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## INVESTOR PRESENTATION – MAY 2019

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Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to release a copy of the Investor Presentation which provides further detail on the evolution of the DriveMyCar business and the recently launched Carly vehicle subscription initiative.

**Authorised by:**

**Chris Noone**  
**CEO and Director**  
**Collaborate Corporation Limited**

**About Collaborate Corporation Limited**

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on 'collaborative consumption', 'peer-to-peer' or 'sharing economy' business model with a strong focus on mobility solutions. Collaborate's core business is [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) Australia's leading peer-to-peer car rental business, complemented by [www.Carly.co](http://www.Carly.co), Australia's first flexible car subscription offering. Other businesses include [www.MyCaravan.com.au](http://www.MyCaravan.com.au) a leading peer-to-peer caravan rental business; and [www.Mobilise.com](http://www.Mobilise.com) a rental marketplace for under-utilised assets. Through our proprietary trust and reputation platform, [www.peerpass.com.au](http://www.peerpass.com.au) we create 'trust' between individuals and make it possible for people and companies to safely transact with each other in the sharing economy.

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# Leading the Car Subscription Revolution

**Collaborate**  
CORPORATION LIMITED

 Carly  
 drive my car

Investor Presentation May 2019

# Disclaimer

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The material herein is a presentation of non-specific background information about the current activities of Collaborate Corporation Limited (Collaborate or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Collaborate Corporation, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Collaborate Corporation. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Collaborate Corporation.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Collaborate Corporation's planned strategies and programs and other statements that are not historical facts. Although Collaborate Corporation believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Collaborate Corporation should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Collaborate Corporation or ASX:CL8.

# The Collaborate Opportunity

Collaborate is an ASX listed company innovating in the peer-to-peer rental market in Australia.



The core business is DriveMyCar – Australia’s largest peer-to-peer car rental platform which has partnered with individuals and some of the world’s leading automotive companies to deliver unique opportunities to monetise vehicles.

DriveMyCar has strong prospects in the car rental market.

An exciting new opportunity has been identified which leverages DriveMyCar’s experience, platform and relationships to access a significant new demand channel in the \$60 billion Australian automotive sales industry.



## The Problem

New car sales and dealer profit margins are declining, consumers are finding it harder to access finance.

Gen Y and Gen Z believe car ownership is a burden. They prefer flexible access to cars to suit their ever-changing lifestyle. They are wary of long term debt.

## The Solution

The solution is car subscription. A simple monthly payment that covers the car, insurance, registration and servicing. Book online and have the car delivered. If circumstances change, switch the car for another one or pause the subscription.

Car subscription is an alternative to taking a loan or lease for a car.

Collaborate has launched Carly to seize the subscription opportunity which builds on the DriveMyCar business and will provide a new sales channel for automotive dealers and manufacturers.

Say hello to...



# Relevant experience, technology & partners

DriveMyCar is Australia's first and largest peer-to-peer car rental operator

Powering multiple mobility solutions for over 8 years:

- short term rentals
- long term rentals
- airport car rental
- rideshare rentals
- accident replacement rentals

- Over \$9.1 million paid out to vehicle owners\*
- Over 60,000 registered users\*
- Over 400,000 rental days delivered\*
- Over 3,000 rentals 30 days+\*

Over 600 vehicles sourced from private owners and corporate fleets

Proprietary technology platform managing listings, automated online bookings, ID verification, reporting and payments

\* To 23 Apr 19

**DriveMyCar will continue to service the rental market and provides a foundation for rapidly scaling in the vehicle subscription market**



# Some of the companies we work with

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DriveMyCar and Subaru created an experiential marketing campaign to promote the launch of the Subaru Impreza which saw 101 Imprezas rented within 2 weeks, mainly to Uber drivers which in turn exposed tens of thousands of passengers to the new Impreza. In September 2017 the largest ever campaign launched featuring 105 Subaru XV's



Satisfy demand for quality vehicles from Uber drivers who do not own their own vehicles or require a temporary vehicle. Wide range, multiple pick up locations and great prices.

- Provide new, ex-lease and fleet vehicles
- First provider authorised by Uber to supply accident replacement vehicles
- 15+ pick up locations



Bespoke rental vehicle solution provided for RACV Insurance customers while their hail damaged vehicles are being repaired. Provide a higher level of service and value than traditional car rental companies.

- Rental car pick up and drop off available at three repair centre sites
- Integrated online booking process for customers
- Handovers completed by repair centre staff using DriveMyCar handover app



**Mercedes-Benz**

MELBOURNE AIRPORT

DriveMyCar and LSH created a premium rental solution for Mercedes-Benz vehicles at Melbourne Airport to provide additional brand experience and monetisation opportunities.

