
UPDATED INVESTOR PRESENTATION

Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to release an updated investor presentation.

The presentation has been updated to incorporate feedback following presentations to prospective strategic partners as well as stockbroking firms and fund managers. The updated presentation includes information on the potential market size and value of the car subscription market in Australia. The presentation also includes some initial financial metrics relating to the Carly vehicle subscription business since launch in March 2019.

Authorised by:

Chris Noone
CEO and Director
Collaborate Corporation Limited

About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' business model with a strong focus on mobility solutions. Collaborate's core business is www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business, complemented by www.Carly.co, Australia's first flexible car subscription offering. Other businesses include www.MyCaravan.com.au a leading peer-to-peer caravan rental business; and www.Mobilise.com a rental marketplace for under-utilised assets. Through our proprietary trust and reputation platform, www.peerpass.com.au we create 'trust' between individuals and make it possible for people and companies to safely transact with each other in the sharing economy.

Collaborate
CORPORATION LIMITED

Leading the Car Subscription Revolution

Investor Presentation July 2019



Disclaimer

The material herein is a presentation of non-specific background information about the current activities of Collaborate Corporation Limited (Collaborate or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Collaborate Corporation, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Collaborate Corporation. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Collaborate Corporation.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Collaborate Corporation's planned strategies and programs and other statements that are not historical facts. Although Collaborate Corporation believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Collaborate Corporation should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Collaborate Corporation or ASX:CL8.

The Collaborate Opportunity

Collaborate is an ASX listed company innovating in the rapidly changing automotive and mobility markets in Australia.

Collaborate
CORPORATION LIMITED

The core business is DriveMyCar – Australia's largest peer-to-peer car rental platform which has partnered with individuals and some of the world's leading automotive companies to deliver unique opportunities to monetise vehicles.

DriveMyCar has strong prospects in the car rental market.

An exciting new opportunity has been identified which leverages DriveMyCar's experience, platform and relationships to access a significant new demand channel in the \$60 billion Australian automotive sales industry.

 **drive my car**

The Problem

New car sales and dealer profit margins are declining, consumers are finding it harder to access finance.

Gen Y and Gen Z believe car ownership is a burden. They prefer flexible access to cars to suit their ever-changing lifestyle. They are wary of long term debt.

The Solution

The solution is car subscription. A simple monthly payment that covers the car, insurance, registration and servicing. Book online and have the car delivered. If circumstances change, switch the car for another one or pause the subscription.

Car subscription is an alternative to buying a car or committing to a loan or lease.

Collaborate has launched Carly to seize the subscription opportunity which builds on the DriveMyCar business and provides a new sales channel for automotive dealers and manufacturers.

Say hello to...

 **Carly**



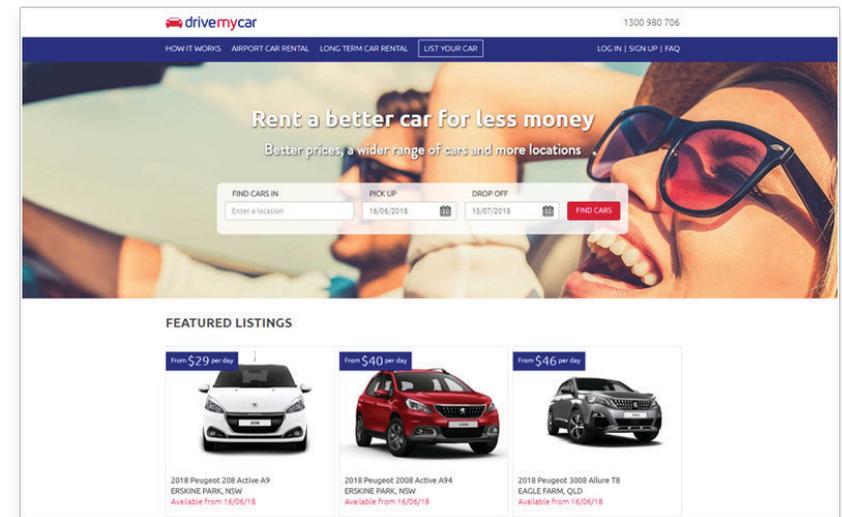
Relevant experience, technology & partners

- Over \$9.1 million paid out to vehicle owners*
- Over 400,000 rental days delivered*
- Over 60,000 registered users*
- Over 3,000 rentals 30 days+*

*to 23 April 2019

DriveMyCar will continue to service the rental market and provides a foundation for rapidly scaling in the vehicle subscription market

DriveMyCar is Australia's first and largest peer-to-peer car rental operator



Long term rental | airport car rental
Rideshare rental | accident replacement rental

The way people buy & use cars is changing, rapidly



The shift from ownership to access

Younger generations increasingly feel car ownership is a burden. It is inflexible and requires long term commitment. They place more value on accessing cars when and where they need them.



The rise of subscription services

From mobile phones, to movies and even food, subscription services are an effective way to access a range of products, including cars.



Automotive industry disruption

New car sales are declining, dealer profit margins are being squeezed and customers are being refused credit. The automotive industry knows it must evolve its offering.



