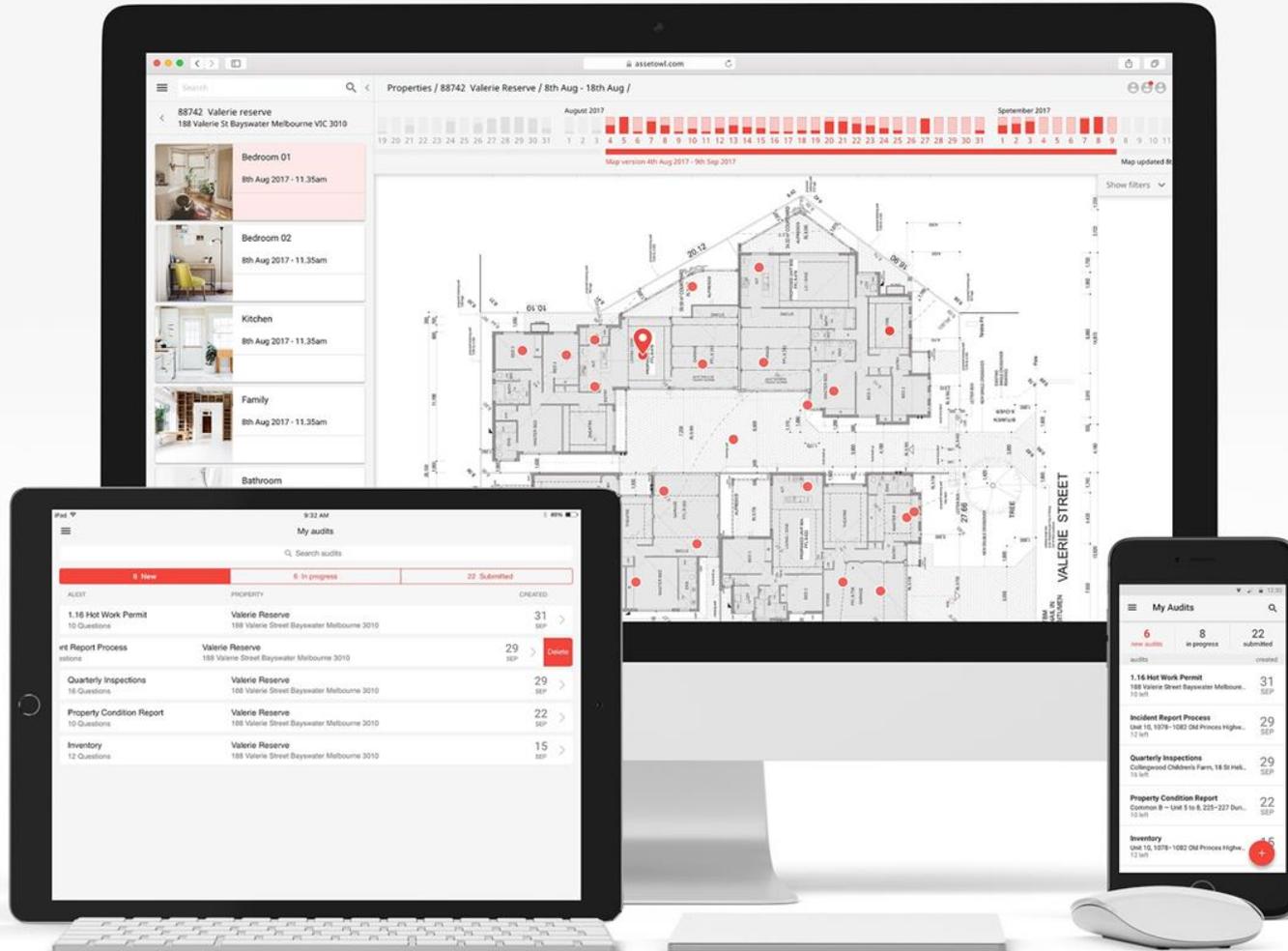




Revolutionising asset visibility and change

Investor presentation – April 2018

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Potential investors who wish to subscribe for securities in AssetOwl will need to obtain a copy of the Prospectus and should read the Prospectus in its entirety and consider the information contained in it before making a decision whether or not to invest in AssetOwl. All investors must complete and return an application form which accompanies the Prospectus, in accordance with the instructions in the Prospectus and on that form.