- Marketing, bookings, payments and ID verifications via DriveMyCar
- Airport pick up by Mercedes-Benz dealer staff
- Handovers completed using DriveMyCar handover app

# The way people buy & use cars is changing, rapidly

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- Australians want a car without the burden of long term ownership and finance commitments
- Car dealers and manufacturers are struggling with declining sales and low profit margins
- Collaborate has the solution
- We are leveraging four major global trends

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# Collaborate has the experience and is making subscription a reality in Australia



## The shift from ownership to access

Younger generations increasingly feel car ownership is a burden. It is inflexible and requires long term commitment. They place more value on accessing cars when and where they need them.



## Automotive industry disruption

Consumers are demanding new ways of accessing cars and automotive dealers and manufacturers know they need to embrace the types of models that Collaborate offers to stay relevant.



## The uptake of multiple mobility solutions

Drivers are seeking multiple mobility solutions to match their lifestyle and particular needs which can differ hourly, daily and monthly.



## The rise of subscription services

From mobile phones, to movies and even food, subscription services are an effective way to access a range of products, including cars.

# The opportunity is real & the time is right

## Credit Squeeze

Car buyers are being refused credit – banking royal commission and tighter credit availability

*'Australians ... some, not all, will find it a little bit harder to either get credit or get the amount of credit that they would have otherwise had in the past'.*

Shayne Elliott ANZ 5 Apr 19

## Finance Woes

Car buyers are finding it harder to manage and justify long term debt

*'Almost half of Australia's mortgage holders are struggling to make their payments despite interest rates being at record lows'.*

News.com.au 2 Apr 19

## Sales Decline

New car sales are declining

*Private Passenger and SUV sales declined 10.2% 2019 Mar YTD vs 2018.*

VFacts Mar 19

## Customers Want Flexibility

Customers want flexible access to cars to suit their lifestyle – access is more important than ownership

*Adults aged under 25 were nearly twice as likely as older adults to agree that access is the new ownership.*

PwC Consumer Intelligence Series *The Sharing Economy*

## The World is Waking Up

Car Subscription models are gaining traction in US and Europe

*Fair gets \$385M led by Softbank to grow its flexible car ownership model globally*

