



Assets

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COASSETS LIMITED (ASX: CA8)

INVESTOR PRESENTATION
SEP 2017

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Scope

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4. CoAssets Business Model
5. Our Niche 2: Interoperable Platforms
6. Deriving Synergies – CoAssets' Fintech Ecosystem

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INTRODUCTION:

KEY NUMBERS AT A GLANCE

Taken from Annual Report 2016/2017
(Lodged with ASX on 31 Aug 2017)

USERS NUMBERS

230,540

No. of Registered Users
as at 30 Jun 2017

347%

increase in user number
in the last 12 months

74.8%

Users are from China

173,054

Registered Users
From China

55,150

Registered Users
From Singapore

2,337

Registered Users
From Australia

FINANCIAL NUMBERS

3,921%

increase in revenue from
China in the last 12 months

54%

increase in interest
income for corporate loans

1.46%

corporate loan
write off rate

S\$9.56million

Corporate loan amount
deployed to date

S\$5.45million

worth of corporate loans were made in 2017H1.
It translated to interest income of S\$965,000

TECHNICAL ACHIEVEMENTS

> 6

security attacks per day that
is prevented by the IT team

1,121,283 and counting

lines of codes that make up the
CoAssets platforms

1. About CoAssets: Strategic Overview

- ❑ **Our Vision:** To disrupt the funding space by offering alternative avenues of investment (for funders) as well financial sources (for venture) via technology and licensing – with the long term view of becoming a digital bank to serve the 400million “unbanked”* in South East Asia.
- ❑ **Growth strategy**:** The growth strategy is broken into 2 Phases.
 - Phase I: Acquire licenses in the regions of operations + grow adoption (current phase in Singapore, Hong Kong and China).
 - Phase II: Incorporate Financial Technology (i.e. Block Chain) into financial processes to allow for decentralisation.
- ❑ As part of the growth strategy, CoAssets listed on the Australia Securities Exchange (ASX) in Sep 2016 for the following reasons:
 - **Funding:** Investors in CoAssets Ltd were users who understood and supported the business.
 - **Growth:** M&A with promising Financial Technology around the region (“Fintech” for short).
 - **Credibility:** Being listed give CoAssets the credibility to effectively operate in Asia’s fragmented market.
- ❑ Acquisition/Investment in the last 12months:
 - **Da Xian Bing (China):** Chinese crowdfunding platform to provide additional channel for user acquisition that was acquired in Jan 2017 (10% ownership).
 - **Fintech Pte Ltd (Hong Kong):** Corporate cash management platform that was acquired in Apr 2017 (49% ownership + management control).
 - **Brighten Finance Limited (Hong Kong):** Money lending company that was acquired in Aug 2017 (25% ownership + management control). Working towards potential listing in Hong Kong in 2019/2020.

* Source: <https://home.kpmg.com/xx/en/home/insights/2016/04/fintech-opening-the-door-to-the-unbanked-and-underbanked-in-southeast-asia.html>

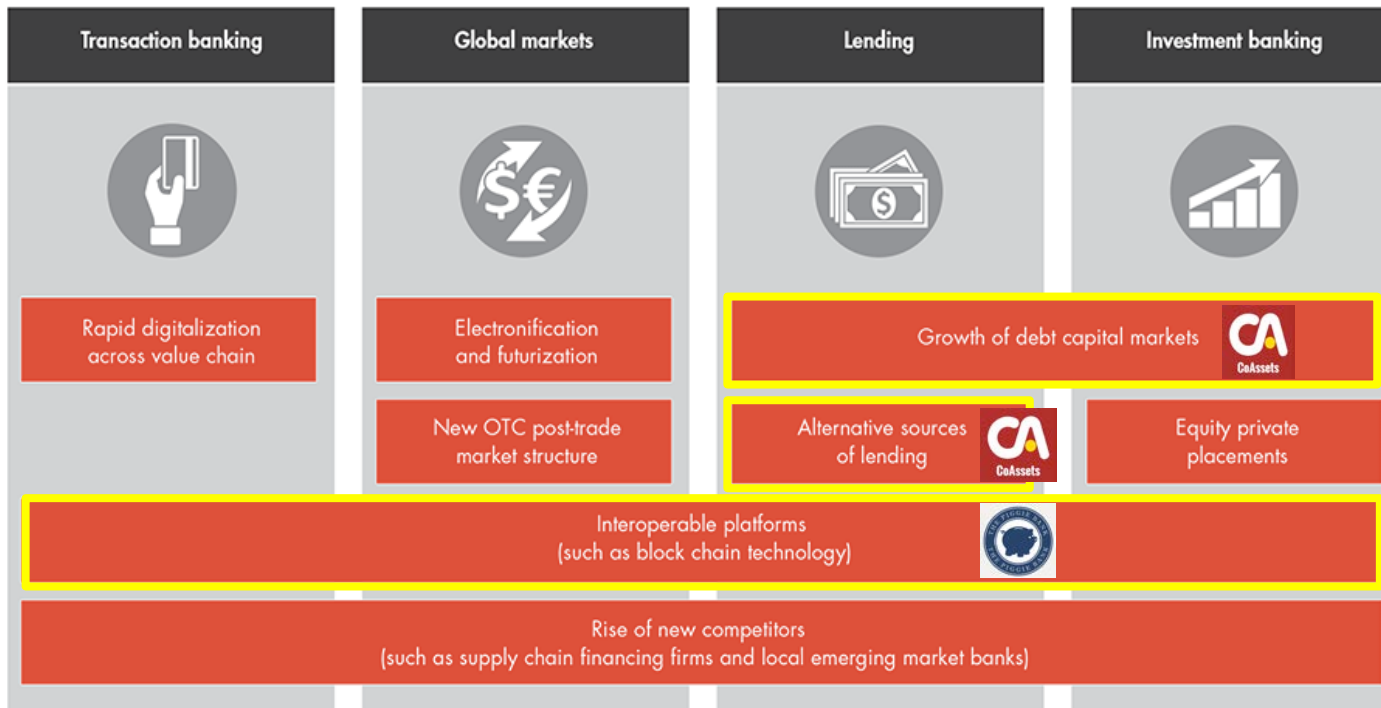
** Strategic Framework is shown in Additional Slides A.