All figures in this document are in Australian dollars (AUD) unless stated otherwise.

Executive summary

- AssetOwl has continued to develop and evolve its unique enterprise software platform (“Management Platform”) and refine its business strategy and operations during its first year on the ASX since acquiring AssetOwl Technologies
- With its genesis in the traditional retail sector, AssetOwl has successfully demonstrated its proof of concept with 7-Eleven in Australia, however broad penetration has taken longer than anticipated with many external challenges impacting the sector
- AssetOwl has actively looked beyond retail to expand its offering, and identified a significant opportunity for growth and expansion of the Management Platform in the real estate and government property sectors
- AssetOwl has secured key cornerstone relationships in both the private and government property management sectors – Colliers (WA) and AC3 as a conduit to a prominent NSW government agency – providing the basis for strong growth in the sector
- AssetOwl is continuing to evolve its board and management team to ensure it has the right structure and skills to meet the ongoing requirements of the business. Efficiency and cash burn in this rollout are being closely monitored to ensure the effective deployment of resources as the Company seeks to grow revenues and transition to positive cash flow.
- AssetOwl is now positioned to create and deliver value for investors with momentum and growth in the private and government property sectors, and a proven position in the retail sector

Corporate snapshot

Trading information (as at 26 March 2018, 8.0 cents/share)

ASX stock code	AO1
Shares quoted on ASX (free float)	49.55m
Unquoted shares (escrowed until 6 Jan 19)	15.99m
Market cap (all shares)	\$5.2m
<i>Quoted options:</i>	
AO1O (17.5c, 30 Sept 18)	10.14m
AO1OA (37.5c, 30 June 19)	8.75m
<i>Unquoted options:</i>	
22.5c, 31 Mar 19	5m
37.5c, 30 June 19	11m
<i>Performance rights:</i>	
Class B ¹	7.5m
Class C ²	3.15m

Top 10 shareholders	Holding	% IC
Transcontinental Inv	8.21m	12.53%
Imprint Inv PL	3.57m	5.44%
Indermaur CC + Indermaur	3.57m	5.44%
NCKH PL	3.57m	5.44%
Ogee Aust PL	3.57m	5.44%
Chesapeake Cap Ltd	2.70m	4.12%
Catherine Argall	1.90m	2.90%
Retzos Executive PL	1.45m	2.90%
Brady DJ + K E + R F <BRADY FAMILY A/C>	1.35m	2.21%
Deckert PL	1.20m	1.83%
Top 10 total		47.40%
Top 40 total		72.71%

Directors, founders, management and staff hold c.35% of issued capital

1: 1,152 stores, \$5.76m revenue and \$1.792m NPBT as at end CY18

2: 1,408 stores, \$10.4m revenue and \$5.696 NPBY as at end CY19

Board & Management



Simon Trevisan
Non-Executive Director
Chairman - AssetOwl

- Significant experience in public and private investments, corporate finance and management of large public and private businesses.
- Currently Managing Director of the Transcontinental Group, a significant property developer and investment company.



Bruce McCracken
Executive Director
- AssetOwl

- Experienced business executive with a legal and investment banking background in corporate finance and mergers and acquisitions, and the corporate sector.
- Currently the Managing Director of BMG Resources Limited.



Ian Murchison
Non-Executive
Director - AssetOwl

- Founding shareholder and investment director of private equity fund manager Foundation Management Pty Ltd.
- Fellow of the institute of chartered accountants and director of ACP Group Pty Ltd and Primary Securities Ltd.



Andrew Lane
Non-Executive
Director - AssetOwl

- Managing Director at Matrix Partners Pty Ltd and Chairman Access Group Pty Ltd.
- Director and vendor of AssetOwl Technologies prior to its acquisition by AssetOwl in 2016.



