



ZipTel Limited (ASX:ZIP) Asian Roadshow Investor Presentation

December 2015

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Keaton Wallace // Executive Director

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Zipt Overview

App Details

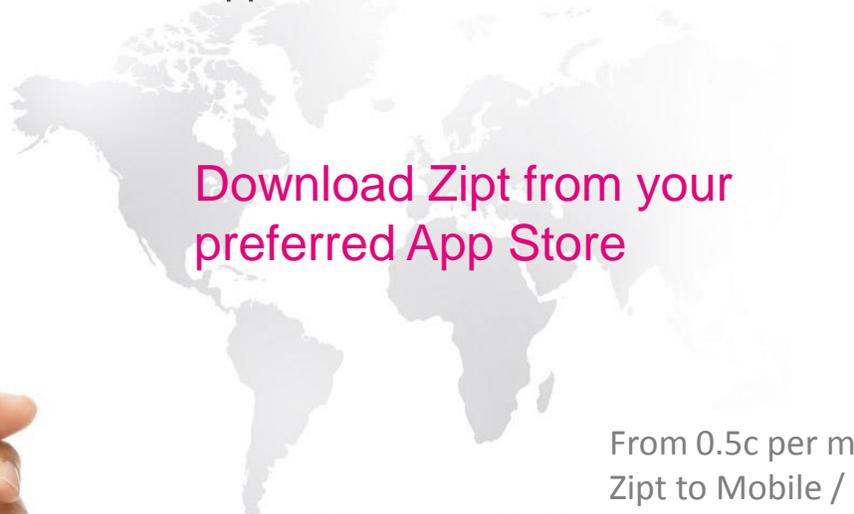
- Zipt is a free to download mobile-based international communication App that enables consumers to call and message for free between users and **make international calls at low rates**
- Zipt works on **any mobile or Wi-Fi network** and has the ability to deliver superior crystal clear call quality in all network conditions including 2G and low bandwidth data environments globally
- **Launched globally** on 22 June 2015
- **Available to download on** Apple iOS and Android

Zipt Key Features

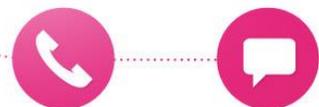
- Free Voice calls App-to-App
- Free instant messaging App-to-App
- Free Zipt Video calls
- Call rates as low as 0.5c/minute
- Low cost SMS to non App users
- Stickers
- Group Chat
- Bundles & subscriptions
- File Sharing
- Location sharing
- Voice Recording / message
- Instant Voice message
- Automatic Top Up
- Incentives for sharing & top up



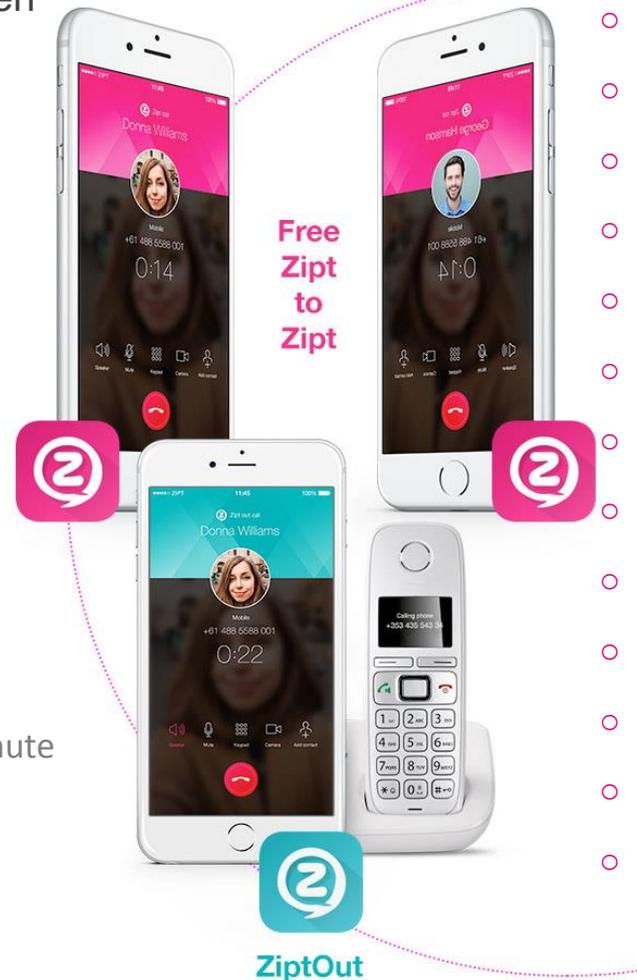
Download Zipt from your preferred App Store