Tech Crunch 20 Dec 18

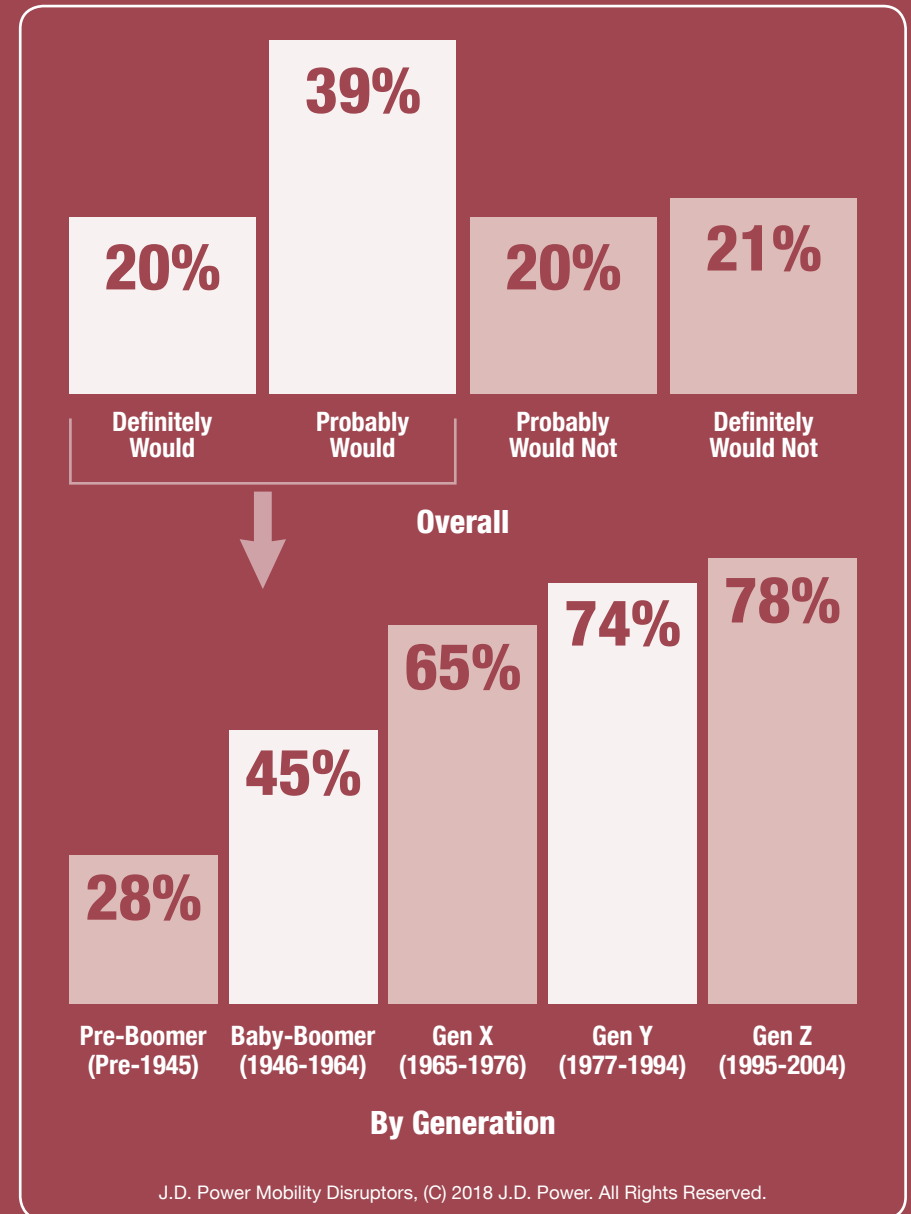


# For Car Buyers

- Ownership is a burden
- Long-term financial commitment is too restrictive
- Younger generations prefer access to a car over ownership.
- They want a car that matches their needs now, not what they were three years ago

**A monthly car subscription includes insurance, registration and servicing and the option to switch cars or pause a subscription**

## Interest in a Vehicle Subscription

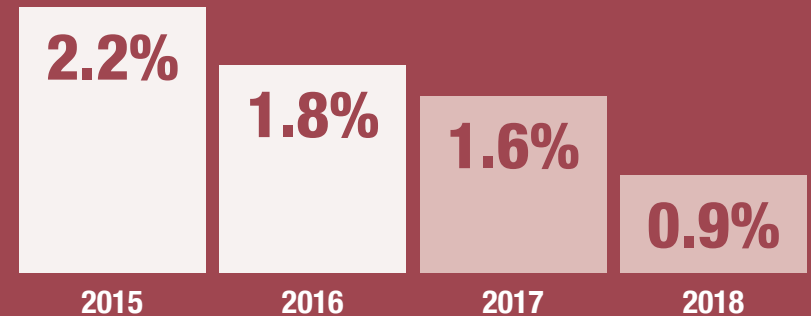


# For Car Dealers & Manufacturers

- New car sales and profit margins are declining
- Customers are being refused credit
- Traditional revenue streams are under threat
- Customers want a seamless online experience

**Car Subscription alleviates these issues and is a new recurring revenue stream that can acquire customers online and at the dealer**

## Dealership profitability is under pressure



Net Profit % of Sales for average dealer

**“The second half of 2018 showed an average dealer profitability of 0.4 per cent “**

**“The Deloitte data shows that the average dealer made \$70 on a new car in 2018”**

**“A dealer in 2017 made five times more profit from parts and service than from new and used car sales; now it’s eight times”**

# The Vehicle Subscription Opportunity

## Overseas



- Now: 12 OEMs and 26 non-OEM's offering vehicle subscriptions in Europe & USA
- Forecast: 10% of all new vehicles retailed in 2025 to be offered under a subscription model

Frost & Sullivan 2019

Vehicle subscription is being embraced by OEM's and start ups worldwide. The opportunity is wide open in Australia with no well established players

## The Opportunity in Australia

Current New & Used Car Sales p.a

**3 million+ units**

**\$60 billion**

Based on Vfacts 2018 Annual Sales, NSW Govt data



# A Start Up With a Head Start

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- Online marketplace with over 1,200 vehicles listed, over 600 active
- Fully featured online platform – bookings, listings, ID verification, payments, reporting
- 8 years experience in long term rental market
- Sales, fleet and customer service teams in place
- Proprietary technology platform (.Net, AWS, React) and in-house development team
- Wide range of existing private and corporate fleet supply partners – automotive dealers, manufacturers and leasing companies
- Experience in integrating with third party systems and platforms

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**Collaborate is a first mover in the Australian vehicle subscription market**

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**Carly leverages the experience, partnerships and technology of DriveMyCar**



Over 3,000 rentals  
30 days +



Australia's first  
flexible monthly car  
subscription launched  
on 29 March 2019

