



## ASX Announcement

26 April 2019

### Revised Investor Presentation

AssetOwl Limited (ASX: AO1) provides a revised Investor presentation to the version announced to the ASX earlier today.

The revision is to slide 8, where the top 10 Shareholders table has been updated to reflect the names of the entities as stated on the Company's share register.

**\*\*\*ENDS\*\*\***

### For further information, shareholders and media please contact:

**Simon Trevisan**

Chairman

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**Fleur Hudson**

Company Secretary

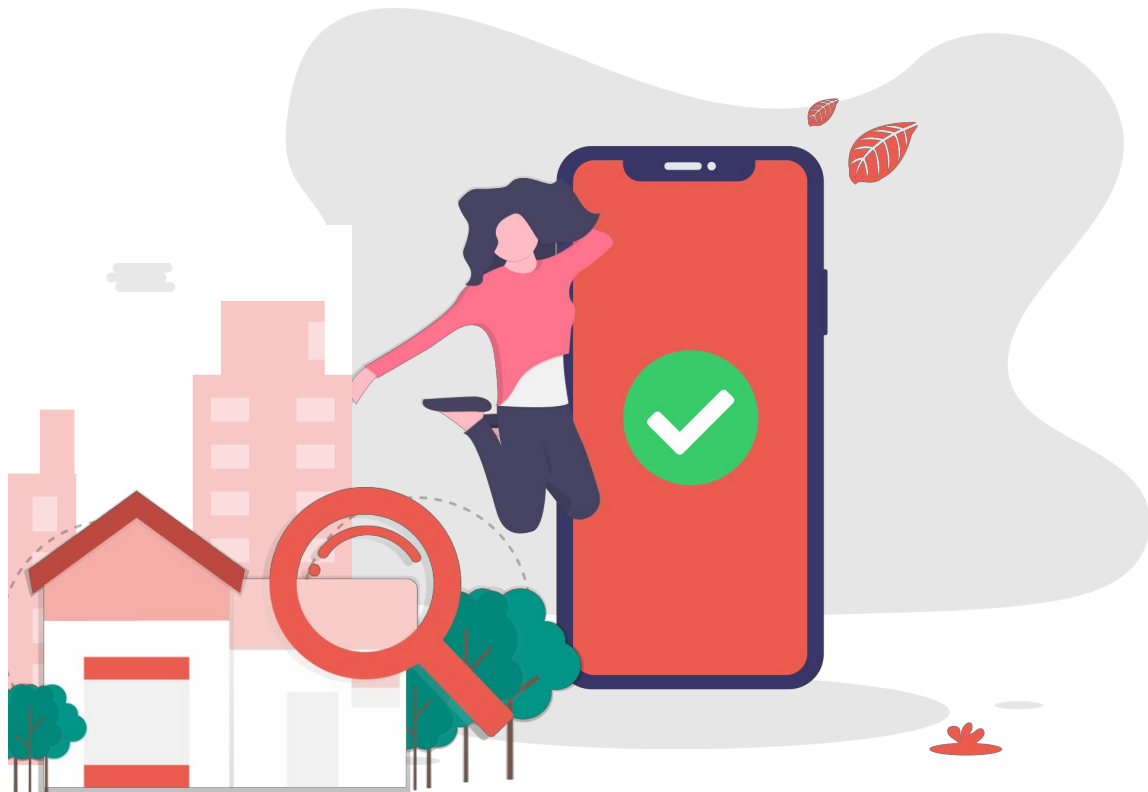
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### About AssetOwl Limited (ASX: AO1):

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

Inspector360 is the revolutionary next generation of AssetOwl's photo-centric property management platform, designed to benefit property owners, tenants, agents and managers. It builds on AssetOwl's existing residential inspection software, InspectorAsset, which uses virtual reality technology to create an internal view of a property to assist all stakeholders before, during and at the conclusion of a tenancy.

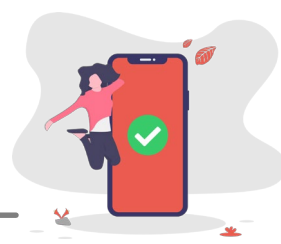
Inspector360 incorporates 360-degree imagery, video, voice-to-text and hot-spot mapping of floor plans to accurately document property condition reports, significantly boosting the efficiency of the inspection process.



