

IXUP LIMITED

Investor Presentation

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4 April 2023

ASX:IXU • *[Pron: 'Eyes up']*

WHO WE ARE

We are a world-leading encrypted data analytics platform that unlocks the full potential of big data by allowing organisations to share and gain insights on sensitive datasets without ever identifying or losing control of their data.

What We Do

Encrypted data analytics

We enable important research, business, and policy intelligence by allowing data sets from different parties to be combined and analysed in a secure environment.

Preserve data integrity and security while gaining data insights

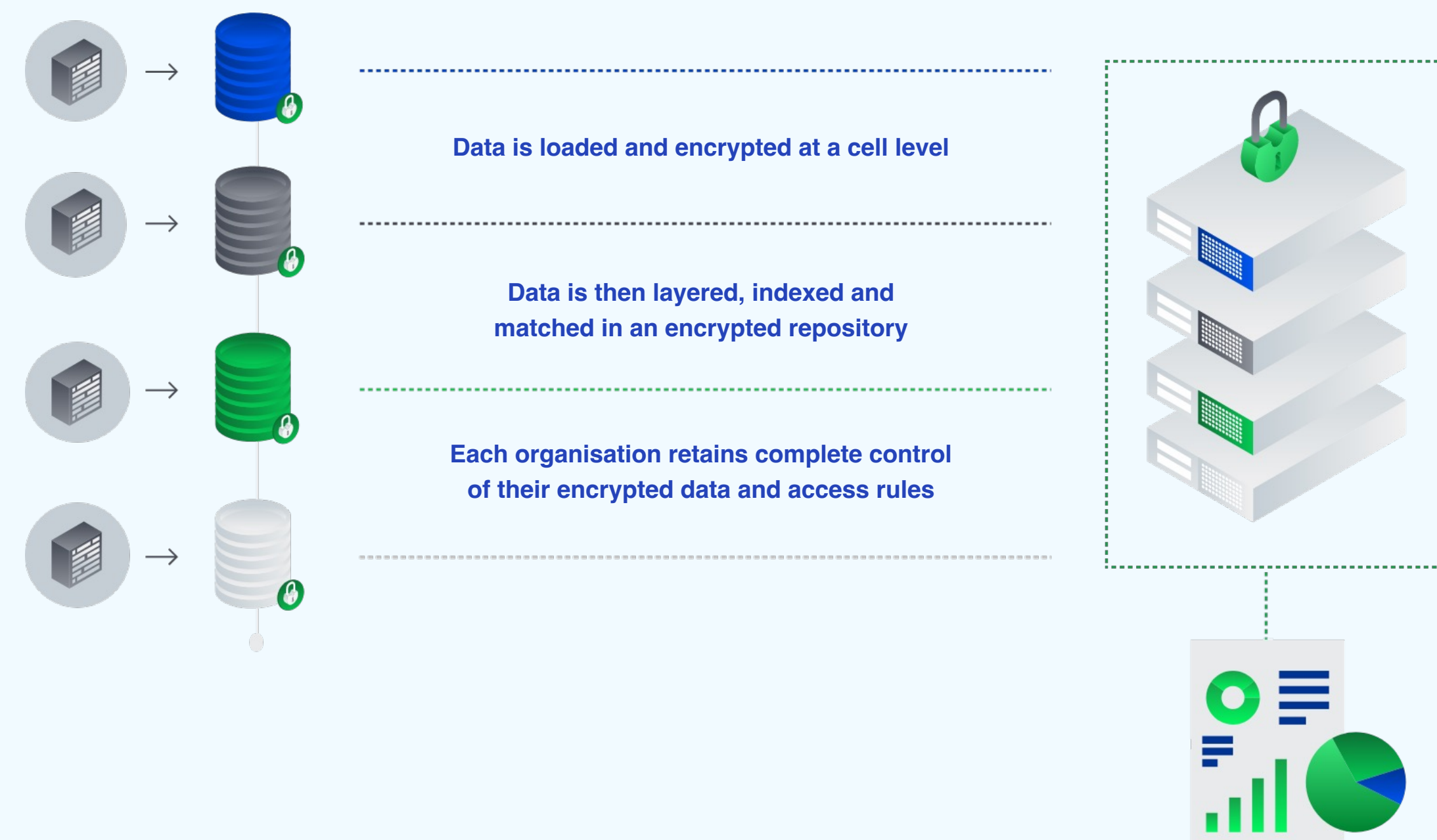
Our Data Engine has been designed to preserve data privacy and security at all times, while enabling a safe environment for data collaboration and analytics to occur.

Protect Data with advanced encryption technology

Our Data Engine uses a technology methodology that enables analytics over data without ever needing to decrypt it. Our process of encryption keeps data encrypted - 100% of the time – so it is never accessible to anyone but the data owner.

Allow collaboration of data without compromising control

Data collaboration is conducted in a way that ensures data compliance and adherence with privacy regulations (IXUP's Data Engine is Information Security Management System – ISO/IEC 27001:2013 and System and Organization Controls (SOC) 2 Type 2 compliant). Data encryption and decryption is only ever performed client side.



PRODUCT

Demo Video



Our Journey



2016 – 2020

TECHNOLOGY DEVELOPMENT

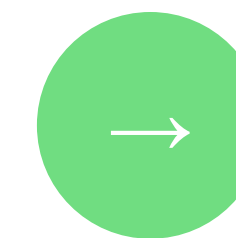
- \$10 million invested on the IXUP platform to date
- Key achievements:
 - World leading technology development
 - Initial market engagement
 - POC and market testing confirmed opportunity



2020 – 2022

CONSOLIDATION & REFOCUS

- Strategic pivot from technology development to rapid commercialisation
- Identification of target industries & verticals
- Productisation of technology to enable rapid market deployment
- Strategic partnering and acquisition opportunities completed
- Attraction of key executives in core markets
- Large reduction in overheads to streamline business and prepare for revenue scaling



