



IXUP LIMITED | NOVEMBER 2021

# Investor Presentation

Providing technology solutions for data collaboration

ASX:IXU • [Pronounced: 'Eyes up']



The demand for safe and effective data collaboration is rapidly increasing

IXUP creates privacy-preserving technology solutions for all levels of security, governance and data sensitivity



ABOUT

# The business of data

Every business is now a data play.  
To win, you'll need to play hard and leverage data as a competitive advantage.

**Play hard with data.**

# IXUP is the key

Our privacy-preserving technology enables you to leverage data sets from multiple sources, while having the peace of mind that you are also managing the risks.

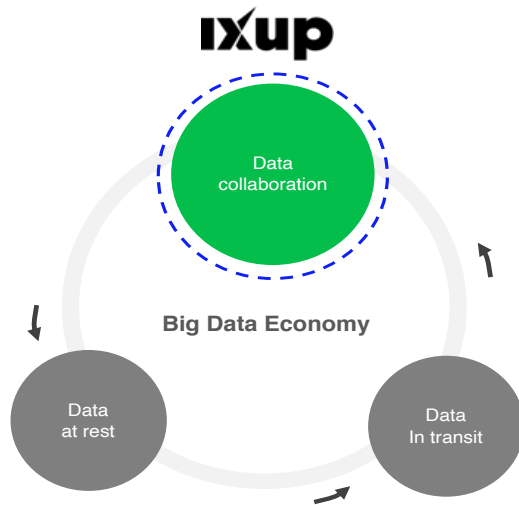
**Play smart and address the risks.**



## ABOUT

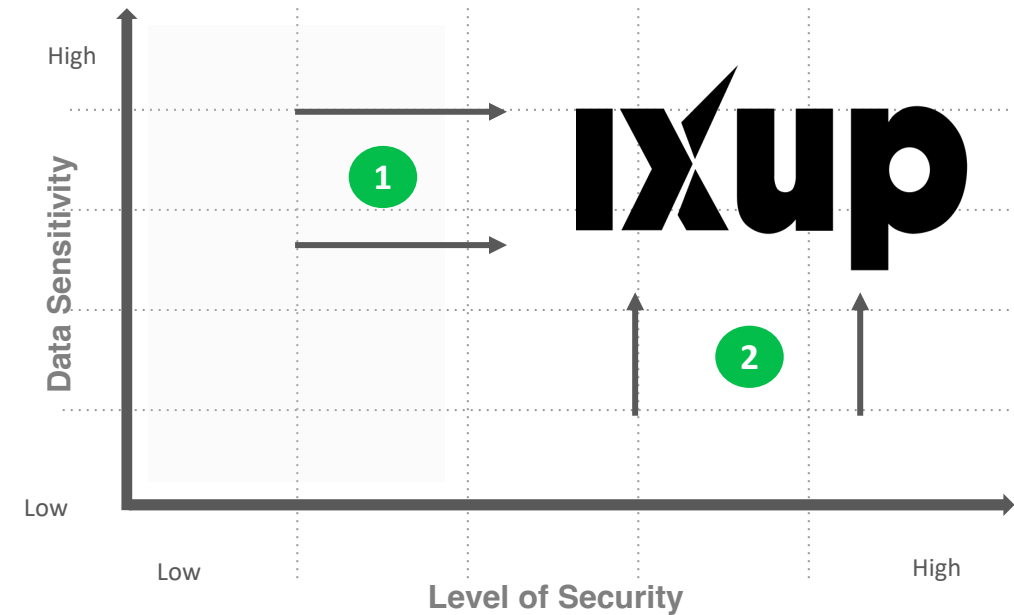
# New rules of the game

IXUP has the new playbook for sensitive data



**Greater leadership accountability** to manage the risks - tougher international privacy laws, governance requirements, cyber security considerations and increasing fears of data breaches leading to greater security requirements.

1



**Businesses must collaborate** with their data to compete. Sensitive data is more valuable data and has a greater security and compliance requirement.

2



# Opportunity

## Play hard

Business is the toughest game in the world.

You'll need to effectively leverage data through collaboration as a competitive advantage to win, let alone survive.

**IXUP enables you to play hard using data as a powerful competitive advantage.**

## Play smart

A winning data play effectively uses collaboration to generate rich insights, while addressing the risks.

IXUP's technology can safely handle the most sensitive of data sets.

**IXUP enables you to play smart and address the risks.**



# Solution

IXUP's technology capability delivers...



