



AssetOwl

Investor Presentation

November 2021 | ASX: AO1



AssetOwl Ltd (ASX: AO1) Investment Highlights

2021 Achievements

- Product ready to scale – signed customers increased from 2 to 35 agencies over 8 months
- Rapid WA take-up: WA customers represent ~ 8% of agent managed properties ⁽¹⁾
- New Word/PDF data migration capability unlocks potential new revenue stream
- Victoria entry

Future roadmap

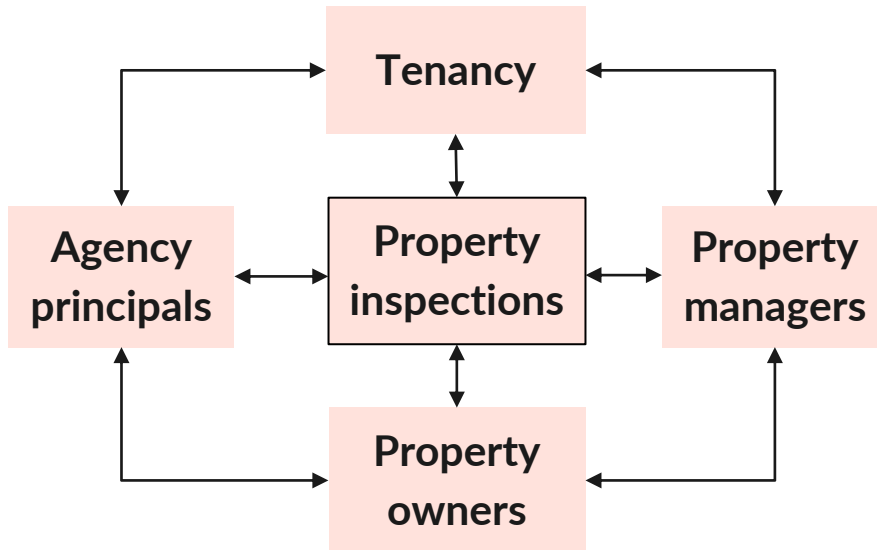
- Queensland, NSW entry targeted H1 CY 2022
- New Zealand entry targeted H2 CY 2022
- New revenue streams – self-managed market/AirBnB, data migration service
- Long term opportunities: provision of depreciation reports for owners, financial institutions

Note:

1. ABS 41300, Table 17, 2017-18. Assumes 33% of private rental properties are owner managed

Property inspections are central to the property industry

👤 Tenancy stakeholders



Property inspections create pressure for real-estate agents. They are time-intensive, uneconomical and create disputes.

🏠 Australian rental market

- There are ~ 2.5 million rentals in Australia, worth ~ \$1.5 trillion
- Property inspections are the cornerstone of rental agreements
- Tenants are monitored via inspections
- Inspections create friction between all parties

Notes:

1. Rental numbers from ABS 41300.
2. Median property price 'Australian property prices are \$103,400 higher than last year, CoreLogic says' - ABC News

Current inspection tools fail to address key stakeholder concerns

Problem / Challenges ⚠️



Property managers

High stress role. Inspections painstaking. Tenant relationship challenging - court disputes



Agency principals

Business development – how to grow their rent roll.
Human resources – maintaining staff morale



Property owners

Owners unable to access their properties. Owners anxious about level of property deterioration



Tenants

Property inspections are time consuming and intrusive.
High risk of dispute with real estate agencies

Pirsee digitises the property inspection process



What is AssetOwl's 'Pirsee' platform?



Pirsee creates a photo-centric and comprehensive inspection report.



Streamlines entry, routine and exit reports. Tenants review and sign digitally.



Tool accessible on any device i.e mobile and tablet apps, Apple and Android devices.

Pirsee improves report quality, enhances data security, and reduces the risk of bond disputes. Delivers time savings of 50% - 75% for entry inspections⁽¹⁾

Pirsee's technology disrupts inspections and will underpin future market leadership

Feature description

Benefit



Panoramic photos

PMs able to take 360 degree photos, and create 'virtual tours'

- Productivity gains
- Reduction in disputes



Data syncing

Live syncing. Multiple users can work on the same property simultaneously

- Time savings
- Enhanced data security



Exit inspections

PMs review past reports/ finish inspections all on their phone

- Significant time savings
- Paper inspections redundant



Data migration

AssetOwl digitises paper based inspection reports

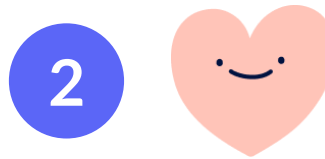
- Historic reports accessible
- No need for manual input of old reports

