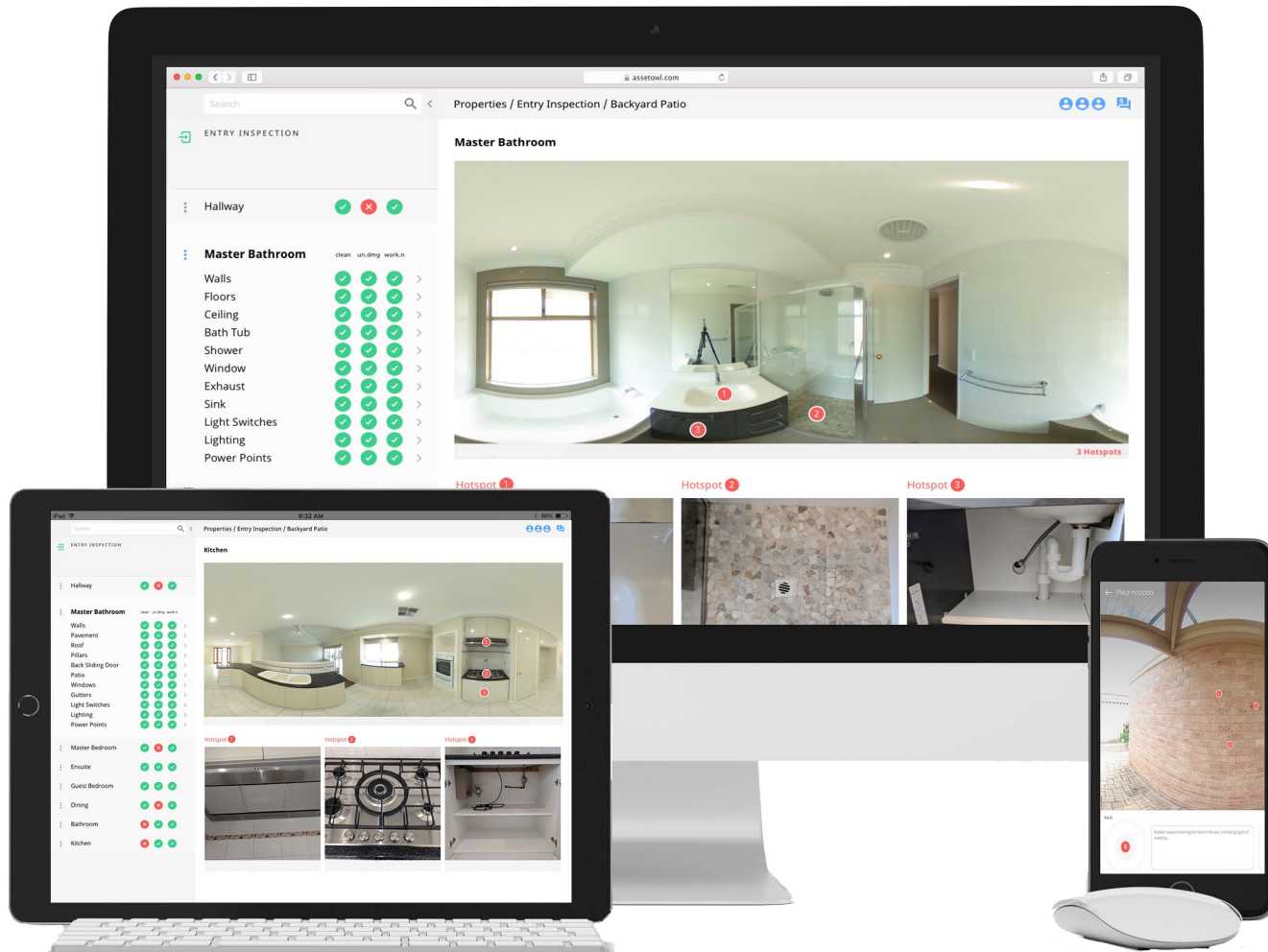




# AssetOwl

## Revolutionising Real Estate Asset Management

Investor Presentation – November 2018



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# Executive Summary

- AssetOwl provides cloud based software services for real estate asset management to the residential, retail and government property sectors.
- AssetOwl is expanding into the Residential Real Estate Asset Management.
- Implemented the first version of our residential inspection tool, **InspectorAsset**, with Colliers International (WA).
- Leveraging its cloud based technology and expertise in managing cloud based photograph and video applications for remotely managing inspections of real estate assets.
- Developing the second version of our residential inspection tool, currently **Inspector 360**, with industry leaders.
- AssetOwl has secured key cornerstone relationships in both the private and government property management sectors – Colliers (WA) and AC3 as a conduit to NSW Department of Housing.

# Disrupting Residential Property Management

- Assists property managers by boosting the efficiency and accuracy of the residential property inspection workflow, bringing a paper based process into the cloud.
- AssetOwl's Inspector 360 Platform will empower property managers to efficiently capture inspections of properties and collaborate on our cloud - based platform with other stakeholders including property owners and rental tenants.