## Real Estate Inspections and Collaboration

Investor Presentation  
April 2019

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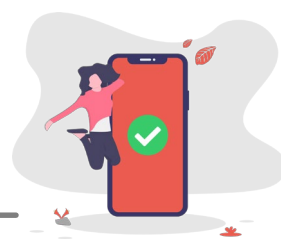
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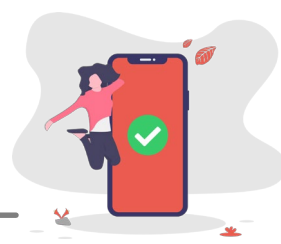
# Executive Summary

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- Listed seeking to commercialise its unique, cloud-based enterprise software platform (“**Management Platform**”) designed for the large scale property owners including the retail and Government housing sectors targeting the likes of Bunnings / Coles / Woolworths / 7-Eleven / NSW Housing as customers.
- Successfully demonstrated, sold and implemented limited retail version and wider proof of concept with 7-Eleven in Australia. Broader penetration took longer than anticipated with many external challenges disrupting the retail sector whilst negotiating and customising with large companies exhausted capacities.
- Looked beyond retail to expand its offering, and identified a significant opportunity for the Management Platform in the residential real estate sector. It is a completely different customisation/cost/engagement framework.
- Have secured key cornerstone relationships in both the private and government property management sectors – Colliers (WA) and AC3 as a conduit to a prominent NSW government agency – providing product validation and commercial prospects. First residential product best of type but not radical change. New version is radical change with quantum gap improvement in qualitative and efficacy outcomes.
- Recent partnerships with The Agency Group Australia Ltd (ASX:AU1), PCR Inspection Services and Attree Real Estate will expedite the validation and commercialisation of Inspector360, improving efficiency and accuracy of property inspections.
- Have been focussed on efficiency and cash burn in this repositioning and rollout, and is now focussed on ensuring the effective deployment of resources as the Company seeks to establish and then grow revenues and transition to positive cash flow.
- Now requires capital to position itself to create and deliver value for investors by gaining momentum in the private and government property sectors, which means positive cashflow.
- Implied market capitalisation of \$0.6m based on 0.7¢ps rights price. Seeking to raise \$1.2m in a two (2) for one (1) rights issue, which capitalises the Company at \$2m (based on rights price) – ASX listed shell style value.
- Directors again intend to subscribe for large portion of the rights issue, are completely committed to the Management Platform that is Inspector360.

# Property Management and Inspections



## Disrupting Residential Property Management

- Assists property managers by boosting the efficiency and accuracy of the residential property inspection workflow, changing a paper based form process into a photo-centric process accessible from the cloud.
- Asset Owl's Inspector360 Platform will empower property managers to efficiently capture inspections of properties and collaborate on our cloud – based platform with other stakeholders including property owners and tenants, by boosting the efficiency and accuracy of the residential property inspection workflow.

## Current challenges for Property Management Agents (and Landlords)

- Dissatisfaction from landlord clients fuelled by frustration they cannot see their properties and don't trust their agents in a tenant protecting legal environment.
- Stress from managing conflict, inability to charge anything like the true economic cost.
- Reports are extremely time consuming and often require double handling – 600 areas for comment on typical 3x2 house, 500-1000 photos. Can take 3+ hours for inspector and again for tenant.
- Comments are subjective, confusing and too simplistic (e.g: good/ satisfactory/ poor condition) creating tenant/agent/landlord conflict.
- Reports often not accepted in court due to being insufficiently descriptive and detailed.
- Current reporting methods are a loss to the business when measured time against income.

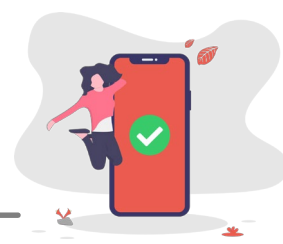
## Challenges for Tenants

- Hundreds of photos and questions to pan through with each inspection report – huge time commitment.
- Subjective assessment leading to disagreement and dispute – what is good/ average/ bad condition. No way of anticipating when move in what the issue will be on departure.
- Needs to be done before move in and resolved before can recover bond (often a requirement to finance new rental).
- Uncertainty when repairs are requested.
- Delays and difficulties in getting bond released and moving out.

