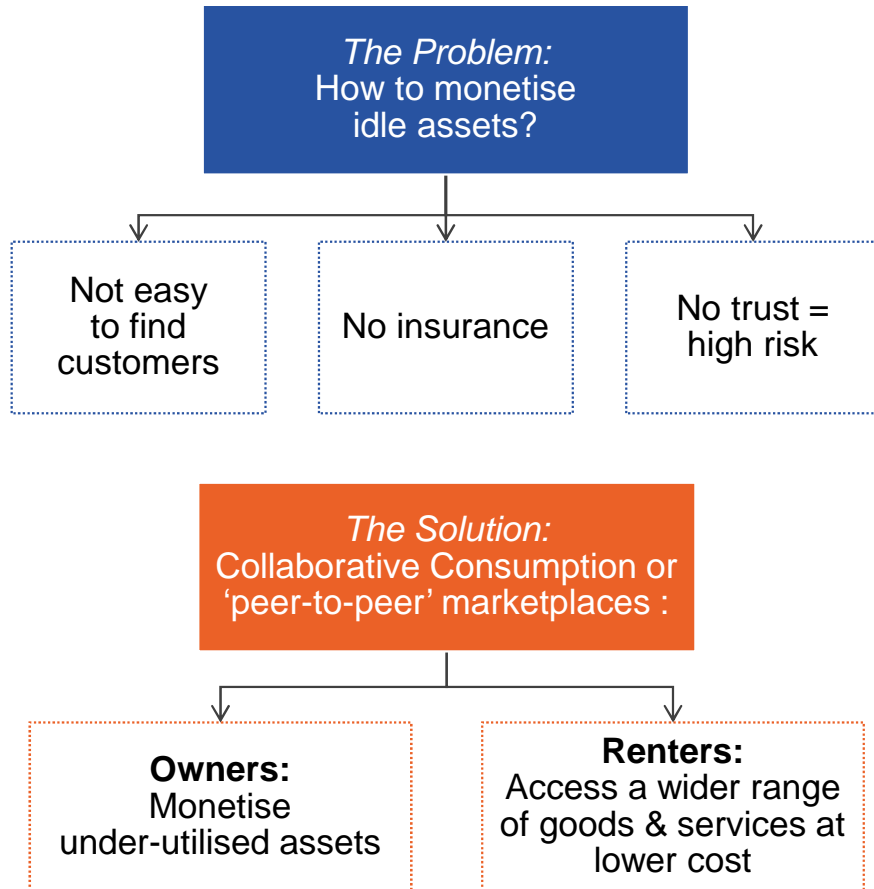


Shareholding breakdown Post Divestment



What is Collaborative Consumption?

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Collaborative Consumption allows idle assets to be discovered and monetised



I have a spare car that can be rented

Peer-to-Peer Marketplace

Matches owners & renters
Insurance
ID verification & credit checks



I need to rent a car for 2 months

Collaborative Consumption – Market Research

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US Adult Population

- 44% were familiar with the sharing economy
- 19% have engaged in a sharing economy transaction
- 8% have participated in some form of automotive sharing
- 7% say they have participated as a provider
- 81% agree it is less expensive to share goods than own them individually
- 57% agree access is the new ownership
- 83% agree it makes life more convenient and efficient
- 43% agree owning today feels like a burden



Market Projections

“Key sharing sectors have the potential to increase global revenues from roughly \$15 billion today to around \$335 billion by 2025.”



“The peer-to-peer exchange of goods and services represents what some analysts say is a potential \$110 billion market.”