# AssetOwl – Next Level Property Inspections

## Current Challenges for Property Management Agents and Landlords

- Dissatisfaction from landlord clients fuelled by frustration that they cannot see their properties and don't trust their agents in a "tenant protecting" legal environment.
- Manager stress from managing conflict, inability to charge anything like the true economic cost.
- Inspection reports are extremely time consuming and often require double handling – 600 areas for comment on typical 3x2 house, 500 - 1000 photos. Can take 3+ hours for inspector and again for tenant.
- Comments are subjective, confusing and too simplistic (e.g: good/satisfactory/poor condition) exacerbating tenant/agent/landlord conflict.
- Reports often not accepted in Court due to being insufficiently descriptive and detailed.
- Current reporting methods are a net loss to the business when measured time against income.

# AssetOwl – Next Level Property Inspections

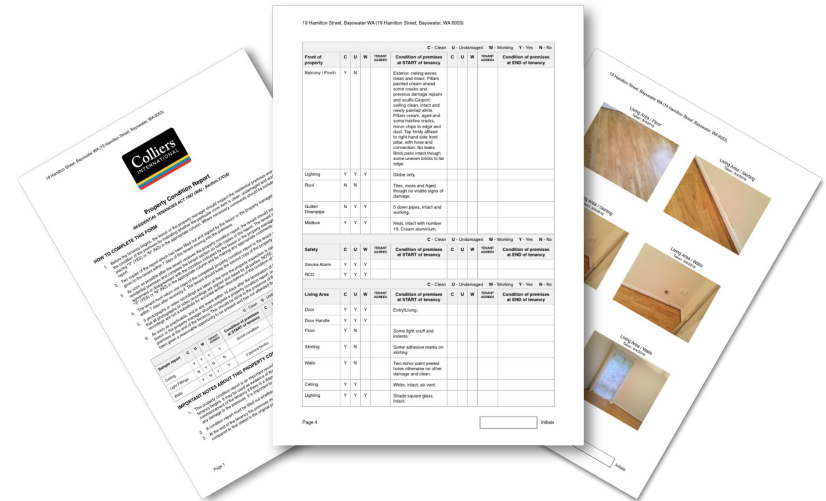
## Current Challenges for Tenants

- Huge time commitment. Hundreds of photos and questions to pan through with each inspection report.
- Subjective assessment leading to disagreement and dispute – what is good / average / bad condition.
- No way of anticipating when moving in what the issue will be on departure.
- Needs to be done prior to moving in when timing and stress are highest.
- Uncertainty when repairs are requested.
- Delays and difficulties in getting bond released upon moving out (bond return often needed to finance new rental).

