



ASX Announcement

12 November 2019

Retraction of Statement in Investor Presentation

AssetOwl Limited (ASX: AO1) ('the Company') refers to its Investor Presentation released to ASX on 11 November 2019.

Page 7 of the Investor Presentation includes the statement "Scope for growth at varying market penetrations" and a table containing estimated market values assuming a projected revenue per property (together the "Scope for Growth Information").

ASX has informed the Company that it considers that the Company has not disclosed a reasonable basis for the Scope for Growth Information in accordance with the requirements of ASIC Regulatory Guide 170.

The Company retracts the Scope for Growth Information in the Investor Presentation and advises investors that this information should be disregarded and not relied upon for their investment decisions.

A revised Investor Presentation is attached.

*****ENDS*****

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About AssetOwl Limited (ASX: AO1)

AssetOwl is an innovative technology company which has developed an enterprise software application, providing real estate owners with one trusted platform for managing properties remotely.

Inspector360 is the revolutionary next generation of AssetOwl's photo-centric property management platform, designed to benefit property owners, tenants, agents and managers. It builds on AssetOwl's existing residential inspection software, InspectorAsset, which uses virtual reality technology to create an internal view of a property to assist all stakeholders before, during and at the conclusion of a tenancy.

Inspector360 incorporates 360-degree imagery, video, voice-to-text and hot-spot mapping of floor plans to accurately document property condition reports, significantly boosting the efficiency of the inspection process.



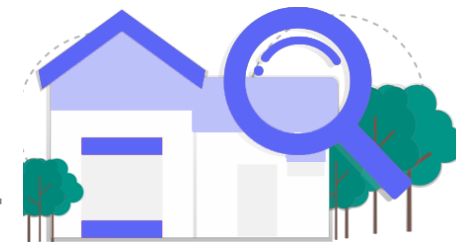
Disrupting Rental Property Management

Investor Presentation
November 2019

(ASX: AO1)



Important Notice and Disclaimer



This document is issued by AssetOwl Ltd (ACN 122 727 342), (“AssetOwl”) to provide summary information about AssetOwl and its wholly owned subsidiary, AssetOwl Technologies Pty Ltd (ACN 601 135 282) (“AssetOwl Technologies”), and their activities current as at the date of this document. The information contained in this document is of general background and does not purport to be complete. This document is not, and should not be considered as, an offer or an invitation to acquire securities in AssetOwl or AssetOwl Technologies (“AssetOwl Entities”), or any other financial products and neither this document nor any of its contents will form the basis of any contract or commitment. This document is not a prospectus and does not contain all of the information which would be required to be disclosed in a prospectus.

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Information about AssetOwl that may reasonably be expected to be known to investors and their professional advisers is publicly available and can be obtained from ASIC and ASX (including the ASX website at www.asx.com.au). You are encouraged to read and consider this information.

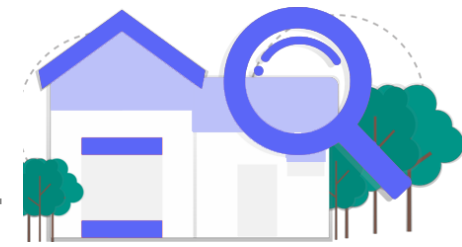
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This document contains certain forward-looking statements and opinion which are provided as a general guide only and should not be relied on as an indication or guarantee of future performance and involve known and unknown risks, uncertainties and other factors, many of which are outside the control of the AssetOwl Entities. Past performance is not necessarily a guide to future performance and no representation or warranty is made as to the likelihood of achievement or reasonableness of any forward looking statements or other forecast.

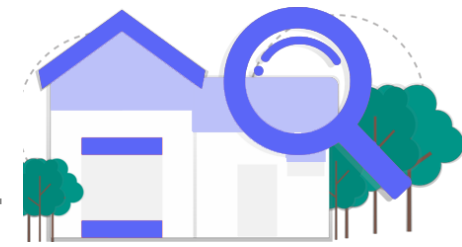
All figures in this document are in Australian dollars (AUD) unless stated otherwise.