Australia

- 63% plan on participating in some collaborative economy activity
- 53% have participated in some collaborative economy in the last year
- 61% are aware of collaborative economy services in Australia
- 75% of Transport users said they would use the service again



“Collaborative consumption is the megatrend that is swallowing Silicon Valley”

FORTUNE

“5 out of 15 of the Forbes Hottest Startups of 2014 were peer-to-peer businesses”

Forbes



Leading Peer-to-Peer Businesses

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Raised \$81.1m
Valuation \$130m+



Raised \$24.3m



Raised \$52m
Valuation \$260m



Raised \$142m
Valuation \$1bn



Raised \$1.3bn
Valuation \$3.25bn



Raised \$6.5bn
Valuation \$53.5bn



Raised \$1bn
Valuation \$13bn



Raised \$9.9m
Valuation \$23.9m



Raised \$30m+
Valuation \$70.85m



Raised \$1.6bn
Valuation \$9.9bn

All figures in Australian dollars AUD/USD Ex Rate 0.77 12 June 2015

The Value of Trust & Reputation

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The company that will dominate the peer-to-peer market will optimise **trust** and maximise the **value** and **number** of transactions

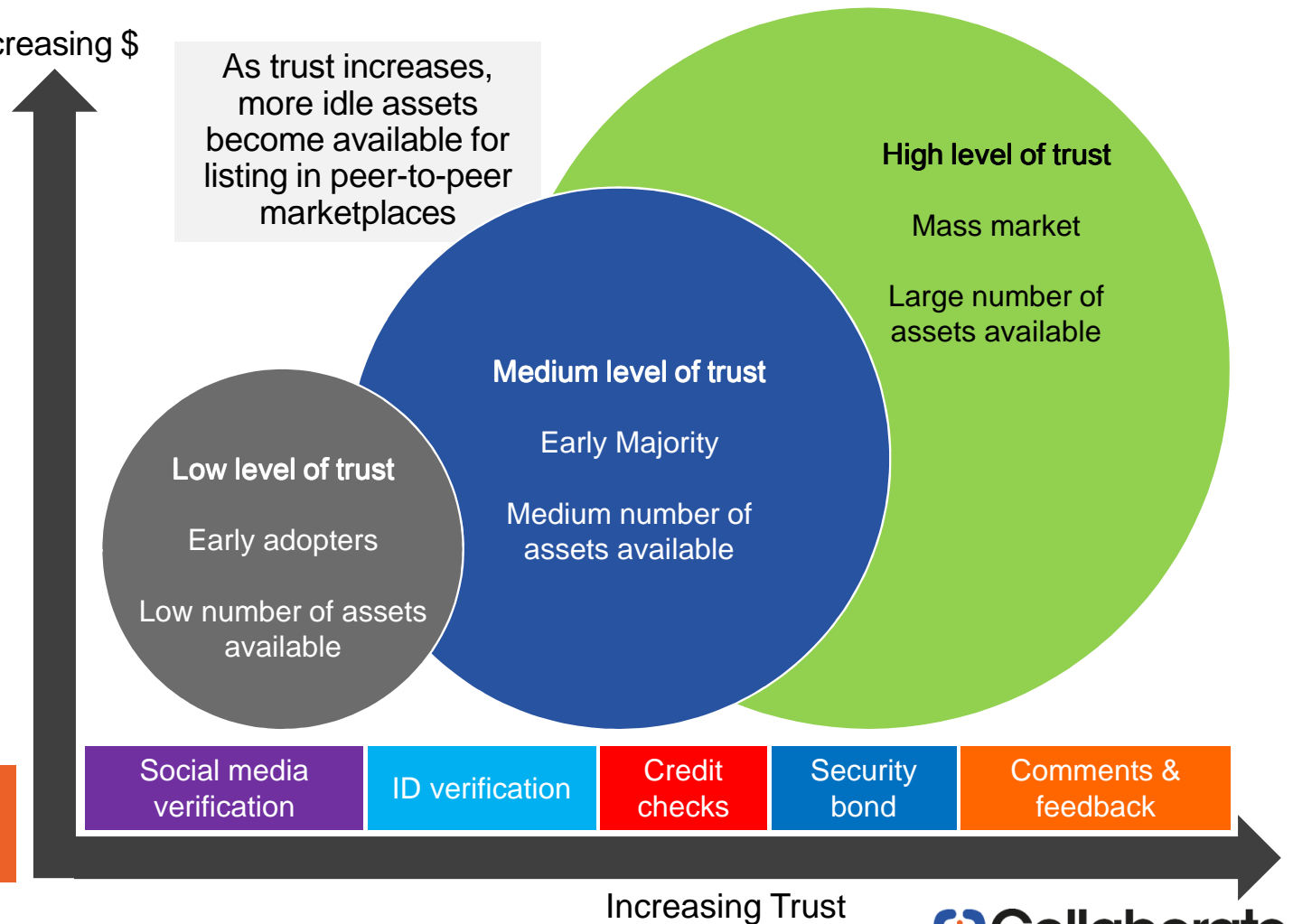
Collaborate builds **trust** by screening customers **before** the first transaction and recording feedback **after** each transaction, building a pool of high reputation customers