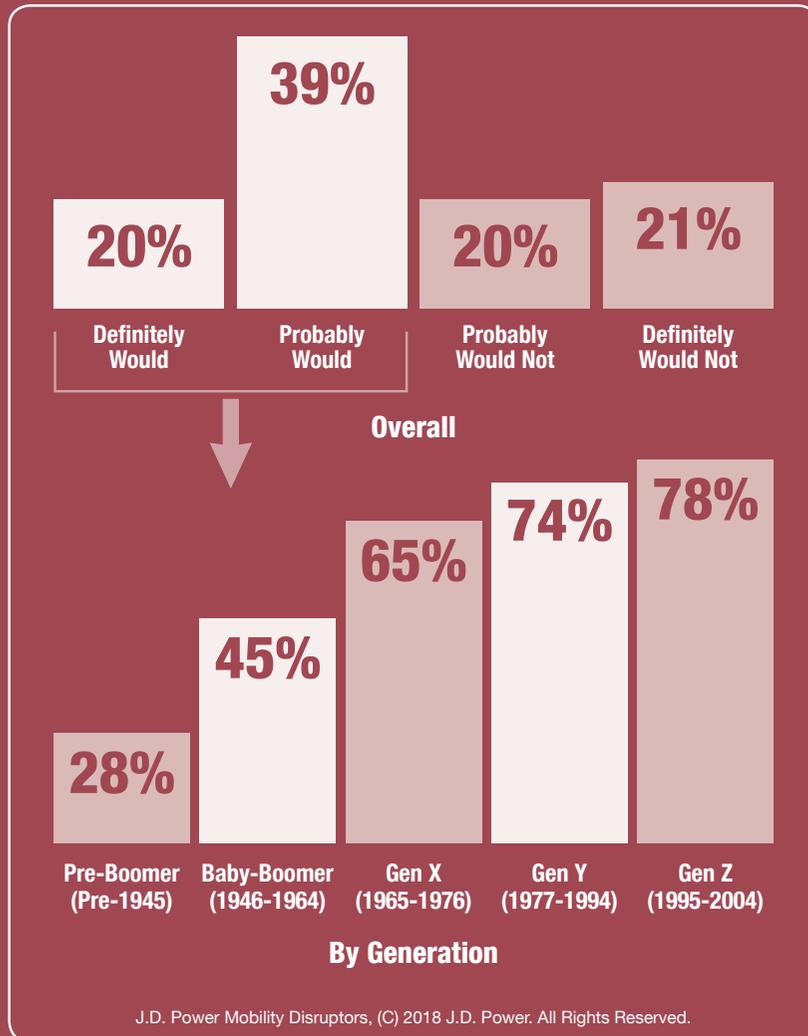
The uptake of multiple mobility solutions

Drivers are seeking multiple mobility solutions to match their lifestyle and particular needs which can differ hourly, daily and monthly.

Collaborate has highly relevant experience and is making subscription a reality in Australia

For Customers

Interest in a Vehicle Subscription

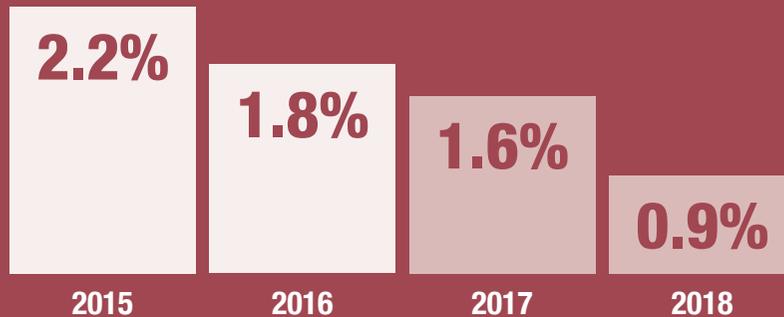


- A generational shift is occurring. Younger generations think ownership is a burden
- Younger generations prefer access to a car over ownership.
- They want a car that matches their needs now, not what they were three years ago
- Long-term financial commitment is difficult to justify when future plans are uncertain
- Preference for a simple monthly subscription that includes insurance, registration and servicing

A monthly car subscription is an alternative to buying a car or committing to a loan or lease

For Car Dealers & Manufacturers

Dealership profitability is under pressure



Net Profit % of Sales for average dealer

“The second half of 2018 showed an average dealer profitability of 0.4 per cent “

“The Deloitte data shows that the average dealer made \$70 on a new car in 2018”

“A dealer in 2017 made five times more profit from parts and service than from new and used car sales; now it’s eight times”

Deloitte Motor Industry Services/Go Auto 28 Mar 19

- New car sales and profit margins are declining
- Customers are being refused credit
- Traditional revenue streams are under threat
- Customers want a seamless online experience

Car Subscription alleviates these issues and is a new recurring revenue stream that can acquire customers online and at the dealer

The Vehicle Subscription Opportunity

Overseas



Now

12 OEMs and 26 non-OEM's offering vehicle subscriptions in Europe & USA

Forecast

10% of all new vehicles retailed in 2025 to be offered under a subscription model

Vehicle subscription is being embraced by OEM's and start ups worldwide. The opportunity is wide open in Australia with no well established players



The Opportunity in Australia

Current New & Used Car Sales p.a

3 million+ units

\$60 billion

Based on Vfacts 2018 Annual Sales, NSW Govt data

The opportunity is real & the time is right

Tighter Credit

Car buyers are being refused credit – banking royal commission and tighter credit availability

'Australians ... some, not all, will find it a little bit harder to either get credit or get the amount of credit that they would have otherwise had in the past'.

