

# IXUP Limited

## Investor Presentation

September 2017

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# Disruptive software platform

## Unlocking the value of data



Secure, timely data  
collaboration across  
organisations



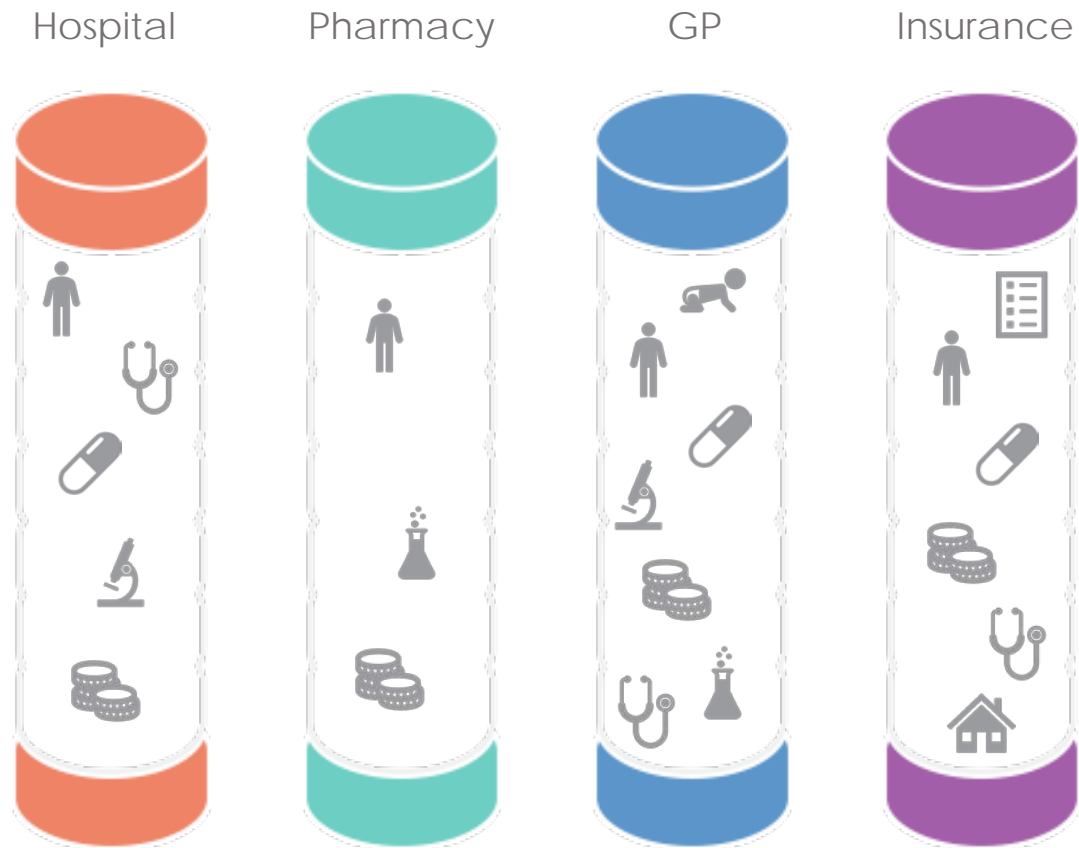
Enabling deep business  
insights not previously  
available



Leveraging incumbents in  
the \$150Bn<sup>1</sup> global data  
market

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# The traditional way of looking at data