Peace of mind with global legislative and regulatory compliance



Privacy-preserving data collaboration tools for all levels of governance, security and data sensitivity



Easy to implement, easy to use, cost-effective and scalable solution



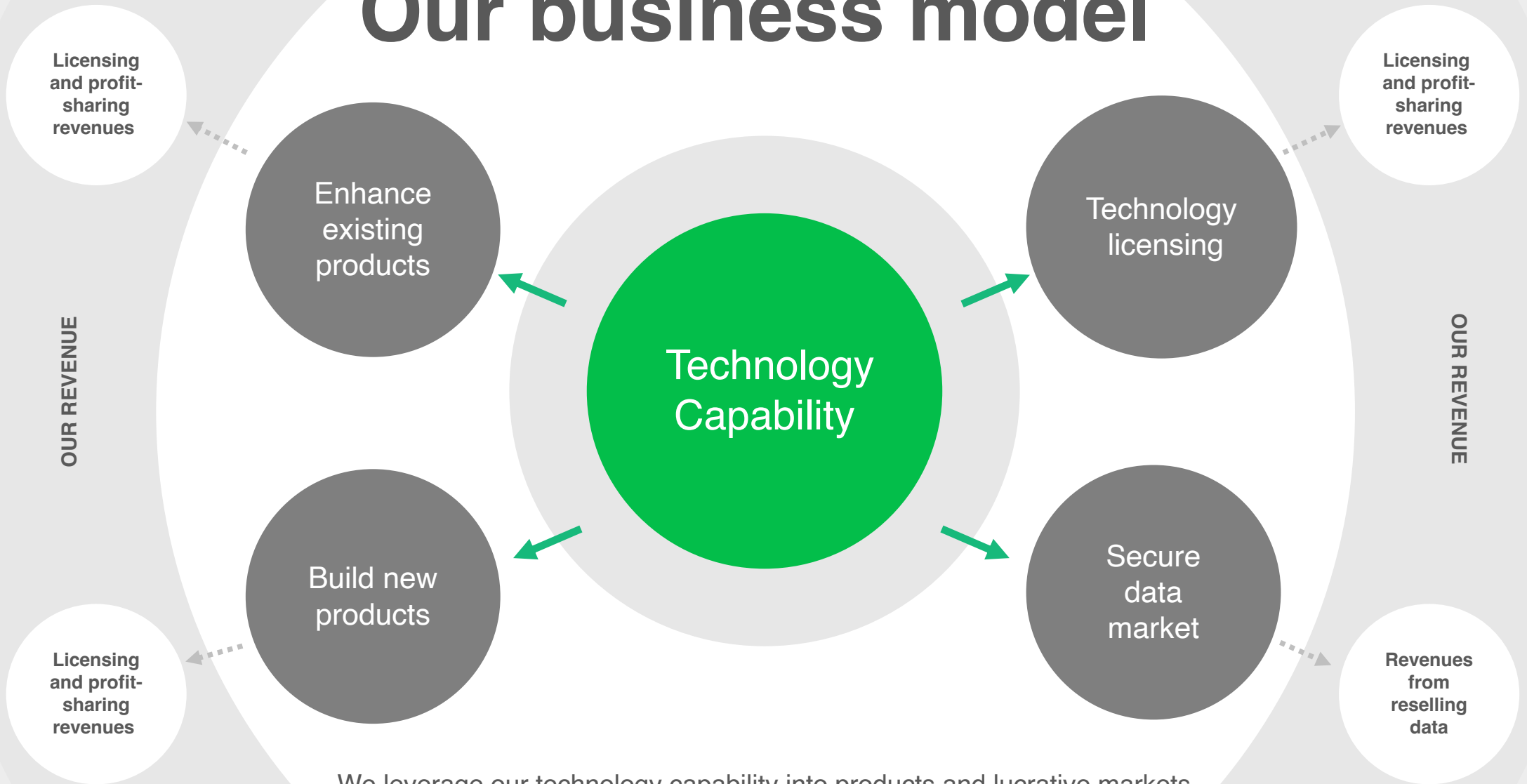
Access to additional enrichment data sets



A playbook for securing smart data plays for winning the game of business and using data as a powerful competitive advantage

