

22 July 2015

Dear shareholder,

### **Letter from the Chairman of Motopia Limited**

As Chairman, I write to provide you an update and to share with you a vision for a new direction and new chapter in the story of Motopia, (the Company, ASX:MOT).

I am also the MD of Raptor Global Corporation Ltd (RGC). On 11<sup>th</sup> November 2014, RGC was appointed by Motopia to assist in a corporate re-structure and an optimisation of the Company's operations. For more information about the business philosophy of RGC you can visit [www.raptorglobalcorp.com](http://www.raptorglobalcorp.com)

Since the appointment of RGC, we have worked hard to identify and remove the roadblocks to success that existed within the old structure of the Company.

Under the new Company structure, revenues produced by 2SQL via the online platform flow directly to Motopia rather than to the CU2Global sales arm. The CU2Global sales arm will still operate and will look to make sales from using 2SQL 'on-premise', however under re-structure Motopia has not only ceased funding CU2Global, but is recouping funds loaned to CU2Global, \$500,000 of which was repaid in April as per announcement on 29/04/2015. MOT retains a shareholding in CU2G and continues its support of its on-premise business model.

Following the recent Board changes and the completion of the 100% acquisition of ConvertU2 Technologies Pty Ltd (CU2T), the board and RGC are of the opinion that the Company is now in a position to establish itself as a premier conversion technologies business.

The Company's aim is to migrate customer's software and data from legacy systems to current technology platforms, helping them unleash their data potential with new application systems regardless of if they are in the cloud or on premise.

The Company's current propriety platform technology is the ConvertU2online platform which hosts 2SQL Microsoft Access to Sequel Server (SQL) migration technology. This is the first commercialisation product with an extremely large market size, both domestically and internationally.

The 2SQL migration technology can be deployed in one of two ways, via:

1. On premise: data migration technology is deployed at the customer site; or
2. Online: through the Company's online portal [www.convertU2online.com](http://www.convertU2online.com).

The Company's new board is focussed on delivering shareholder value through investment in new technologies and new businesses.

## So what has changed at the Company?

Since November 2014, the Company has:

- appointed Raptor Global Corporation to undertake a strategic review of the Company and its assets;
- undertook a significant restructure of the company's corporate and operational structures;
- partnered with Cirralto Pty Ltd (Cirralto) to provide sales and software support services;
- invested in developing an online platform to provide data migration tools, accessible from anywhere in the world;
- implemented a cloud platform model that gives us Software as a Service (SaaS) revenue leverage to grow into the future;
- proceeded to acquire 100% of CU2T to develop additional data migration technologies beyond the existing access to SQL migration tool; and
- changed the board to better reflect the skillsets required to align with the Company's technology requirements;

This rapid and aggressive change has laid the foundation for a new vision and strategy to deliver shareholder value.

The Company intends to invest in the acquisition and development of specialised or custom system migration technologies to further enable customers to move the legacy data to commercial off the shelf software. This investment in future technologies will further grow the business offering and support diversified revenue streams.

## So what is "the plan"?

Over the next few months the Company will be making a series of announcements in relation to further corporate restructuring as it continues to build a framework to support its growth initiatives.

The first part of the plan was the successful deployment of the ConvertU2 platform. The 2SQL product is now being separated into its parts in conjunction with the intended acquisition of additional migration software to service two primary customer types:

1. The 2 million businesses moving to cloud financial systems over the next several years; and
2. The thousands of government departments and enterprise companies moving their Access, Oracle and legacy applications to the cloud.

The Company will focus on the below product distribution channels over the next 12 months to provide the required level of sales and support infrastructure:

- Direct Customer Engagement via the Convertu2online.com and direct sales team;
- targeting Customers directly and via a channel of value added resellers ("VAR's") and telecommunications partners;
- investment in new technologies; and
- the acquisition of sales and support oriented technology businesses.

The Company has commenced building an indirect sales force to build and manage VAR partners who have customers with conversion needs. Firstly through the agreement with IT managed and cloud services provider Cirralto, who will provide valuable support and sales infrastructure to assist the Company roll out of the convertU2online platform for a range of migration solutions.

The Company will also seek to enter in to reseller agreements with third party cloud service and data migration vendors to further expand the reach of the Company's conversion technologies to become a premier data migration business.

Additionally, the Company is actively targeting relationships with telecommunications and 'Infrastructure as a Service' providers with specific focus on partnering with telco's and Microsoft in its Azure business to identify areas where the Company can deploy further investment in developing migration technology to access new markets and customers, thereby providing access to diversified and new revenue streams, supporting the Company's future growth aspirations.

The Board will also seek out further acquisitions in technology and technology sales and support businesses to diversify the Company's revenue streams and grow its share of technology and support services recurring revenue.

This will enable the Company to have a solid platform of technologies and IT resources to underpin its growth and revenue initiatives for 2016. From this base the Company will continue to drive customer acquisition, revenue and profit with new products, improved service delivery and business partnerships.

I thank the Motopia shareholders for their patience throughout this re-structuring process and look forward to increasing the value of all shareholder's investments.

Regards,

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B.Eng, MIEAust.  
Managing Director – Raptor Global Corporation  
Non-Executive Chairman - Motopia  
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