As the level of trust increases, the risk profiles of asset owners will be satisfied and more assets will enter the marketplaces.

Collaborate can charge a premium for access to its high reputation customer base because asset owners are confident they will receive a return and their assets will be secure

Collaborate aims to
'dominate trust and maximise returns'

Increasing \$



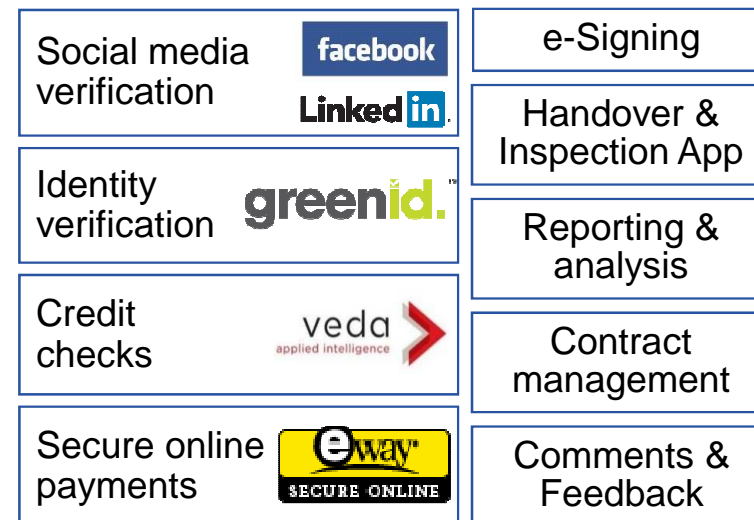
peerpass : The Future of Trust & Reputation Management

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peerpass sets the standard for building trust in peer-to-peer marketplaces by verifying and managing online reputation

- Developed specifically by Collaborate to empower peer-to-peer marketplaces
- 5 years of technical development
- Leverages proprietary Collaborate technology and industry leading partners
- peerpass verification is the gateway to a world of peer-to-peer advantages

peerpass>



'I've got my
peerpass>

Goal: to be the standard for online reputation management in peer-to-peer marketplaces