2. Our Business Focus

Based on an article written by Bain & Co titled “Corporate and Investment Banks Search for Light at the End of the Cycle”*, the areas that CoAssets is focusing on are shown in yellow. Where possible, CoAssets will incorporate block chain in the business process

The licenses that CoAssets Ltd currently has are:

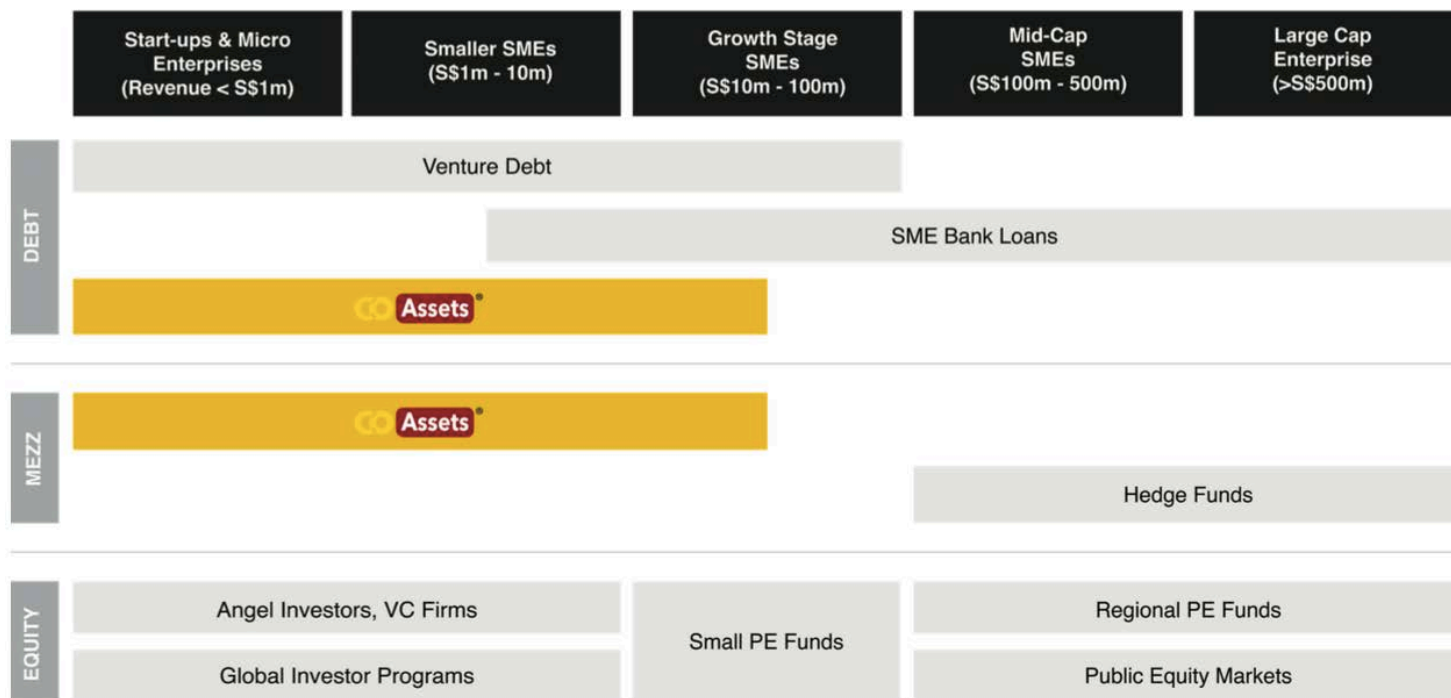
- **Singapore:** Capital Market Services License (License No. CMS100607-1). This license allows CoAssets Singapore to act as a funding intermediary for all types of investors (including non-accredited investors).
- **Hong Kong:** Money Lenders License (License No. 0189/2017).



Source: <http://www.bain.com/publications/articles/corporate-and-investment-banks-search-for-light-at-the-end-of-the-cycle.aspx>

3. Our Niche 1: Growth in Debt Capital Market & Alternate Sources of Lending

- ❑ Market niche that CoAssets operates in Singapore, Hong Kong and China.
 - **Singapore:** Loan book to date is S\$9.56mil. First half of 2017 loan book grew aggressively, ~S\$5.45million worth of corporate loans were made and the total interest income/service fees earned is S\$965,000.
 - **Hong Kong:** At present, Hong Kong has a loan book of > HK\$30mil and it expects to have > HK\$100mil by 2018Q1