Shayne Elliott ANZ 5 Apr 19

Finance is risky

Car buyers are finding it harder to manage and justify long term debt

'Almost half of Australia's mortgage holders are struggling to make their payments despite interest rates being at record lows'.

News.com.au 2 Apr 19

Sales Decline

New car sales are declining

Private Passenger and SUV sales declined 10.2% 2019 Mar YTD vs 2018.

VFacts Mar 19

Ownership is a burden

Customers want flexible access to cars to suit their lifestyle – access is more important than ownership

Adults aged under 25 were nearly twice as likely as older adults to agree that access is the new ownership.

PwC Consumer Intelligence Series *The Sharing Economy*

Car subscription is taking off

Car Subscription models are gaining traction in US and Europe

Fair gets \$385M led by Softbank to grow its flexible car ownership model globally

Tech Crunch 20 Dec 18



www.carly.co

Sydney
29 March 2019

Melbourne
7 May 2019

More Cities
Coming Soon

A Start Up With a Head Start

Carly leverages the experience, partnerships and technology of DriveMyCar

- Online marketplace with over 1,200 vehicles listed, over 600 active
- Fully featured online platform – bookings, listings, ID verification, payments, reporting
- 8 years experience in long term rental market
- Sales, fleet and customer service teams in place
- Proprietary technology platform (.Net, AWS, React) and in-house development team
- Wide range of existing private and corporate fleet supply partners – automotive dealers, manufacturers and leasing companies
- Experience in integrating with third party systems and platforms

Collaborate is a first mover in the Australian vehicle subscription market



Over 3,000 rentals - 30 days +



Australia's first flexible monthly car subscription launched on 29 March 2019

Key Automotive Partnerships

Interleasing

Supply of new & ex-lease vehicles

Uber

Rentals for rideshare drivers & the first company to launch accident replacement rentals for Uber



Experiential marketing campaign for launch of Impreza and XV featuring over 200 vehicles



Strategic investment of \$1 million



DriveMyCar is preferred car rental provider for fleet management clients

I-MOTOR

Offering Carly 'subscribe button' on up to 700 dealer websites



Accident replacement rentals for RACV Insurance customers



Rideshare rental program for Peugeot vehicle range



Corporate rental fleet in key business locations



Supplier of near-new vehicles



Mercedes-Benz

Premium rentals with concierge service at Melbourne Airport

Pickles

Storage and handover services and vehicle supply partner



How it works...

- 1 Select a Car Online
- 2 Carly performs ID & Credit Checks
- 3 Carly delivers Car to Subscriber
- 4 Pay simple Monthly Subscription
- 5 Option to 'Switch' Car each month
- 6 Option to 'Pause' Subscription

Why Subscription is Better

- No long term financial commitment
- Choose a car and have it delivered next day
- Pause subscription if car is not required
- Switch car when needs change
- All inclusive monthly subscription – insurance, registration & servicing

Carly vehicle subscription is an alternative to an alternative to buying a car or committing to a loan or lease

Carly Platform Overview

Carly is an end-to-end technical platform for the management of vehicle subscription services, built with expertise gained from over 8 years of managing long term car rentals and creating revenue streams for the automotive industry



Listing

Carly manages upload of vehicle images and specifications

Online Discovery

Customers can view vehicles and subscribe entirely online on mobile, desktop or in a dealership

Marketing

Utilising key channels – search, display, Facebook, Instagram, re-targeting, radio and partnerships

Subscriptions

The Carly team processes all subscriptions and provides customer service before, during and after commencement

Verification

Carly performs ID verification and credit checks to mitigate risk of fraud and payment issues

Payments

Carly collects all payments from subscribers and remits funds to vehicle owners

Logistics

Carly organises delivery of vehicles, servicing and accident management

Reporting

The Carly platform provides full subscriber, vehicle and financial reporting

Enterprise Grade Platform



Carly is Built for the Automotive Industry



Four integration options will be provided to assist the industry and rapidly achieve scale

Current Model

Dealer or manufacturer retains ownership of vehicle

Owner receives monthly subscription revenue from Carly while utilised

Owner retains vehicle on their balance sheet

Third Party Car Fund

Car Fund purchases vehicle from dealer or manufacturer

Car fund receives subscription revenue from Carly

No pressure on balance sheet or floor plan

Third Party Finance Solution

Bank or financier provides finance to dealer/manufacturer

Dealer/manufacturer receives monthly subscription revenue from Carly while utilised

Vehicle retained on balance sheet with external funding enabling leverage and scale

White Label Solution

Platform licensed to manufacturer and dealer groups

End to end solution to offer subscription under their own brand, pricing and T's & C's

Multiple funding options available

Key Customer Segments



Single

Embarking on career and new relationships.

