



# CoAssets Ltd (CAX)

November 2015

Southeast Asia's Fastest Growing Crowdfunding Platform

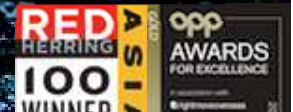
Our Brands

**CROWDFUNDERS**  
Crowdfunding Everything. Everything Crowdfunding.

**CROWDFUNDERS**  
Crowdfunding Everything. *Life* Everything Crowdfunding.



EXPO FOR  
PROPERTY, INVESTING &  
CROWDFUNDING  
From business markets to wealthier communities



# Disclaimer

This presentation has been produced by CoAssets Limited (CoAssets) and may contain forward looking statements that are based on Management's current expectations, beliefs and assumptions and are subject to a number of risks and uncertainties. Forward looking statements contained in this presentation are not guarantees of future performance and involve risks and uncertainties that are difficult to predict, and are based upon assumptions as to future events that may not prove accurate. Therefore, the actual outcomes and results may differ from those described.

In any forward-looking statement in which CoAssets expresses an expectation or belief such expectation or belief is expressed in good faith and believed to have a reasonable basis, but there can be no assurance that the statement or expectation or belief will result or be achieved or accomplished. We are not under any duty to update forward-looking statements unless required to by law. This investor presentation is not an offer of securities, and does not form part of any prospectus that has or may be issued. CoAssets and its directors, employees, associates, affiliates and agents, make no:

- Representations or warranties, expressed or implied, in relationship to this presentation or the accuracy, reliability or completeness of any information in it or the performance of CoAssets; and
- Accept no responsibility for the accuracy or completeness of this presentation.

This presentation is intended to provide background information only and does not constitute or form an offer of securities or a solicitation or invitation to buy or apply for securities, nor it or any part of it form the basis of, or be relied upon in any connection with any contracts or commitment whatsoever. The information in this presentation does not take into account the objectives, financial situation or particular needs of any person. Nothing in this presentation constitutes investment, legal, tax or other advice.

This presentation does not, nor does it purport to, contain all the information prospective investors in CoAssets would desire or require in reaching an investment decision.

To the maximum extent permitted by law, none of CoAssets, their officers, directors, employees, associates, affiliates or agents, nor any other person accepts any liability for any loss, claim, damages, costs or expenses of any nature (whether foreseeable or not), including, without limitation, any liability arising from fault or negligence on the part of any of them or any other person, for any loss arising from the use of this presentation or its content or otherwise arising in connection with it or any errors or omissions in it.

The distribution of this presentation in jurisdictions outside of Australia may be restricted by law. This presentation has not been filed, lodged, registered or approved in any jurisdiction and recipients of this presentation should keep themselves informed of and comply with and observe all applicable legal and regulatory requirements. In Australia, this presentation is made only to sophisticated or professional investors under the Corporations Act, but it may be released on the NSX.

# Who We Are and How We Earn Revenue

- ❑ **CoAssets Limited (NSX:CAX) was officially launched in Singapore in July 2013**
- ❑ **First crowdfunding platform** to list in Australia (June 2015)
- ❑ **Number one real estate crowdfunding** platform in Asia – also a web-based real estate education, research, advertising platform
- ❑ Addressing the **\$1-5m funding gap**
- ❑ **Interactive platform** facilitating connections between developers and property investors to co-invest in real estate projects
- ❑ CoAssets receives **3-5%** of total funds raised by developers



NSX	CAX
Shares on issue	~139 million
Held by Management	~60%
Market capitalisation	~\$36 million
Share Price	\$0.26
Cash 31/10/2015	\$1.8 million