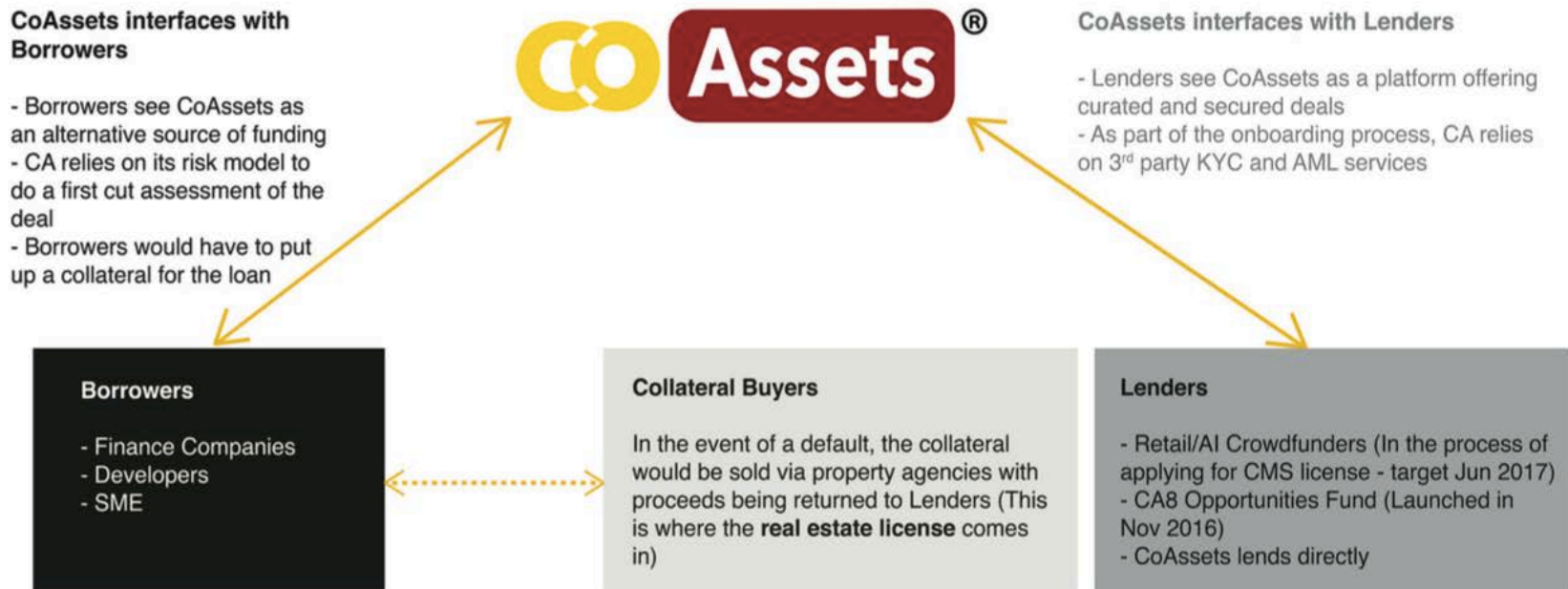


Source: CoAssets' Annual Report 2016/2017

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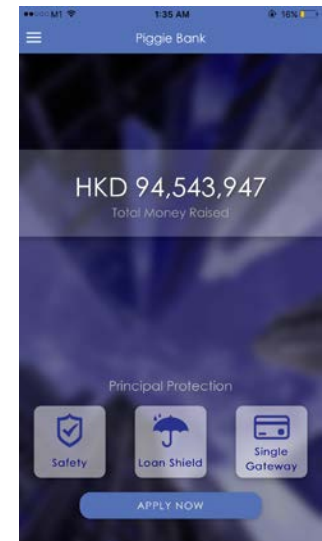
4. CoAssets Business Model

- ❑ To support the growth in debt capital market, the business model that **matches liquidity to ventures** is shown below.
- ❑ The bulk of funders presently come from Singapore. To provide additional safeguard, CoAssets owns a real estate agency license in Singapore as an avenue to dispose collateral from borrowers who fail to repay.



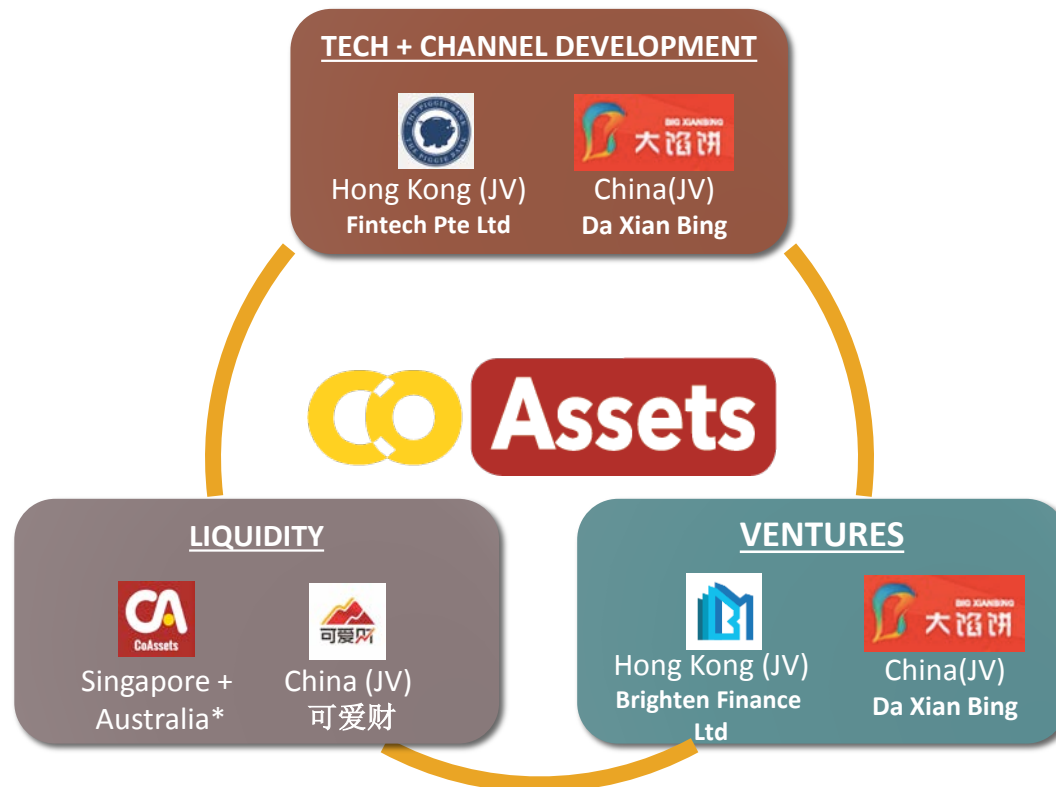
5. Our Niche 2: Interoperable Platforms

- In line with the company's vision to disrupt the funding space by offering alternative avenues of investment via technology, CoAssets acquired Fintech Pte Ltd (FPL) in Apr 2017. FPL operate a Hong Kong based Corporate Cash Management Platform with the trade name of "Piggie Bank".
- CoAssets plans is to offer block chain solutions to online gaming companies that use Piggie Bank's cash management services. Companies can issue their own block chain tokens to their clients who pre-pay for gaming services. Piggie Bank will manage the conversion of different block chain tokens issued by companies.



6. Deriving Synergies – CoAssets' Fintech Ecosystem

- ❑ Apart from regional coverage, by owning the different Fintech companies together, CoAssets is able to derive synergies from the ecosystem.
- ❑ Technology developed for one platform can be deployed and used for the rest of the group – most importantly, the securing of licenses and business channels can provide an integrated solution to **overcome the fragmented business environment in different parts of Asia**.



* CoAssets is looking for a strategic partner and aims to re-launch the Australian platform before 2019/2020.