An Opportunity to Profit from Disruption

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Disruptive Opportunity

Collaborative consumption is a global megatrend

+

Idle Assets

Billions of dollars

=

Significant Revenue Potential

Proof: Billion dollar plus valuations for early movers – Airbnb, Uber, Lyft



How Collaborate is addressing the opportunities

Launched P2P market places in key product categories

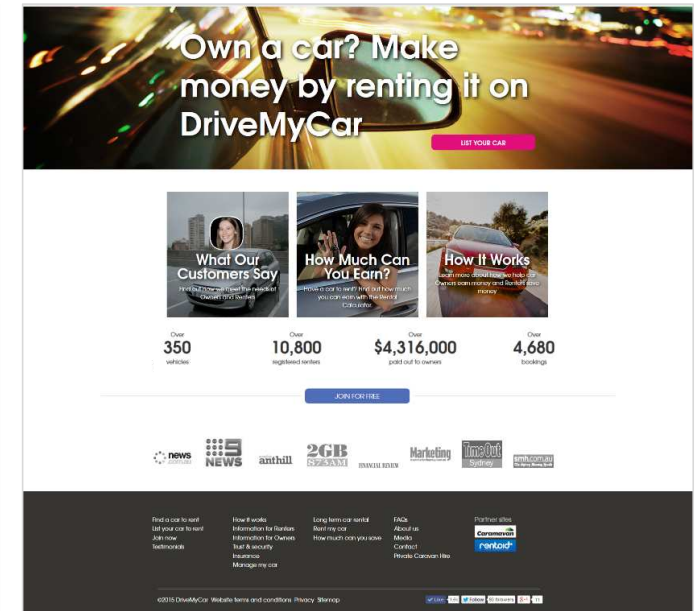
 **DriveMyCar**
 **MyCaravan**
 **Rentoid**

Secure sustainable competitive advantage by 'owning' trust as PayPal 'owns' payments

peerpass reputation platform allows rapid entry into new categories


New categories will be launched via organic development or acquisition

Generate cost savings, marketing synergies and new revenue streams



Australian car rental market size \$3bn

Source: IBIS Passenger Car Rental and Hiring in Australia: Market Research Report

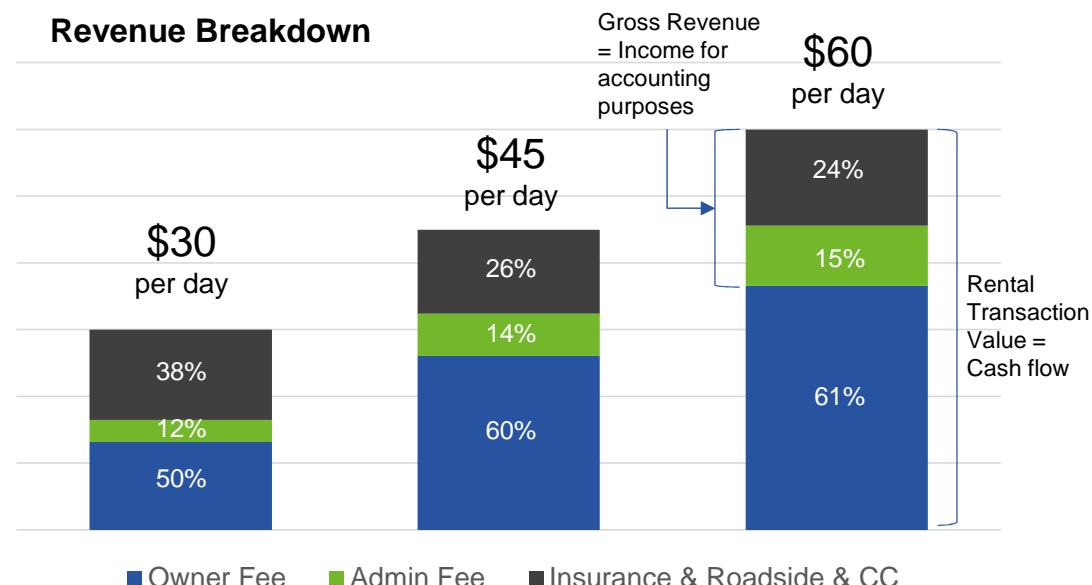
Key Metrics

	Mar 2015 FYTD Average	May 2015	Growth %
Users ¹	18,701	44,110	135%
New Car Activations	35	61	76%
Calculator Enquiries	520	923	77%
New Renter Registrations ²	168	171	1.8%

¹Users who have had at least one session within the selected date range, including both new and returning users.

