



Expose insights,  
not data.



Secure your  
data analytics



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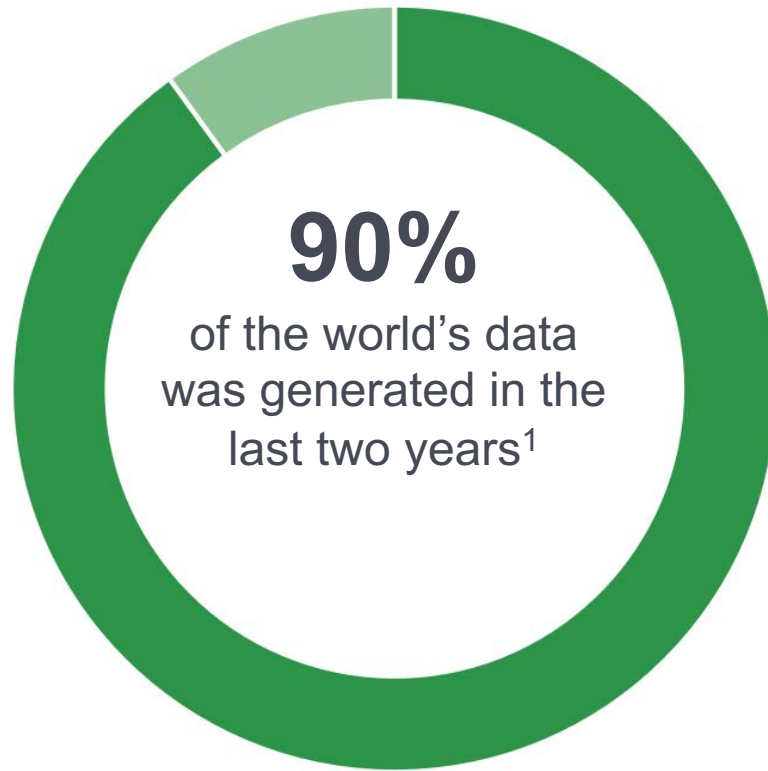
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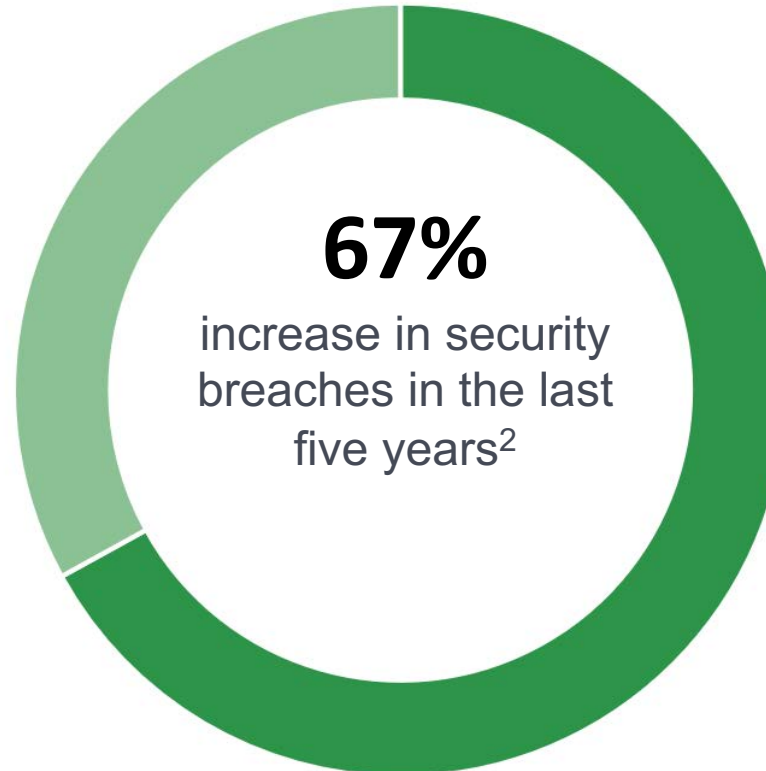
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# Rapid growth in data creation is fueling demand for analytics and data sharing



