



Investor Presentation

Sales Update

Tuesday March 28th 2017

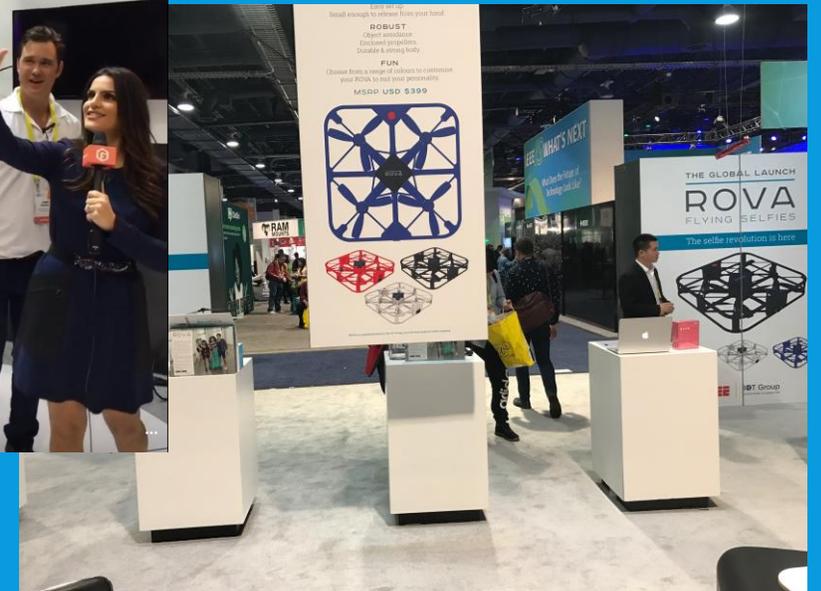
HIGHLIGHTS

- ✓ IOT receives an outstanding reception from US retailers for ROVA
- ✓ Accounts are being opened with major US retailers after extensive ROVA Sales presentations over the past 12 weeks
- ✓ Received and have delivered first AMAZON purchase order
- ✓ Received first B&H Photo purchase order



CONSUMER ELECTRONICS SHOW LAS VEGAS

- The Consumer Electronics Show (Las Vegas) in early January was very successful for IOT.
- Many US retailers were presented to at the convention leading to great results which will be announced once contracts and purchase orders have been received.

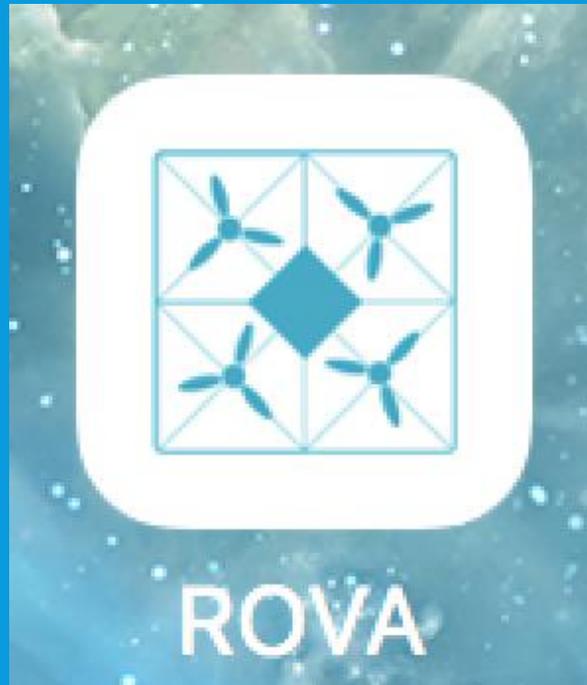


SALES AGENTS INCENTIVISED FOR SUCCESS

- Agreements have been finalised with 20 Sales agents in major cities such as New York, Los Angeles, Seattle, Minneapolis, Chicago, Boston, San Diego and Bentonville - Arkansas
- US Sales will be incentivised with an IOT Options Programme to maximise efforts to increase sales of ROVA and other IOT pipeline products



THE ROVA APP



- A bespoke ROVA APP has been designed and built by a collective of AEE, IOT and Side Bench LLC in Los Angeles – USA.
- Some initial performance issues have been addressed, with the recently released version 1.1.4. This new version improves the user experience and includes “motion control” which makes taking selfies much easier.
- After extensive development and exhaustive testing the new ROVA App is now downloadable at the APPLE Store and Android Google Play.

POSITIVE RESPONSES FROM TOP TIER

- IOT have met and presented to most of the top tier US major retailers.
- All of these retailers are currently opening trading accounts to sell the ROVA and other IOT pipeline products.
- These large US retailers represent collectively over ten thousand outlets in the US.



PRESENTATIONS ARE CONTINUING

IOT are currently opening trading accounts with all of the following retailers that have been/will be presented to on the dates below.

- B&H Photo - January 10
- Bed Bath and Beyond - January 11 and March 15
- Amazon.com - February 1
- Best Buy – Canada - February 3
- Hammacher Schlemmer - February 10
- Macy's - February 15
- BJ's Wholesale Club - February 21
- Brookstone - February 22
- Barnes and Noble - March 2
- Sam's Club - March 17
- Target - March 23
- Best Buy USA - March 23,
- Wal Mart meeting scheduled mid-April, 2017.