From 0.5c per minute
Zipt to Mobile /
Landline



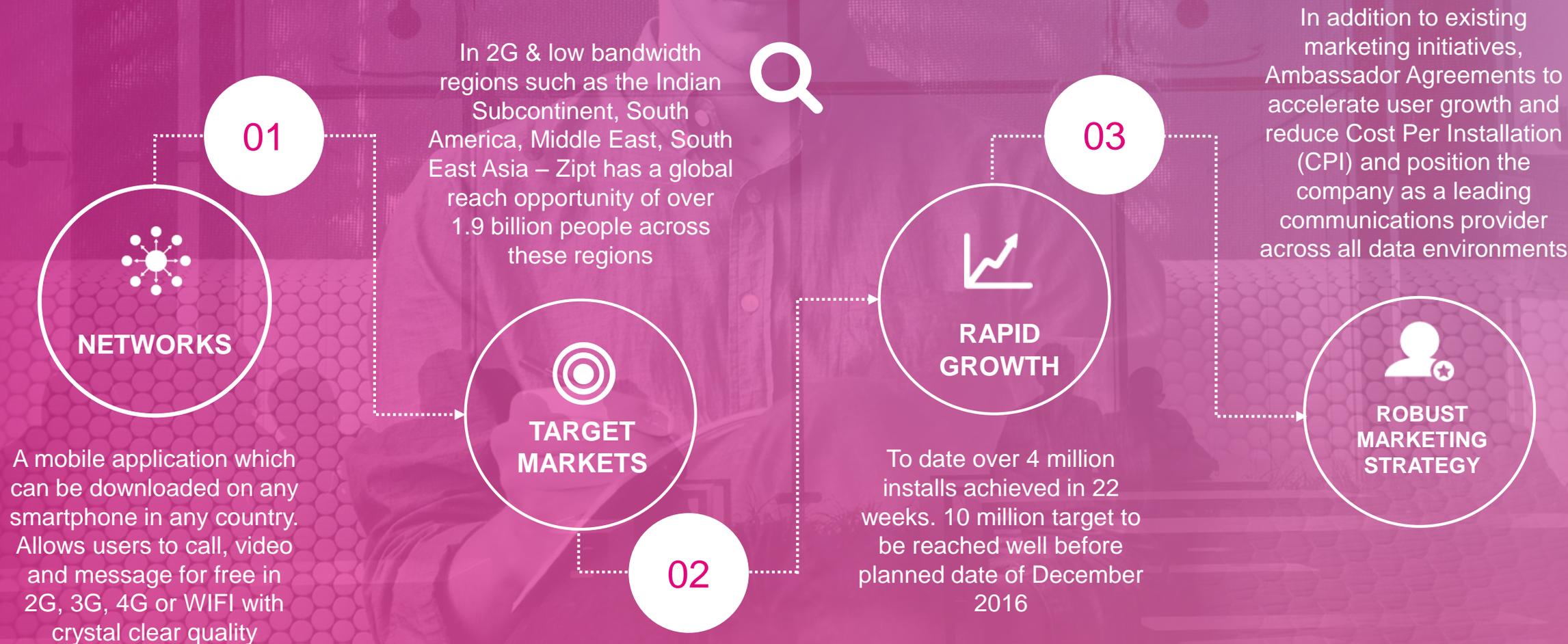
Make Calls and Send SMS
anywhere Globally



ZiptOut

Zipt Overview

Zipt is unique



Ziptel is an ASX listed company delivering cutting edge telephony solutions to the large and growing mobile markets.



Competitive landscape



Company	FREE CALLS APP TO APP	CALL TO PHONES WITHOUT APP	FREE APP TO APP MESSAGING	SMS TO PHONES WITHOUT APP	DESKTOP APPLICATION VERSION	MINIMUM BANDWIDTH	HOURS OF CALLING PER GB OF DATA	SECURE CALL ENCRYPTION	VIDEO CALLS	CONFERENCING	PURCHASE LOCAL & INTERNATIONAL NUMBERS	COUNTRY SPECIFIC CALL BUNDLES	PUBLIC CHANNELS AND APPLICATIONS	STICKERS	SDK FOR DEVELOPERS	API ACCESS TO PLATFORM	CALL RATES FROM
Zipt	✓	✓	✓	✓	✓	6-8 kbps	370	✓	✓	✓	✓	✓	✓	✓	✓	✓	0.5 ¢
Norwood/Worldphone	✗	✓	✗	✗	✗	40 kbps	56	✗	✗	✗	✓	✗	✗	✗	✗	✗	38 ¢
Viber	✓	✓	✓	✗	✓	23 kbps	95	✓	✓	✗	✗	✗	✓	✓	✗	✗	1.8 ¢
Skype	✓	✓	✓	✓	✓	58 kbps	38	✓	✓	✗	✓	✓	✗	✓	✗	✗	1.5 ¢
Whatsapp	✓	✗	✓	✗	✗	48 kbps	46	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
LINE	✓	✓	✓	✗	✓	25 kbps	89	✓	✗	✗	✗	✗	✓	✓	✗	✗	1 ¢
Rebtel	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✓	✓	0.9 ¢
WeChat	✓	✗	✓	✗	✓	20 kbps	111	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗
Tango	✓	✓	✓	✗	✗	33 kbit	67	✗	✓	✓	✗	✗	✗	✓	✗	✗	1 ¢

Zipt App Global Opportunity

Look into the future

- **Significant market opportunity** across a highly profitable sector
 - International telco revenue from roaming set to reach \$80 billion by 2017
 - Over 1 Billion Monthly Active users (MAU)
 - 1.9 billion globally reside in low bandwidth and 2G network areas
- **Disruptive proprietary technology** targeting the traditional and rapidly growing international telco industry
- **First to market:** Proprietary mobile calling application compressing data and encrypting calls at bandwidths as low as 6-8kbs
- **Superior product offering:** providing crystal clear voice quality in all data networks including 2G, 3G, 4G and Wi-Fi
- **Compelling customer offering:** No lock in contracts, competitive pricing, only one party requires the app, which is “free” to download on any smartphone via the Apple iOS and Android stores.
- **Attractive commercialisation model** low cost base and highly scalable business
- Fully funded to achieve over 10 Million subscribers through **established distribution agreements and Ambassador Program reaching 105 million people** globally on a weekly basis and commencing Q1 2016
- **Experienced and strong board and management team** to drive company growth and expansion

ZipTel (ASX:ZIP) Company Snapshot

Stable ownership structure with Global Brand Ambassadors willing to take equity in lieu of cash

Share Price performance since listing

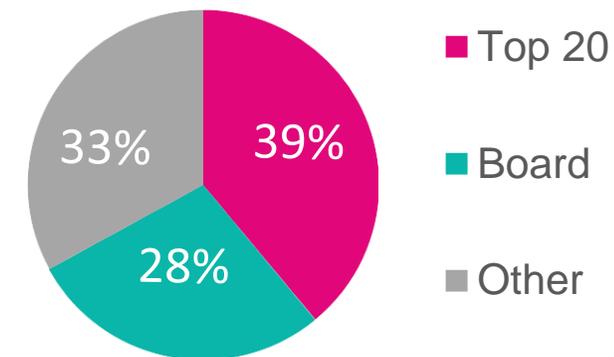
Board and Key Shareholders	Shareholding at 4 June 2015	Shareholding at 4 December 2015	Shareholding % movement
Executive Directors	18,595,000	21,668,500	+16.5%
Non-Executive Directors	1,120,695	1,135,695	+1.3%
K2 Asset Management	11,941,667	11,250,947	-5.8% ¹
Northshore Investments	5,350,000	5,597,000	+4.6%
Global Brand Ambassadors	434,783	1,884,783	+333.5% ²