2023 Onwards...

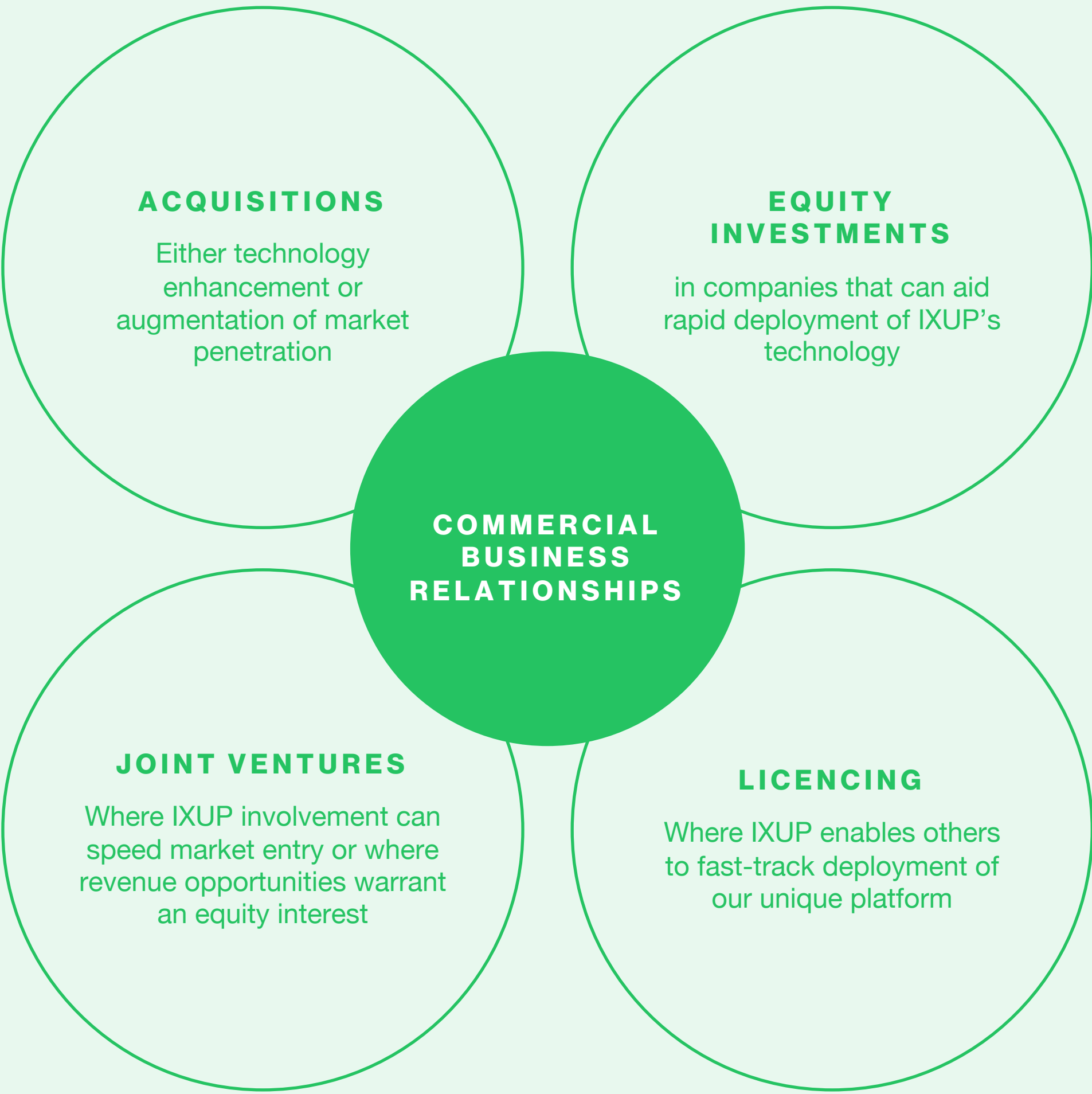
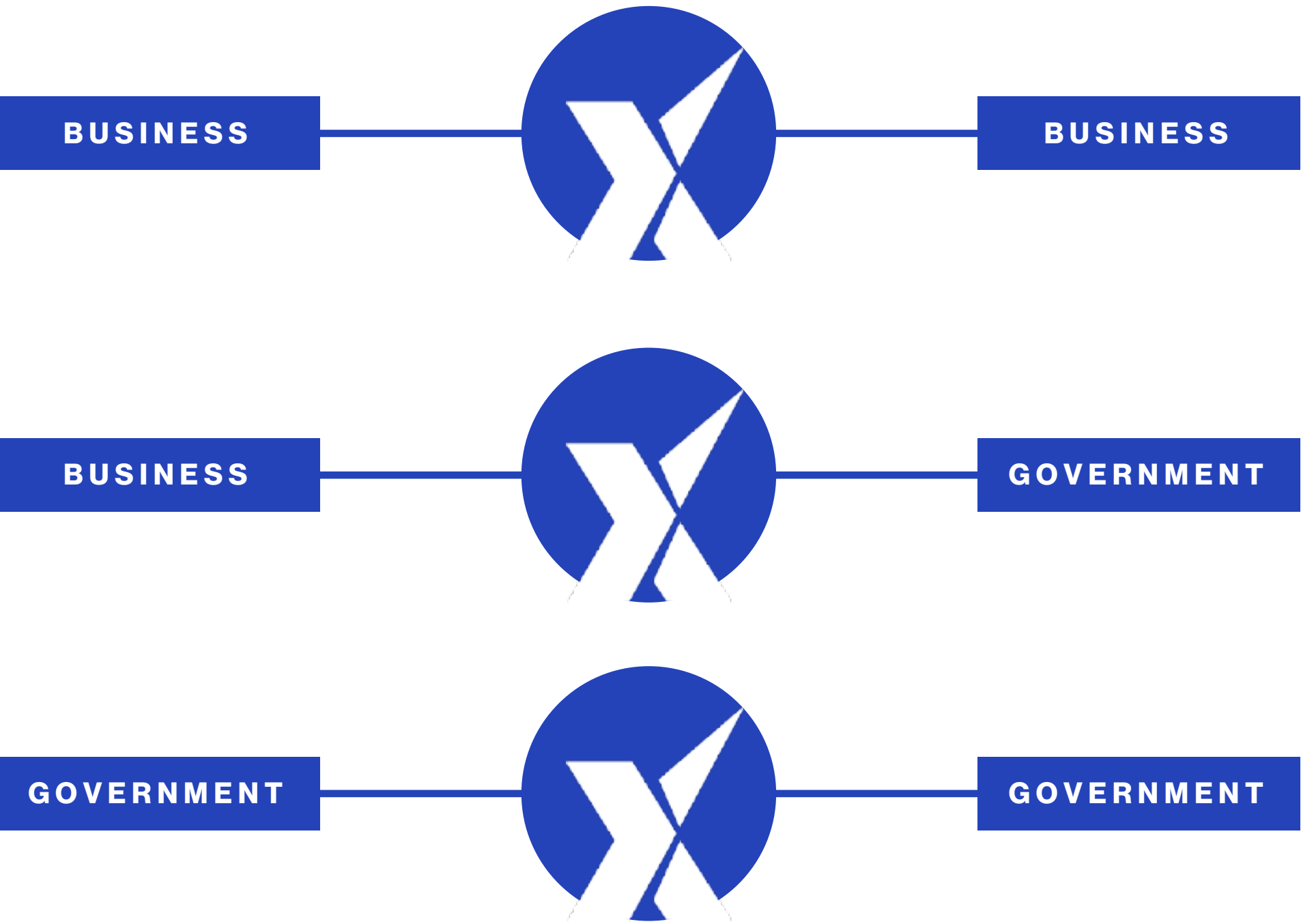
COMMERCIALISATION

- Commercial relationships formed
- Acquisitions fully integrated
- Products deployed into specific markets
- Sales growth commenced
- Acquisitions remain an opportunistic focus

STRATEGY

Our Business Strategy

Using our technology platform, our products are designed to address data sharing problems in industries characterised by significant unutilised data sets and large Total Assessable Markets (TAM). Our products are designed for:



ASX:IXU

Corporate Snapshot

Share Price (as at 3 April, 2023)	\$0.035
Ordinary Shares	1,035.5 million
Options (various strike prices)	206.9 million
Performance Shares	101.8 million
Undiluted Market Capitalisation	\$36 million

BOARD



Julian Babarczy
Non-executive Chairman &
Advisory Committee Member



Ian Penrose
Non-executive Director &
Advisory Committee Member



Freya Smith
Non-executive Director

ADVISORY COMMITTEE

Strategic, commercial & operational oversight



Julian Babarczy



Ian Penrose



Jonathan Rosham

MANAGEMENT



Matthew Johnson
Chief Financial
Officer: IXUP



Paul Coe
Chief Technology
Officer: IXUP



Paul Wee
Head of
Product: IXUP



Nick Richardson
Head of Delivery:
IXUP



Tom Smith
Chief Product
Officer: DataPowa

Our Strategic Advisers & Consultants



Matt Davey

Adviser

Investor and key advisor with over 30 years industry experience as both an Australian gaming regulator and a global supply-side Chief Executive Officer.

