



# ZipTel Limited (ASX:ZIP) Investor Roadshow Presentation

December 2015  
Bert Mondello // Chief Executive Officer  
Keaton Wallace // Executive Director

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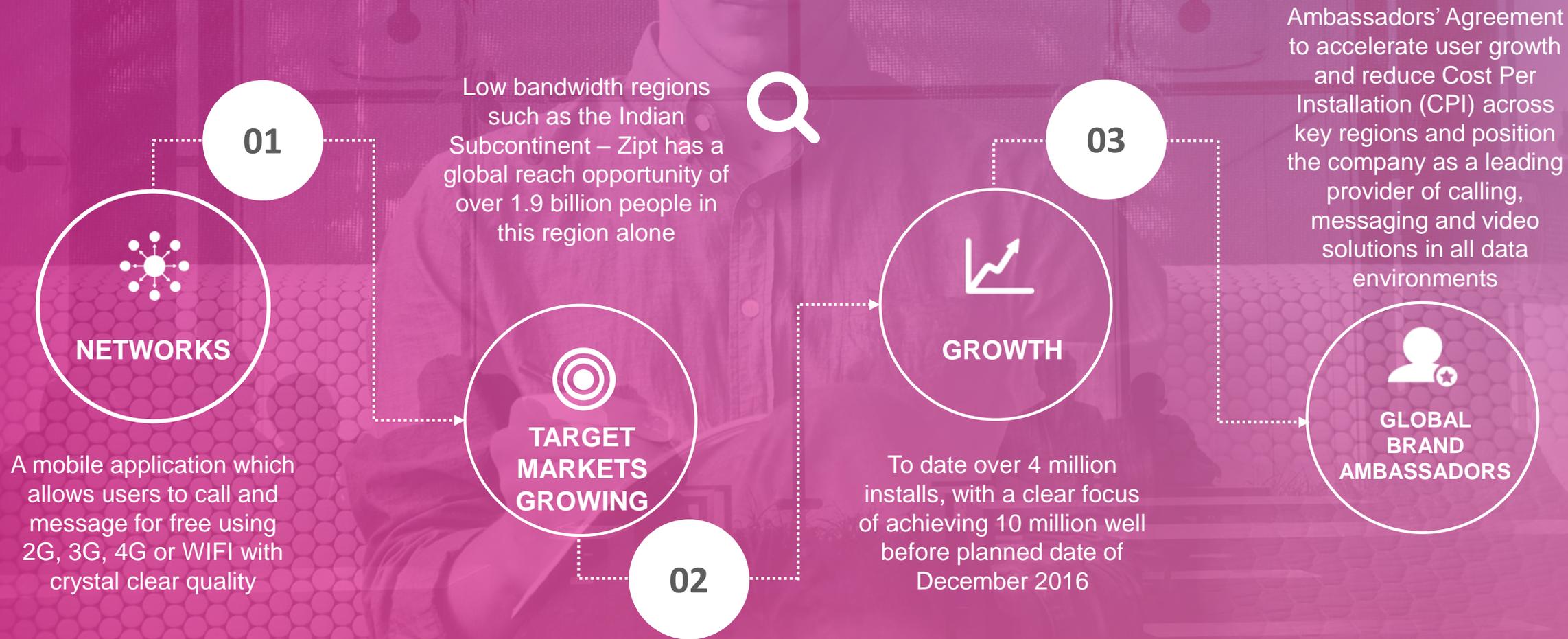
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# Zipt Overview