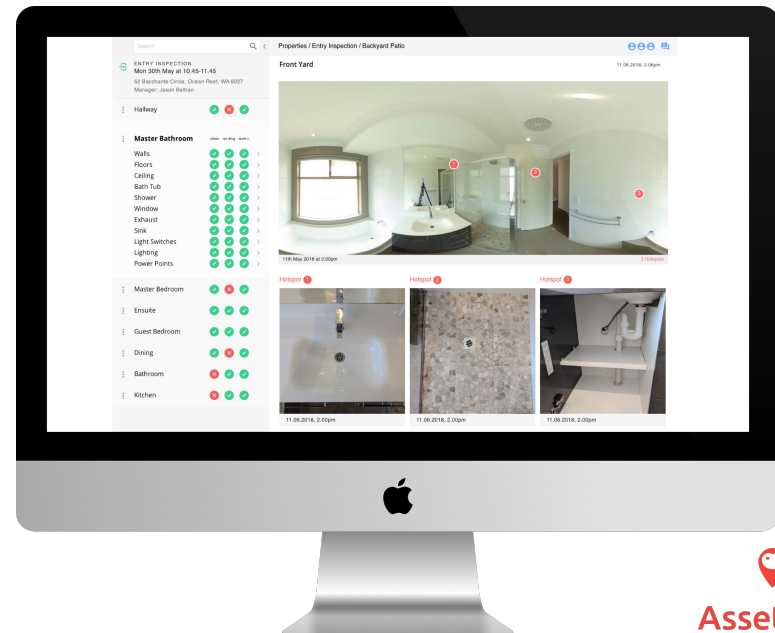


# AssetOwl Solution

- Old Process: At property: pdf form completed with many digital photos (600 questions and 500-1000 photos). At office: form redone in new format to conform with requirements.



- InspectorAsset: inspection conducted on mobile app; attaches photos; voice recognition for description. App automatically reformats then print and sign for tenant.



# Introducing AssetOwl – Inspector 360

## Introducing AssetOwl - Inspector 360

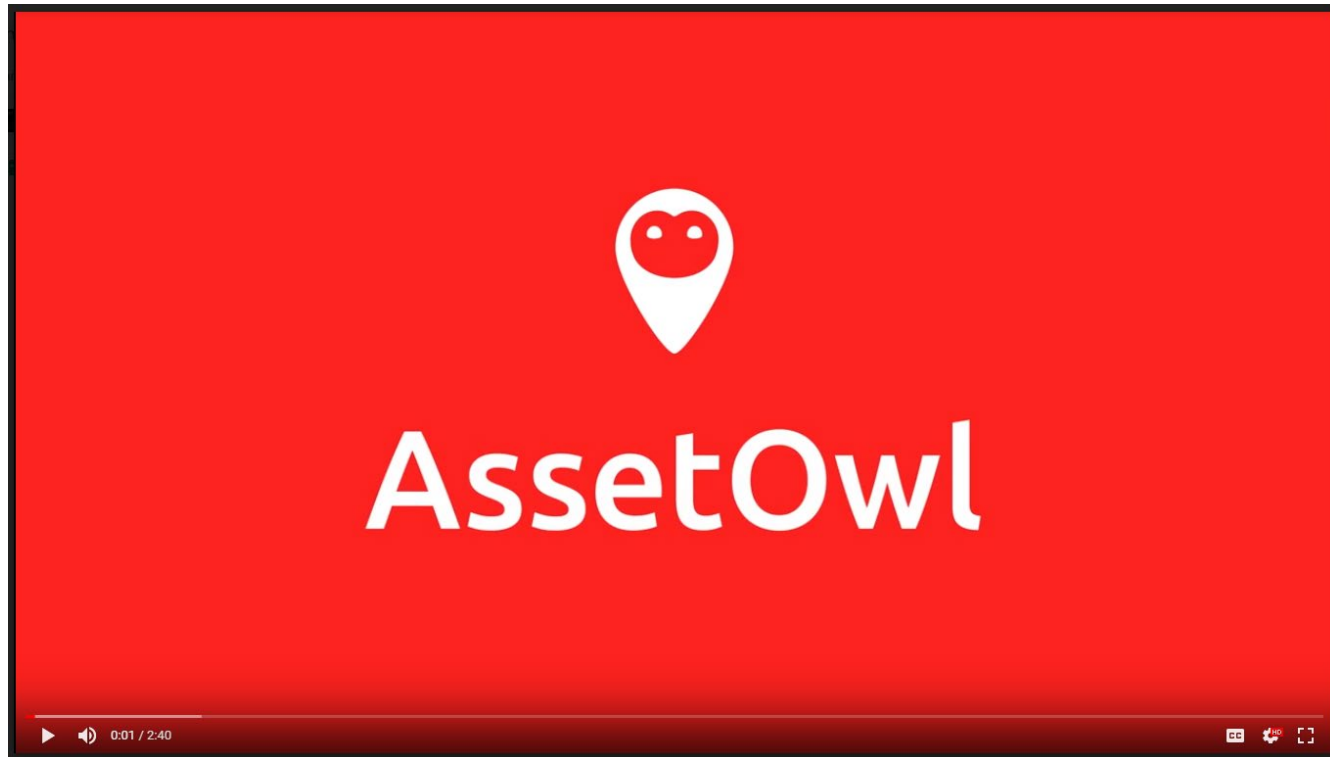
- **Inspector 360:** photo centric – comprehensive visual tool via 360 degree virtual tour technology as baseline of property condition true virtual tour.
- Virtual tour technology enables the owner, property manager and tenant to complete a walk through property inspection remotely via their PC or mobile device.
- Huge point of difference for agencies in securing landlord clients and new tenants.
- Streamlined completion of a compliant report for all parties. Tenants inspect; comment and sign digitally. Notes and hot spots pinned to panoramas in the app.
- Comprehensive navigable photos assist in eliminating tenant owner disagreement and Court challenges.
- Updated 360 panorama's can be sent to owners when maintenance is carried out. Tenants and tradespeople can use hotspot images to track the entire maintenance process.
- Leverages AssetOwl existing platform and technology.



