



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

+61 8 9424 9320

Fleur Hudson

Company Secretary

+61 8 9424 9320

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.

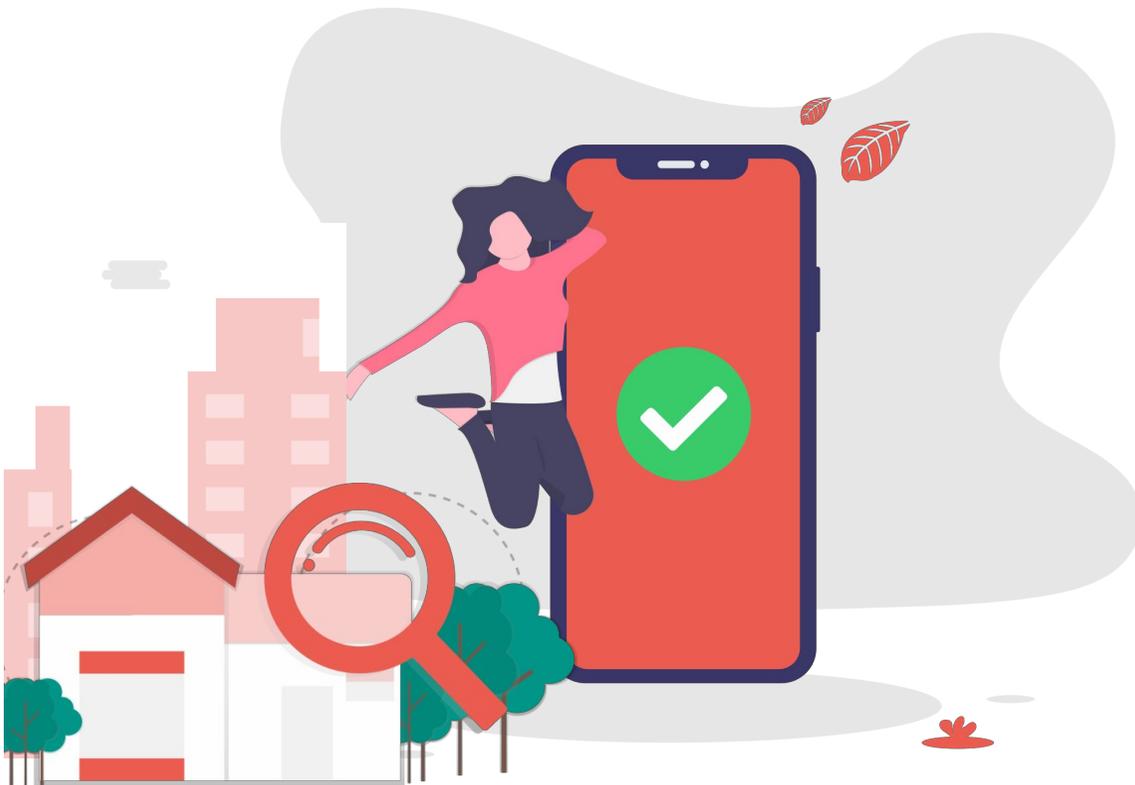
Inspector360 is the revolutionary next generation of AssetOwl's photo-centric property management platform, designed to benefit property owners, tenants, agents and managers. It builds on AssetOwl's existing residential inspection software, InspectorAsset, which uses virtual reality technology to create 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



Important Notice and Disclaimer



This document is issued by AssetOwl Ltd (ACN 122 727 342), (“AssetOwl”) to provide summary information about AssetOwl and its wholly owned subsidiary, AssetOwl Technologies Pty Ltd (ACN 601 135 282) (“AssetOwl Technologies”), and their activities current as at the date of this document. The information contained in this document is of general background and does not purport to be complete. It is intended only for those persons to whom it is delivered personally by or on behalf of AssetOwl. By attending this presentation, you represent and warrant that: (i) if you are in Australia, you are a person to whom an offer of securities may be made without a disclosure document (as defined in the Corporations Act 2001 (Cth) (“Corporations Act”)) on the basis that you are exempt from the disclosure requirements of Part 6D.2 in accordance with Section 708(8), 708(10) or 708(11) of the Corporations Act; (ii) if you are in the United States, you are a qualified institutional buyer (as defined under Rule 144A under the U.S. Securities Act; (iii) if you are outside Australia and the United States, you are a person to whom an offer and issue of securities can be made outside Australia without registration, lodgement or approval of a formal disclosure document or other filing in accordance with the laws of that foreign jurisdiction. If you are not such a person, you are not entitled to attend this presentation. Please return this document and any copies and do not provide this document to any other person.

This document is not, and should not be considered as, an offer or an invitation to acquire securities in AssetOwl or AssetOwl Technologies (“AssetOwl Entities”), or any other financial products and neither this document nor any of its contents will form the basis of any contract or commitment. This document is not a prospectus and does not contain all of the information which would be required to be disclosed in a prospectus.

In particular, this document does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States. Securities may not be offered or sold in the United States unless the securities have been registered under the US Securities Act of 1933 or an exemption from registration is available.

Information about AssetOwl that may reasonably be expected to be known to investors and their professional advisers is publicly available and can be obtained from ASIC and ASX (including the ASX website at www.asx.com.au). You are encouraged to read and consider this information.