# Key Automotive Partnerships

## Interleasing

Supply of new & ex-lease vehicles

## Uber

Rentals for rideshare drivers & the first company to launch accident replacement rentals for Uber



Experiential marketing campaign for launch of Impreza and XV featuring over 200 vehicles



Strategic investment of \$1 million



DriveMyCar is preferred car rental provider for fleet management clients



Accident replacement rentals for RACV Insurance customers



Rideshare rental program for Peugeot vehicle range



Corporate rental fleet in key business locations



Supplier of near-new vehicles



Premium rentals with concierge service at Melbourne Airport



Storage and handover services and vehicle supply partner

# Why Subscription is Better

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- No long term financial commitment
- Choose a car and have it delivered next day
- Pause subscription if car is not required
- Switch car when needs change
- All inclusive monthly subscription – insurance, registration & servicing

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**Carly vehicle subscription is an alternative to saving for, leasing or borrowing money to buy a car**



## How it works...

- 1** Select a Car
- 2** Register Online
- 3** Carly performs ID & Credit Checks
- 4** Carly delivers Car to Subscriber
- 5** Pay simple Monthly Subscription
- 6** Option to 'Switch' Car each month
- 7** Option to 'Pause' Subscription

# Carly Platform Overview

Carly is an end-to-end technical platform for the management of vehicle subscription services, built with expertise gained from over 8 years of managing long term car rentals and creating revenue streams for the automotive industry



## Listing

Carly manages upload of vehicle images and specifications

## Discovery

Customers can view vehicles and subscribe entirely online on mobile, desktop or in a dealership

## Marketing

Utilising key channels – search, display, Facebook, Instagram, re-targeting, radio and partnerships

## Subscriptions

The Carly team processes all subscriptions and provides customer service before, during and after commencement

## Verification

Carly performs ID verification and credit checks to mitigate risk of fraud and payment issues