ZIP MARKET DATA AT 11/12/2015

Share Price	\$0.55
Shares on Issue	82.3 million
Market Cap	\$45.2 million
52 Week High	\$1.45
52 Week Low	\$0.23
30 day VWAP	\$0.66
Cash Sept Qtr end	\$4.75m

CAPITAL STRUCTURE



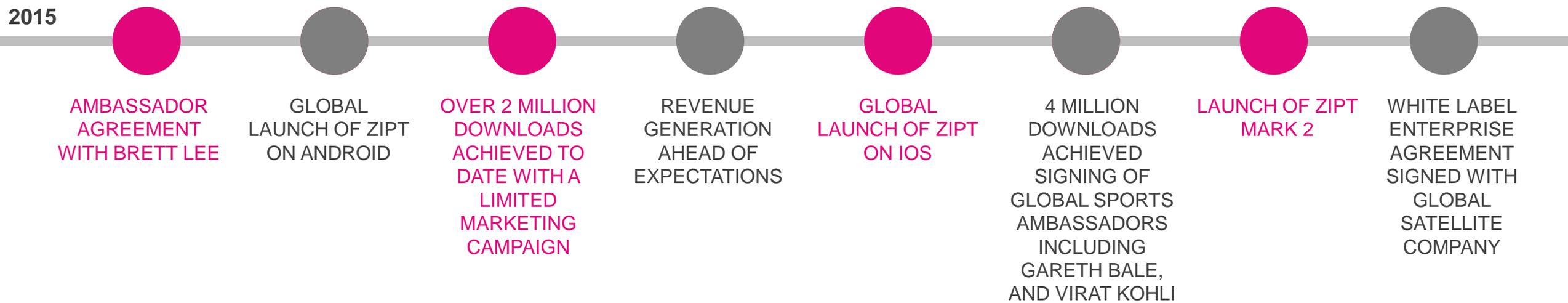
1. K2 Asset Management portfolio rebalancing
 2. As announced on 18 November 2015

Key Milestones

Activity Pipeline



Accelerated activity following global launch of Zipt
Well positioned ahead of roll out of marketing strategy to continue to drive user acquisition



BOARD AND DIRECTORS

9

BERT MONDELLO



CO-FOUNDER & CEO

Over 18 years experience in the telco industry, managing key retail distribution channels for Optus and Vodafone. As a Co-founder of AussieSim and Zipt, he managed the listing of ZipTel Limited. Involved in the development and creation of the Zipt technology which currently underpins the Zipt Application and infrastructure.

KEATON WALLACE



CO-FOUNDER & EXEC. DIRECTOR

Over 8 years experience in the telco industry. Co-founded AussieSim and has overseen the Business Development and launch of the Zipt mobile based application. Is a director of NexGen NetWorks Limited (VTX Limited). NexGen has developed the cutting edge Wangle platform, which uses algorithms to optimise data flow between devices.

JOSH HUNT



NON-EXECUTIVE DIRECTOR

A lawyer and Principal of project law firm Hunt & Humphry, with international experience with public and private companies acquisitions and disposals.

SALVATORE VALLELONGA



NON-EXECUTIVE DIRECTOR

A Chartered Accountant and a Director of Plexus Wealth Pty Ltd, a Director of numerous private companies and is also on a number of Boards and Committees of Non-Profit organisations.

SYSTEMS & DEVELOPMENT



Bernard O'Rourkes

CIO and Project Manager
Australia



Kresimir Groeflink

System Architect
Croatia



Vlatko Koudela

Head of Development
Croatia



Mihael Kovacic

Head of Design
Croatia



Josip Sabolek

Network Engineer
Croatia



Marko Dolancic

Lead Android Developer
Croatia

Zipt Key Competitive Advantages

Zipt superiority

1

Global Reach

To all smartphone users including more than 1.9 billion people across all key target markets

2

Industry Leading Low Bandwidth Calling Technology

which retains superior call quality and engages users with in-app communities. 1 Gigabyte of data equates to more than 22,000 minutes of Zipt calling

3

4 Million Installs in 22 weeks with Zipt to reach 10 Million Ahead of Schedule

following launch of Android app on 22 June 2015 and iOS on 25 September 2015

4

World Class Low Calling Rates

Call rates as low as 0.5c/minute and less than 2c/minute in more than 60 countries. Available wherever there is an internet connection

5

Huge Viral Potential

With free app to app calling and messaging, offering users the opportunity to share and refer users and earn credits.

6

Revenue Above Expectations

Revenue generated circa AUD\$450k to date with key monetisation plans to commence in Q1 2016. Annualised revenue since launch over AUD\$1M

7

Enterprise White Label Solution

To be rolled out and create further revenue opportunities with Zipt's "out of the box" calling and messaging solution

8

105 Million Reach Ambassador Program

Deal signed with Ambassador who collectively have 105 million followers. Engaging with their follower base will equate to drastically reduced Cost per Install and opportunities to monetise

Global Smartphone Market

Global Penetration & Market Opportunity



IOS & ANDROID

iOS and Android operating systems account for 96% of the smartphone market globally (IDC)



3.4 BILLION SMARTPHONES GLOBALLY

Expected to increase to 5.9 billion by 2020 (GSMA Global Mobile Economy Report 2015)