## Limitations

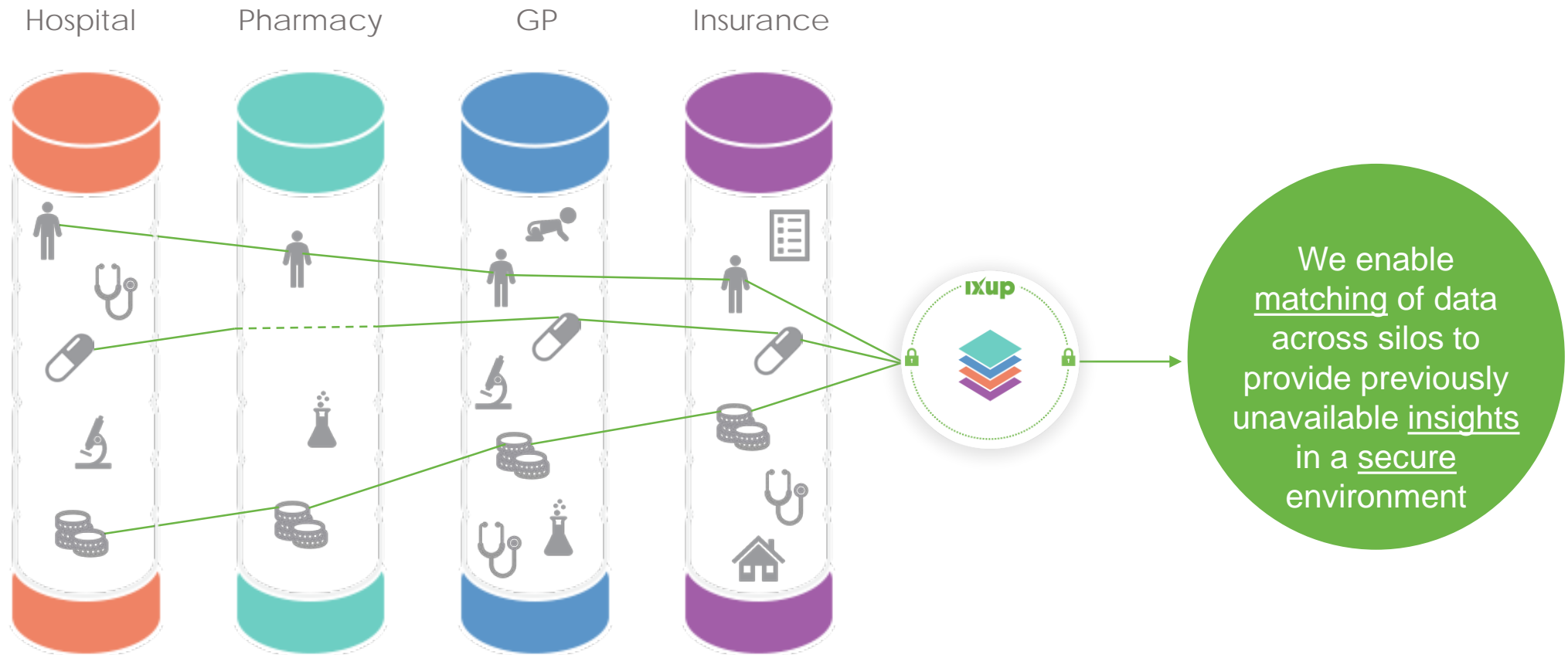
- Use different technologies
- Internal processes within the silo
- Different security and compliance
- Perceived competitive advantage

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## Result

No meaningful informed perspective

# A new way of looking at data



*“60% of enterprises agree **finding correlations across multiple disparate data sources** is a challenge driving spend<sup>1</sup>”*

# Innovative | Validated | Scalable | Commercial

Identify Opportunity	Build, Test, Validate	Strengthen Capability & Identify Markets	Grow & Scale
<p>No meaningful informed view</p> <p>Resistance to data sharing</p> <p>Technology unsupportive</p> <p><b>Encryption is key</b></p>	<p>Prototype</p> <p>Patent development</p> <p>POC – Telco, Bank</p> <p><b>Platform development v1.0</b></p>	<p>Patent protected</p> <p>Paul Coe (CTO)</p> <p>Marc Goldman (COO)</p> <p>Microsoft relationship</p> <p>Commercialisation</p> <p>Platform v2.0</p> <p><b>Identify partner opportunity</b></p>	<p>Platform v3.0</p> <p>Initial sales &amp; pipeline confirm market strategy</p> <p>Partner Agreements – Microsoft, Finity, KPMG, Emperics, Dimension Data</p> <p>Expert Board &amp; Advisory</p> <p><b>\$12.5M IPO to fund acceleration</b></p>
2010	2011 – 2015	2016	2017 →