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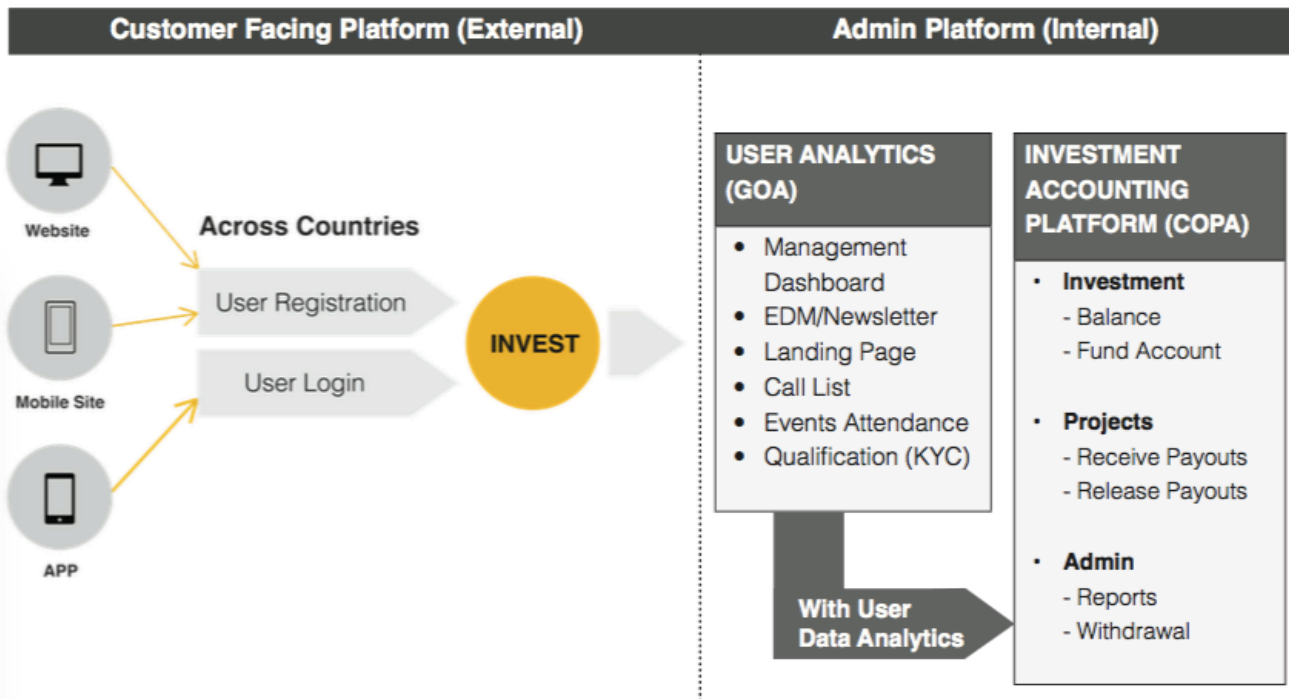
I. TECHNOLOGICAL EDGE

7. Overview of CoAssets' Tech Development*

CoAssets China (可爱财) APP



CoAssets Mobile Site



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Source: CoAssets' Annual Report 2016/2017 (*Screen capture of the platforms are shown in the Additional Slides B. and C.)

8. Mapping our Tech Product on to our Users' journey

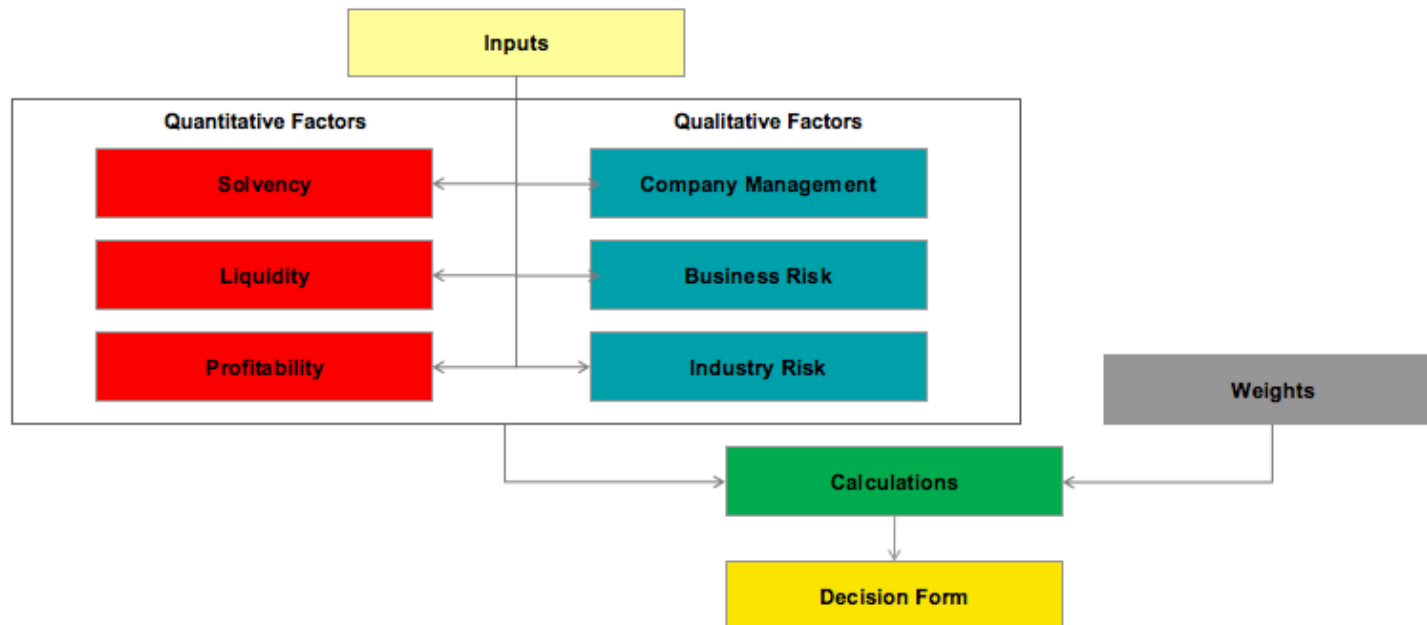
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	1. ONBOARDING	2. ASSESSMENT	3. TRANSACTION MANAGEMENT	4. RECORD MANAGEMENT
INVESTORS/ FUNDERS	<p>- CoAssets Investor Interface: to attract and convert lenders addressed in the Marketing segment. Data such as channels, viewership, frequency and duration of engagements, and user investment preferences are tracked and recorded. We have also added CoAssets Tokens (CATs), a reward currency for the user. CAT can be used in investment and yield actual returns (but CAT itself expires and cannot be exchanged for money). All above modules are currently in operational.</p>	<p>- CoAssets Customer Relationship Management (CRM): this is an online customer management platform that is developed in-house that helps Users Engagement Managers (UEM) keep track of customers they have served. Data collected in CoAssets Investor Interface are also used to construct CoAssets proprietary investor model (consisting of investment tendencies, financial commitment, engagement levels, and likeability scores) - which is then used to provide the optimal investment journey for the user. This module is currently in operational.</p>	<p>- Cashless payment (currently available in China via 可爱财): this allows our China users to fund deals with monies being transferred/ returned directly to the user's bank account.</p> <p>- Virtual Currency E-Wallet (under development-Fintech Pte Ltd): allow users to buy, store and transfer both actual and game tokens/currencies on Piggiebank Platform. It will also allow currency conversions if required. As Piggiebank shares code-base with CoAssets, the feature sets can be activated for CoAssets platform as needed.</p>	<p>- CoAssets User Transaction Interface: this will show the financial records and transactions made by the user. User KYC/AML records are also filed online and renewal process is automated. This module is currently in operational.</p>
CORPORATES/ BUSINESSES	<p>- CoAssets Corporate Interface: to collect data from businesses that are looking for funding. This module is currently in operational.</p>	<p>- CoAssets Risk Assessment Model (CRAM): this is a risk assessment model that was developed with one of the <i>Big 4 auditors</i> to assess the risk of businesses that are looking for funding. This module is currently in operational.</p>	<p>- Cash Management System (currently available in Hong Kong via Fintech Pte Ltd): this allows businesses to track and make payment to other merchants that are on the platform. Businesses with excess cash also earn returns by making corporate loans through the Cash Management System.</p> <p>- Virtual Currency E-Wallet (under development-Fintech Ptd Ltd): as above. In addition, for businesses, it is possible to sign up as partners so that they can use game tokens/currencies for rewards or becomes reward providers themselves.</p>	<p>- E-Signing and record keeping of loan records: E-signing and approval processes are incorporated so that documents can be signed online and funding of accounts are triggered automatically.</p>