AMAZON MARKETING COMMENCES

- Amazon.com commenced an exclusive sales period Feb 15, other US retailers will range the ROVA in their stores and online from May 15.
- Amazon.com starts the full marketing program through AMS (Amazon Marketing Services) on March 23rd following launch of the new ROVA App.
- Fine tuning the marketing efforts can take up to 4 weeks to maximise ongoing sales.
- IOT have engaged “The Gruden Group” to maximise SEO and AMAZON marketing efforts.

Choose a Campaign Type

The image shows a screenshot of the Amazon Marketing Services (AMS) interface for selecting a campaign type. It features three columns, each representing a different campaign type with a visual example and a numbered callout:

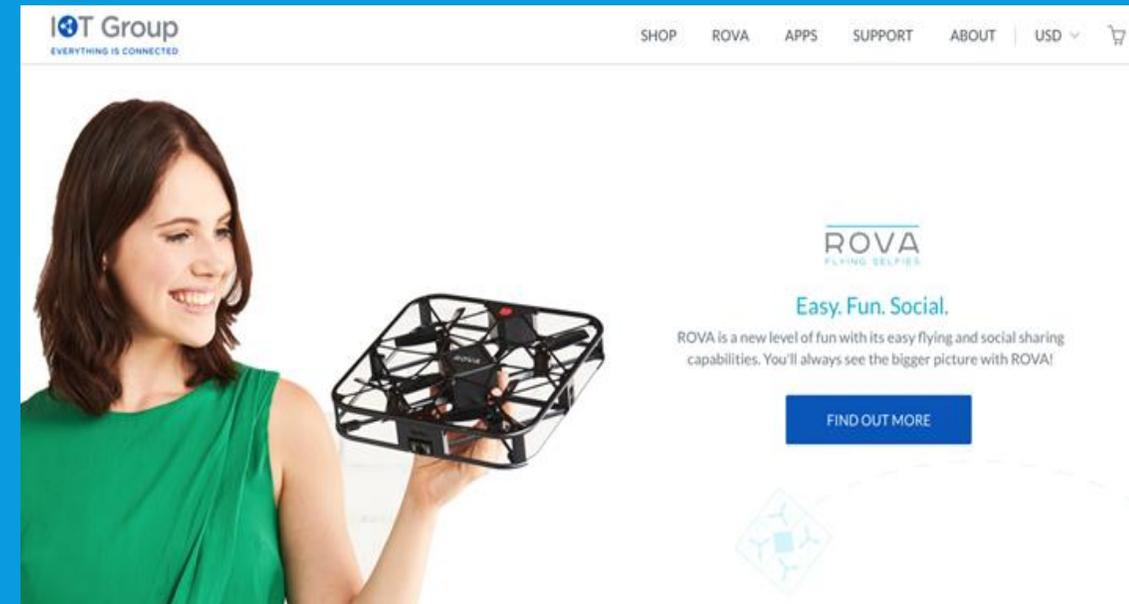
- 1 Sponsored Products**: Target by keyword, appear below search results. The visual shows a search results page with a product listing highlighted as a sponsored product.
- 2 Headline Search Ads**: Target by keyword, appear above search results. The visual shows a search results page with a large orange box containing 'YOUR HEADLINE + IMAGE' above the search results.
- 3 Product Display Ads**: Target by product or interest, appear on related product detail pages. The visual shows a product detail page with a 'YOUR HEADLINE' box in the 'Frequently Bought Together' section.

THE SALES PROCESS

- IOT also wish to clarify that for each major retailer, there is an extensive and exhaustive account opening process of up to **12 weeks** before final purchase orders can be received.
- The account opening process is typically:
 - Initial introduction
 - Presentation
 - Acceptance and request for account
 - Credit clearances, Insurance, logistics and EDI implementation.
 - Purchase order
- After the purchase orders have been received it can take another **6 to 8 weeks** for the retailer to reach full ranging coverage across their nationwide outlets.
- IOT are well progressed in this process

WHY THE EXCELLENT RESPONSE?

- IOT market and sell the ROVA as a Selfie drone rather than a technical drone.
- Retailers see this as a new category to entice the non-technical consumers to experience the expanding selfie drone market.
- The ROVA is 1/2 the price of its only serious competitor
- Is safe enough to be used indoor and outdoor due to the enclosed propellers and unique Obstacle Avoidance technology.
- Using social media, media/pop personalities and focusing on marketing rather than technical specifications has differentiated ROVA and other IOT products from other Drone manufacturers.



ORDERS AND PRODUCTION UPDATE

- In January - IOT placed an order for 40,000 ROVA units and is currently drawing down on this order.
- Further new orders will be placed in May/June to fill US National pipelines.
- AEE are preparing production capacity expectations.
- Logistics have been engaged to deliver the expected upcoming order flow from National US retailers.



TO CONCLUDE:

"The Rova Selfie Camera Drone is receiving an excellent response from the US big box retail market. Thanks to the IOT team's efforts over the past 12 weeks, IOT now have the channels for mass distribution throughout the US via some of the greatest retailers in the world."

IOT US LLC's Chief Executive Officer- Mr Bryan Corlett



www.theiotgroup.com