Neither AssetOwl Entity nor any of their respective officers, employees, related bodies corporate, affiliates, agents or advisers guarantees or makes any representations or warranties, express or implied, as to, or takes responsibility for, the accuracy or reliability of the information contained in this document. Neither AssetOwl Entity represents or warrants that this document is complete or that it contains all material information about the AssetOwl Entities or which a prospective investor or purchaser may require in evaluating a possible investment in the AssetOwl Entities or acquisition of AssetOwl securities. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or the future. The AssetOwl Entities have not carried out due

diligence investigations in connection with the preparation of this document. You must conduct your own independent investigations and enquiries as you deem fit. The information set out in this document does not constitute or purport to be a recommendation by the AssetOwl Entities nor their respective officers, employees, agents or advisers and has been prepared without taking into account the objectives, financial situation or needs of individuals. The information in this document does not constitute financial product advice (nor investment, taxation or legal advice).

To the maximum extent permitted by law, the AssetOwl Entities and each of their respective directors, employees, officers, affiliates, agents and advisers expressly disclaim any and all liability (including without limitation for negligence) for representations or warranties or in relation to the accuracy or completeness of the information, statements, opinions or matters, express or implied, contained in, arising out of or derived from, or for omissions from, this document including, without limitation, any historical financial information, any estimates or projections and any other financial information derived therefrom. In particular, this document does not constitute, and shall not be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of an AssetOwl Entity.

This document contains certain forward-looking statements and opinion which are provided as a general guide only and should not be relied on as an indication or guarantee of future performance and involve known and unknown risks, uncertainties and other factors, many of which are outside the control of the AssetOwl Entities. Past performance is not necessarily a guide to future performance and no representation or warranty is made as to the likelihood of achievement or reasonableness of any forward looking statements or other forecast.

Information in this document (“Confidential Information”) is confidential and by accepting the invitation and attending this presentation you agree to keep this information confidential and not to disclose it to anyone within your organisation except on a need-to-know basis and subject to these restrictions, or to anyone outside your organisation. You must not copy, use, publish, record or reproduce the Confidential Information or directly or indirectly disclose to any person without the prior written consent of AssetOwl, which may be withheld in its absolute discretion.

All figures in this document are in Australian dollars (AUD) unless stated otherwise.

Executive Summary



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

Market size – Australian property management



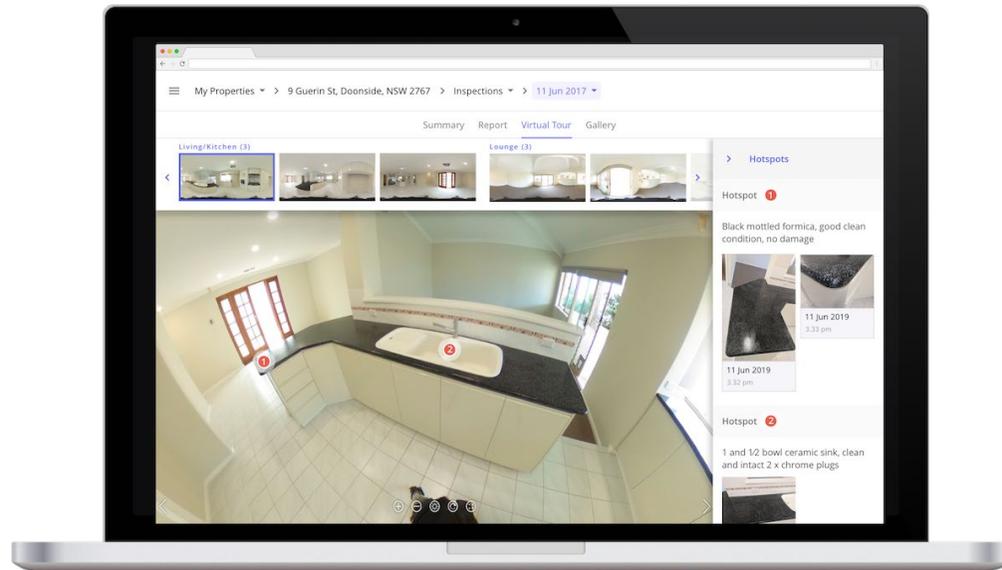
- 2.6m Residential Rental Properties in Australia (ABS 2016).
- An estimated 1.3m are professionally managed.
- Self managed market to be addressed with future product.
- There are about 6,500 real estate agencies managing residential properties, averaging 200 properties per agency (ABS 2004).
- Our 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 ¹	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%
Top 10 Total		56.15%
Top 40 Total		78.21%
Total Number of Shareholders		489

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
Total	\$1.25m

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

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

Rights Issue - Timetable



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



- 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		Simon Trevisan Chairman	<ul style="list-style-type: none">• Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses.• Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.
		Geoff Baldwin Non-Executive Director	<ul style="list-style-type: none">• 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.• 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.
		Andrew Lane Non-Executive Director	<ul style="list-style-type: none">• Managing Director at Matrix Partners Pty Ltd and Chairman Access Group Pty Ltd.• Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.
		Giuseppe Di Franco Chief Technology Officer & Co-Founder - AssetOwl Technologies	<ul style="list-style-type: none">• 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.• At AssetOwl Technologies, Giuseppe leads the product and engineering teams developing the management platform.

Management

Contact

Simon Trevisan

Chairman

+61 8 9424 9320

simon.trevisan@assetowl.com

Fleur Hudson

Company Secretary

+61 8 9424 9320

fhudson@tribis.com.au

Tim Dohrmann

Investor and Media Enquiries

+61 468 420 846

tim@nwrcommunications.com.au