Zipt is unique



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

# ZipTel Company Snapshot

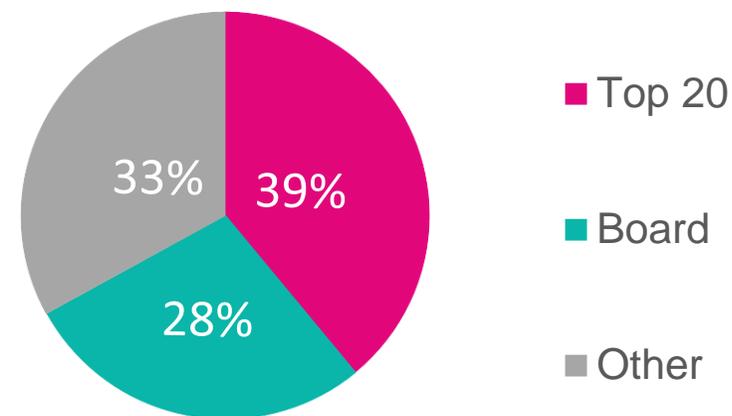
Share Price performance since listing (ASX: ZIP)



## ASX: ZIP MARKET DATA AS 1/12/15

Share Price	\$0.62
Shares on Issue	82.3 million
Market Cap	\$51.0 million
52 Week High	\$1.45
52 Week Low	\$0.23
30 day VWAP	\$0.72
Cash Sept Qtr end	\$4.75m

## CAPITAL STRUCTURE



## Board and Directors

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**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 Team



**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

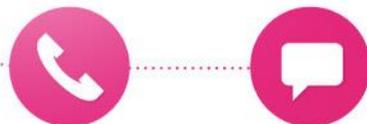
# Zipt Overview

## App Details

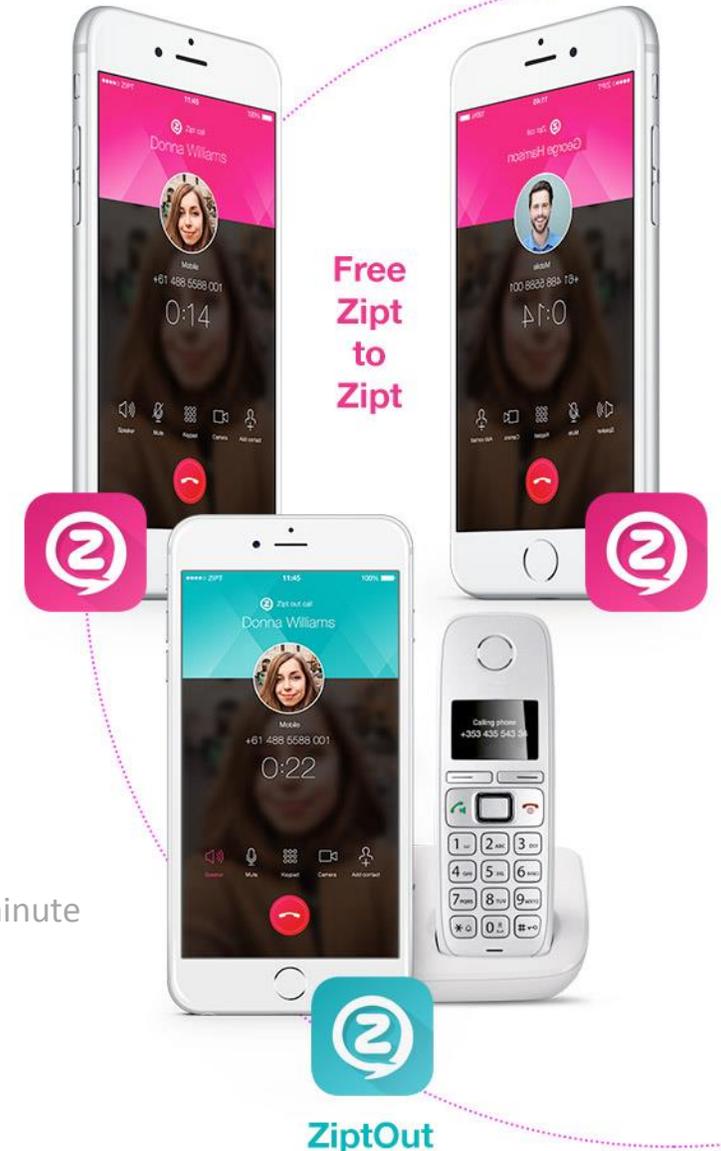
- Zipt is a free to download mobile-based international communication App that enables consumers to call and message for free between users and **make international calls at low rates**
- Zipt works on **any mobile or Wi-Fi network** and has the ability to deliver superior crystal clear call quality 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



