# Kyckr

- ➢ Globally unique automation capabilities

- ➢ End to end KYB (KYC on businesses) solutions

- ➢ Globally best in class KYB compliance

- ➢ Protecting banks and other sectors against money laundering, terrorism financing, fraud and tax fraud

# OVERVIEW

Kyckr

| | |
|---|---|
| **Kyckr IPO characteristics** | ✧ Undiluted Market Cap - $20.2m (includes $5.2m cash)<br>✧ Full Diluted Market Cap – 25.8m<br>✧ Earn-out and performance shares and options – 50% allocated at $5m revenue and 50% at $10m revenue.<br>✧ *All pre-IPO shares escrowed. Only trading stock at IPO price of $0.20. |
| **Use of Funds** | Predominate use of IPO funds is to invest in further business development capabilities to close well qualified prospects for use of Kyckr's KYB capabilities. |
| **What is KYB** | KYB stands for Know Your Business, also referred to as KYC (Know Your Customer) for businesses. This umbrella obligations stems from financially and criminally punitive laws surrounding AML (Anti Money Laundering), CTF (Counter Terrorism Financing) and tax fraud. These laws have become significantly more complex post 9/11 and GFC, to the extent that adhering to these obligations presents one of the greatest business challenges today, in particular for banks. |
| **What does Kyckr do** | Kyckr provides complete end to end KYB solution to help make KYB decision. It uses technology to bring about as much automation as possible in these decisions.<br>KYB decisions include;<br>✧ Signing on new business customers (on-boarding),<br>✧ Cleansing and remediating existing customer books (loan book for a bank) to be KYB compliant, and<br>✧ Re-categorising customer books to get a better revenue yield. |
| **Target Sectors** | ✧ Any sector that is open to fraud and money laundering. This for the most part includes Financial Services and providers of internet services, in particular domain names and SSL certificates providers, such as Symantec Inc, Globalsign and others..<br>✧ In 2015 HSBC in 9 months spent US$2.2B on compliance, 30% greater than the prior year.<br>✧ The global compliance market is estimated to be US$70B – US$80B. Since the GFC US banks have paid US$120B in fines. Hence doing something is cheaper than doing nothing. |
| **How does it services work** | ✧ Kyckr's automation is unique globally. It is connected to over 150 business registers (such as ASIC) around the world, along with other sources of information required to make best in class and the most legally compliant KYB decisions. Kyckr looks live into the register and other sources for all KYB decisions. We do not store or hold data and pass it live to our clients. We also provide live updates for any changes to information used to make KYB decisions. Where our automation cannot fully KYB it is then handed for people processing and then pushed back into the automation process.<br>✧ This is different from all others who store data, which becomes out of date and non compliant. To the best of our knowledge most banks globally make KYB decision from out of date data where large parts of their loan books are de-registers, duplicates businesses and or directors and beneficial owner information is wrong. |
| **Business Model** | ✧ Kyckr is paid for each KYB decision it supports or a per click model. The cost to on-board a new customers using people alone is up to US$400 and can take up to 3 months whereas with Kyckr we charge AU$2-AU$15 (depending on needs) and this can happen in seconds. Many of these KYB decisions recur many times annually setting in place an annuity revenue stream.<br>✧ Our automation business model is derived by multiplying the number of business records under management, by the on average annual revenue yield per record. |

*Single seed investor invested $60,000 at 10 cents but have also invested $250,000 at 20 cents for the IPO
50% of their $60,000 can be traded at IPO but their averaged price investment is close to the IPO price of 20 cents*

# OVERVIEW


Kyckr

| **Clients & Prospects** | ✧ For over 8 years Kyckr has provided information to banks, lawyers and other sectors through its portal GBRDirect.com. Over 4,000 significant companies have registered including most global banks and compliance related advisors. These present qualified pipeline for our automation model. |
|---|---|
| | ✧ In the last 12-18 months, demand for automation and from this maintaining a live KYB view of customers has increased significantly, in our experience. |
| | ✧ It is our belief that penalties becoming criminally punitive and not just financially punitive has brought about this change. |
| | ✧ The Bank of Ireland is Kyckr's cornerstone automation client. Kyckr also has a number of other companies engaged in Proof of Concepts or equivalents for use of our automation capabilities. |
| | ✧ IPO funding used for further business development capabilities is critical for closing contracts with thee well qualified opportunities. |
| **Managing Director David Cassidy** | ✧ David is an experienced ASX CEO and Director with international experience in banking and technology. |
| | ✧ His recent tenure in Australia includes working for the Packer Private (Consolidated Press Holdings) and public (Publishing Broadcast Limited) holdings in various senior executive roles. |
| **Commercially Proven** | ✧ Although Kyckr's revenue is early stage it more than proves the commercial viability of its automation capabilities. |
| | ✧ The table below shows that revenue has doubled from last financial year, the majority of which is made from automation clients. |
| | ✧ Kyckr expects revenue to continue to grow and multiply revenue for the next few years. |

