



CoAssets Ltd (CAX)

Southeast Asia's Fastest Growing Crowdfunding Platform

\$45+ Million
in our pipeline

\$37+ Million
invested through us

11,000
registered investors

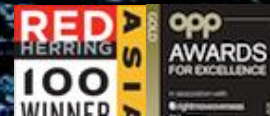
Our Brands

CROWDFUNDERS
Crowdfunding Everything. Everything Crowdfunding.

CROWDFUNDERS
Crowdfunding Everything. *Life* Everything Crowdfunding.



EXPO FOR
PROPERTY, INVESTING &
CROWDFUNDING
Singapore, Malaysia, Thailand, Vietnam, India



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Overview

Company Overview

- NSX Code: CAX
- Listing Date: 8 July, 2015
- Sector: Crowdfunding
- Shares on issue: 130,063,111
- Share Price: \$0.10
- Indicative M/Cap: \$13m

Shareholding
breakdown



■ Directors ■ Institutional ■ Retail

Overview

Who We Are

- ❑ **Interactive platform** facilitating connections between developers and property investors to co-invest in real estate projects
- ❑ First crowdfunding platform to list in Australia



Charges developers
3-5% on total funds
raised/transacted



Admin and legal
contracts

SERVICES

e-signing and
payment

Overview

Board & Management



Getty Goh – CEO

More than 15+ years in the real estate space and publisher of books in the field



Huankiat Seh – CTO

PhD MIT; 7 year Intel, developed internal and supplier management portals



Nicholas Ong – Non-executive Chairman

11 years' experience in listing rules compliance and corporate governance



Dan Smith – Non-executive Director

Finance background; primary and secondary capital markets experience

Overview

Key Investment Highlights

- ❑ **First-mover advantage:** Southeast Asia's first real-estate crowdfunding website
- ❑ Giving "Opportunity Providers" (i.e. developers) access to a **new source of capital** and provide alternative source of funding for property developments
- ❑ Excellent **growth in users and revenue**
- ❑ Key **industry presence** through Expo for Property, Investing & Crowdfunding (EPIC), Crowdfunders Asia, and industry relationships
- ❑ **Strong Executive team** and Key Advisors: Expara Ventures and Jeffrey Chi, Chairman of SVCA

Overview

CoAssets is an Investment Crowdfunding Platform

CoAssets INVESTMENT CROWDFUNDING



Donation

Gives money or resources to support a cause

- Patreon
- Kickstarter



Reward

Gives money to a business in exchange for a product or service

- Indiegogo
- Kickstarter



Equity

Becomes part-owners of the company which is raising funds.

