

## ASX ANNOUNCEMENT

16 August 2017

### DigitalX Company Presentation

**DigitalX Limited** (ASX:DCC) (**DigitalX** and the **Company**) is pleased to provide the attached Company presentation and update for shareholders.

The presentation provides an update on DigitalX's current business activities and outlines DigitalX's strategy and focus moving forward. As outlined in the presentation, DigitalX continues to focus on creating value for shareholders through its AirPocket remittance app and API, and continues to build its presence as a valued consultant in the Blockchain space. In addition, the Company is growing opportunities in the token sale (also known as 'ICOs') market. More information is contained in the presentation attached.

On an administrative level:

- (a) DigitalX has implemented a minority holder sale process. Based on the share price as at 11 August 2017, the Company had approximately 2,096 minority shareholders (holding a parcel of shares of less than \$500 based on a share price of 3.3 cents) out of a total of approximately 3,100 shareholders. Information on that process is outlined in our announcement on 11 August 2017; and
- (b) as approved by shareholders at the Annual General Meeting on 30 November 2016 and having met the tenure milestone related to the issue (as at 25 July 2017), the Company's CEO, Leigh Travers is entitled to receive 500,000 shares in the Company. These shares will be issued in the coming days.

Please refer to the below presentation for further details. DigitalX looks forward to providing further updates as it executes on its strategy.

-ENDS-

**For further information, please contact:**

#### **DigitalX Limited**

Leigh Travers  
Chief Executive Officer  
T: +61 439 376 847

#### **About DigitalX Limited**

DigitalX is a Blockchain Technology Company based out of Perth and New York. Partners can use DigitalX's Blockchain technology expertise to deliver innovative products to global markets.

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Blockchain Technology Services

# Important Disclaimer

This Document and the information contained herein and any presentation (collectively referred to as "Information") is proprietary to DigitalX Limited ("the Company").

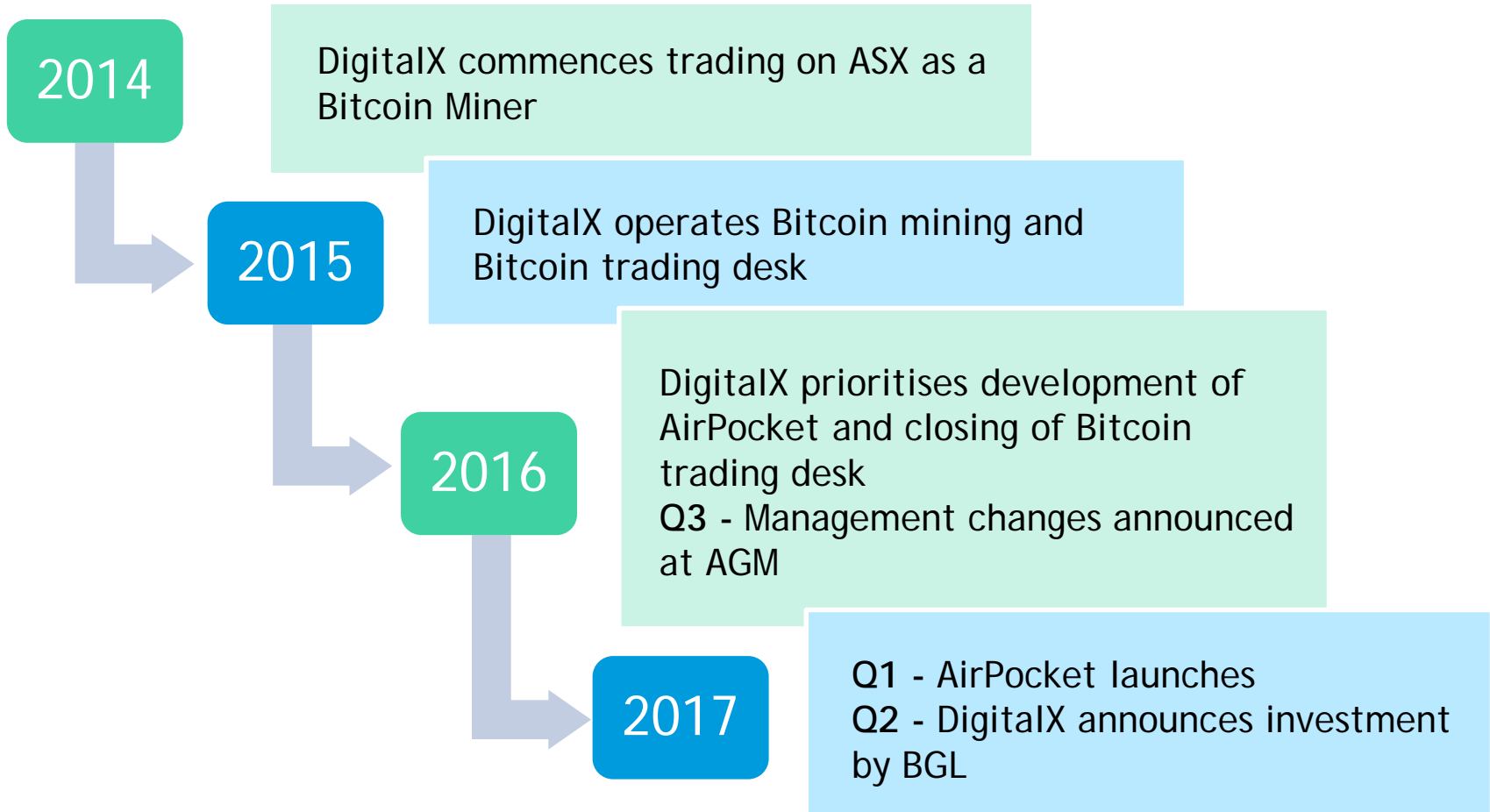
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DigitalX Ltd is an early mover in the Blockchain technology industry