## AssetOwl – Next Level Property Inspections

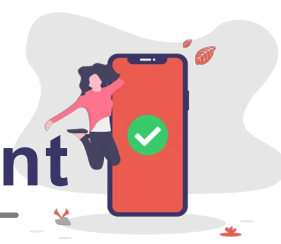
- Inspector360: photo-centric. Comprehensive visual via 360 degree virtual tour technology as baseline of property condition true virtual tour.
- Big point of difference for agencies in securing landlord clients and new tenants.
- Streamlined completion of a compliant report for all parties. Tenants inspect, comment and sign digitally. Notes and hot spots pinned to panoramas in the app.
- Comprehensive navigable photos assist in eliminating tenant/owner disagreement and court challenges.
- Updated 360s can be sent to owners when maintenance is carried out. Tenants and tradespeople can send in hotspot images to track need for or completion of maintenance.
- Leverages AssetOwl existing platform and technology.

# Multiple Stakeholders



Stakeholder	Problem	Value Proposition	High Level Pitch
<b>Property Owner</b>	<ul style="list-style-type: none"> <li>Anxiety about property protection and condition.</li> <li>Inability to access their primary investment.</li> </ul>	<ul style="list-style-type: none"> <li>Gives confidence about current state of property.</li> <li>Lowers risk of issues.</li> <li>Potential sales tool.</li> </ul>	<ul style="list-style-type: none"> <li>Virtual inspection any time.</li> </ul>
<b>Agency Principal</b>	<ul style="list-style-type: none"> <li>Property inspection is a loss-making business line.</li> <li>Differentiation.</li> <li>Need for improved technology.</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality product.</li> <li>Premium charge.</li> <li>Significant efficiency gain.</li> </ul>	<ul style="list-style-type: none"> <li><b>Premium</b> inspection solution.</li> </ul>
<b>Property Manager</b>	<ul style="list-style-type: none"> <li>Property inspection process is annoying.</li> <li>Frequent disputes.</li> <li>Caught in the middle.</li> <li>Stressful.</li> </ul>	<ul style="list-style-type: none"> <li>Higher veracity property inspection tool.</li> <li>Qualitative improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive and visually rich inspection record.</li> </ul>
<b>Outsource Inspection Provider</b>	<ul style="list-style-type: none"> <li>Property inspection is a low margin business.</li> <li>Requires a standard platform for efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>Higher quality product.</li> <li>Premium charge.</li> <li>Cost efficiency + qualitative improvement.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive and visually rich inspection record.</li> </ul>
<b>Tenant</b>	<ul style="list-style-type: none"> <li>Property inspection process is fraught with risk and time consuming.</li> <li>Risk of dispute.</li> </ul>	<ul style="list-style-type: none"> <li>Higher veracity property inspection reduces risk of dispute and saves time.</li> <li>Gives comfort, won't be ripped off.</li> </ul>	<ul style="list-style-type: none"> <li>Accessible and visually rich inspection record.</li> </ul>

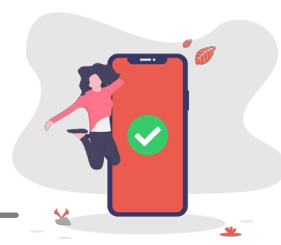
# Market size – Australian property management



