

12 June 2018

Australian Securities Exchange (**ASX**)  
Level 40, Central Park  
152-158 St George's Terrace  
Perth WA 6000

## WANGLE MARKET UPDATE

Wangle Technologies Limited (**Wangle** or the **Company**) (**ASX:WGL**) is pleased to provide an update to the market including the progress of its recently launched cyber safety platform, Wangle Family Insites (**WFI**).

### Highlights

- Wangle Family Insites core product development complete, with user experience and setup simplification as the key current development focus.
- WFI Education resources established as core differentiator from competitors, with growing asset base to be commercialised further in the future.
- Free WFI acquisition traffic via Search Engine Marketing activity showing significant growth.
- Wangle VPN to be refocussed as a business solution for SME and Enterprise customers.
- Wangle organisational review in progress with key outcomes being changes to geographical location, internal staff restructures, and significant cost reductions.
- Company reinstated to trading after obtaining sought orders from the Federal Court of Australia (as per previous announcement).
- Entitlement Issue and Capital Raising exercise currently underway.

### WFI – PRODUCT UPDATE

Post the initial launch and successful marketing of WFI, the Company undertook a comprehensive review of initial customer interaction to identify areas requiring further improvement and development.

Customer research, including online surveys and direct telephone interviews, has shown that parents are highly engaged with WFI's research and education based approach which is unique in the cyber-safety market. Parents have also confirmed that their key concern and challenge across all cyber-safety solutions is the overall complexity of setting up solutions across multiple family members and internet devices.

With the core product development complete, the Company has shifted internal development focus to removing complexity from WFI setup and vastly improving the ease of use and delivered value of the solution. Specialist resources have been engaged to manage the user experience optimisation, with a major UX-focused re-release planned for the following quarter.

## WFI – EDUCATION UPDATE

Recognised cyber-safety expert Robyn Treyvaud has lead the development of high quality educational assets for families as a key competitive differentiator. The production of regular, well-researched articles and substantive eBooks on key issues facing families today provides high value to WFI customers whilst building an asset base for future commercialisation activity.

The eBook series is developing into a major asset with current and future value realisation including the following areas:

- Key lead-generation activity for WFI customer acquisition (13,000+ emails captured)
- Key Search Engine Optimisation benefits for long term WFI awareness and traffic
- Standalone educational materials for purchase (coming soon)
- Content syndication via potential partnerships.

### WFI eBooks currently in circulation

1. *Cyber Safety: The Essential Guide to Protect Your Children Online*
2. *Hot to Tackle Cyberbullying: A Practical Guide for Parents*
3. *How Social Media Affects Young Minds: A Guide for Modern Parents*
4. *Caught in the Net: What Parents Need to Know About Internet Addiction*
5. *Online Grooming: What Parents Need to Know About Grooming & Online Predators*

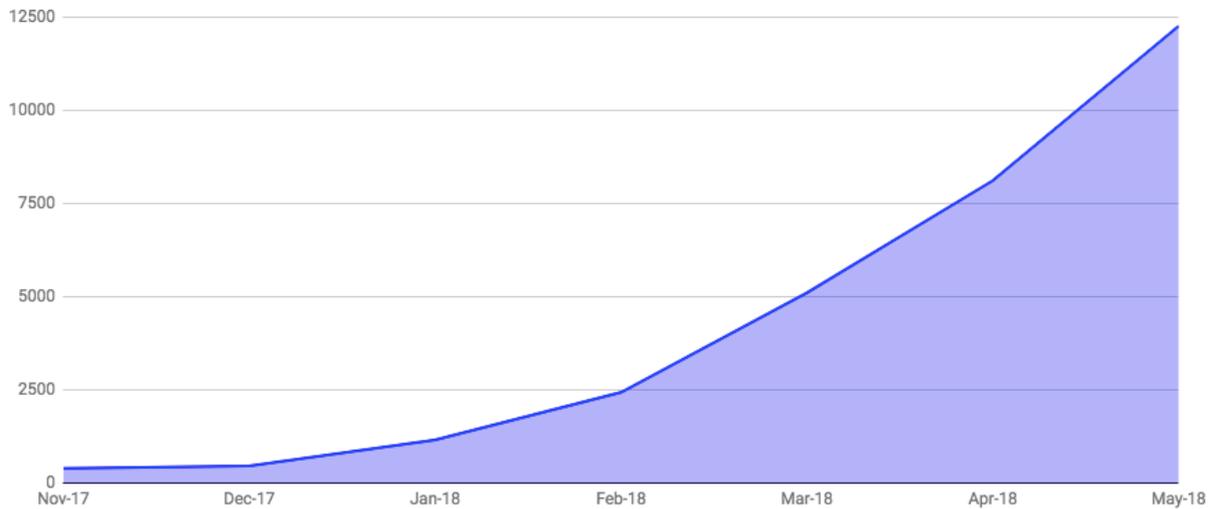
## WFI – MARKETING UPDATE

The marketing launch of WFI focused on cost-efficient digital channels to enable deeper targeting capabilities and better cost per download efficiencies, with over 19 thousand downloads driven via search marketing, social media marketing, digital advertising, paid app store search activity and public relations.