2021: Achieving milestones, delivering value



2021: Delivering value

- Time savings on inspections
- Positive owner feedback
- Anecdotally, reduced likelihood of dispute



2021: Accelerating uptake

- WA customers collectively manage ~ 12,000 properties, ~ 8% agent managed properties
- Accelerating customer sign-up



2021 Product milestones

- Victorian entry
- New features release
- Extensive customer feedback actioned

1

Pirsee delivers significant value



Estimated annual savings (\$) – Mid size agency – Entry inspections		
Entry Inspections pa		400
Hours saved pa (2 hours saved per inspection)		800
GROSS SAVINGS PA (@ \$40 per hour)		32,000
Less annual Pirsee fees (250-500 properties)	3,120	
Less camera/tripod costs (assumes 4 cameras/tripods)	3,000	(6,120)
NET SAVINGS \$ PA		25,880

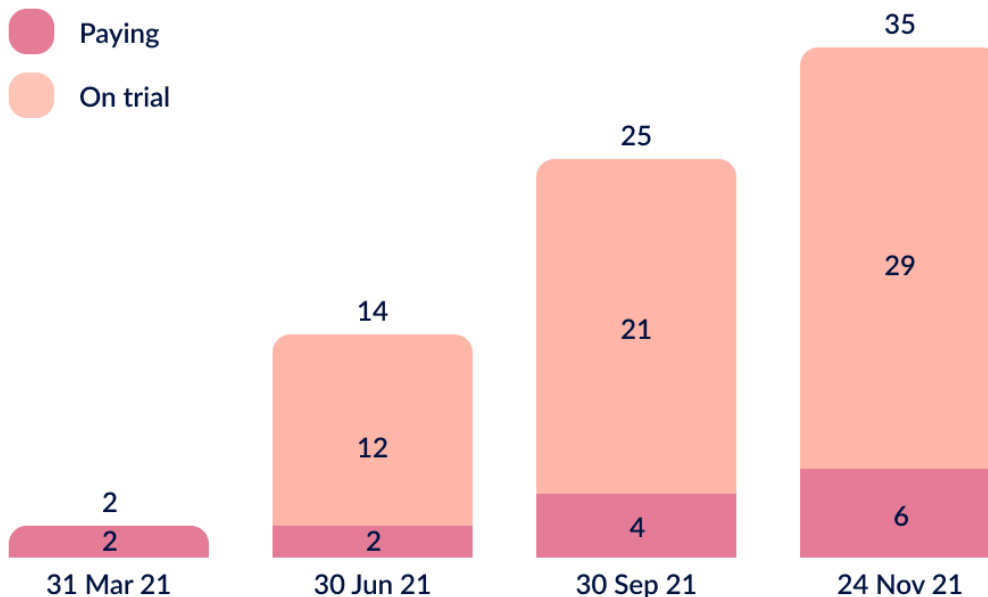
Customer insights (Western Australia)

- Entry inspection for a 4 bedroom house used to take 4-5 hours with old inspection tool
- Pirsee drives a 50-75% time saving in the field relative to previous tool
- Does not include back office savings

2

Pirsee roll-out is gaining traction

✓ Licenced customers, 24 November 2021 (Real estate agents)



👥 Customer overview

- Two Victorian agencies
- 33 WA agencies ~ 12,000 properties, approx 8% of the professionally managed market
- Average customer size ~ 380 properties
- Mix of boutique and major branded franchises

Notes:

1. ABS 2018. Assumes 33% of private rental properties are owner managed

3

AssetOwl's development program drives its technological edge

Property Tree integration

Leading trust accounting tool used by ~ 3,500 agencies

Exit feature

Market leading feature. PMs can complete Bond Inspections on their mobile

Victoria

Platform Victoria compliant. First Victorian trial customers

Sync protocol upgrade

New sync protocol under development



2021

2022

Owners portal

PMs can provide owners with a virtual tour of their property

Inspection agent protocol

Inspection agents now ring-fenced from real estate agents. Enhanced security

Pirsee rebranding
inspector360 rebranded 'Pirsee'

Word/PDF inspection migration

Data migration service goes live. Acceleration of customer trial process

Infrastructure capacity expansion

Critical capacity upgrades

AssetOwl is ready for national roll-out, and is targeting ambitious future expansion

Jan-Jun 2022

Jun-Dec 2022

Jan-Dec 2023

✦ East coast expansion

- Qld entry targeted Q1 CY2022
- NSW entry targeted Q2 CY2022
- Expansion to be underpinned by sales manager hire

💰 New revenue streams

- H2 CY2022: focus on building market share
- Target New Zealand expansion
- Entry into 'self-managed' and AirBnB markets
- Commercialising data migration