## Payments

Carly collects all payments from subscribers and remits funds to vehicle owners

## Logistics

Carly organises delivery of vehicles, servicing and accident management

## Reporting

The Carly platform provides full subscriber, vehicle and financial reporting

Enterprise Grade Platform

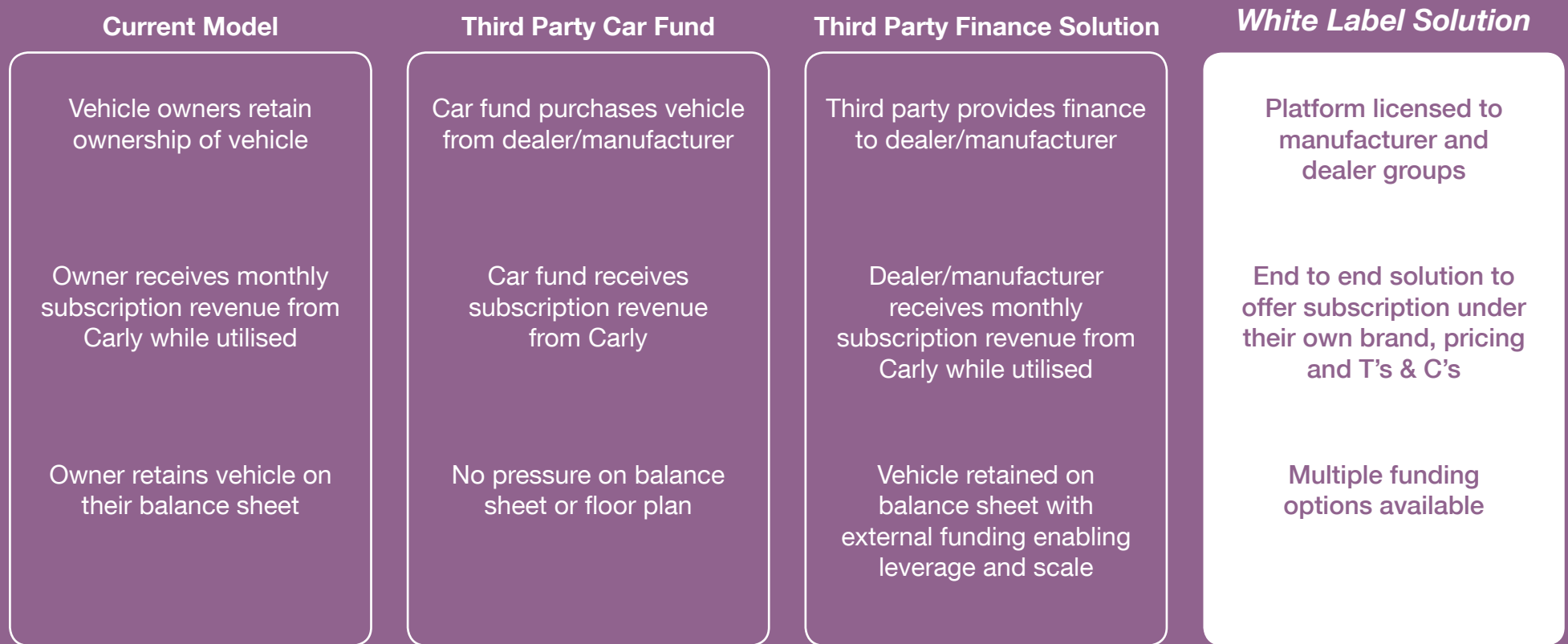


# Carly is Built for the Automotive Industry

Subscription represents a seismic shift for the automotive industry that provides an exciting new online, recurring sales channel. Carly has been built for the automotive industry and recognises the financial challenges they face in shifting from the traditional sales model.



Four integration options will be provided to assist the industry and rapidly achieve scale





# Key Customer Segments

'If you don't expect any changes to your job, family, home, income or lifestyle in the next four years, you should probably buy a car. For everyone else, there is Carly'



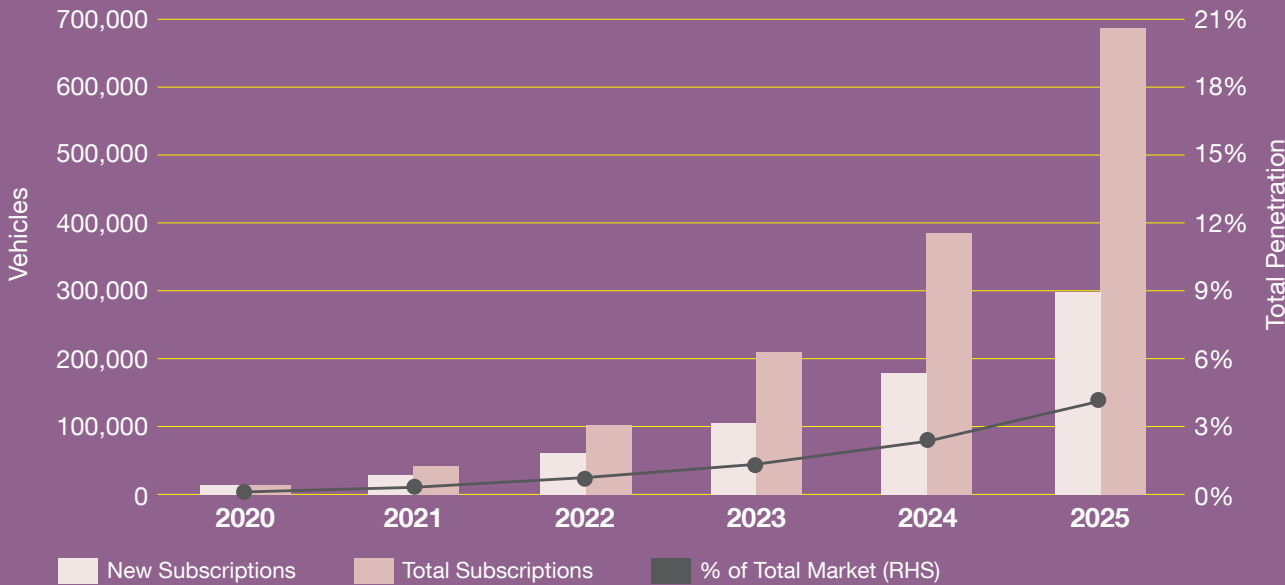
Single	Single - Female	Young Couple	Relocator	Contractor	Business
<p>Working professional, above-average income</p> <p>Loves the freedom of having a car but doesn't want the hassle or long-term commitment that comes with owning one</p> <p>Not sure where they'll be next year, could be traveling, could be living in another city</p> <p>Wants the freedom to live how they please and do what they want (including driving different cars)</p>	<p>Not sure what type of car they want</p> <p>Apprehensive about visiting a car dealer and negotiating a price</p> <p>Wants a nice car now but thinking of saving up for an apartment soon</p> <p>Employment situation is uncertain. Equal prospects of promotion or redundancy</p>	<p>Both working</p> <p>Need a new car now</p> <p>Thinking of having a baby at some stage</p> <p>Buy a more suitable family car now or later?</p> <p>Can they afford repayments on one income?</p> <p>Doesn't want to commit to a 3-year lease or a long-term commitment</p>	<p>Reasonably well-off and well-educated</p> <p>Moved to Australia for 6-12 months (but could be longer), wants to explore the country</p> <p>Care-free, high expectations from life, used to Euro luxury cars (BMW, Audi)</p> <p>Status is important</p> <p>Can't commit to anything long-term, he's not sure where he'll be and buying a car only to sell it in a few months is a hassle and expensive</p>	<p>Works for a few months at a time then may have weeks or months off</p> <p>Needs a car to commute while working but doesn't want the expense when not working</p> <p>Finds it difficult to plan ahead, often has 48 hours notice of a new contract starting</p>	<p>Small - medium sized businesses</p> <p>Require vehicles to cope with seasonal or unexpected demand</p> <p>Provide vehicles for short term staff or employees during probation period</p> <p>Enables businesses to manage cashflow and scale vehicle fleet up or down as required</p> <p>Eliminates need for long term debt or restrictive leases</p>