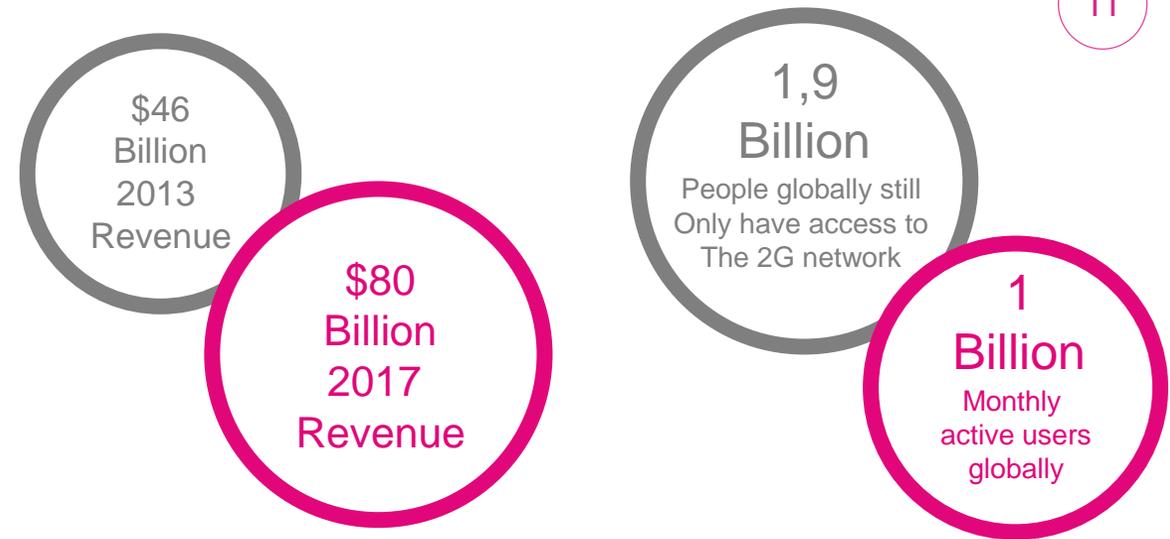
INCREASING PENETRATION

Worldwide, from 41.6% in 2013 to an expected 66.5% by 2018.

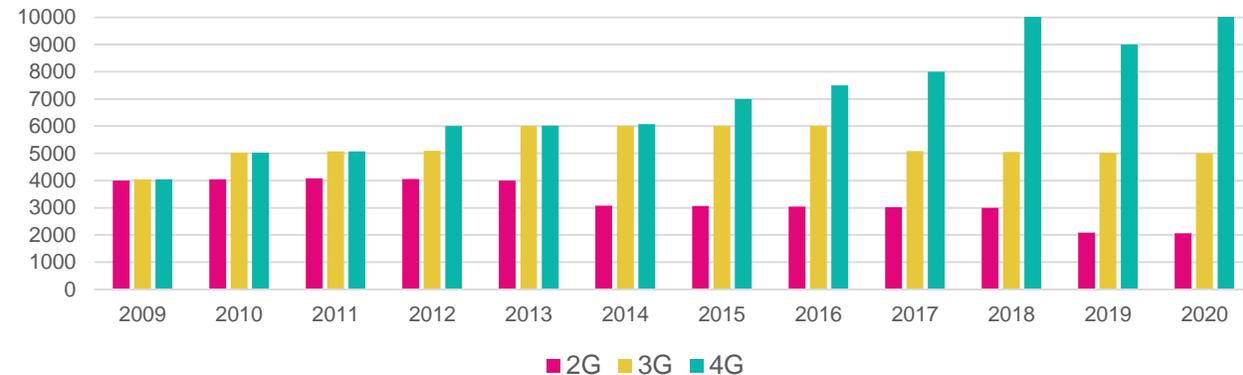


SMARTPHONE SHIPMENTS WILL GROW

2014-19 Annual Growth - 26 percent in India, 19% in Middle East, 8% in Latin America and 5% in China (HSBC Global Research report)