📊 Leveraging data capability

- Complete Australian role out
- Potential expansion into British Commonwealth countries
- Leverage unique data base: develop degradation reports to support owners

AssetOwl will pursue a number of new revenue streams in 2022

Self-managed Segment

- Significant opportunity: over 800,000 owner-managed rental properties across Australia⁽¹⁾
- The segment appears underserviced
 - Unmet needs
 - Opportunity for a platform with proven functionality

Pre-settlement Inspections

- Purchasers of apartments typically conduct pre-completion inspections
- Virtual tours of these apartments would be valued by investors who can't physically attend
- Average unit commencements (2018 to 2020) ~ 75,000⁽²⁾

Data Migration

- Rent rolls are commonly traded. Data integration is a significant challenge
- Digitisation of inspection reports means that acquired records are secure and available for use
- Data consolidation of rent rolls is a potential revenue opportunity

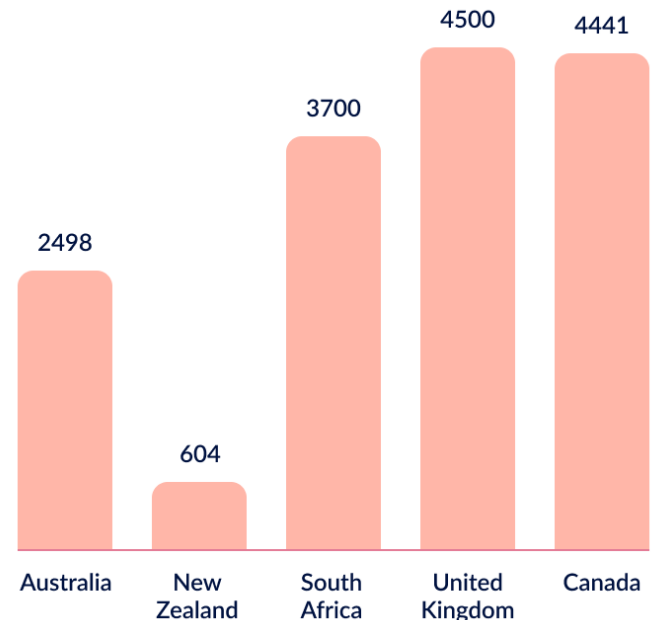
Notes:

1. ABS 2018. Assumes 33% of private rental properties are owner managed
2. ABS 8731 Building Approvals Australia Table 06, Private Sector

Overseas markets offer significant medium term growth options

	Inspection Manager	Inspection Express	Rentfind Inspector	PIM
Australia	✓	✓	✓	✓
New Zealand	✓	✓	✓	✓
South Africa	✓			
United Kingdom			✓	✓
Canada	✓			

Rental Market Size by Country ('000 properties)



Notes:

1. Australian Properties: ABS 41300, Tables 13-19, 2018.
2. NZ properties: Statistics NZ 2019
3. South Africa properties: TPN (Tenant Profile Network) - South Africa credit bureau
4. UK properties: Office for National Statistics, 2017
5. Canada properties: Canadian Rental Housing Index, 2016

AssetOwl investment highlights

AssetOwl investment thesis

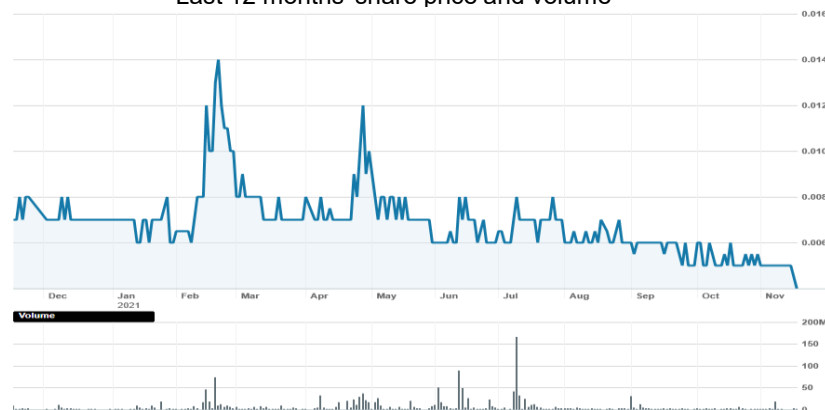
- ✓ Provides a non-discretionary service in a defensive industry (residential rental market)
- ✓ Fragmented market poorly served by existing products. Ripe for disruption
- ✓ Market leading product. Market leading technology focus
- ✓ Clear growth runway, short, medium and long term
- ✓ Clear value proposition