# Use Case

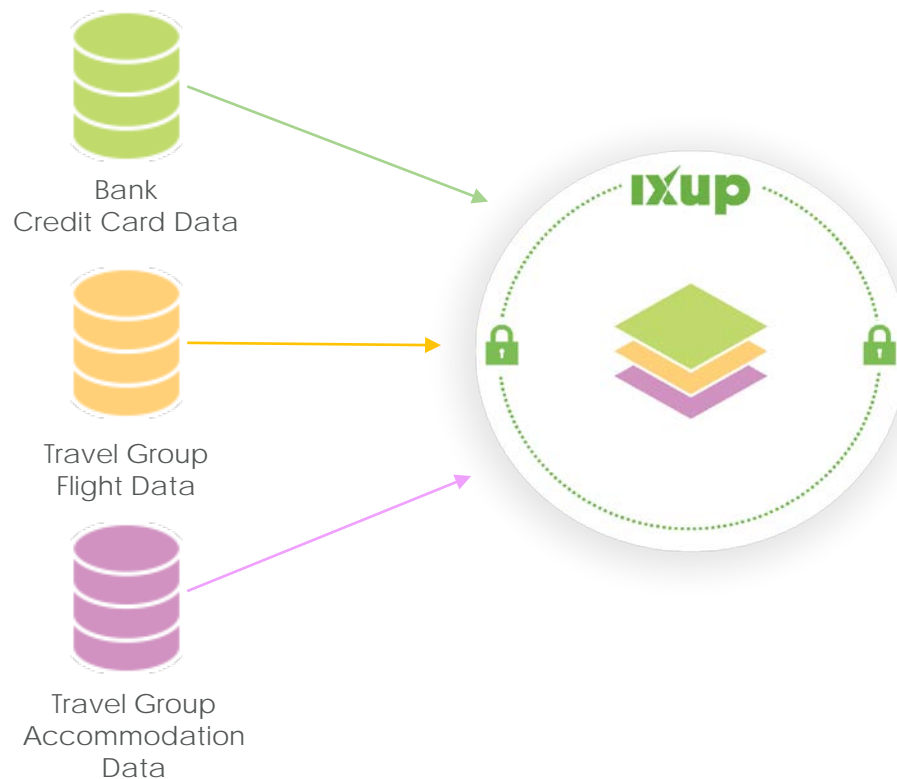
## Collaboration provides unique market share insights

Tier one Australian bank collaborates with a global travel group

Matching bank transactional data across all travel purchases

Securely layering transactional records

Maintaining confidentiality



### Benefits:

Improved understanding of travel market and deeper insights into:

- Geography
- Online v In-Store
- Demographic

Improved understanding of Travel Group competitive position enables focused marketing

Allows re-evaluation of physical locations vs. online

Improved productivity and profitability

Strengthens bank and client relationship

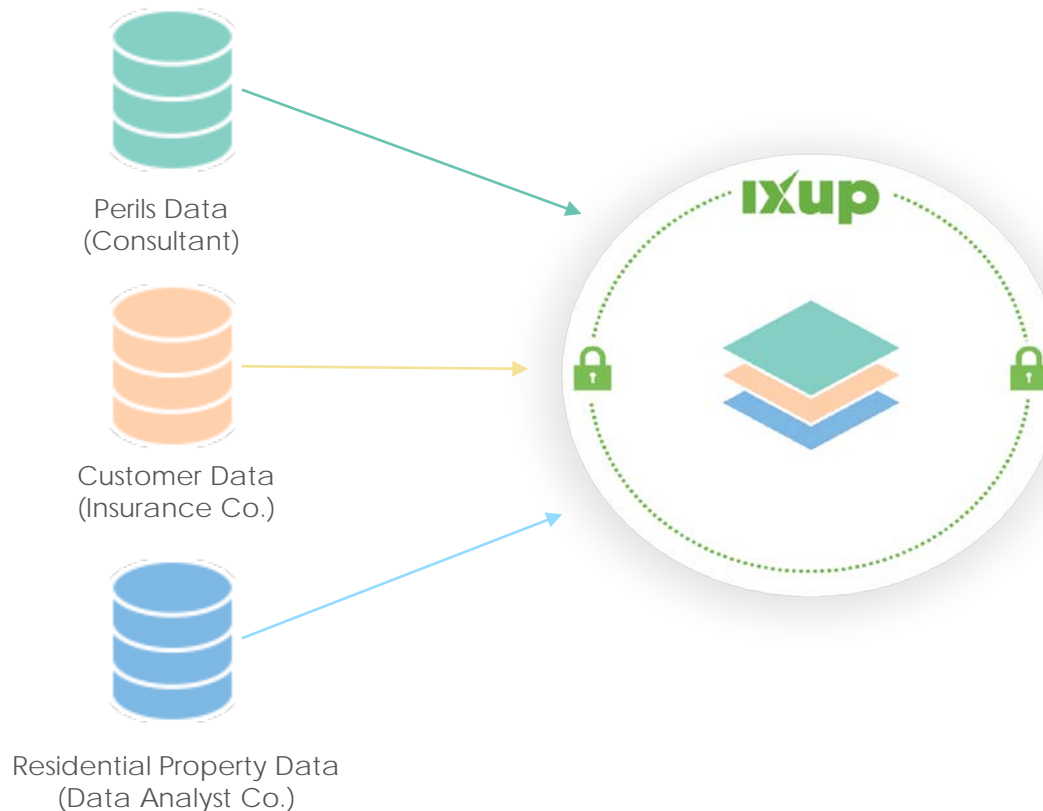


# Use Case

## Multiple data set analysis to improve targeting in market campaigns

Actuarial and management consulting firm collaborating with insurance provider

Matching and layering proprietary natural disaster risk data with client insurance and market residential property data



