
INVESTOR PRESENTATION – NOVEMBER 2018

Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to release a copy of the Investor Presentation in advance of Collaborate's presentation to attendees at the Canary Networks Stocks to Watch Roadshow event in Sydney on 29 November.

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' businesses. Collaborate currently has three core business segments: www.DriveMyCar.com.au Australia's leading peer-to-peer car rental business; www.MyCaravan.com.au Australia's 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.

Seizing the Access vs Ownership Opportunity

Canary Networks Stocks to Watch

29 November 2018

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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.

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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.

Collaborate Introduction

Collaborate enables asset owners to **generate income from idle assets** by safely and easily renting them to others who require temporary access to the assets.

Collaborate operates online marketplaces in the **car, caravan and equipment rental industries** with its major focus on innovating to meet needs in the rapidly growing **mobility** industry.

What Are Biggest Changes Happening in the World Now?

Donald Trump?



What Are Biggest Changes Happening in the World Now?

Climate Change?



What Are Biggest Changes Happening in the World Now?

Brexit?



What Are Biggest Changes Happening in the World Now?

Access
Vs
Ownership

Collaborate's Focus

Collaborate has significant experience in delivering value to individuals and companies through a sharing economy model. That experience, along with a unique technology platform and existing business operations, are now being leveraged to focus on three key global shifts that are redefining how assets are used and people move around.

01

The trend from ownership to access

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

Re-thinking the value of ownership

- It is less expensive to share goods than own them - **81%**
- Owning today feels like a burden – **43%**
- Access is the new ownership – **57%**

PwC Consumer Intelligence Series The Sharing Economy

60% of all millennials were interested in renting vs. owning all types of goods and services.

Organization for Economic Co-Operation and Development

02

The uptake of multiple mobility solutions

Worldwide spending on mobility solutions is forecast to reach **\$1.72 trillion** in 2021.

Worldwide Semi annual Mobility Spending Guide (IDC)

By 2030

- Around 33% of all new vehicles will be used for shared mobility
- 36% of all mileage driven in Europe will be in shared-use vehicles and 42% in self-driving vehicles
- Just over 20% of the profit potential in the mobility market will be occupied by "mobility as a service" services, further increasing the pressure on margins in the conventional car production segment

Digital Auto Report 2017 by Strategy&

03

The rise of subscription services

Overall subscription businesses grew revenues about 8 times faster than S&P 500 company revenues and about 5 times faster than U.S. retail sales from January 1, 2012 to September 30, 2017.

Subscription Economy Index Nov 2017

80 percent of customers demand new consumption models including subscribing, sharing and leasing – anything other than actually buying a product outright.

Economist Intelligence Unit 2014

Apart from children, cars are perhaps the worst investments I have ever made.

Marcus Padley

Collaborate is facilitating the shift from ownership to access with a strong focus on mobility

Primary Focus



Mobility Solutions

Peer-to-Peer
Car Rental

Rideshare
Rental

Short term
Rentals

Accident
Replacement

Apartment
Car Share

Subscription

Launched 2018

Launched 2018

Launched 2018

Launching 2019

Worldwide spending on mobility solutions is forecast to reach \$1.72 trillion in 2021¹