Executive Summary



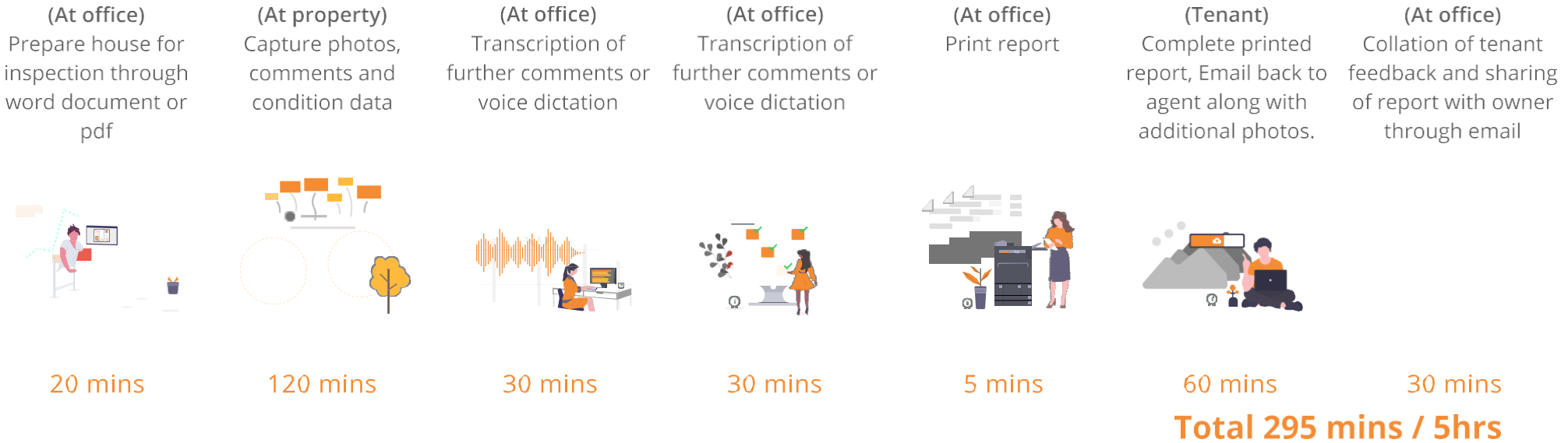
- ASX-listed AssetOwl (ASX: AO1) has developed and provides a cloud-based enterprise software platform (“**Management Platform**”) for managing inspections of real estate assets.
- Successfully demonstrated, sold and implemented limited retail version and wider proof of concept with 7-Eleven in Australia. Broader penetration with large retailers took longer than anticipated with many external challenges disrupting the retail sector whilst negotiating with and customising for large companies.
- AssetOwl management identified an opportunity in the residential real estate market where inspection processes were creating significant stress.
- First residential product best of type but not radical change and secured first clients. New generation product, Inspector360, now complete. Inspector360 represents radical positive change with quantum leap improvement in quality and efficiency outcomes.
- New partnerships with The Agency Group Australia Ltd (ASX: AU1), PCR Inspection Services, ReMax WA and Attree Real Estate will expedite the commercialisation of Inspector360.

A Common (But Painful) Business Process



- Old property inspection process:
 - At property: pdf form completed with many digital photos (600 questions and 500-1000 photos).
 - At office: form redone in new format to conform with requirements.