### Benefits:

Identify the underinsured properties in each post code

Clear view of property value, insured amounts and risk damage without exposing confidential information

Highly targeted insurance marketing

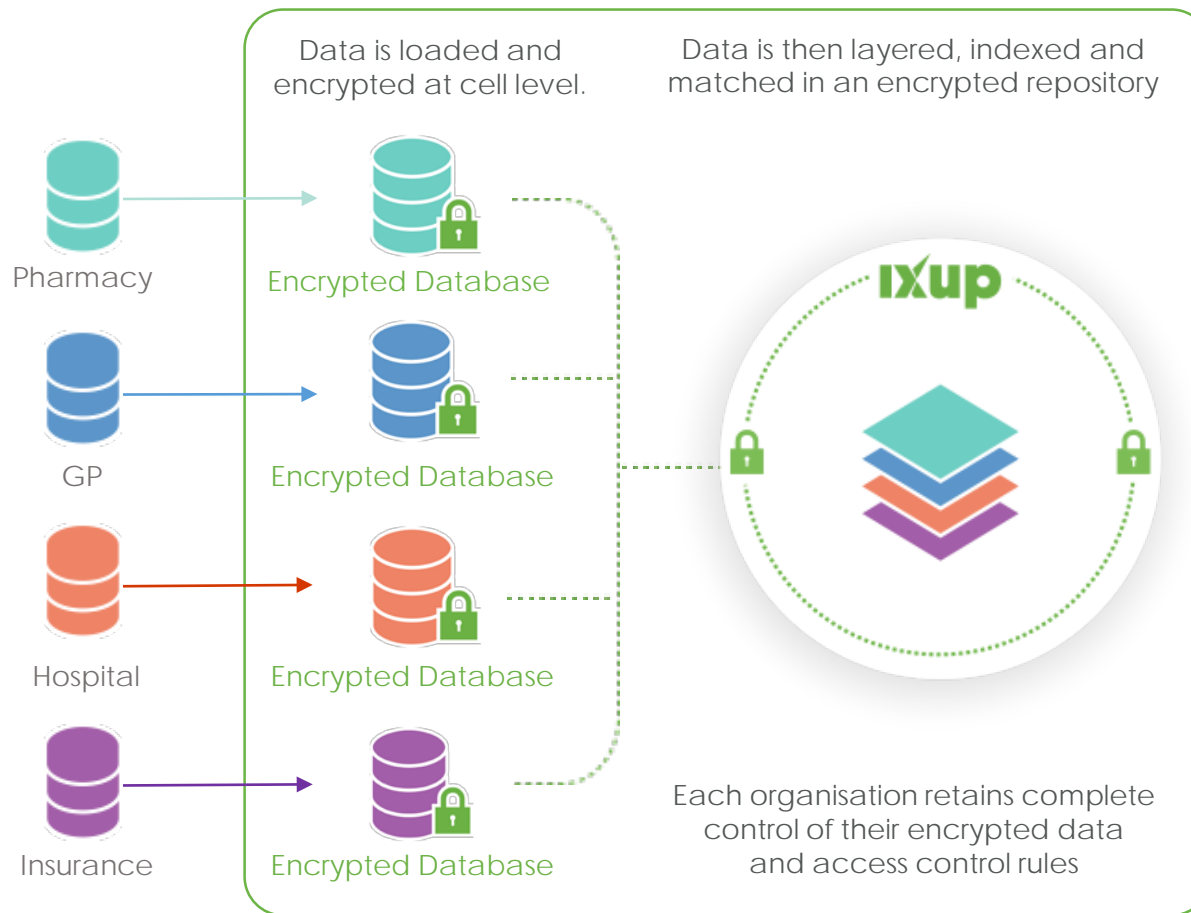
Improved success rate on incentives and offers as insured receives a personalised and relevant offer



# IXUP Platform

Enabling secure data collaboration across organisations and databases to support better decision making