## ABOUT

# Our business model



We leverage our technology capability into products and lucrative markets



## ABOUT

# Our team



**Julian Babarczy**

NON-EXECUTIVE CHAIRMAN



**Marcus Gracey**

MANAGING DIRECTOR & CEO



**Freya Smith**

NON-EXECUTIVE DIRECTOR



**Dean Joscelyne**

NON-EXECUTIVE DIRECTOR



**Matt Davey**

STRATEGIC ADVISOR



**Ian Penrose**

STRATEGIC ADVISOR

# Our company

## ASX:IXU

Share Price (as at 5 Nov 2021)	\$0.22
Ordinary Shares	822.4m
Options (various strike prices)	181.4m
Market Cap.	\$180.9m
Cash (as at 30 Sept 2021)	\$3.5m
Debt	\$0.0m
Enterprise Value	\$184.4m
Performance Shares	45.3m

## IXU SHARE PRICE





ABOUT

# Our strategy

## Mission

To be the first choice  
for compliant, secure,  
privacy-preserving  
**smart data collaboration**  
solutions

## Focus

- Enabling products (existing and new) with our core technology
- Go-to-market phase and generating early revenues
- Product and technology pricing
- Establishing strategic partnerships and alliances
- Driving market adoption and revenue
- Sports markets and associated M&A opportunities
- Company building activities, systems, resourcing and acquisition integration
- Executive team and management development
- Strengthening our technology and IP portfolio
- Reviewing branding and marketing and associated collateral



ABOUT

# Environmental Social Governance

**Do good**

Influence positive impact

**Do no harm**

Act responsibly

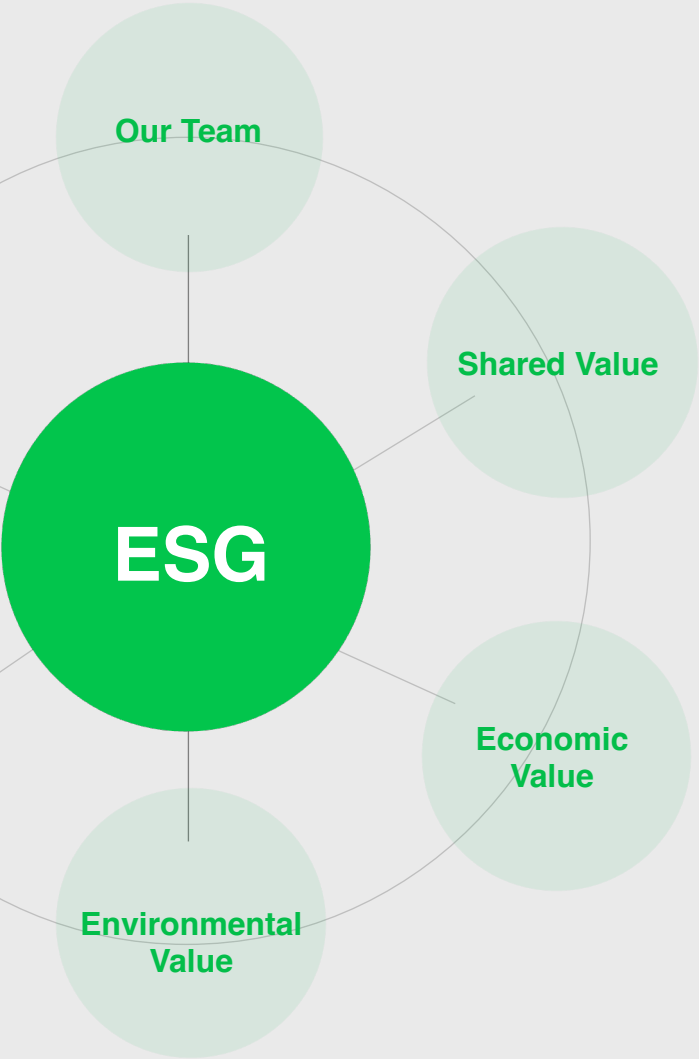
**Projects**

Ethical Gaming &  
Sports Integrity

Developing  
technology solutions  
and partnerships for  
social and economic  
value

Committed to  
managing business  
assets and processes  
in support of crucial  
governance principles

Diversity, equity and inclusion  
through fair and ethical treatment



Build strong, long-term, value-adding relationships

Strategic Roadmap and objectives to drive revenue and shareholder value

Effective and efficient management of resources to reduce environmental impacts and financial costs