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DigitalX owns significant software assets, has Blockchain technical expertise and has an industry network built up throughout its years of operations

DigitalX seeks to be a multi-faceted business operating in the digital currency and Blockchain space seeking stable sources of income for shareholders through the leverage of its expertise and technical capabilities generated since its inception

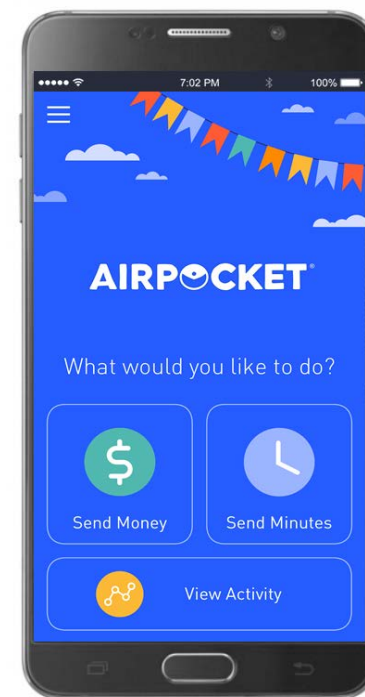
DigitalX is building its business strategy by seeking to utilise its technical expertise and network to focus on three core business areas:

- × [AirPocket](#) - DigitalX built the first Blockchain-enhanced remittance Application, AirPocket;
- × [Blockchain consulting](#) - DigitalX continues to be a leader in the understanding and use of Blockchain technology; and
- × [ICO consulting services](#) - building on the experience and expertise gained from mining, trading, and development of Blockchain based products, DigitalX seeks to offer consulting services in the fast growing Initial Coin Offering (ICO) market.

# AIRPOCKET®



- ✘ AirPocket was the first Blockchain-enhanced mobile remittance application and it offers US AirPocket users the ability to make low-cost international money transfers to 14 countries across Latin America
- ✘ AirPocket launched in February 2017 as a secure and innovative remittance App utilising Blockchain technology to store users transactions and to allow users to share their credit histories
- ✘ At the Remittance Technology Awards, held during the 2017 'Global Forum on Remittances, Investment and Development' in New York, AirPocket received the 'Remittances & Financial Inclusion Award'
- ✘ Following the launch and a lower than expected takeup of AirPocket the focus of monetisation has shifted from consumer marketing towards finding partners for AirPocket with regional experience and a ready-made customer base



Blockchain, has been one of the most spoken about emerging technologies however the execution of Blockchain based solutions remains in its infancy.

DigitalX has a strong core team of Blockchain experienced professionals and since April 2017 has begun offering Blockchain consulting services to businesses. Initially, the Company has been working with Lateral Communications to source clients and opportunities in this area.

DigitalX has reasonable expectations that the market for consulting on Blockchain products and services will continue to grow as the understanding of its benefits and potential uses grows, with revenue to be generated from fees charged for access to DigitalX's expertise and solutions developed for clients.

DigitalX is currently involved in a number of projects which may lead to revenue generation through a diverse range of projects in areas including supply chain, digital currency exchange, conservation, automated teller machines and funds management, showing the variability of Blockchain technology.

Over US\$1.6 billion has been raised around the world through token sales, otherwise referred to as 'ICOs' in 2017 with the overall cryptocurrency market capitalisation breaking through \$100 billion<sup>1</sup>.

Utilising our experience in being able to **deliver** Blockchain based products (AirPocket) and building on our experience and expertise in the mining, trading and development of cryptocurrency products, the Company believes it is well placed to be a trusted adviser to entities looking to conduct token sales. DigitalX's services can be broken down into:



### Technical due diligence



### Promotional activities



### Introduction to our network

- × **Due diligence** - the ability to assess and review products seeking to raise funds through token sales.
- × **Promotional activities** - the ability to promote token sales to parties looking to participate in the growth of companies in the token sale space.
- × **Network introductions** - through partnerships and relationships, including with Blockchain Global Limited, we have the ability to introduce companies seeking to raise funds through token sales into a growing market network.