Secondary Focus



Commercial Assets

Building & Construction
Asset Rental

Expansion into
new categories



Leisure & Travel

Caravan, Motorhome &
Camper Trailer Rental

Expenditure on asset rental in excess of \$100 billion per annum in Australia²

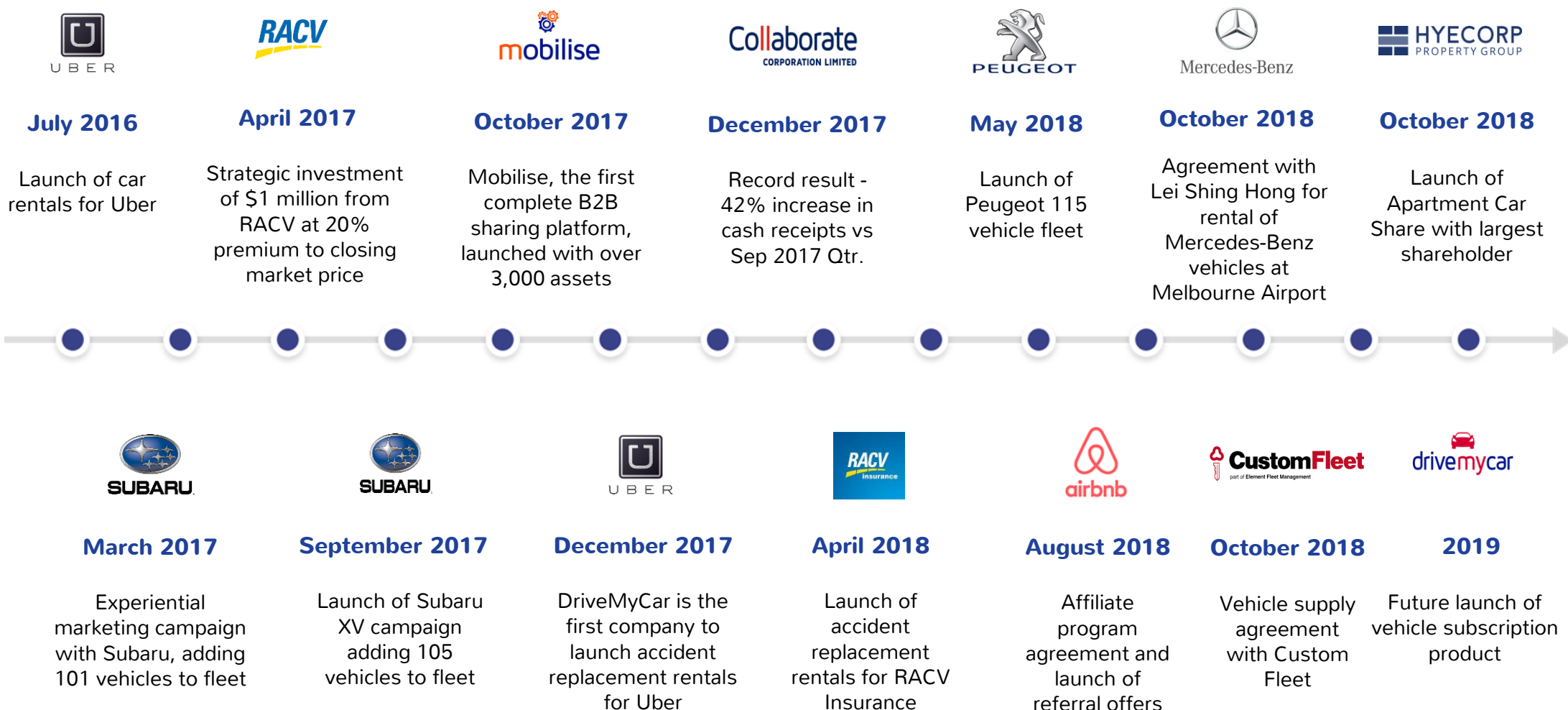
49.78 million caravan and camping nights in Australia³

1. *Worldwide Semiannual Mobility Spending Guide* from International Data Corporation (IDC)

2. IBISWorld

3. Caravan Industry Association of Australia March 2017

Recent Highlights





The DriveMyCar Platform

The DriveMyCar platform is unique in Australia. Leveraging an efficient sharing economy model, it provides opportunities for owners of vehicles to generate income and for renters to access a wide range of vehicles at reasonable prices for multiple use cases. DriveMyCar does not own or lease any vehicles and generates a higher margin than most online marketplaces due to the value it adds, including insurance, renter verification, marketing and payment processing.

Supply

Automotive Manufacturers

- new model exposure
- experiential marketing
- increase dealer foot traffic

Leasing Companies

- ex-lease and new vehicles
- 2nd life revenue stream
- smooth out re-sale volumes

Automotive Dealers

- increase foot traffic
- guaranteed buy backs
- manufacturer incentives
- new & used vehicles

Corporate Fleets

- under-utilised vehicles
- 2nd life revenue stream

Private Owners

- extra income
- under-utilised vehicles



Online Marketplace

Marketing
PeerPass Verification
Insurance
Pricing
Rental Agreements
Payments
Logistics
Customer Service

ManageMyCar

DriveMyCar manages handover and storage on behalf of private and corporate owners

Airport Locations

Sydney, Melbourne & Brisbane

Pick Up Locations

Pickles, AutoNexus, Carlins, Park&Fly, Busy Beaver, Vallar, RideLender, Smart Repair, Bears, JC Motors, Swich and more