Source: CoAssets' Annual Report 2016/2017

9. Using AI for Risk Assessment*

- ❑ The CoAssets Risk Assessment Model (CRAM) was co-developed with one of the “Big Four” auditor. CRAM is used to help the company assess and shortlist deals. The effectiveness of the model is seen from the low corporate loan write-off rate of **1.46%**.
- ❑ The schematic of the decision flow is shown in the diagram below.



Source: CoAssets' Annual Report 2016/2017 (*Screen capture of CRAM is shown in the Additional Slides D).



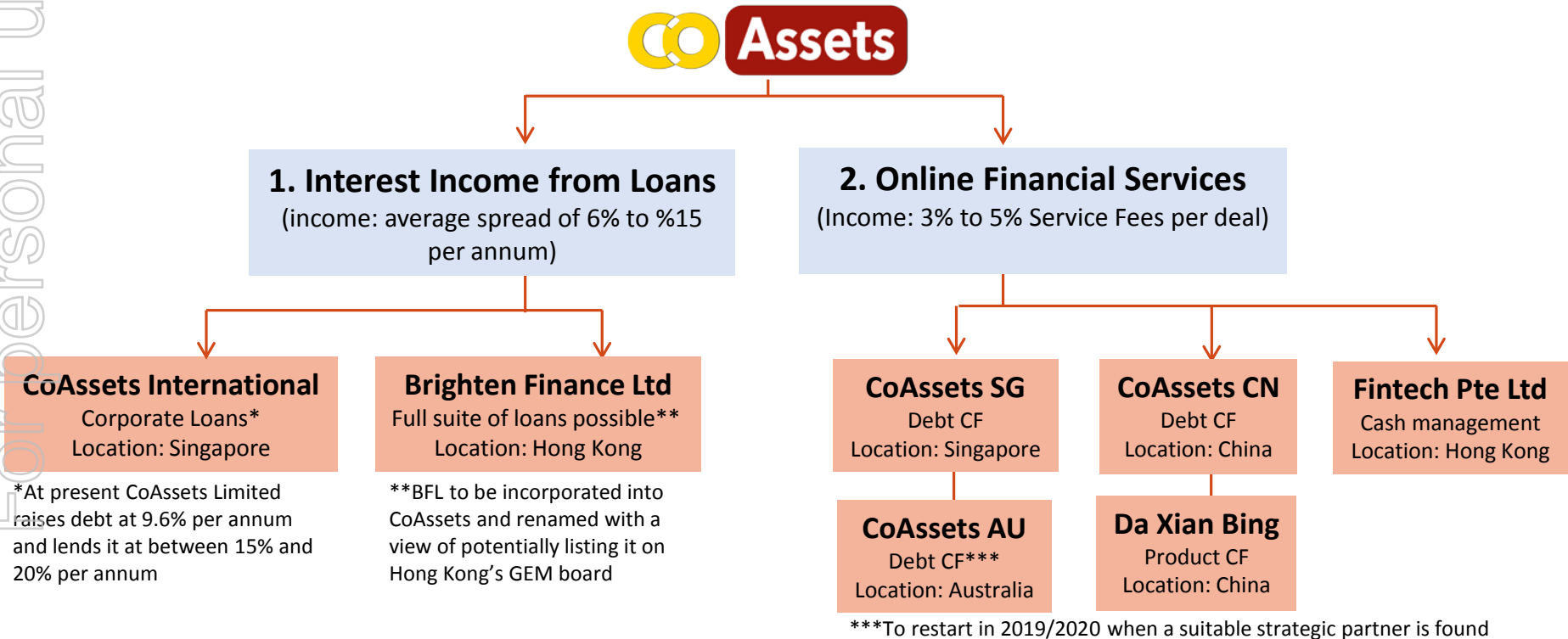
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II. FINANCIALS

10. Revenue Model

- CoAssets Group derives revenue from 2 sources: (1) interest income & service fees from **corporate loans** and (2) providing of **online financial services** (i.e. crowdfunding).
- The mapping of the existing business units onto the revenue source is shown below. In the near term, the lending business will anchor for near-term revenue growth. However, when adoption increase, revenue from online financial services is expected to be the key driver for sustained revenue growth in the long run.



11. Key Numbers for FY2016/2017

- ❑ **China was the fastest growing market** for the group with the largest jump in revenue (> 3,000%)
- ❑ Singapore saw a drop in revenue as operations was put on hold (since Sep 2016) for the Capital Market Services License (CMSL) application – that was awarded to CoAssets in Jun 2017. Singapore is presently the company's largest market (making up about 70% of revenue). With the license, **revenue from the providing of online financial services (via crowdfunding) is expected to increase considerably.**
- ❑ CoAssets commenced the corporate lending business and **the group was able break event (in terms of operating cash flow) for the last quarter of FY20162017.**

Revenue	China	Other	Singapore	Total
% change	+3,921.4%	+99.5%	-78.5%	-70.9%
2017	\$172,761	\$31,837	\$534,751	\$731,349
2016	\$4,296	\$15,958	\$2,491,516	\$2,511,770

- ❑ As a whole, the increase in net loss is primarily due the increase in expense due to the company's regional expansion and is **inline with a growth stage company.**