**DATA**



**PRIVACY**



**VALUE**

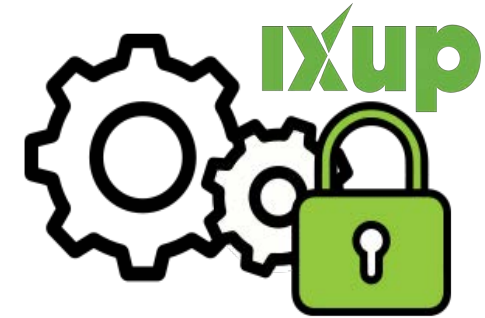
# Current solutions only protect data in storage and transit – not in use



Storage

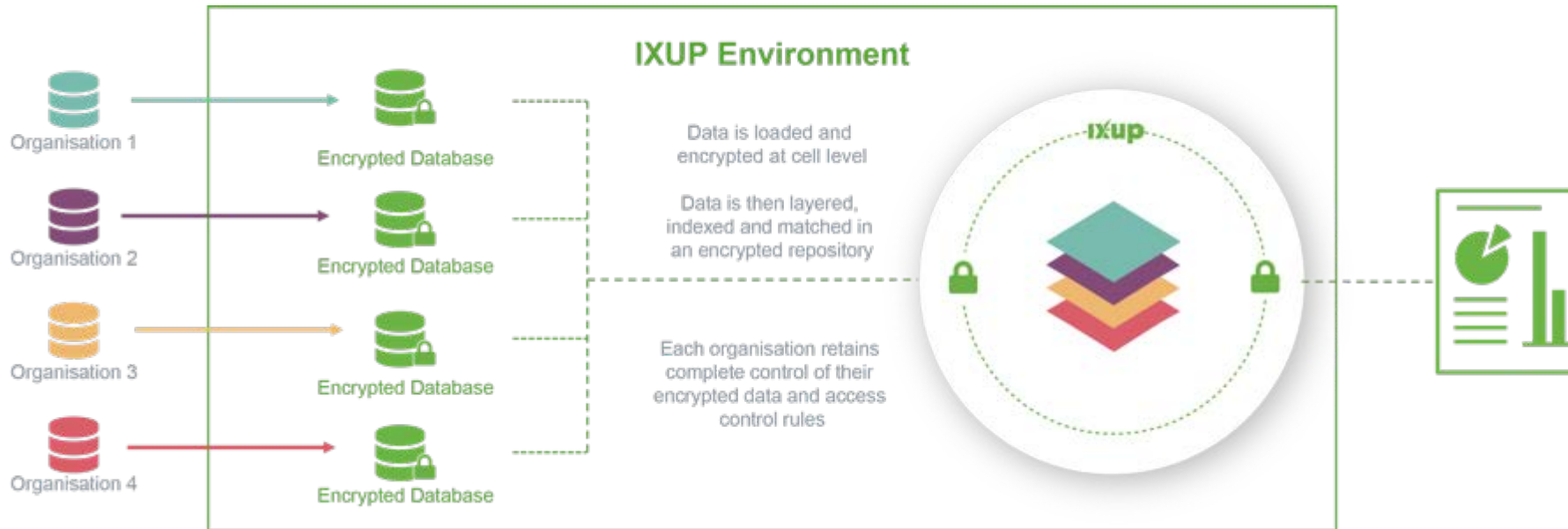


Transit



Use

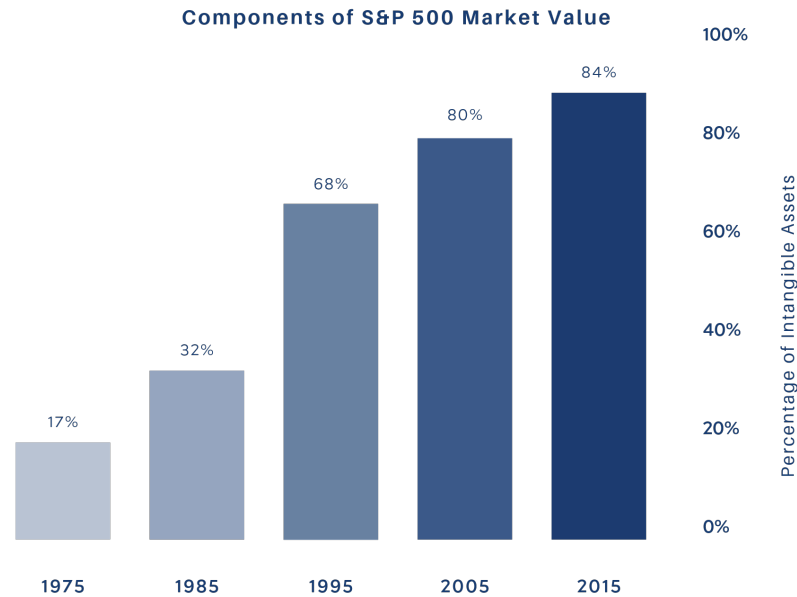
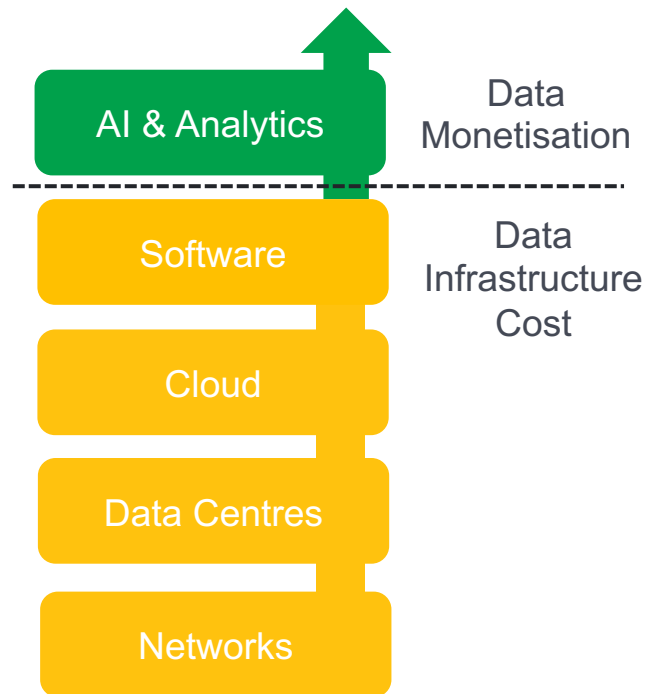
# IXUP secures data in use



IXUP uses homomorphic encryption  
Enabling analytics on data that remains encrypted

- Commercially ready with **SaaS** and **PaaS** deployments
- Overcomes lack of **trust** in data sharing
- **Scalable** and data agnostic
- Transparent and **auditable** governance
- **Zero data loss** or misuse

