

IXUP LIMITED



Investor Briefing and Strategy Update

18 July 2023

ASX:IXU • [Pron: 'Eyes up']

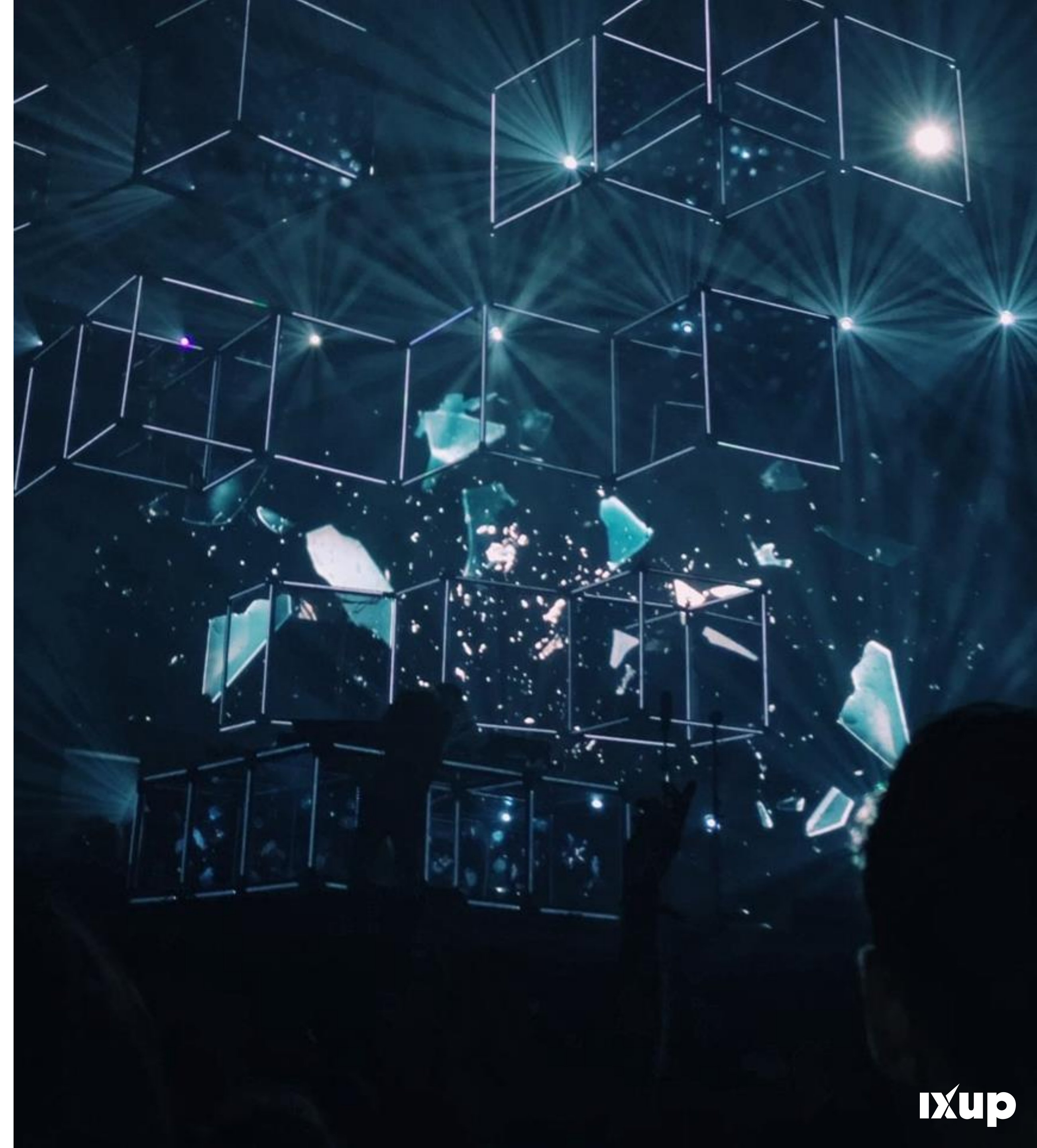
This release has been authorised by the Board of Directors of IXUP Limited.

Our vision is to be the global leader
in secure and compliant privacy-
preserving data sharing solutions

Our mission is to extend
the value frontier of the
global datasphere.

Agenda

- 1 Business Overview
- 2 The IXUP Platform
- 3 Commercialisation Strategy
- 4 FY24 Priorities and Outlook



Business Overview

.....

IXUP is a cloud-based software company providing secure and compliant privacy-preserving data sharing solutions



Key Capabilities

- Privacy-preserving data collaboration platform
- Advanced cryptographic methods to enhance privacy
- *Five Safes* Framework Governance



Key Results

- Securely share, analyze and enrich sensitive data
- Extract value from data without revealing underlying information

Notes:

¹ The [Five Safes](#) framework is a multi-dimensional approach to managing risk when sharing or disclosure data. The framework incorporates the use of safe people, projects, settings, data and outputs to balance disclosure risk and utility.

BUSINESS OVERVIEW

Corporate Snapshot

Share Price (last close as at 14 July, 2023)	\$0.050
Ordinary Shares	1,035.5 million
Options (various strike prices)	283.9 million
Performance Shares	100.8 million
Convertible Notes	3.0 million
Undiluted Market Capitalisation	\$51.8 million

IXUP 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 Involvement



Julian Babarczy



Ian Penrose



Jonathan Rosham

MANAGEMENT



Warren Steven
COO



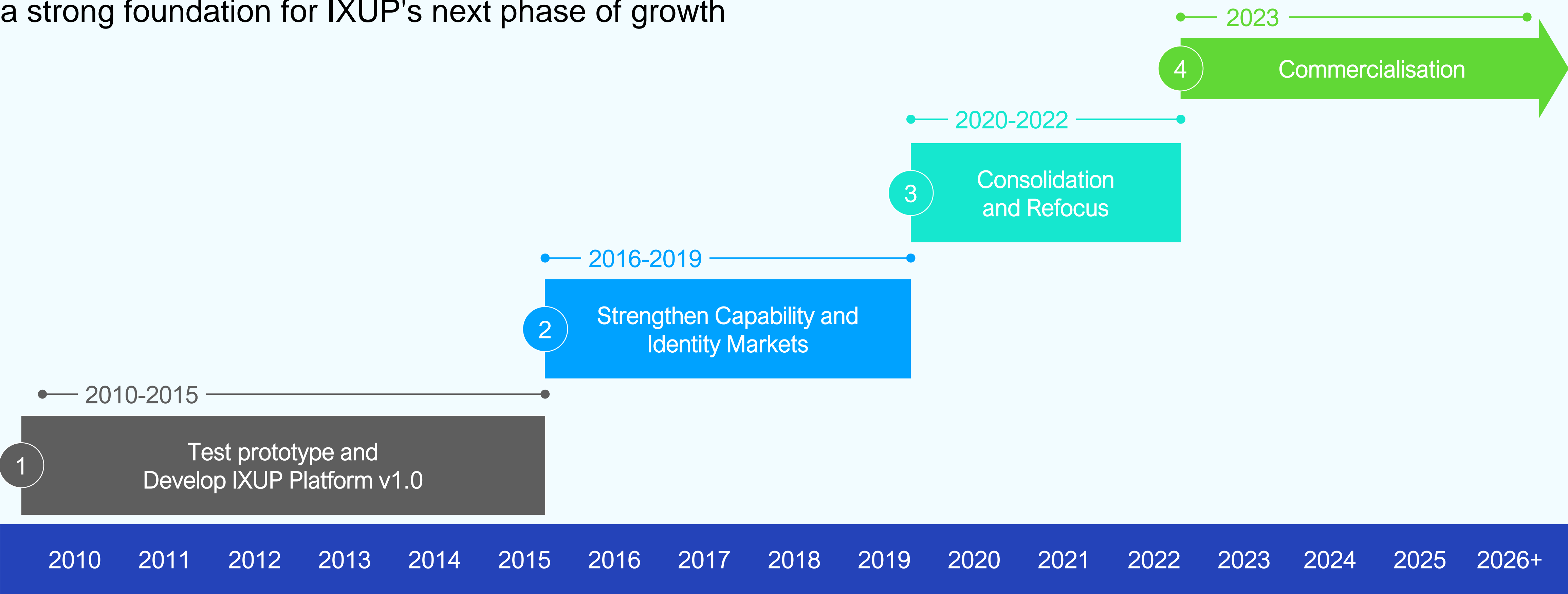
Paul Coe
CTO



Matthew Johnson
CFO

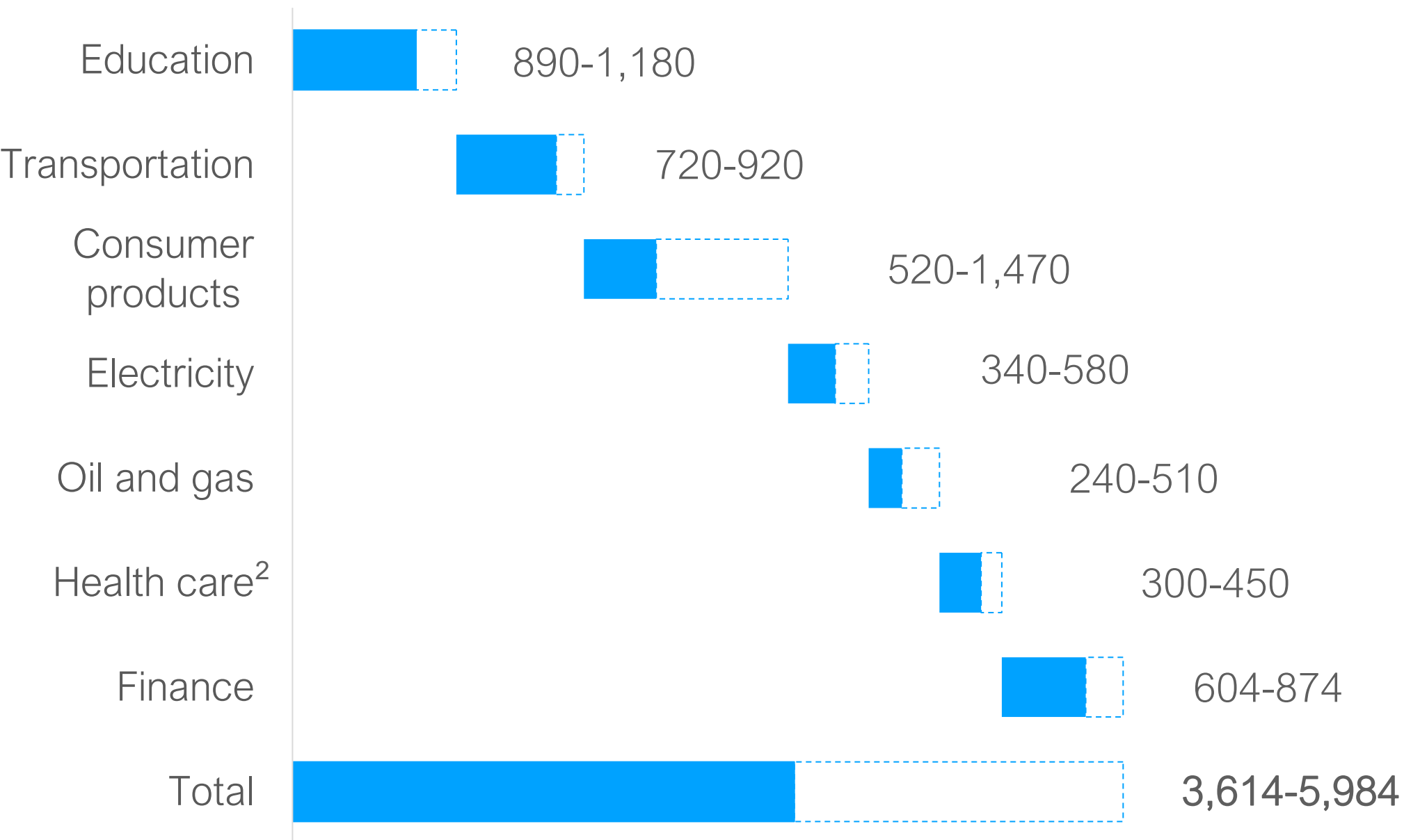
IXUP's Growth Journey

Significant investment and focus since 2010 provides a strong foundation for IXUP's next phase of growth