Demand

Apartment Car Share

1hr - 24hrs

Customer

Apartment Residents

Short Term Rentals

2+ days

Consumer & Business

Accident Replacement Rentals

2 - 60 days

Insurance Companies

Medium - Long-term Rentals

7 - 364 days

Consumer & Business

Rideshare Rentals for Uber

7 - 364 days

Rideshare Drivers


Subscription

30 - 364 days

Consumer & Business

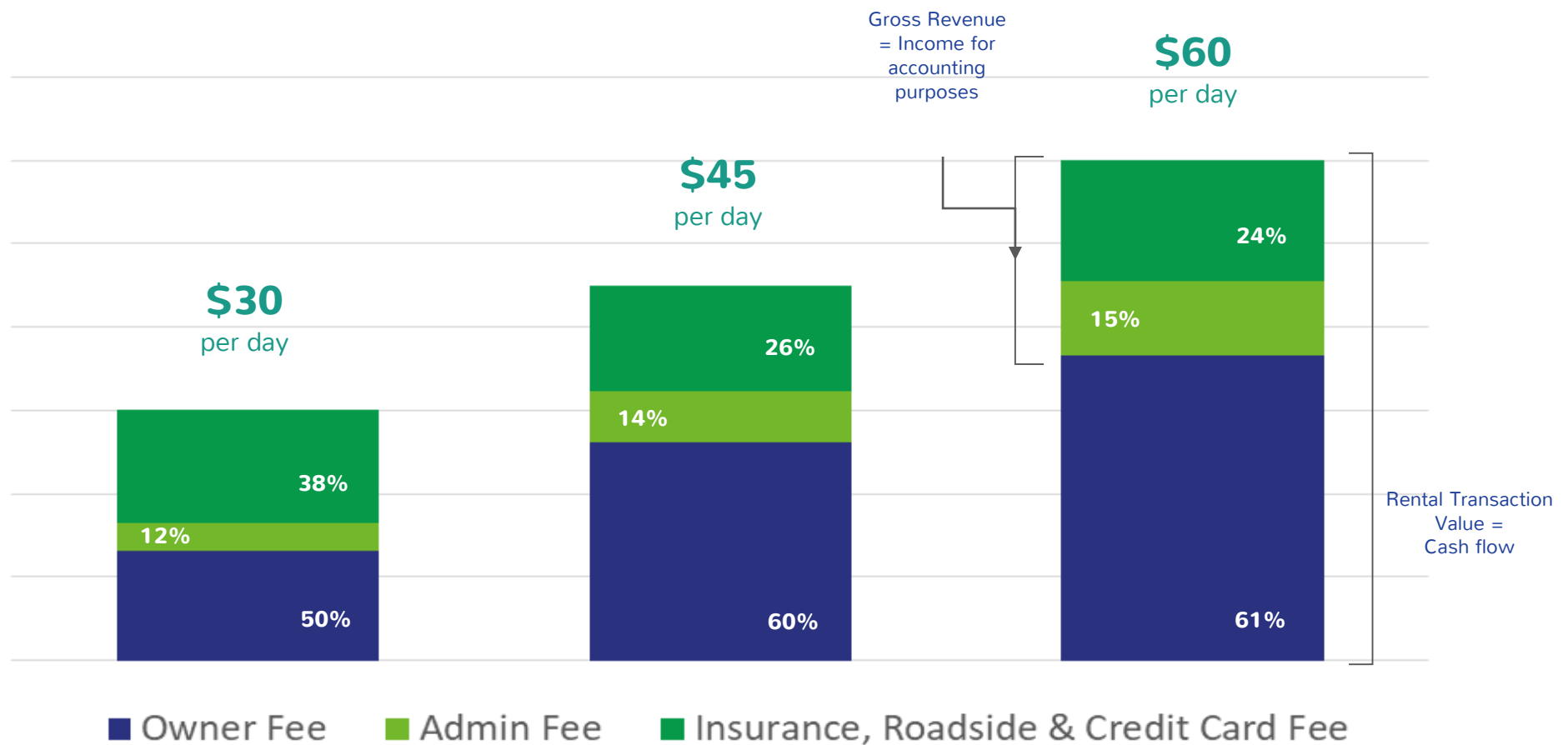
Strong Competitive Positioning

DriveMyCar leverages the benefits of the sharing economy model while delivering better value, wider choice and matching the key product features of most traditional and emerging competitors in the mobility sector.