# Constant innovation

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TECHNOLOGY  
DEVELOPMENT

COMPANY  
EVOLUTION

IXUP ISO  
Accreditation  
2018

SOC 2 Certification  
2020

2019  
Homomorphic  
Encryption GEO  
mapping SaaS / PaaS

Data Republic  
technology acquisition  
June 2021

April 2021  
DataPOWA – POWA  
index acquired and  
added IXUP core  
technology capability  
to create 2.0 POC

DataPOWA Ltd  
acquisition  
July 2021

July 2021  
Acquired Data Sandbox  
and added core IXUP  
technology capabilities  
and deployed to  
customers

Go-to-market process  
underway with refreshed  
company strategy  
August 2021

Aug 2021  
Data enrichment  
partnerships  
commenced to  
develop data market

Onboarding of major  
enterprise clients  
underway  
September 2021

October 2021  
Application of core IXUP  
technology capability to  
ethical gaming and wagering

Vertical integration and  
focus on sports data  
markets commenced  
Market roll-out  
underway  
October 2021

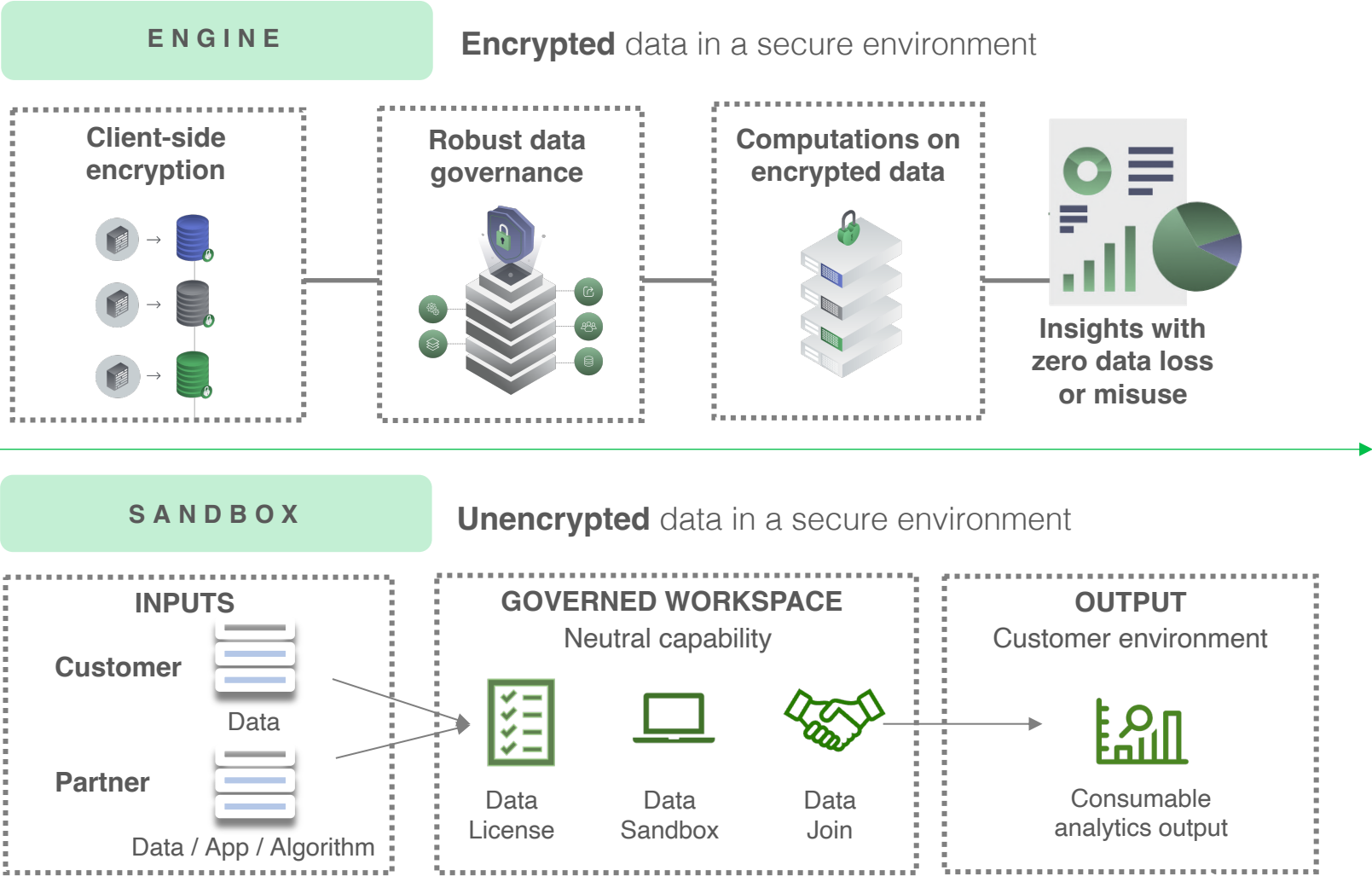
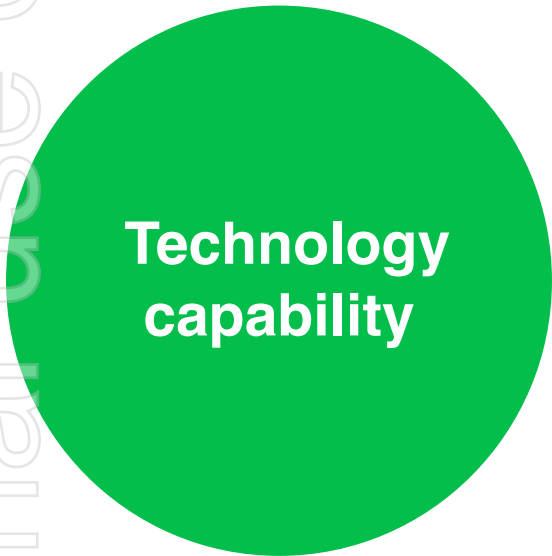
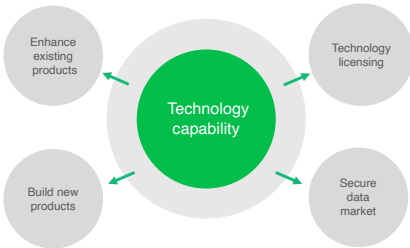