Once-in-a-generation opportunity to unlock value from data

Potential Value In Open Data¹ (US\$ billion)

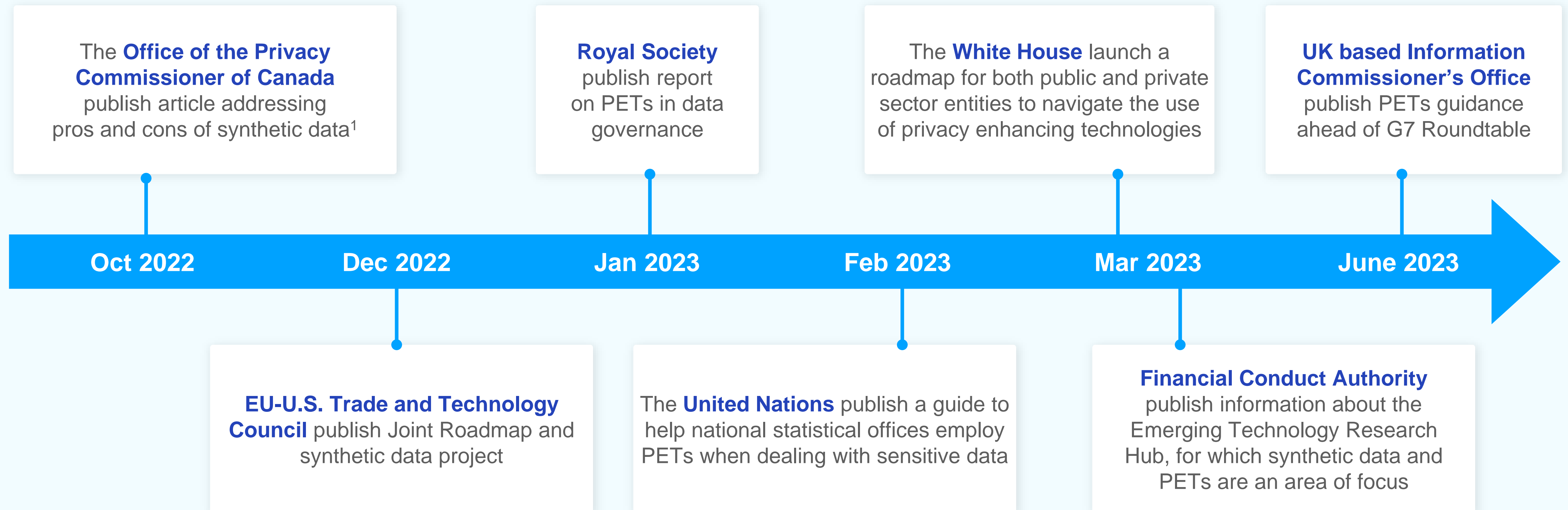


”
Open data can help unlock
US\$3.6 trillion to US\$6.0 trillion
in economic value per year
across seven domains.

– McKinsey Global Institute

Source: McKinsey Global Institute Open data: Unlocking innovation and performance with liquid information (2013), McKinsey Global Institute Financial data unbound: The value of open data for individuals and institutions (2021)
¹ Total potential value in open data inferred from combination of two separate McKinsey Global Institute Analysis publications. All domains except finance referenced from McKinsey Global Institute Open data: Unlocking innovation and performance with liquid information (2013) except for Finance, referenced from McKinsey Global Institute Financial data unbound: The value of open data for individuals and institutions (2021)
² Includes US values only

Governments and Regulators are Scrambling to Adopt Privacy Enhancing Technologies (“PETs”)

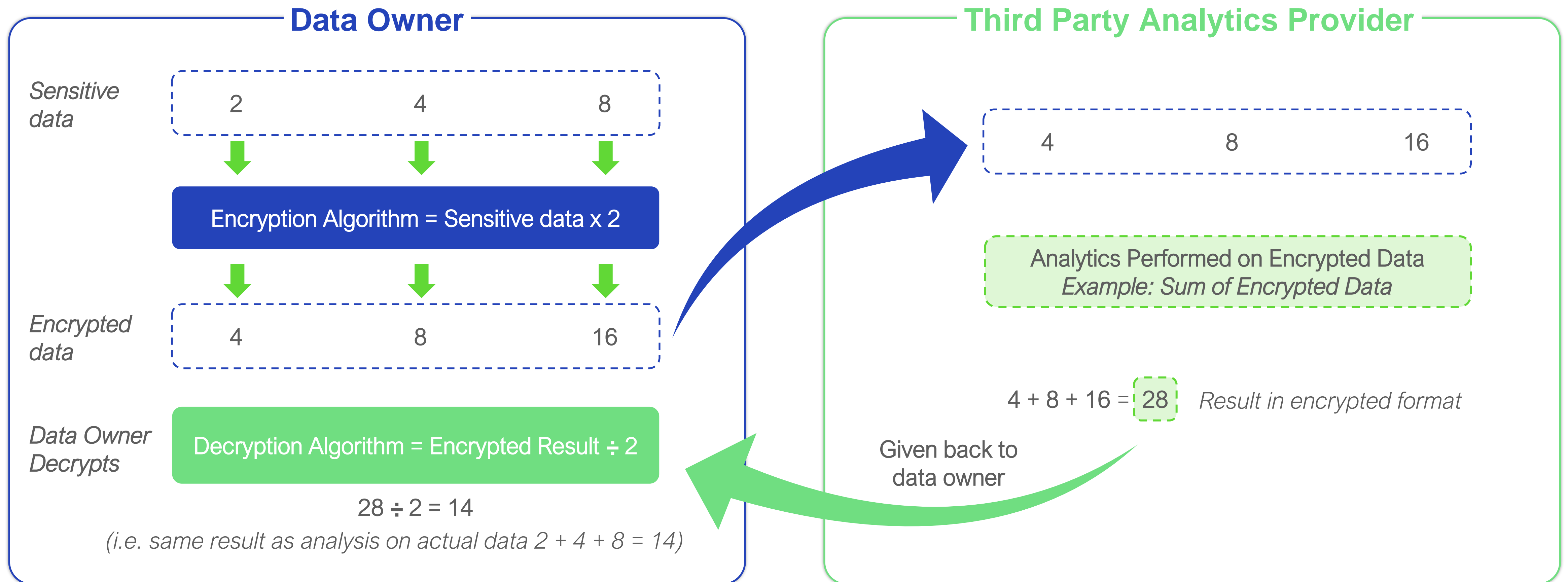


Notes:

¹ Synthetic data is a form of Privacy Enhancing Technology (PET), where data is artificially generated by algorithms to mimic real data characteristics, often used for testing systems, training machine learning models, and in situations where collecting actual data is impractical or poses privacy concerns.

Overview of Key Privacy Enhancing Technologies (“PETs”)

Simplified example of **homomorphic encryption**¹ for illustrative purposes only

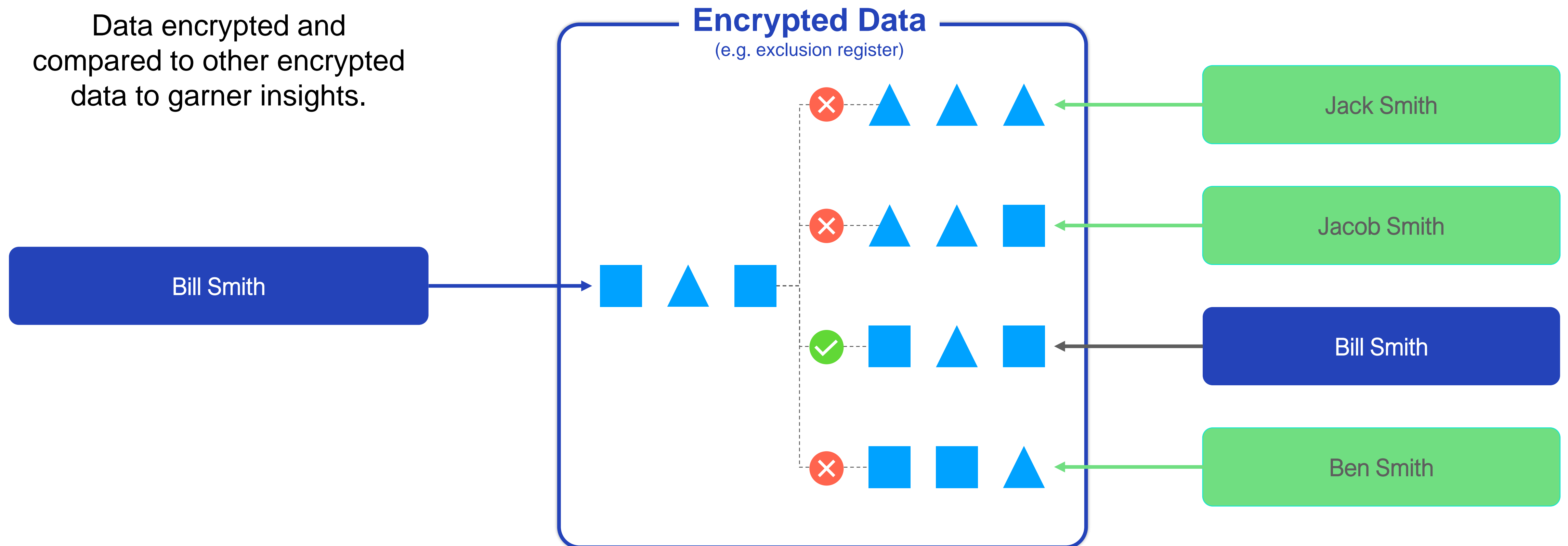


Notes:

¹ Homomorphic encryption, a form of Privacy Enhancing Technology (PET), is a type of encryption that enables computations to be carried out on encrypted data without requiring decryption first, thereby offering a secure method for data processing and analysis while preserving privacy.