Giuseppe DiFranco
Chief Technical Officer
& Co-Founder - AssetOwl
Technologies

- Before co-founding AssetOwl Technologies, had a working partnership with Google where he became one of the first members of the Australian Google Business View Program.
- At AssetOwl Technologies, Giuseppe leads the product and engineering teams developing the management platform.



Brian Simons
Head of Sales - AssetOwl
Technologies

- Brian brings a wealth of experience to AssetOwl Technologies, having worked in software sales for 10 years, most recently as a Sales Manager at Aconex Limited where he consistently met and exceeded sales targets.
- At AssetOwl he is responsible for leading the execution of AssetOwl Technologies' sales strategy.

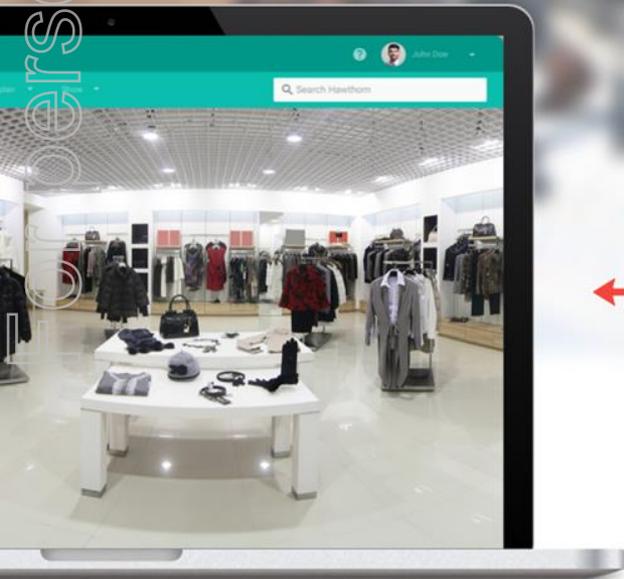
Management Platform Overview

Head office users

Visibility of property network from desktop through virtual tour of each site

Integrate other systems into AssetOwl and maintain a history for each property in one location

Powerful analytics capability. Reporting with contextualised and relevant information



AssetOwl

Cloud based enterprise system

Software-as-a-Service revenue model on a per site basis

ISO: 27001 accreditation - IT security system

Open API's - ability to integrate with existing software systems

Patent protection pending



In-field users

Mobile app enables users to maintain accuracy of existing conditions

Connecting head office to sites. Communicate, monitor and manage in real time

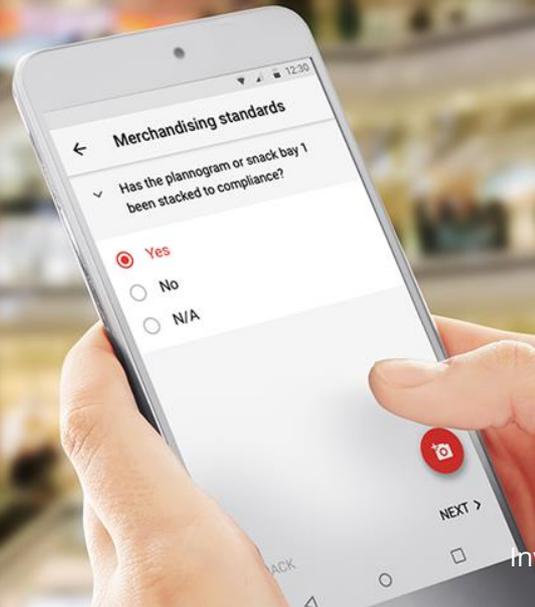


Refinement of AssetOwl concept beyond retail

- The genesis of the AssetOwl business was born from the experience and familiarity of one of AssetOwl Technologies' co-founders with the business issues large retailers are facing:
 - Identified pain points for large retailers struggling with sprawling, geographically dispersed networks and a large number of ageing business assets
- Retailers typically lack 'one source of the truth' when executing change management:
 - Multiple teams use spreadsheets, email and specific non-interoperable apps to manage network-wide change initiatives
 - This lack of connectivity raises costs, slows implementation and impedes collaboration among stakeholders
- While AssetOwl has demonstrated its proof of concept with retailers, penetration has taken longer than anticipated with retailers' focused on external issues:
 - Changing nature of landscape and competition – Amazon and other online retailers
 - Coles demerger and Bunnings challenges in UK
- Whilst AssetOwl's proposition for retailers remains well founded, AssetOwl recognises that the execution will take longer than anticipated and has looked beyond retail for a significant near-term growth opportunity
 - Now achieving expansion in the real estate and government property sectors