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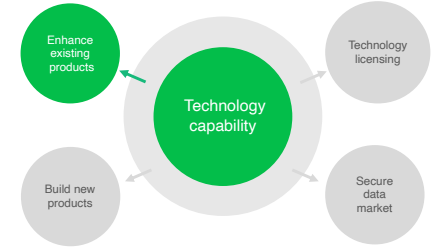
# Patented Technology Solutions



# Core technology line up



# Enhance existing products



## Existing product

- **POWA index** AI-driven digital sports sponsorship product developed by UK based DataPOWA Ltd
- Rights holders and sponsors extract value from multiple data sets, including fan data
- Rank and track sponsorship effectiveness



## Enhancement process

- POWA index enhanced with Engine functionality and capability
- Secure enrichment of 1st party data sources
- Unlimited data sources can be combined and analysed
- Co-marketing and intelligent insights



## New product

- **POWA Index 2.0**, which incorporates IXUP technology, creating a unique pathway for entry into large international markets, particularly Europe and North America
- Secure, governed, scalable and cost-effective solution

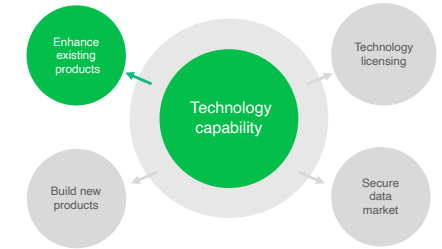


## Opportunity

- Revenue stream from existing client base
- Commercialising new product in the market
- New target market and clients
- Direct licensing
- Licensing and profit-sharing revenues