Overview of Key Privacy Enhancing Technologies (“PETs”)

Simplified example of **fuzzy record matching** for illustrative purposes only



Notes:

¹ Fuzzy record matching is a process used to identify and link records that are approximately equal or similar, typically by using algorithms to account for minor differences or errors in data entry.

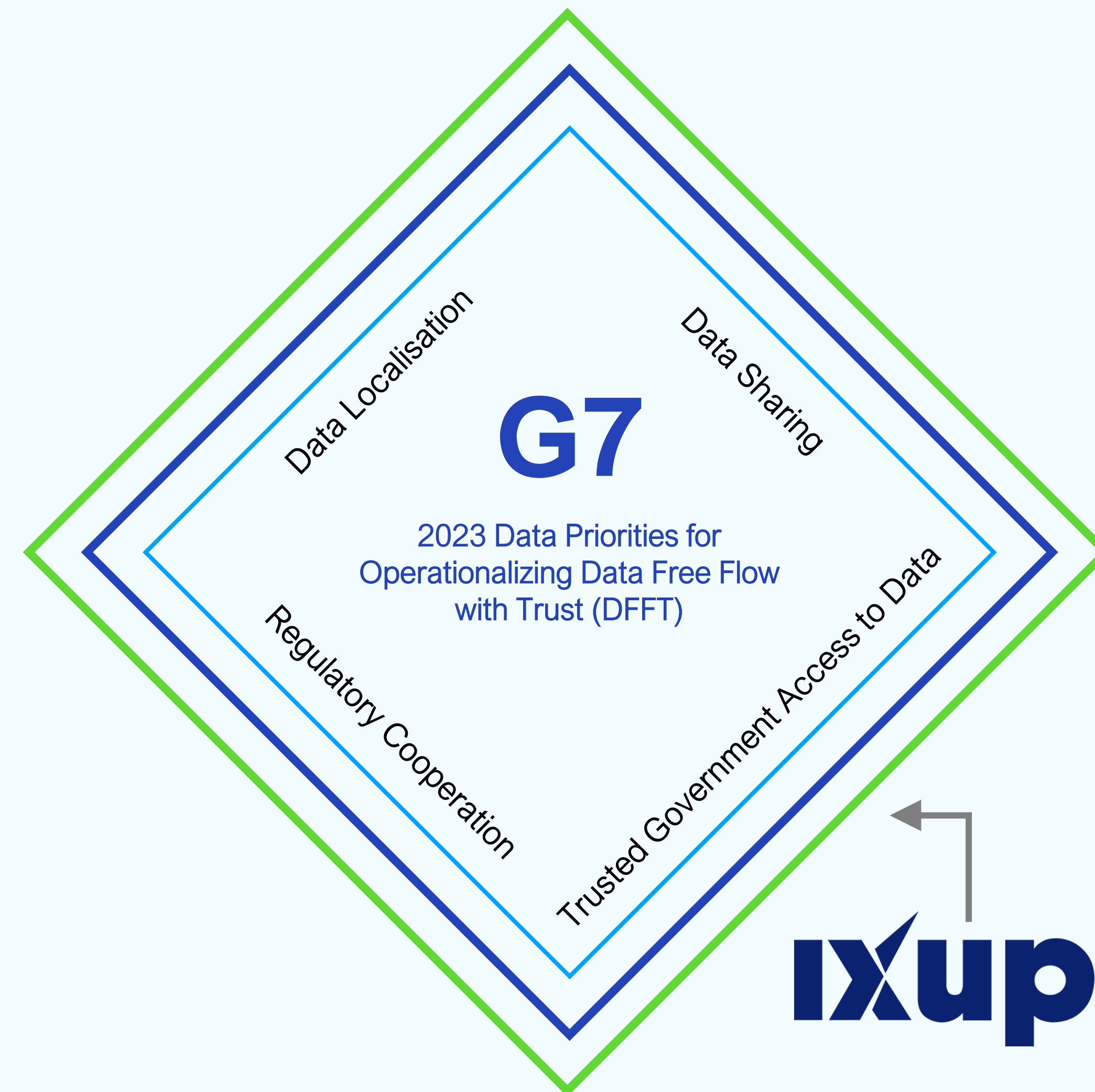
Perfectly Positioned for Commercialisation Today and in the Future

Gartner predicts that by 2025, 60% of large organizations will use at least one Privacy Enhancing Technology (PET) in analytics, business intelligence and/or cloud computing



John Edwards, UK Information Commissioner
19 June 2023

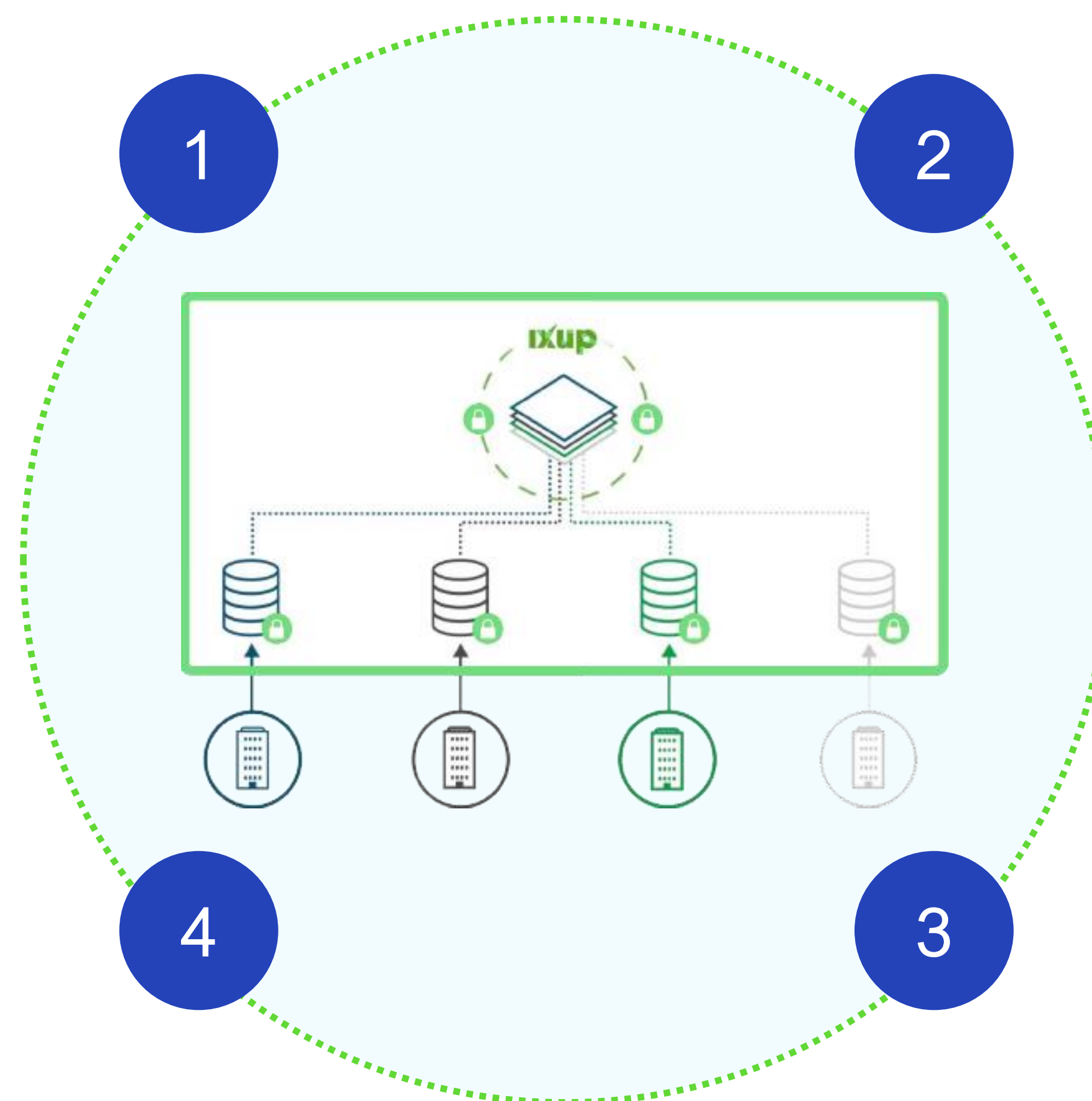
“Together with our G7 counterparts, we are focused on facilitating and driving international support for responsible and innovative adoption of PETs, by researching and addressing barriers to adoption with clear guidance and examples of best practice.”



IXUP Delivers Insights Without Revealing Data

IXUP enables **secure data sharing** and Five Safes Governance from our **unique encryption platform (The IXUP Platform)**

Delivers **unique analytical outcomes** that were **previously unattainable** while using encrypted data



The IXUP Platform allows the **secure matching of data sets**

The IXUP Platform has been designed to **preserve data privacy and security** at all times, while enabling a **safe environment for data collaboration and analytics**

Commercialisation Strategy

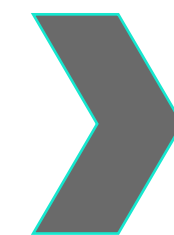
.....