Download Zipt from your preferred App Store



Make Calls and Send SMS  
anywhere Globally



From 0.5c per minute  
Zipt to Mobile /  
Landline

# Zipt App Opportunity

## Look into the future

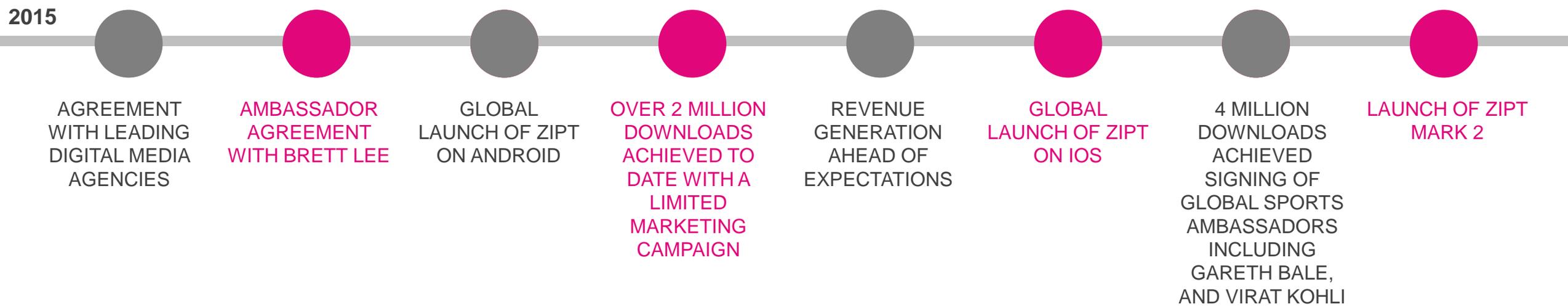
- **Significant market opportunity** across a highly profitable sector
  - International telco revenue from roaming set to reach \$80 billion by 2017
  - Over 1 Billion Monthly Active users (MAU)
  - 1.9 billion globally reside in low bandwidth and 2G network areas
- **Disruptive proprietary technology** 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 2015
- **Experienced and strong board and management team** to drive company growth and expansion

# 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



# 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

**World Class Low Bandwidth Calling Technology** which retains superior call quality and engages users with in-app communities

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

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## 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 and a global brand ambassador program in place to accelerate growth to over 105 million people on a weekly basis