Free traffic generation via Search Engine Optimisation (**SEO**) and App Store Optimisation (**ASO**) has grown substantially, driven largely by the regular education content produced by the WFI Education team, which will continue to build a long term sustainable acquisition source.

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Wangle Family Insites - Monthly SEO Visitor Growth



Paid advertising and public relations activity have been reduced this quarter to allow the development team time to optimise the WFI setup pathways required to allow scaled acquisition, however will be optimised once the next major release of WFI is available for download with a major upgrade anticipated next quarter.

## WFI – PARTNERSHIPS

The Company continues to engage potential partnerships across multiple verticals including telecommunications, health insurance, industry groups and direct to parent businesses. As a key focus for the commercialisation of WFI, the Company is growing its business development capacity on Australia's east coast in particular and will announce major partnerships as secured.

## WANGLE VPN UPDATE

The core Wangle VPN network has continued to deliver a fast and secure networking solution for customers, with recent updates delivering further performance improvements and stability.

The Company plans to revisit commercialisation opportunities next quarter with a renewed focus on the VPN as a business solution for SMEs and Enterprise clients, with both direct sales and Platform as a Service (PaaS) as potential licencing models.

## WANGLE ORGANISATIONAL REVIEW

The Company has undergone an organisational review following the release of Wangle Family Insites (WFI) to realign itself with the future commercialisation needs of the business. With the Company shifting focus from core product development to product optimisation and commercial development, the following areas of focus were identified for review:

- Geographical focus (commercial)
- Resource requirements (internal & external)
- Cost Efficiency (R&D, investments, OPEX)

### **Geographic Focus**

During the review the Company identified that its core customer, partnership and investment opportunities would be better met with a greater presence on Australia's east coast. The Company has therefore undertaken a transformation program to transition its headquarters to Brisbane, with additional key staff working remotely out of Sydney, Melbourne and Perth.

The new structure allows key staff across marketing, product development, education and commercial to work more closely on the execution of the Company's strategies, whilst ensuring maximum exposure to opportunities presented on the east coast.

### **Resource Requirements**

During the review it was recognised that the changing demands of the business required a different mix of both internal and external resource models. With core product development now finalised, the technical resourcing model requires a transition towards Customer & User Experience, Platform Operations and increased network management via technology partners including Amazon Web Services.

The shift in company focus to commercialisation also requires a greater focus on business development resources, in particular within the key cities of Sydney and Melbourne. Key business development staff are therefore being sourced in these cities.

### **Cost Efficiency**

The organisational review also set out to reduce monthly costs to allow the Company to maximise return on investment and to allow resource decisions in support of business development to be made. All aspects of the business have been reviewed (including marketing, development, customer services, network operations, corporate, administration) with significant cost savings found across all areas. It is anticipated that significant savings will be realised in the coming quarters.

## WANGLE FINANCE & LEGAL REVIEW

The Company was successful in obtaining orders from the Federal Court of Australia on the 7th June seeking declaratory relief and ancillary orders relating to prior trading in shares from earlier Placements. The Company requested the ASX reinstate it to trading, which was accepted today.

As announced on 11 May 2018, the Company is undertaking a non-renounceable entitlement issue of one (1) Share for every one (1) Share held by those Shareholders registered at the Record Date at an issue price of \$0.003 per Share to raise up to \$3,301,333, together with one (1) free attaching option for every one (1) Share subscribed for and issued (**New Option Entitlement Offer**). CPS Capital Group Pty Ltd has been appointed Lead Manager to the Entitlement Offer.

This Prospectus also contains an offer of up to 100,000 Options at an issue price of \$0.01 per Share to raise up to \$1,000 (before expenses) (**Cleansing Offer**).

**The Entitlement Offer Closing Date is scheduled for this Friday; 15 June 2018.**

## INVESTOR ROADSHOW

The Company is making final preparations for an Investor Roadshow planned for the week commencing 18 June. Further details and Roadshow materials will be provided to the ASX prior to the commencement.

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**For further information, please contact:**

**Wangle Technologies**

Sean Smith  
MD and CEO  
p: +618 6489 1600

**Wangle Technologies**

Loren King  
Company Secretary  
p: +618 6489 1600  
[info@wan.gl](mailto:info@wan.gl)

## ABOUT WANGLE FAMILY INSITES

Wangle Family Insites (**WFI**) offers parents a unique approach to ensuring the safe use of the internet by children and teenagers. By utilising Wangle's world class VPN network, backed by the research insights of childhood development research organization Telethon Kids Institute, WFI monitors mobile network patterns in real time and advises parents of potential threats as well as providing greater details and resources to parents on the threats identified.

WFI is available with a free 30-day trial via the Apple and Android App stores on a monthly or annual family subscription and will initially target Australia's 6 million families before a planned international expansion.

## ABOUT WANGLE TECHNOLOGIES

Wangle Technologies has developed patented algorithms that not only optimise, compress and secure the data flow to mobile devices, but facilitate real time analysis of network patterns and usage behaviours. Wangle's technology provides compelling value to consumers, service providers and enterprises looking for innovative low cost solutions for managing network capacity and use.

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