# Data has moved from an infrastructure cost phase to a value creation phase



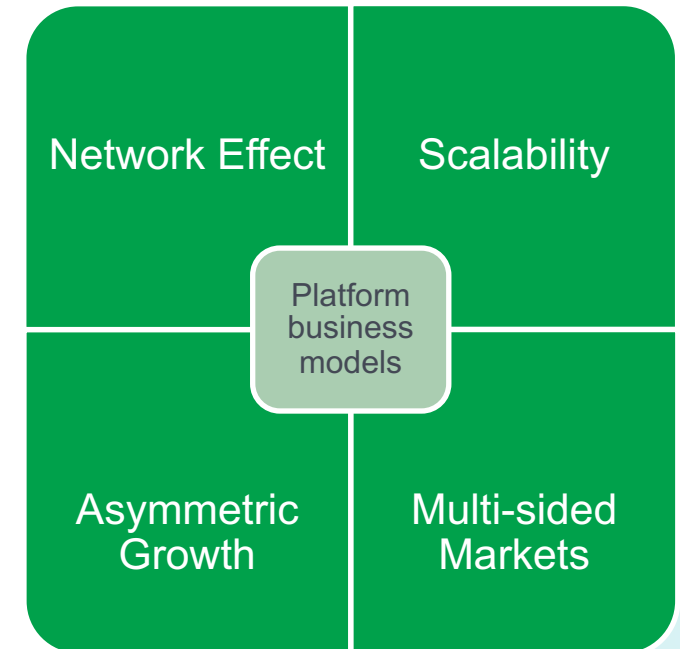
*\*according to Ocean Tomo survey 2015*

In 1975, intangible assets accounted for 17% of company value. Today They Account For 87%.

Source <https://www.everedgeglobal.com/>

# New models for strategic growth

**30%**  
of global  
economic activity  
will be driven by  
digital platform  
models by 2030<sup>1</sup>



# Use Case



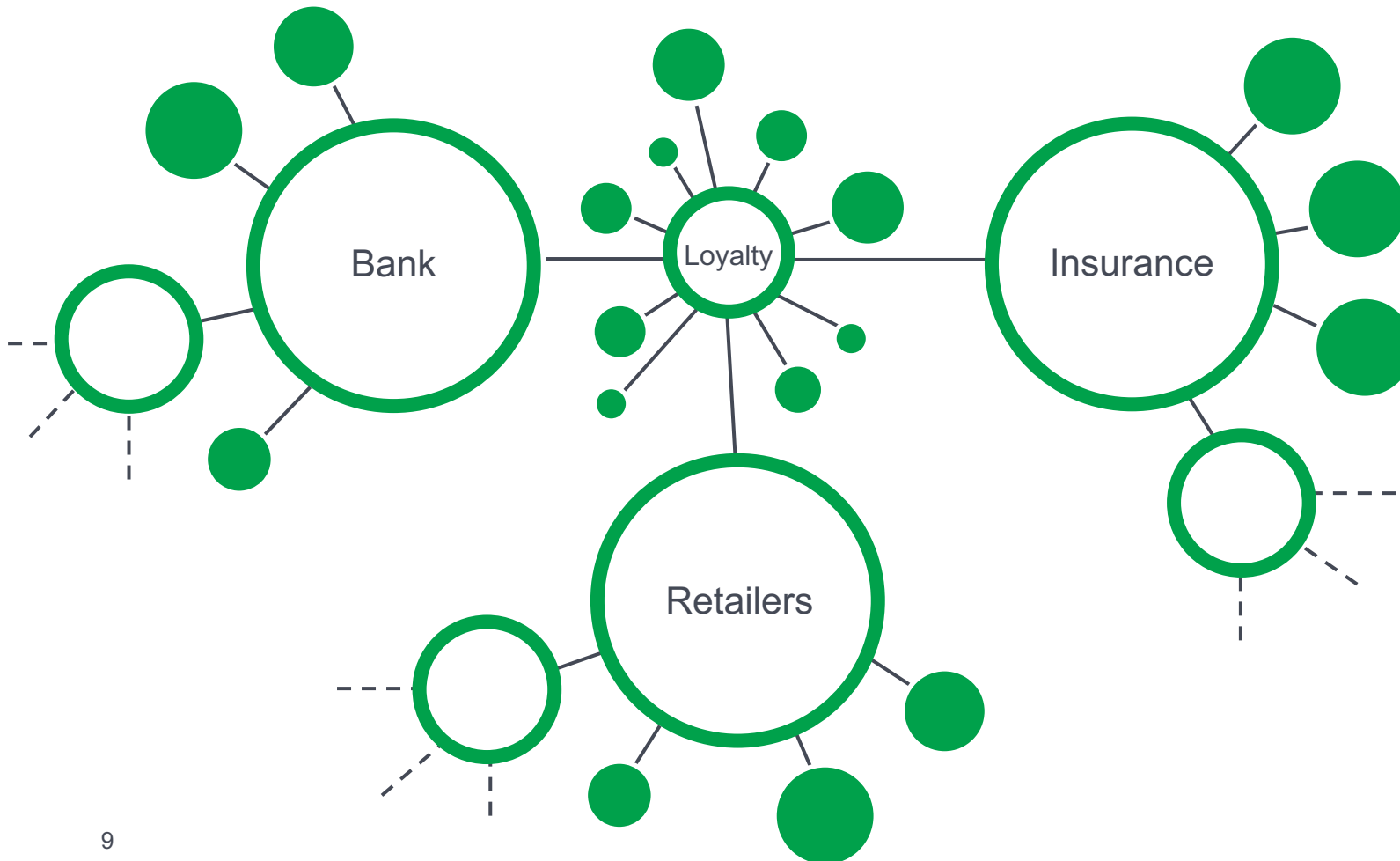
## Customer needs:

- Increase revenue and productivity through using multiple data sources
- Provide 100s of partners with deeper insights
- Leverage data to enhance customer experience

...but are limited by increasing security/privacy regulations and evolving consumer expectations of best practice data governance

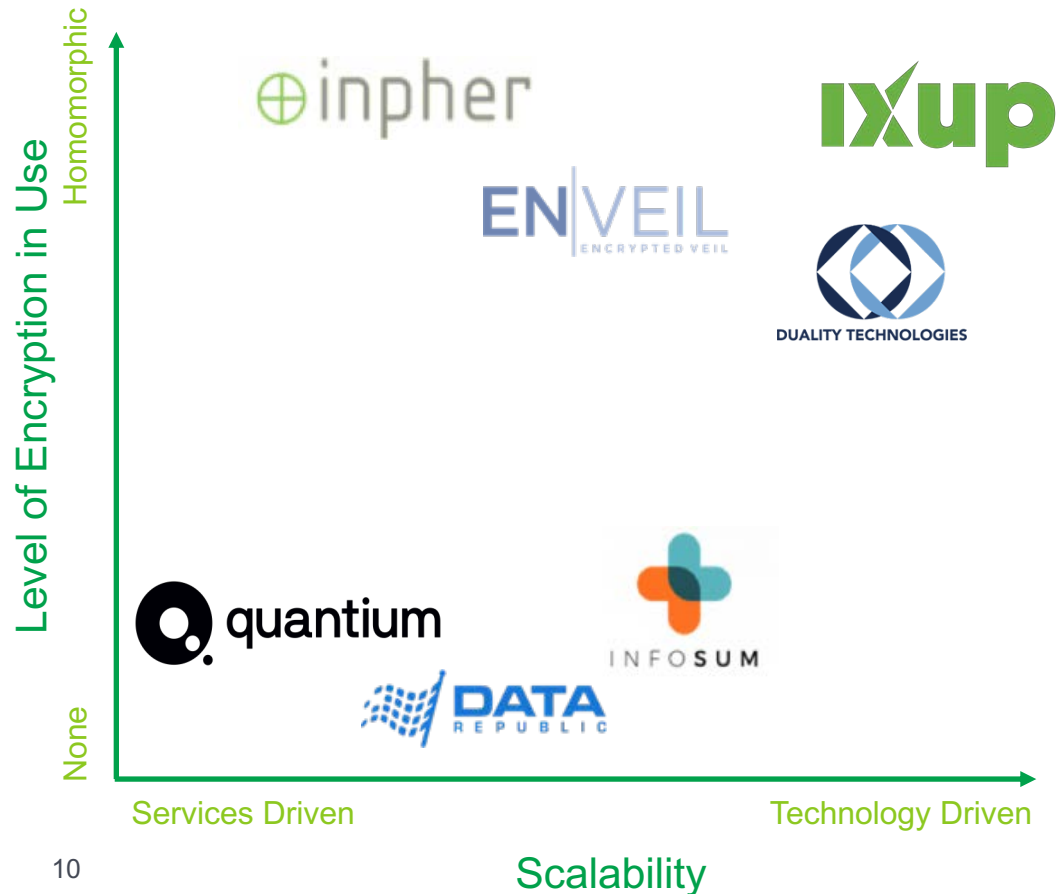


# IXUP Digital Platform Opportunity



IXUP is focused on the most **secure** and **scalable** solution using the **best tech**

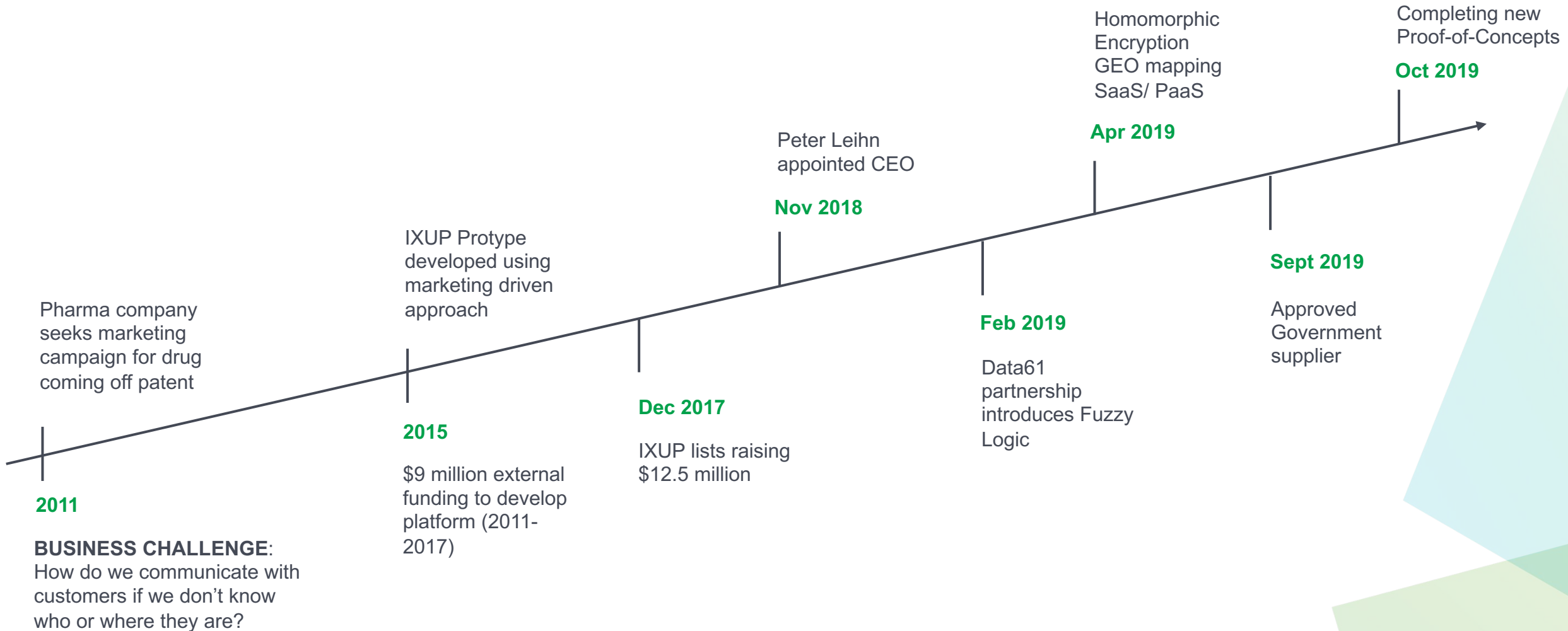
### Competitive landscape



### Homomorphic technology stack



# Platform Commercialisation





# Leadership Team and Board



**PETER LEIHN**  
(Chief Executive Officer  
and Managing Director)

Peter is an outstanding executive with more than 25 years' experience in senior technology role roles in both industry and government, with expertise in data availability, privacy, data innovation models and tech commercialisation



**WARREN BRADEY**  
(Chief Commercial Officer)

Warren brings more than 25 years' experience in commercialising early stage businesses and converting deep technology into commercial reality.