## Our First Customer

Chris is a contractor who needs a car for work, but wants the freedom to hand it back between contracts and not pay for a car he isn't using. That's something he couldn't do with a financed or leased car. Plus, with Carly handling registration, insurance and servicing, there's less Chris needs to do, giving him back more time and saving the hassle of shopping for the best deals. When Chris needs a car again he just restarts his subscription for as long as his next contract lasts... and repeat. simple!

# Potential Car Subscription Market Size in Australia



**3 million**

new & used cars sold p.a

**\$60 billion**

sales of new & used cars p.a

**10% in 2025**


new cars sold by subscription

(Europe & USA Frost & Sullivan projection 2019)

	2020	2021	2022	2023	2024	2025
<b>Subscription take up</b>	0.5%	1.0%	2.0%	3.5%	6.0%	10.0%
<b>New Subscriptions</b>	15,000	30,000	60,000	105,000	180,000	300,000
<b>Total Subscriptions</b>	15,000	45,000	105,000	210,000	390,000	690,000
<b>Total as of % of Market</b>	0.1%	0.3%	0.6%	1.2%	2.2%	3.9%

Note: 3m new and used car sales per annum based on Vfacts 2018 annual sales data and NSW Government data, estimate of 10% of all new vehicle sales in (Europe & USA) to be via subscription by 2025 based on Frost & Sullivan 2019 forecast and assumed to also apply to used vehicles, subscription take up from 2020 to 2025 is a management estimate, total passenger and light vehicle market size is assumed as 17.5m vehicles, based on ABS, Motor Vehicle Census, 31 Jan 2018

# Competitor Summary

		<i>Non-Flexible Subscription</i>	<i>Dealer Subscription</i>
<b>Experience</b>	8 years experience in long term car rentals	Add-on to car buying service	Dealer Group
<b>Technology</b>	Fully featured enterprise grade platform	Vehicle display and enquiry form. Basic PHP website	Vehicle display and enquiry form
<b>Upfront Costs</b>	Nil	\$1,499 - \$7,050 (non-refundable)	\$250 (non-refundable)
<b>Priced from per week</b>	\$115	\$119	\$231
<b>Range</b>	Near new and used vehicles. Multi-brand	Near new and used vehicles. Multi-brand	New single brand vehicles only
<b>Switch</b>	1 per month	1 per 3 months or pay extra	2 per month (max 31 days per car)

# Collaborate Board



**Chris Noone**

*Chief Executive Officer  
and Director*

Chris has led the evolution of Collaborate since 2014 and forged transformative strategic automotive partnerships with the likes of Uber, RACV and MacMillan Shakespeare. Previously he was responsible for development, launch and optimisation of many innovative companies that have helped define the digital market in Europe, Asia & Australia including Hasbro Interactive, Vodafone and ninemsn. Chris has also co-founded a number of start-up businesses that delivered disruptive online products.



**Adrian Bunter**

*Non-Executive  
Director*

Adrian has over 20 years' experience in accounting, finance and a broad range of corporate advisory roles. He is an executive director of Venture Advisory, one of Australia's leading specialist technology, media and telecommunications financial advisory firms. Adrian is a member of the Executive Committee of Australia's leading angel investing group, Sydney Angels and is a director of 8common Limited.



**Michelle Vanzella**

*Non-Executive  
Director*

Michelle has an extensive combination of customer, marketing, digital, data and commercial legal skills built up across multiple industries including technology, retail, property and financial services. Michelle practiced Corporate & Commercial Law at Allens and has held senior executive positions with iconic Australian brands including Westfield, Suncorp and AAMI. Michelle brings to the Board expertise in strategic growth and innovation, customer strategy and analytics, consumer marketing and the application of existing and emerging technologies to business growth.