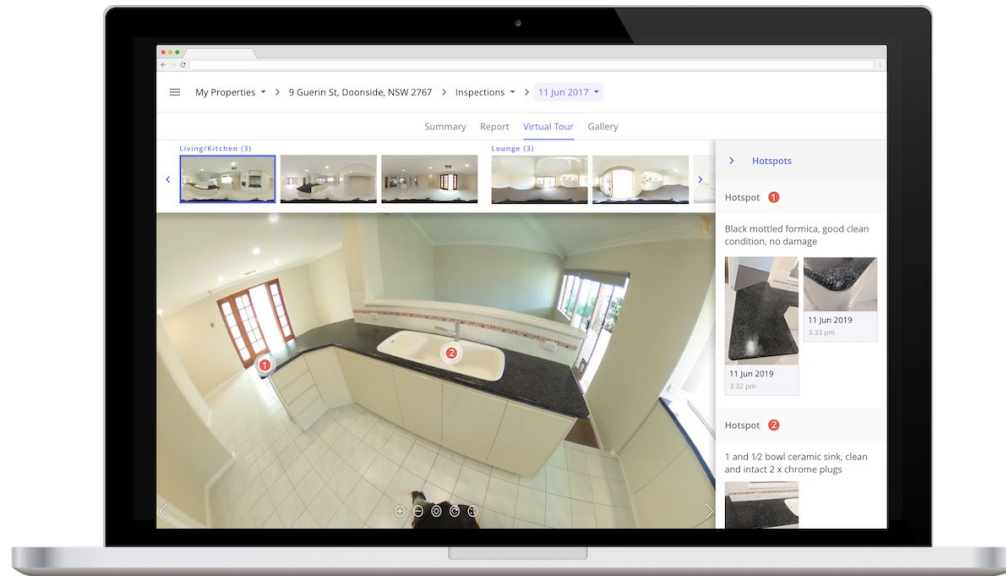
- 2.6m Residential Rental Properties in Australia (ABS 2016).
- An estimated 1.3m are professionally managed.
- Self managed market to be addressed with future product.
- There are about 6,500 real estate agencies managing residential properties, averaging 200 properties per agency (ABS 2004).
- Our initial pricing estimates an average of \$25 - \$50 per property per year with a per use charge.
- Agency Managed Properties approximate Market Size:

	10% WA	10% National	20% National
Properties	13,000	130,000	260,000
Estimated market value for agency managed properties, assuming \$35 per property per annum on average	\$455,000	\$4,550,000	\$9,100,000

# Go-To-Market plan

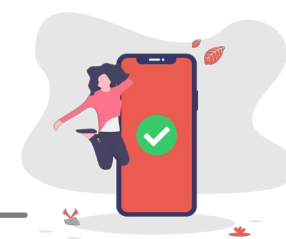


- Reach agreement with leading property inspection firms with significant market share in local market to provide beta site and become reseller
- Targeting large early adopter agencies and outsource inspection service providers known to board
- Social media marketing direct to Property Managers
- Demand generation through promotion to property owners
- Potential to be a Standard Operating Platform for national groups





# Corporate Snapshot



	ASX Code: AO1
Shares Quoted on ASX	89.39m
Market Capitalisation (all shares), 0.7¢/share	\$0.626m
Quoted Options   AO1AO (37.5¢ / 30 June 2019)	19.75m
Performance Rights   Class C <sup>1</sup>	3.15m

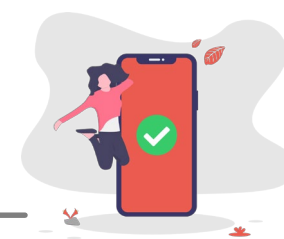
1: 1,408 stores, \$10.4m revenue and \$5.696 NPBT as at end CY19



Board and Management	
Simon Trevisan	Non Executive Director, Chairman
Geoff Baldwin	Non-Executive Director
Andrew Lane	Non-Executive Director
Giuseppe Di Franco	Chief Technology Officer

Top 10 Shareholders	Share Holding	%
Tribis Pty Ltd	16.43m	18.38%
Ogee Australia Pty Ltd	7.14m	7.98%
NCKH Pty Ltd	7.14m	7.98%
Mr Christopher Charles Indermaur & Mrs Rena Elizabeth Indermaur	4.11m	4.60%
Imprint Investments Pty Ltd	3.57m	3.99%
Chesapeake Capital Ltd	2.70m	3.02%
M & K Korkidas Pty Ltd	2.70m	3.02%
Mr David John Brady & Mrs Kathleen Ellen Brady & Mr Robert Francis Brady	2.23m	2.50%
Melshare Nominees Pty Ltd	2.10m	2.35%
Ms Catherine Ellen Argall	2.08m	2.33%
<b>Top 10 Total</b>		<b>56.15%</b>
<b>Top 40 Total</b>		<b>78.21%</b>
<b>Total Number of Shareholders</b>		<b>489</b>

# Rights Issue



- AssetOwl is undertaking a renounceable rights issue:
  - Two (2) new shares for every share held at an issue price of 0.7¢ per new share
  - Up to \$1.25m raising (before costs).
- At the issue price the market capitalisation upon completion of the rights issue will be \$2m with an Enterprise Value of circa \$1.2m.