As the CEO of NYX/OpenBet, Mr. Davey grew and sold the company to Scientific Games in 2018, when he transitioned to an industry leading venture capitalist as the CEO of Tekcorp.



Kevin Vonasek

Adviser

25 years industry experience, including roles as Chief Product Officer for NYX, responsible for launching iGaming platforms in 2014 in NJ, VP of Business Development for SD Digital/ OpenBet, responsible for North American commercial sales of iGaming and sports betting platforms, and most recently with an operator as VP of Corporate Development for Golden Nugget Online Gaming, which was acquired by Draft Kings in 2022.



Warren Steven

Adviser

25 years industry experience as a regulated digital operator, with leading management roles at Paddy Power, BetClic Everest Group, and for the last 9 years operating Golden Nugget Online Gaming as the effective COO heading all product and operations under the effective CEO Thomas Winter.



Mick d'Ancona

Adviser








25 years industry experience as regulated digital supplier and operator, leading technology at NYX as VP of Development in 2014, and later as SVP Product Development & Engineering at SG Digital/OpenBet. Mick most recently held the position of COO at King Makers, a top-tier African focused online sports betting operator.

Commercialisation Strategy

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INDUSTRIES

Market focus

Market Vertical	Page Number	IXUP Product/s	Commercialisation Partnerships	Customers / Users	Revenue Model	Revenue Status
Sports Sponsorship Tracking	11	<ul style="list-style-type: none"> POWA Index POWA Tracker 	Direct	 	<ul style="list-style-type: none"> Monthly SaaS fee Fixed campaign fee 	Revenue generating
Healthcare	13	<ul style="list-style-type: none"> IXUP Data Cleanroom 	Direct	Major US Health Insurer (US\$100 billion market cap)	<ul style="list-style-type: none"> Annual license fee Transaction / usage fees 	Revenue generating
Marketing Affiliate Data Enhancement	15	<ul style="list-style-type: none"> Convertr 		Sportsbook, iGaming, Affiliate and Media Pillars	<ul style="list-style-type: none"> License fee Transaction / usage fees 	Near-term revenue <ul style="list-style-type: none"> MVP developed in late CY22 Market testing underway Revenue expected mid CY23
Sports Industry Data Collaboration	17	<ul style="list-style-type: none"> POWA Index 2.0 	Direct	Major Sporting League	<ul style="list-style-type: none"> License fee Transaction / usage fees 	Near-term revenue <ul style="list-style-type: none"> Pilot planning underway Revenue expected mid CY23
General Data Collaboration	19	<ul style="list-style-type: none"> Core IXUP Platform IXUP Data Cleanroom 	  	Discussions underway with: <ul style="list-style-type: none"> Banking & Finance, Insurance Professional service & Consultancies Government 	<ul style="list-style-type: none"> License fee Transaction / usage fees 	Near-term revenue <ul style="list-style-type: none"> Channel partnerships signed Target product education complete Initial customer identification underway
Wagering Compliance	21	<ul style="list-style-type: none"> Impermissible Bettor Self Exclusion Bettor Cool-off In-person compliance 		Discussions underway with; <ul style="list-style-type: none"> Major state regulatory bodies Large US betting operators Major US sporting leagues Australian wagering regulatory bodies 	<ul style="list-style-type: none"> Transaction fee Monthly SaaS fee License fee 	Negotiations underway <ul style="list-style-type: none"> Online wagering pilots in 2023 First revenue expected 2024 Australian in-person solutions targeting market acceptance in 2023
Secure Cloud	23	<ul style="list-style-type: none"> Remotely Deployable IXUP Platform 	Global Tier 1 cloud-computing organisation	Corporates utilising this platform	<ul style="list-style-type: none"> Monthly SaaS fee Transaction / usage fees 	Negotiations underway <ul style="list-style-type: none"> Customer engagement underway Commercial discussions ongoing
Government Data Initiatives	24	<ul style="list-style-type: none"> Core IXUP Platform 	Direct	Government Organisations	<ul style="list-style-type: none"> Transaction fee Monthly SaaS fee License fee 	Pipeline <ul style="list-style-type: none"> Regulatory changes underway Exploratory discussions in progress Potential updates in 2HCY23

DIRECT

Sports Sponsorship Tracking

Business Strategy/Interest

- Products acquired: 100% ownership via acquisition of DataPOWA in 2021
- Product development has continued since acquisition
- Direct to customer approach being pursued
- Business generating ~\$60KAUD per month and growing
- Revenue growing at 56% YoY
- Cash break-even targeted for Q3 2023

The Problem

There is a scarcity of credible and accessible benchmarking and brand tracking data in social media, meaning insights are typically slow to be delivered and actioned, threatening ROI and partnership viability.

The Opportunity

To democratise sponsorship analytics data to allow sports properties, sponsors, and agencies to derive necessary actionable insights and give them transparency to target their marketing through a scalable technology.

The Market

The global sports analytics market is forecast to achieve a compound annual growth rate of 21.8% between 2023 and 2028. While the market size was estimated at US\$4 billion in 2022, this is forecast to exceed US\$10 billion by 2028 (Source: Statista 2022).

Products

POWA Index 2.0
POWA Tracker

Sales Cycle

- From prospect to agreement is circa 1-3 weeks.
- Platform availability is another 1 week (allowing for data collection and upload).
- Our sales are in the form of recurring contracted monthly revenue and are derived from US, Europe and Australia.

Sales Outlook and Pipeline

- Contracted agency & sports property clients in US, Europe and Australia
- Expansion and demand growth across all geographical areas
- Middle East and Africa expansion planned for late 2023

CASE STUDY

Grand Prix

Overview

Netflix’s Formula 1 series Drive to Survive presents sponsors with an opportunity to gain visibility and value beyond live broadcasts and highlights packages.

The Brief

Using our proprietary methodology, IXUP analysed the full Season 5 of Drive to Survive to understand the exposure sponsors are getting and the expected media value (xMV) it is generating.

