

ASX Announcement

25 August 2021

AssetOwl launches 'pirsee'

- **AssetOwl has rebranded its 'inspector360' property platform as 'pirsee': a highly distinctive brand, reflecting the uniqueness of the underlying product**
- **The launch of pirsee is to be accompanied by a co-ordinated market campaign, initially targeting WA**
- **The new brand identity will support the platform's entry into Victoria, later this quarter**

Enterprise property management platform provider AssetOwl Limited (ASX: **AO1, AssetOwl** or the **Company**) is pleased to announce the rebrand of its photo-centric property inspection platform, inspector360, with the platform to be renamed 'pirsee'.

The new brand name combines an acronym, PIR, derived from 'Property Inspection Report', and the verb SEE. The Company selected 'pirsee' as a succinct descriptor of the essence of the platform, being to provide the best way for owners, tenants and property managers to 'see' their property inspection reports. The brand reads the same as the name PERCY, helping to personalise the service. With the right branding and marketing, the Company expects that 'pirsee', like Siri, Alexa, and Google before it, will become part of the industry vernacular when it comes to SaaS-based real estate inspection solutions.



With its light-hearted approach and distinctive colouring and style, the brand seeks to appeal directly to property managers, the cornerstone of the residential property management industry. The launch of the new brand will coincide with a coordinated marketing campaign, including a formal brand launch event, a number of webinars targeting the WA market, promotion of a leading WA industry off-site, a social media campaign and the launch of the new 'pirsee' website.

The new site replaces the existing inspector360 website, and contains a range of information for customers, partners and investors regarding the platform. The website is now live at www.pirsee.com.

AssetOwl CEO, Geoff Goldsmith, said:

"Most existing property inspection industry brands are grey, uniform, and lack passion. Through our new brand, 'pirsee', we are providing a refreshing break from the past which reflects the Company's new way of servicing the industry. 'pirsee' is distinctive, bright, fun and confident.

"In pirsee, we have developed a brand which we believe will resonate with the people upon which the industry is most reliant – property managers. As such, pirsee will underpin our imminent launch into Victoria and other east coast markets."



Authority

For the purpose of ASX Listing Rule 15.5, this announcement has been authorised for release by Simon Trevisan, Chairman of AssetOwl Limited.

*****ENDS*****

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About AssetOwl Limited (ASX: AO1):

AssetOwl is an innovative technology company which has developed an enterprise software application, providing real estate owners with one trusted platform for managing property inspections.

'pirsee' (formerly 'inspector360') is the revolutionary next generation of AssetOwl's photo-centric inspection management platform, designed to benefit property owners, tenants, agents and managers. It incorporates 360-degree imagery, video, voice-to-text and hot-spot mapping of floor plans to accurately document property condition reports, significantly boosting the efficiency of the inspection process. In short, the pirsee app provides tenants, property managers and landlords with an exact record of the condition of residential properties.