The IXUP Platform | Secure and Compliant Privacy-preserving Data Sharing Solutions

Privacy Enhancing Technologies (PET's)

Augmented with advanced cryptography

Delivered within leading governance and compliance framework



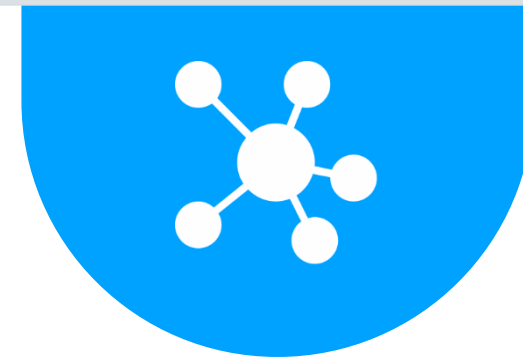
IXUP's world leading privacy-preserving data collaboration environment

Overview of the IXUP Platform



The IXUP Secure Data Engine

A secure cloud-based software environment tailored to perform analytics on data provided in an encrypted state



Encrypted Data Enrichment Suite

Data processed to enable supercharged analytics on data at rapid speed and low cost, whilst encrypted at all times



End-to-End Military Grade Governance

Deployed in accordance with leading assurance and compliance frameworks, trusted by Governments



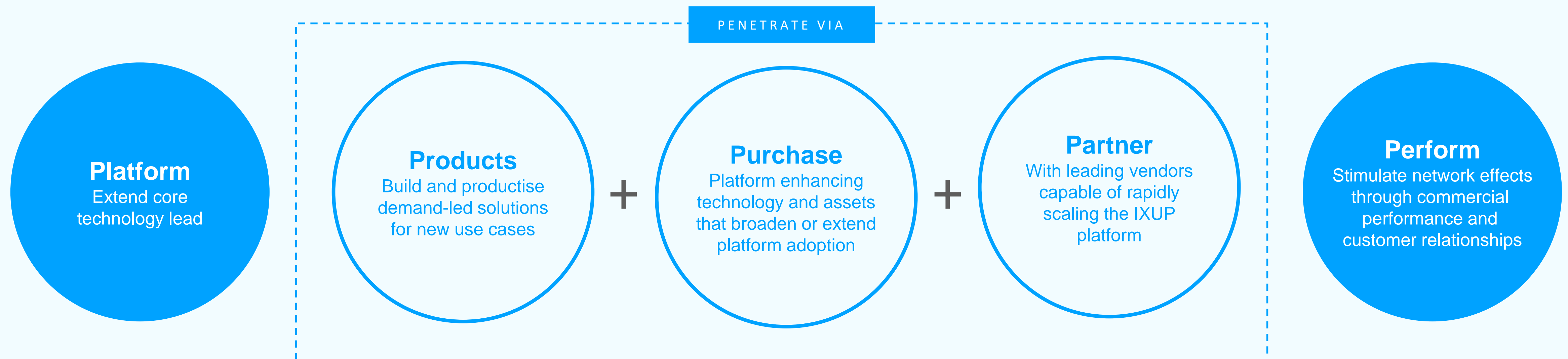
An Unparalleled User Dashboard

Delivered to end users through an intuitive, extensible user-friendly interface

Clear Strategy Translating to Momentum








Simplified demand-led strategy, laser focused on maintaining technology lead and delivering revenue growth

Our Vision: To be the global leader in secure and compliant data sharing solutions



Powered by our growing team of talented people, and accelerated by our innovation culture

A Platform for Growth

IXUP Platform		IXUP Domain Solutions		
	1 Core Platform	2 RegTech	3 Sports and Marketing	4 Data Governance
Software Built on the IXUP Platform				
Stage	Various commercialisation partnerships and relationships, including global tier 1 cloud computing organisation	PlayPause: Pilot Underway BetStop – the National Self-Exclusion (“NSER”): Launching Soon	Revenue Generating	Various commercialisation partnerships and relationships, including global tier 1 cloud computing organisation
Acquired Businesses & Technology	N/A		 (POWA Index 1.0 + POWA Tracker)	N/A
Go-to-Market Strategy	Direct + Channel Partner			
Revenue Model	SaaS Licence or Usage	SaaS Licence or Usage	 SaaS License or Usage By CIPHER	SaaS Licence or Usage

1 IXUP ‘Core’ Platform

IXUP’s secure, privacy-preserving and governance compliant data sharing platform

Reseller Partners

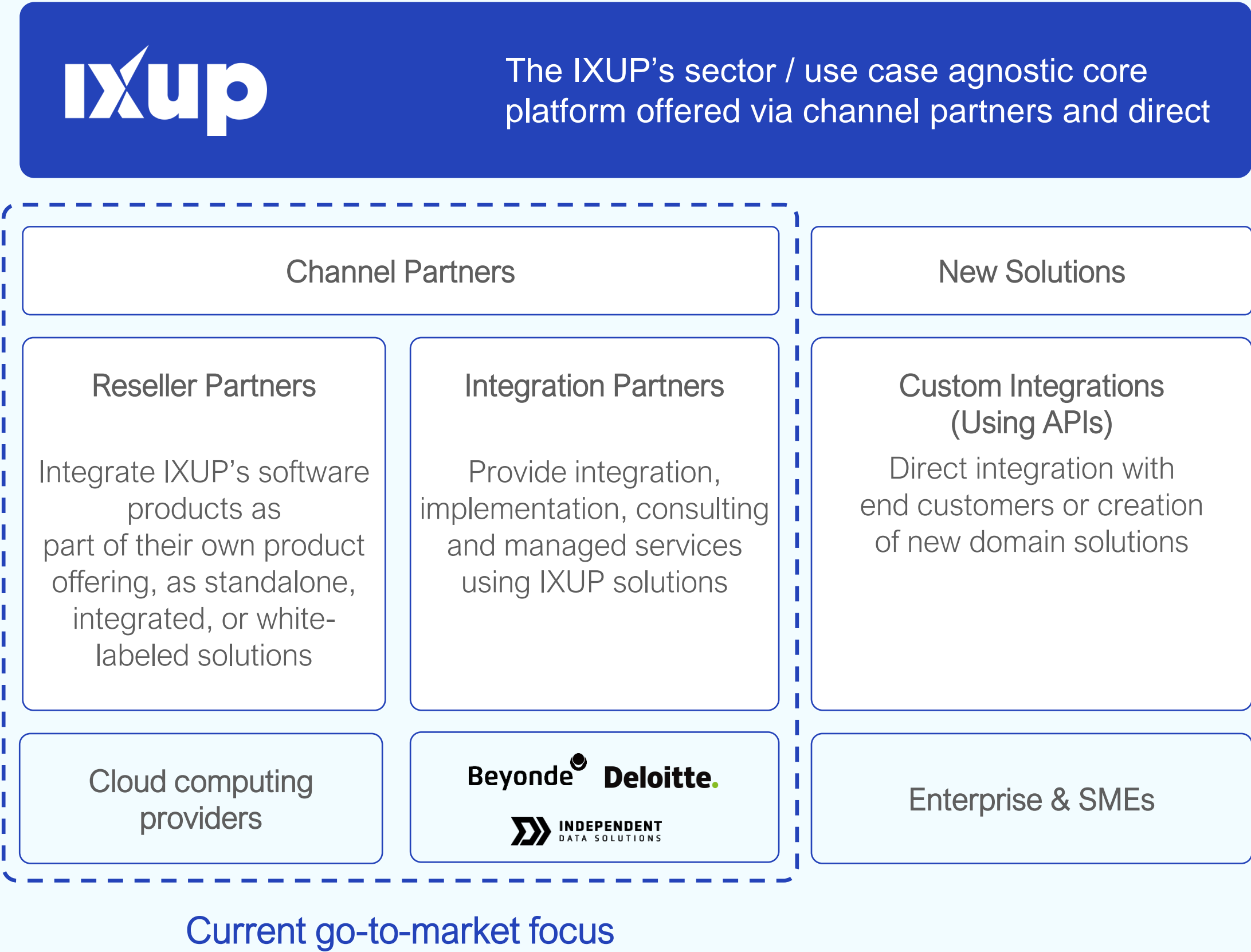
- IXUP is working closely with a global Tier 1 cloud-computing organisation to develop secure data encryption and analytics environments
- These initiatives target the potential for customers to easily deploy the IXUP Data Engine within existing cloud computing environments
- Licensing and Revenue is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

Integration Partners

- Signed Partner Agreement with Beyonde Ventures focused on specialty loyalty program
- Reseller agreement with Sydney-based Independent Data Solutions (IDS) focused on government and enterprise customers
- Deloitte Alliance focused on large financial enterprises remains ongoing

New Solutions

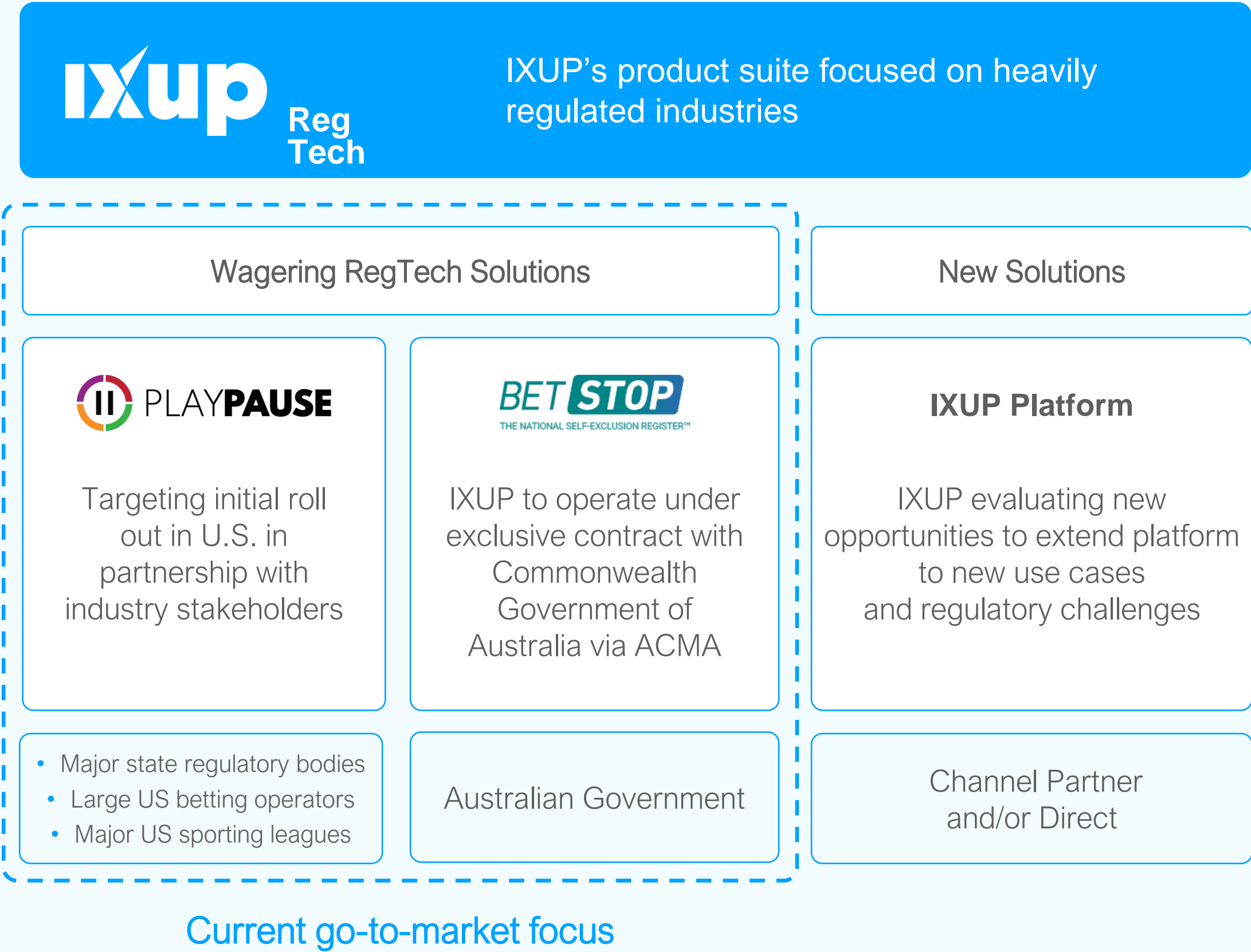
- Healthcare:** Development of a secure data sharing environment to properly track the prescribing and dispensing of drugs of dependence
- Banking and Finance:** Banking KYC solution facilitating direct access to government database rather than requiring manual accountant certification
- Government:** Personal client data, across multiple sectors and use cases can now be encrypted, shared and analysed by the IXUP Platform