The Solution

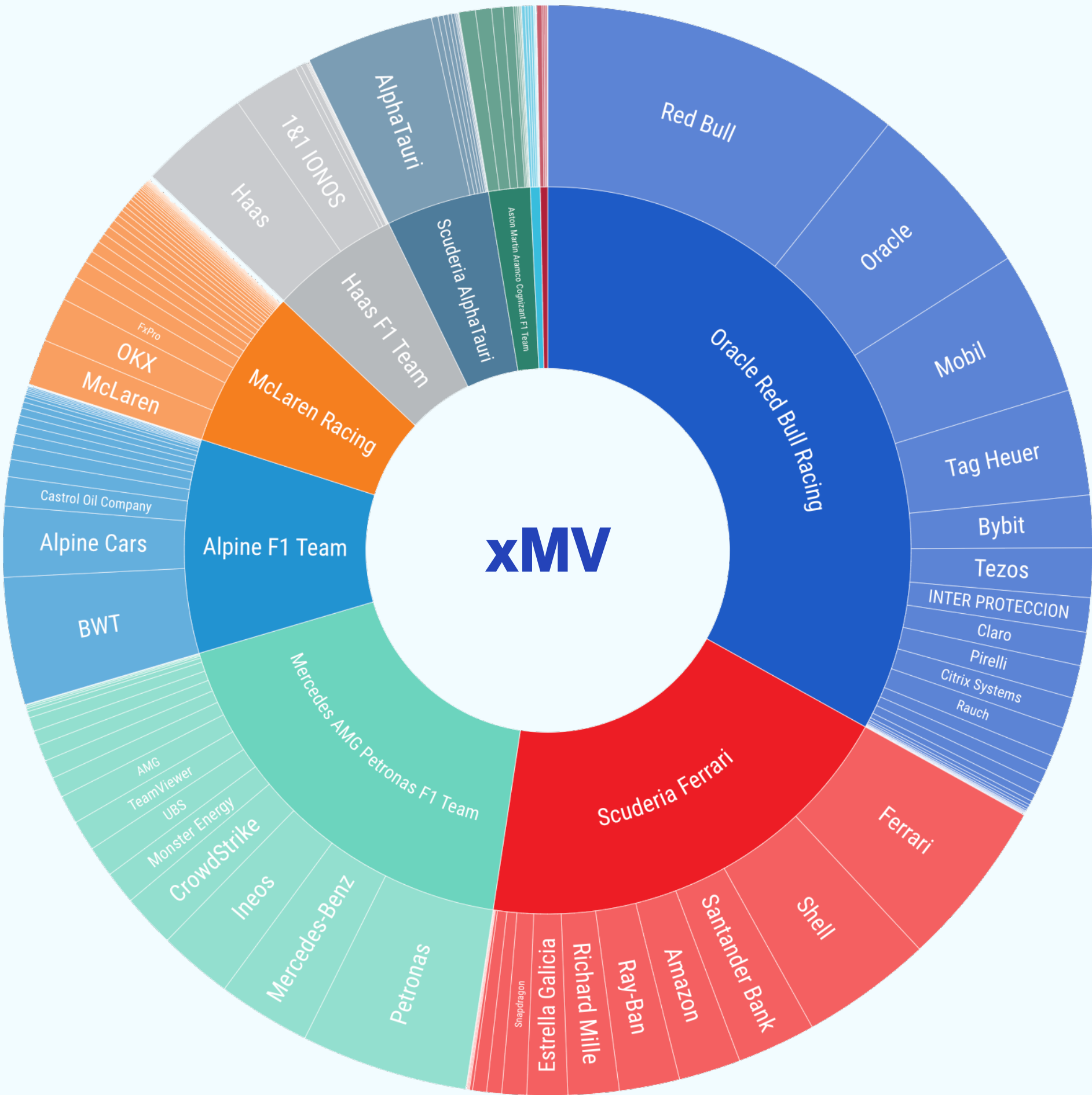
The FIA and Netflix shift the narrative’s focus from episode to episode. This means that while Mercedes can dominate the second episode and drive an xMV of \$5.5m, a smaller team like AlphaTauri can generate \$1.7m from their starring role in episode 8.

Results

Our analysis shows that Oracle Red Bull Racing generated most value for its sponsors, We tracked the team’s 29 sponsors across each of the ten episodes and placed its total xMV at \$19.4m. This is almost double that of their nearest competitors Ferrari (\$11.3m) and Mercedes (\$10.6m).

Source: [DataPOWA](#)

Expected Media Value by Team & Sponsor



DIRECT

Healthcare

Business Strategy/Interest

- Contract acquired via acquisition of Data Republic in 2021
- Customer is a Top 3 Health Insurer with a wealth of data resources

The Problem

Health insurance companies assess new business/insurance opportunities by undertaking large data collaboration campaigns with external parties. Data integrity is essential.

The Opportunity

IXUP's Clean Room technology allows secure work spaces to be created to allow for data sharing and analytics.

The Market

Data clean rooms are a mass market product, characterised by a lower tier of security than other data collaboration environments. As a result, the TAM opportunity is significant.

Products



Sales Cycle

Characterised by lengthy sales cycles to enterprise customers but with high annual contract value.

Sales Outlook and Pipeline

Currently contracted on annual basis, under a license fee arrangement.

- Contract up for renewal end June 2023

CASE STUDY

Healthcare

Overview

The IXUP platform allows our healthcare client to use data to create solutions for the industry's greatest challenges and evaluate the effectiveness of partnerships.

The Brief

Our client is able to increase the advancement of data driven insights in our fully-governed cloud computing environment. Creating actionable insight from their wealth of data.

The Solution

By allowing their research partners to access this data, the client is able to test, innovate and scale for health and financial benefits increasing profitability and productivity.

Results

While using our platform, the client has been able to evaluate partnerships, fine tune machine learning models, and prove statistical correlations in weeks rather than years.



JOINT VENTURE

Marketing Affiliate Data Enhancement

Business Strategy/Interest

- 2022 agreement with Cipher Sports Technology Group, licensing the IXUP secure data platform to Cipher to enable them to develop new products for their regulated wagering affiliate activities
- Various pilot discussions underway with sales expected to commence around mid CY23

The Problem

Businesses can improve performance of acquisition marketing and retention campaigns, if they could access third party data providing further insights into customer interests and behaviour.

The Opportunity

Emerging and highly competitive markets, specific and specialised marketing campaigns can deliver valuable competitive gains. Marketing budgets and CPA costs are significant in some markets. Any tool that improves marketing effectiveness and decreases CPA costs will give operators a much sought after advantage.

The Market

The convertr product represents a global opportunity with immediate focus in the United States;

- Growing number of legalised States
- 35+ operators' market wide
- Growing market opportunity

Products



Sales Outlook and Pipeline

- Cipher's discussions are progressing to secure pilot partners for their sportsbook, iGaming, affiliate and media pillars, with campaigns to be delivered around mid CY23

CASE STUDY

Marketing Affiliate Data Enhancement

Overview

Convertr empowers affiliates to collaborate with their partners to deliver personalised marketing campaigns that were previously not possible.

The Brief

XYZ has 100,000 dormant customers in New Jersey and has not been able to reactivate them through their current CRM and marketing activities.

Solution

Convertr enables XYZ to securely match their database with a partner's, in this case ABC-Media's, to identify which of these dormant customers are shared between both companies. ABC-Media then uses their own customer behavioural data to deliver personalised campaigns to the matched, dormant customers, based on the sports they are most interested in.

Results

X-Customers are reactivated and the affiliate, or partner, receives a reactivation fee, rather than an acquisition fee, unlocking brand new revenue streams.

A Pilot conducted in Australia, with a boutique customer to reengage customers, delivered encouraging results. We are now finalizing our pilot partners in the USA using larger databases.