OLD inspection process



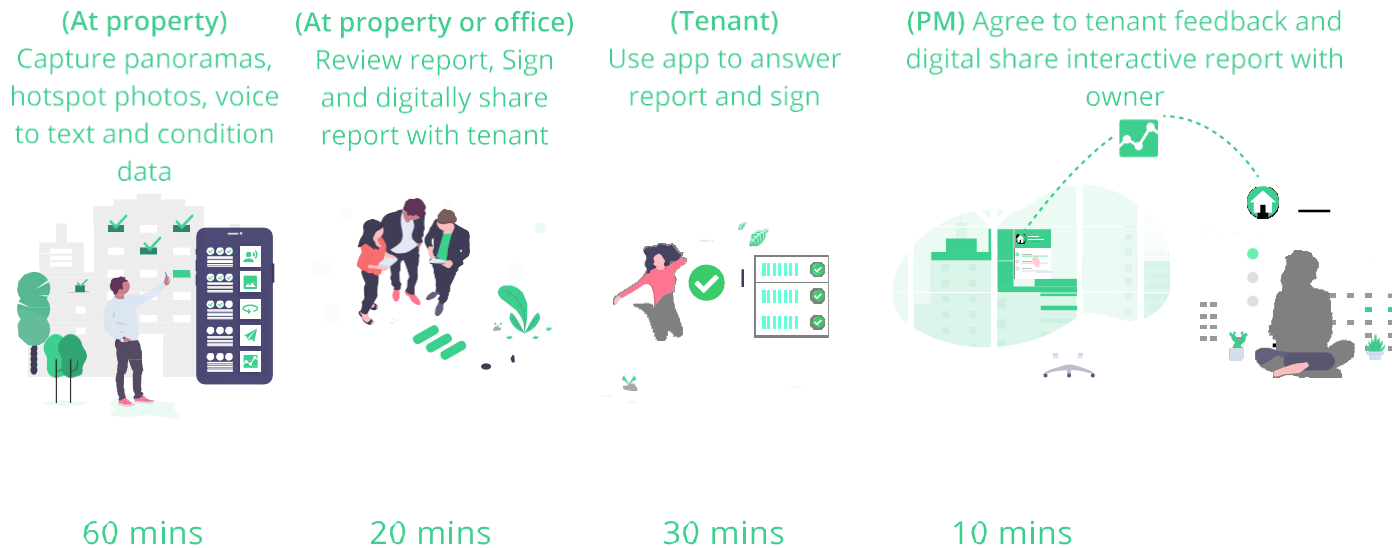
- InspectorAsset Version 1:
 - Inspection conducted on mobile app; attaches photos; voice recognition for description.
 - App automatically reformats then print and sign for tenant.

AssetOwl – Next Level Property Inspections



- Inspector360: photograph-centric: comprehensive visualisation via 360 degree virtual technology as the baseline of a true virtual tour of a property’s condition.
- Valuable point of difference for agencies in securing landlord clients and new tenants.
- Streamlines completion of a compliant report for all parties. Tenants inspect; comment and sign digitally. Notes and hot spots pinned to panoramas in the app.
- Comprehensive navigable photos assist in eliminating tenant owner disagreement and court challenges.
- Updated 360s can be sent to owners when maintenance is carried out. Tenants and tradespeople can send in hotspot images to track need for (or completion of) maintenance.
- Leverages AssetOwl’s existing platform and technology.