²Supply focused advertising campaign commenced late April 2015

Revenue Breakdown



Owners can receive up to
42%
of the value of the vehicle in rental income per annum

Save up to
62%
compared to traditional car rental companies

Total fleet valued at over
\$7m
with no depreciation costs

Over
175,000
Rental days delivered

Over
\$4.43m
Paid out to vehicle owners

Average Rental Transaction Value per Contract*
\$1,894

Average Gross Revenue per Contract*
\$765

Average Net Rental Days Realised per Contract*
47.45

Over
4,850
rental bookings

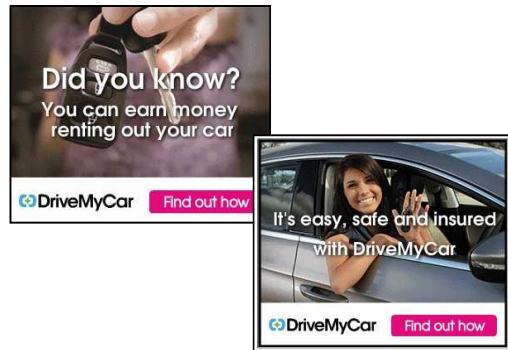
Over
14,500
registered users

*Contract = Original contract plus any contract extensions. FY YTD May 2015. All other figures as at 31st May 2015

DriveMyCar – Advertising & PR

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Display Ads



Facebook Campaign
Total Reach
338,633

Media

FINANCIAL REVIEW

smh.com.au
The Sydney Morning Herald

news.com.au

australian
anthill

2GB
873AM

Marketing
www.marketingmag.com.au

Lead Campaign	Impressions	Clicks	CTR
April commenced 20 th April	257,388	3,895	1.51%
May	684,122	9,590	1.40%

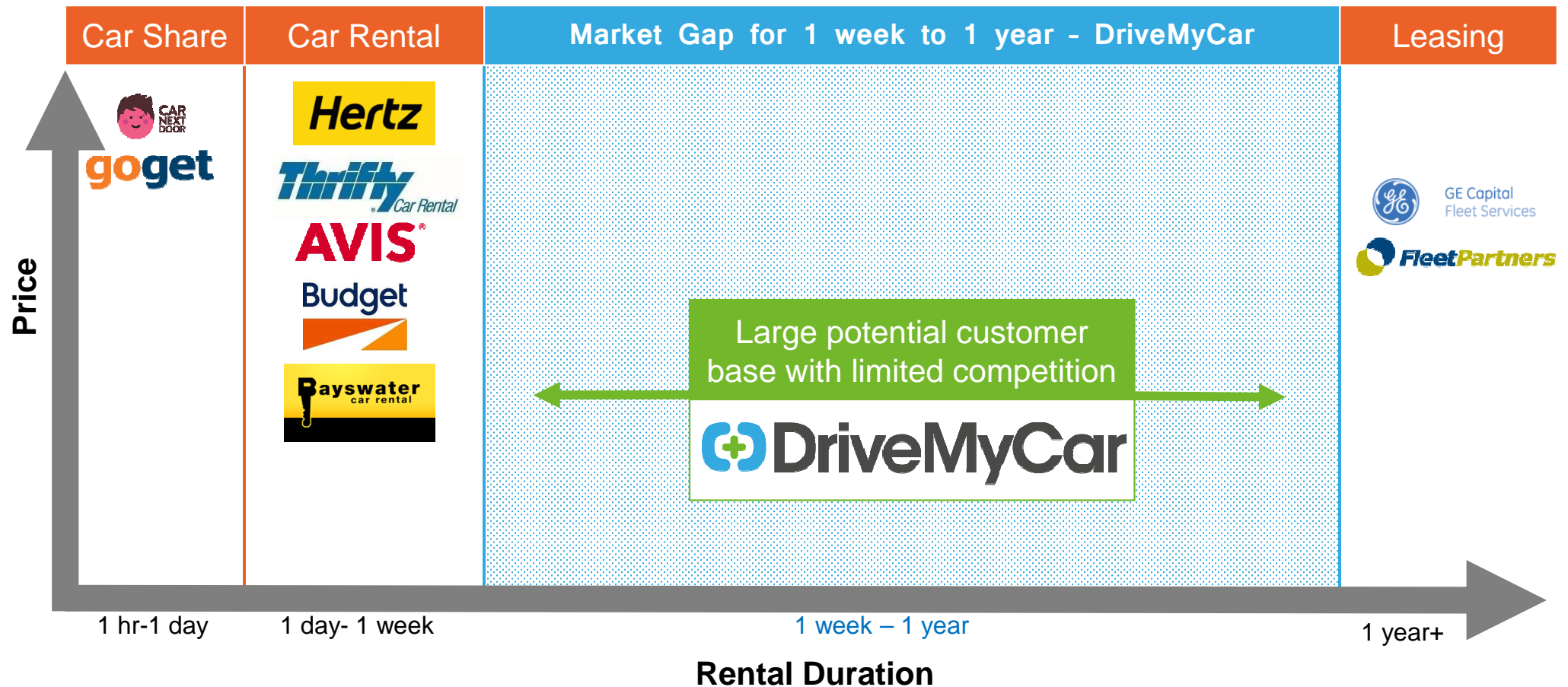
Brand Campaign	Impressions	Clicks	CTR
April commenced 27 th April	275,540	2,588	0.94%
May	1,686,574	26,009	1.54%







