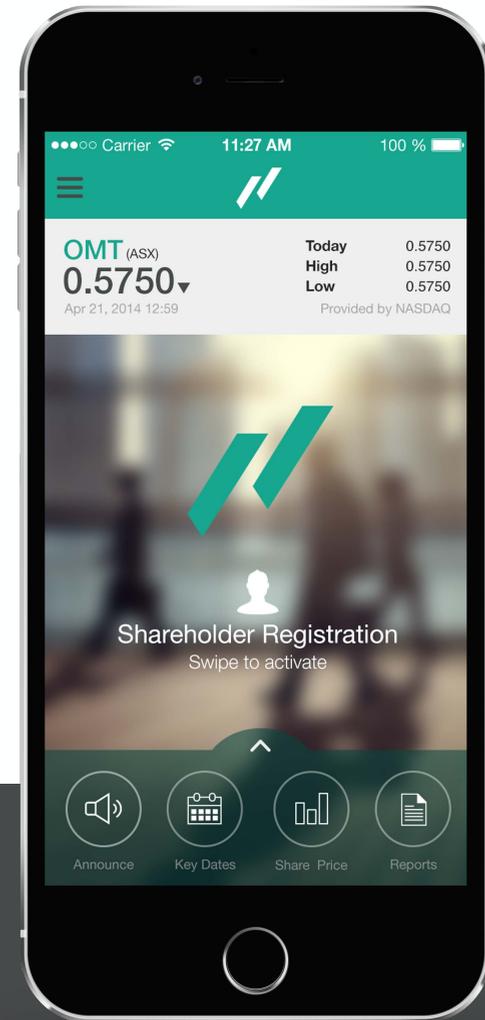


# OMNI MARKET TIDE



Wholesale Investor  
Presentation  
December 2015

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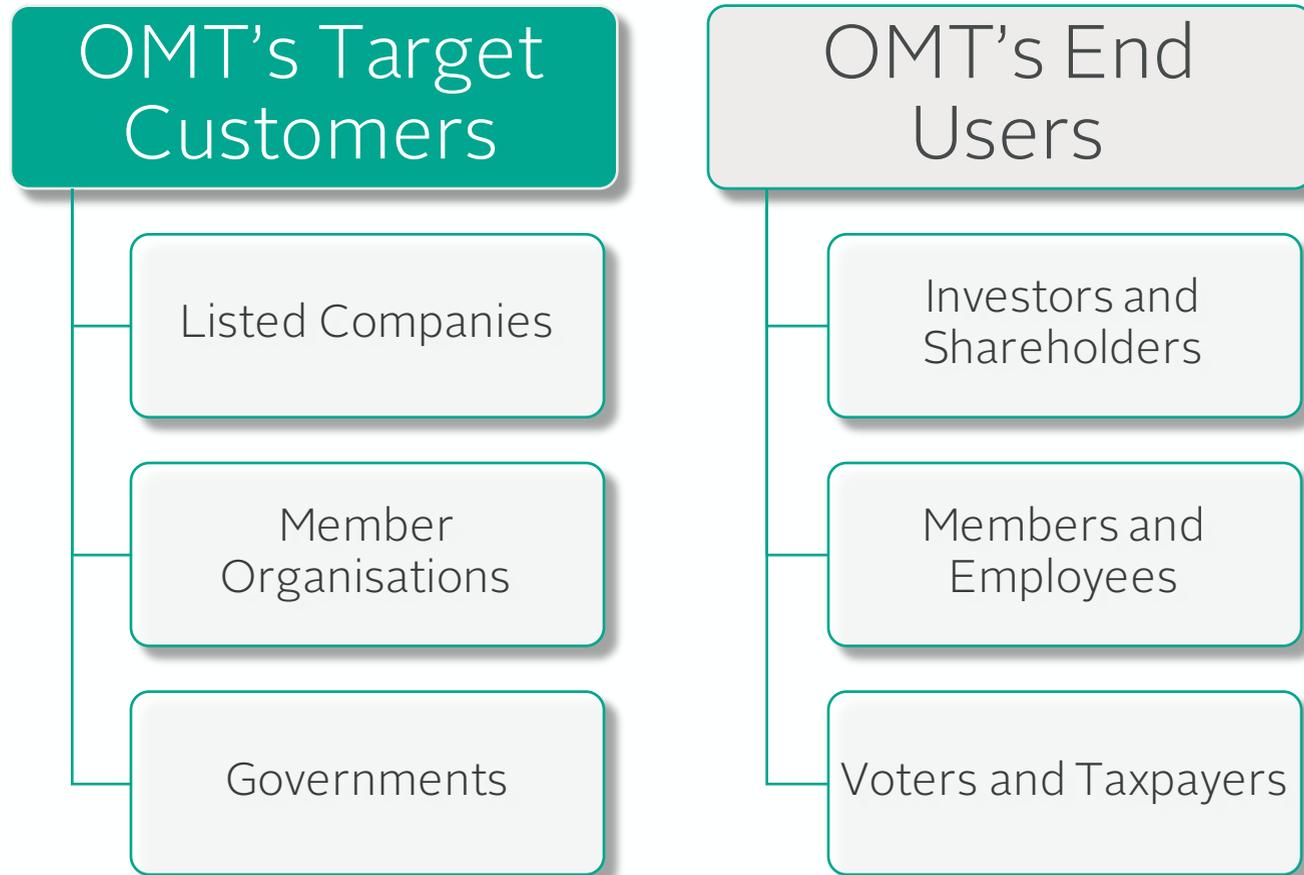