DIRECT

Sporting Industry Data Collaboration

Business Strategy/Interest

- Product developed by IXUP to service the inherent need for first party data collaboration for sports properties and their sponsors/partners
- Resulting in more targeted and effective marketing campaigns
- Pilot programs underway with major industry participants

The Problem

Sports properties capture large amounts of fan data across multiple touchpoints, rarely realising true value due to a lack of technology and capability to collaborate with sponsors/partners in an increasingly challenging data landscape. Data security is at the forefront of large organisations priorities.

The Opportunity

Using IXUP's platform encryption technology, securely placing fan data at the heart of partnerships to unlock new revenue through data-led measurement, optimisation, and activation in collaboration with sponsors.

The Market

The global sports sponsorship market was worth an estimated US\$57 billion in 2020 and is expected to grow to almost US\$90 billion by 2027 (Statista 2022).

Products

POWAIndex 2.0

Sales Cycle

- From prospect to agreement is circa 4-6 weeks
- Onboarding process to the initial run of the technology is envisaged to be another 4-6 weeks
- Consistent monthly recurring revenue thereafter (typically 1-3 year contract)

Sales Outlook and Pipeline

- Advanced discussions underway regarding a Pilot with a US agency partner with potential to lead to US expansion with major US sporting league and major sponsor
- Targets in EMEA & APAC in next 12 months
- Anticipate contracted revenue in 2023

CASE STUDY

POWA Index 2.0

Overview

POWA Index 2.0 implementation between a North American "Big Four" Sports League and a top tier sponsorship partner.

The Brief

A privacy conscious brand with a significant first party data asset wanted to understand customer acquisition generated from and attributed to sponsorship activity with a major sports property.

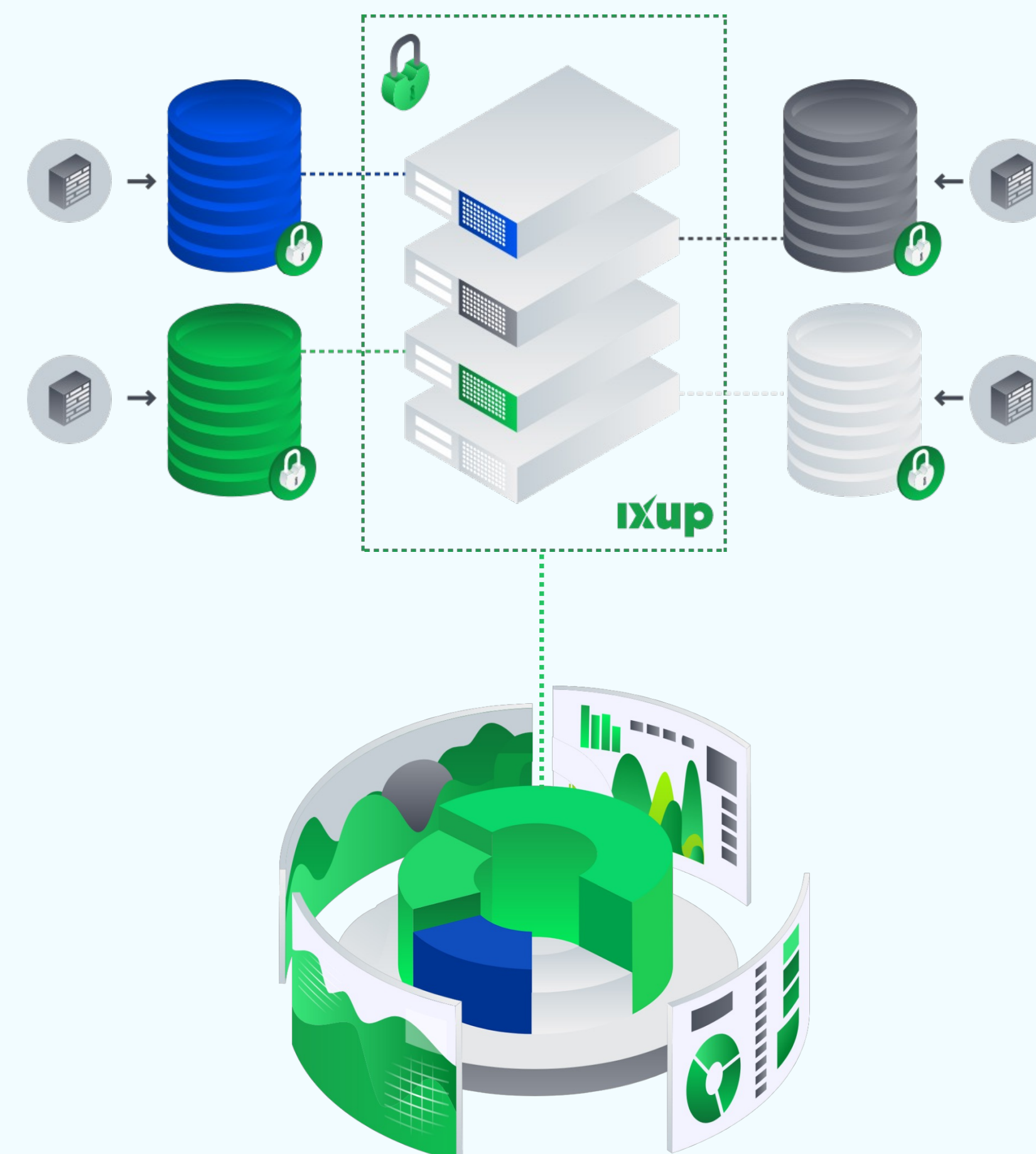
The Solution

Building trust with the brand and the league by demonstrating the effectiveness and security of the technology, showcasing the privacy enhancing end to end encryption.

Deployment of the POWA Index 2.0 platform to measure the level of overlap between the brands' customers and the property's fans at the start the relationship and at regular intervals throughout, to optimise and evaluate the partnership at a granular level.

Results

Advanced discussions regarding Pilot which is due to conclude in H1 CY2023.



CHANNEL PARTNER

General Data Collaboration

Business Strategy/Interest

- Market entry via Channel Partners
- Signed Channel Partnership agreements with Deloitte, Beyonde Ventures and IDS Group
- Further Channel Partners being pursued
- Commercial contracts under negotiation with sales expected Q2 2023

The Problem

Across many sectors and segments of commercial and Government, increasingly sophisticated analytical requirements are required, driven by ever larger ‘know your customer’ datasets. Substantial potential damage exists to the financial outlooks and brand reputations of Corporations not actively securing personal data within collaborative analytical environments. Australian Government legislation has recently increased fines for Corporations failing to adequately protect themselves and their customers from data breach from \$2.4 million to \$50 million.

The Opportunity

The IXUP Secure Data platform incorporates numerous data protections, such as homomorphic encryption, the 5 Safes Data Governance Platform and a DocuSign Data Exchange & Collaboration Contract. This platform now enables organisations to share and analyse data within and between organisations safely and securely, unlike never before. This cost-effective protection minimises risks to any customer-focused organisation.