## IXUP Platform



## Unique features

Identifies hidden patterns and correlations

Near real-time actionable insights

Organisation data remains untouched and under control of owners

Bank grade AES encryption

Application & industry agnostic

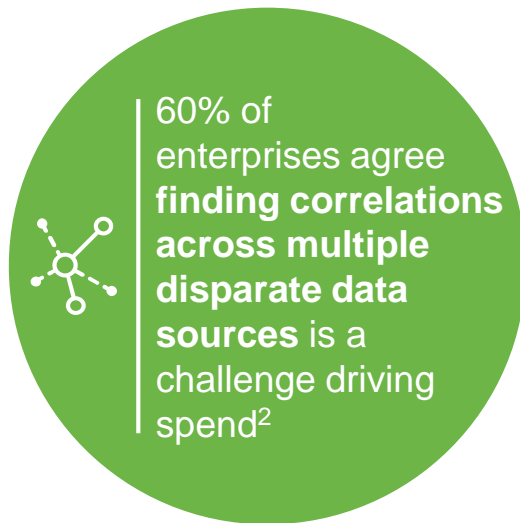


# Right product, right focus, right time

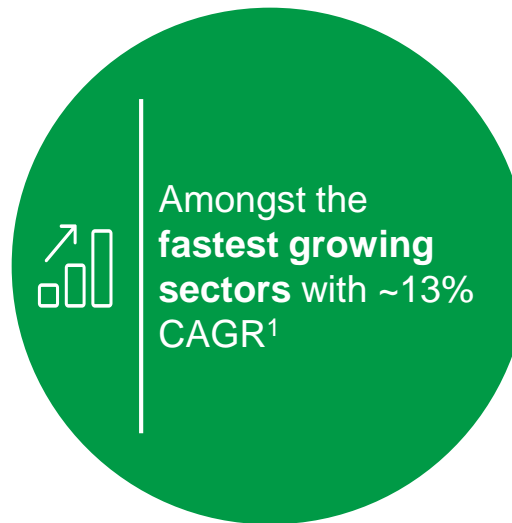