High possibility of extended travel

Likelihood of multiple changes to lifestyle

Single - Female

Do not like the process of visiting a dealership and negotiating price with a car salesman

Appreciate the ease of buying online

Not sure which car is best, want to try a few

Young Couple

May or may not start a family soon, not sure which type of car is best

A car loan or lease could hinder their chance of a home loan approval

Really like the idea of a sports car now, but not sensible when they have kids

Relocator

Short time in Australia so cant make a long term financial commitment

Not sure about future lifestyle - do they need a car or not

Likes exploring the country on weekends but may want something more sensible during the week

Contractor

Has periods of employment with long gaps in between where a car may not be required

Uncertain work situation makes it hard to get finance approval

Likelihood of extended holidays

Business

Require vehicles to cope with seasonal or unexpected demand

Enables businesses to manage cashflow and scale vehicle fleet up or down as required

Eliminates need for long term debt or restrictive leases

“ If you don't expect any changes to your job, family, home, income or lifestyle in the next four years, you should probably buy a car. For everyone else, there's Carly ”



Our First Customer

Chris is a contractor who needs a car for work, but wants the freedom to hand it back between contracts and not pay for a car he isn't using. That's something he couldn't do with a financed or leased car. Plus, with Carly handling registration, insurance and servicing, there's less Chris needs to do, giving him back more time and saving the hassle of shopping for the best deals. When Chris needs a car again he just restarts his subscription for as long as his next contract lasts... and repeat. simple!

Experience Delivers Lower Risk and Higher Conversion

- New competitors do not have the experience, knowhow or technical capability to reduce risk that Carly possesses.
- They compensate by charging large upfront fees that restrict customer uptake
- The experience of delivering over 3000 long term rentals and continual evolution of the technology platform means that Carly can deliver

**Lower fraud risk +
Higher customer conversion ratios
= more high quality subscriptions**

**Carly is a true flexible subscription
platform built for scalability**



Online, real time, low touch

**ID Verification Credit Checks
Mobile Validation Fraud Score**

The PeerPass platform was developed by Collaborate to verify customers and reduce risk and its effectiveness has been proven by contributing to a lower Claims Loss Ratio than most traditional rental companies*

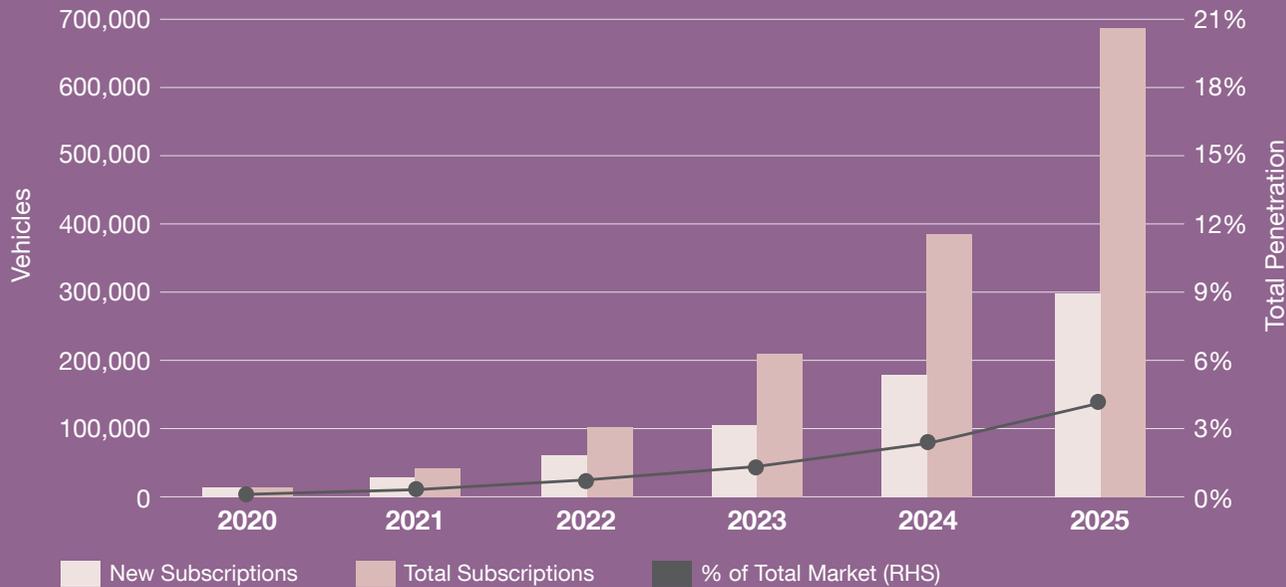
*The effectiveness of the PeerPass platform enabled DriveMyCar to achieve a lower than industry average Claims Loss Ratio for its insurance policy and qualified for the maximum Claims Experience Discount. Appendix 4C 21 July 2017

Competitor Comparison

		Competitor 1	Competitor 2	Competitor 3
Type	Pure Car Subscription	Add-on to online dealer business	Add-on to online dealer business	Dealer
Competes with dealers	No	Yes	Yes	-
Upfront Fee	Nil	\$1,000 - \$7,000 (non-refundable)	\$299	\$250
Deposit	Nil	-	\$500	-
Monthly km - up to	3,600km	2,166km	2,570km	3,000km
Excess km - from	\$0.10	\$0.14	\$0.33	\$0.50
One month subscription				
\$13,000 market value*	\$756	\$1,596	\$1,083	\$1,000**
\$17,000 market value*	\$980	\$1,716	\$1,091	\$1,240**
\$29,000 market value*	\$1,288	\$3,155	\$1,891	\$2,050**