Products



The Market

IXUP is addressing specific industry verticals, and their Total Accessible Markets, based on 1% of 2022 software expenditure levels in Australia and New Zealand are:

- | | |
|------------------------------|-------------------------|
| • Banking and Finance | \$150 Million per annum |
| • Insurance | \$80 Million |
| • IT Consulting and Services | \$100 Million |
| • Outsourcing | \$190 Million |
| • Government | \$43 million |

Sales Cycle

Sales Cycles are currently anticipated to be less than twelve months, as potential clients learn more about risks, affordability of sophisticated solutions, such as the IXUP Secure Data Platform and the urgency of implementing high grade solutions to meet the increasingly high risk of cyber attacks

CASE STUDY

Retail Data Insights

Overview

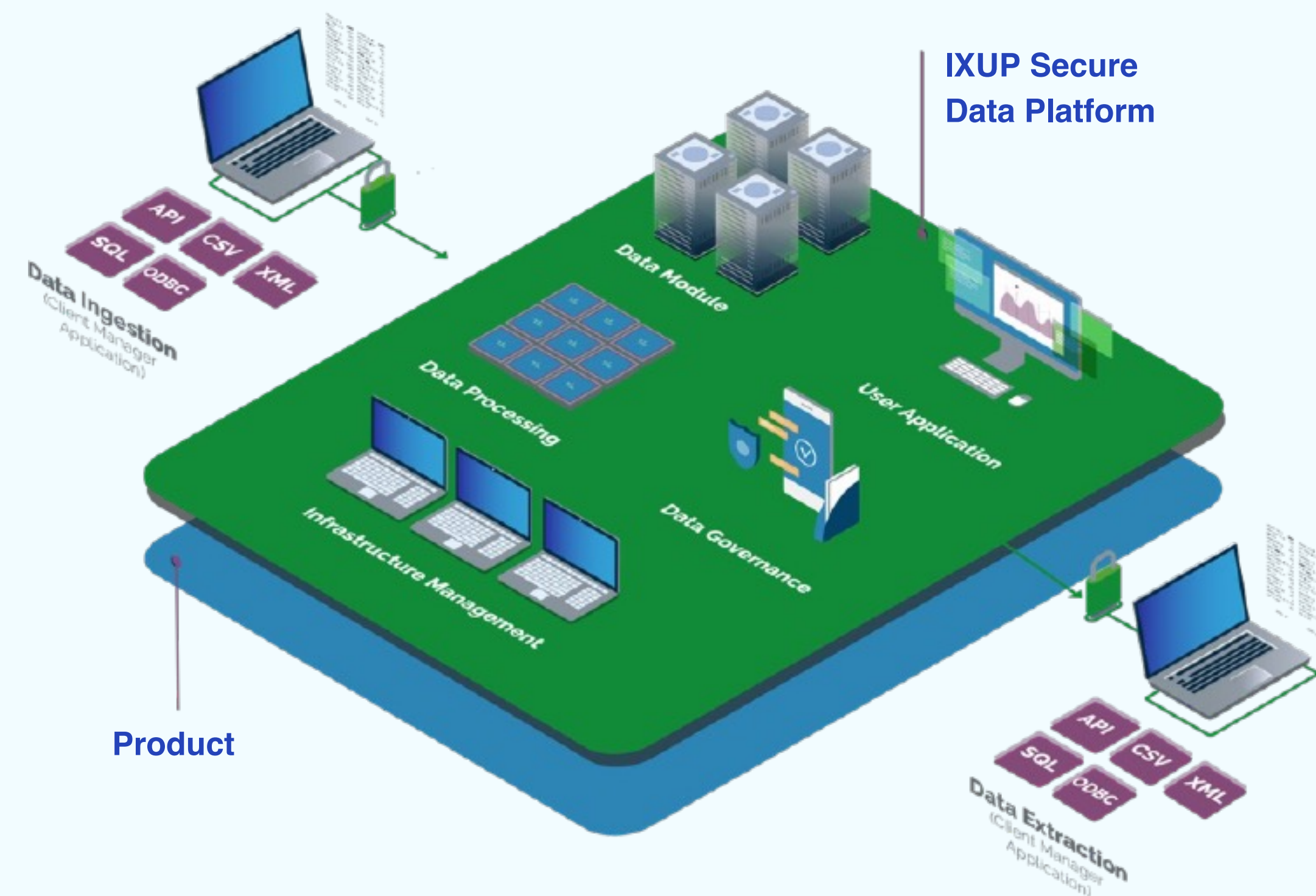
Pricing, shopper and catalogue observations and comparisons for profitable retail sales strategy implementation and growth

The Opportunity

Retail analytics can be greatly enhanced when 3rd party data is combined. Greater insights into customer purchasing behaviour, customer data, pricing optimisation, promotional tactics, specific product performance, individual store performance comparisons, and even store layout recommendations are possible.

The IXUP Secure Data Platform allows datasets from other collaborators, including competitors, to be encrypted, shared and analysed.

The outcome is vastly greater business decision making outcomes for corporates.



DIRECT PARTNER

Wagering Compliance

Business Strategy/Interest

Via a “think global, act local” approach, design and develop regulated gaming industry products utilizing IXUP technology to remove roadblocks currently preventing regulators, operators and sports leagues from participating in data collaboration required to meet compliance requirements

The Problem

Though globally the industry shares common concerns, each jurisdiction has unique political environments and resulting priorities. US regulators are unable to enforce involuntary bet-prohibition, while in UK and Australia, federal authorities have spent years unsuccessfully attempting to launch voluntary bet-prohibition. In all use cases, the problem involves stakeholders refusing to share the required personal identifying information (Pii) with competitors and authorities.

The Opportunity

Though numerous “Reg-Tech” companies currently focus on niche compliance problems, there is no existing or incumbent supplier, of bet-prohibition. IXUP believes this is due to industry suppliers not having any capabilities in secure data collaboration. In addition, IXUP is currently investigating how it’s secure data platform IP can be applied to the benefit of other Reg-Tech suppliers.

The Market

Highly regulated digital and brick & mortar wagering jurisdictions across the US, UK, Europe and ANZ.

Products



Sales Cycle

- Recruitment in progress, anticipating pilot commitments in Q2 2023 with pilot execution in Q3 2023, likely in US or Australia
- New market entries will then average 6–12 months

Sales Outlook and Pipeline

- Pilot stakeholder recruitment process officially launched in March 2023
- Pilot execution (1-3 jurisdictions, with 1-3 operators and 1-3 sports leagues) 2023
- Customer outreach ideally Q4 2023 with Commercialization starting in Q1/Q2 2024

