



## **Investor Presentation May 2016**



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All amounts are in Australian dollars unless otherwise stated.



# CCP Holdings

- IOT (“Internet of Things”) solution for management and monitoring critical control points - points where failure of standard operating procedure could cause harm to people and/or to the business, or even loss of the business itself.
- Standard critical control points and management issues include but are not limited to:
  - ☐ **Temperature** – perishable food safety, biological material safety, regulatory compliance reduced wastage, underpinning supply chain quality and risk management
  - ☐ **Energy** – usage, continuity of supply, identification of appliances
  - ☐ **Environment** – air and water quality, pH, chemicals, noise, acoustics and gases
  - ☐ **Movement** – location monitoring including goods and mobile assets to underpin spatial information systems, security and usage

# Company background

- Experienced founders: food industry, IOT, Internet-based businesses, business development and international expansion
- Successful proof of concept in 2015 (Commonwealth Government funded) with first production run
- Commercial trials commenced in December 2015 (first sale achieved with soft launch)
- Building business capacity to support launch into food industry (July 2016 target) with other associated markets to follow
- SaaS business model offering a hardware/software solution which integrates with existing business systems
- Distribution strategy includes a direct sales team to engage resellers accessing established distribution networks complemented by an online sales platform



# Initial market offering

- CCP's first market offering targets the food service and retail sectors:
  - Poor temperature management creates the single biggest risk to perishable food safety and quality
  - Every year the world wastes about a third of all food for human consumption (around 1.2 billion tonnes), along with all the energy, water and chemicals needed to produce it and dispose of it  
(IMechE, Global Food Waste Not, Want Not, 2013)
  - Almost one quarter of this waste is due to deficient refrigeration or cold chain failure  
(IIR/UNEP Industry as a partner for sustainable development. Refrigeration, 2002)
  - 15% of the world's electricity is consumed by the refrigeration of food  
(Estrata-Flores, Senate inquiry about food production in Australia, 2008)
  - Regulator expectations for temperature management is ratcheting globally  
(e.g. <http://www.foodsafetynews.com/2013/10/letter-from-the-editor-about-those-criminal-prosecutions>)



# Current systems and processes

Existing systems for temperature monitoring:

- Manual – periodic manual data capture
- Data loggers – simple temperature capture and store devices
- Automated systems – wireless temperature monitoring systems
- Globally, revenue generated by automated monitoring solutions (food and health sectors only) is expected to increase from US\$361 million in 2010 to US\$1.22 billion in 2017

# Competition

Market: Global	Real-time monitoring & notification service	Leverage existing connected devices (no separate reader & gateway)	Plug & Play installation sensor network	Auto configuring sensor network	Single point network configuration & profile deployment	Notification alerts (temperature, door, WiFi, battery)	Remote auto firmware update	Alerts triggered directly from tag (not web-based data interpretation)	Cloud & mobile application	Cloud & local access (WiFi & BLE) via any smart device	Low Monthly Subscription fee (~\$10/MP) and no upfront cost
CCP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Aero Scout	✓	-	✓	✓	-	✓	✓		✓		
Cooper Atkins	✓	-	✓	-	-	✓	✓		✓		
Delta Trak	✓	-	✓	-	-	✓	✓	-	✓	-	-
Swittrace - ECCS	-	-	✓	-	-	-	-	-	✓	-	-
Intellexflex	-	-	✓	-	-	-	-	-	✓	-	-
Kelsius	✓	-	✓	-	-	-	-	-	✓	-	-
Monika	✓	-	✓	✓	-	✓	✓	-	✓	-	-
Rees Scientific	✓	-	✓	✓	-	✓	✓	-	✓	-	-
Sensitech	✓	-	✓	-	-	✓	✓	-	✓	-	-
TempTrip	✓	-	-	-	-	-	-	-	✓	-	✓
Vaisala	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	-
Acu-Rite	✓	-	✓	-	-	-	-	-	✓	-	-
Comark Instruments	-	-	✓	-	-	✓		-		-	-
Monnit	✓	-	✓	-	✓	✓	-	-	✓	-	-
Pointsix Wireless	✓	-	✓	✓	-	✓	-	-	✓	-	-
ProtraciD	-	-		-	-	✓	-	-		-	-
Sensormetrix	-	-	✓	-	-	-	-	-	✓	-	-
T&D	-	-	✓	-	-	-	-	-		-	-
Temperature@lert	✓	-	✓	-	-	-	✓	-	✓	-	-
Web ID Systems	✓	-	✓	-	-	-	-	-	✓	-	✓

Note: Competitors continuously update their products, and information in this slide may have changed since data collection.