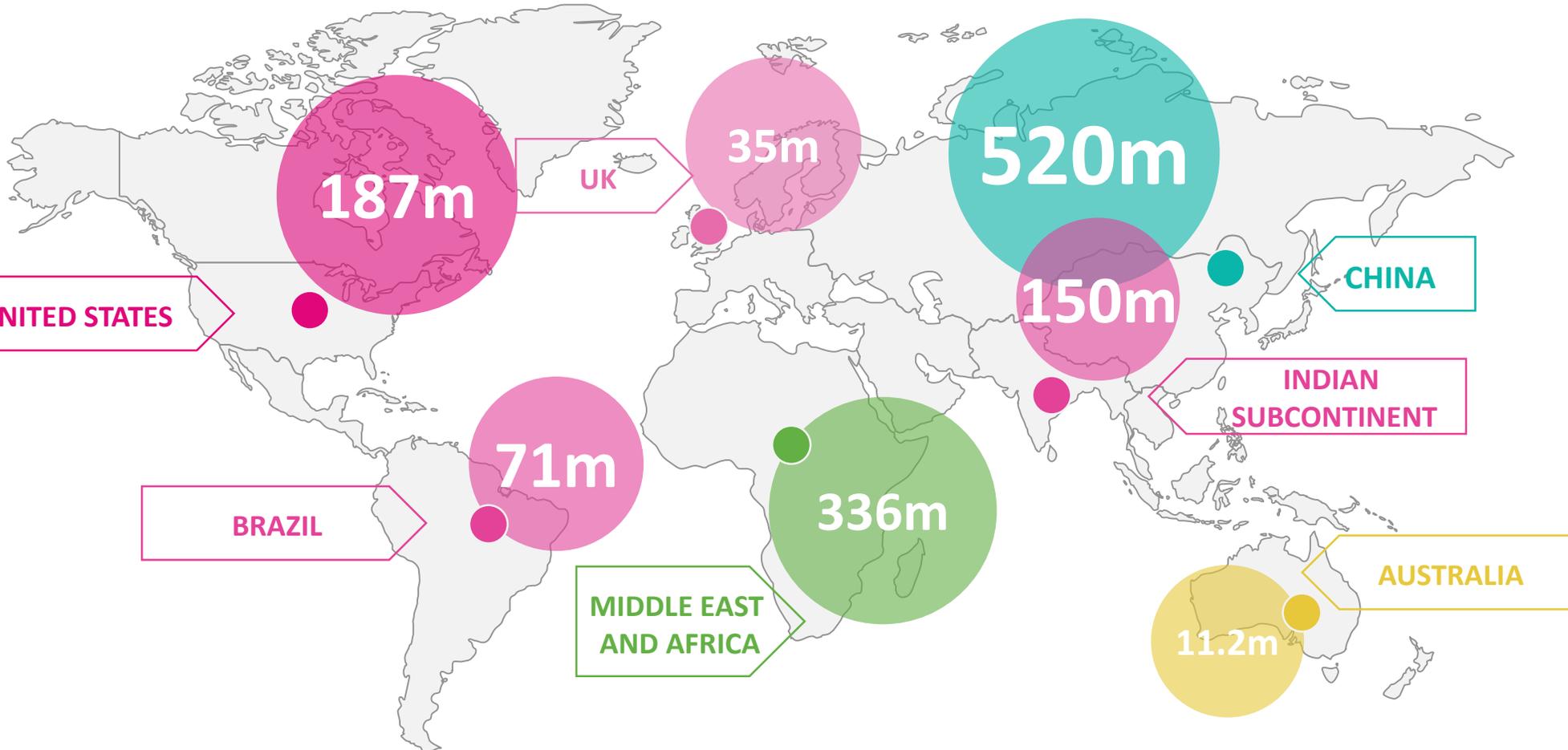


2G market accounted for 61% of connections in 2014 and is expected to account for 31% of connections in 2020. 2G will remain a relevant & significant technology for the next decade in developing regions – but will also see consumers migrate to data hungry smartphones creating a major bottleneck.



Global Smartphone Market

Across Keys Target Markets



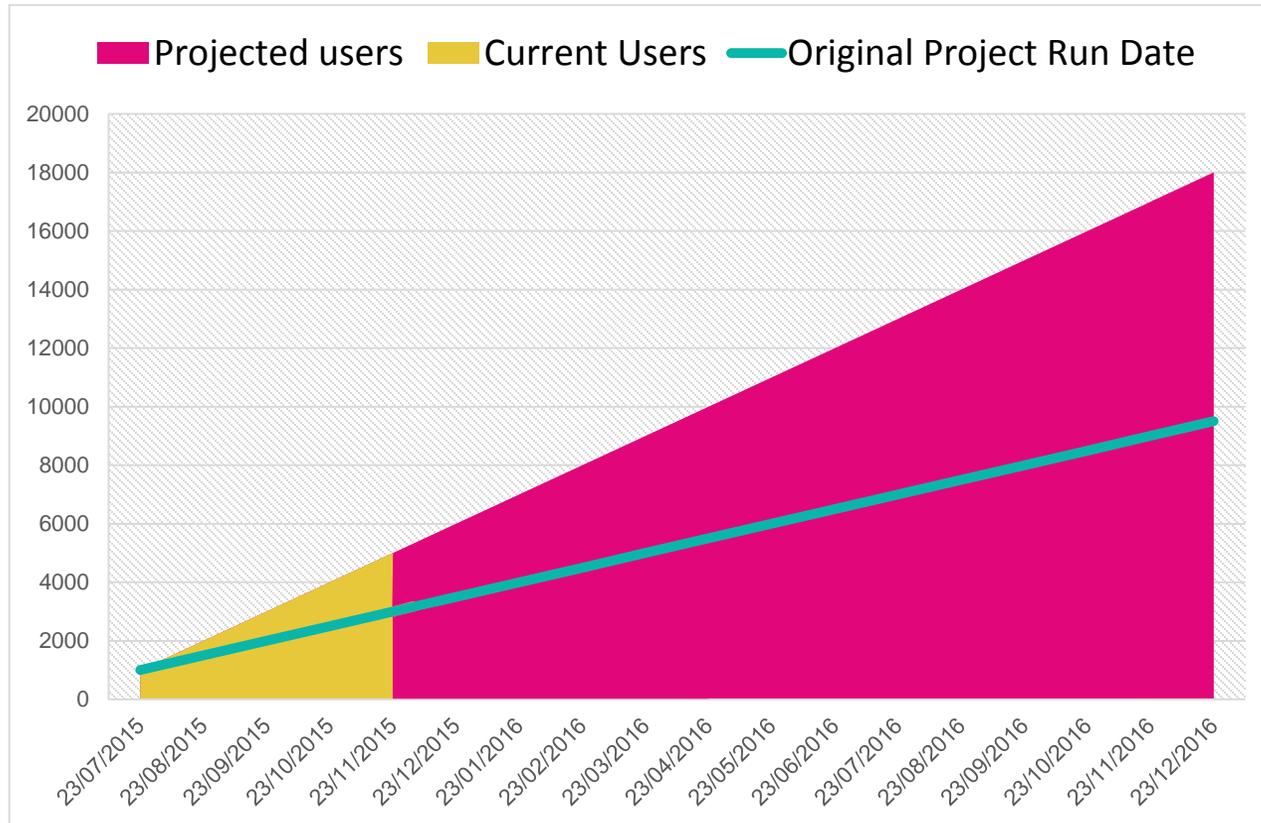
Top 10 Zipt Install Countries Since Zipt Global Launch

- India
- Pakistan
- Brazil
- Bangladesh
- Saudi Arabia
- Thailand
- Egypt
- Morocco
- United Arab Emirates
- Iran

Number of smartphones in key target markets (2013 & 2014)

Zipt Performance Since Launch

4 million installs achieved, ahead of schedule for 10 million target



MONTHLY ACTIVE USERS (MAU)
Since Launch, Monthly Active Users has reached over **2.3M**



AHEAD OF SCHEDULE
Based on current run rate Zipt is expected to reach its targeted **10 million installs six months ahead of schedule**