6

## Revenue Above Expectations

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

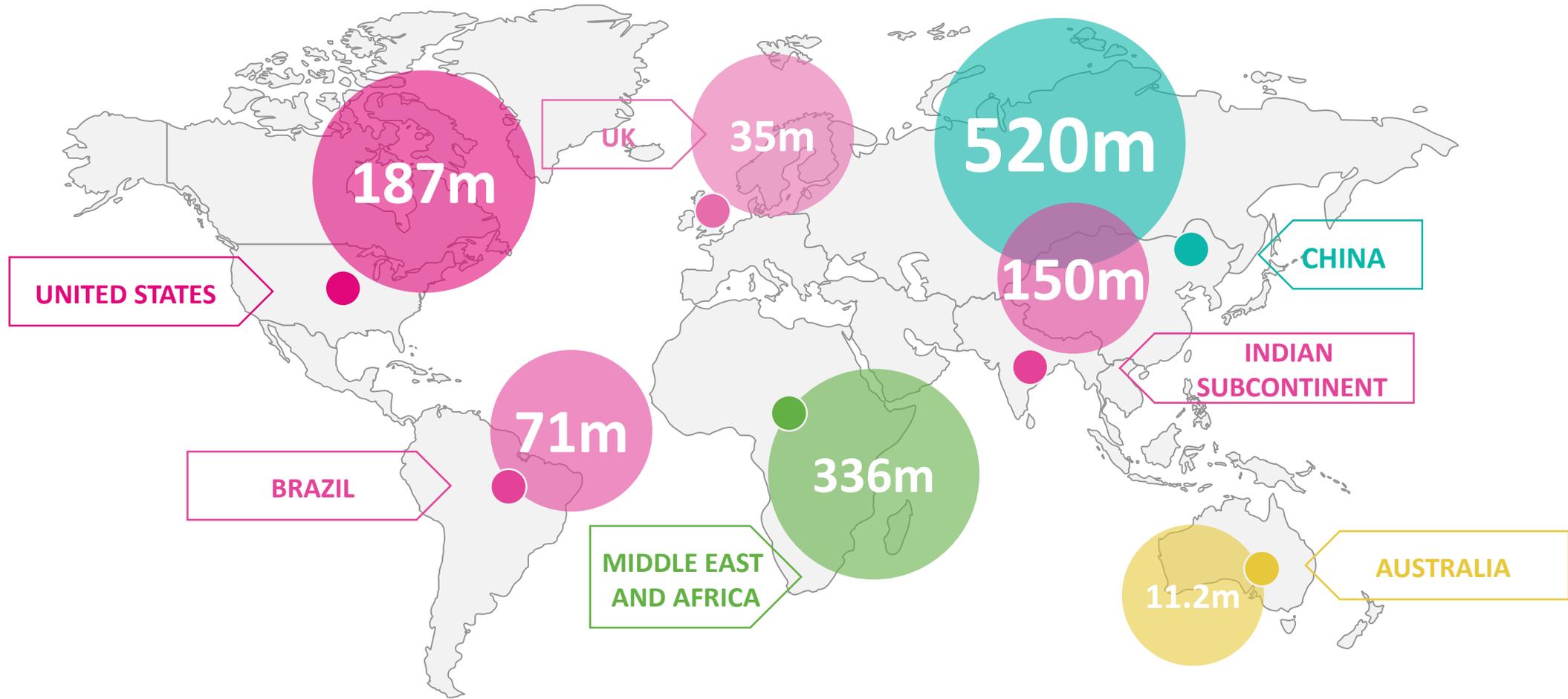
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## Cloud Based and Scalable Technology

State of the art cloud based platform to be launched with low operational costs and high scalability architecture