# Main competitive advantages

## Ease of Installation

Plug & Play, single point network configuration, deployment of standard profiles

## Auto Configuration

Maximised communication reliability, enhanced functionality and extended battery life (e.g. star or mesh networking)

## Global Compliance

Open standards wireless communication, accurate measurement to international testing standards

## Auto Update

Cloud to device configuration and automatic updating of the latest firmware (no user input required)

## Cloud & Local Access

Local and Cloud access to data and functionality via any smart device such as a phone, tablet or PC

## Low Cost

Low monthly fee with no up-front cost "just like a standard mobile phone plan"



# Market barriers

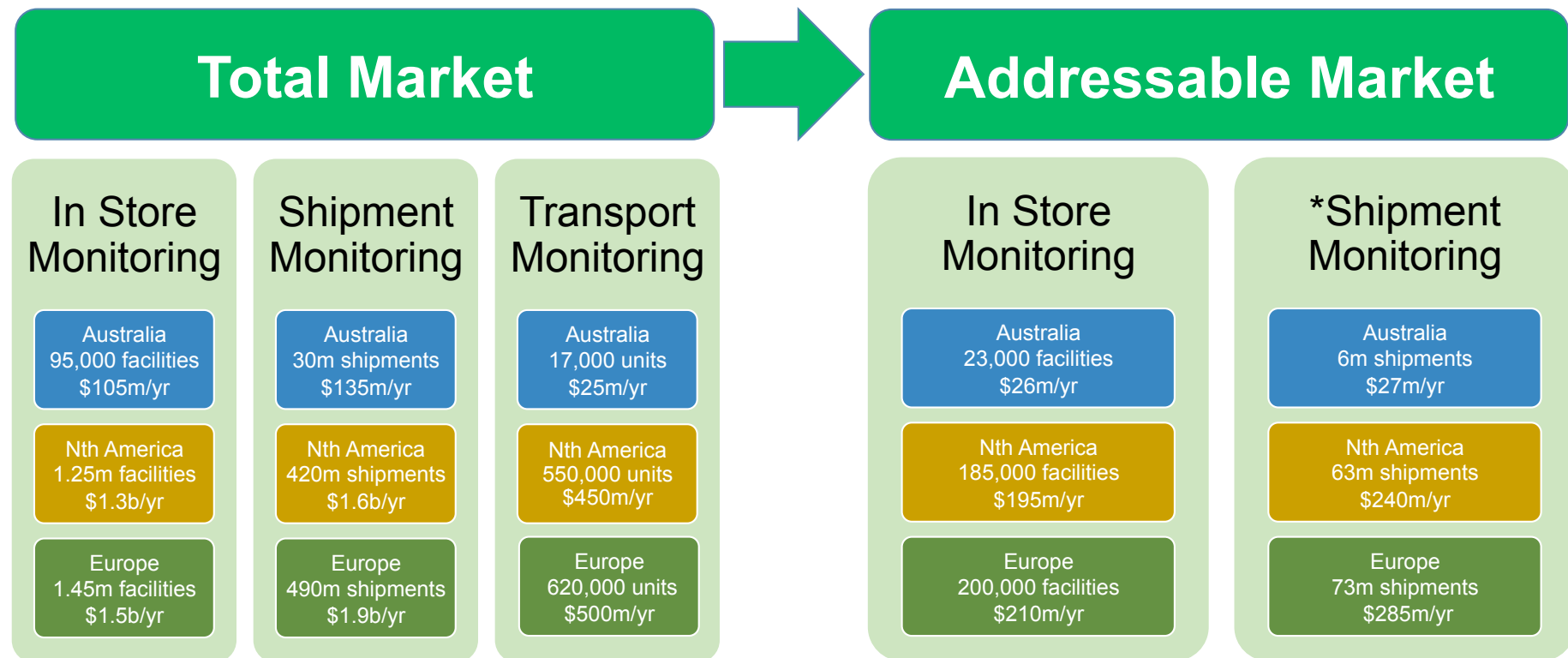
The existing market is open to disruption:

- Advanced wireless systems are typically too expensive for widespread market adoption
- Most existing systems involve up-front capital costs and complex retro-fitting requirements
- Inability for existing solutions to monitor the broad range of critical control points on a single platform

**CCP offers an affordable advanced monitoring technology that is simply better than what we believe is currently available**



# Addressable market (food)



- Shipment monitoring is a secondary market for CCP
- Total Market and Addressable Market are estimated figures from public data sources

# CCP solution



# Design overview

Small (96mm x 47mm x 22mm, 70 grams)