Initial phase of advertising targeted towards supply generation

Collaborate

Clear Gap in the Market for Mid-Term Rentals

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	Initiative	Status
Existing Initiatives (from August 2014)	Accelerate development of reputation platform to enhance trust between users and increase propensity for transactions	 Consumer launch July 2015
	Implement e-signing, online ID and credit history checking	Launched   
	Website design refresh and functionality improvements	Launched re-branded 
	Secure bulk supply of vehicles	 supply deal signed Further deals in discussion
	Provide improved insurance offering that enables owners to cancel their existing policies	In development
	Target higher end corporate rentals	Corporate sales campaign commence Q1 FY16
	Launch mobile application for inspection reports	In development
	Commence brand marketing, PR and social media	Commenced April 2015
New Initiatives	Referral program	
	Delivery option	
	Expanded advertising campaign	

Earn Money From Your Caravan [Share your caravan](#)

Rent Cars Rent Caravans Rent Anything

MyCaravan

HOME ABOUT US SEARCH FAQS CONTACT US

LIST MY CARAVAN LOG IN

WHERE DO YOU WANT TO GO?

RENT REAL CARAVANS FROM REAL PEOPLE ACROSS AUSTRALIA
SHARE A UNIQUE HOLIDAY EXPERIENCE WITH MYCARAVAN

NEW FROM MyCaravan - NO TOWBAR? NO WORRIES!

Why waste money on expensive hotel accommodation when you can enjoy the great outdoors by hiring an on-site caravan.

MyCaravan

HOME ABOUT US SEARCH FAQS CONTACT US

LIST MY CARAVAN LOG IN

Why waste money on expensive hotel accommodation when you can enjoy the great outdoors by hiring an on-site caravan.

Simply find your ideal caravan, book a caravan site at any nearby caravan park, then sit back and relax while the caravan owner delivers and sets up the caravan for you.

MyCaravan's new NO-TOW option is available with most of our listings. Just look for 'NO-TOW' in the caravan description.

Can't find a caravan where you're going? Simply fill out the [Contact Us](#) form below and we'll help you find one.

\$120.00 Per day

Lucille
Brunswick Heads

\$140.00 Per day

Dolly
Goolwa South

\$125.00 Per day

Marooned - near Moreton Bay
Narangba

MyCaravan

HOME ABOUT US SEARCH FAQS CONTACT US

LIST MY CARAVAN LOG IN

HOW IT WORKS?

- Owner list caravans for rent, specify price and availability and select insurance option
- Renters choose a caravan and make a booking request
- MyCaravan performs ID and credit checks, confirms availability with Owner and collects payment from the Renter

[Search Now](#)

Trust & Safety

We conduct ID checks on all our renters. We collect a security deposit. We provide a comprehensive rental agreement.