CASE STUDY

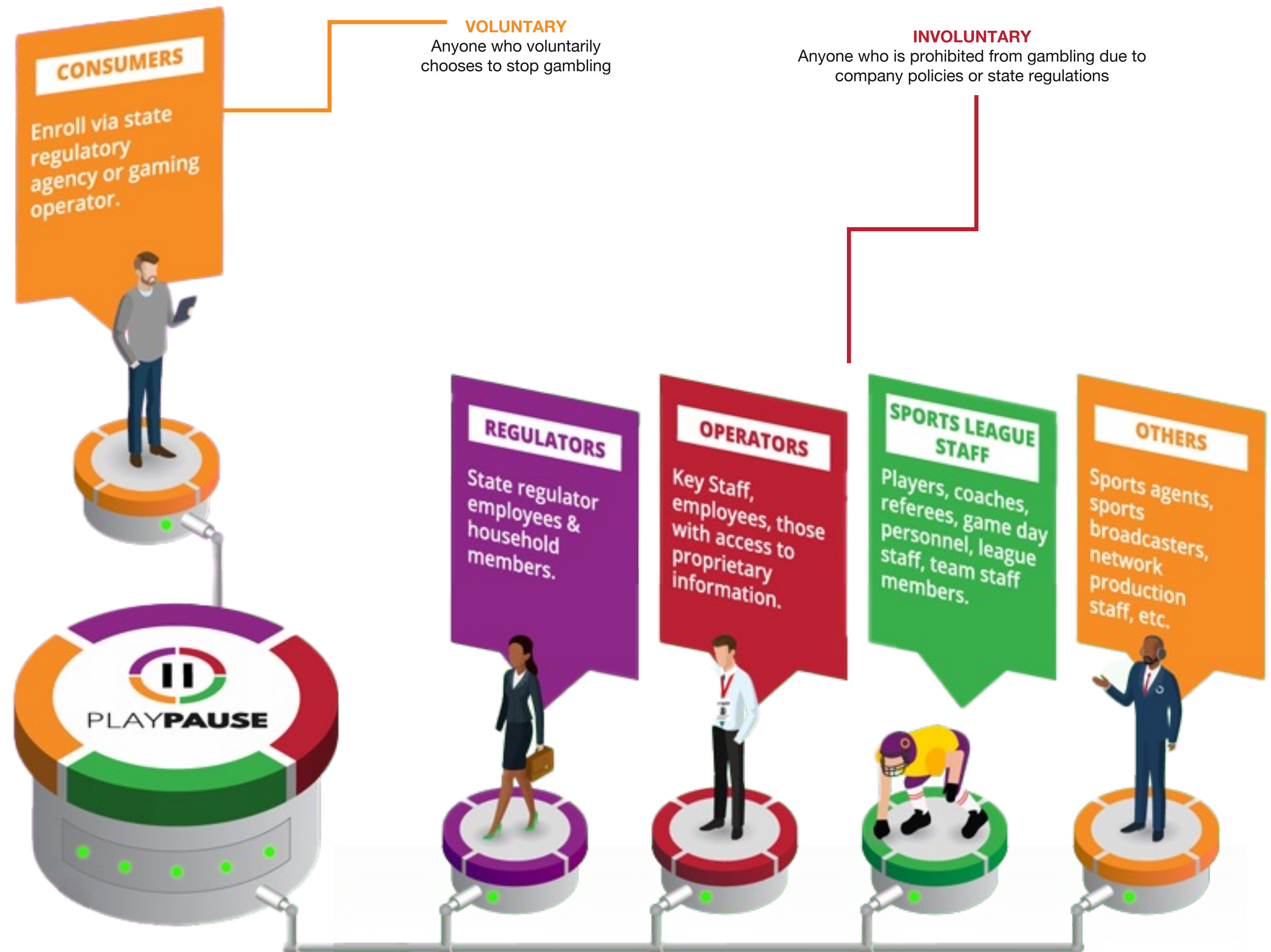
PlayPause

Overview

Voluntary and Involuntary Exclusion Solutions for the Regulated Wagering Industry

The Opportunity

Applying IXUP's secure data platform IP to enable industry stakeholders to collaborate and share data in support of achieving regulatory compliance.



DIRECT PARTNER

Secure Cloud

Business Strategy/Interest

- IXUP is working closely with a global Tier 1 cloud-computing organisation to develop secure data encryption and analytics environments
- These initiatives target the potential for customers to easily deploy the IXUP Secure Data Platform within existing cloud computing environments.
- Licensing and Revenue is proposed to be executed via the cloud provider's Product Catalogue.
- Negotiations and initial deployment roadmaps remain underway.

The Problem

Cloud computing environments contain a variety of solutions to enable collaborative analytics. These solutions enable data to be shared, allowing combined insights to be created, although depending on the level of security, these can often be complicated and costly to configure.

Data security, privacy and protection, which is paramount, is often sacrificed for functionality, leading to unencrypted data being accessible by all participants in the collaboration. Data privacy and security needs require that sensitive and private data is always secure. The IXUP Secure Data Platform can answer this need.

The Opportunity

Several customers/partners are currently requesting access to increase data security within cloud environments, with IXUP looking to apply the Secure Data Platform to deliver the required functionality.

The Market

- Secure data sharing with associated analytical environment on the Cloud is a major growth market.
- The cloud provider IXUP is working with is looking to deploy proven technology, with the IXUP platform under active consideration for use.

Products



Sales Cycle, Outlook and Pipeline

Commercial in confidence

DIRECT

Government Data Initiatives

Business Strategy/Interest

The recently introduced Australian Intergovernmental Agreement on data sharing (also referred to as the Commonwealth Data Availability and Transparency ACT) commits all jurisdictions to share public sector data wherever it can be done securely, safely, lawfully and ethically. The IXUP Secure Data Platform assists delivery on these requirements through a well governed, auditable tracking of data-sharing agreements and a secure and encrypted data sharing environment.

The Problem

Recent data breaches in the Australian NDIS network of providers have thrown the spotlight on the need to protect private and sensitive data from unauthorised publication. Personal client data, across multiple sectors and use cases can now be encrypted, shared and analysed by the IXUP Secure Data Platform

Focus areas of government data sharing include Healthcare, Social Services, Medicare, etc.

The Opportunity

State Government Welfare Agencies will need to collaborate with other interested Agencies to deliver on elements of best-practice childcare. From time to time, this will necessitates interactions between multiple Agencies, such as Human Services, Family and Community Services, Police, Justice, etc.

Such data is deemed “highly sensitive” and therefore requires the highest levels of protection to data breach. The IXUP Secure Data Platform delivers on the promise of data security by providing military-grade encryption and governance.

Products



Sales Cycle

Due to the Government Buying and Budgeting cycles (including Tender processes), sales cycles are expected to be 24 months.