- Realty Mogul
- VentureCrowd



Debt

Company borrows money from the crowd – and repay with an interest

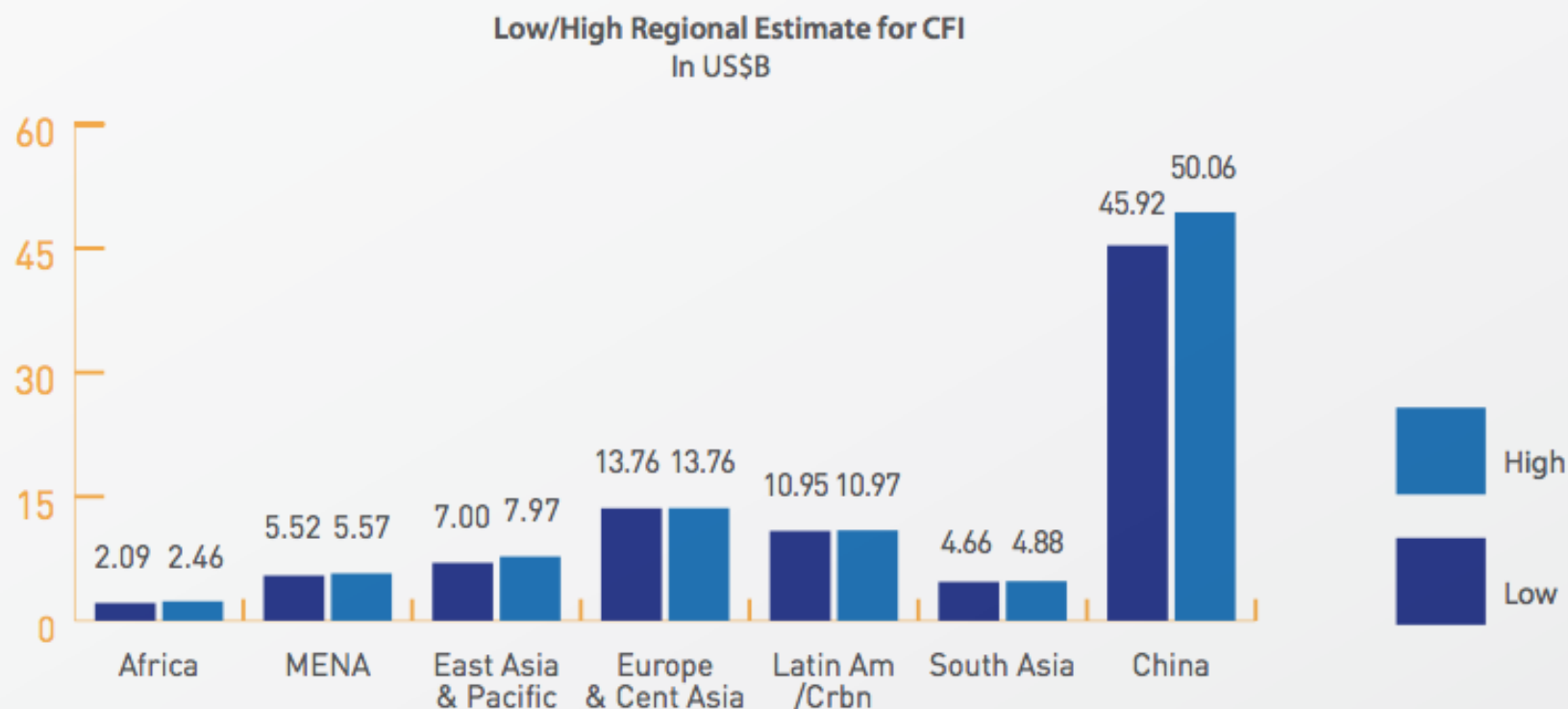
- Fundrise
- iFunding

Market Size & Potential

Market Size – Potentially US\$96B

- Crowdfunding is seeing increased adoption globally as an alternative source of funding