# Global Smartphone Market

Across Keys Target Markets



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

# 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)



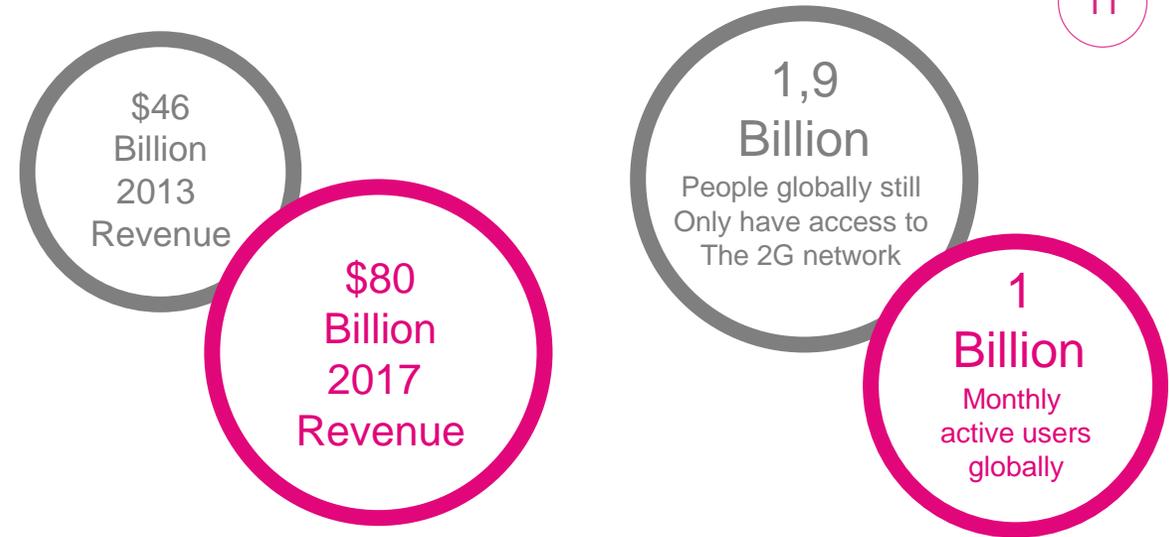
### INCREASING PENETRATION

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 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



# Zipt Key Features

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

Only platform that packs bespoke communication solution over every channel and medium