2 IXUP RegTech

IXUP software and solutions for regulated industries

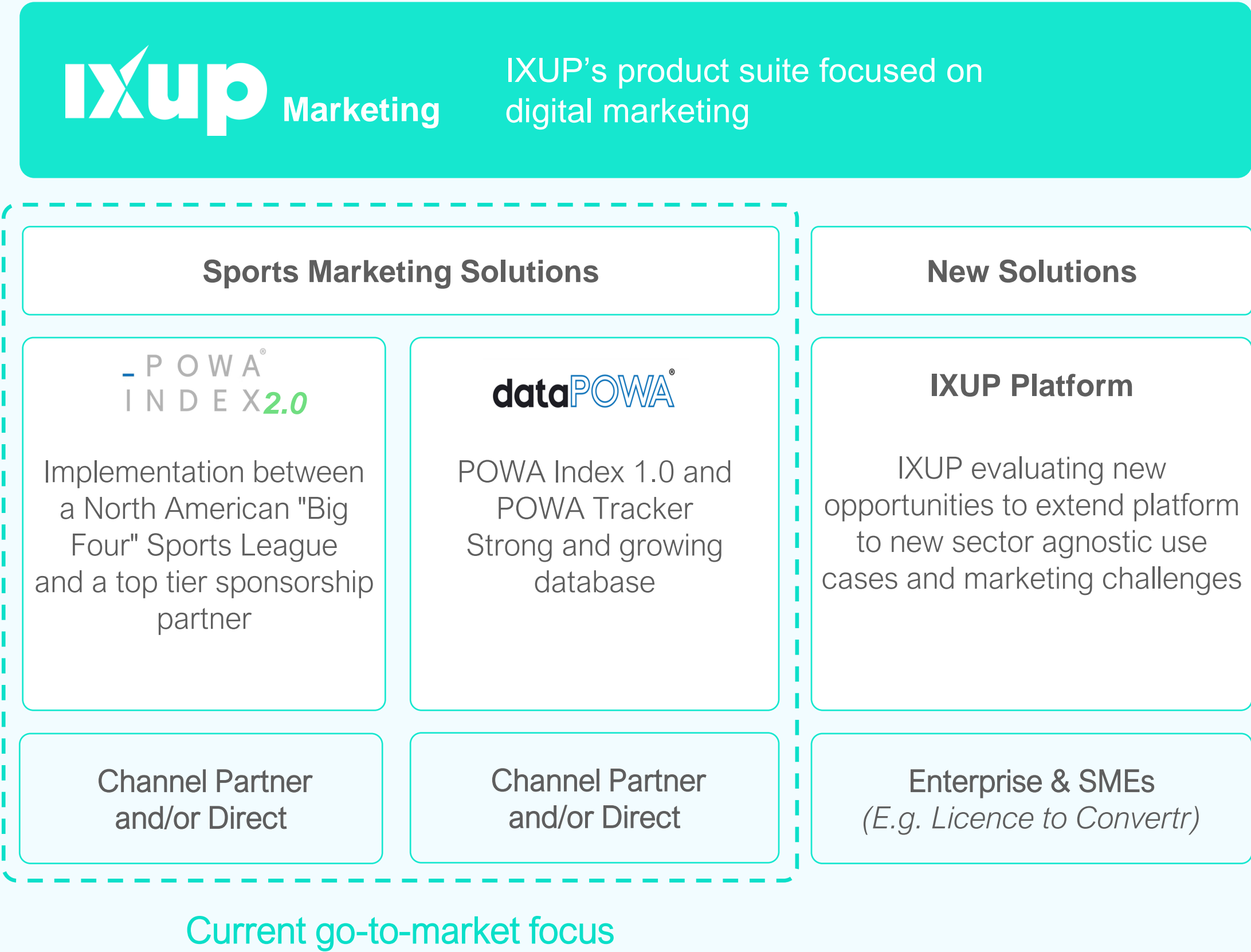
PlayPause	<ul style="list-style-type: none">• PlayPause U.S. Voluntary and Involuntary Exclusion Solutions Pilot stakeholder recruitment process officially launched in March 2023• Pilot execution (1-3 jurisdictions, with 1-3 operators and 1-3 sports leagues) 2023• Targeting customer outreach in Q4 2023 with commercialisation starting in Q1/Q2 2024
NSER	<ul style="list-style-type: none">• NSER (National Self-Exclusion Register) will be revenue generating from day 1• Targeting launch on 21 August 2023
New Solutions	<ul style="list-style-type: none">• Regulatory changes in Europe, USA, Canada and Australia driving RegTech products• A significant number of organic growth opportunities are arising• Concurrently, several value accretive international acquisition opportunities are emerging• Gaming KYC & AML



3 IXUP Sports & Marketing

IXUP software and solutions for sports and marketing

POWA Index 2.0	<ul style="list-style-type: none">Built on IXUP’s platform, using insights from dataPOWABuilt to measure the level of overlap between the brands’ customers and to optimise and evaluate the brand partnerships at a granular levelAdvanced discussions regarding Pilot which is due to conclude in Q3 CY2023POWA INDEX 2.0 is highly extensible, with use cases relevant to all industriesIXUP will begin targeting new domains and cross sell into dataPOWA customer database
dataPOWA	<ul style="list-style-type: none">Acquired 100% ownership via acquisition of DataPOWA in 20212 products in market and with large customer data baseBusiness generating ~\$60KAUD per monthCash break even targeted for Q3 2023
New Solutions	<ul style="list-style-type: none">IXUP evaluating new opportunities to extend platform to new sector agnostic use cases and marketing challengesRestructure of Convertr agreement completed – license fees payable going forward



4 IXUP Data Governance

Cloud-based data governance solution built on Five Safes Framework for data driven industries

IXUP Data Governance

- IXUP is one of the first to develop a cloud-based data governance solution that takes a broader view of data confidentiality than traditional approaches, considering not only how data is treated, but also how it is released and used
- Built in-house on the foundation of the Five Safes Framework which provides customers with a structure for assessing and managing disclosure risk that is appropriate to the intended data use
- A unified cloud-based data governance SaaS solution with options to integrated via API or embedded into an existing cloud-based data services
- Enables customers to quickly scope and agree on data access and usage, limiting the technical, compliance and legal overhead required to determine the sharing and use of sensitive data outside of their respective organizations

Reseller Partners

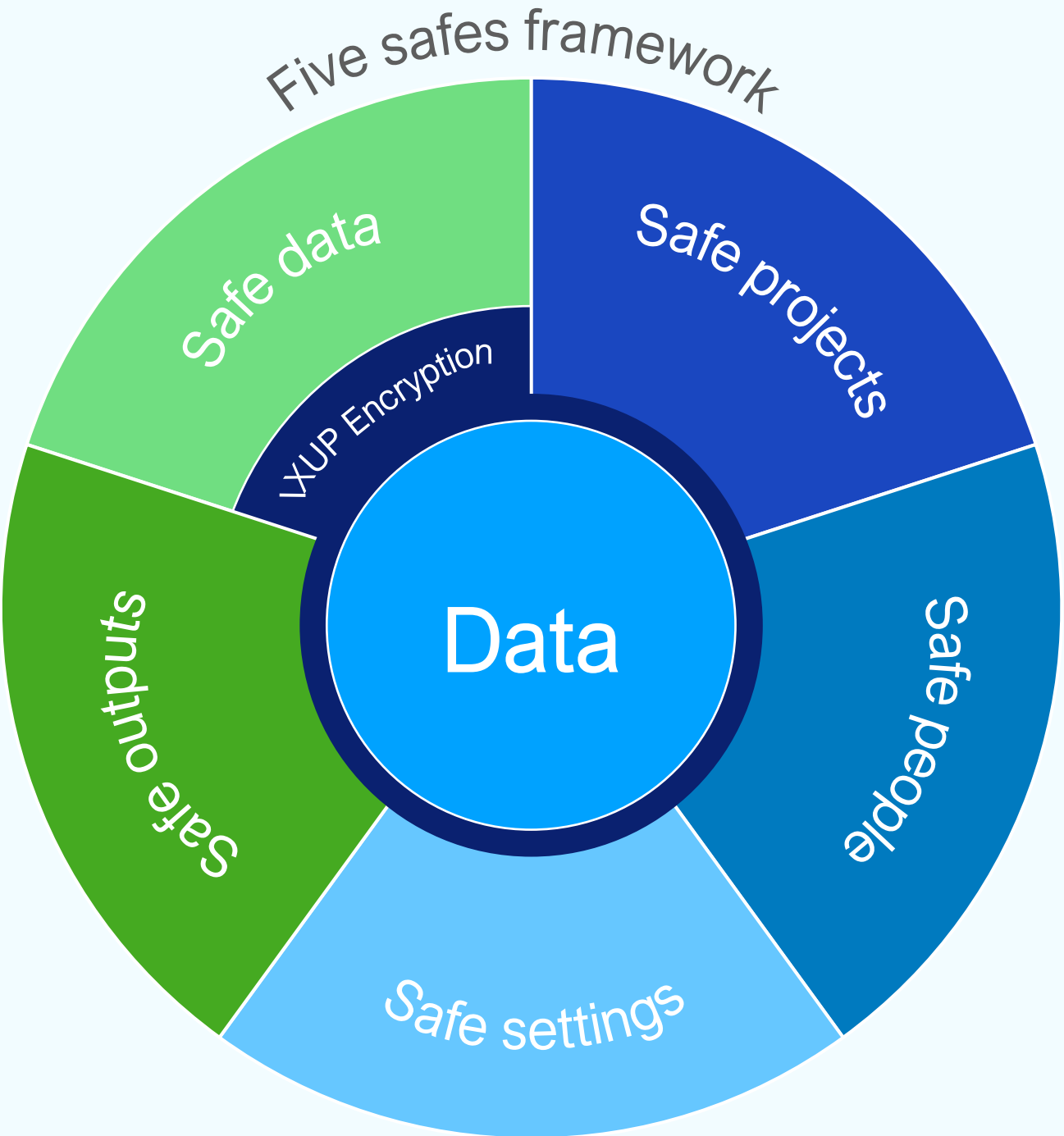
- Initiative underway with a major cloud-based data marketplace with an extensive portfolio of partners exposing IXUP Data Governance solution to clients looking to safely share data
- Recurring SaaS license fees coupled with usage fees for each data collaboration arrangement expected to be a strong driving factor of IXUP's revenue growth in the future