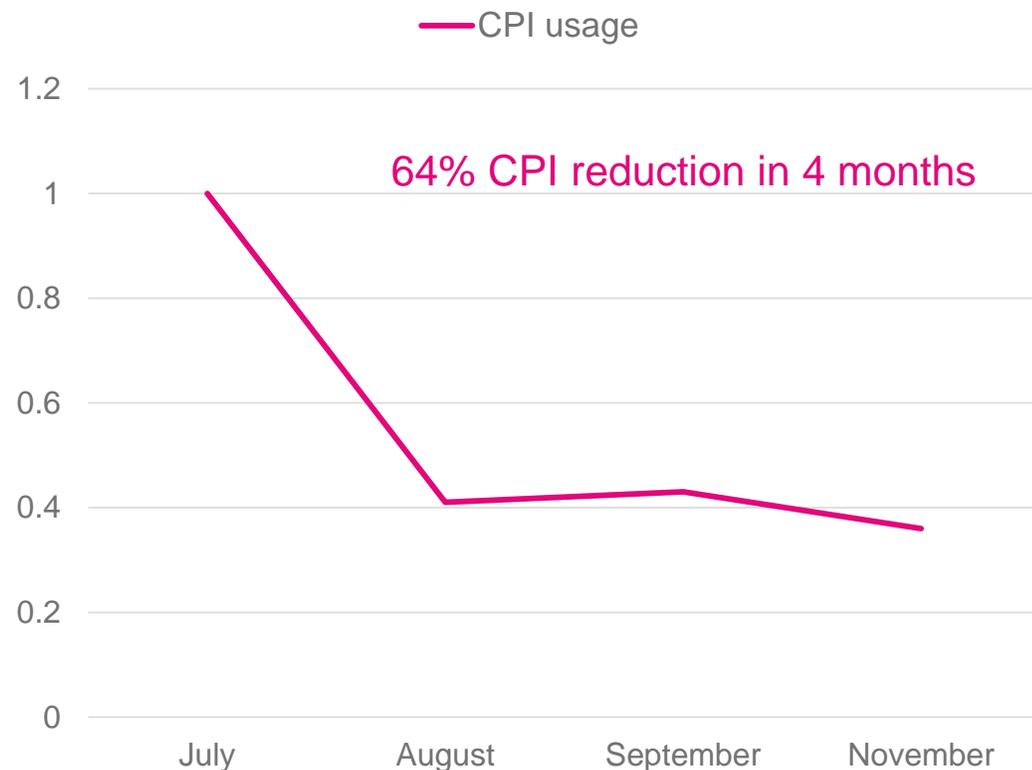


MONETISATION
High potential for wide-reach influence on current and future users via 105m fans reach of Zipt Ambassadors

Current Run Rate is ~1 million new Zipt installs per month

Delivering Significant Reduction in CPI

Ability to scale rapidly



ZIPT USER ACQUISITION OPTIMISATION

- Agreement with leading digital media agencies are a significant driver for installs
- Cost Per Install (CPI) in key markets (Indian Subcontinent, Saudi Arabia & UAE) has reduced by ~64%
- From ~\$1 per install in July 2015
To as low as 36 cents per install October 2015
- Demonstrating ability to scale rapidly, all ahead of the implementation of a full-scale marketing campaign
- Creative advertising utilizing ambassadors will help us drive CPI aggressively lower

105 Million Reach Ambassador Program to significantly reduce Cost Per Install

Growth Strategy

Global Ambassador Program – Mass acquisition drive Q1 2016

Anthony Joshua Luke Shaw Rohit Sharma Brett Lee Gareth Bale David Ospina Juan Cuadrado Virat Kohli Nicolas Hamilton



Ambassadors to Provide:

- A post across their social media platforms to launch the ambassador campaign to 105 million people;
- Weekly promotional posts on their social media platforms with dedicated calls to action to download Zipt and interact with the Ambassadors;
- Zipt branded cover photo on Facebook and Twitter;
- Zipt video call to fans;
- Signed pieces of memorabilia

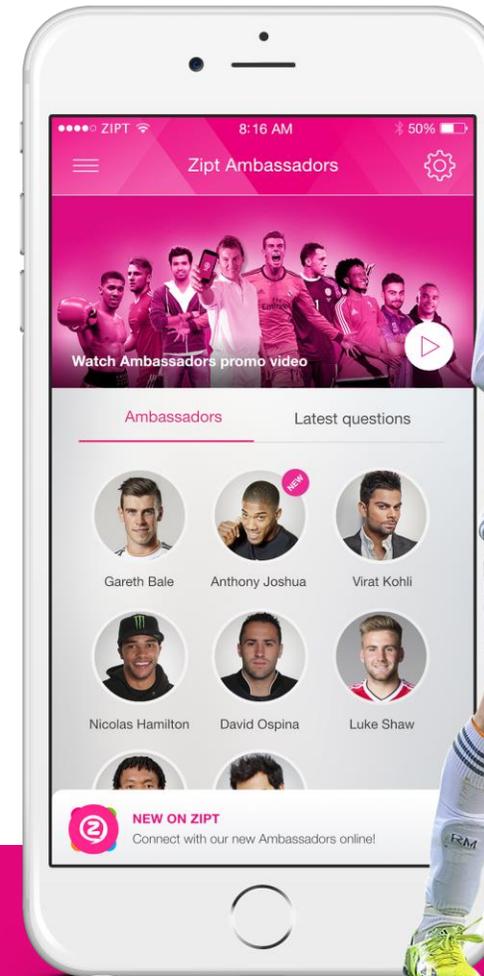
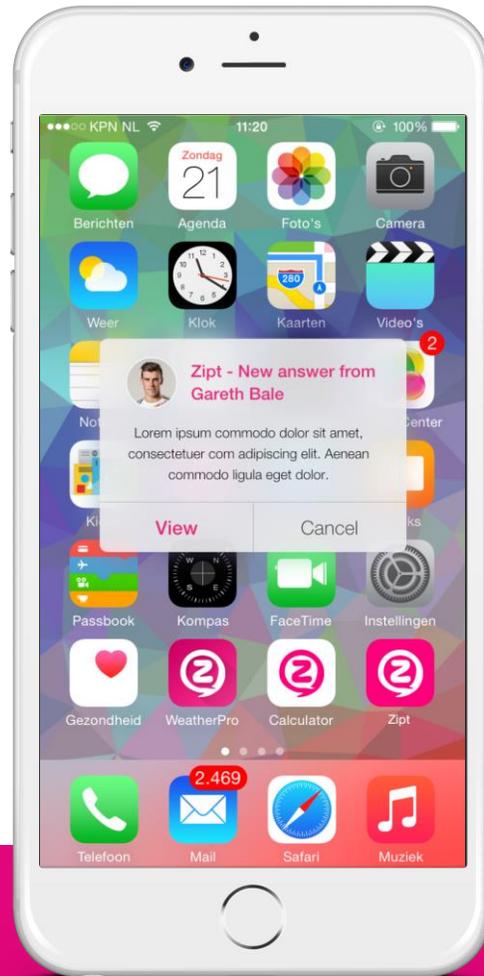
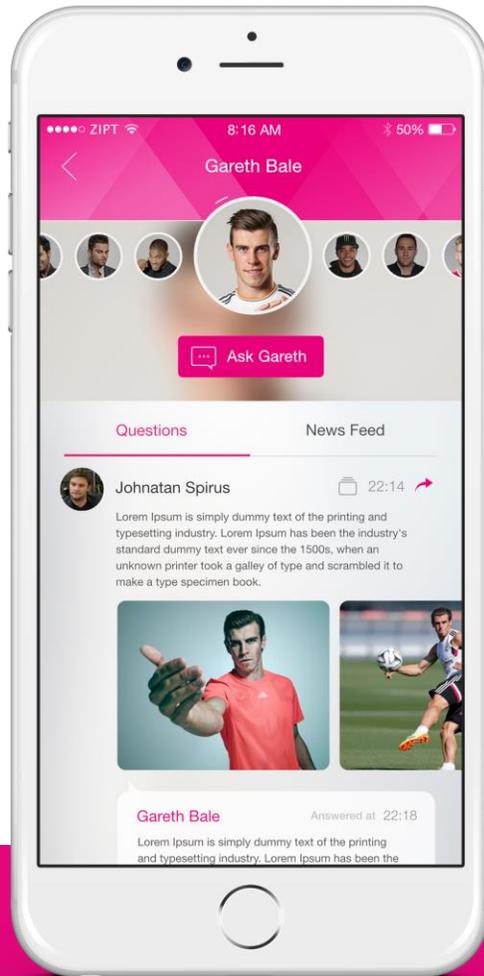
Scrip only deal with part linked to clear and identifiable install hurdle rates : 5 million / 10 million / 15 million / 30 million

