

# motopia

Modernising Business

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# the problem

Most business systems cannot cope with today's requirements



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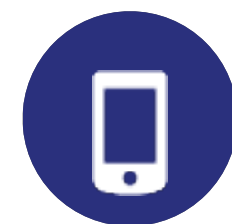
# modernisation specialists



Businesses have a mix of s/w and h/w systems developed over the past 30 years. Most of these do not interwork with each other nor are they connected to the contemporary systems of today. Globalization has accelerated the requirement for mobility and eCommerce solutions.



The rush is on to adopt contemporary business systems to keep up with global competition as more businesses adopt some type of mobility and eCommerce solutions to support both B2B and B2C, and B2B2C.



Key in supporting new mobile and eCommerce platforms is robust integration and connected business systems.

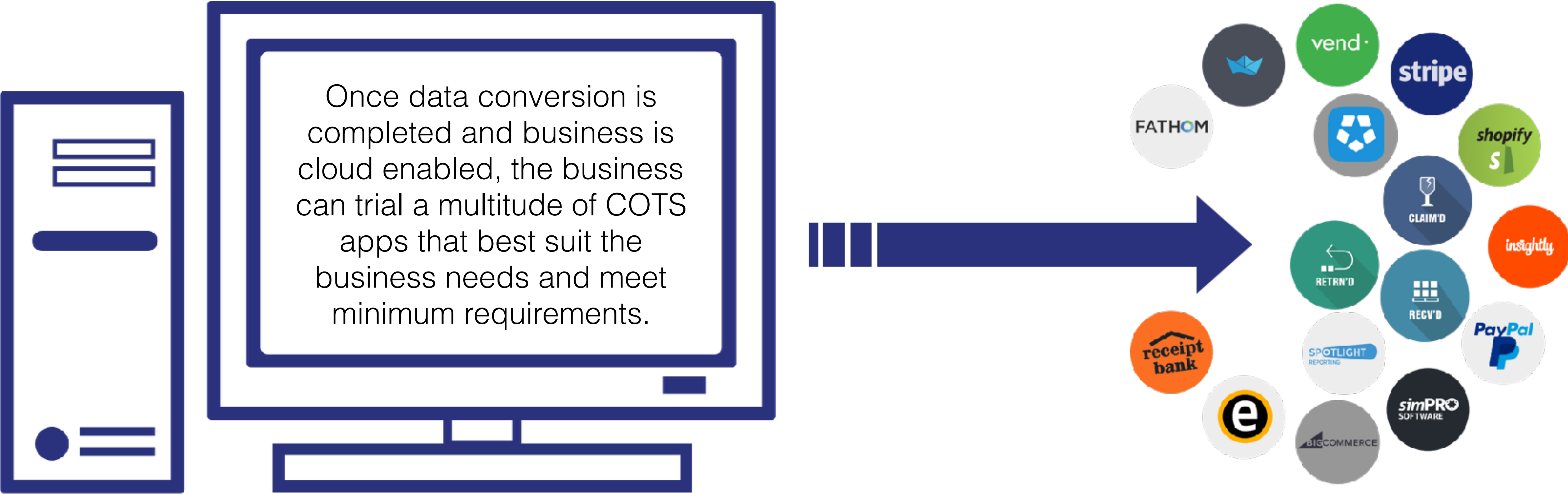


Product and service visibility (through electronic interfaces or application integration) to support frictionless eCommerce and to provide a 360-degree view of demand and supply.

# motopia's platform

Commercial off the shelf (COTS) modernisation technology

Our IP specialises in modernisation of legacy software, data and business processes.



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# modernisation unplugged

At its simplest, modernisation is an operational upgrade of businesses data and software. Modernisation and digitising business processes speeds up the pace and competitiveness of our customers ability to transact in the global marketplace.



## Hospitality

legacy point of sale (POS) system to a contemporary platform capable of connecting to apps that allow e.g. online booking and loyalty applications.



## Healthcare

legacy practice management software with cross platform applications that can run on tablets, phones and web; driving productivity improvements and in field patient data management.