**Stephen Abolakian**

*Non-Executive  
Director*

Stephen is an accomplished executive with experience across property development, finance, capital raising and operations. Stephen is the Managing Director of Hyecorp Property Group, Hyecorp grew from initial roots in the automotive repair and accident replacement industry. Hyecorp is associated with Hishenk, the largest shareholder of Collaborate Corporation Limited. Stephen graduated from Sydney University with a Bachelor of Economics and holds a Diploma of Financial Markets from FINSIA.



**Paul Morris**

*Strategic Advisor  
to the Board*

Paul has had a long and distinguished career in the automotive industry in Australia and Europe working in a number of senior strategy, operational and sales roles with leading companies. Most recently Mr Morris was chief operating officer of the ASX-listed Automotive Holdings Group Limited, Australia's largest automotive retailer

# Corporate Structure

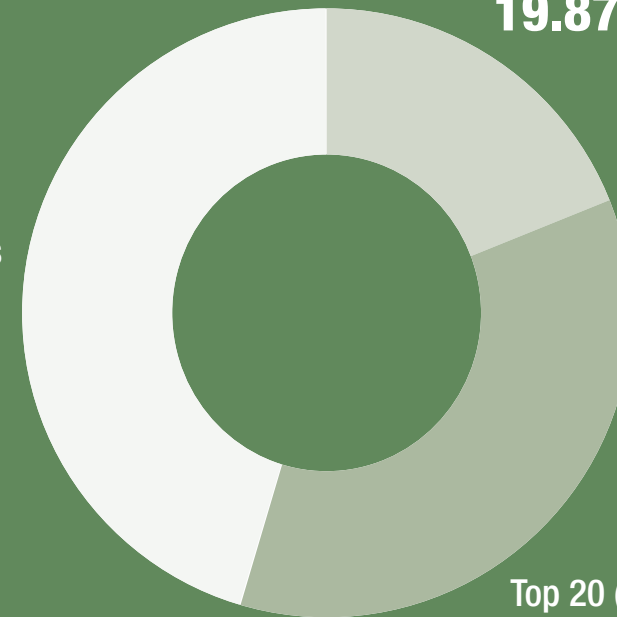
As at 26<sup>th</sup> April 2019

Shares on issue	722.54 million
Options on issue	46.53 million
Market Capitalisation	\$8.7m (at 1.2c)
Cash at Bank	\$381,000 (31 March 19)
ASX Code	CL8

## CL8 Capital Structure

1. Hishenk Pty Ltd	17.64%
2. RACV Investment Holdings Pty Ltd	5.19%
3. Mr Bradley Partridge	3.40%
4. BNP Paribas Nominees	3.15%
<b>Top 20 Shareholders</b>	<b>55.73%</b>
<b>Number of Shareholders</b>	<b>1,628</b>

Other Shareholders  
**44.27%**



Board, management and related parties  
**19.87%**

Top 20 (ex Board, management & related parties)  
**35.86%**

## Available Funding

**Related Party Financing Facility** of \$850,000 and an advance on proposed future equity raising of \$150,000 from Hishenk Pty Ltd, the Company's largest shareholder

**Controlled Placement Deed** with Acuity Capital which enables Collaborate to raise up to \$3 million of equity over a 30-month period to 31 July 2021.

# Why Invest in Collaborate



- ✓ **The industry is ready**  
The \$60 billion p.a automotive sales industry is undergoing enormous changes – manufacturers and dealers must evolve to survive
- ✓ **Consumers are ready**  
Younger generations value access over ownership and demand flexible access to cars in preference to long term financial commitment
- ✓ **Car subscription is rapidly gaining traction**  
By 2025 all major manufacturers will offer a subscription program and 10% of new car sales will be via subscription in Europe and USA (Frost & Sullivan 2019)
- ✓ **Collaborate is best placed to leverage the opportunity:**
  - Experience in delivering thousands of long term, flexible vehicle rental transactions
  - Key relationships in place with automotive dealers, leasing companies, manufacturers and service providers
  - Strong technology platform to rapidly scale operations
- ✓ **Collaborate is addressing the car subscription opportunity in two ways:**
  1. Carly – Australia’s first flexible car subscription service
  2. White Label subscription platform to enable dealer groups and manufacturers to deliver their own subscription offerings

