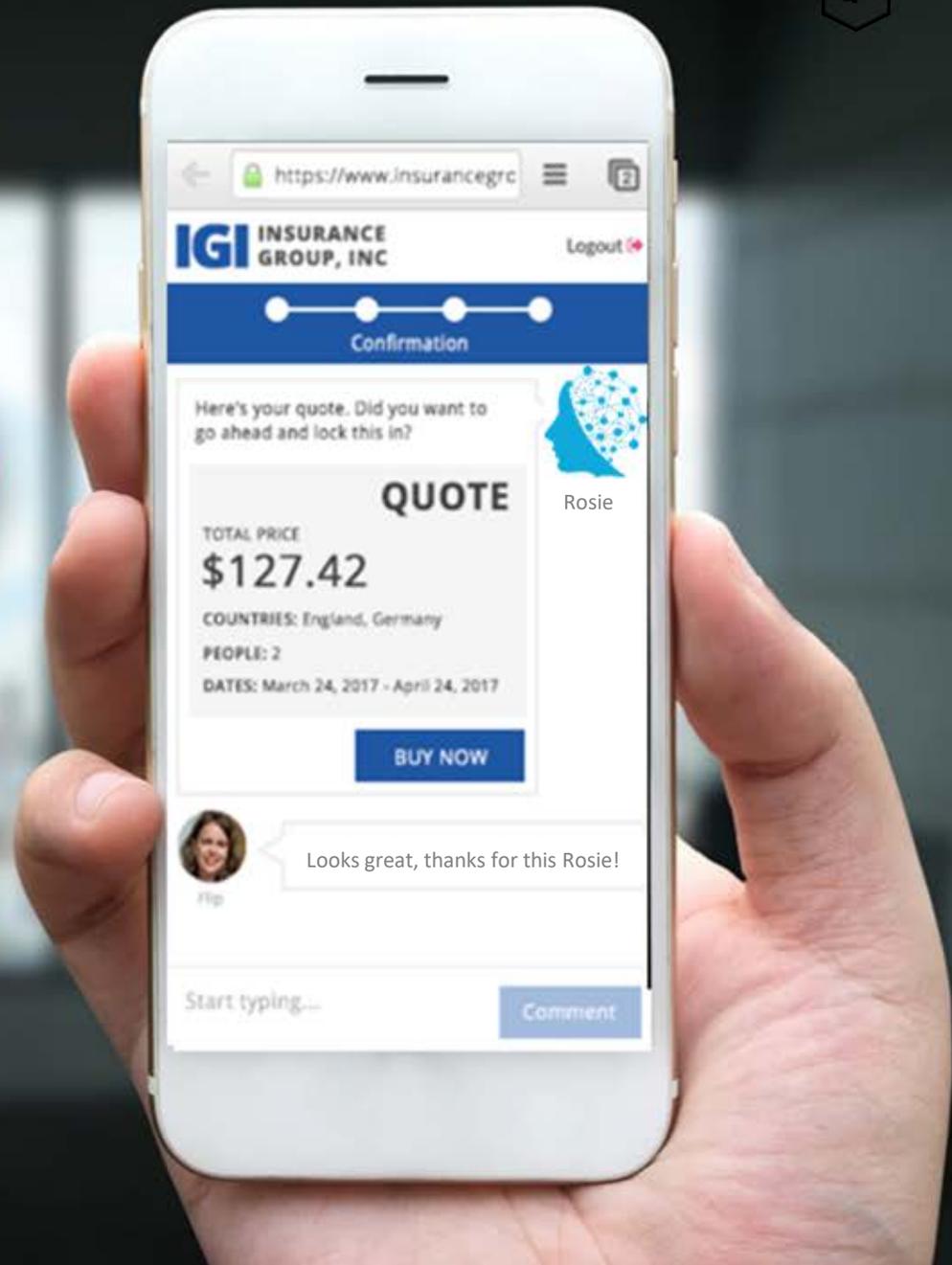


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flamingo
Intelligent Automated Conversations


ROSIE

INVESTOR PRESENTATION JULY 2017



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INTRO VIDEO



01:45

The Problem

Insurance companies need to increase online revenue by

10x

5 years

40% of insurance jobs will be automated by **2026**

30% of customer service interactions will be handled by conversational agents by **2022** - up from 3% in 2017

40% of enterprises will be using virtual assistants for business processes by **2019**

Size of the Problem

US MARKET
ALONE

Financial products are complex,
making it difficult to buy online,
causing low sales conversion rates

INSURANCE TOTAL ADRESSABLE MARKET

US\$17.7 BILLION

2500 businesses 176 million consumers

First vertical - Financial Services, focussing on insurance and investment firms. Next vertical target is healthcare

Global Traction

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+ 2 other Fortune 100 companies (in confidence)



TARGET VERTICALS

CURRENT FOCUS

FINANCIAL SERVICES
INSURANCE



HEALTH INSURANCE



HEALTHCARE



OTHER – RETAIL, MEDIA,
HOSPITALITY

The Flamingo Solution

Flamingo solves the problem of low online sales conversion rates

Based in NYC and Sydney Flamingo is an Enterprise SaaS company in the high-tech Artificial Intelligence (AI) field within the emerging category of Conversational Commerce, providing:

1. Cognitive Virtual Assistants (ROSIE)

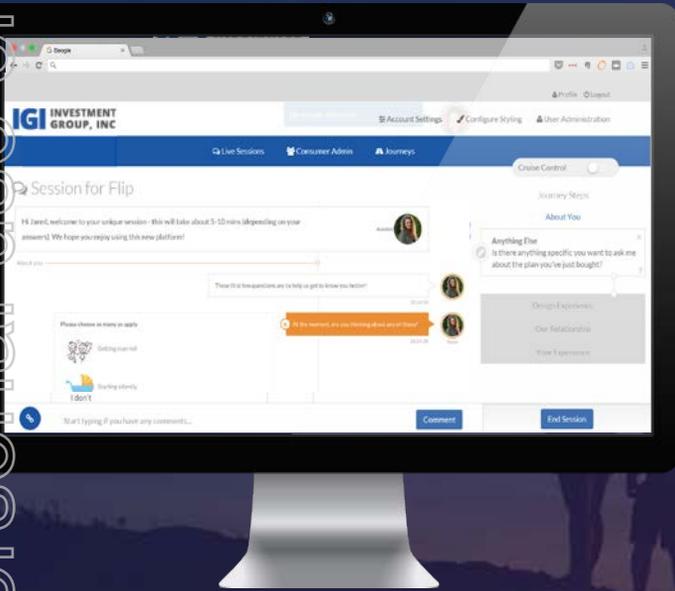
- Flamingo fuses web-chat, web-forms and machine learning to guide customers through complex decision making into quotation, application and payment

2. Intelligent Guided Selling Platform – JourneyAssist

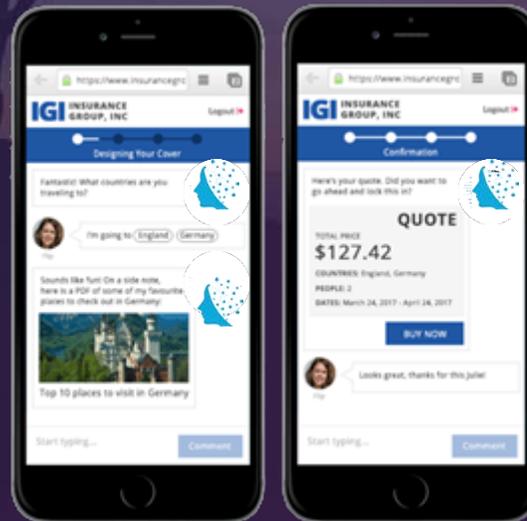
- Helps increase online sales conversion rates for large financial services firms
- The platform is also used to on-board, renew and service customers

Flamingo is one of global IT Analyst firm, Gartner's, 'Cool Vendors'.

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ROSIE



Gartner

Target Metrics

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Higher Sales Conversion Rates

Complex financial products are much easier to sell if customers are guided through the purchase process, resulting in a higher conversion rate



100% INCREASE
IN ONLINE SALES CONVERSION



Increased Customer Retention

Customers purchase the right product for their needs, which leads to higher customer retention



20% INCREASE
IN CUSTOMER RETENTION



Increased Efficiencies

Journeys are able to be automated, meaning that employees are required less often or not at all, reducing customer calls and reducing staffing costs. Employee's productivity increases working along side AI capability



30% REDUCTION
IN-BOUND CALLS



Our results to date

50%

REDUCTION IN
ABANDONMENT RATES

32%

ENQUIRY
TO QUOTE CONVERSION

90%

INCREASE ON YOY
CUSTOMER RENEWALS

300%

DECREASE IN CALL HANDLING
TIMES COMPARED TO VOICE

30PT

INCREASE IN NPS

20%

INCREASE IN CUSTOMER RETENTION

Revenue Model



6 clients in progress

Path to Revenue

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Management



DR CATRIONA WALLACE
Founder & CEO

Established and proven entrepreneur, multi-award winning, recognized business leader.

PhD in Organizational Behavior – Human Technology Interaction.

Recognised as Top-5 Global Customer Experience Expert.

Springboard Alumni.

Founder and now major shareholder of successful businesses including multi-Award winning firm, Fifth Quadrant and ACA Research.



JOE WALLER
Chief Technology Officer

Former Technology Strategist and Chief-of-Staff of Betfair, the world's biggest sports trading platform

Played a key role in growing the company from a UK technology startup into the world's largest internet betting exchange

Ran the product and platform teams that built and scaled the exchange to annual revenues of over \$700 million, matching over 30,000 trades a minute (more than all of Europe's stock exchanges combined).



DR JACK ELLIOTT
Chief Data Scientist

Published expert in & Internationally academically recognized for large-scale, natural language processing and linguistics with key contributions in a number of fields.

Software engineering career spanning over 15 years and three continents across the banking & financial sectors

Leveraging academic expertise to drive the deployment of text processing algorithms on a massive scale to provide intelligent, native insight on the Flamingo platform.



ROHINEE MOHINDROO
President US

Rohinee, with a Master's in Computer Science from Monmouth, has over 25 years of leadership experience across the technology sector.

Prior to joining Cre8tek, Rohinee co-founded Dyjit, a concept lab that focuses on projects that allow consumers and businesses to have better digital experiences with legacy industry verticals.

Investor Highlights



Significant first mover advantage in the online financial services sector with a proven track record since founding in 2014



Initial US\$17.7 billion market opportunity in Financial Services sector with significant investment going into Artificial Intelligence



Scalable technology platform that solves significant business problems related to customer sales, retention and engagement



High level of Security capability has been built into the platform meaning clients are sticky and there are barriers to entry for competitors



Paying customers 6 clients progressing through Paid Production Pilot and several close to MRR and Scale. Major companies in US, Australia and Asia - such as Nationwide Insurance and AMP, with a strong sales pipeline in place. Recent entry into Asian markets through MetLife Asia



Extensive news flow and aggressive product development roadmap over the next 6 months



World class team in financial services, machine learning, technology, data science and business development



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