Insurance

We help you with your insurance.

Save Money

Renting a caravan through MyCaravan is an average of 20% cheaper as compared to commercial rental operators.

Unique

MyCaravan offers a unique holiday experience by connecting holidaymakers with caravan owners.

Australia's largest peer-to-peer caravan rental service – established 2014

New MyCaravan brand launched June 2015

MyCaravan

New 'No –Tow' option Unique competitive opportunity

Advertising & PR campaign commenced June 2015

Web traffic 4,366 users p/m
Facebook likes 6,790
June 2015

Number of caravans & camper trailers in Australia 500,000+

Rentoid The place to rent anything

Home About My Rentoid Rules List Find Wanted Blog

Signup or Login

CHECK IT OUT! Over \$100 million worth of cool stuff to rent

Search for it search by item and location OR browse by category

What:

Where:

Category: ALL

[Find Item](#)

JUST LISTED ITEMS

Garage Floor Drive / Effect Removalists Washing Machine Step ladder

Wallpaper 21ml gas heater Microwave Toyota Corolla LCD television

SIGN IN

Email or Username

Password

[Log In](#) [Forgot?](#)

3 Reasons why rentoid rocks!

- 1 Make cash renting your stuff
- 2 Save money renting temporary needs
- 3 Save the [environment](#)

MOST POPULAR ITEMS

1. [Flashing Lights](#)
2. [JANDS POWER AMP](#)
3. [Star Wars trilligy Digitally enhanced](#)
4. [Snap N Go Baby Infant Carrier/Capsule](#)
5. [Fridge rentalhire sydney wide - 249ltr](#)
6. [Patio Heater](#)
7. [TV 51cm](#)
8. [Baritone Horn Hire](#)
9. [Lawn Mower](#)
10. [Corporate Meeting Trestle Tables](#)

[more >](#)

RECENTLY WANTED ITEMS

FIND US ON TWITTER

NEWS

rentoid on A Current Affair

Population or consumption

I watched an interesting TED talk recently on the world being full - while it is slightly scary - it...[more](#)

- Australia's largest online rental marketplace for anything
- Acquired in May 2014
- Revised business model to be implemented before scaling
- No Marketing has been undertaken for Rentoid
- [peerpass](#) integration will unlock cost savings and enable traction

Potential Category Extensions

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Collaborate's peer-to-peer technology, peerpass reputation platform, significant operational experience and first-mover status place it in a unique position to disrupt multiple industries and monetise billions of dollars of under-utilised assets