# Appendices

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# Media Coverage



## Featured on the Internet



Subscription service for the lease-averse could help unblock credit squeeze sales logjam

*'Dealers are saying that the reaction of some finance companies to the new ASIC rules and a very conservative response to funding cars ahead of the banking royal commission findings, is leaving thousands of willing buyers without the means to purchase their cars.'*

*The subscription model being promoted by Carly has the potential to open up a new avenue to selling their cars.'*



Car subscription service Carly launches in Australia

*'A new car-subscription service has launched in Australia, promising what it calls a "true alternative to purchasing a vehicle".'*



Carly Launches New Car Subscription Service

*'you have the flexibility of switching vehicles when it suits if your needs change without the hassle of selling a car and buying another. And if your budget gets tight, you can skip a month or two, revert to public transport and Uber, and then return when finances get a little easier. That makes services like Carly well worth considering.'*



Customers can now get cars via a subscription service, with more cities to come.

*Car subscription service Carly has launched in Sydney, becoming the first flexible vehicle subscription available in Australia and a potential challenger to traditional car ownership.*

*'New car sales have also declined in Australia in 2019, suggesting drivers may be considering alternatives to traditional car ownership.'*

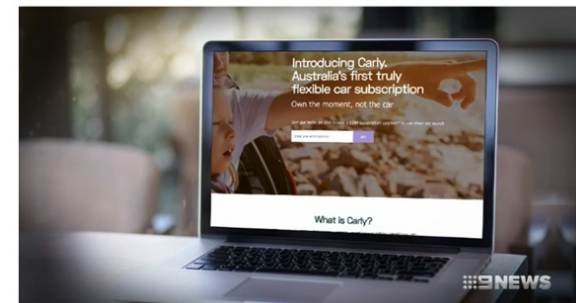
*With bank lending also tightening following the royal commission, it may be harder to get approved for a car loan, potentially making car sharing and car subscription services a more attractive option'.*

## Featured on Television



'Netflix for cars': Vehicle subscription services come to Australia

By Paris Martin - Reporter | 9:18pm Feb 12, 2019



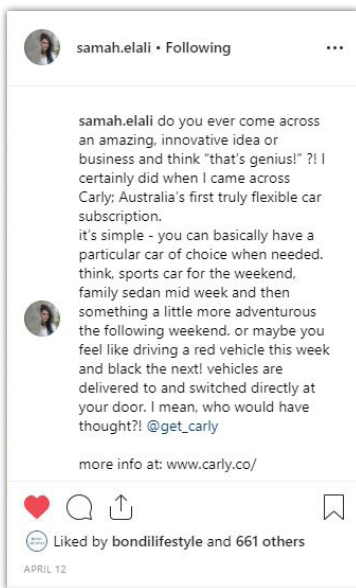


# Marketing Campaign

## Online Advertising



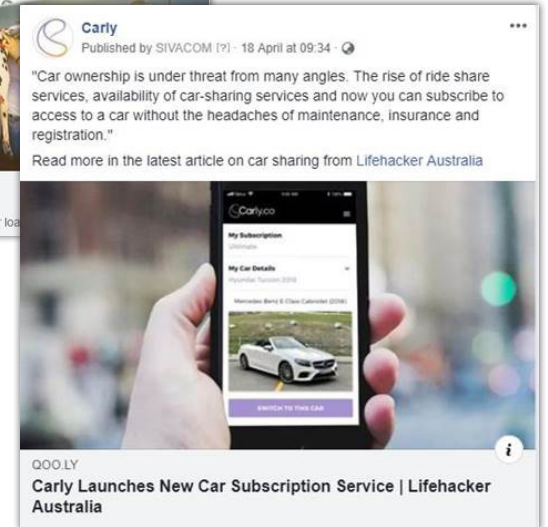
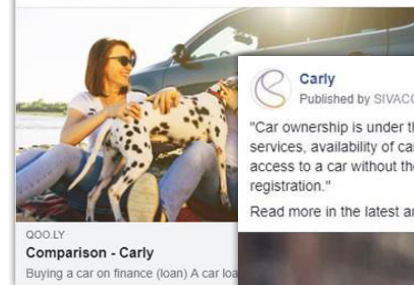
## Instagram Influencers



## Radio Campaign



## Social Media



For personal use only

**Collaborate**  
CORPORATION LIMITED

## Our Details.

**Website**

[www.collaboratecorp.com](http://www.collaboratecorp.com)

**Email**

[shareholder@collaboratecorp.com](mailto:shareholder@collaboratecorp.com)

**Sign up to our investor  
newsletter**

<http://collaboratecorp.com/#join>