**Infinite opportunities are
unlocked when you can
share and analyse
information in a simple, safe
and compliant way.**

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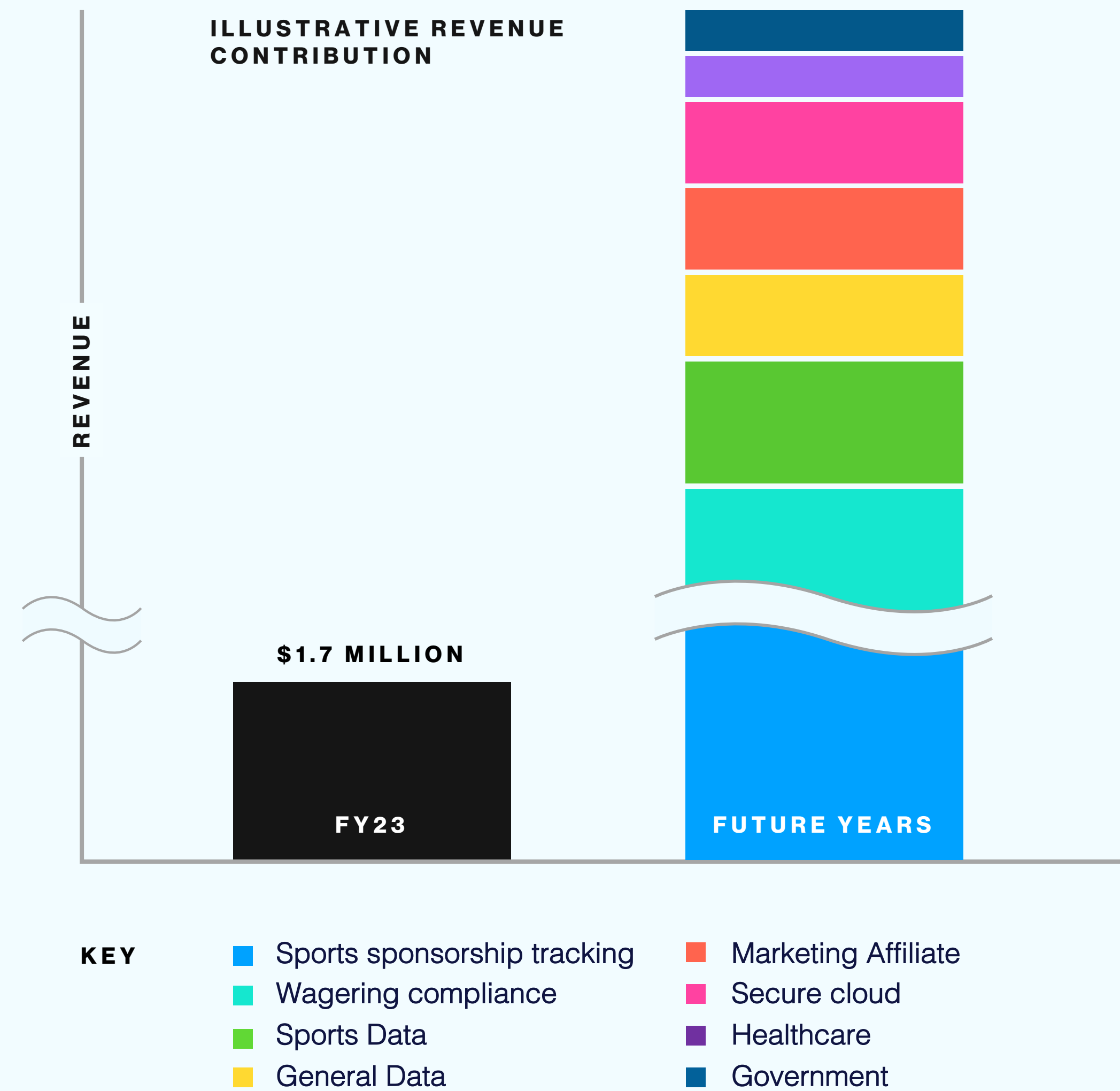
Our Sales Outlook & Pipeline

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POTENTIAL

Illustrative Potential Revenue Growth

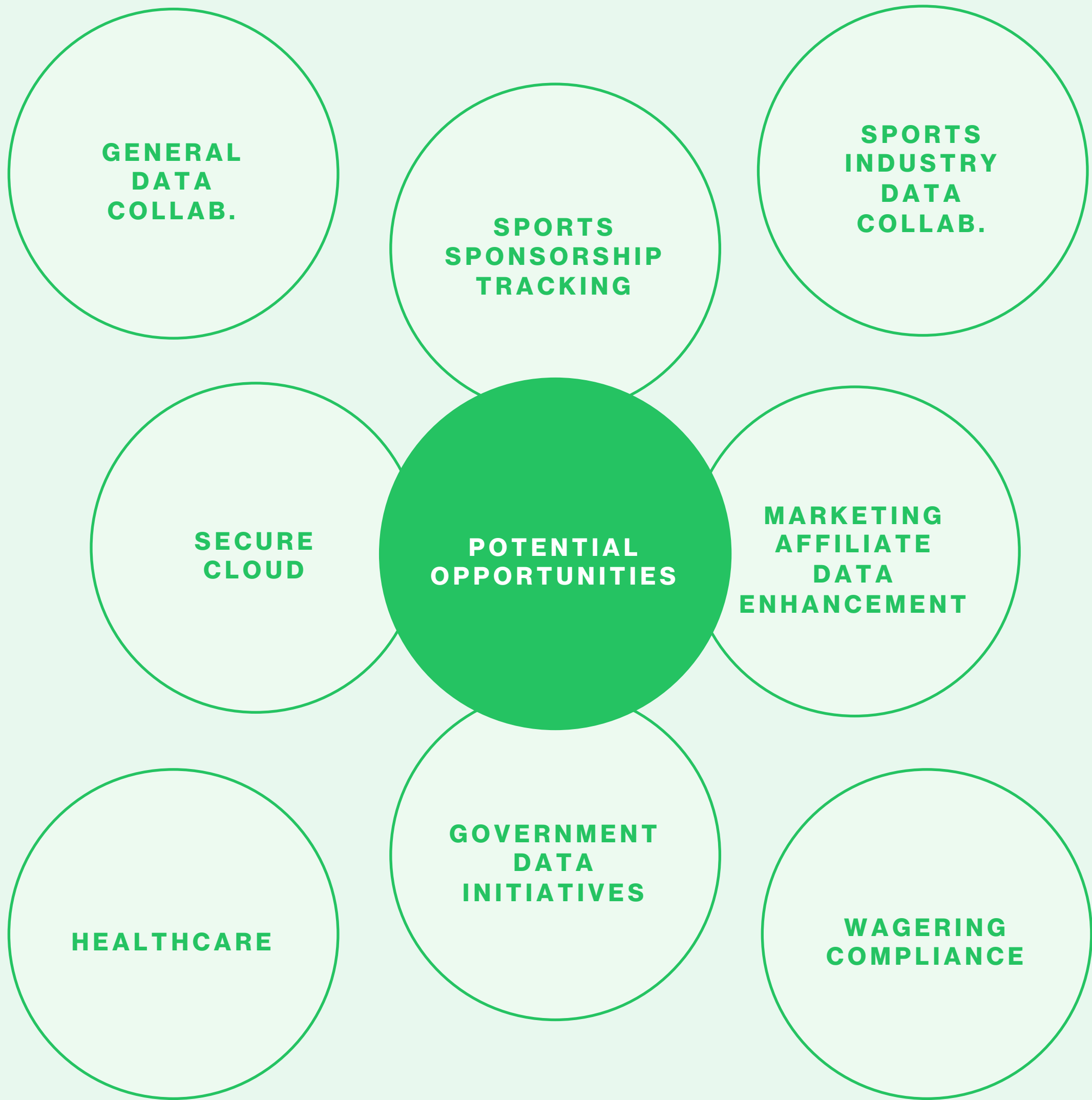
- IXUP has previously been focussed on technology development and use case identification
- Despite the limited revenue focus, the business has achieved market acceptance and technology validation
- 2023 is expected to be a year of significant commercialization from recent productisation initiatives



OPPORTUNITY

Conclusion

- IXUP has developed world leading, patented technology, validated by existing revenue and partnerships and lengthy relationships with leading global technology companies
- Demand for IXUP’s offering is growing – we are in the right place at the right time
- Our go-to-market strategy is:
 1. to license our world leading technology to others, assisting where required for them to grow sales and pay license and royalty fees back to IXUP
 2. Direct sales for certain core markets, although we anticipate introducing partners to assist with business scale up costs
- IXUP is focused on near-term commercialisation and revenue, with revenue success clearly underway
- 2023 is expected to be a key year of validation for the company and it’s technology.



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