Powered by lithium battery  
lasting up to 18 months

Stores, sends and  
receives data

Easily secured

WiFi, Bluetooth and RF  
enabled

IP 65 rated

Patent pending  
PCT/AU2015/000466

CE, FCC, +/- 0.5°C

Connect external  
probes as required

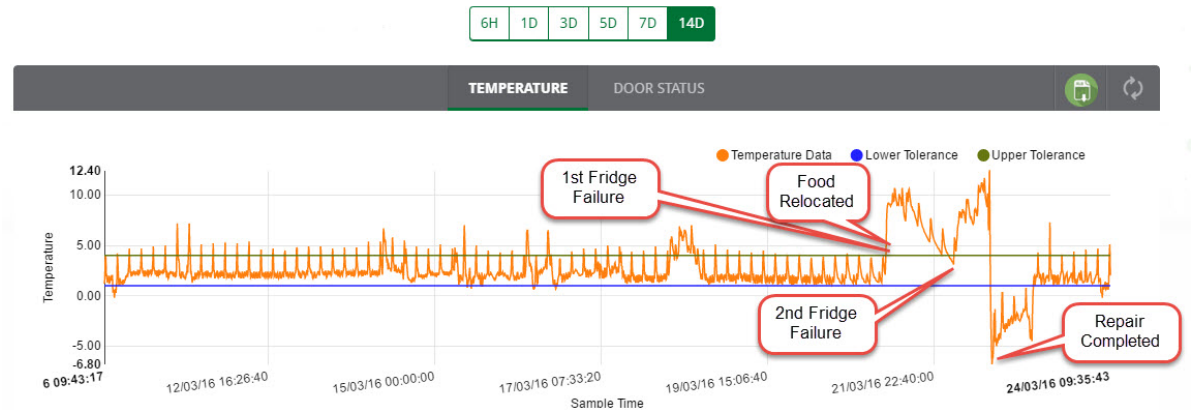
Designed to monitor temperature, humidity, pH,  
electric current, shock, gas (e.g. CO<sub>2</sub>), light...



# Online platform

- CCP's hardware is complemented by a powerful online platform providing:
  - A complete time-stamped temperature record from each CCP Sensor
  - Sensor management and configuration
  - Compliance reports
  - Management graphs
  - Third-party integration
  - Remote firmware updating

Asset Name:Fridge 2 | MP Name:10100004



# Revenue and distribution model

- SaaS (Software as a Service) retail revenue model at launch:
  - Network fee - \$49 per month per facility
  - Sensors - \$10 per month per monitoring point on a 2 year subscription
  - Optional recalibration program (to meet food/health regulatory requirements)
    - \$6 per month, per monitoring point
- Go to market via:
  - Direct sales team targeting strategic customers
  - Reseller network with strong existing customer networks
  - Online sales and automated billing - under development

# Strategic focus

- Company building
  - On-boarding people, enablement tools, business systems
  - Ecommerce to service direct customers
  - Marketing initiatives
  - Sales pipeline qualification
- Australian business established with local team
  - Focusing on customers that have in excess of 100 sites
- North American business established with local team
  - Targeting large food and beverage chains
  - Growing sales pipeline
  - Customer trials underway
- European business to be established (2<sup>nd</sup> half 2016)

# Executive team

- **Michael White, CEO** - Michael has over 20 years' executive experience in cold chain management and brings global food industry connections. Michael has a track-record of successfully developing technology businesses in food production and supply chain management across Asia Pacific and North America.
- **Anthony Rowley, COO** - Anthony has an extensive background in corporate governance, sales and marketing, business planning and administration. He was involved in the creation of Telstra Internet and some of Australia's early e-commerce initiatives. With more than 25 years' experience in private and public-sector organisations, he is an experienced business advisor and executive manager.
- Subject to transaction completion, Michael and Anthony will be appointed Directors of Agenix Limited.



# Transaction details

- Agenix Shares on issue: 157,275,803
- 5:1 Share Consolidation to meet ASX re-compliance on re-admission (subject to Shareholder approval of conditional resolutions at the forthcoming EGM)
- Shares on Issue post consolidation: 31,455,161
- Acquisition of CCP: 109,600,000 Shares to CCP Shareholders
- CCP Shareholders will hold 54% of AGX
- Public Offer including 50% priority to AGX Shareholders: 60,000,000 Shares @ 5 Cents to raise \$3 Million
- Issue Price \$0.05 on a post consolidation basis
- VWAP \$0.0135 – Consolidated to \$0.0675
- Discount 25%

*\*Note that the above is subject to final pricing depending upon market conditions\**



# Transaction details

- Milestone Performance Targets
  - Revenue of \$200,000 in Australia within 6 months
  - Revenue of \$750,000 including USA within 12 months
  - Revenue of \$2,000,000 including Europe within 18 months
- 50% increase in Milestone Shares if targets achieved within ½ timeframe
- Milestone Shares: 15,000,000 per target
- Maximum Milestone Shares to be allotted: 60,000,000

# Use of Funds

Proposed use of funds	Year 1	Year 2	Total
Sales and business development costs	610,000	260,000	950,000
Research and development	450,000	100,000	550,000
Administration and other expenses	300,000	300,000	600,000
Employment costs	310,000	400,000	710,000
Offer and Acquisition Costs	270,000	Nil	270,000
<b>Total Use of Funds</b>	<b>1,940,000</b>	<b>1,060,000</b>	<b>\$3,000,000</b>

# Thank you

[www.ccp-network.com](http://www.ccp-network.com)

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