## Retail

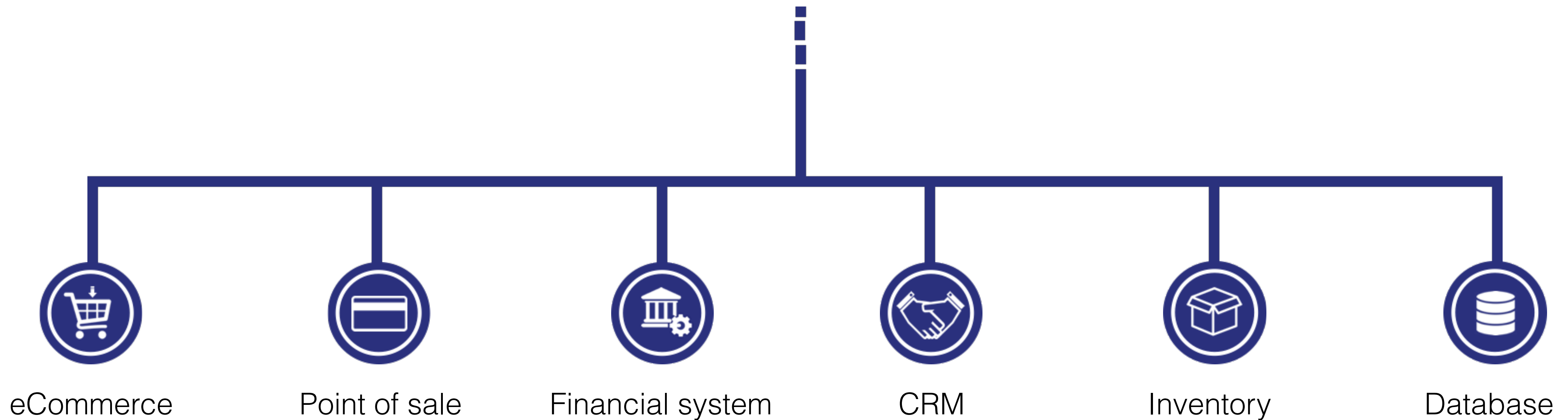
migration of inventory and customer data to an integrated CRMs, POS, eCommerce store, with real time cross platform inventory visibility.

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# what we deliver

Motopia is poised to be a leading cloud conversion PaaS (Platform as a Service) provider.

Flash convert migration and conversion PaaS



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# market size

McKinsey estimates the world market in 2016 to be **USD 7 Billion**, as almost every business will need to modernise in some way shape or form to participate in the digital economy.

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Modernisation has typically come at a substantial cost and has generally been cost prohibitive to implement. Most small to medium enterprise businesses are yet to modernise!

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## Key Markets

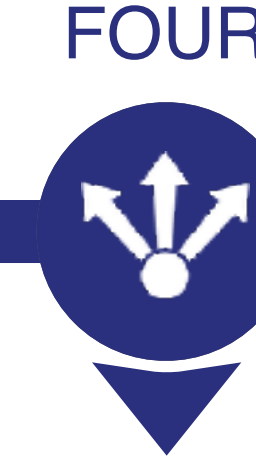
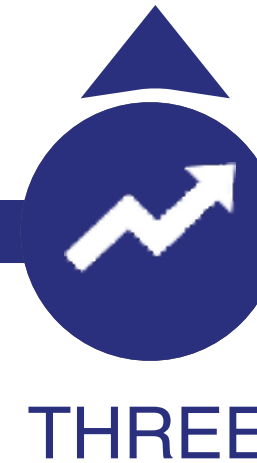
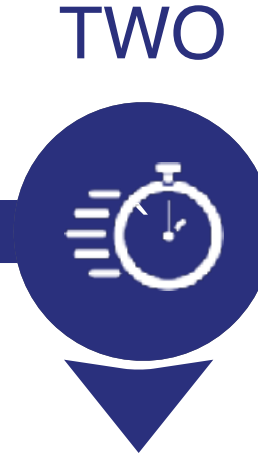


# Motopia go to market and growth strategy

Value added reseller (VAR) partnership with other software vendors.

Partnering with software companies to create demand for our products and services.

This enables both immediate and recurring revenue streams.



Modernisation solutions enable VARs to deploy customers more rapidly.

Forging revenue sharing arrangements with eCommerce, POS, App, EFTPOS and accounting software vendors.

## Our Partners



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# the executive team



**Mr Michael Mulvey**  
**(Interim CEO, MD Elect)**

Mike's career in the technology sector spans more than 30 years with significant senior leadership experience and a strong track record of achieving value creating growth through innovation and disciplined strategies. He brings a wealth of Senior Executive experience in key management positions across a wide range of companies. Mike brings with him a strong sales, management development and growth ethos and has enjoyed successful careers at Nokia and Tait Communications in senior positions across most aspects of Executive Management. He has extensive industry knowledge across many technology fields and industry verticals.



**Mr Adrian Floate**  
**(Executive Director)**

Adrian is an IT innovator who has been building software for 20 years. He has founded, built and sold several technologies businesses and worked in Asia, Australia, the UK and US. Adrian has both private and public company experience at executive level. He is a business strategist that looks to overcome complex problems with software automation solutions. Adrian has worked in supply chain management systems since 1997 and has experience in manufacturing, wholesale distribution, retail and eCommerce.

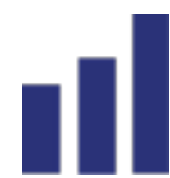
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# why invest?



## Demand

Current demand exceeds our ability to supply services to customers.



## Growth

The target market segment is unserved and there is strong potential for rapid growth.



## Market Share

Limited competition in the small & mid-sized business segment.



## Potential

Motopia is poised to become the market leader in SMB/Enterprise conversion within the next 2 years.



## Globalisation

Many local and global organisations are looking to partner.



## Experience

Executive team has proven experience in commercialising technology.



## Opportunity

The opportunity for cloud adoption in the digital economy continues to grow beyond all expectations.

**motopia**

(ASX: MOT)