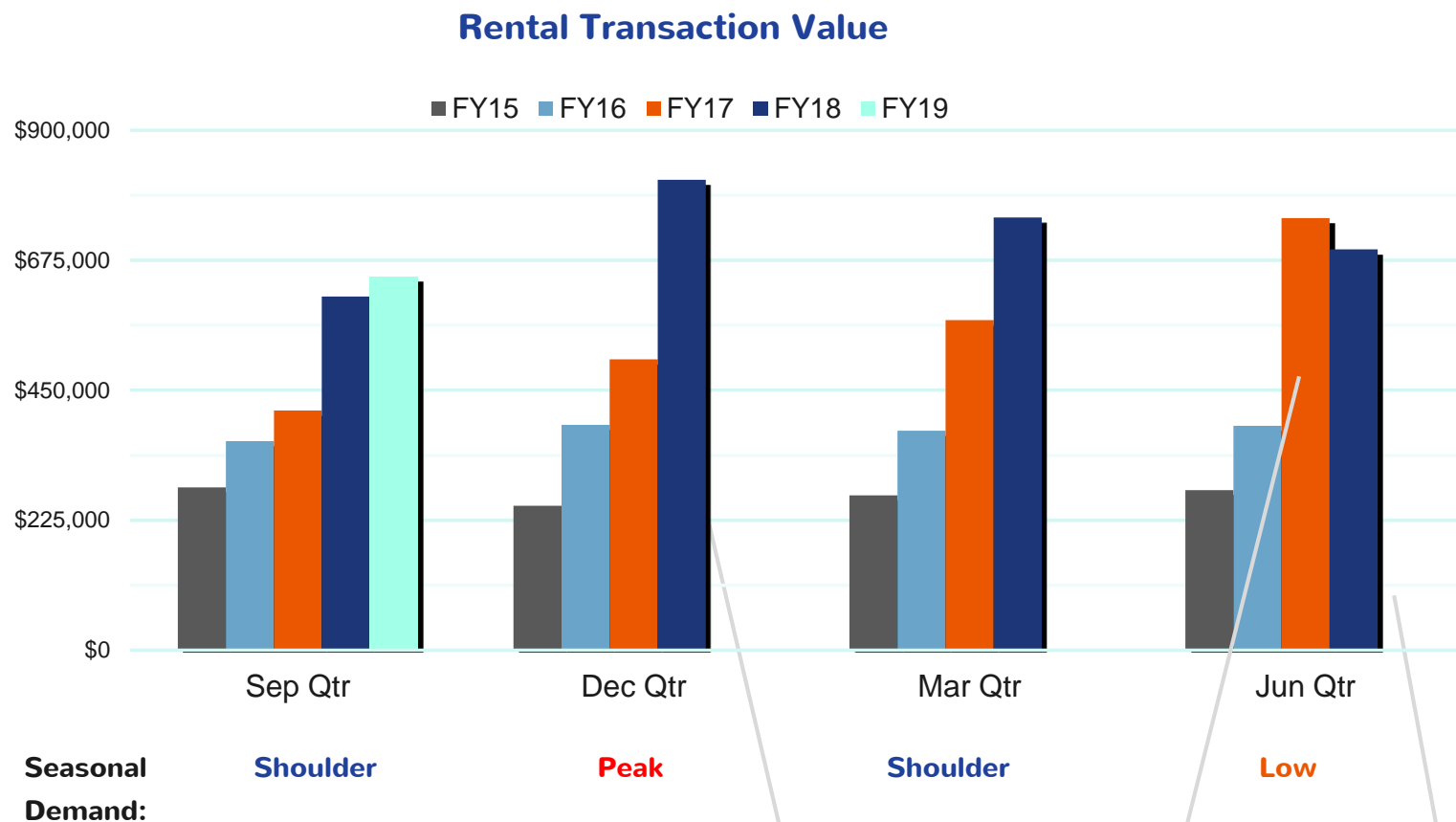
		Europcar	Avis	Bayswater	Go Get	CarNextDoor
Does not own or lease a vehicle fleet	✓	✗	✗	✗	✗	Majority
Peer-to-peer	✓	✗	✗	✗	✗	Majority
Rideshare rentals	✓	✓	✗	✗	✗	✗
New Cars	Significant	✓	✓	✓	✓	Minority
Unlimited km	✓	✓	✓	✓	✗	✗
Airport pick up	✓	✓	✓	✗	✓	✗
Discounted long term rental	✓	✓	✗	✗	✗	✗
Manufacturer marketing/supply tie up	✓	✗	✗	✗	✗	✗
Car Share 1hr - 1 day	✓ (Apartment)	✗	✗	✗	✓	✓

Example Revenue Breakdown

39% - 50% share of transaction value - higher than most online marketplaces



Increasing Demand



Dec Qtr FY18

Record result in summer season - higher demand and prices

Jun Qtr FY17

100% utilisation of Subaru Impreza fleet overrode traditional seasonal sales decline

Jun Qtr FY18

Seasonality and short term supply issues, largely resolved by Sep 18 Qtr

Apartment Car Share

Hyecorp and DriveMyCar share the vision that this offering can be rapidly scalable and provide a new revenue stream for DriveMyCar which has significant growth potential. The car share pilot aims to provide residents of apartment developments with the opportunity to share their own cars with other residents.

The proposed solution provides advantages for all parties:

- Valuable car parking spaces can be utilised for both private and car share use, freeing up real estate and providing greater returns for residents and apartment developers.
- Easy access to cars on an on-demand basis at reasonable prices.
- Income earning opportunity for vehicles owners.
- Efficient way for DriveMyCar to access opportunities in the short-term car share market.
- Minimal marketing costs and high potential for utilisation



Dealer Rental Solution

The Dealer Rental Solution delivers significant benefits for all parties:

- convenient pick up locations for renters, subscribers, businesses and Uber drivers
- dealers can transition from retail to subscription model with the support of DriveMyCar
- increase in foot traffic for dealers
- opportunity for extended test drives and experiential marketing campaigns
- additional revenue from idle vehicles

Building on success with Subaru, LDV and Peugeot and a number of existing automotive dealer supply partners, DriveMyCar has commenced a campaign to expand the number of new and used vehicles sourced from automotive dealers.

The Automotive Retailing Industry is Changing Rapidly

Disruption is more than just a buzzword. It's a business model that has reaped billions of dollars for its best practitioners. Uber disrupted taxis, Airbnb disrupted hotels, Bitcoin is attempting to disrupt currency, and let's not forget one of the trendsetters, carsales.com.au disrupted the newspaper classifieds.

The new and used car franchise dealership model is under attack, both direct and tangential, from many sides. Some will change the way Dealers do business, others will aim to take that business.

We don't know exactly how our industry will look in five years' time, but what we do know is that it will not look the same as it does today.

Extract from Convention Theme



National Dealer
Convention &
Expo 2018



| Case Study: Subaru

DriveMyCar and Subaru created an experiential marketing campaign to promote the launch of the **Subaru Impreza** which saw **101 Imprezas rented within 2 weeks**, mainly to Uber drivers which in turn exposed thousands of passengers to the new Impreza.

In September 2017 the largest ever campaign launched featuring **105 Subaru XV's**.