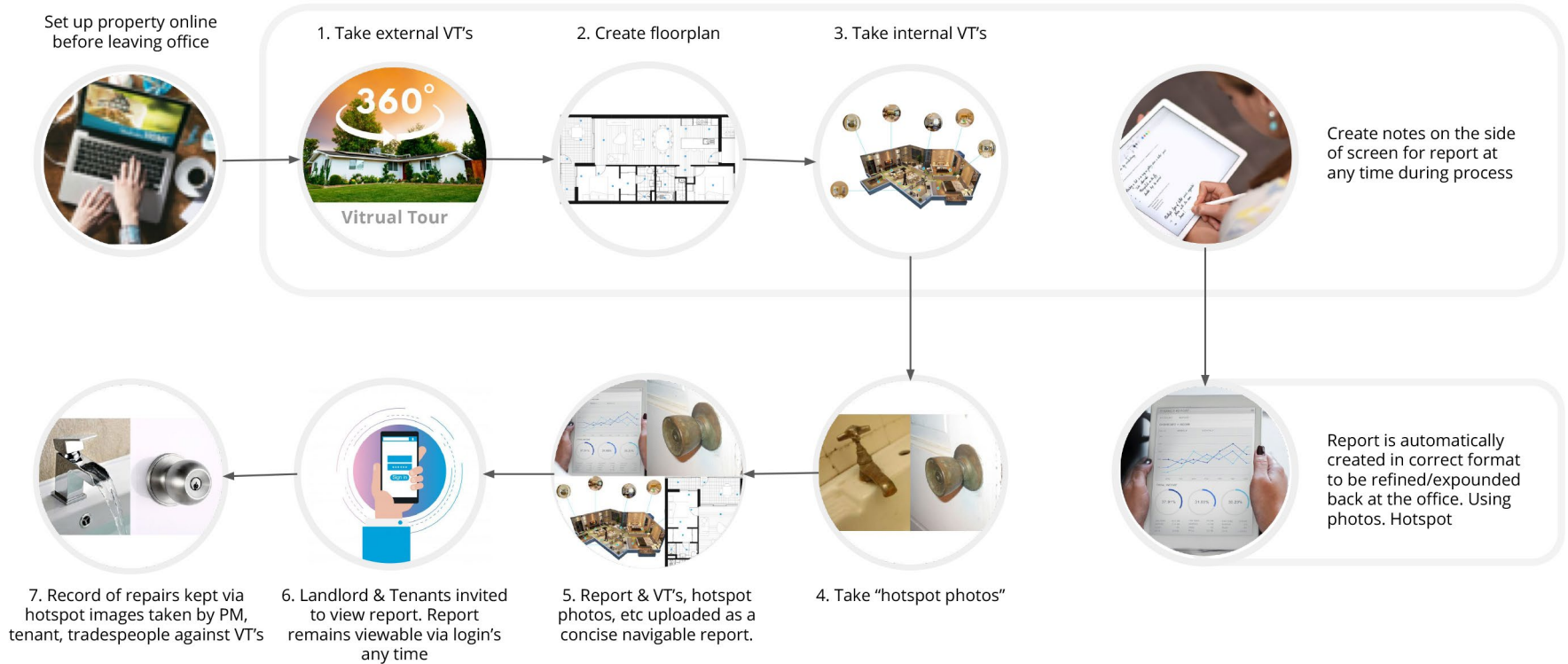
# Solving Problems Throughout the Value Chain