Net profit (loss)	China	Other	Singapore	Total
% change	+132.7%	+18.0%	+235.1%	+133.9%
2017	-\$277,328	-\$1,445,767	-\$4,702,156	-\$6,425,251
2016	-\$119,174	-\$1,224,949	-\$1,403,203	-\$2,747,326

12. Looking ahead

Currency (S\$)	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22
GRP LEVEL COST	3,600,000	4,500,000	5,400,000	6,000,000	6,000,000
1. Grp level: Fix cost	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
2. Grp level: Variable cost	600,000	1,800,000	2,400,000	3,000,000	3,000,000
GRP LEVEL REVENUE	3,910,000	5,166,000	5,970,000	6,517,680	6,795,024
1. SG: Interest income from Loans	3,570,000	4,662,000	5,317,200	5,710,320	5,946,192
2. SG: Online Financial Services	220,000	360,000	480,000	600,000	600,000
3. Regional Offices (outside Singapore): Revenue*	120,000	144,000	172,800	207,360	248,832
GROUP LEVEL PROFIT (Loss)	310,000	666,000	570,000	517,680	795,024

- ❑ Revenue from recent acquisitions from China and Hong Kong have not been included.
- ❑ Please note that these projections are illustrative and indicative only and should not be relied upon in making any investment decision. These projections are subject to business and market conditions and could vary depending on the Company's implementation and execution of its business plans, as well as global macro and market conditions. Actual financial performance could be higher or lower than the above projections.



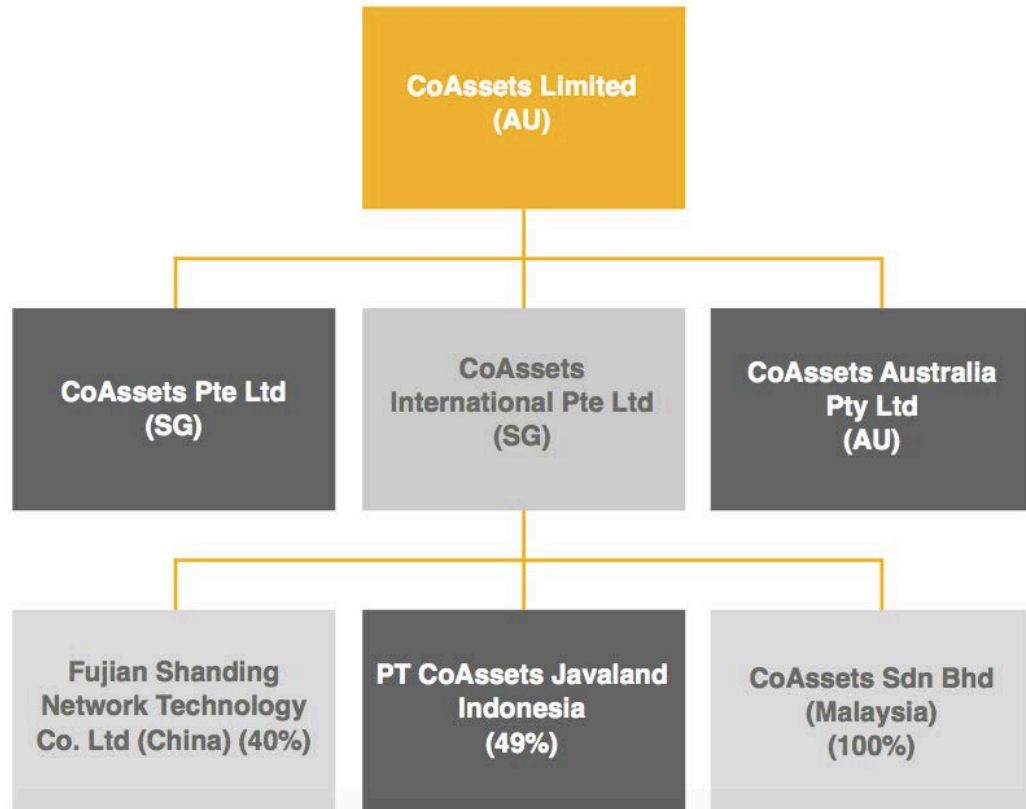
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III. CORPORATE INFORMATION

13. Corporate Structure

- Acquisitions of Fintech Pte Limited, Brighten Finance Limited and Da Xiang Bing will come under CoAssets International Pte Ltd.



Source: CoAssets' Annual Report 2016/2017 (*Screen capture of Top 20 Investors is shown in the Additional Slides E).

14. Key Board & Management



CEO - Getty Goh

Getty holds both a Bachelor in Building Science and a Masters of Real Estate from National University of Singapore. He oversaw CoAssets' listing on Australia's National Stock Exchange (NSX) in 2015 and the Australian Securities Exchange (ASX) in 2016. In terms of award, he won Singapore Successful Entrepreneur 2012 and Singapore Promising SME 500 2012. In 2016, he was nominated for EY's Entrepreneur of the Year. He is presently the license holder for the Capital Market Services License issued by the Monetary Authority of Singapore (MAS).



CTO - Huankiat She

Dr Seh is a co-founder of CoAssets. He holds a Bachelor degree from Imperial College London and a PhD from Massachusetts Institute of Technology. Before working at CoAssets, he was at Intel for 6 years, managing suppliers in Japan and Taiwan. Dr Seh has registered more than 10 patents for his research and he is presently the license holder for the Capital Market Services License issued by the Monetary Authority of Singapore (MAS).



COO - Lawrence Lim

Lawrence is Chief Operating Officer, bringing extensive experience at operational and staff level, specifically with running large events. Lawrence was Singapore's Ex-Chief Artillery Officer, and has more than 24 years' experience in Human Resource Management, Operational Planning and Execution. Lawrence holds three Masters Degrees as well as an MBA from the Massachusetts Institute of Technology.



Director - Jeffrey Chi

Dr Chi is a veteran in the investment and start-up space in China and South East Asia. Dr. Chi is a Managing Director of Vickers Venture Partners and Chairman of the Singapore Venture Capital & Private Equity Association. Dr. Chi is a Chartered Financial Analyst holder, and graduated from Cambridge University with 1st Class Honours in Engineering.