# Zipt Key Features

Under Development



## MINI GAMES

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



## 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.

# Zipt Proprietary Technology



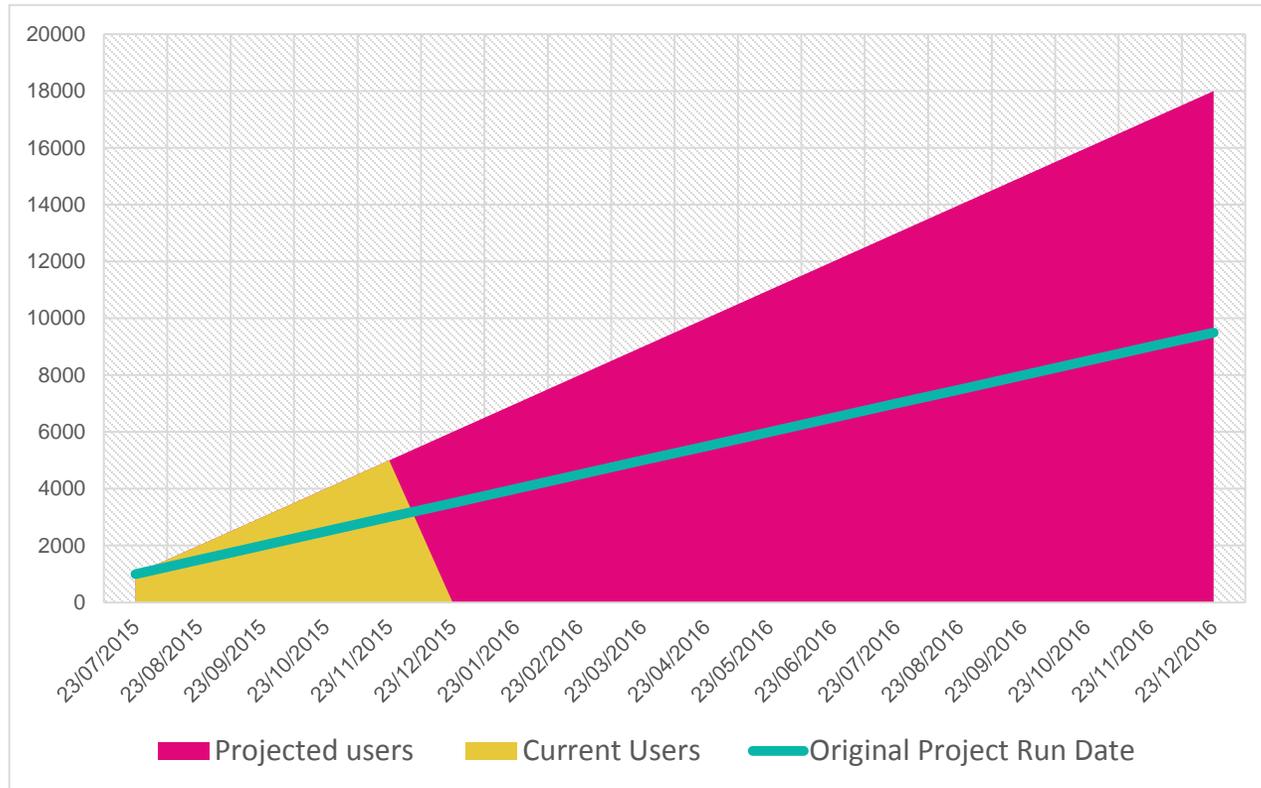
# Zipt New Platform

## Key differences vs. competition

- **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 Performance Since Launch

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



## VIRALITY POTENTIAL

Multichannel invite settings, virality, rewards and other incentives for sharing



## MONETISATION

High potential for wide-reach influence on current and future users via 100m+ fans reach by Zipt Ambassadors

## MONTHLY ACTIVE USERS (MAU)

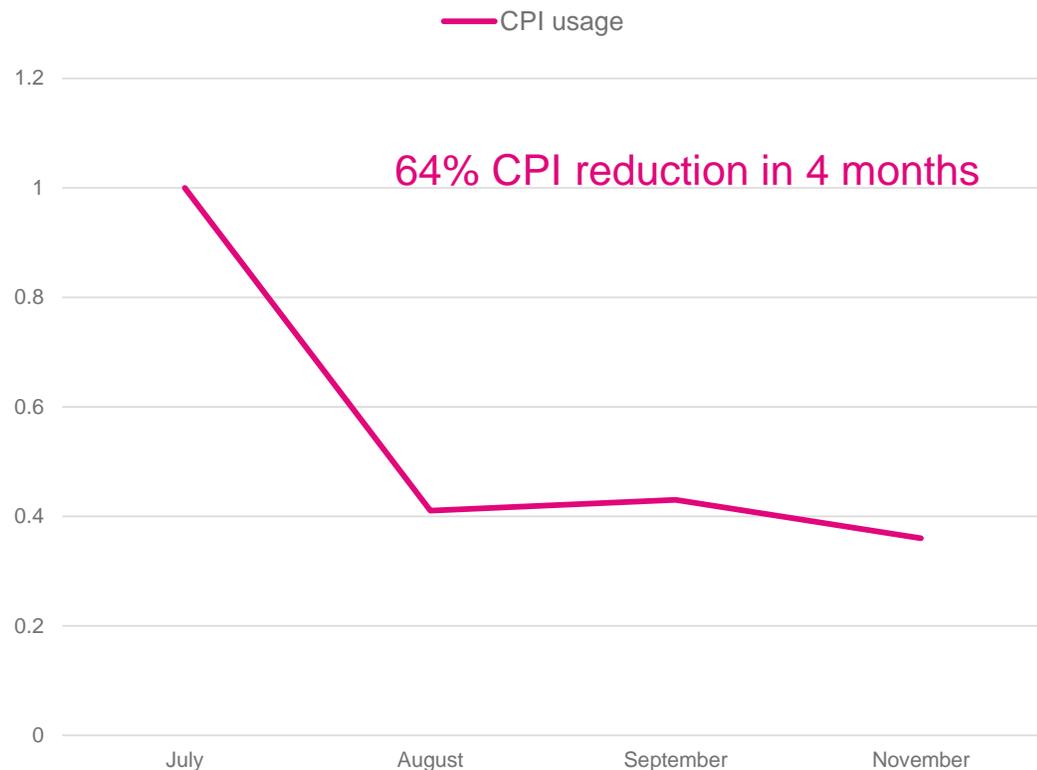
Since Launch, Monthly Active Users has reached over 2.3M