One of the five most eye-catching launch campaigns of 2017



October 2016



Pilot
10 x Levorg

March 2017



Experiential Marketing Campaign
101 x Impreza

September 2017



Experiential Marketing Campaign
105 x XV

'This partnership provides a tremendous opportunity to demonstrate the appeal and integrity of our cars to an audience that may otherwise have not been exposed to our brand, or considered it in the past'.

Amanda Leaney

General Manager Marketing,
Subaru



| Case Study: Uber

Objective

- Satisfy demand for quality vehicles from Uber drivers who do not own their own vehicles or require a temporary vehicle
- Wide range, multiple pick up locations and great prices

Activity

- Provide new, ex-lease and fleet vehicles
- Subaru Impreza, XV & Peugeot experiential marketing campaigns
- Lowest prices, most flexible terms
- First provider authorised by Uber to supply accident replacement vehicles
- 10 pick up locations

Results

- 72% YOY Rental Transaction Value growth (FY17 vs FY18)
- Higher utilisation and average term of rental than private rentals





| Case Study: RACV Insurance - Hailstorm

Objective

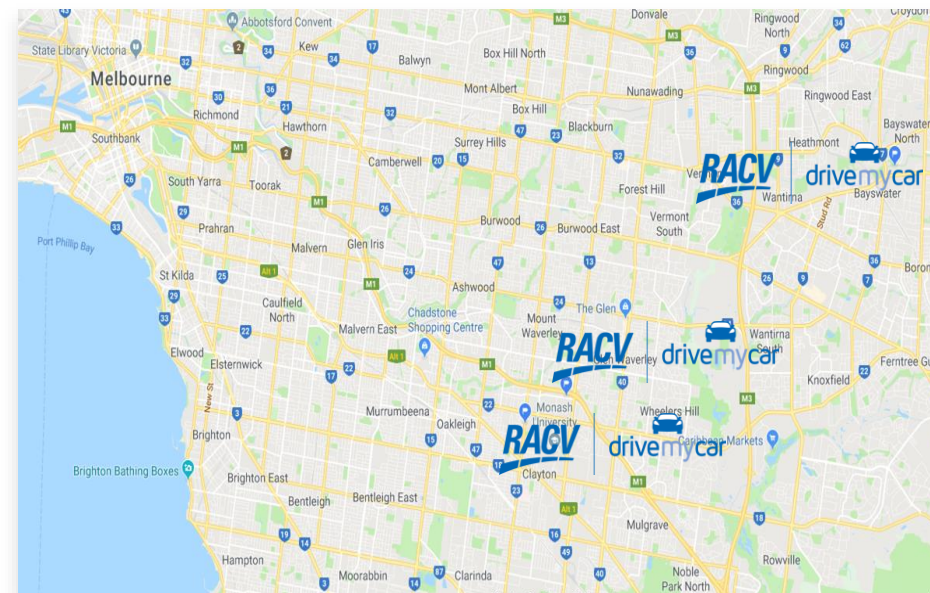
- Provide rental vehicles for RACV Insurance customers while their hail damaged vehicles are being repaired
- Ensure RACV members mobility needs are met seamlessly and efficiently
- Provide a higher level of service and value than traditional car rental companies

Activity

- Rental car pick up and drop off available at three repair centre sites
- Streamlined online booking process for customers
- Handovers completed by repair centre staff using DriveMyCar handover app

Results

- Positive feedback from customers and RACV
- Prices for new cars from \$29 – substantially cheaper than competitors
- Successful pilot opens opportunities for broader accident replacement offering