# Stakeholder engagement is mobilising

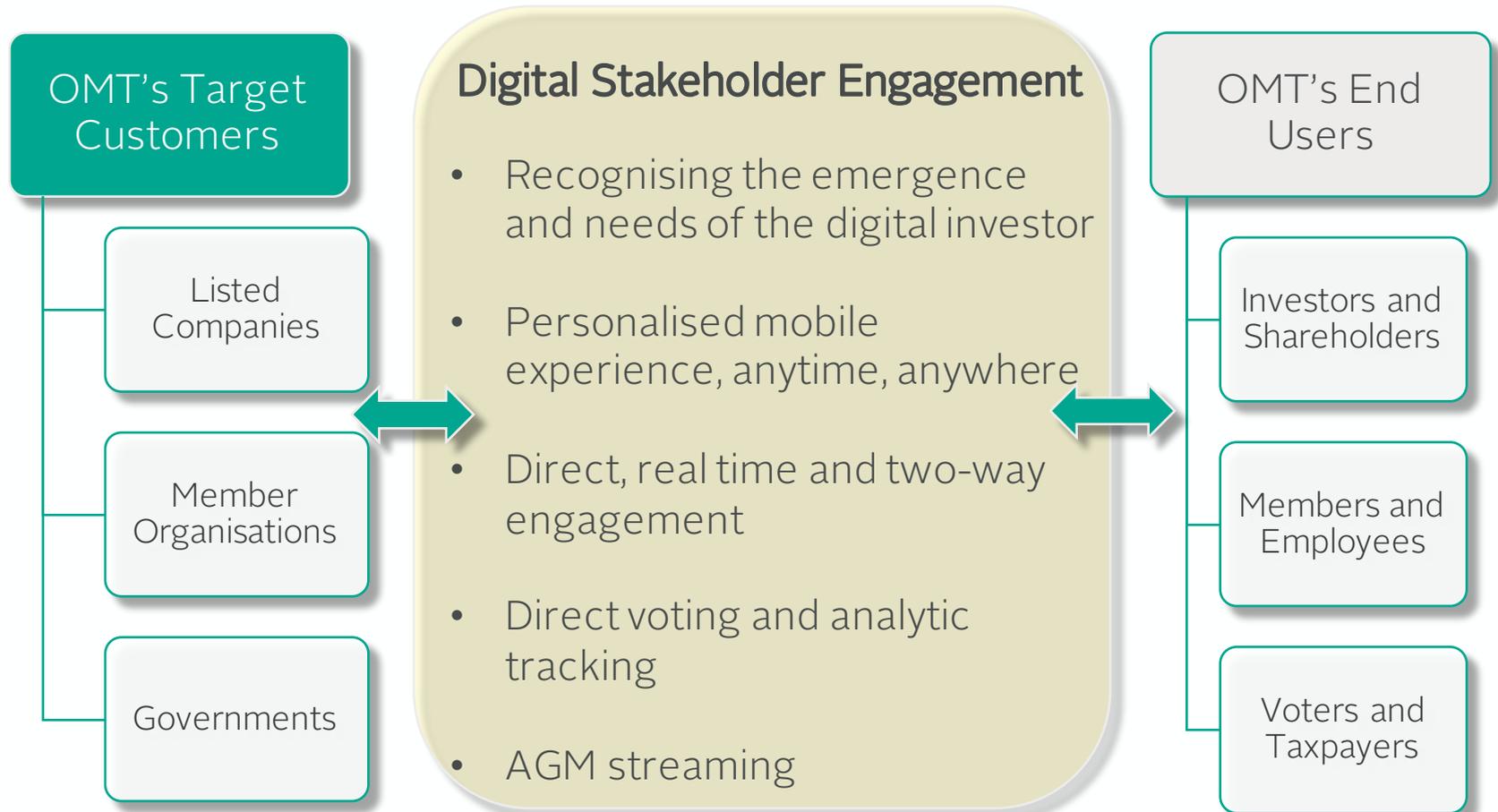
A thought: every listed company, every organisation, every voting body, will one day engage their stakeholders using mobile device technologies



# A large market of potential customers



# What is digital stakeholder engagement?



# Shareholder engagement is ripe for change

- Only five per cent of the top 200 companies are drawing more than 500 shareholders to their AGM<sup>^</sup>
- 85% of mobile users prefer mobile apps over websites\*
- Only 5% of retail shareholders participate in AGM voting but retail shareholders are likely to vote with the Board and management<sup>^</sup>

## IT IS EXPENSIVE

Billions of dollars are spent each year by companies in developed markets to support shareholder communication practices.