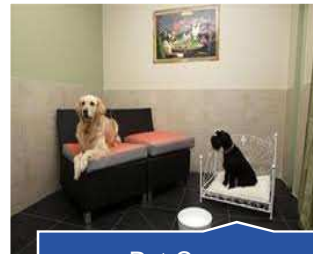
Semi-Trailers & Trucks
\$110m+



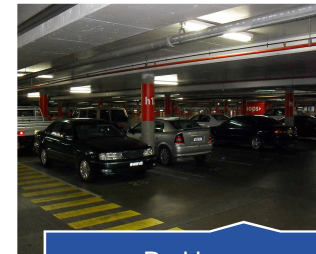
Childcare
\$9bn+



Storage
\$753m+



Pet Care
\$4bn+



Parking
\$2bn+



Machinery & Scaffolding
\$7bn+



Industrial Space
\$15bn+



Venues
\$13bn+



Financial Services
\$100bn+



Commercial Space
\$20bn+



Mining Equipment
\$56bn+



Tutoring
\$6bn+

Source IBIS WORLD Market Research Report

Highlights

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February 2014	Acquired DriveMyCar Rentals – Australia’s leading peer-to-peer car rental marketplace
May	Acquired Rentoid.com - Online rental marketplace for household and hardware items
August	Appointment of Chris Noone, CEO and Domenic Carosa, Non-Executive Director
October	Acquired Caramavan.com – peer-to-peer caravan rental marketplace McMillan Shakespeare Group (ASX:MMS) Interleasing division signed strategic agreement with DriveMyCar to enable rental of ex-lease vehicles.
November	Name change to ‘Collaborate Corporation Limited’ and one for ten (1:10) share consolidation
January 2015	Increasing interest in peer-to-peer opportunities and increasing investor awareness of CL8 resulted in significant increases in CL8 trading volumes. \$1.26m share placement occurred.
March	Re-launch of DriveMyCar.com.au
April	Commencement of online advertising & PR. Over 100% increase in website users.
June	Approval of divestment of Marketboomer will reduce corporate costs and allow greater focus on collaborative consumption Re-launch of MyCaravan.com.au
July	Consumer launch of peerpass trust & reputation platform

Company Structure Overview

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12 Month Growth Plan

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Collaborate

- Leverage peerpass to launch into new categories via acquisition or direct development
- Grow awareness via investor PR campaign
- Capitalise on Asian & US investor interest

DriveMyCar

- Scale advertising campaign – online & offline
- Expand corporate supply and sales partnerships

MyCaravan

- Rebuild website and integrate with common back end to unlock efficiencies
- Scale advertising campaign – online & offline
- Secure corporate partnerships
- Fully integrate with peerpass

Rentoid

- Revised business model to be implemented before scaling
- Integrate peerpass platform

peerpass>>

- Consumer launch July 2015
- Build brand awareness
- Continually improve ease of use and verification procedures

Other

- Explore opportunities to empower 3rd parties via platform API's

Aim to multiply user base and revenues.
Secure sustainable competitive advantage

Collaborate Corporation Board

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Chris Noone - Chief Executive Officer and Director

With one eye on the consumer and another on the balance sheet, Chris has led the development, launch and optimisation of many innovative companies that have helped define today's digital market in Europe, Asia & Australia including Hasbro Interactive, Vodafone and ninemsn. Chris has also co-founded a number of start-up businesses that delivered disruptive online products.



Domenic Carosa - Non-Executive Director

Extensive experience in technology and ASX-listed companies including growing destra to revenues of over \$100M. Domenic also built Australia's second largest virtual web hosting/domain companies which he sold for A\$25m in 2005-06. Chairman of the Future Capital Development Fund, a boutique fund specialising in internet upstarts. Domenic is also Non-Executive Director of Shoply Limited (ASX:SHP) and CEO & Executive Director of Crowd Mobile (ASX: CM8)



Adrian Bunter - Non-Executive Director

Adrian is an experienced technology, media and telco sector executive in the Asia Pacific region. Adrian is an executive director of Venture Advisory and spent 16 years with PwC specialising in accounting, audit, debt/equity raisings, mergers and acquisitions and strategy development and execution. Adrian has significant experience with high growth and disruptive businesses and is a Non-Executive Director of 8common Ltd (ASX: 8CO).



Karen Logan - Company Secretary

Karen has extensive compliance, capital raising, merger and acquisition, IPO and backdoor listing experience in a diverse range of industries including technology, media, resources, health care and life science. She has assisted a substantial number of private start-up and established businesses transition to being publicly-listed companies for over 12 years. Karen is company secretary of a number of ASX-listed companies.

Collaborate is capitalising on global megatrend of collaborative consumption

Well positioned to disrupt multiple industries and monetise \$billions of idle assets

Leading precedents with Airbnb, Uber, and Getaround can be emulated

Operating in three peer-to-peer markets and ready to disrupt new markets

Improving trajectory and strong technology base

peerpass reputation platform provides sustainable competitive advantage

Experienced entrepreneurial team with expertise in internet, mobile and marketing

Reduced corporate costs and greater focus flowing from Marketboomer divestment

Disclaimer

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Participate in the
future of peer-to-peer
transactions

Chris Noone

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www.CL8.com.au