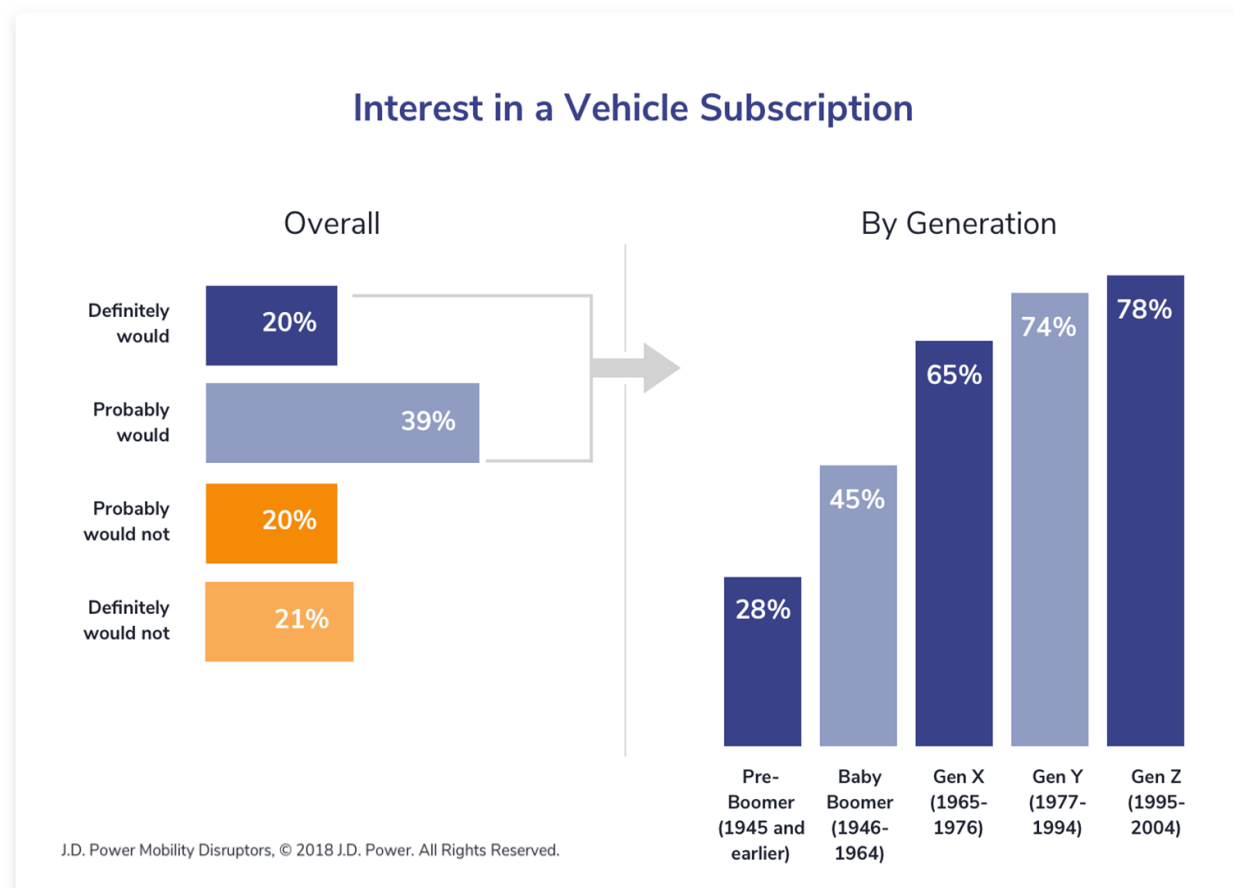


"This partnership demonstrates how RACV is expanding its offering to members to ensure they have more options to get around at a time when they need it the most."

Mark Geraghty

RACV General Manager – Motor Insurance

Automotive Subscription Model



‘Overall subscription businesses grew revenues about 8 times faster than S&P 500 company revenues and about 5 times faster than U.S. retail sales from January 1, 2012 to September 30, 2017’.

Companies Offering Vehicle Subscription Services

There are no widely available automotive subscription products available in Australia.

There is significant opportunity for DriveMyCar to launch the first comprehensive subscription product and take a leadership position in an industry predicted to grow exponentially.

DriveMyCar can leverage its existing operations to launch Australia's first comprehensive subscription product and also partner with Automotive Manufacturers, Automotive Dealers, Leasing Companies and Member Organisations to enable their own subscription offerings with DriveMyCar being the underlying platform for all.

Overseas



Australia



DriveMyCar Automotive Subscription

New - launch opportunity

The first DriveMyCar Subscription product will include:

- Access to a wide range of new and used vehicles - including economy, SUV, sports and luxury
- Option to 'switch' to a different car depending on requirements or desires
- Minimum subscription period of circa 1 - 3 months - much shorter than traditional automotive leases
- Delivery of vehicle
- Maintenance, insurance, registration costs all included in the price

ONE subscription = MANY cars



Recent Announcements

- 27 Nov October Net Rental Days Booked **increased 76% MoM**
- 7 Nov Appointment of **Paul Morris (ex AHG)** as Strategic Advisor
- 1 Nov Launch of ManageMyCar and **Airport Pick up at Brisbane Airport**
- 29 Oct Entitlement Issue Raises **over \$1 million**
- 19 Oct Agreement with **Mercedes-Benz** at Melbourne Airport
- 15 Oct Launch of **Income Guarantee**
- 9 Oct Agreement with **Custom Fleet**
- 8 Oct Agreement with **Cricks Tweed**
- 2 Oct Launch of **Apartment Car Share** pilot

Collaborate Summary

- Operating at the convergence of growth in access, mobility and subscription
- Strong focus on mobility market with multiple product offerings
- Proven business model and significant industry experience that can be leveraged in multiple markets
- Three marketplaces targeted at high growth potential categories
- Dual supply and demand growth strategy – leveraging strong corporate partnerships and direct consumer relationships
- Sustainable competitive advantage secured through PeerPass trust and verification platform, with third party licensing opportunities
- Proprietary sharing technology platform
- Considerable opportunity to boost uptake via existing strategic partnerships and strong pipeline of new opportunities.

Collaborate Board



Chris Noone

**Chief Executive Officer
and Director**

With one eye on the consumer and another on the balance sheet, Chris has led the development, launch and optimisation of many innovative companies that have helped define today's 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.



Karen Logan

Company Secretary

Karen has extensive compliance, capital raising, merger and acquisition, IPO and backdoor listing experience in a diverse range of industries including technology, media, resources, health care and life science. She has assisted a substantial number of private start-up and established businesses transition to being publicly-listed companies for over 12 years. Karen is company secretary of a number of ASX-listed companies.