Successful 7-Eleven rollout boosting engagement and driving development of the platform

- AssetOwl has successfully implemented the Management Platform for use in 7-Eleven's full national network of more than 600 stores.
- 7-Eleven's utilisation of the AssetOwl platform has risen steadily since commencing in July 2017, with several thousand transactions executed.
- Multiple touch points within each store present diverse sources of potential value creation.
- Implementation with 7-Eleven has provided the business with ongoing feedback from real world users. This market feedback has helped with the creation of new product features which have further enhanced the Management Platform and the value proposition across the retail market for future customers.



Addressing an unmet need in real estate and government property management

- Government asset and real estate property management agencies face similar challenges to retailers
 - Multiple teams use spreadsheets, email and specific non-interoperable apps to manage a large volume of property-related tasks
 - Lack of connectivity raises costs, slows implementation and impedes collaboration among stakeholders
- AssetOwl recognised its Management Platform is readily adaptable to resolve similar issues across the private and government property management sectors
 - Sectors comprise a significant number of properties and of significant value
 - Solution is low cost and significantly scalable
- Commercialisation progress is well underway, with cornerstone deals signed in both private and government property management sectors
 - Real estate property manager Colliers (WA)
 - Established public and private IT services provider, AC3, as the conduit to a prominent NSW Government agency client
- Colliers (WA) and AC3 will initially use the AssetOwl Management Platform as a field inspection tool for their residential property portfolios, with significant scope for expansion across a broader product offering

Market structure and growth drivers

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	Government Asset and Real Estate Property Management	Retail Property Management
Target Markets	<p>Residential and commercial property management agencies</p> <p>Government departments with asset management requirements</p>	<p>Supermarkets and grocery stores</p> <p>Convenience stores</p> <p>Consumer goods retailing</p>
Size of Market (Australia)	<p>Approximately 9.6 million dwellings</p> <p>Approximately 2.27 million rental households¹</p>	Approximately 85,574 businesses
Size of Market - Turnover (Australia)	Residential: Industry revenue projected to have grown at an annualised 5.8% over the five years through 2016-17, to reach \$3.9 billion	\$276 billion ²
Growth Drivers	Strong net migration, driving demand in a rental market with growth linked to decline in a mortgage affordability	Increasing competition from overseas and online competitors is encouraging retails to invest in their store offer to provide superior customer experience

Sources:

1: [PROFILE OF THE AUSTRALIAN RESIDENTIAL PROPERTY INVESTOR - CoreLogic June 2016](#)