- \$1.3 billion on share registry services
- \$800 million on AGM meetings
- \$2.4 billion on shareholder engagement

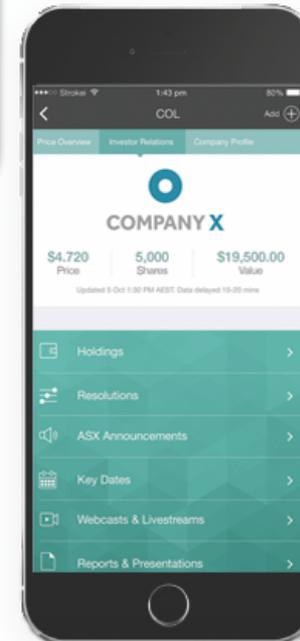
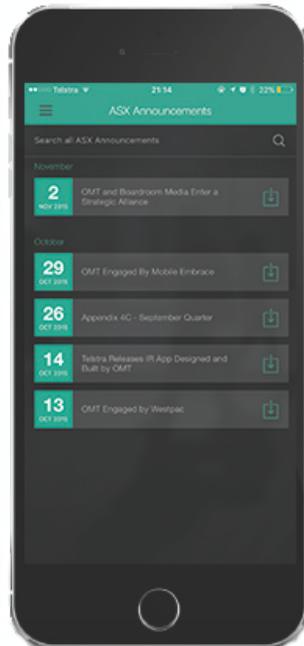
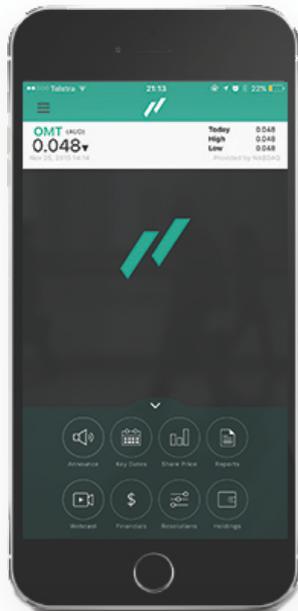
## IT IS INEFFICIENT

- Does not leverage mobile technology
- Shareholder meetings are poorly attended
- Shareholder voting rates are low
- Companies responding to unforeseen events and activism

# Platform technology for multiple products

## OMT Technology Platform

- What are the technical barriers to entry?
- What are the competitive advantages of the technology?



# Efficient sales structure leveraging third party alliances

## Australia



- Two product offering
- Direct corporate customer engagement
- Strategic alliance with Boardroom Registry

## Singapore



- Two product offering
- Direct corporate customer engagement
- Asia alliance under development

## Rest of the World



- Two product offering
- Euroinvestor reseller agreement



# Scalable business model

App expenses include product development, sales and marketing

Per customer revenue from development and annual subscription fees

Per user revenue from push notifications and voting

Apps

Target  
Customers

End Users



# Executing on our strategy

## Growing revenue pipeline

- 2x ASX 10 companies signed
- 1x emerging ASX tech signed
- Growing sales pipeline with 20+ opportunities

## Product Delivery

- OMT white label app delivered
- First customer app delivered
- Planning launch of omniLOOP

## OMT Strategy

## Strategic alliances completed

- Boardroom Australia Registry
  - Euroinvestor
  - Boardroom.Media

## Strong financial foundations

- \$4.5M cash (as at 30 Sep)
- Operating cash burn \$200K per month
- Ambition to be cash flow break even by the end of CY17



# Short Term Value Drivers

## Product Development and Delivery

- Launch of omniLOOP
- Launch of white label customer apps
- App to support Boardroom alliance

## New Customer Acquisition

- Top 20 ASX listed companies (white label)
- Ex-top 20 ASX listed companies (omniLOOP)
- Member organisations and sales through strategic alliances

## Growing End Users

- Customers promote to their end users through:
  - Relevant push content
  - Compelling engagement features

# OMT in a snapshot

## Company Overview

Omni Market Tide	ASX:OMT
Market Capitalisation (as at 24 <sup>th</sup> Nov)	\$11.5M
Total shares on issue	226,568,898
Substantial shareholders	Bolt Investments Pty Ltd 5.43% , SJMJ Pty Ltd 12.9% Glize Investments Pty Ltd 12.19% MSQ Nominees Pty Ltd 18.9% IP Payovation Pty Ltd 18.9%
Cash position	\$4.5 million at 30/09/2015