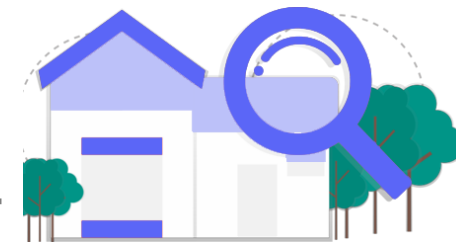
NEW inspection process with AssetOwl



Value in efficiency and quality over time

Total 120 mins / 2hrs

Multiple Stakeholders



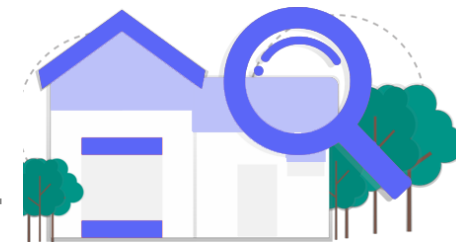
Stakeholder	Problem	Value Proposition	High Level Pitch
Property Owner	<ul style="list-style-type: none"> Anxiety about property protection and condition. Inability to access their primary investment. 	<ul style="list-style-type: none"> Gives confidence about current state of property. Lowers risk of issues. Potential sales tool. 	<ul style="list-style-type: none"> Virtual inspection any time.
Agency Principal	<ul style="list-style-type: none"> Optimising labour costs and staff morale. Differentiation. 	<ul style="list-style-type: none"> Advantage over competitors. Premium charge. Significant efficiency gain. 	<ul style="list-style-type: none"> Premium inspection solution.
Property Manager	<ul style="list-style-type: none"> Property inspection process is frustrating and slow. Frequent disputes can demand court time. Caught in the middle. Stressful. 	<ul style="list-style-type: none"> Dramatically reduce disputes and court time. Higher veracity property inspection tool. Qualitative improvement. 	<ul style="list-style-type: none"> Comprehensive and visually rich inspection record.
Outsourced Inspection Provider	<ul style="list-style-type: none"> Property inspection is a low margin business. Requires a standard platform for efficiency. 	<ul style="list-style-type: none"> Higher quality product. Premium charge. Cost efficiency + qualitative improvement. 	<ul style="list-style-type: none"> Comprehensive and visually rich inspection record.
Tenant	<ul style="list-style-type: none"> Property inspection process is fraught with risk and time consuming. Risk of dispute. 	<ul style="list-style-type: none"> Higher veracity property inspection reduces risk of dispute and saves time. Gives comfort they won't be ripped off. 	<ul style="list-style-type: none"> Accessible and visually rich inspection record.

Australian Market Size

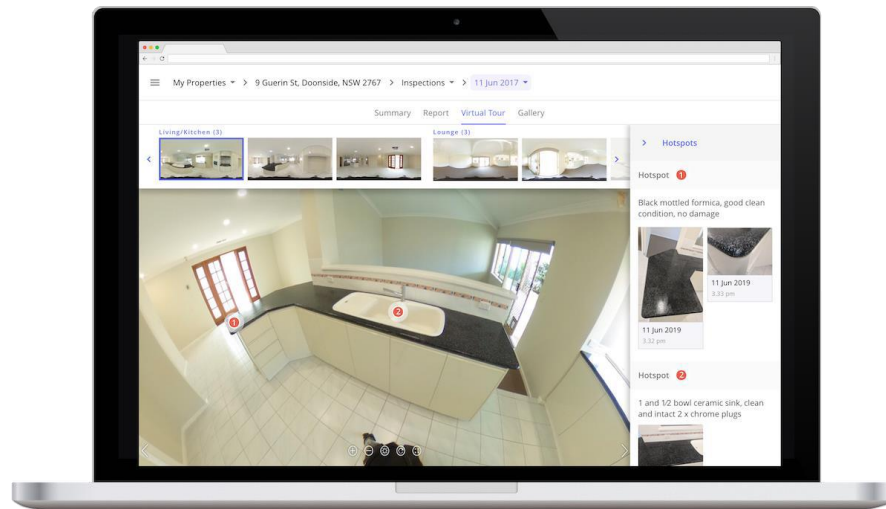


- 3 million residential rental properties in Australia (ABS, 2016).
- Half are managed by agents and the other half by the owners.
- Self managed market to be addressed with a complementary product.
- There are about 6,500 real estate agencies managing residential properties, averaging 200 properties per agency (ABS 2004).
- Our initial list pricing is \$55 per property per year with a per use charge based on the average Australian rental return of 12 months (1 entry, 2 routine, 1 exit inspection per property). Private managements will have annual licence fee of similar cost

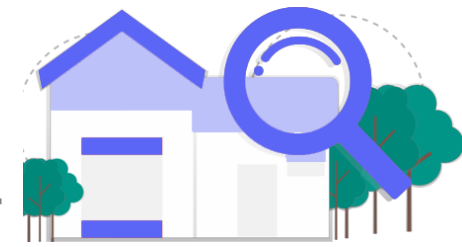
Go-To-Market Plan



- Reach agreement with leading property inspection firms with significant share of local markets to provide beta site and become reseller
- Select agents as 'Preferred Suppliers' of inspections for privately managed properties
- Promote income sharing and rent roll building opportunities to agents
- Targeting large early adopter agencies and outsourced inspection service providers
- Social media marketing direct to property managers
- Demand generation through promotion to property owners
- Over time, we see potential for Inspector360 to become a standard operating platform for national groups