## PATENTED TECHNOLOGY SOLUTIONS

# POWA index 2.0

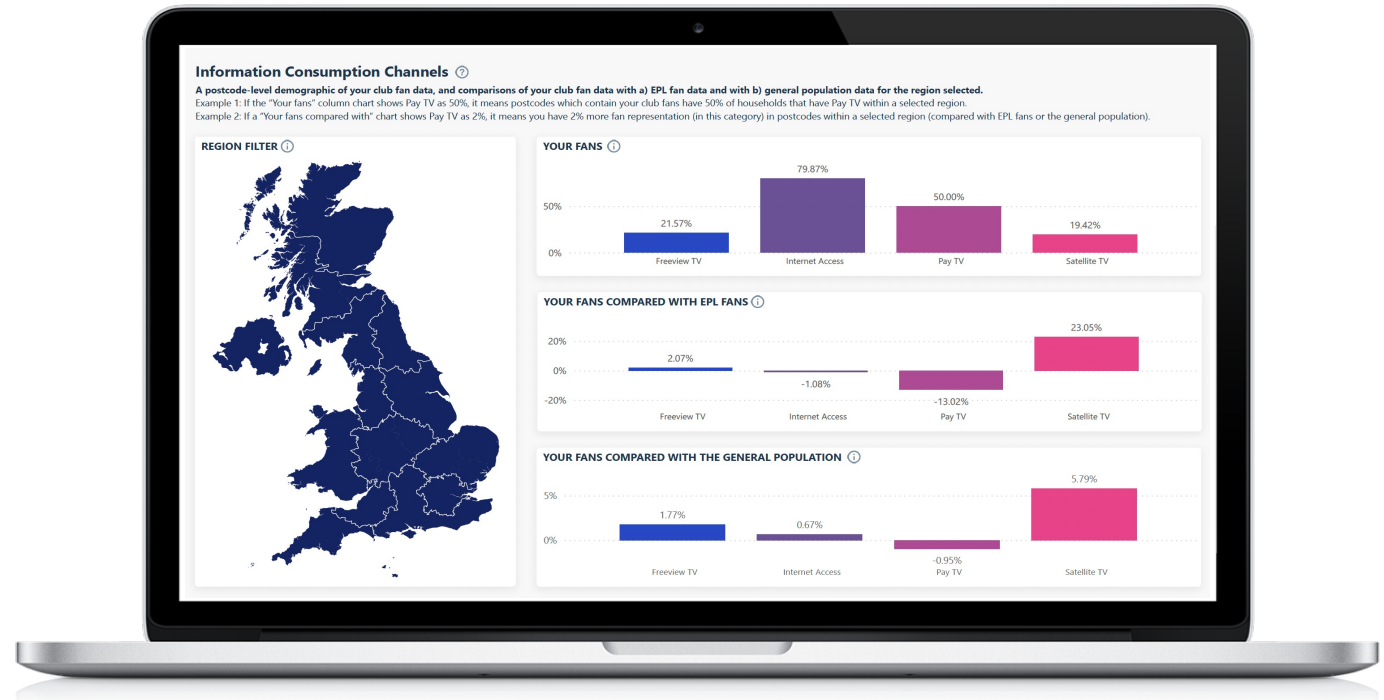


### DataPOWA Limited

- Initial collaboration moving to acquisition
- Acquired for AU\$12m (\$3.25m cash plus milestone based equity)

### Premier League use case

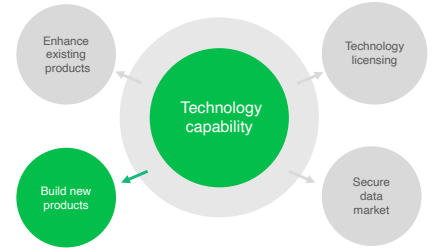
- Securely consolidated intra-company datasets (retail and transactions) for premier league football team
- Performed an encrypted de-duplication of fan data
- Enriched Premier League data with rich demographic and expenditure data provided by IXUP
- Aggregated insights were securely exported to an interactive analytics dashboard



**Valuable insights and outcomes:** Compared their fans against football fans and the general UK population. This information was used to better understand their customers, leading to a more targeted marketing campaign and the adoption of a more data-driven approach when dealing with sponsors.

## PATENTED TECHNOLOGY SOLUTIONS

# Build new products



### Problem

- Need for oversight, integrity and compliance for online gaming and sports wagering
- Creating ethical and responsible gaming in collaboration with GeoComply, a cyber security specialist in geolocation, fraud detection and digital identification
- Significant Environmental Social Governance (ESG) project



### Solution

- IXUP's engine incorporated into GeoComply's "PlayPause" product
- New 'PlayPause' product allows sporting leagues, sports betting operators and regulators to better manage impermissible bettors and excluded players



### Proof of concept

- Proof of concept trials to be conducted with major US sporting leagues, sports betting operators and regulators

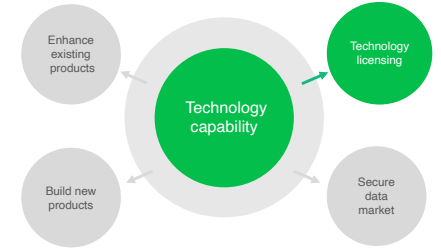


### Go to market

- GeoComply has 100% market share of the US iGaming market and has existing marketing-leading "PlayPause" product
- Conditional on successful POC, upgraded product to be jointly commercialised



# Technology licensing



## Direct licensing

- Sandbox and Engine capability can be licensed directly from IXUP either together or separately
- Engine provides highly sophisticated data collaboration capability for the most sensitive data with military level encryption and security
- Sandbox allows data owners to invite third parties to work on their data in a secure environment