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

Appendices

What is a Peer-to-Peer Marketplace?

The Value of Trust & Reputation

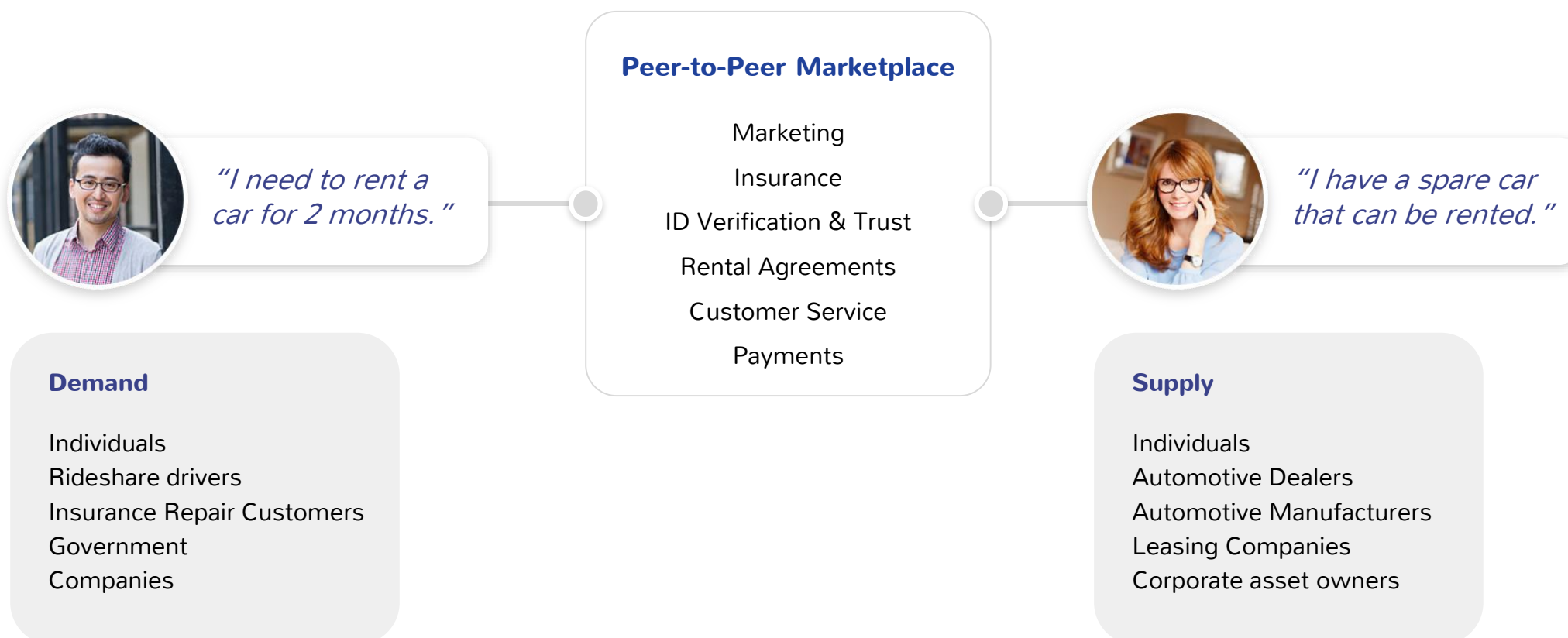
PeerPass

Collaborate Sharing Platform

What is a Peer-to-Peer Marketplace?