## AHEAD OF SCHEDULE

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

# 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



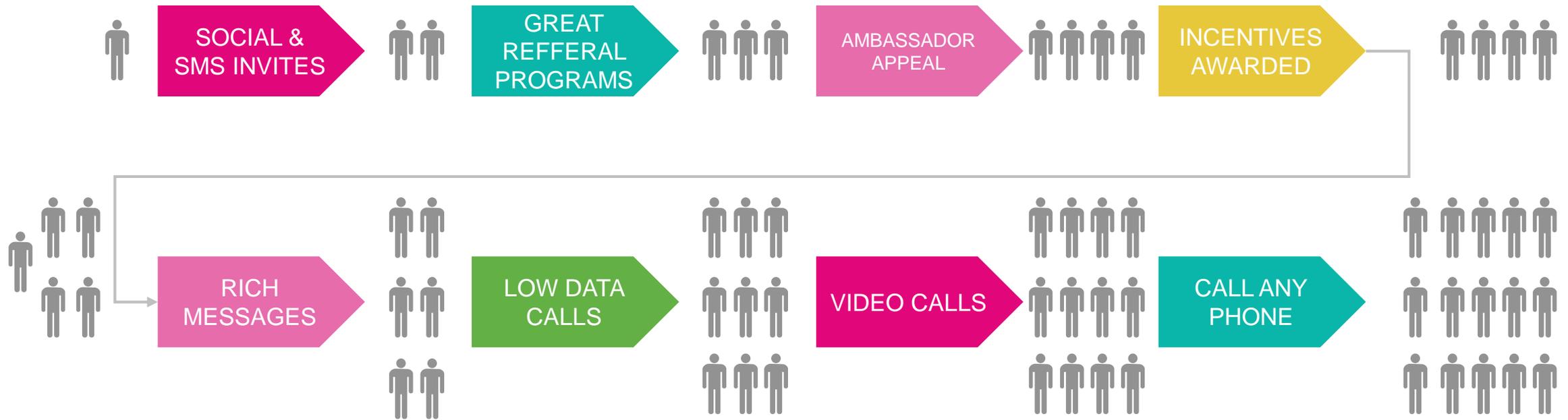
# Competitive landscape



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	SECURE CALL ENCRYPTION	VIDEO CALLS	CONFERENCING	PURCHASE LOCAL & INTERNATIONAL NUMBERS	CALLING WITHOUT INTERNET	COUNTRY SPECIFIC CALL BUNDLES	PUBLIC CHANNELS AND APPLICATIONS	STICKERS	SDK FOR DEVELOPERS	API ACCESS TO PLATFORM	CALL RATES FROM
Zipt	✓	✓	✓	✓	✓	8 kbps	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	0.5 ¢
Norwood/Worldphone	✗	✓	✗	✗	✗	40 kbps	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	38 ¢
Viber	✓	✓	✓	✗	✓	23 kbps	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	1.8 ¢
Skype	✓	✓	✓	✓	✓	58 kbps	✓	✓	✗	✓	✗	✓	✗	✓	✗	✗	1.5 ¢
Whatsapp	✓	✗	✓	✗	✗	48 kbps	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
LINE	✓	✓	✓	✗	✓	25 kbps	✓	✗	✗	✗	✗	✗	✓	✓	✗	✗	1 ¢
Rebtel	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗	✓	✓	0.9 ¢
WeChat	✓	✗	✓	✗	✓	20 kbps	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗
Tango	✓	✓	✓	✗	✗	33 kbps	✗	✓	✓	✗	✗	✗	✗	✓	✗	✗	1 ¢

# Huge Viral Potential

Zipt is designed to be shared



Through user shares and ambassadors promotion on social media the Zipt app has the potential **go viral**. Audience is driven to share by great referral **incentives** and **Ambassador** appeal – but once they engage with the Zipt app, the **features** and **technology** will drive it to **massive adoption**.