Ambassador Program initial term is 12 months from launch in Q1 2016

Leading global sports icons presenting Zipt to a Total Audience of 105 Million+ on a weekly basis

Growth Initiatives

Global Ambassador Program – Mass acquisition drive



Growth Initiatives

Two Engines of Growth: Consumer and Enterprise Revenue Generative Strategy

CONSUMER SEGMENT (Mass User Acquisition)



Zipt Out : World class SMS and calling rates to landlines and non-Zipt mobiles
Take-up extended via referral incentives



Reach of our ambassadors – 105 million followers : monetisation opportunities via Ambassador Portal



In-app features e.g. Stickers, Games & MoneySend to keep users within the Zipt app and provide monetisation

ENTERPRISE SEGMENT (Scalable Revenue Sharing Agreements)



SpeedCast : the first executed white label agreement opens up further opportunities in Enterprise VoIP



Conferencing solutions / private hybrid cloud : logical progression from white label agreements



Opening platform to 3rd party developers could deliver left field monetisation opportunities

Commercialisation Growth + Virality + Monetisation solutions = Mass Growth

Monetisation

Drivers of Monetisation H1 2016

Zipt OUT Call & SMS



Multi Billion dollar international calling market with dominant players: Lebara Mobile and LycaMobile. Skype is also significant but does not target emerging markets.

Zipt can disrupt this market with low cost VOIP calls & SMS to over 200 destinations worldwide and a competitive advantage in low bandwidth areas. Zipt is a state of the art platform utilising premium termination partnerships.

Zipt provides great international calls at affordable rates as low as 0.5c/minute. Bundles & subscriptions for added customer engagement and loyalty

Daily 30
Million
Minutes
Skype Out

\$2 Billion
Skype
2013
Revenue

Other Key Drivers of Zipt Monetisation

Enterprise Solutions

Selling communication solutions to enterprises, telcos and governments

Local Number DID

Purchase/subscribe to rent a landline number worldwide

Ambassadors revenue

Exclusive content with in app purchase

Stickers

Proven monetisation method
Custom stickers for Zipt
Ambassadors

Advertising partnerships

For countries with low credit card / store payment penetration

Monetisation

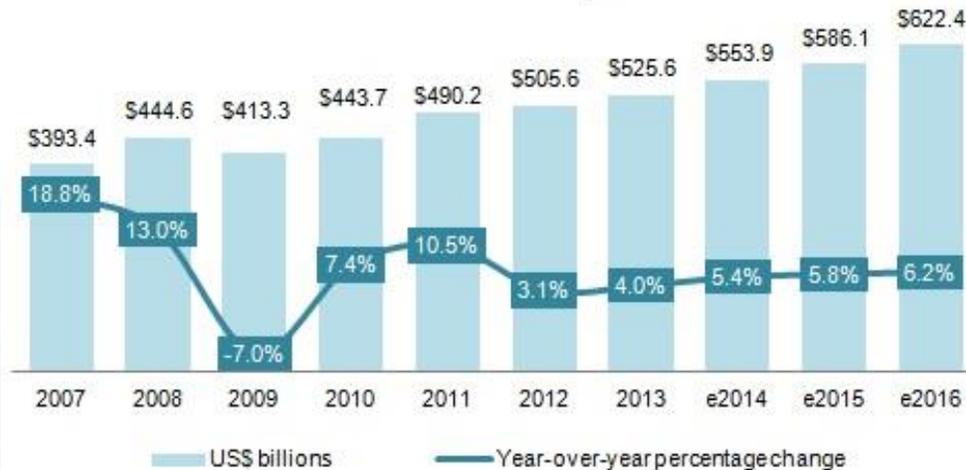
Drivers of Monetisation H1 2016

MoneySend (MasterCard)



Calls and messages are used to arrange, authorise and verify mobile international money transfers. **Zipt offers synergies** to mobile remittance providers with its ability to deliver calls and messages into low bandwidth locations; locations which are typically significant net receivers of remittances e.g. the Subcontinent.

Global Cross-Border Consumer Money Transfers, 2007 to e2016
(In US\$ billions, year-over-year percentage change)
Source: Aite Group



- Total remittances in 2014 reached \$586 billion of which India received \$70 billion, China \$64 billion, and the Philippines \$28 billion: these are key Zipt markets
- International transfers are dominated by Western Union, MoneyGram and Banks using traditional transfer methods.
- This is a significant disruption opportunity for Zipt to monetise by partnering with a mobile remittance provider. There are several successful and emerging locally based companies in this space including eServGlobal (ASX:ESV), Mint Payments (ASX:MNW), Crowd Mobile Limited (ASX:CM8) and Peppermint Innovation Limited (ASX: PIL).