Comparisons correct as at 11 June 2019 | * Subscription price includes registration, servicing and insurance | ** Only 3 price tiers available. Market value not available

Potential Car Subscription Total Market Size in Australia¹



3 million

new & used cars sold p.a.²

\$60 billion

sales of new & used cars p.a.²

10% in 2025

new cars sold by subscription

(Frost & Sullivan projection in 2019 of new cars to be sold by subscription in 2025 in Europe and USA)

	2020	2021	2022	2023	2024	2025
Potential Subscription Take Up^{3,4}	0.5%	1.0%	2.0%	3.5%	6.0%	10.0%
Potential New Subscriptions⁵	15,000	30,000	60,000	105,000	180,000	300,000
Potential Total Subscriptions⁶	15,000	45,000	105,000	210,000	390,000	690,000
Potential Total Subscriptions as % of Total Market⁷	0.1%	0.3%	0.6%	1.2%	2.2%	3.9%

1. This is not a forecast. This information is based on published industry data. It shows the potential market size that may be achieved based on the assumptions listed. There is no guarantee that the assumptions outlined below will be achieved, or when they may be achieved. It is not an indication of potential market share or revenue that may be achieved by the company.
2. 3m new and used car sales per annum based on Vfacts 2018 annual sales data and NSW Government data
3. Estimate of 10% of all new vehicle sales (in Europe and USA) will be via subscription by 2025 based on Frost & Sullivan projection in 2019. This Frost & Sullivan projection has been assumed to also apply to used cars, with the same 10% estimate also assumed to apply to the Australian market for new and used cars
4. Potential Subscription Take Up from 2020 to 2025 is a management estimate based on a gradual annual increase in car subscriptions from 0.5% in 2020 to 10% in 2025. There is no guarantee that the actual percentage take up in any year will match the figures used in this estimate.
5. Potential New Subscriptions is calculated based on the percentage of subscription take-up applied to annual new and used car sales in Australia
6. Potential Total Subscriptions is the cumulative sum of each year's Potential New Subscriptions
7. Potential Total Subscriptions as % of Total Market is based on the percentage of Potential Total Subscriptions compared to the total passenger and light vehicle market, which is assumed to be 17.5m vehicles (based on ABS, Motor Vehicle Census, 31 Jan 2018)