## Opportunity

- Licensing arrangements with customers and end users for Sandbox and Engine are scalable internationally
- Significant pipeline of advanced opportunities for Sandbox and Engine



## Customers, channel partners and resellers

- Sandbox currently licensed to a US based tier-one Health Insurance Company
- Sandbox facilitates crowd sourced and customer sourced innovation
- Significant strategic alliances and reseller arrangements already in place

**Deloitte.**

 **Microsoft**

PATENTED TECHNOLOGY SOLUTIONS

# Secure Data Market



## Data Market

- Clients can now fuse their data with additional enrichment data supplied by IXUP – filling in gaps, adding detail and colour
- Platform enables new data market that is a uniquely secure method of deploying and reselling third party data



## Enrichment data

- Initial market testing underway with access to Acxiom data sets
- Acxiom are the largest global owner of sociodemographic data operating in over 60 countries



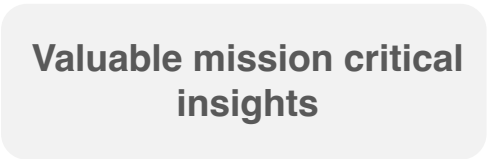
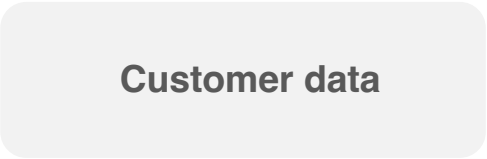
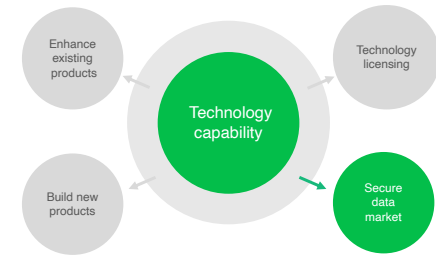
## Engine

- Platform is both a collaboration solution and a data marketplace for data providers and IXUP customers
- New POWA index 2.0 product developed to consume third party enrichment data for the sports sponsorship and sports data markets



## Benefits

- Cost-effective access to additional enrichment data
- Enables a faster build of use cases without a third party involved
- Innovative commercialisation pathway
- Valuable collaboration can start with IXUP