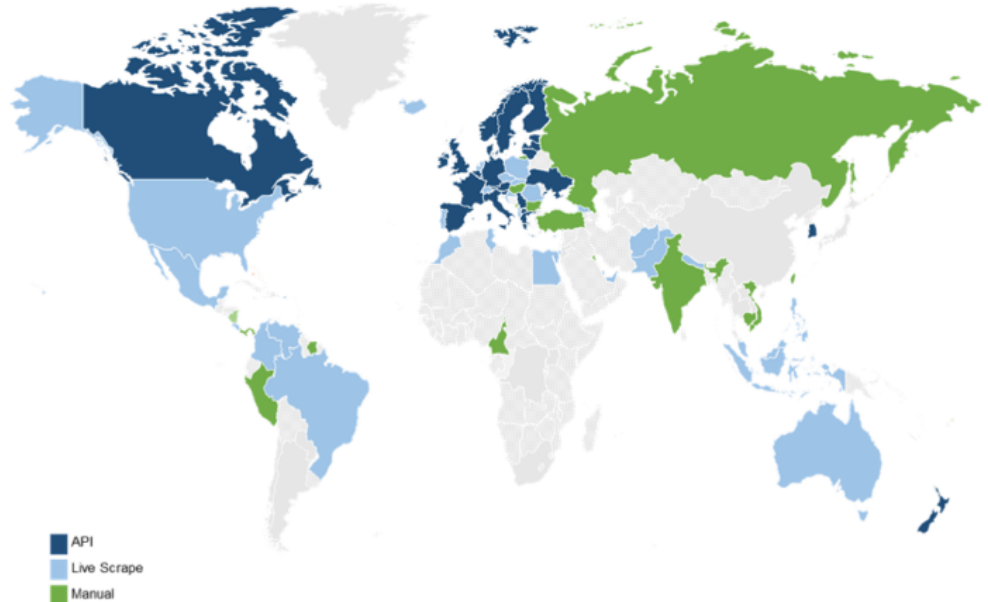| Historical | FY15 audited | Half year FY16 audited | FY16 unaudited |
|---|---|---|---|
| Revenue | AU$542,735 | AU$529,254 | AU$1,214,000 |
| profit (excluding abnormal IPO costs) | (AU$321,479) | AU$34,455 | AU$251,000 |

# Globally Unique Capabilities



Connected is over to 150 business registers (e.g. ASIC) and other relevant KYB sources around the world

Some connections are exclusive to Kyckr including our aggregated access point to 28 registers in Europe

Kyckr's country connection coverage includes the majority of countries of interest for most global and regional banks.

Kyckr's relationships with registers is as important as its technology and has been developed over 8 years. Register's realise a share of our per click revenue everytime we access their registry whereas all others access information once and sell out of date information many times.

Legend:
- API
- Live Scrape
- Manual

# END TO END MANAGED SERVICES

| STEP | OUTPUTS |
|------|---------|
| 1. Diagnose | • Uniquely indexed customer book using automation and apply soft, hard touch where there are exceptions.<br>• Diagnosed technology, process and support needs |
| 2. Cleanse & Remediate | • Cleansed and Remediated existing customer book through automation and apply soft, hard touch where there are exceptions. |
| 3. Categorise | • Re-categorisation of the customer book for better revenue yield from existing customer using automation automation and apply soft, hard touch where there are exceptions. |
| 4. Monitor | • Automated monitoring of KYB fields for live updates for any changing to KYB related information. |
| 5. On-Boarding | • On-Board new customers using automation automation and apply soft, hard touch where there are exceptions.. |
| 6. Other | • Can off-board, re-categorise and other actions using automation and apply soft, hard touch where there are exceptions.. |
| Innovation | • Soon launching our corporate identity blockchain network |



DIAGNOSE

KNOW YOUR CUSTOMER

CLEANSE REMEDIATE CATEGORISE (CRC)

MONITORING

AUTOMATED ENGINES

Categorise
- o Risk
- o Product offering
- o Other

ONBOARDING
OFFBOARDING