<sup>1</sup> <https://www.coindesk.com/1-6-billion-all-time-ico-funding-climbs-as-record-500-million-invested-in-july/>



The Company has already been approached to provide services on token sales being undertaken by entities developing products in the Esports, advertising, decentralised computing and AI/Robotics industries.

The Company believes it can generate revenue through providing advisory services. When DigitalX is the lead advisor, the Company expects to receive a percentage fee of the total funds raised in liquid digital currency (ETH/BTC) plus a promoters percentage fee of free tokens native to the ICO. The typical timeline for projects is 4 months from whitepaper to launch.

In addition, given its experience and place as the only listed digital currency company in Australia, DigitalX is well placed to be involved in discussions on public policy and regulation of this new and growing market.

DigitalX can bring a number of key aspects to ICO's including advisors, introductions to cryptocurrency investors and our in house technical experts.



ADVISORS



INTRODUCTIONS TO  
CRYPTOCURRENCY INVESTORS



PUBLIC POLICY ADVICE



TECHNICAL EXPERTS

- ✘ **25 August 2017** - a general meeting has been convened to consider a number of resolutions relating to the future of the Company including the ratification of previous issues of securities and the approval for an investment of AU\$4.35m from Blockchain Global Limited (BGL).
- ✘ BGL has the right to place up to approximately 50% of its commitment to other parties. All shareholders should read the Notice of Meeting and accompanying Independent Expert's Report announced to ASX on 26 July 2017.
- ✘ The Independent Expert has concluded that the investment by BGL is both "fair and reasonable" to non-associated shareholders.
- ✘ BGL will become a cornerstone shareholder of the Company.
- ✘ BGL will also nominate two new Directors to the Board of the Company, including a new non-Executive Chair, replacing Interim Chair, Toby Hicks.

The Board considers that if all resolutions are approved, the incoming capital and the new Directors will enable the Company to execute its strategic direction and drive growth and opportunity for shareholders.

# Stock Matrix - Assuming Approval of all resolutions



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## Shares on Issue (approximates)

365m shares  
23m options 8c ex Feb 2018  
117m options 3.24c ex March 2018+  
46m shares to be issued on conversion of convertible notes

## Market Cap as at 11 August 2017 @ 3.3c

\$12m (undiluted)

## Volume- 3 Month Average (no.)

~4m

## 6 Month Closing Price Range

2¢ - 5¢

## DigitalX Ltd (DCC:ASX) 6 Month Chart



**Leigh Travers**  
Managing Director

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Mr. Travers is Vice Chairman of the Australian Digital Commerce Association (ADCA) and Chair of the Initial Coin Offering (ICO) Industry Working Group. Mr. Travers served seven years at a boutique Wealth Management firm as an Investment Advisor and Designated Trading Representative (DTR). He holds a Bachelor of Commerce and Communications from the University of Western Australia and Fintech Certification from MIT.

**Neel Krishnan**  
President

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Mr. Krishnan has extensive experience within capital markets and in designing and creating trading software. He worked as a researcher on capital markets and financial intermediation at the Federal Reserve Bank of New York for Bank president Tim Geithner. Mr. Krishnan then moved into the hedge fund industry, developing risk analytics platforms and algorithmic trading solutions focused on commodities and equities. Mr. Krishnan holds a masters in political science from MIT and bachelor's in Economics and Anthropology at Columbia University.

**Mike Segal**  
Chief Technology Officer

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Mr. Segal is an expert in cryptography and machine learning and has worked on a diverse set of problems including weather prediction, consensus protocols, and mesh networking at several Boston and San Francisco-based companies. Mr. Segal became interested in distributed consensus systems in 2010 and was a founding member of the first weekly Bitcoin discussion group in the world, which still meets today in New Hampshire. Mr. Segal studied math and physics at the University of Florida, where he founded the Applied Cryptography Group and worked on formulating algorithms for quantum cryptography.

**Scott Benson**  
Compliance

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Mr. Benson is a highly seasoned Regulatory Compliance Specialist, with extensive experience in building and managing compliance programs. Mr. Benson's experience includes as Director of Regulatory Compliance for Bitnet Technologies, Senior Manager with Citigroup's AML Operations and various senior compliance roles at firms such as Merrill Lynch, RBC and MetLife including time as a regulator with FINRA. Mr. Benson serves as an advisor to FinTech companies via Startup Bootcamp and member of the Association of Certified Anti-Money Laundering Specialists and Association of Certified Fraud Examiners (ACFE) and has accrued various securities industry designations via FINRA.

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