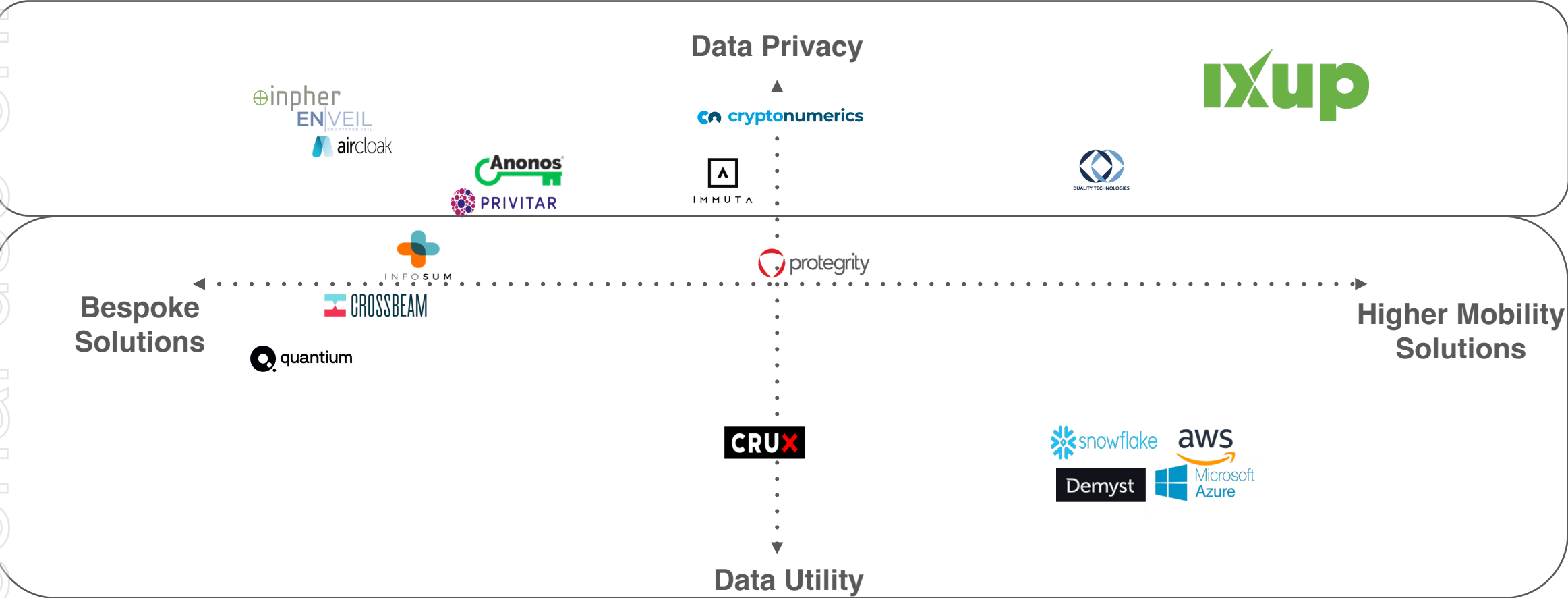
# Significant Market Opportunity



SIGNIFICANT MARKET OPPORTUNITIES

# Competitive landscape

We claim our market space by balancing data privacy and utility for enterprises working with sensitive data.



SIGNIFICANT MARKET OPPORTUNITIES

# Target markets and customers

Est. Global Market size AUD <i>Source: Statista 2021</i>	\$27b		\$164b		\$30.1t				\$7.9t		\$13.6t		\$341b		\$38b		\$630b		\$362b	
	Sports Sponsorship		Sports Gaming & Wagering		Insurance		Banking & Finance		Health		Professional Services / Consulting		Government		Aviation		Real Estate			
	✓		✓		✓															
	IXUP Vertical Integration accelerated with strategic advisors		IXUP																	
	POWA index / POWA index 2.0		Commercialisation partners				TEKKORP CAPITAL Deloitte. Microsoft													
	Sandbox & Engine																			
IXUP vertical integration and focus on lucrative sports data markets with strategic advisors		✓ Strong and immediate opportunities ✓ Focus and engagement																		
		✓ Next most accessible opportunities ✓ Looking at best path to segment																		
		✓ Clear value propositions ✓ On our watchlist																		



## SIGNIFICANT MARKET OPPORTUNITIES

# Right time right technology



Covid accelerated digital transformation, highlighting the need for collaboration across extended data ecosystems



We solve one of the largest, current problems in the global data economy – privacy preserving data collaboration for highly sensitive Personal Identification Information (PII) data



Limited market competition and high barriers to entry, enforced by a strong intellectual property portfolio



Early adopter enterprise customers already using our products in target markets and early revenues

## Data markets are growing rapidly

Fan intelligence as a Service by 2022  
**\$4bn**

Predictive analytics market by 2026  
**\$22.1bn (\$5.7bn in 2019)**

Big Data Analytics Market by 2027  
**\$105bn (\$37bn in 2018)**

Data Protection as a Service by 2027  
**\$103bn (\$15 bn in 2020)**

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# Technology Advisors



# Sports & iGaming



**Matt Davey**

Director & CEO,  
TEKKORP

US-based Australian-born online  
wagering entrepreneur

Non-Executive Director / major  
shareholder, BetMakers Technology  
Group Limited (ASX:BET)

Director & Chief Executive Officer –  
Tekkorp Digital Acquisition Corp  
(NASDAQ: TEKK)

President / Founder Tekkorp Capital  
LLC

Introduced DataPOWA & GeoComply  
opportunities to IXUP

Founded NYX Gaming in 2011, which he  
successfully built and sold to Scientific  
Games for US\$630m

Renowned investor and advisor in the US  
gaming industry

Sponsor of two wagering focused SPACs

Provides valuable commercialisation  
insights and strategic M&A opportunities  
to IXUP for US-focused opportunities



**Ian Penrose**

Non-Executive  
DIRECTOR,  
Playtech

UK-based online gaming and  
wagering entrepreneur, executive  
and director

Experienced CEO of London Stock  
Exchange (LSE) listed sports, media  
and wagering-related businesses

Non-Executive Director of LSE-listed  
Playtech, the world's largest sports  
betting and gaming software  
company

Previous CEO of global wagering tech  
business Sportech

Chairman of DataPOWA Limited

Provides significant European network  
to assist with commercialisation and  
strategic acquisition opportunities

Strategic consultant to IXUP





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This announcement has been approved for release by the Board of IXUP