## +\$150Bn USD

Global revenue from Big Data & Business Analytics in 2017<sup>1</sup>

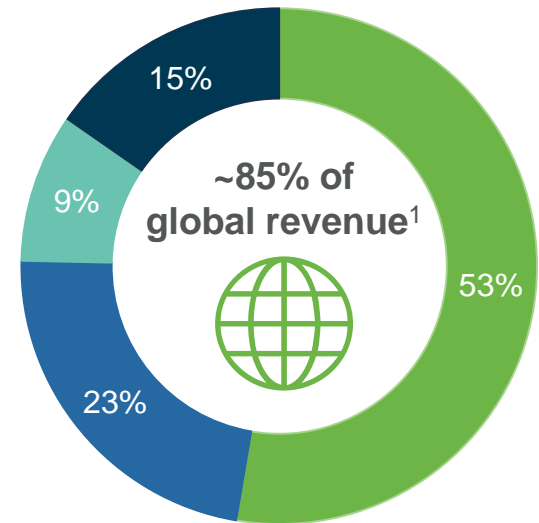
IXUP is solving the greatest challenge



Healthcare, Banking, Insurance



USA, Western Europe, Asia-Pac

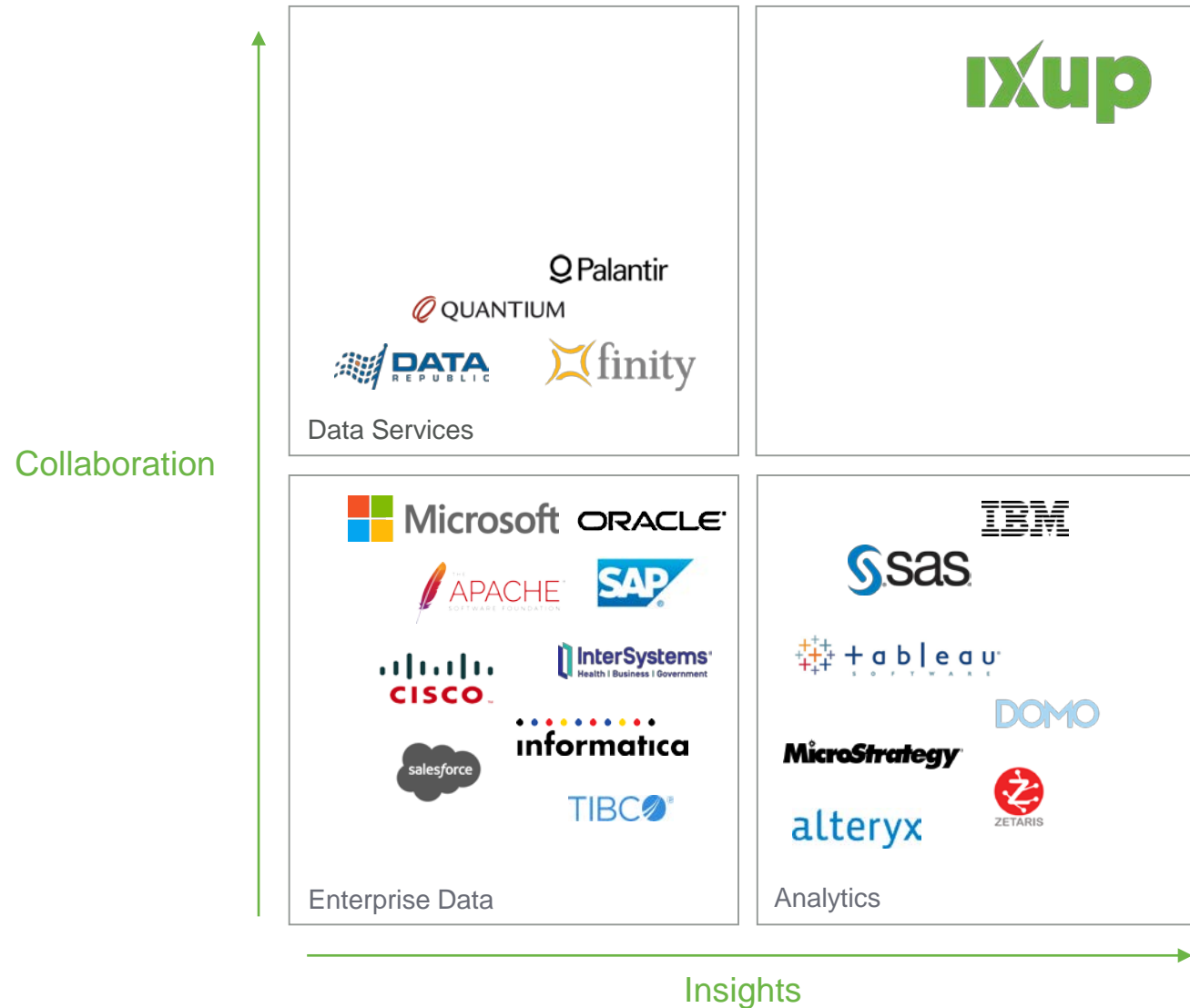


■ USA ■ Western Europe ■ Asia Pac ■ Other

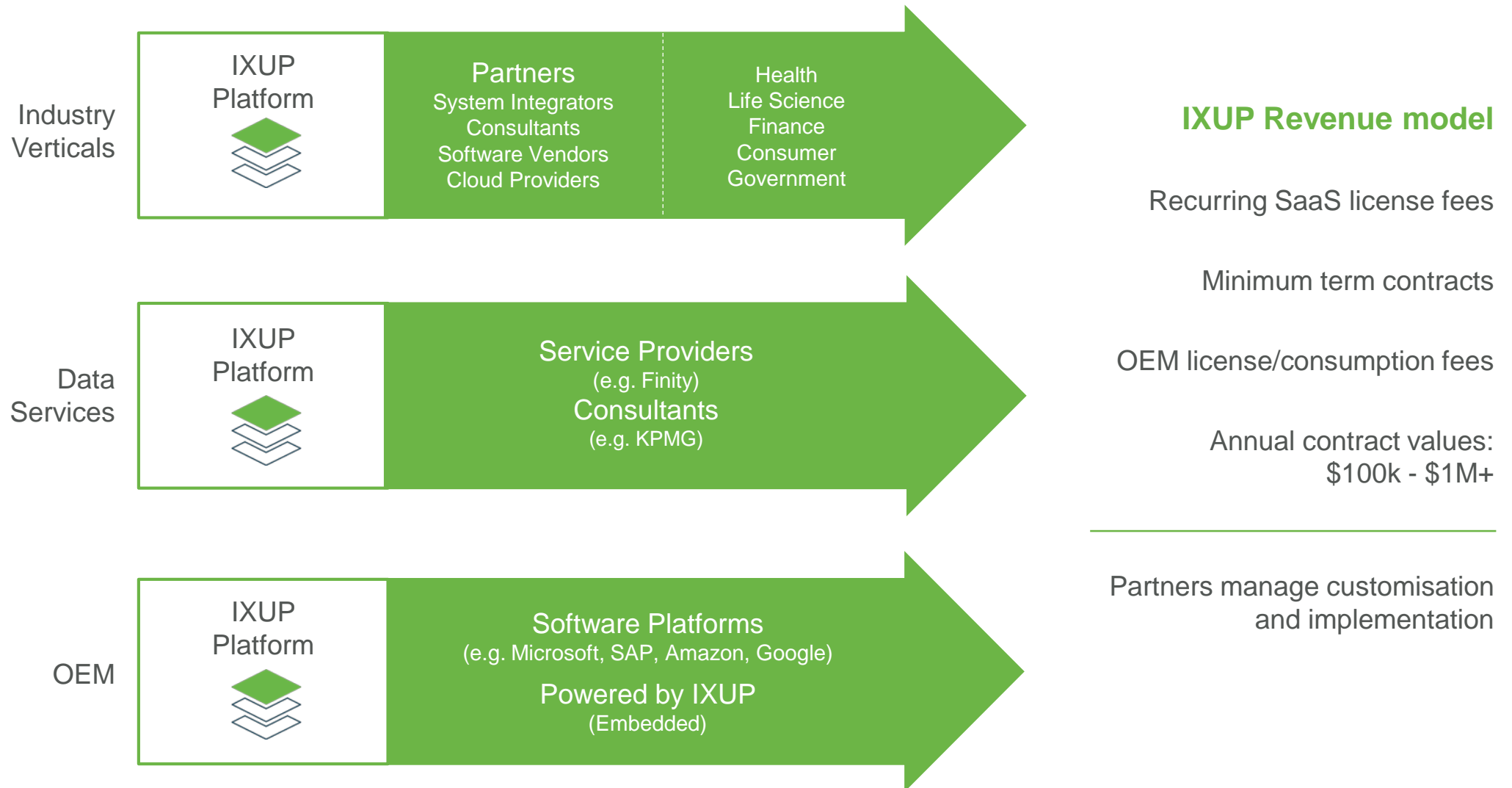
Source:

1. Worldwide Semiannual Big Data and Analytics Spending Guide, International Data Corporation, March 2017
2. IDG Enterprise Data & Analytics Survey 2016

# Market positioning








# Go to market direct and partners

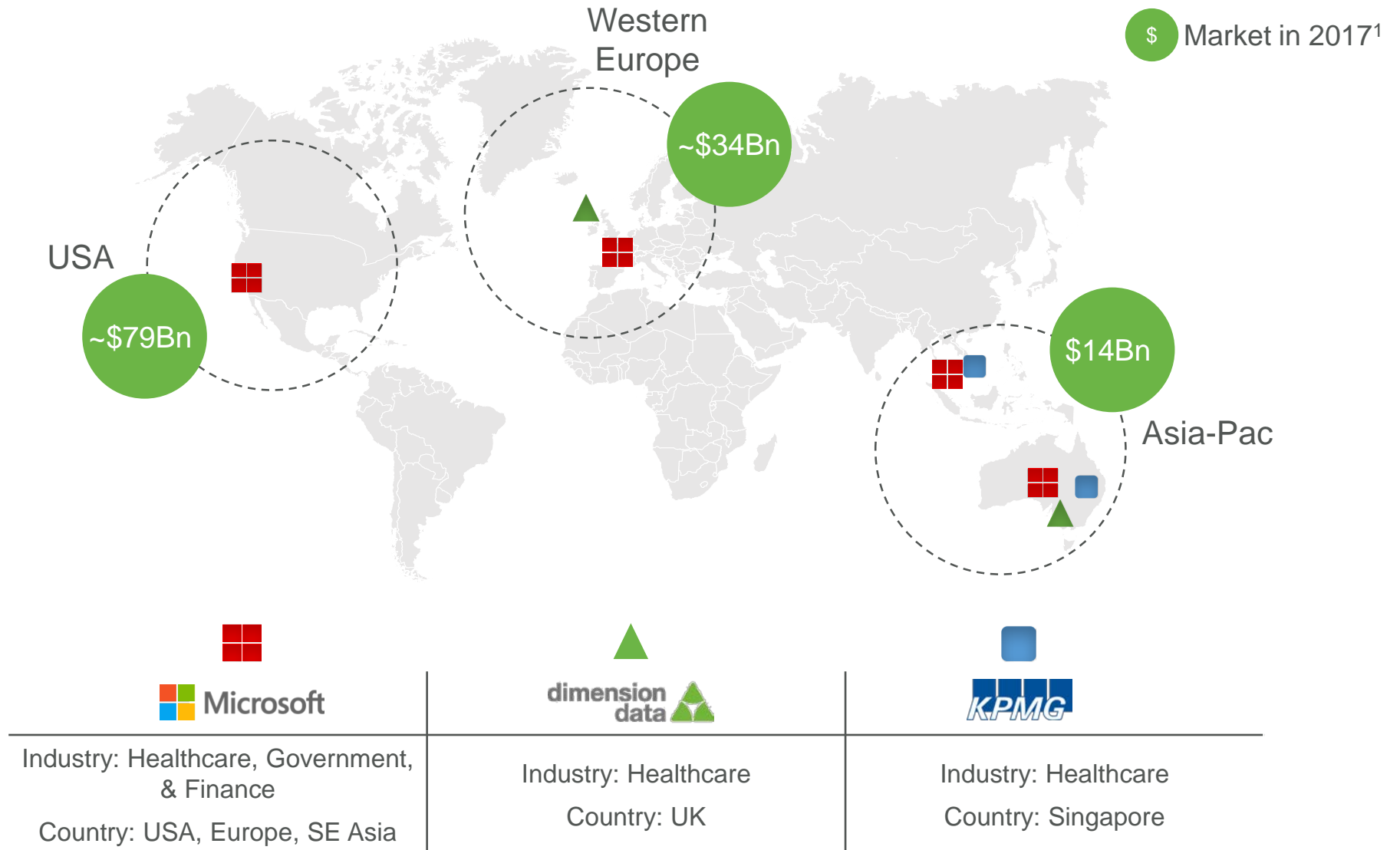


# Current activity in Australia

Leverage valuable network of service providers and relationships

Category	Partner	Industry
System Integrators	<b>dimension data</b> 	Healthcare Government
Consulting Data Services	 <b>finit</b>	Insurance Finance
	 <b>EMPIRICS</b>	Superannuation
	 <b>KPMG</b>	Logistics
Software vendors Cloud providers	 <b>Microsoft</b>	Government Finance Defense Healthcare

# Pathway to market – International



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# Board and Advisory

## Global Commercial and Technology Experience



**Tim Ebbeck**  
Executive Chairman

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Global commercial and technology executive

Former CEO of Oracle AUS/NZ, CEO of SAP AUS/NZ, CCO SAP APJ & CCO of NBN Co

Non-Executive Director at GeoOp (NZX.GEO ASX.GEO), Nextgen



**Dean Joscelyne**  
Founder and Executive Director

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Founder and primary architect of IXUP software platform

+20 years experience in product, technology, brand and customer experience



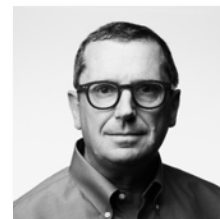
**Clifford Rosenberg**  
Non-Executive Director

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Global digital innovation change expert

Former MD of LinkedIn for SEA, AUS/NZ and MD at Yahoo AUS/NZ

Non-Executive Director at Nearmap (ASX.NEA), Pureprofile (ASX.PPL), Afterpay Touch Group (ASX.APT), Cabcharge (ASX.CAB)



**Peter Chapman**  
Advisory

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Founder of APCL international technology and early stage business accelerator.

Director and Investment Committee member of Morpheus Ventures.



**Glen Boreham**  
Advisory

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+30 years' experience in information technology, media and creative services.

Former Managing Director of IBM AUS/NZ as part of 25 year career with IBM.