**DEAN JOSCELYNE**  
(Founder and  
Executive Director)

Dean founded IXUP and is an Executive Director and the Head of Innovation. He has over 25 years' experience in business, leading large scale organisational change.



**GRANT PATERSON**  
(Acting Chairman and  
Non-Executive Director)

Grant brings significant experience in guiding the progress of emerging small-cap companies, having been involved with numerous technology companies listed on the Australian Securities Exchange (ASX),



**SCOTT WILKIE**  
(Non-Executive Director)

Scott is an experienced corporate and investment banking senior executive and is the Founding Director of Sovereign Cloud Australia ("AUCloud").



**FREYA SMITH**  
(Non-Executive Director)

Freya is the Group General Counsel and Company Secretary of Australasia's largest equity-based insurance broker, AUB Group Limited.

## Advisory Board



**GLEN BOREHAM (Chair)**

During his 30-year career, Glen has led organisations through periods of innovation and disruption. Glen has held leadership roles in the largest global corporations - including six years as Managing Director of IBM Australia and New Zealand - and in agile, tech start-ups.



**NERIDA CAESAR**

Nerida has 30 years of extensive business and commercial management experience. Most recently, Nerida was Group Managing Director and Chief Executive Officer, ANZ, of Equifax. Nerida is also a Non-Executive Director of Westpac Banking Corporation



**PETER CHAPMAN**

Peter is a founder of the Asia Principal Capital Group Pte Ltd (APCL), an international technology and early stage business accelerator. Peter is also a Director and Investment Committee member of Morpheus Ventures, an international venture capital fund.

# Corporate Overview

## Capital Structure

Shares <sup>1</sup>	158M
Options and Performance Rights <sup>2</sup>	83M
Share Price	<b>\$0.07</b>
Market Capitalisation	<b>\$11M</b>
Cash (30-Sep-2019)	\$1.4M
Enterprise Value	<b>\$9.6M</b>

