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IODM Limited: Market Update - June 2016

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June Quarter 2016 – Sales Activity

The main activity and focus for the June Quarter was finalising the capital raise and attending many broker and investor roadshows across Australia. During the course of the June Quarter 2016, IODM sales pipeline continued to grow and delivered on the following:

- Commenced preliminary talks with 2 additional banks to interface with their individual platforms. Talks have progressed to the next stage with NDA being executed by one of the banks and waiting on the second one to be returned.
- York Butter Factory (YBF) – YBF is an innovation hub that works with other like-minded Tech and innovation businesses and also works with several major corporates and banks. Refer Press Release 28 July, 2016.
- A major accounting firm (National) has invited IODM to provide a proposal to the group. Proposal / quote was submitted with a demonstration of the application given.

Drivers of Growth – Focus for the next 6 months

- NAB – IODM continue to workshop with NAB BIO team to establish the best way to rollout the holistic offering to NAB clients.
- PwC – Implementation has been successfully completed. Training on the IODM application is being scheduled for PwC personnel with a view to start trailing the offering with a select group of the PwC private clients to establish how to manage a rollout strategy.
- Maestrano – Marketing program has commenced. A new account manager from Maestrano has been assigned to IODM.
- Corporate Accounts – IODM is in preliminary discussions with multiple large corporate clients. As an enterprise solution the subscription fee will be significantly higher than the standard subscription fee. In addition, IODM is deepening the penetration into large accounting/consulting businesses plus major banks. This continues to progress
- Using existing clients and distribution sources, IODM is likely to explore offshore opportunities in the September Quarter 2016.
- Innovation – IODM has a number of product releases which have been scheduled as part of its continual development program. These new release are scheduled on a monthly basis. Platforms – IODM is working closely with the major providers of accounting software and will leverage off their distribution channels as part of the IODM market penetration strategy. This continues with several groups and we

anticipate some of these releases being live by September Quarter.

- Associations – IODM has a strategic association with the Business Impact Group (BIG) which is an ecosystem of service providers to the SME and corporate market. BIG is currently working with three large groups where IODM offering is a key component of the total BIG offering. This relationship continues to grow and strengthen with BIG having introduced IODM to corporates and other channels.

Brand Development – Marketing – PR/Communications

- IODM have enlisted a Marketing/Communications Director who is overseeing the whole MARCOMs area.
- IODM have engaged Sally Locke of Amplify Communication to develop the PR Program and ongoing communication strategy for the PwC and NAB client engagement. Amplify has since been engaged to establish the entire PR/IR program for IODM for the next 12 months. IODM expects it will be in a position to announce the achievement of milestone events throughout the September Quarter 2016.
- Sue Peden of Thread (former Director of Clemenger BBDO) has been engaged to develop the Brand and ongoing Marketing requirements. A marketing blueprint has been established and presented to the executive team which incorporates a re-branding and messaging and marketing collateral.
- The long term strategic objectives of these appointments is to develop the IODM brand in the market place post the capital raise phase. This will maintain the momentum built to date and support growth in new client attraction. This continues to gain momentum and is moving in the right direction to create Brand awareness and brand identity.
- Wayne Schmidt is on the IODM Advisory Board. Over the last Quarter IODM has been developing strategies with Wayne on the best way to penetrate the accounting vertical. The implementation of this plan should take effect and commence by September Quarter 2016.

For further information, please contact Damian Arena on 0419-106-176 or alternatively at damian@iodm.com.au