Future Products



- Next editions of Inspector360 will include:
 - Maintenance referral to facilitate repairs
 - Floor plan creation
 - Virtual tour creation
- New business lines planned include:
 - The creation of a property management dictionary for automatic voice transmission
 - Capturing data cleansed of private data by AI
 - Adapt for use as a sales tool to allow potential buyers to tour properties for sale online

Technology



- The Inspector360 platform is available across all digital platforms including through a web app across desktop computers and mobile and tablet apps for iOS and Android devices.
- The web app supports all product functionality whilst the mobile and tablet apps are optimised for answering inspections and sharing information with owners and tenants.
- The iOS app is available for download from the [Itunes store](#) and the Android app from the [Google Play store](#).
- The mobile app has been developed with the new cross-platform development framework, Flutter, developed by Google to streamline development of mobile apps between the web, iOS and Android.
- After extensive R&D work, the company has developed a robust enterprise grade mobile architecture for development in Flutter, leading to a 2-3x cost reduction in future development and maintenance of the mobile technology platform.
- The platform supports robust, legally compliant digital signing for property managers and tenants allowing for a fully paperless process for property agencies.
- The business maintains ISO 27001:2013 certification from SAI Global for its technology platform (Licence No: ITGOV40085)

Corporate Snapshot



	ASX Code: AO1
Shares on Issue	301,220,812
Market Capitalisation (all shares) @ 0.8¢/share	\$2.4m
Performance Rights Class C ¹	3.15m

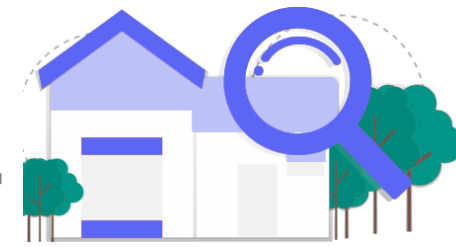
Board and Management	
Simon Trevisan	Non Executive Director, Chairman
Geoff Baldwin	Non-Executive Director
Andrew Lane	Non-Executive Director
Giuseppe Di Franco	Chief Technology Officer

Last 12 months' share price and volume



Top 10 Shareholders	Share Holding	%
Tribis Pty Ltd (Trevisan related)	47.84m	15.88%
Ogee Aust PL (Kevin Lane)	21.41m	7.11%
NCKH PL (Lane related)	21.41m	7.11%
TT Nicholls Pty Ltd	15.00m	4.98%
Chesapeake Capital Ltd	14.55m	4.83%
Melshare Nominees Pty Ltd	13.99m	4.64%
Mr & Mrs Daly	12.04m	4.00%
Jasper Hill Resources Pty Ltd	8.94m	2.97%
Retzos Executive Pty Ltd	7.32m	2.43%
M & K Korkidas Pty Ltd	5.41m	1.80%
Top 10 Total		55.75%
Top 40 Total		68.65%
Total Number of Shareholders		503

Board & Management



Simon Trevisan
Chairman

- Over 20 years' experience in public and private investments, real estate, corporate finance and management of large public and private businesses.
- Managing Director of investment company Tribis Pty Ltd and property developer, Iris Residential Pty Ltd.



Geoff Baldwin
Non-Executive Director

- 30 years' experience in the real estate sector and the Managing Director and Owner of RE/MAX Western Australia (since 2009). Appointed as a Director of AssetOwl Limited on 6 June 2018.
- Former director and owner of Greatnet, a real estate technologies company. Mr Baldwin's firm developed the first real estate property inspection software in Australia, introduced Virtual Tour technology to the real estate industry in WA and developed websites and client management software for the industry.



Andrew Lane
Non-Executive Director

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



Giuseppe Di Franco
Chief Technology 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.
- Giuseppe leads the product and engineering teams developing the management platform.

Board

Management

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