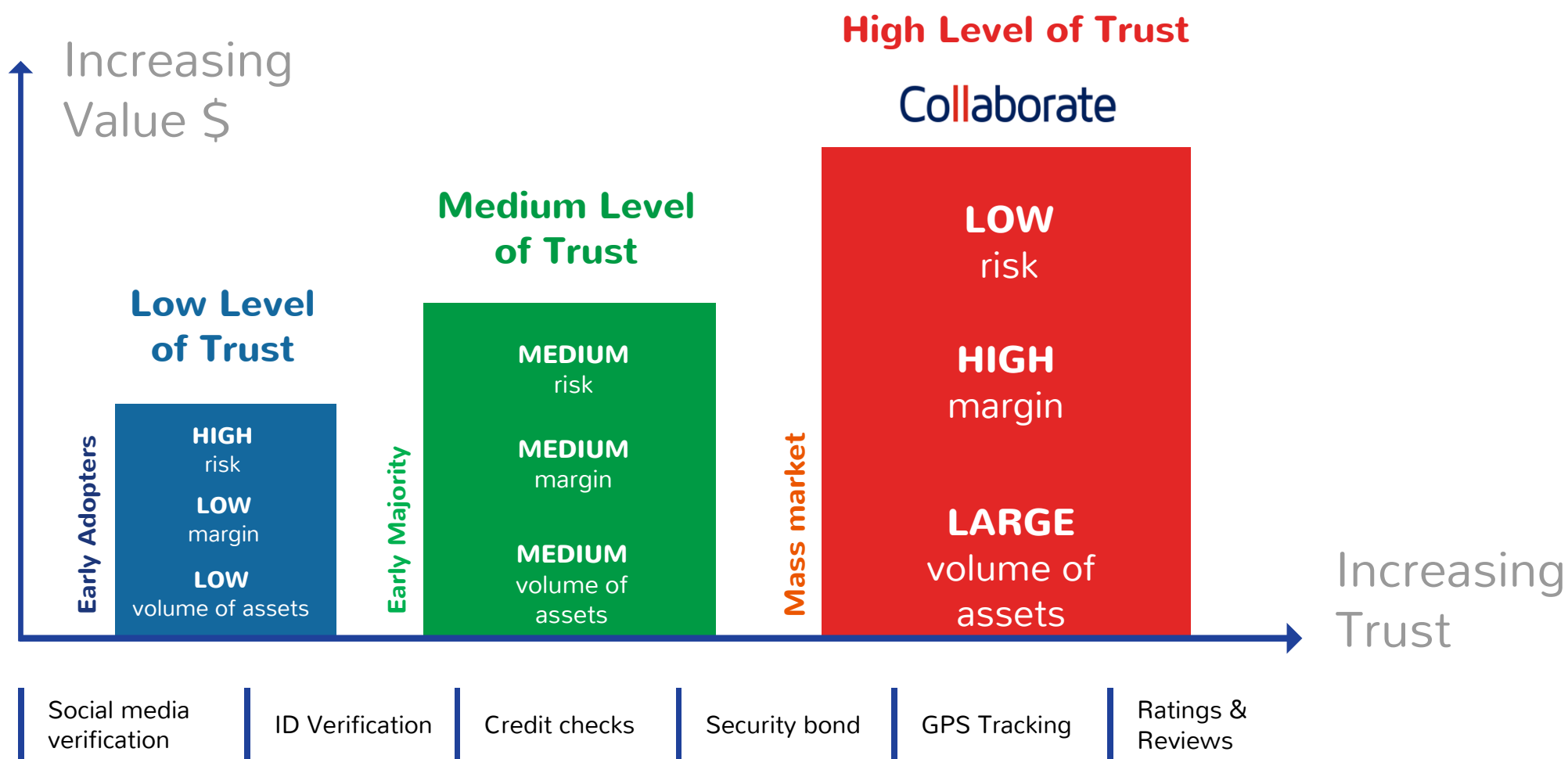
Peer-to-peer marketplaces allow idle assets to be discovered and monetised. Collaborate provides a unique opportunity to participate in the development of the sharing economy:

- The only ASX listed peer-to-peer marketplace operator
- Dual focus on individuals and companies
- Strong corporate partnerships that can be leveraged for long term sustainable growth



The Value of Trust & Reputation

The key to success in the sharing economy is the establishment of trust between owners and renters. As trust increases, more idle assets become available for listing in peer-to-peer marketplaces. Collaborate creates a high level of trust and therefore can generate much higher margins than lower trust solutions.





- PeerPass was conceived to differentiate Collaborate's marketplaces from competitors by performing a higher level of verification and thus creating a higher value customer base
- PeerPass has been integrated with partners including RACV to rapidly identify and verify customers and create a shorter onboarding journey that increases conversions
- Customers will be able leverage their online trust profile across Collaborate's marketplaces, increasing ease of access for customers and reducing verification costs for Collaborate

Social media
verification

LinkedIn

facebook

ID
Verification

VIX
VERIFY

Secure
online
payments



Credit
checks

EQUIFAX

E-Signing

HELLOSIGN

GOAL

Be the standard for online
**verification and reputation
management** in peer-to-peer
marketplaces

Partner database
integration



Ratings and
reviews



Handover &
Inspection App



Collaborate Sharing Platform

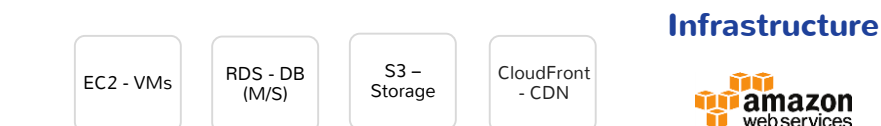
Collaborate has developed a proprietary online marketplace platform to facilitate the sharing of assets. The platform provides significant scalability to launch a wide range of services and integrate with multiple partners and ASP's to deliver innovative solutions.

Scalable

Robust

Secure

- .NET backend supporting enterprise grade functionality and multiple front end marketplaces
- Mobilise was developed on the new version of the platform with DriveMyCar to migrate during 2018.
- Amazon Web Services infrastructure provides a cost-effective way to deploy a highly-available, resilient, scalable and secure solution.
- Content Management System enables rapid updating of content and implementation of marketing campaigns
- API layer to integrate partners and services
- Highly efficient and flexible React front end to be developed for DriveMyCar
- Better monitoring and alerting system for improved serviceability.
- Separate PeerPass server – evolving as an independent service.
- Network security and penetration testing assessments conducted by third party auditor





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