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IV. ADDITIONAL SLIDES

A. Strategic Growth Framework

- CoAssets strategic growth framework was adapted from Deloitte University Press's paper titled "**Winning in Middle-Market Banking**". Based on these strategic thrusts, the company has applied the appropriate strategies to spur the company's growth,

Figure 10. Banks' strategic moves in the middle-market space

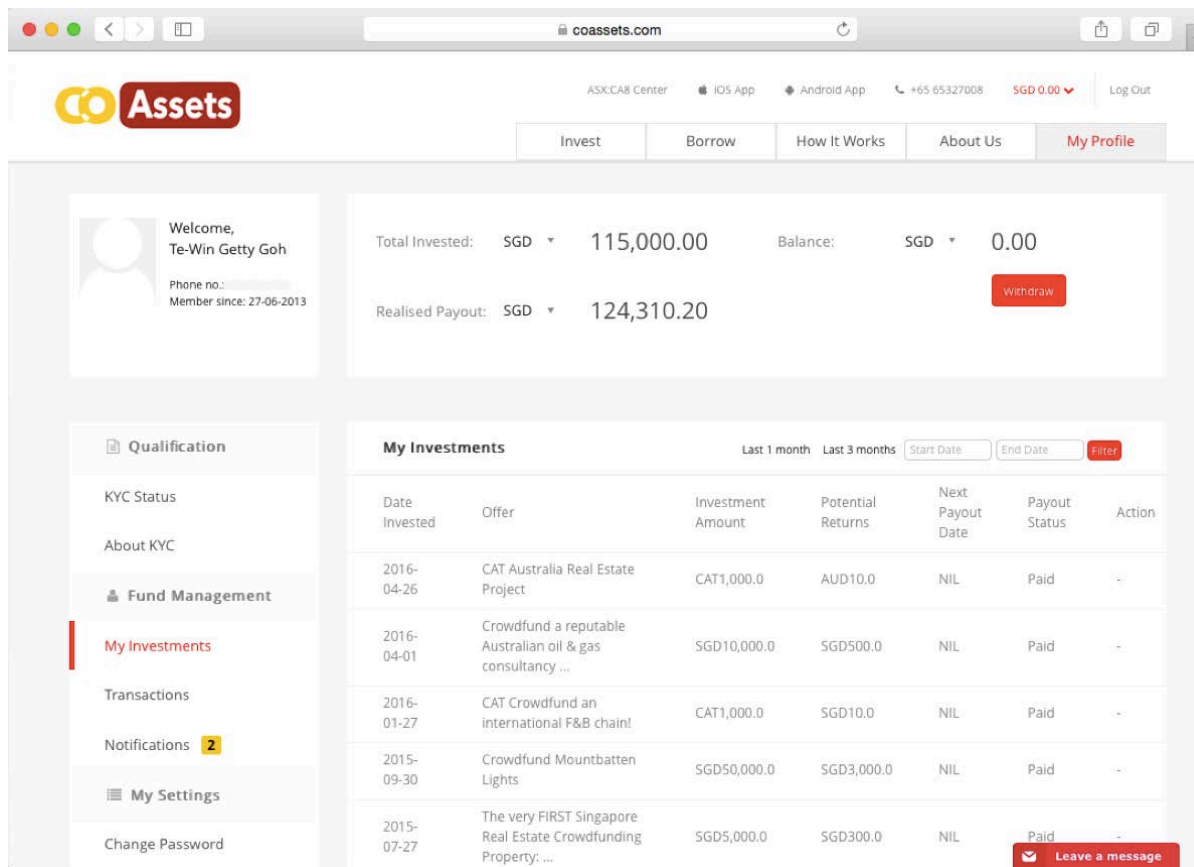


Source: Deloitte Center for Financial Services analysis.

Graphic: Deloitte University Press | DUPress.com

Source: <https://dupress.deloitte.com/dup-us-en/industry/banking-securities/middle-market-banking-strategies-tools.html>

B. CoAssets.com – “My Profile” page



Assets

Invest Borrow How It Works About Us **My Profile**

Welcome, Te-Win Getty Goh
Phone no.: [REDACTED]
Member since: 27-06-2013

Total Invested: SGD 115,000.00 Balance: SGD 0.00
Realised Payout: SGD 124,310.20 [Withdraw](#)

Qualification

KYC Status
About KYC

Fund Management

My Investments

Transactions
Notifications **2**
My Settings
Change Password

My Investments Last 1 month Last 3 months Start Date End Date Filter

Date Invested	Offer	Investment Amount	Potential Returns	Next Payout Date	Payout Status	Action
2016-04-26	CAT Australia Real Estate Project	CAT1,000.0	AUD10.0	NIL	Paid	-
2016-04-01	Crowdfund a reputable Australian oil & gas consultancy ...	SGD10,000.0	SGD500.0	NIL	Paid	-
2016-01-27	CAT Crowdfund an international F&B chain!	CAT1,000.0	SGD10.0	NIL	Paid	-
2015-09-30	Crowdfund Mountbatten Lights	SGD50,000.0	SGD3,000.0	NIL	Paid	-
2015-07-27	The very FIRST Singapore Real Estate Crowdfunding Property: ...	SGD5,000.0	SGD300.0	NIL	Paid	-

[Leave a message](#)

C. Loan Management Page

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S/N	Contact/Company(Yr)	Amount (\$S) and Tenure (wk)	Int Rate/Fee/Revenue Referral	Bank Balances (3Mth) NOA (2YR)	Submitted On Edited On	Status
	Julius julius@ec.sg 96380381 Shogun Management Pte Ltd Co.Reg.: 201224805D Type: None CRAM (Overall):50.40% CRAM (Qual):62.67% CRAM (Quant):32.00% Plot	S\$ 300,000 for a period of 52 wks	Int: 12.00 % Fee: 4.00 % REFERRAL Fee: 0.00 % Name: REVENUE SGD36,000 - (fee)0.00	Bank Balances: 11,686 12,631 76,354 NOA: 168,500 167,300 Credit Rating : HX	Aug. 1, 2016, 11:49 a.m. Sept. 15, 2016, 6:19 p.m. by elaine.soh@coassets.com PN Number : 2016/76/201224805D	Disburse SEE DETAILS

Remarks: (input below and click outside the text box to save)

Total funds in \$163,900. Disbursement on 14th September 2016.
 elaine.soh@coassets.com on 2016-09-13 08:32:48+00:00

C: approved for \$300k, 10% for 52 weeks with 5% CA Fees.
 rt on 2016-08-04 10:31:01+00:00

XT to ascertain the parent company
 elaine.soh@coassets.com on 2016-08-03 09:48:48+00:00

Dps verified. CRAM score 44.6% for \$100K, at 10% for 12 months
 elaine.soh@coassets.com on 2016-08-03 08:28:27+00:00

