

13 May 2015

ASX Announcement Online Platform Launch

The Board of Motopia Limited ('Motopia' or 'Company') is pleased to advise that the BETA testing of the Company's new ConvertU2 Cloud platform is now complete.

The Company and its online platform partner Cirralto, have tested performance, usability and scalability with various beta customers with the platform performing to specifications and the results providing much encouragement for the future of the ConvertU2 Cloud platform.

The Company with Cirralto have established a SaaS pricing model for the launch of ConvertU2online.com and we are pleased to report the initial generation of AUD\$44,000 in revenue from the platform in a relatively short timeframe.

The Company anticipates that, in time, it will average 100+ conversion projects per month with a minimum value of approximately AUD\$2,000 per conversion based on the recent customer acquisition rate.

The ConvertU2 Cloud platform enables the Company to fully realise the commercial potential of the 2SQL technology and leverage the market trend to remove Microsoft Access databases from operating environments.

The Company expects more and more customers will choose to migrate away from MSAccess for a number of reasons, including:

1. conversion to Microsoft's enterprise database technology SQL Server
2. change in systems (legacy systems)
3. consolidating business units to create a single view of all records in the one system (for example, moving to a CRM system) from a custom application
4. mergers and acquisitions that result in replacement of the inferior or weaker system
5. implementing new applications that encompass the functional capability of the existing custom application
6. consolidating, upgrading or modernizing existing applications to support mobile, multi-user or web functionality
7. migrating to the cloud

Under the guidance of Raptor Global Corporation Ltd, the Company has embarked on a global strategy to realize the potential of the 2SQL software assets, removing direct customer acquisition barriers and positioning the Company to generate earnings globally.

Further to this, the Company is making rapid progress to develop revenue diversification opportunities through the resale of cloud infrastructure, co-located infrastructure and virtual hosting.

In positioning itself for this growth, the Company has commissioned Cirralto to provide dedicated helpdesk and support services for the ConvertU2 Cloud platform. The directors of Motopia expect that the technical and sales expertise delivered by Cirralto will enable the ConvertU2 Cloud platform to flourish.

In the near term, the Company will commence establishing a channel partner program and aggressively target various tier 1 and 2 data migrators and system integrators. This will position the ConvertU2 Cloud platform offering as relatively low input cost competitive alternative to traditional migration tools that are in currently in use in the market. We expect this strategy will accelerate customer acquisition and revenue growth.

The Company continues to strengthen its capacity to acquire and diversify revenue streams to support growth and realise its vision of being the world's premier data migration company.

The platform can be viewed at www.convertu2online.com

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