Financial Metrics

Average experience since launch and recent trend

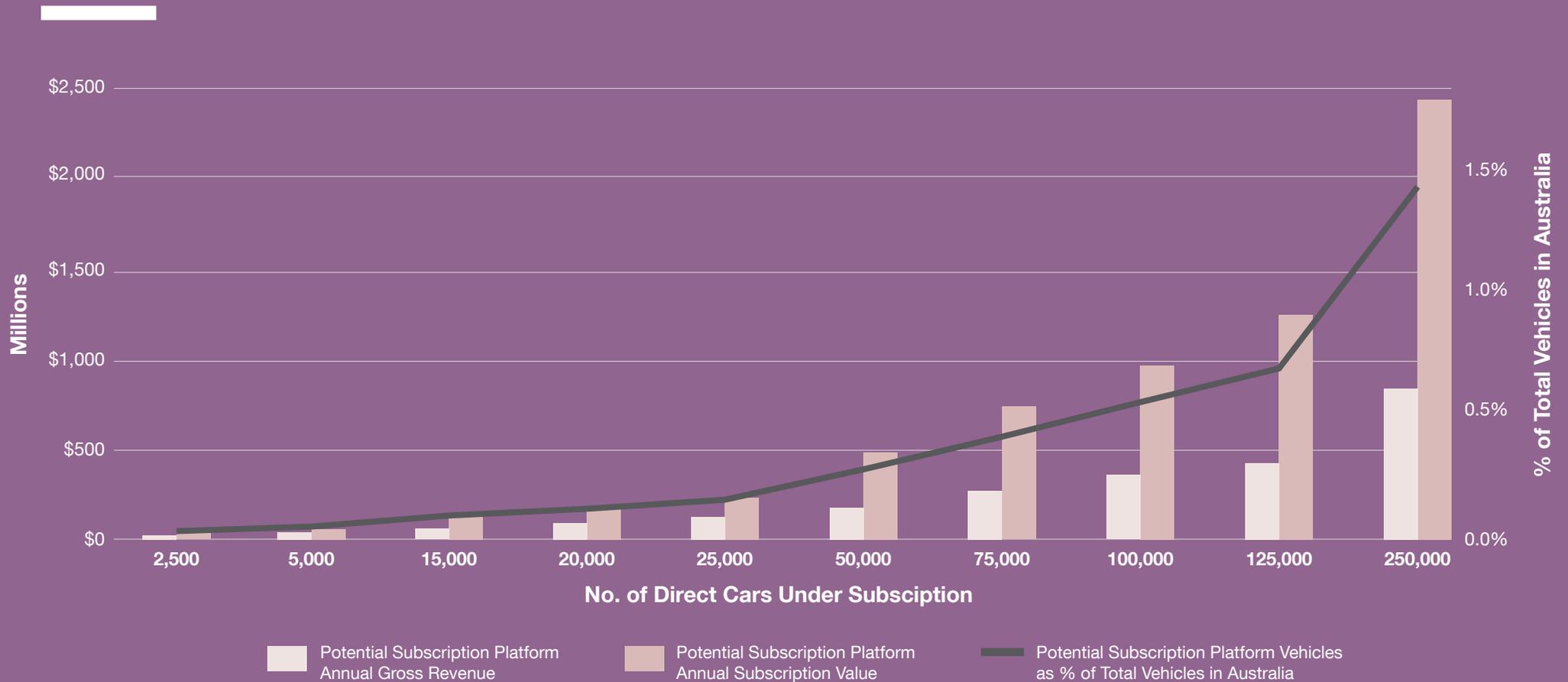
Sydney 29 March 2019

Melbourne 7 May 2019



Initial financial metrics are expected to improve as benefits of scale, cost reductions and subscription value increases are realised

Potential Subscription Platform Annual Subscription Value & Revenue vs % of Total Number of Vehicles in Australia



1. This is not a forecast. It shows the potential annual subscription value and revenue that may be achieved by a subscription market participant based on various number of vehicle subscriptions and based on the assumptions outlined below. There is no guarantee that the assumptions outlined below will be achieved, or when they may be achieved.
2. Potential Annual Subscription Value is based on an average subscription value of \$818 per vehicle per month (ex GST).
3. Potential Subscription Platform Annual Gross Revenue is based on the assumption that the subscription platform receives 35% of the annual subscription value as revenue.
4. Potential Subscription Platform Vehicles as a percentage of Total Vehicles in Australia is based on the Number of Direct Cars Under Subscription compared to the total passenger and light vehicle market which is assumed to be 17.5m vehicles (based on ABS, Motor Vehicle Census, 31 Jan 2018).
5. This graph does not include any costs of sales or other fixed or operating costs that a subscription market participant may need to incur in its operations and is not a representation of the profit (if any) that the subscription market participant may achieve.

Collaborate Board



Chris Noone

*Chief Executive Officer
and Director*

Chris has led the evolution of Collaborate since 2014 and forged transformative strategic automotive partnerships with the likes of Uber, RACV and MacMillan Shakespeare. Previously he was responsible for development, launch and optimisation of many innovative companies that have helped define the 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.



Adrian Bunter

*Non-Executive
Director*

Adrian has over 20 years' experience in accounting, finance and a broad range of corporate advisory roles. He is an executive director of Venture Advisory, one of Australia's leading specialist technology, media and telecommunications financial advisory firms. Adrian is a member of the Executive Committee of Australia's leading angel investing group, Sydney Angels and is a director of 8common Limited.



Michelle Vanzella

*Non-Executive
Director*

Michelle has an extensive combination of customer, marketing, digital, data and commercial legal skills built up across multiple industries including technology, retail, property and financial services. Michelle practiced Corporate & Commercial Law at Allens and has held senior executive positions with iconic Australian brands including Westfield, Suncorp and AAMI. Michelle brings to the Board expertise in strategic growth and innovation, customer strategy and analytics, consumer marketing and the application of existing and emerging technologies to business growth.



Stephen Abolakian

*Non-Executive
Director*

Stephen is an accomplished executive with experience across property development, finance, capital raising and operations. Stephen is the Managing Director of Hyecorp Property Group, Hyecorp grew from initial roots in the automotive repair and accident replacement industry. Hyecorp is associated with Hishenk, the largest shareholder of Collaborate Corporation Limited. Stephen graduated from Sydney University with a Bachelor of Economics and holds a Diploma of Financial Markets from FINSIA.



Paul Morris

*Strategic Advisor
to the Board*

Paul has had a long and distinguished career in the automotive industry in Australia and Europe working in a number of senior strategy, operational and sales roles with leading companies. Most recently Mr Morris was chief operating officer of the ASX-listed Automotive Holdings Group Limited, Australia's largest automotive retailer

Corporate Structure

As at 30th June 2019

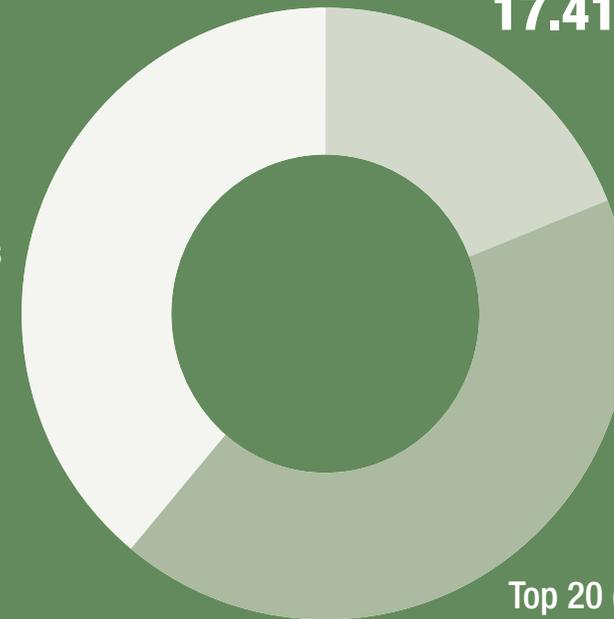
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Shares on issue	824.54 million
Options on issue	43.04 million
Market Capitalisation	\$8.25m (at 1.0c)
Cash at Bank	\$1,245,000 (30 June 19)
ASX Code	CL8