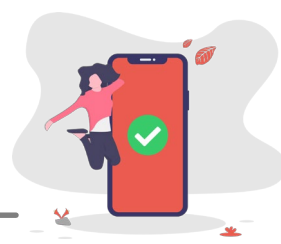
Use of Funds (at maximum raise)	
Further software development	\$0.50m
Repayment of debts	\$0.29m
Costs of Offers	\$0.09m
Working Capital	\$0.37m
<b>Total</b>	<b>\$1.25m</b>

Indicative Capital Structure	Shares (m)	Options (m)	Performance Rights (m)
Existing	89.39	19.75	3.15
Rights Issue	178.77	-	-
<b>Total</b>	<b>268.16</b>	<b>19.75</b>	<b>3.15</b>

- The rights issue provides AssetOwl with the capital required to progress towards positive cash flow by end of CY'19.

# Rights Issue - Timetable

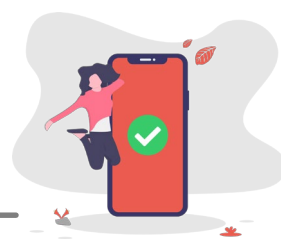
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Indicative Timetable	2019
Lodge Prospectus with ASIC	Friday, 26 April
Ex Rights – Rights Trading Commences	Wednesday, 1 May
Record Date	Thursday, 2 May
Rights Trading Ends	Friday, 10 May
Closing Date	Friday, 17 May
Shortfall Notified	Tuesday, 21 May
New Shares Commence Trading on ASX	Monday, 27 May

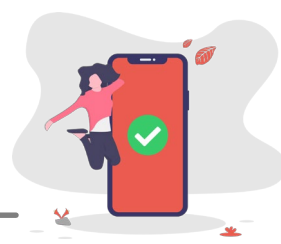
# Summary





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- The Rights Issue price of 0.7¢ per new share implies a market capitalisation of just \$0.6m and Enterprise Value of \$0.9m on the Company as is.
- The last sale of 2.7cps implies a market capitalisation of \$2.4m. The implied theoretical ex rights price (TERP) is therefore 1.4cps v an issue price of 0.7cps i.e the issue price represents a discount to TERP of circa 50%.
- Directors and Ogee Australia Pty Ltd owning 34% of the Company intend to take up their entitlements = \$430,000, believing that the business proposition of AssetOwl in a sector they know particularly well – property – is executable and capable of commercial success across 2019.
- The Directors have set the Company the objective of making the business viable and sustaining by the end of the year. Delivering on KPI's has the capacity to create meaningful shareholder value – that's why Directors are committing.
- Absent delivery on the KPI's that the Board has set for itself relating to viability and sustainability from its own cash flows the Company will be repositioned as needed to benefit from the functional utility that is intrinsically possessed by an ASX entity.

# Board & Management



Board		<b>Simon Trevisan</b> Chairman	<ul style="list-style-type: none"><li>• Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses.</li><li>• Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.</li></ul>
		<b>Geoff Baldwin</b> Non-Executive Director	<ul style="list-style-type: none"><li>• 30 years' experience in the real estate sector and the Managing Director and Owner of RE/MAX Western Australia (since 2009). Appointed as a Director of AssetOwl Limited on 6 June 2018.</li><li>• Former director and owner of Greatnet, a real estate technologies company, Mr Baldwin's firm developed the first real estate property inspection software in Australia, introduced Virtual Tour technology to the real estate industry in WA and developed websites and client management software for the industry.</li></ul>
		<b>Andrew Lane</b> Non-Executive Director	<ul style="list-style-type: none"><li>• Managing Director at Matrix Partners Pty Ltd and Chairman Access Group Pty Ltd.</li><li>• Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.</li></ul>
		<b>Giuseppe Di Franco</b> Chief Technology Officer & Co-Founder - AssetOwl Technologies	<ul style="list-style-type: none"><li>• Before co-founding AssetOwl Technologies, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program.</li><li>• At AssetOwl Technologies, Giuseppe leads the product and engineering teams developing the management platform.</li></ul>

Management

# Contact

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