Non-Executive Director at Link Group (ASX.LNK) Cochlear (ASX.COH) Southern Cross Austereo (ASX.SXL)

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# Executive Management

Deep software and digital transformation experience



**Marc Goldman**  
Chief Operating Officer

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+20 years experience  
in building and  
commercialising  
software for scale in  
global markets

E-Health and Life  
Science expert

Founding partner of  
Monet Technologies  
and former CEO of  
Cloud9 Software



**Dr. Paul Coe**  
Chief Technology  
Officer

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+15 years' experience  
in large transformation  
programs delivering  
enterprise business  
end-to-end solutions

Former CIO of Corum  
Group where he led an  
innovative  
transformation of  
legacy applications  
into modern, high-  
performing systems

## Board & Management capability

Global business leadership

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Software, technology & data science

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Innovation

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Sales and operations

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Broad relationships

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Capital markets

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Corporate governance



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# Investment highlights



Disruptive subscription software platform enabling collaboration of data in an encrypted environment



Expert board, advisory and management team:  
Proven track record building and growing technology businesses globally



Rapidly growing global market opportunity - US\$150Bn in 2017<sup>1</sup>



Global Microsoft partnership



Partners with existing relationships provide ready path to market in Australia:  
KPMG, Emperics, Finity, Dimension Data



Leverage partners to enter UK, SE Asia and USA



Initial focus on Healthcare, Life Science and Finance, Data Services & OEM



\$12.5M IPO lead by Cygnet Capital:  
Expand go-to-market and partner engagement, Resource to support pipeline fulfilment, Product Development