A Global Market Opportunity up to \$96B

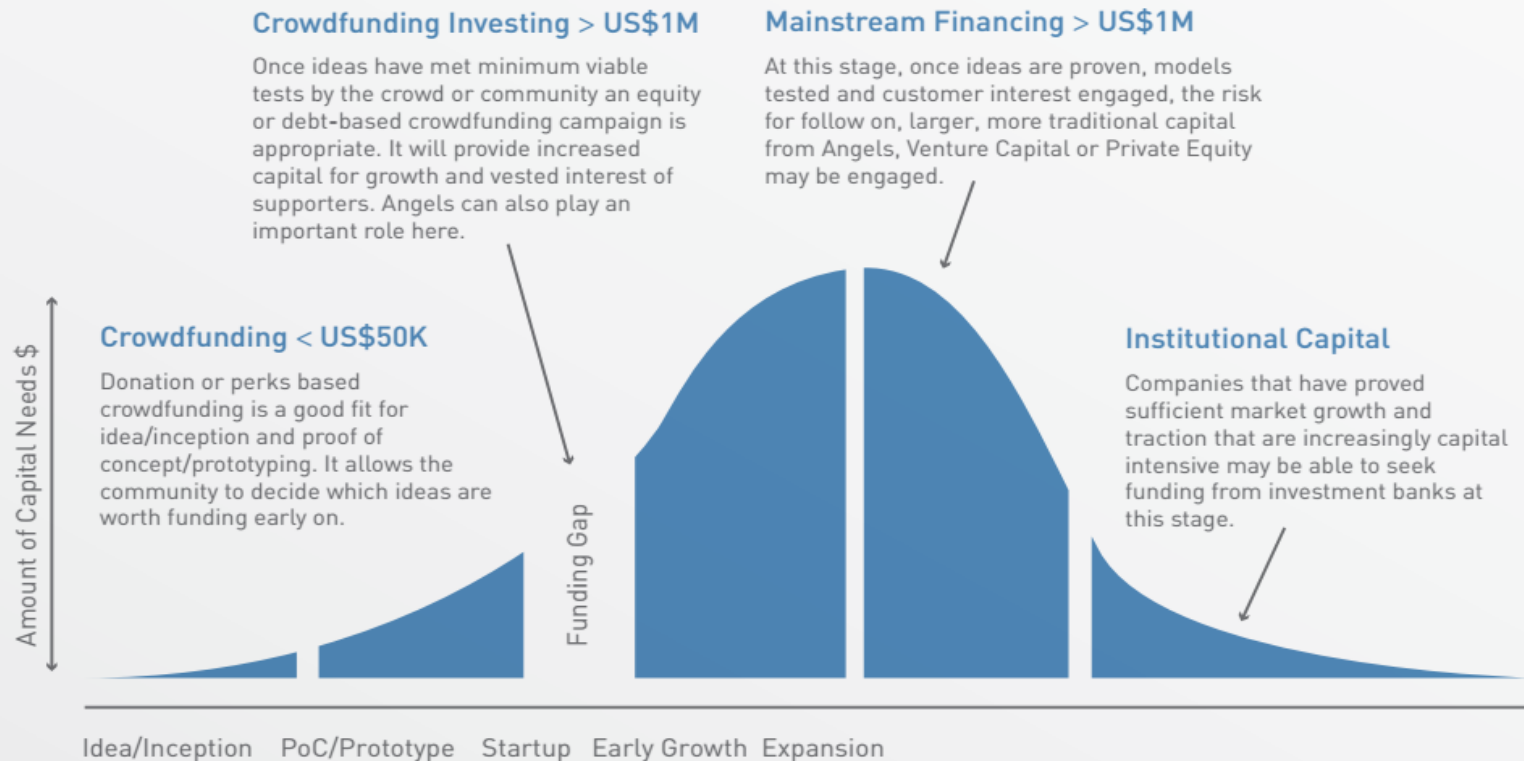


Source: World Bank's study on crowdfunding

Market Size & Potential

CoAssets addresses the Funding Gap of \$1-5M

Where Crowdfunding Fits on the Funding Lifecycle

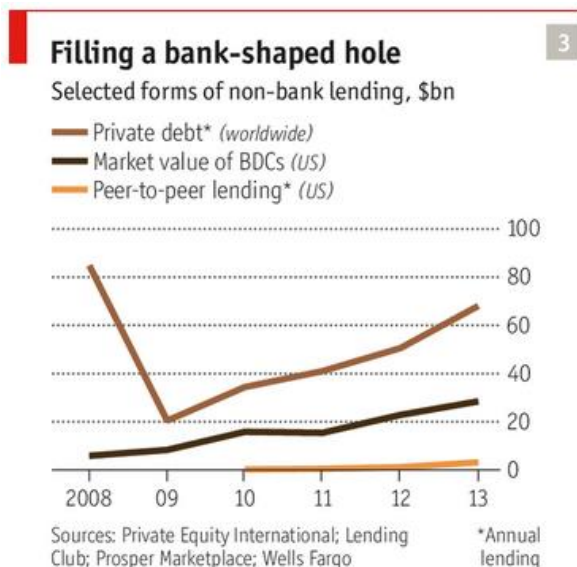


Market Size & Potential

The Real Estate Pie – US\$20B

Private Debt Worldwide ~US\$70B

Lending Club funded ~ US\$1B



<http://www.economist.com/news/special-report/21601625-without-banks-baggage-shadow-banks-find-it-easier-oblige-customers-we-try-harder>