Integration Partners

- IXUP currently focusing initial efforts on a cloud-based integration partner with existing client pipeline within the military, government, research and education sectors
- API integration underway into a major cloud-based data solution provider that is expected to deliver commercial revenue in Q4



IXUP's product suite focused on digital compliance



IXUP's Data Governance solution is embedded within all software built on the IXUP Platform and can be tailored to meet customer demands

FY24 Priorities and Outlook



OUTLOOK

Conclusion

- IXUP has developed world leading secure and compliant privacy-preserving data sharing solutions
- Our offering continues to gain momentum in high-growth markets, backed by substantial support from both government entities and regulators
- IXUP now has significant revenue, with growth rates accelerating across the business
- Our focus is on the commercialisation of products powered by our platform technology
- Significant additional revenue and cash flow growth expected from existing sales pipeline
- Sales pipeline continues to grow, supported by a growing number of reference sites
- Market awareness of the IXUP solution has never been higher



Leading Privacy-Preserving Technologies



Leading Governance Framework



A Trusted Partner

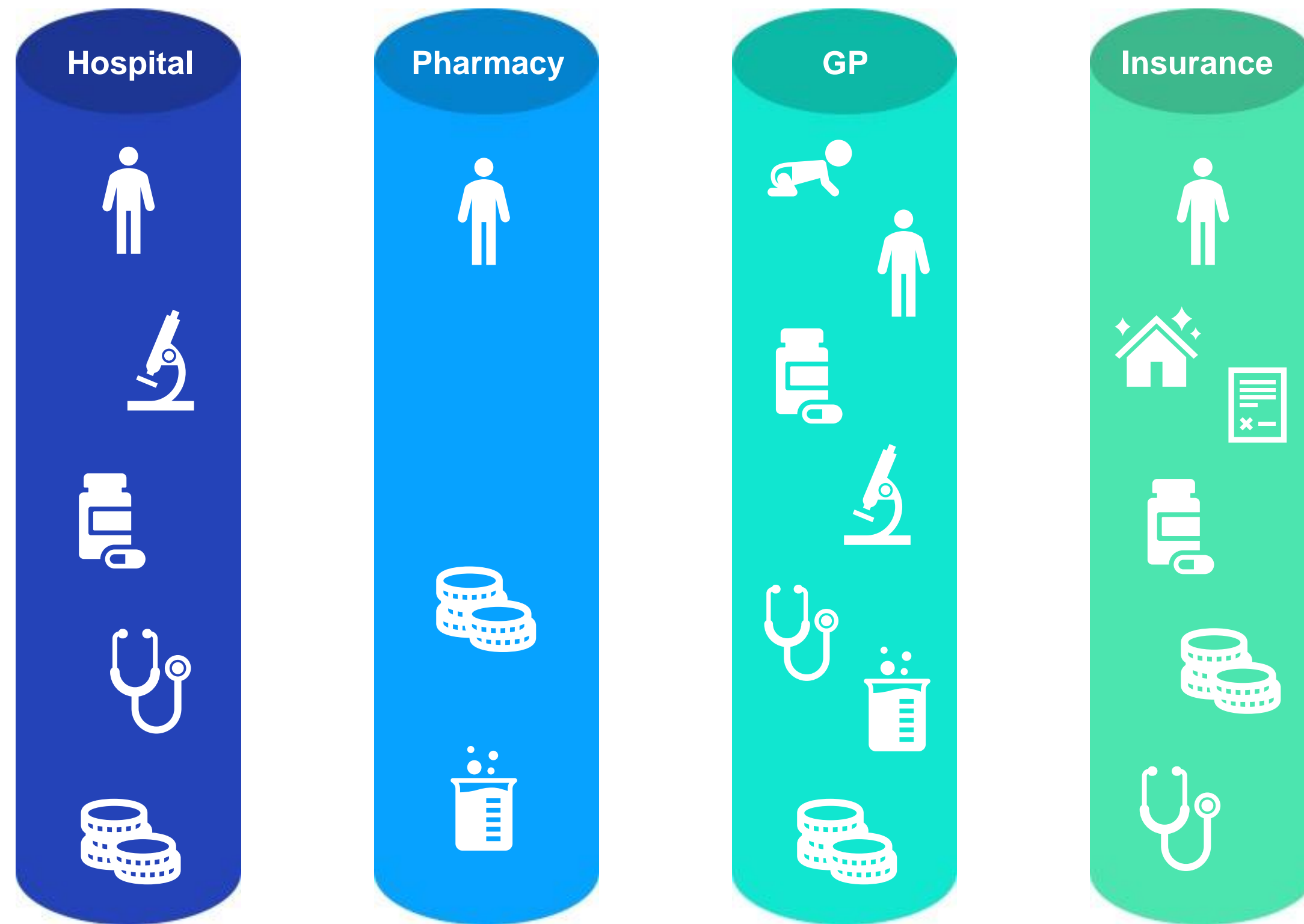


The Fastest Secure Analytics Environment

Supplementary Product Information



The Traditional Way of Looking at Data



Limitations

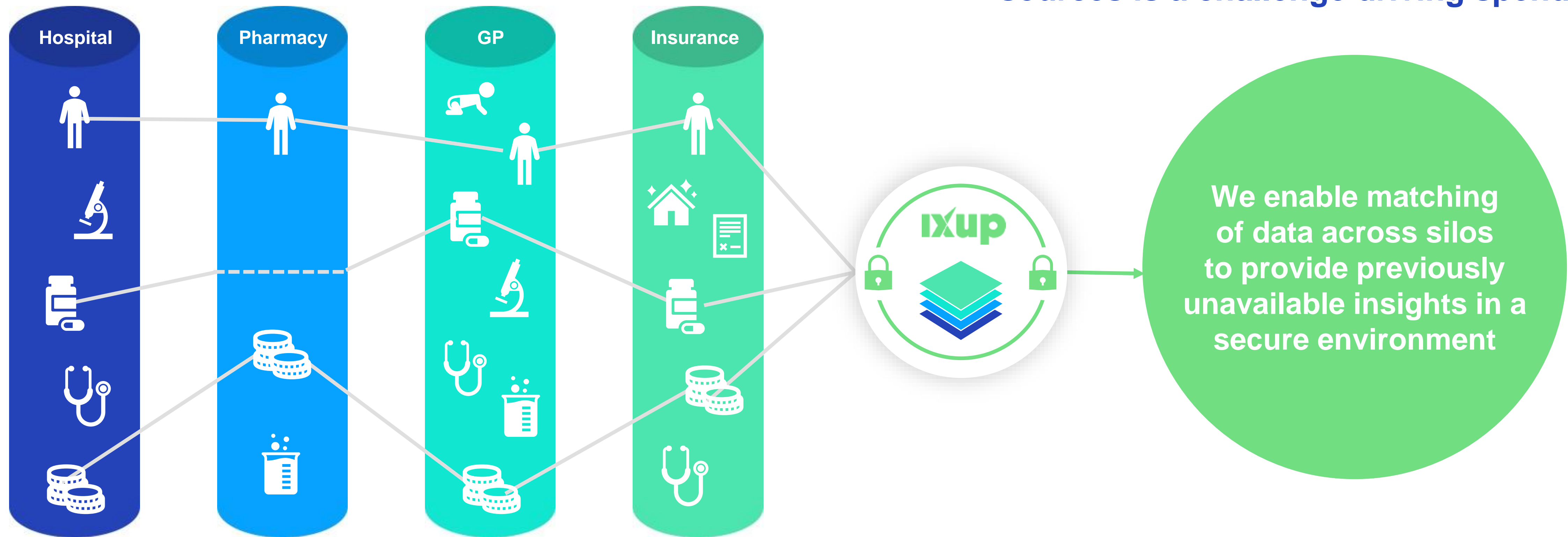
- Use different technologies
- Internal processes within the silo
- Different security and compliance
- Perceived competitive advantage

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 spend¹”



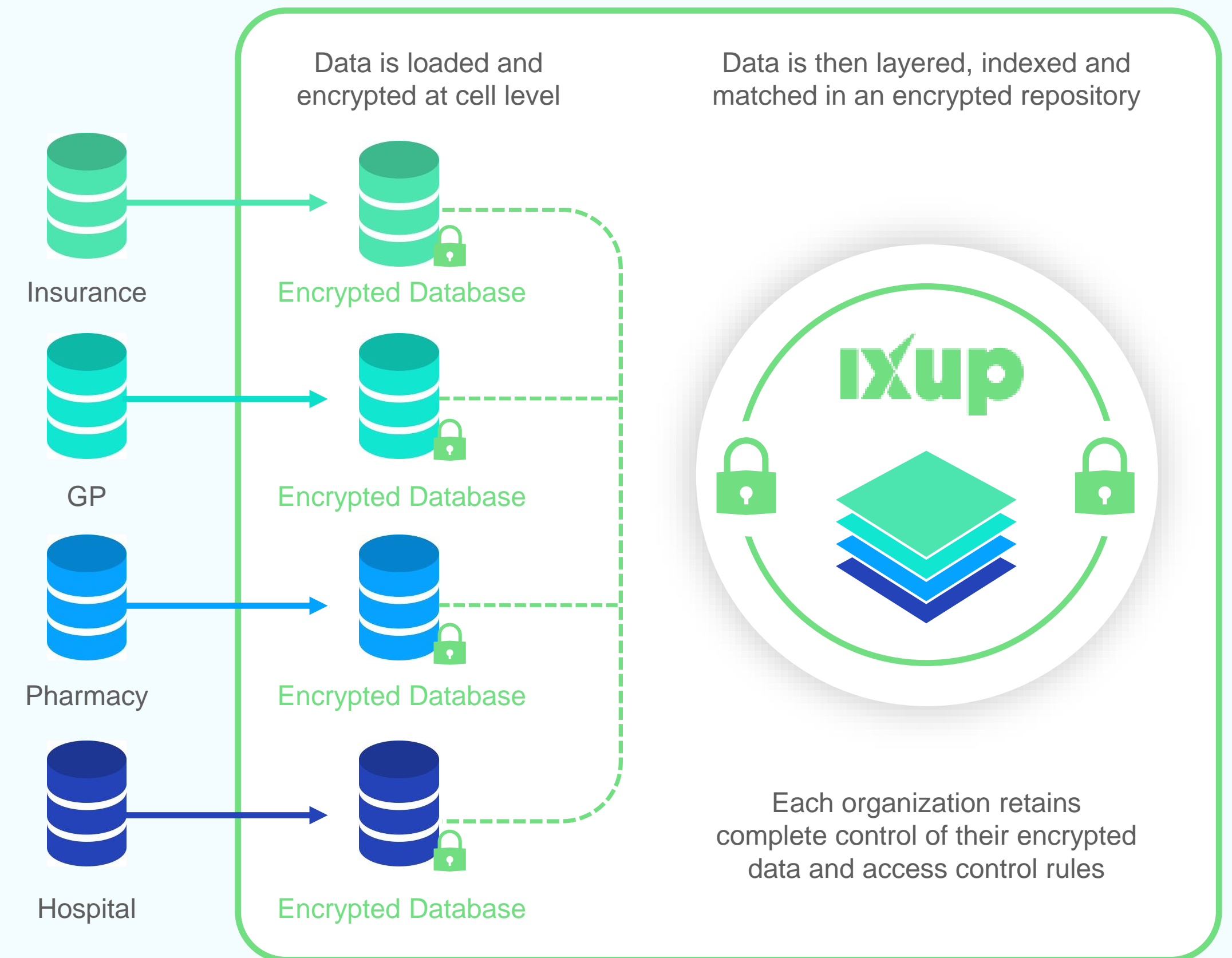
IXUP 'Core' Platform

Unique Features

- Identifies hidden patterns and correlations with near real-time actionable insights
- Organisation data remains private, untouched and under control of owners
- Bank grade Advanced Encryption Standard
- Application & industry agnostic