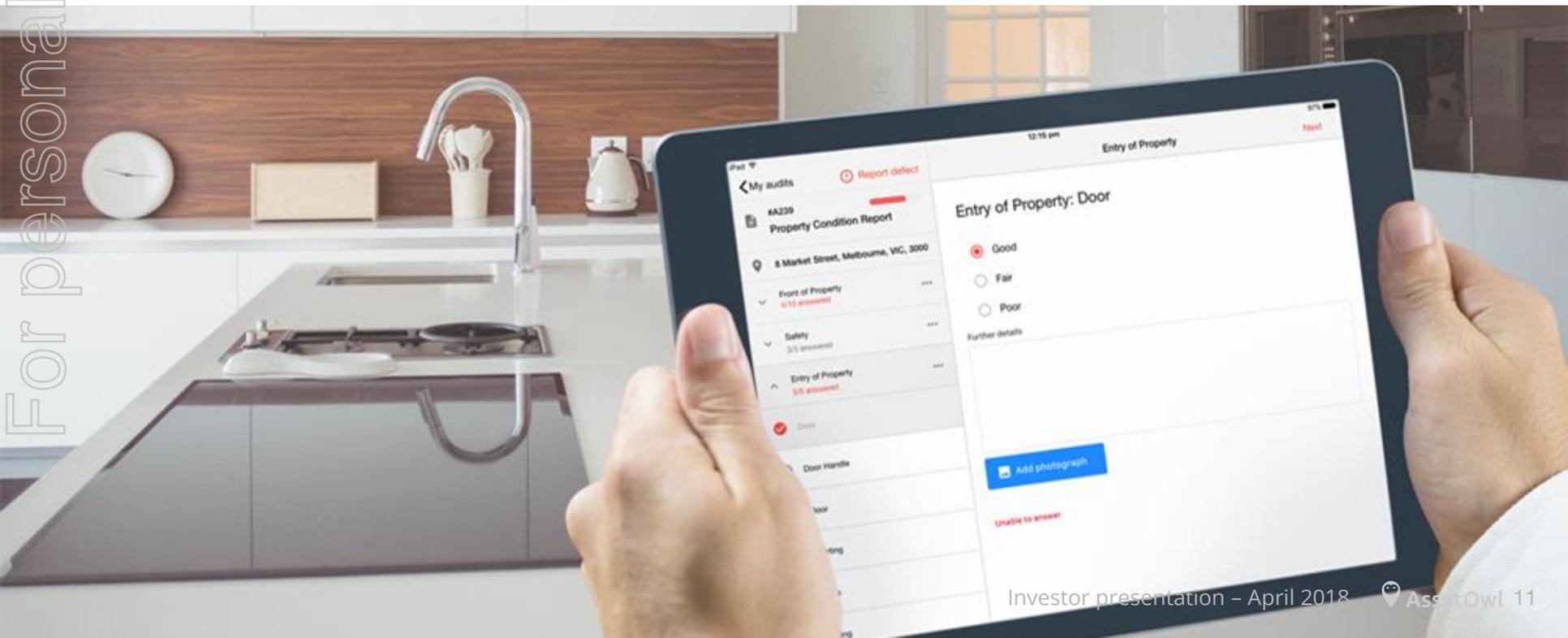
2: [IbisWorld Industry Reports - Retail Trade \(Australia Market\) - Consumer Goods, Convenience Stores, Supermarkets and Grocery Stores](#)

Developing traction in commercial and residential property

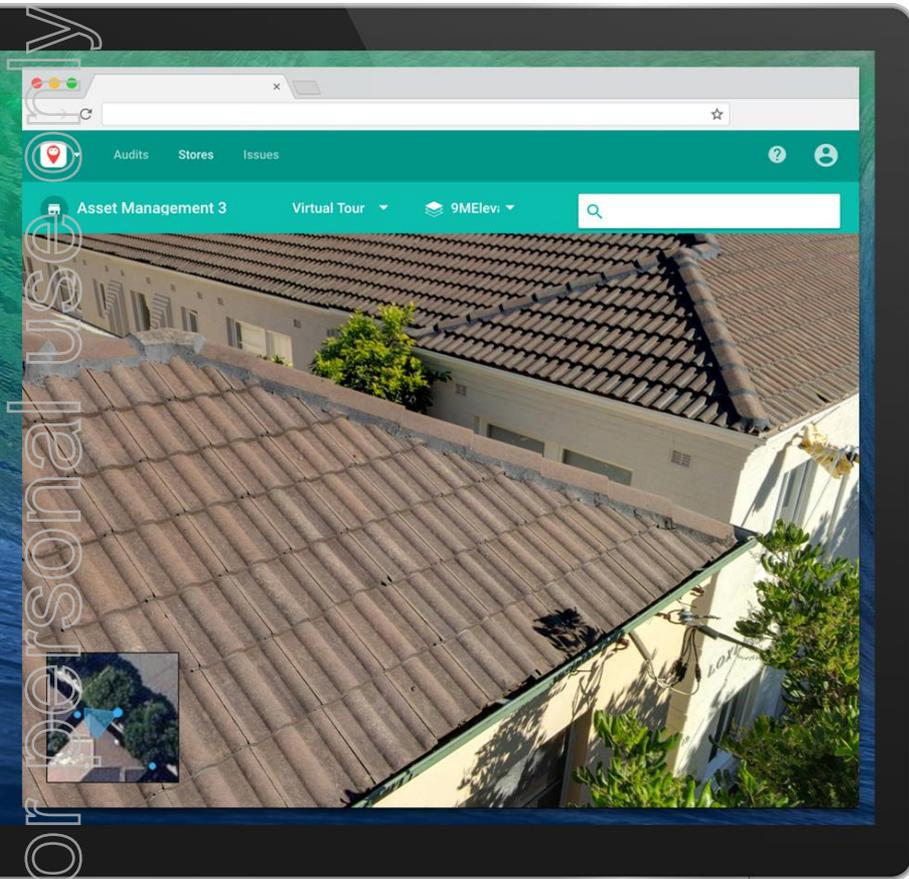
- AssetOwl has partnered with Colliers International (WA) to adapt the Management Platform further for the real estate property management market's needs
- Assists property managers by boosting the efficiency and accuracy of the residential property inspection workflow, bringing a paper based process into the cloud
- AssetOwl's Management Platform will empower property managers to efficiently capture inspections of properties and collaborate on our cloud-based platform with other stakeholders including property owners and rental tenants