Private Debt Worldwide ~US\$70B Projected Small Scale Real Estate Debt ~US\$20B

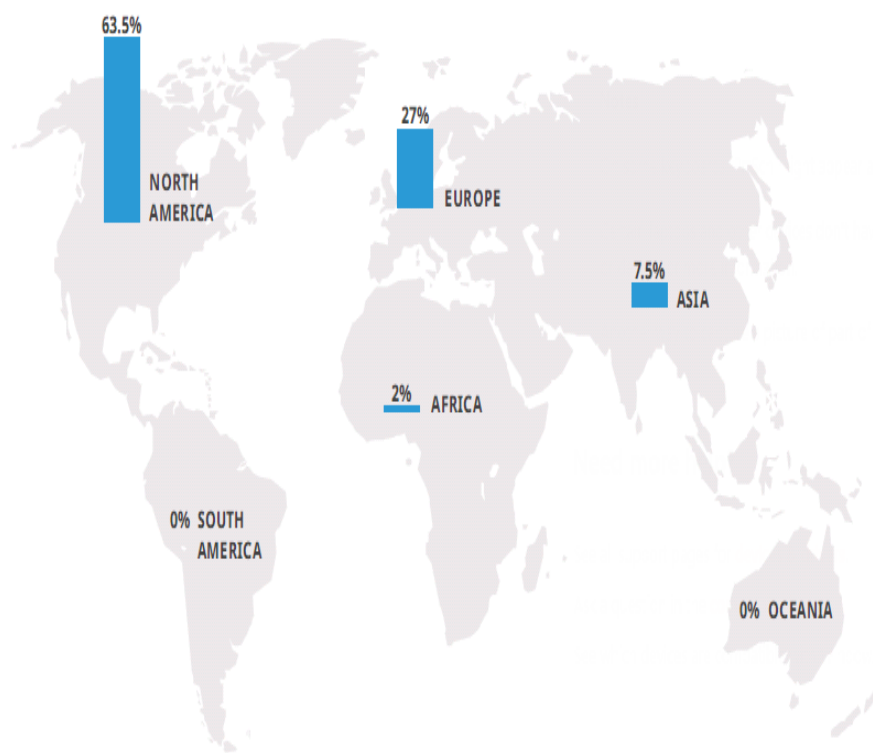


- Untapped Small-scale Developers (< US\$5M) market is ~30% of Whole Private Debt Market Worldwide
- REAL ESTATE is the optimal beach-head for crowdfunding segment

Market Size & Potential

Real Estate Crowdfunding

- CoAssets is amongst the top 20 platforms on real estate crowdfunding



REAL ESTATE CFPs WORLDWIDE 85
(as of December 2014)