## Distribution

Top 20 <sup>3</sup>	70%
Board & Management <sup>3</sup>	19%

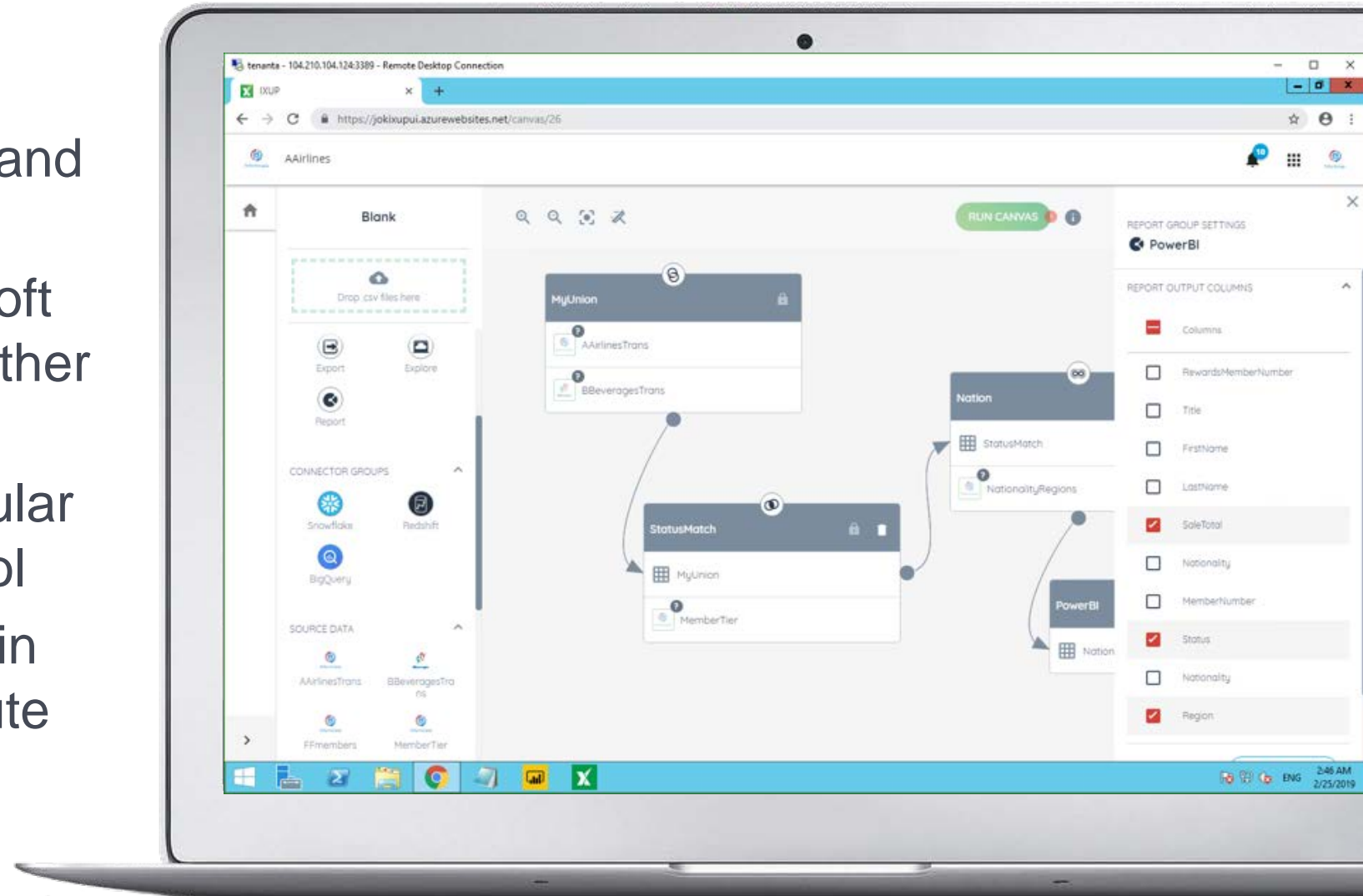
1. Includes 50M shares escrowed until 10 November 2019.
2. Includes 61M options ex. \$0.25 expiring 14 November 2022 (escrowed until November 2019), 4M options ex. \$0.25 expiring 14 November 2023, 2M options ex. \$0.25 expiring 10 April 2024, and 16M performance rights expiring on 14 November 2022.
3. % of total shares on issue including escrow.

# APPENDIX



# The IXUP Platform

- ✓ Easily design your collaborations with drag and drop functionality
- ✓ Output directly to Microsoft Power BI, Tableau and other visualisation tools
- ✓ Allow insights at the cellular level for maximum control
- ✓ 100% encrypted at rest, in transit and during compute



# Market Dynamics

A number of regulatory and environmental milestones have underscored the value of secured data analytics platforms.

- **FEB 2018:** Introduction of the Notifiable Data Breaches scheme
- **MAY 2018:** Data sharing and release reforms
- **MAY 2018:** General Data Protection Regulation (GDPR) comes in effect in the EU
- **JUNE 2018:** California Consumer Privacy Act
- **AUG 2018:** National Data Commissioner appointed
- **MAR 2019:** Federal Government Releases Best Practice Guide to Applying Data Sharing Principles
- **SEPT 2019:** ACCC inquiry into loyalty programs
- **JUNE 2020:** Data Sharing and Release Bill expected to be introduced to Parliament