International Transfer Money Market

Global Remittances
~US\$586 Billion in 2014
with US\$70 Billion received by India, a key Zipt target market

Global remittances forecast to grow to US\$622 Billion in 2016 and US\$636 Billion in 2017

International Migrants expected to exceed 250 Million in number this year and their savings and remittances will grow

Open for mobile disruption with international remittances sent via mobile totaling less than 2% of remittance flows in 2013 i.e. minimal take-up to date

Zipt Enterprise Solution – White Label Agreement

Agreement signed with Leading Global Satellite Network Service Provider

01

ZipTel to receive Upfront development costs to build the White Label application. The parties to jointly work on customising the specifications, testing and implementation of the white label app

02

Parties will work towards completing the final version of the white label app within 3 months. Scheduled for launch Q1

03

ZipTel will receive a one-off registration fee for each user that downloads the App

04

The revenue generated from SMS and outbound calls to land lines and mobiles will be shared equally between the parties

Agreement signifies 3rd party endorsement of the Zipt platform and technology. Confirms Zipt's status as not only a revenue generating C2C app but also a revenue generating B2B app

The Enterprise Solutions

White labelled Zipt communications cloud



Easy to deploy Docker images into any server environment. Use your own infrastructure. Self managed billing platform and administration portal.



Global presence – we scale and deploy globally. Perfect experience every time. Great pricing – easy to understand plans without commitment.



Have every imaginable communications channel for your enterprise: Voice, Video, Messages, Screen sharing. One to one or group. Modern UI & great user experience.



Modern robust solution enabling scalability, security & 99.99% uptime. Encrypted data for ultimate security.



Completely customized iOS and Android applications – key in hand, no development necessary. Codec & app content customisations possible.



Own your data – everything is deployed on your site and complete communication channels are in your control.

Potential Enterprise Partners – Highly Scalable Revenue Model



Social media and C2C marketplace
20 million monthly active users
~\$7M revenue YTD



Luxury online marketplace
400,000 registered users
~\$4M booked sales YTD



Food delivery marketplace
38,000 restaurant partners, 11.5 million downloads
~US\$13M revenue YTD



Accommodation marketplace
60 million guests, 2 million listings
US\$900 million forecast revenue



Premier taxi and ride sharing applications (**GrabTaxi/Uber/Ola**) could use **Zipt's caller ID masking** to enhance security / privacy for transactions



UBER



OLA



Emerging expert help and tutor companies (**Helping Hand/Tandem Tuition/Tech Troopers**) could use **Zipt's chat / voice / video** for cost effective customer contact



Tandem Tuition
Education for Individuals



WE'LL HELP YOU

Zipt Proprietary Technology



- **WebRTC focused modern codec** is a core part of the platform along with key proprietary technologies. Supported by Google
- **Dynamic range** allowing for HD quality or data saving audio & video calls based on user preferences and network conditions
- **Scalable cloud based** architecture vs client server architecture - lower operating costs due to optimisations and migration to Amazon Web Services
- **API's for communication** between parts of platform on new version: easy to expand and future proofed
- **More secure** – Implementing ZRTP encryption in calls followed by 256bit military grade encryption in messages (available for enterprise deployment)
- **Support for Docker containers** – easy to deploy on any private cloud, reducing time and cost for providing enterprise communication hub solutions
- Introduction of support **for Apple 3D touch** with immediate plans to rollout on Apple Watch OS + Apple TV
- **User portal** – track costs and account administration
- **Browser version** public rollout planned Q2 2016 (true cross platform, reachable and usable by anyone, anywhere, any platform)
- **Discover section** positioned to become platform for different channels (celebrities exclusive format for fans, businesses, payment, coupons & loyalty formats, on demand services)
- Platform that can easily **be deployed into private clouds** as enterprise communication hub (messages, calls, video conferencing, SMS, PSTN connections – packed into apps and internet via browser)
- **Modular and very cost effective** solution positioned to be scalable and future proof

Zipt Key Features

Development Roadmap for 2016



MINI GAMES

Bringing fun directly into messaging. Casual games, branded and themed around



COMMUNITY CHANNEL & ECOSYSTEM

Discover section will be space for channels that will feed content from Ambassadors & developers.



CONFERENCE CALLING

Introducing voice and video conferences. Enterprise quality in a consumer app.



MASKED CALLER ID

Users will be able to mask their number for privacy purposes – a highly requested feature.



IN-APP DID PURCHASE

Acquire local or international numbers – voice & SMS.



BUSINESS ACCOUNTS

Opening “Discover” section to 3rd party developers. Zipt to be a platform for running apps & offering content.



MONEY SEND PORTAL

Powered by MasterCard – an easy way to send cash internationally. Very high demand in the Indian Subcontinent for such features.



AMBASSADOR PORTAL

Celebrities can partner with Ziptel and offer unique engagement formats – along with monetisation.

Peer Valuation Comparisons

Zipt has potential to reach significant valuations based on recent transactions and market valuations

				Current 4 million	Target 10 million	Target 18 million
Skype (Microsoft)		\$8 billion \$33/user		\$132 million \$33/user	\$330 million \$33/user	\$594 million \$33/user
Whatsapp (Facebook)		\$19 billion \$23/user		\$92 million \$23/user	\$230 million \$23/user	\$414 million \$23/user
Viber (Rakuten)		\$900 million \$9/user		\$36 million \$9/user	\$90 million \$9/user	\$162 million \$9/user
Instagram (Facebook)		\$1 billion \$33/user		\$132 million \$33/user	\$330 million \$33/user	\$594 million \$33/user

Why Invest?

ZipTel Value Proposition

- Mass consumer communications solution: **Zipt Mobile App**
- Demonstrated market traction with 4 million downloads in only 22 weeks
- Zipt targeted at developing countries where it has a competitive advantage – operating in lower bandwidths and using less data
- Critical mass of users building day on day with monetisation strategies to commence
- **Launch of Ambassador Program in Q1 2016**
- **Enterprise Model to launch in Q1 2016**





THANK YOU