Rank	CFP	Lending	Equity	Royalty	Hybrid	Volume Range	Country
1	Lendinvest	✓				> \$250m	UK
2	Prodigy Networks	✓	✓			> \$125m	US
3	Wearecrowdfunding		✓			> \$50m	US
4	Groundbreaker	✓	✓		✓	\$25m- < \$50m	US
5	Realcrowd	✓	✓			\$25m- < \$50m	US
6	RealtyMogul	✓	✓			\$25m- < \$50m	US
7	Sofi	✓				\$25m- < \$50m	US
8	Money360	✓				\$25m- < \$50m	US
9	CrowdMason	✓	✓		✓	\$25m- < \$50m	US
10	Wealth Migrate		✓	✓	✓	\$20m- < \$25m	US
11	Diversy Fund	✓	✓	✓	✓	\$20m- < \$25m	US
12	AssetAvenue	✓				\$15m- < \$20m	US
13	EarlyShares	✓	✓			\$15m- < \$20m	US
14	iFunding	✓	✓			\$15m- < \$20m	US
15	Fundrise	✓			✓	\$15m- < \$20m	US
16	Patch of Land	✓				\$10m- < \$15m	US
17	Crowdbaron	✓	✓			\$10m- < \$15m	Hong Kong
18	CoAssets	✓	✓	✓	✓	\$5m- < \$10m	Singapore
19	CrowdStreet	✓	✓		✓	\$5m- < \$10m	US
20	Sindeo	✓				\$5m- < \$10m	US

CoAssets Business

CoAssets Business Models

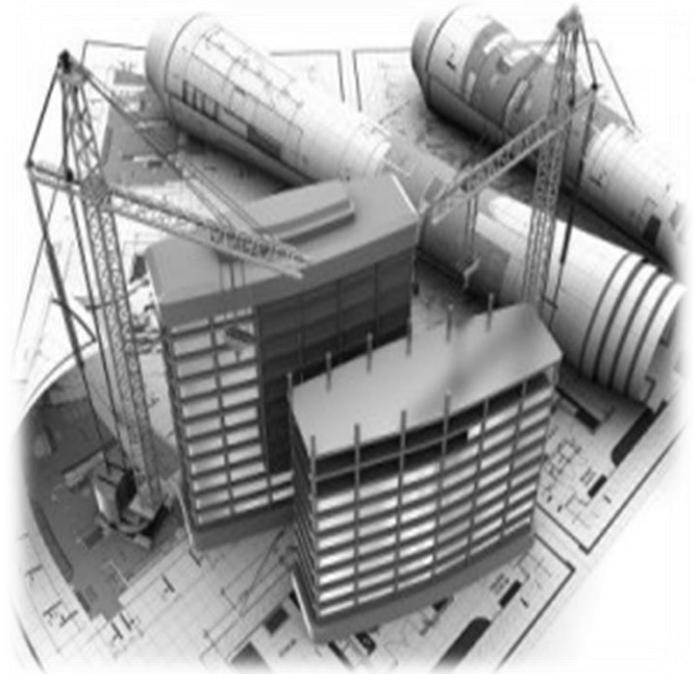
Co-Purchase

Group buy units – but
individually owned



Co-Develop

Loan to real estate
developer



CoAssets Business

Problem & Solution

Traditional Real Estate funding is a cumbersome process

Standardize & streamline real estate crowdfunding

Seeking Out Investors

For small/mid size developers, getting investors is time-consuming and limited by their personal networks

Aggregate Investors

Reduce barrier for developers by aggregating investors and generating qualified leads

Legal Due Diligence

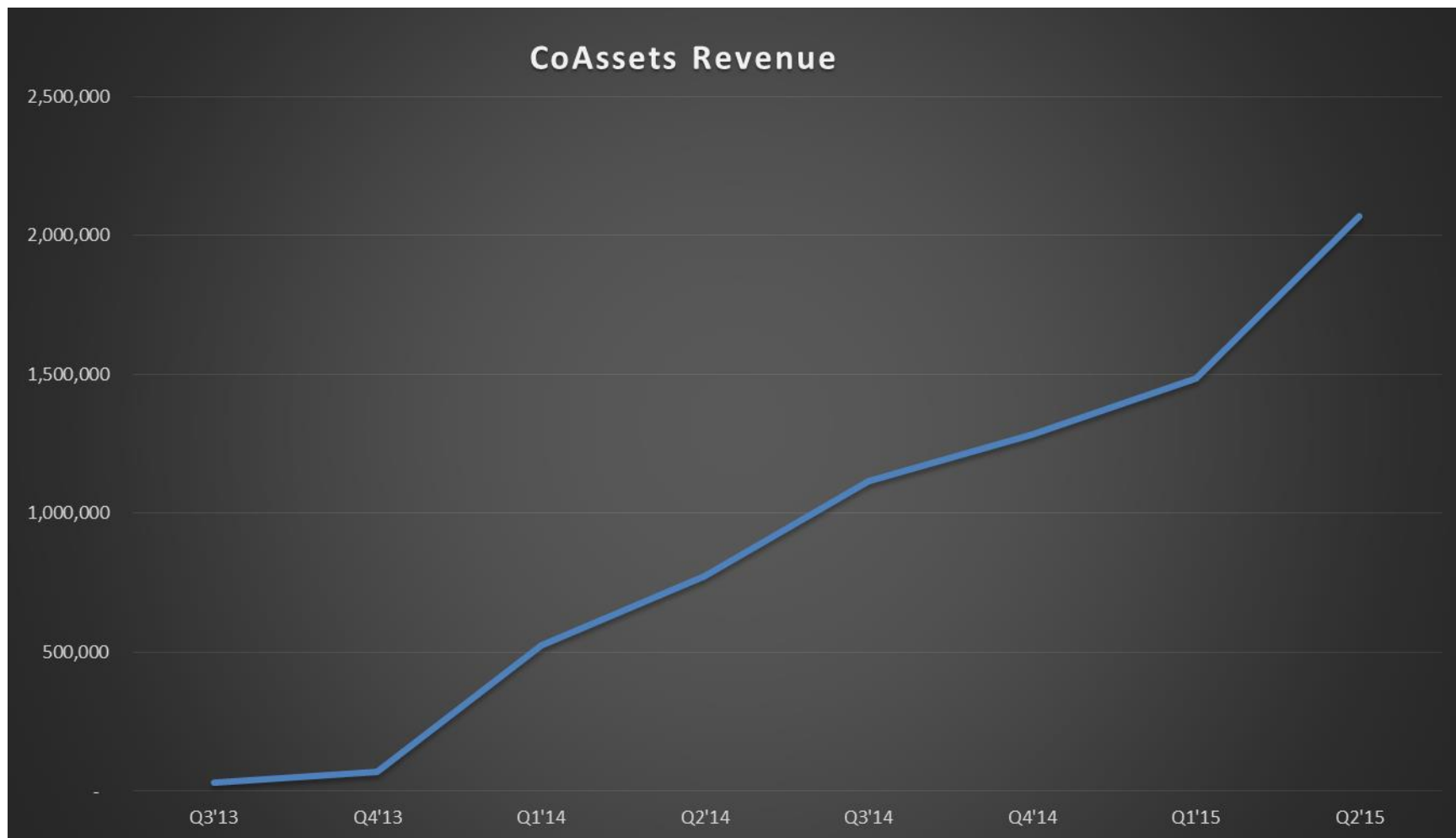
Current approach requires legal due diligence by individual participating in the deal