# Growth Initiatives

## Significant Growth Catalysts Q1 2016

### CUSTOMER ACQUISITION



Reach of our ambassadors – 105m followers



Highly targeted advertising on social & ad networks



Incentives for sharing through referral programs

### CONSUMER



Free Voice & Video calls App-to-App that work in 2G



Free instant messaging and Group Chat



In-app features e.g. Stickers & MoneySend

### ENTERPRISE



White Label Opportunities



Conferencing solutions / private hybrid cloud



Opening platform to 3<sup>rd</sup> party developers

Commercialisation Growth + Virality + Monetisation solutions = Mass Growth

# Growth Strategy

Global Ambassador Program – mass acquisition

Leading global sports icons such as soccer stars, Indian test cricket captain and prominent sports stars

**Total Audience of 105 Million+ on a weekly basis**



# Monetisation

## Drivers of Monetisation H1 2016



### Zipt OUT Call & SMS

Low cost VOIP calls & SMS to over 200 destinations worldwide. State of the art platform and premium termination partnerships. Great international calls at affordable rates as low as 0.5c/minute. Bundles & subscriptions for added customer engagement and loyalty



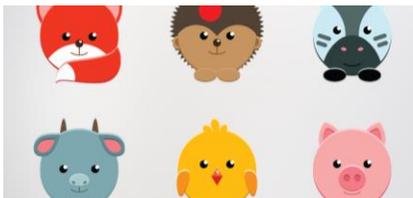
### Local Number DID

Purchase/subscribe to rent a landline number worldwide. Easily add temporary burner phone numbers. Add local number through globe and get calls from overseas at virtually no cost for caller and receive inbound calls via the app. Connect to others via VOIP without using internet – call via your local number to any phone



### MoneySend (MasterCard)

Due to bandwidth considerations in rural areas, Zipt is the ideal platform to cater for the growing need for money transfer services via digital platforms. This market, dominated by Western Union and MoneyGram is ideal for disruption by joining with a great provider that has a mature platform and is looking for developers to partner with



### Stickers

Proven monetisation method  
Custom stickers for Zipt Ambassadors



### Advertising partnerships

To be used in countries with low credit card / store payment penetration  
Reward video / app installs



### Activation of Ambassadors revenue generating formats

Brand sponsored Q&A sessions or call with Ambassador sweepstakes  
Exclusive content with in app purchase



### Licensing solution

Selling communication solution to enterprises, telecom operators and governments

# The Enterprise Solutions

## White labelled Zipt communications cloud



Easy to deploy Docker images into any server environment. Use your own infrastructure.



Distributed - Global nodes deployment for failover and best user quality experience.



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



Modern robust solution enabling scalability, security & 99.99% uptime. Distributed switch, CRM & messaging / push sever. 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 (permissions, content, voice, video, messaging).



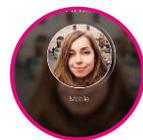
Global presence – we scale and deploy globally. Perfect experience every time.



Call in through incoming number in any country or via computer / smartphone. Join form anywhere, anytime.



Video call & screen sharing supported out of the box.



Self managed billing platform and administration portal.



No PIN's – easy to use and invite others.



Great pricing – easy to understand plans without commitment.

# 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		\$8 billion \$33/user		\$132 million \$33/user	\$330 million \$33/user	\$594 million \$33/user
Whatsapp		\$19 billion \$23/user		\$92 million \$23/user	\$230 million \$23/user	\$414 million \$23/user
Viber		\$900 million \$9/user		\$36 million \$9/user	\$90 million \$9/user	\$162 million \$9/user
Instagram		\$1 billion \$33/user		\$132 million \$33/user	\$330 million \$33/user	\$594 million \$33/user
Worldphone (ASX:NOR)		\$120 million \$120/user		\$480 million \$120/user	\$1.2 billion \$120/user	\$2.1 billion \$120/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. Once 10 million user target reached, monetisation strategies to commence
- Launch of Ambassador Program in Q1 2016
- Enterprise Model to launch in Q1 2016





THANK YOU FOR YOUR ATTENTION!