Stakeholder Persona	Problems	Value Proposition	High Level Pitch
Property Owner	<ul style="list-style-type: none"> <li>Anxiety about property protection and condition.</li> <li>Inability to access their primary investment.</li> </ul>	<ul style="list-style-type: none"> <li>Gives confidence about current state of property.</li> <li>Lowers risk of issues.</li> <li>Potential sales tool.</li> </ul>	<ul style="list-style-type: none"> <li>Virtual inspection any time.</li> </ul>
Agency Principal	<ul style="list-style-type: none"> <li>Property inspection is a loss-making business line.</li> <li>Differentiation.</li> <li>Need for improved technology.</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality product.</li> <li>Premium charge.</li> <li>Significant efficiency gain.</li> </ul>	<ul style="list-style-type: none"> <li><u>Premium</u> inspection solution.</li> </ul>
Property Manager	<ul style="list-style-type: none"> <li>Property inspection process is annoying.</li> <li>Frequent disputes.</li> <li>Caught in the middle.</li> <li>Stressful.</li> </ul>	<ul style="list-style-type: none"> <li>Higher veracity property inspection tool.</li> <li>Qualitative improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive and visually rich inspection record.</li> </ul>
Outsource Inspection Provider	<ul style="list-style-type: none"> <li>Property inspection is a low margin business.</li> <li>Requires a standard platform for efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality product.</li> <li>Premium charge.</li> <li>Cost efficiency + qualitative improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive and visually rich inspection record.</li> </ul>
Tenant	<ul style="list-style-type: none"> <li>Property inspection process is fraught with risk and time consuming.</li> <li>Risk of dispute.</li> </ul>	<ul style="list-style-type: none"> <li>Higher veracity property inspection reduces risk of dispute and saves time.</li> <li>Gives comfort, won't be ripped off.</li> </ul>	<ul style="list-style-type: none"> <li>Accessible and visually rich inspection record.</li> </ul>