Standardized Processes

Remove complexity and cumbersome of funding by standardizing legal and funding processes

CoAssets Business

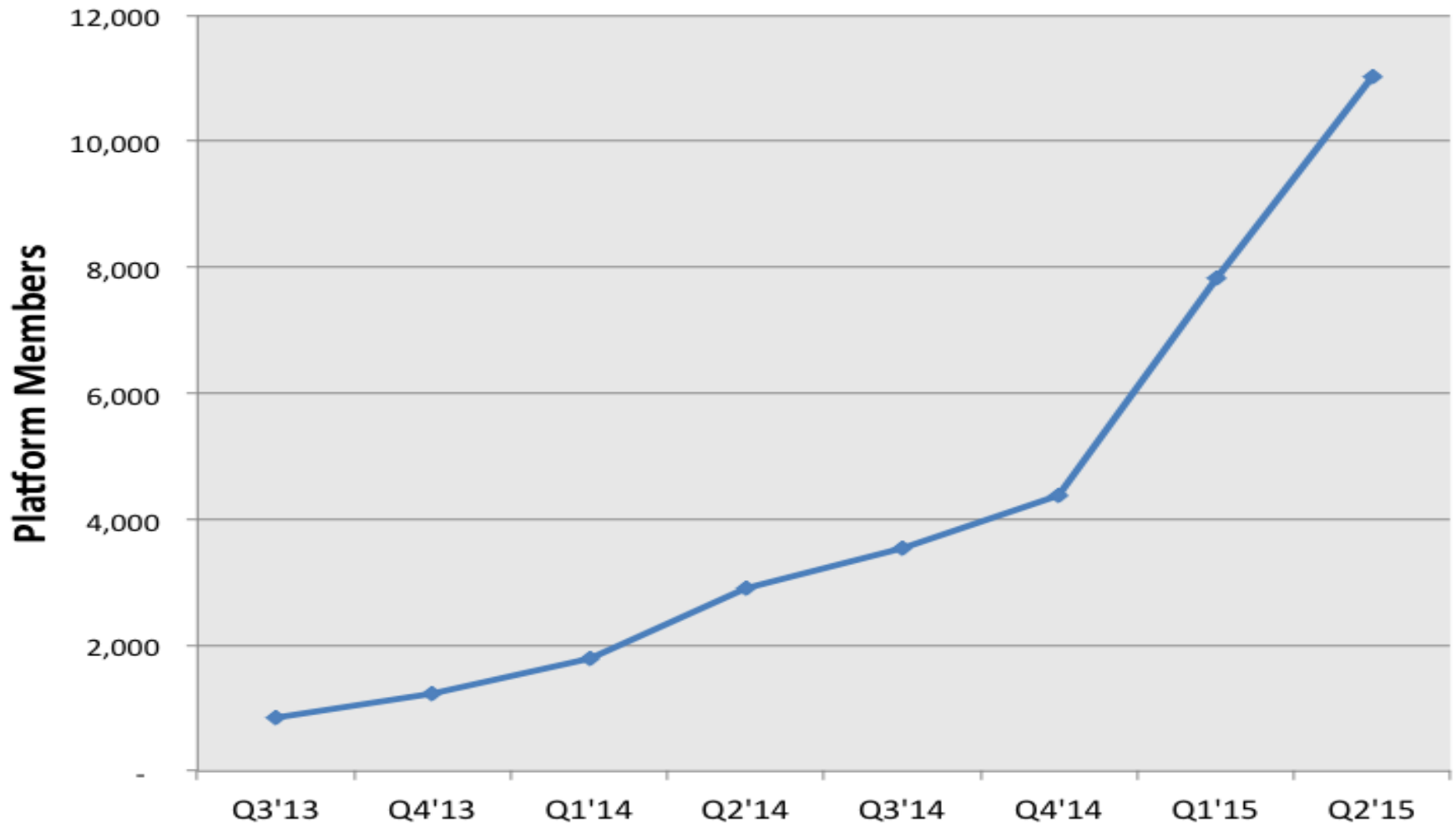
Revenue growth: 69% YoY



Note: Figures represented in SGD; 2015FY figures are management numbers and subject to audit

CoAssets Business

Growth in Registered Users



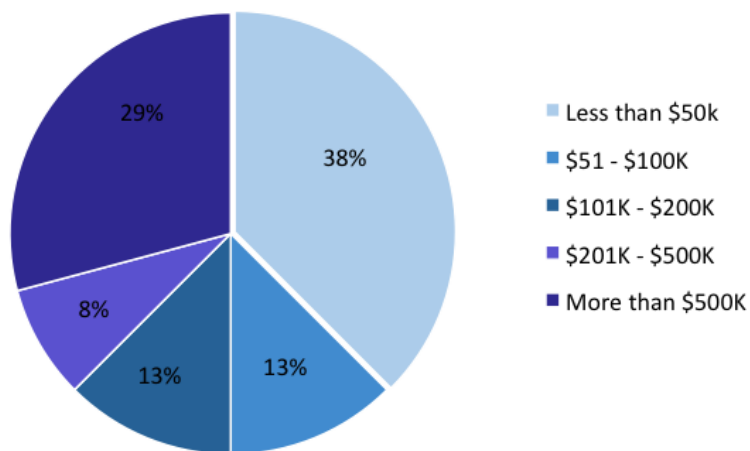
CoAssets Business

Customer Profile

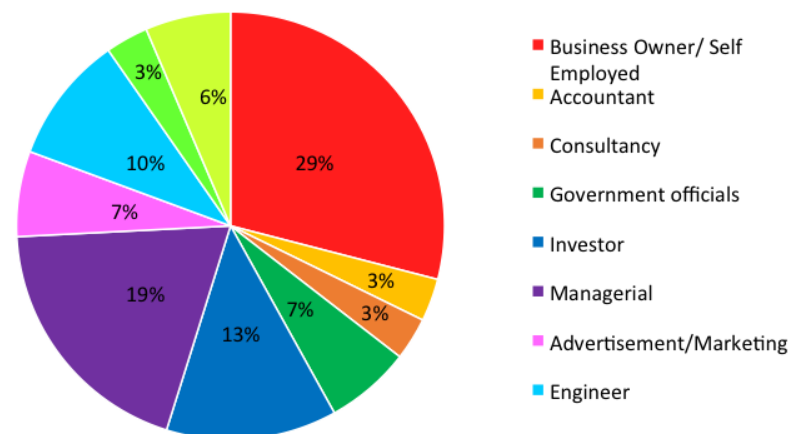
- ▣ Our typical customer profile:
 - ▣ Professional – understand risk-rewards
 - ▣ With at least \$30,000 to invest