CL8 Capital Structure

1. Hishenk Pty Ltd	16.09%
2. Turners Automotive Group	12.13%
3. RACV Investment Holdings Pty Ltd	4.55%
4. Mr Bradley Partridge	2.98%
Top 20 Shareholders	59.86%
Number of Shareholders	1,623

Other Shareholders
40.14%



Board, management and related parties
17.41%

Top 20 (ex Board, management & related parties)
42.45%

Available Funding

Related Party Financing Facility of \$850,000 and an advance on proposed future equity raising of \$150,000 from Hishenk Pty Ltd, the Company's largest shareholder

Controlled Placement Deed with Acuity Capital which enables Collaborate to raise up to \$3 million of equity over a 30-month period to 31 July 2021.

Why Invest in Collaborate

✓ The industry is ready

The \$60 billion p.a automotive sales industry is undergoing enormous changes – manufacturers and dealers must evolve to survive

✓ Consumers are ready

Younger generations value access over ownership and demand flexible access to cars in preference to long term financial commitment

✓ Car subscription is rapidly gaining traction

By 2025 all major manufacturers will offer a subscription program and 10% of new car sales will be via subscription in Europe and USA (Frost & Sullivan 2019)

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 Carly

 drive my car

✓ Collaborate is best placed to leverage the opportunity:

- Experience in delivering thousands of long term, flexible vehicle rental transactions
- Key relationships in place with automotive dealers, leasing companies, manufacturers and service providers
- Strong technology platform to rapidly scale operations

✓ Collaborate is addressing the car subscription opportunity in two ways:

1. Carly – Australia’s first flexible car subscription service
2. White Label subscription platform to enable dealer groups and manufacturers to deliver their own subscription offerings

Appendices

Media Coverage



Featured on the Internet



Subscription service for the lease-averse could help unblock credit squeeze sales logjam

'Dealers are saying that the reaction of some finance companies to the new ASIC rules and a very conservative response to funding cars ahead of the banking royal commission findings, is leaving thousands of willing buyers without the means to purchase their cars.'

The subscription model being promoted by Carly has the potential to open up a new avenue to selling their cars.'

CarsGuide™.COM.AU

Car subscription service Carly launches in Australia

'A new car-subscription service has launched in Australia, promising what it calls a "true alternative to purchasing a vehicle".'

lifehacker | AU

Carly Launches New Car Subscription Service

'you have the flexibility of switching vehicles when it suits if your needs change without the hassle of selling a car and buying another. And if your budget gets tight, you can skip a month or two, revert to public transport and Uber, and then return when finances get a little easier. That makes services like Carly well worth considering.'



Customers can now get cars via a subscription service, with more cities to come.

Car subscription service Carly has launched in Sydney, becoming the first flexible vehicle subscription available in Australia and a potential challenger to traditional car ownership.

'New car sales have also declined in Australia in 2019, suggesting drivers may be considering alternatives to traditional car ownership.'

With bank lending also tightening following the royal commission, it may be harder to get approved for a car loan, potentially making car sharing and car subscription services a more attractive option'.

Featured on Television



9NEWS

'Netflix for cars': Vehicle subscription services come to Australia

By Paris Martin - Reporter | 9:18pm Feb 12, 2019



Media Coverage



Consumer and Industry

THE AUSTRALIAN[®] BUSINESS REVIEW

Thursday, June 6, 2019 | Today's Paper

"Carly is ideal for those who want the convenience of a car but aren't able to obtain a loan, or don't want to be locked-in to stressful long-term loan or lease repayments."

BUSINESS NEWS AUSTRALIA

Following its successful launch in Sydney at the end of March as Australia's answer to Netflix for cars, Carly has launched in Melbourne.

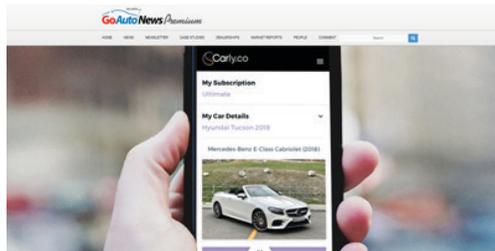


Sign of the times: car subscription is here

By Noelle Faulkner, 15 May 2019 Car News

But what if... commitment-free ownership could not just help those who have troubles buying a car, but also directly help the car sales industry to stay afloat?

That's where a brand new car subscription service, recently launched in Sydney and Melbourne, Carly, comes in.



Carly subscription service opens in Sydney

Dealers to get additional revenue stream as subscription program to roll out nationally

...Australia's first flexible car subscription service that has beaten subscriber services by OEMs – including Mercedes-Benz, Volvo and Audi – to the market.

Published on May 8, 2019



LinkedIn Daily Rundown (Australia)

The news Australian professionals need to know now.