Benefits

- Compute, Collaborate and Apply AI on sensitive data with out decryption
- Empowers organizations to generate deep insights, monetize sensitive data, and accelerate data driven innovation while keeping data private, retaining control, and complying with regulation



Case Study | Australian Insurance Provider

Overview

- IXUP engaged by an Insurance Company to create solution to identify under or over insured properties in Queensland

IXUP Solution

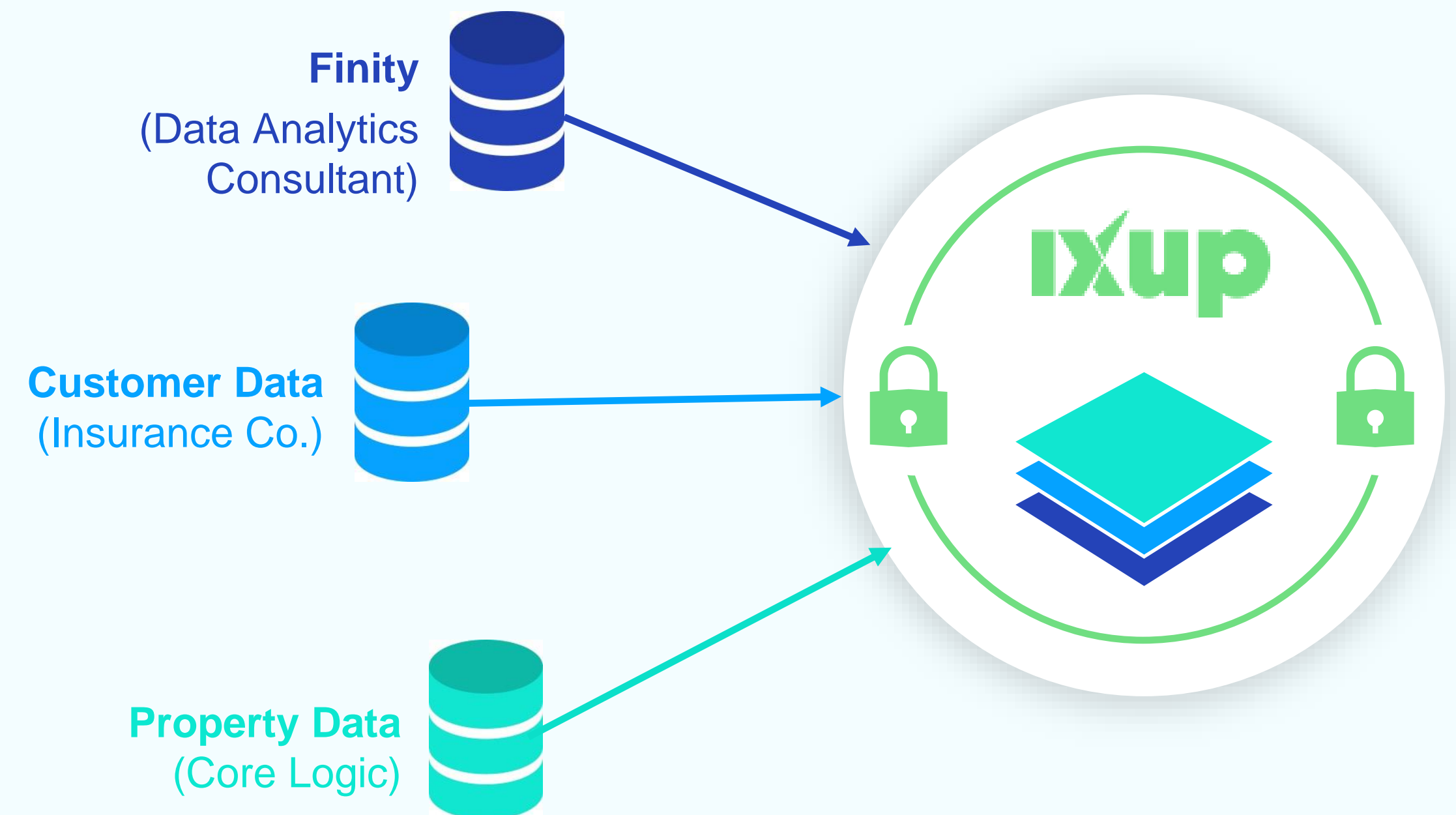
- IXUP created a user interface to enable the Insurer to encrypt and upload data on ~100,000 customers (in encrypted form) into the IXUP platform
- Core Logic (a property data provider) uploaded 2 million property records

Results

- Custom dashboard enabled the Insurance company to gain insights into insurance cover and property values for customers in high-risk post codes
- IXUP platform enabled data to be analysed whilst in encrypted form, meaning underlying customer data (e.g. PII) were never exposed to Finity, Core Logic and IXUP

Value Add

- The insurer was then able to contact under insured properties in high-risk areas and call to explain the risks and hopefully increase the insurance cover
- The insurer was then able to contact under insured properties in high-risk areas with the aim of increasing the insurance cover



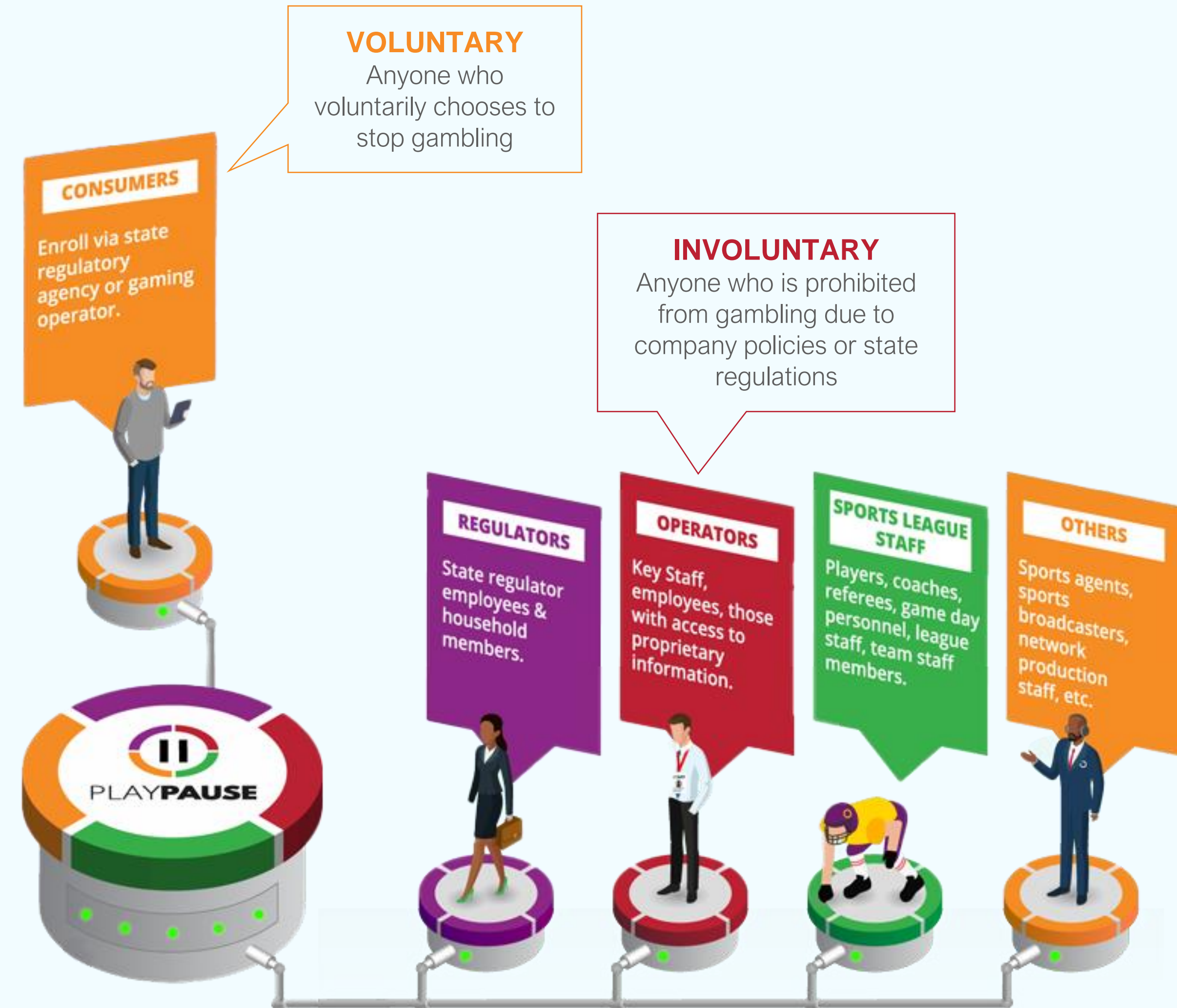
PlayPause Introduction

Overview

- Voluntary and Involuntary Exclusion Solutions for the Regulated Wagering Industry
- Bespoke product design based on IXUP's specialist understanding of system needs and requirements

Opportunity

- Applying IXUP's Encryption Platform to enable industry stakeholders to securely collaborate and share data in support of achieving the highest standard of regulatory compliance



Primed for Global Expansion

IXUP is focused on launching the NSER successfully which, over time, will provide valuable track record and credentialise the global roll-out of IXUP's PlayPause solution, initially focused on the U.S. market



IXUP's first regulatory product built on core engine ready to commercialise into global gaming and wagering RegTech markets



Proprietary technology operated on behalf of ACMA and the Australian Government

Strategic Acquisition of the NSER and A\$3M Capital Raising Completed

Transaction Summary

- IXUP has completed the purchase of 100% of the IP and associated government contracts of Big Village Australia Pty Ltd (Administrators Appointed), principally comprising the BetStop – National Self Exclusion Register™ (the “NSER”)
- NSER was acquired in an all-cash transaction at an equity value of A\$1.325M. As part of the acquisition, IXUP assumed liabilities associated with employee entitlements linked to the employees joining IXUP