CoAssets Profile

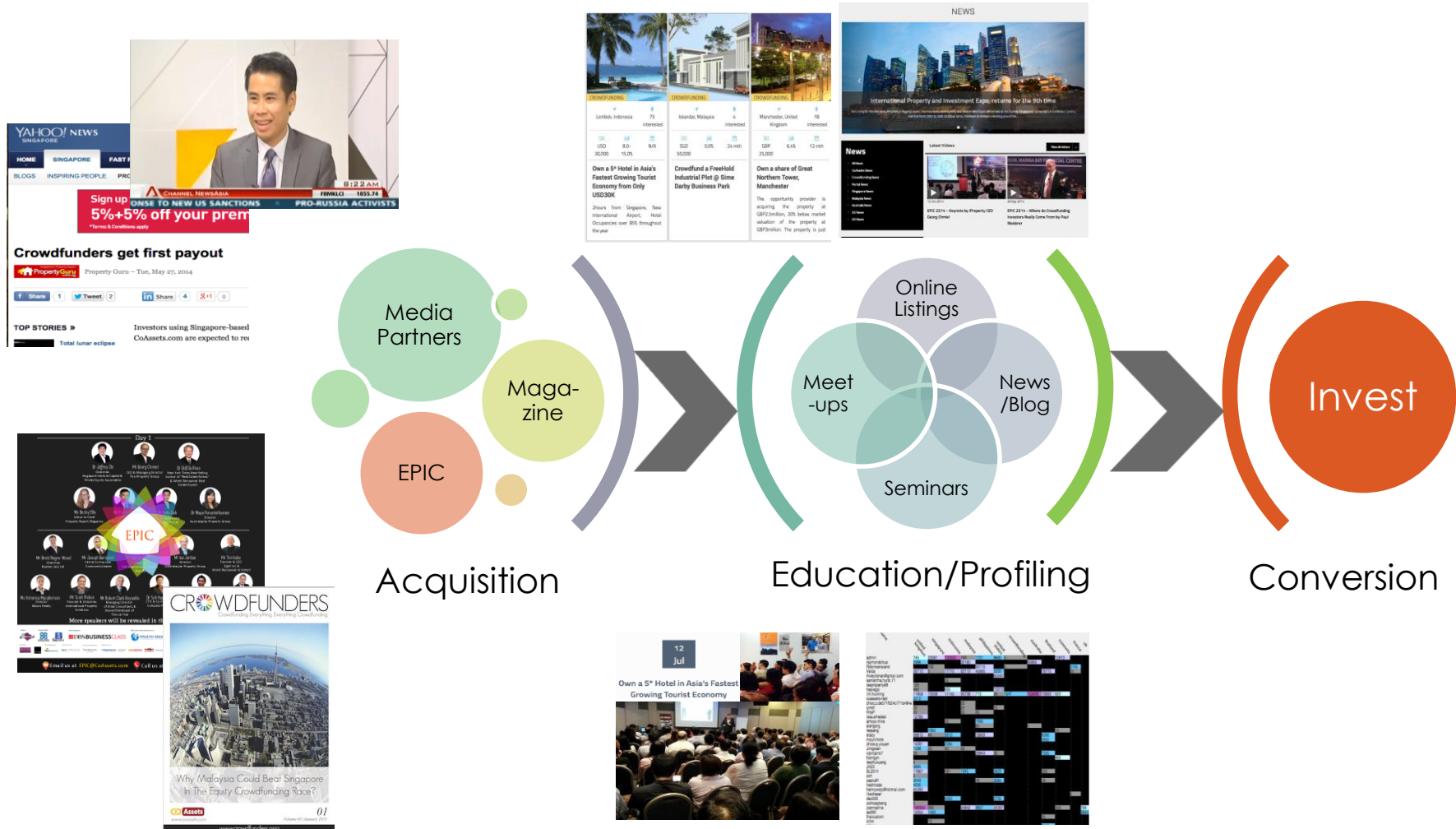
Amount available for investment



Occupation

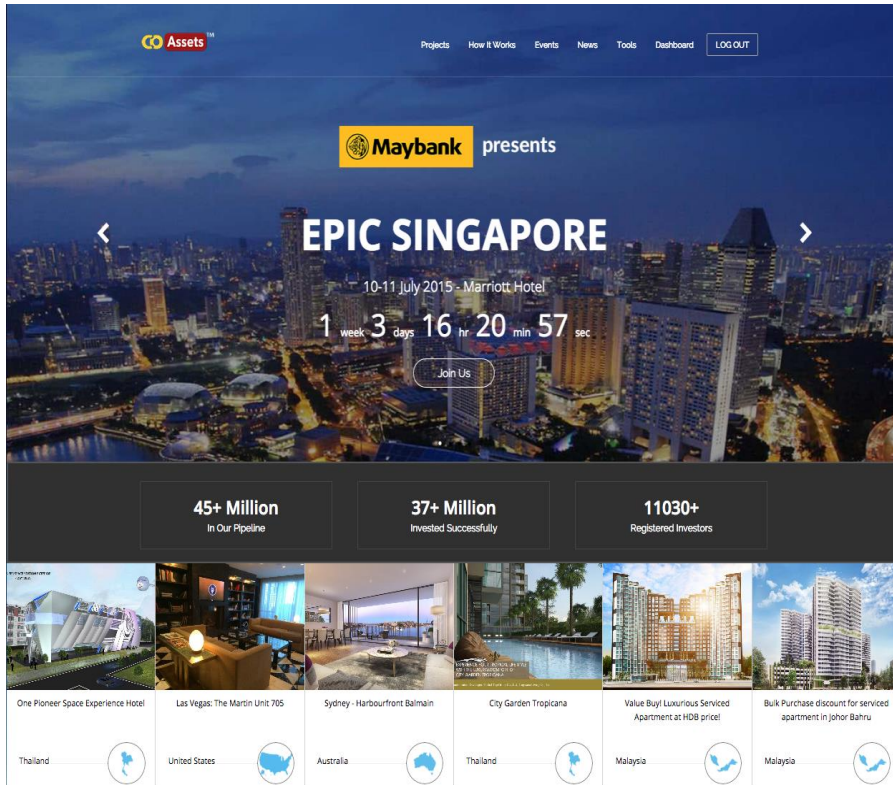


CoAssets Business Deal Funneling



CoAssets Business

The CoAssets Platform



The screenshot shows the CoAssets Business website. At the top, the CoAssets logo is on the left, and navigation links for Projects, How It Works, Events, News, Tools, Dashboard, and LOG OUT are on the right. A Maybank logo with the word 'presents' is prominently displayed. The main banner features a night cityscape of Singapore with the text 'EPIC SINGAPORE' and '10-11 July 2015 - Marriott Hotel'. Below this, a countdown timer shows '1 week 3 days 16 hr 20 min 57 sec' and a 'Join Us' button. Three statistics are shown in a row: '45+ Million In Our Pipeline', '37+ Million Invested Successfully', and '11030+ Registered Investors'. The bottom section displays a grid of six property images with their respective locations and descriptions: One Pioneer Space Experience Hotel (Thailand), Las Vegas: The Martin Unit 705 (United States), Sydney - Harbourfront Balmain (Australia), City Garden Tropicana (Thailand), Value Buy! Luxurious Serviced Apartment at HDB price! (Malaysia), and Bulk Purchase discount for serviced apartment in Johor Bahru (Malaysia).

CoAssets

Projects How It Works Events News Tools Dashboard LOG OUT

Maybank presents

EPIC SINGAPORE

10-11 July 2015 - Marriott Hotel

1 week 3 days 16 hr 20 min 57 sec

Join Us