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Developing traction with government asset managers



- AssetOwl has signed an agreement to service a large NSW Government agency via AC3
- The NSW Government agency that AssetOwl will support with the Management Platform owns and manages a \$35 billion portfolio of land and building assets comprising of more than 125,000 properties
- AssetOwl's field tools will be used by the agency's audit teams on a pay per action fee for use, vastly improving the speed and accuracy of the audit process
- Launch in this market represents a material proof point validating the AssetOwl Management Platform in a third vertical beyond retail & real estate



Strategic growth initiatives

- Simplified Pricing Structure
 - Refinement of the pricing structure to a more simplified annual SaaS licence fee on a per property or per transaction basis to assist with procurement through large organisations
- Focus of resources on commercialisation efforts and sales
 - With the core Management Platform technology now developed the business will be highly focused on commercialisation of the platform in line with cash resources
- Channel partners
 - Engagement with suitable channel partners to further increase customer growth into the property management market
- Online solutions
 - Development of systems and processes to enable customers to procure and sign up for the Management Platform online for cost effective growth into international markets

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Rights Issue

- AssetOwl is undertaking a renounceable rights issue
 - One new share for every share held at an issue price of 4.5¢ per new share
 - Up to \$2.95m raising (before costs) with a minimum raise of \$1m
- Major shareholders associated with the Board, vendors of AssetOwl business and management have committed to take up entitlements of \$0.86m
- The issue price represents a 43.75% discount to last sale of 8.0¢ and a discount of 28.0% to TERP. At last sale, TERP is 6.25¢

Use of funds (at Maximum Raise)	
Business Development and Marketing	\$0.75m
Software Development	\$0.75m
Working Capital/Costs	\$1.45m
Total	\$2.95m

Indicative Capital Structure (at Maximum Raise)			
	Shares (m)	Options (m)	Performance Rights (m)
Existing	65.54	34.89	10.65
Rights Issue	65.54		
Total	131.08	34.89	10.65

- Fundraising provides AssetOwl with the capital required to progress toward positive cash flow by end of FY19

Rights Issue

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Indicative Timetable	2018
Lodge Prospectus with ASIC	5 April
Ex rights – Rights Trading Commences	10 April
Record Date	11 April
Rights Trading ends	24 April
Closing date	1 May
Shortfall notified	4 May
New Shares Commence Trading on ASX	9 May

Investment highlights

- Management Platform now proven in market with execution strategy refined and focused to capture strong growth opportunity
- Company progress accelerating with customer traction in key target markets
- Beachhead customers signed in the key retail and property asset management sectors provide AssetOwl with a solid platform for growth
- Attractive tiered revenue structure with up-front implementation fees, recurring SaaS licence fees and potential for monetisation on a per-action basis
- Strong potential to generate significant high margin, recurring revenue as customer network increases
- Near term expansion potential to new customers and geographies, with the Management Platform readily scalable across industry sectors and international geographies
- Core team is heavily invested and aligned to succeed, with the industry experience and understanding to drive the AssetOwl business forward

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