The NSER

- Once operational, the NSER will be provided to Australian’s wishing to simultaneously self-exclude from all licensed interactive wagering services
- The NSER was established post changes made to the *Interactive Gambling Act 2001* in December 2019, allowing the roll out of the NSER and mandating industry adoption and costs to be recovered from wagering providers
- IXUP will operate the NSER under an exclusive contract with the Commonwealth Government of Australia via the Australian Communications and Media Authority (ACMA)
- The NSER is a vitally important consumer protection and responsible gaming and wagering service for the Australian community

Strategic Rationale

- Immediately enhances IXUP’s credentials as a leading RegTech solutions provider for the wagering sector
- Significantly accelerates IXUP’s ambitions to become a leading supplier of RegTech solutions for responsible gaming, compliance, customer protection and regulatory matters for the global wagering industry
- Provides IXUP with the opportunity to gain compelling track record managing RegTech solutions on behalf of Governments and Regulators that will support the global roll-out of IXUP’s PlayPause solution initially focused on the U.S. market

Capital Raise

- A\$3.0M convertible note placement completed with conversion price of A\$0.06 / per share exercisable within 24-months of Issue
- The convertible note features an interest rate of 15% p.a
- If the noteholder converts in the first 12 months of the Note term, they will receive a free attaching 1:2 option with a 10c strike, expiring 3rd Feb 2025

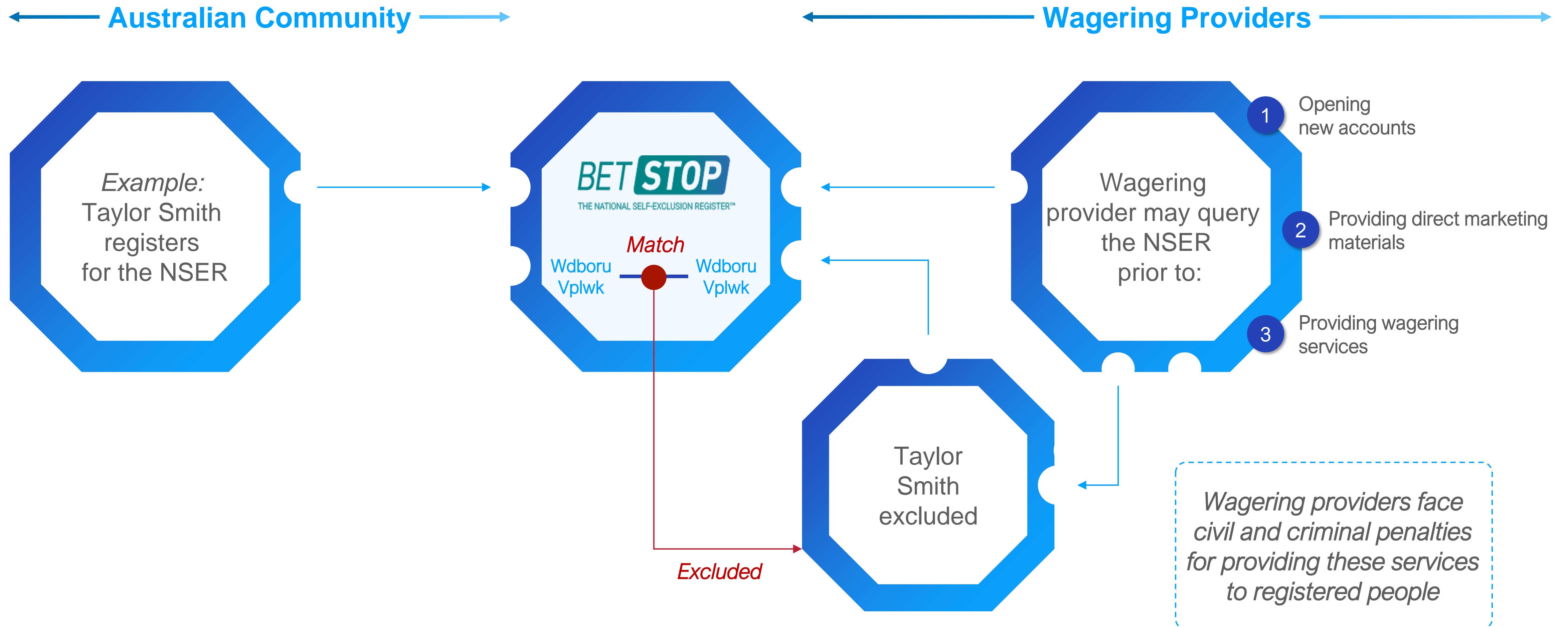
Financial Metrics

- Expected to contribute approximately A\$5.0 to IXUP’s group revenue in FY24
- Expected to be immediately cash flow accretive post launch
- Payback period at EBITDA level expected to be < 1.5 years

Contract Summary

- An initial 2-year contract with extension options
- IXUP responsible for final technology development and launch of the NSER on 21 August 2023
- IXUP will then operate and maintain the NSER, including ongoing technology developments and upgrades as well as the operation of an associated consumer Contact Centre

The National Self Exclusion Register in Action



Case Study | POWA Index 2.0

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

IXUP Solution

- 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

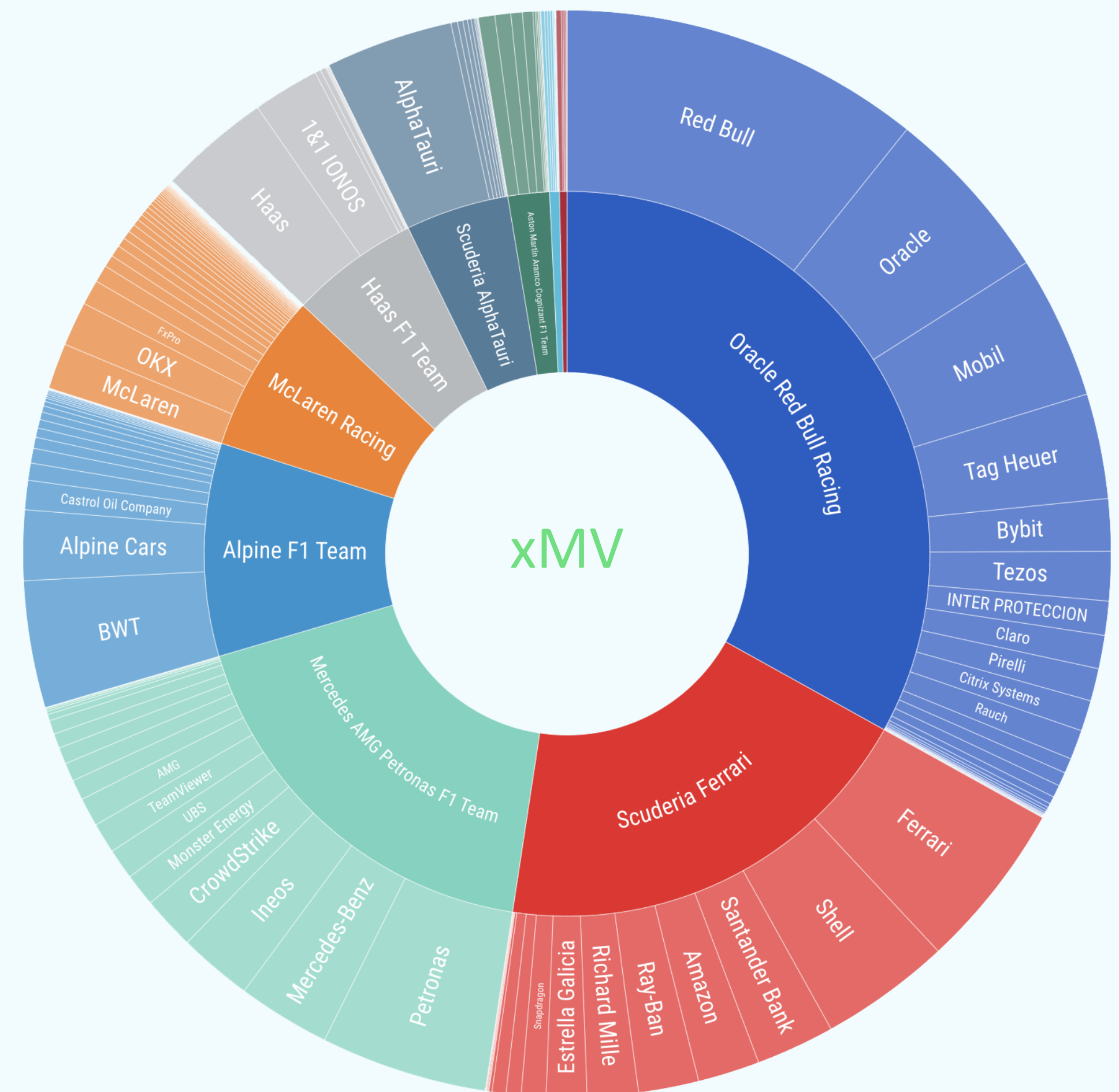
Results

- 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)

Value Add

- The FIA and Netflix shift the narrative's focus from episode to episode to enable tailored Media Value
- 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 role in episode 8

Expected Media Value by Team & Sponsor



PRODUCT

Demo Video



Thank you

.....

GET IN TOUCH

contact@IXUP.com
www.IXUP.com

Legal Disclaimer

This presentation has been prepared by IXUP Limited (“IXUP” or the “Company”) based on information available to it as at the date of this presentation. The information in this presentation is provided in summary form and does not contain all information necessary to make an investment decision.

This presentation is not a prospectus and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in IXUP, nor does it constitute financial product advice or take into account any individual’s investment objectives, taxation situation, financial situation or needs. An investor must not act on the basis of any matter contained in this presentation but must make its own assessment of IXUP and conduct its own investigations. Before making an investment decision, investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs, and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances.

Although reasonable care has been taken to ensure that the information included in this presentation is accurate and that the opinions expressed are fair and reasonable, no representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of IXUP, its officers, directors, employees and agents, nor any other person, accepts any responsibility and liability for the content of this presentation including, without limitation, any liability arising from fault or negligence, for any loss arising from the use of or reliance on any of the information contained in this presentation or otherwise arising in connection with it.

Forward looking statements

This presentation contains certain forward-looking statements that are based on the IXUP management’s beliefs, assumptions and expectations and on information currently available to management. Such forward looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results or performance of IXUP to be materially different from the results or performance expressed or implied by such forward looking statements.

Such forward looking statements are based on numerous assumptions regarding the Company’s present and future business strategies and the political and economic environment in which IXUP will operate in the future, which are subject to change without notice. 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. To the full extent permitted by law, IXUP and its directors, officers, employees, advisers, agents and intermediaries disclaim any obligation or undertaking to release any updates or revisions to information to reflect any change in any of the information contained in this presentation (including, but not limited to, any assumptions or expectations set out in the presentation). This document has not been subject to external auditor review.