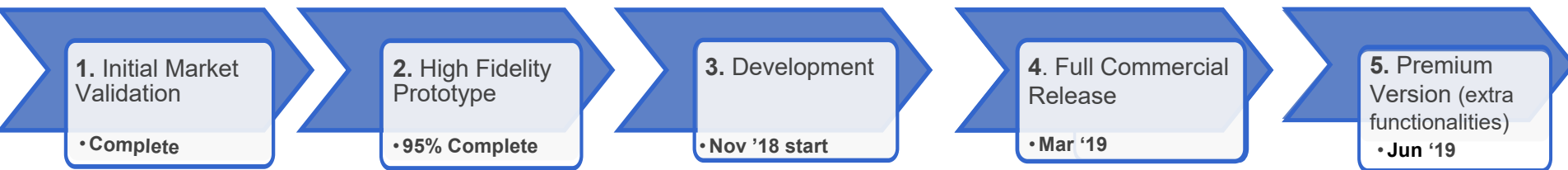
# Inspector 360



# User Experience and Workflow



# Lean Development Process



# Adhesiable Market and Revenue Model

- 2.6m million residential rental properties in Australia (ABS 2016).
  - An estimated 1.3m are professionally managed.
- There are about 6,500 real estate agencies managing residential properties, averaging 200 properties per agency.
- Initial Pricing estimates an average of \$35 per property per year with a per use charge.
- Approximate Market Size and Growth Targets:

	10% WA	10% National	20% National	100% National
Properties	13,000	130,000	260,000	1,300,000
Annual Revenue Target	\$455,000	\$4,550,000	\$9,100,000	\$45,500,000

# Go-To-Market Plan

- Reach agreement with leading property inspection firm with significant local market share to provide beta site and become reseller.
- Target large early adopter agencies and outsource inspection service providers known to AssetOwl Board.
- Social media marketing direct to Property Managers.
- Demand generation through promotion to property owners.
- Aim to become a standard operating platform for national real estate managers.

# Corporate Snapshot

## Trading Information (as at 27 November 2018, 2.0 cents/share)

ASX Stock Code	AO1
Shares quoted on ASX (free float)	73.39m
Unquoted shares (escrowed until 6 Jan 19)	15.99m
Market cap (all shares)	\$1.79m
Quoted options:	
AO10A (37.5c, 30 June 19)	8.75m
Unquoted options:	
22.5c, 31 Mar 19	5m
37.5c, 30 June 19	11m

Top 10 Shareholders	Holding	% IC
1. Tribis Pty Ltd	16.43m	18.38%
2. Ogee Aust PL	7.14m	7.98%
3. NCKH PL	7.14m	7.98%
4. Indermaur CC + Indermaur	4.01m	4.49%
5. Imprint Inv PL	3.57m	3.99%
6. Chesapeake Cap Ltd	2.70m	3.02%
7. M&K Korkidas Pty Ltd	2.65m	2.96%
8. Brady D J + K E + R F	2.23m	2.50%
9. Melshare Nominees Pty Ltd	2.10m	2.35%
10. Catherine Argall	2.08m	2.33%
<b>Top 10 total</b>		<b>55.99%</b>
<b>Top 40 total</b>		<b>76.62%</b>

Directors, founders, management and staff hold c.33% of issued capital





# Board and Management

Board



**Simon Trevisan**  
Non-Executive Director  
Chairman

- Significant experience in public and private investments, real estate, corporate finance and management of large public and private businesses.
- Currently Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.



**Geoff Baldwin**  
Non-Executive Director

- 30 years' experience in the real estate sector and the Managing Director and Owner of RE/MAX Western Australia (since 2009). Appointed as a Director of AssetOwl Limited on 6 June 2018.
- Former director and owner of Greatnet, a real estate technologies company, Mr Baldwin's firm developed the first real estate property inspection software in Australia, introduced Virtual Tour technology to the real estate industry in WA and developed websites and client management software for the industry.



**Bruce McCracken**  
Executive Director

- Experienced business executive with a legal and investment banking background in corporate finance and mergers and acquisitions, and the corporate sector.
- Currently the Managing Director of BMG Resources Limited.



**Ian Murchison**  
Non-Executive Director

- Founding shareholder and investment director of private equity fund manager Foundation Management Pty Ltd.
- Fellow of the institute of chartered accountants and director of ACP Group Pty Ltd and Primary Securities Ltd.



**Andrew Lane**  
Non-Executive Director

- Managing Director at Matrix Partners Pty Ltd and Chairman Access Group Pty Ltd.
- Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.



**Giuseppe DiFranco**  
Chief Technical Officer  
& Co-Founder - AssetOwl

- Before co-founding AssetOwl, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program.
- At AssetOwl, Giuseppe leads the product and engineering teams developing AssetOwl's product suite.

Management

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