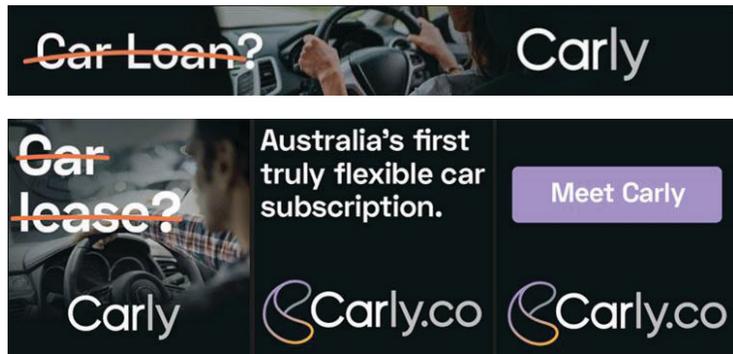
...hoping to capitalise on the fact banks are tightening their purse strings in the wake of the royal commission and that customers want more flexibility.

KALKINE MEDIA

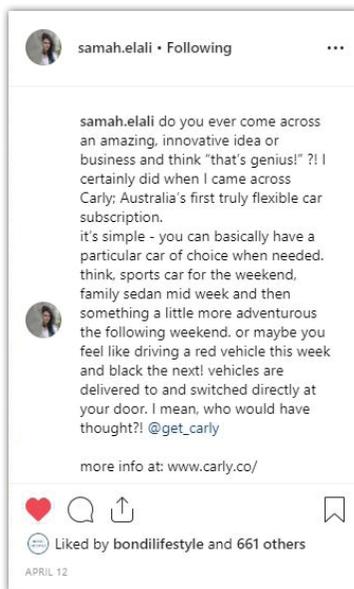
The company's site traffic is increasing 50% every week since launch, amplified by features on Channel Nine's Today Show and Channel 7's Sunrise.

Marketing Campaign

Online Advertising



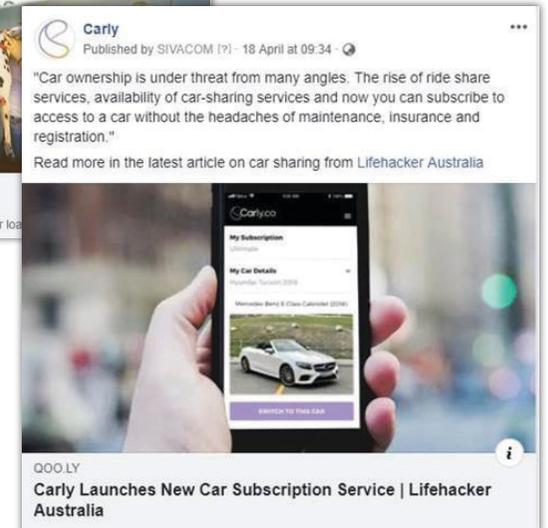
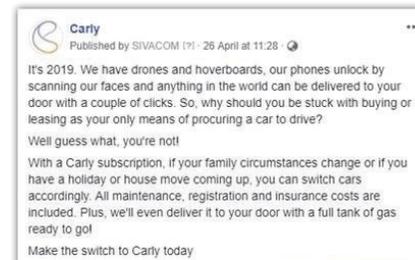
Instagram Influencers



Radio Campaign



Social Media



Marketing Campaign



Facebook & Instagram

Carly
Published by SIVACOM [?]
Yesterday at 14:22

Think differently... Forget about buying, leasing or a loan! Subscriptions is the new way to get the car you want!

1. Choose - Pick your ideal car, new or used, from our huge range.
2. Drive - No waiting, just a regular subscription payment covers insurance, rego and servicing.
3. Switch - Want a change? No problem, let us know which one and we'll make it happen.
4. Pause - Heading overseas for a month? Too easy, simply pause and restart on your return.

Don't get locked into a long term contract, strive for the flexibility you deserve and own the moment, not the car.

<http://qoo.ly/xx6a>

Carly
Published by SIVACOM [?]
31 May at 10:21

If committing to a social event that is further than 24 hours away seems daunting to you, then a Carly car subscription might be the perfect solution for you!

Throw commitment out the window and make having a car hassle free with a Carly no lock-in policy.

That's right, no lock-in. You can pause using your car at any time. So if you go away, or for some reason don't want a car anymore, just hand it back, then when you're ready ... you can get it (or a different one) back again. Easy!

Find out how you can enjoy a commitment free, hassle free car swapping lifestyle today.

<http://qoo.ly/xpf3a>

Carly
Published by SIVACOM [?]
22 May at 09:38

Life changes. And it's hard to know exactly where you'll be next year, let alone five years from now! Don't get locked into a loan, get Carly!

With no lock-in contracts and big deposits, you simply pay a monthly fee and the car of your choice is yours! All rego, insurance and maintenance is taken care of within your subscription, so all you need to do is get online and subscribe. Easy.

Stop saving and start living...
<http://qoo.ly/xhd5d>

Carly
Published by SIVACOM [?]
28 May at 12:41

Introducing Australia's First Truly Flexible Car Subscription.

- Short Term Commitment
- Monthly Subscriptions
- Switch Between 13 Brands
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