45+ Million
In Our Pipeline

37+ Million
Invested Successfully

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One Pioneer Space Experience Hotel
Thailand

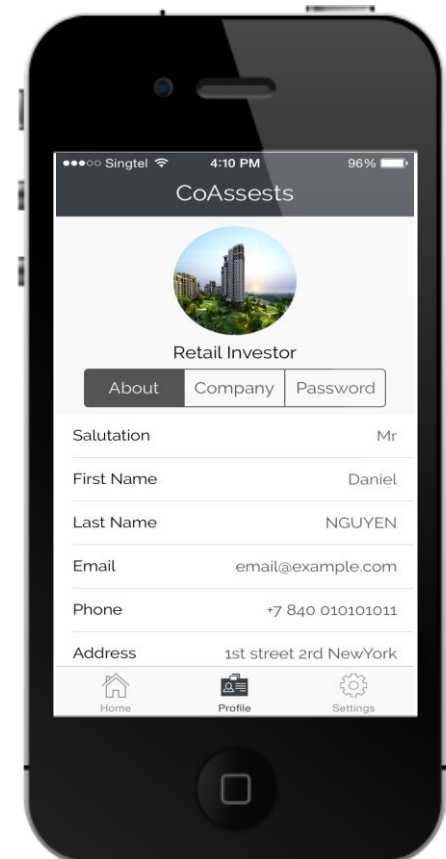
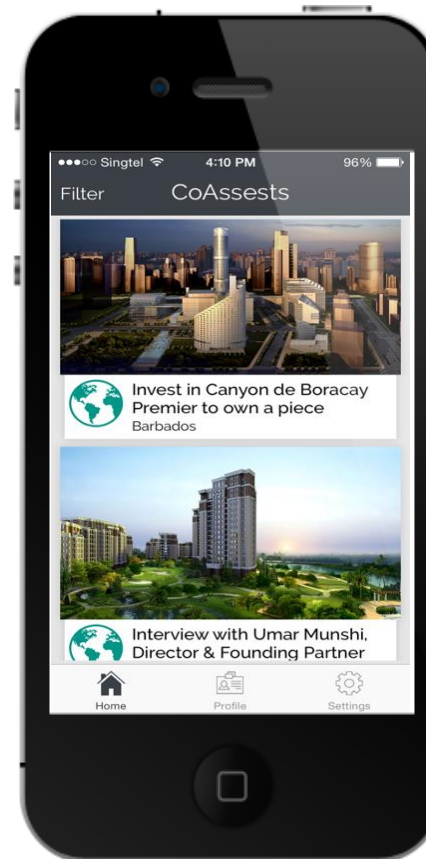
Las Vegas: The Martin Unit 705
United States

Sydney - Harbourfront Balmain
Australia

City Garden Tropicana
Thailand

Value Buy! Luxurious Serviced
Apartment at HDB price!
Malaysia

Bulk Purchase discount for serviced
apartment in Johor Bahru
Malaysia



Conclusion

Competitive Advantages

	CoAssets
First-Mover Advantages and Traction	<ul style="list-style-type: none">▣ 11,000+ Users▣ 60 Opportunity Providers (11 countries - AU, NZ, UK, US, CD, MY, ID, JP, PH, TH, VN)▣ S\$37M+ invested
Channels and Partners	<ul style="list-style-type: none">▣ Partnerships (PropertyGuru, iProperty, Homebuyers/Crowdfunders, Property Report, Success Resources, PRISM, Starfish, Property Insight, Property Life, Luxury Properties)▣ Media Channels (Channel News Asia, Yahoo Finance/News, ST)▣ EPIC organized by CoAssets
Industry Relationships	<ul style="list-style-type: none">▣ Real Estate Industry Players (HSR, DWG, SLP, PRISM, IEA, MIEA, Mastery Asia)▣ Regular Panelist (SMART Expo, IEA, SCCC)

Conclusion

Completed Projects

OPPORTUNITIES



46 Listed Projects
16 Completed Projects

INVESTORS



11,000 Users
>100 Invested

\$625,000 ave funding size
\$25,000 ave revenue

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