Corporate snapshot

Capitalisation table	ASX Code: A01
Shares on issue *	816.2m
Market Capitalisation @ 0.4¢/share*	\$3.3m

Options on Issue (unquoted)	Number
Exercisable at \$0.010 on or before 31 December 2023	13,250,000
Exercisable at \$0.010 on or before 31 December 2024	3,500,000
Exercisable at \$0.016 on or before 31 December 2024	8,562,500
Exercisable at \$0.012 on or before 30 June 2025	2,000,000
Exercisable at \$0.012 on or before 31 December 2025	2,500,000
Exercisable at \$0.024 on or before 31 December 2025	8,562,500
Total	38,375,000

Last 12 months' share price and volume









Board and Management	
Simon Trevisan	Non-Executive Chairman
Giuseppe Di Franco	Executive Director / Chief Technical Officer
Geoff Baldwin	Non-Executive Director
Geoff Goldsmith	CEO
Jeremy Laird	Customer Success Manager

Top 5 shareholders	Shareholding	%
Tribis Pty Ltd (Trevisan related)	62.85m	7.7%
Ogee Australia Pty Ltd	33.28m	4.1%
NCKH Pty Ltd	33.28m	4.1%
Yucaja Pty Ltd	23.23m	2.8%
On the Cusp Investments Pty Ltd	17.00m	2.1%
Top 5 Total		28.8%
Total Number of Shareholders		924

Members of the Board and Management hold 82,493,976 shares (10.1% of ordinary shares on issue)

Board and management

Board		
	<p>Simon Trevisan Chairman</p>	<ul style="list-style-type: none"> Over 25 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 residential property developer, Iris Residential Pty Ltd.
	<p>Giuseppe Di Franco Executive Director (Chief Technical Officer & Co-Founder – AssetOwl Technologies)</p>	<ul style="list-style-type: none"> 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.
	<p>Geoff Baldwin Non-Executive Director</p>	<ul style="list-style-type: none"> 30 years experience in the real estate and property management sector. Licensee and owner of RE/MAX exchange. 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.
Management		
	<p>Geoff Goldsmith CEO</p>	<ul style="list-style-type: none"> Diverse leadership experience in corporate and public sector (Australian Defence Force) in Australia and overseas 15 years service as an Officer in the Australian Army Domestic and international experience as a management consultant with leading global strategy firm Booz Allen
	<p>Giuseppe Di Franco Executive Director (Chief Technical Officer & Co-Founder – AssetOwl Technologies)</p>	<ul style="list-style-type: none"> 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.
	<p>Jeremy Laird Customer Success Manager</p>	<ul style="list-style-type: none"> Jeremy leads the onboarding and training teams that work closely with the platform's customers. Jeremy has worked across senior client account roles in Melbourne and Perth focussed across multiple technology streams.

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

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Appendix: Pricing Model

'Pirsee' Pricing 2021 (\$ per month ex GST)

#Properties	Price	#Properties	Price
0-100	80	1,001-1,500	600
101-250	130	1,501-2,000	700
251-500	260	2,001-3,000	800
501-750	390	3,001-4,000	900
751-1,000	500	4,001-6,000	1,000
		6,001-8,000	1,100

- Monthly licence per real estate agency, with fee level dependent on number of properties under management
- Unlimited users for each subscription
- Unlimited property inspections. No data caps
- Full resolution photos
- One month complimentary trial

Appendix: industry feature comparison

Feature	Pirsee	Inspection Manager	Inspection Express	Rentfind Inspector	Advantage
Capture page	Yes	No	No	No	<ul style="list-style-type: none"> Single interface for property managers drives faster inspections
360 Panorama capture	Yes	No	No	No	<ul style="list-style-type: none"> Panoramic photos integrated into legislative reports, and can be used as evidence
Owner's Portal	Yes	No	No	No	<ul style="list-style-type: none"> Provides real estate agents an ability to share up-to-date property 'Panoramas' with property owners
Live video on remote inspections	Yes	No	No	No	<ul style="list-style-type: none"> Property managers guide tenants on remote inspections
Data migration	Yes	No	No	No	<ul style="list-style-type: none"> Customers will see past inspections. AssetOwl responsible for data migration
Security -ISO accreditation	Yes	No	No	No	<ul style="list-style-type: none"> ISO27001 accreditation provides additional assurance for data security
Live syncing	Yes	No	No	No	<ul style="list-style-type: none"> Data syncing across multiple devices
Key tracking	No	Yes	Yes	No	<ul style="list-style-type: none"> Pirsee to incorporate H1 CY22
Customizable reports	No	Yes	No	No	<ul style="list-style-type: none"> Under development for Pirsee

Source:

1. Website review, Nov 2021