Loan Details

For Singapore Registered Companies Only

CRAM SCORE

Quantitative Score 8.00%
 Qualitative Score 22.67%
 Overall Risk Score -13.60%

Contact Info

BD Owner:
 Referral Name: Chris Koh
 Referral Phone: 97700130
 Referral Fee (%): 0.00
 OP Name: Chris Koh
 OP Phone: 97700130
 OP Email: chriskohend@javaland.sg

Company Info

Company Name: Javaland
 Sector:
 Sector Outlook: Undefined
 Company Reg #: 201327174M
 Legal Form of Company: Private Limited
 Country of Incorporation: SG
 Political Risk Score (World Bank): -9.00
 Paidup Capital: 2
 Year of Incorporation: 1999
 Number of Employees (exclude Directors): 2
 Number of Shareholders/Directors: 1 / 1
 Any ongoing litigation on Company?
 Company/Sector Description:

Company Financials

Currency Used for Report: Singapore Dollars
 3mth Cash Flow
 Current Month (Mth-0) Balance: 0
 Outflow: 0
 Date:
 Last Month (Mth-1) Balance: 0
 Outflow: 0
 Date:
 Month before Last (Mth-2) Balance: 0
 Outflow: 0
 Date:

Financial Reports

Years before the data below are based on:
 FY of Latest Report:
 FY of Next Latest:

2yr Revenue
 Latest Year (FY-0):
 Next Latest Year (FY-1):

2yr EBIT
 Latest Year (FY-0):
 Next Latest Year (FY-1):

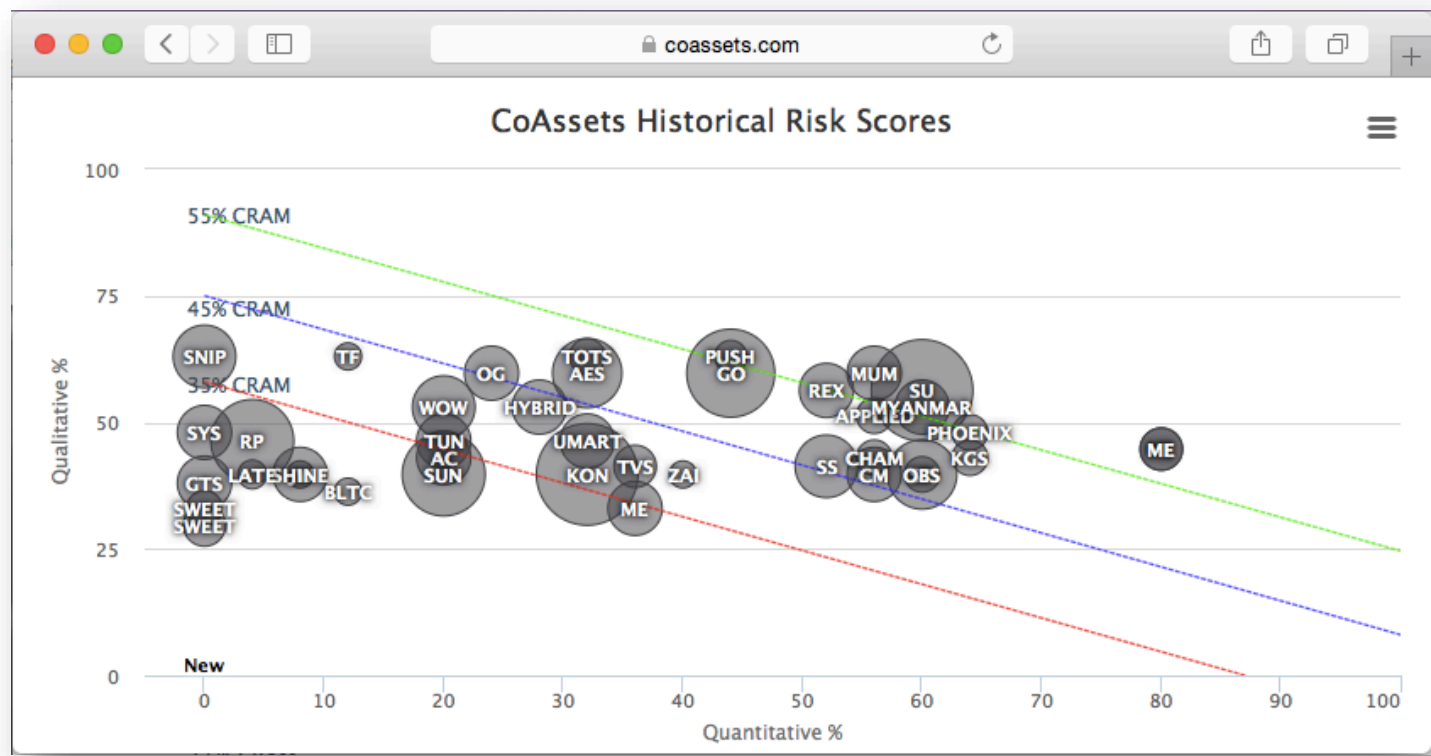
3yr NOA of the Company
 FY-1 - Year:
 FY-2 - Year:
 FY-3 - Year:

Balance Sheet Data

Total Assets: 0
 Cash Assets: 0
 Total Liabilities: 0
 Current Liabilities: 0
 Short Term Loan/Liabilities: 0
 Payable Interest: 0
 Financing Cost (other than Interest): 0

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D. Mapping of deals by CRAM



E. Top 20 shareholders

	Name	No. of shares	%
1	Goh Te Win Getty	45,678,810	26.16
2	Seh Huan Kiat	35,683,030	20.44
3.	Citicorp Nom PL	19,371,659	11.10
4	Leong Teeap Yhee	9,728,000	5.57
5	Wu Jianyu	7,504,727	4.30
6	Chen Xiaoqing	6,018,084	3.45
7	Tan Beng Ghee	4,644,300	2.66
8	HSBC Custody Nom Aust Ltd	3,762,000	2.15
9	BNP Paribas Noms PL	3,127,964	1.79
10	Ong Beng Eng	2,277,000	1.30
11	Chia Boon Hwi	1,980,000	1.13
12	Kok Joyce Pei Li	1,932,435	1.11
13	Tan Jing Thong	1,579,821	0.90
14	Meng Koh Tat	1,500,000	0.86
15	Sim Hui Shan	1,350,000	0.77
16	Tse Tze Kim	1,275,788	0.73
17	Imusictech Ltd	1,275,788	0.73
18	Chi Jeffrey Chien Chuen	1,092,200	0.63
19	Teong Lim Kheng + Yen L S	1,000,000	0.57
20	Chia Blossom Shuen Mei	950,000	0.54
		151,736,636	86.89

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