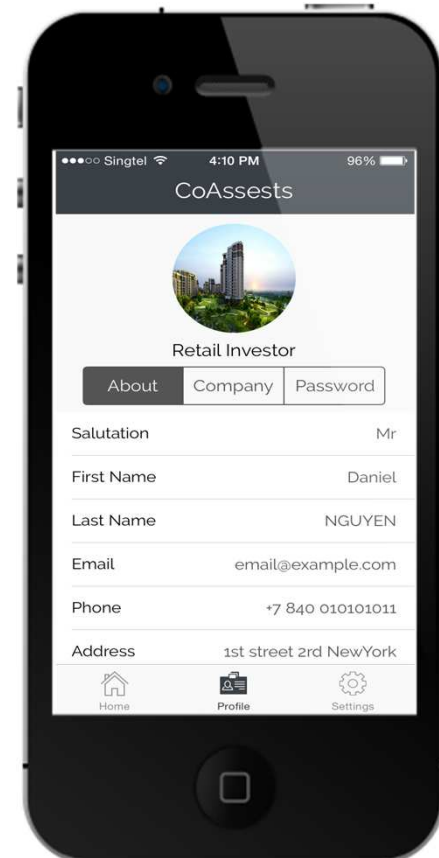
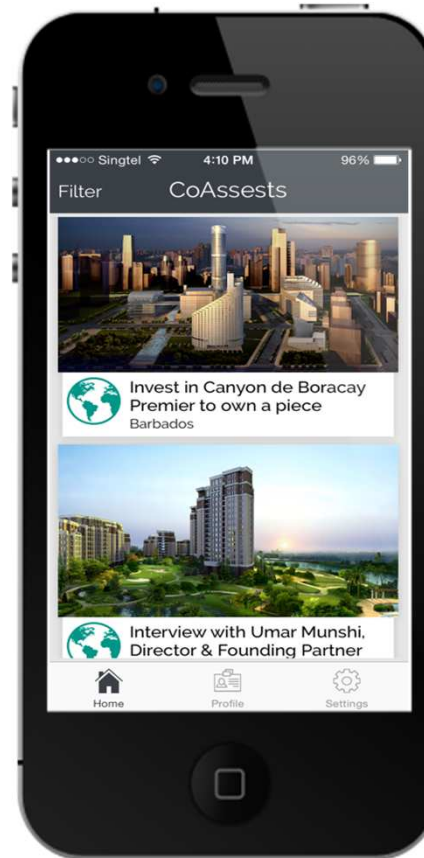
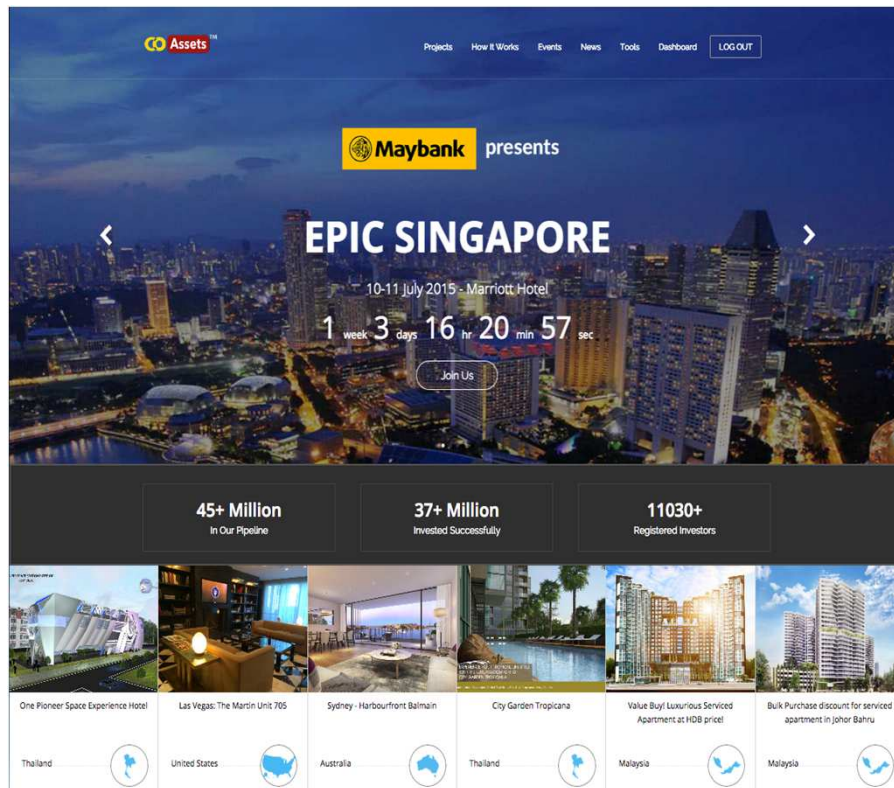
# 2015 highlights

	<b>FY 2015</b> (10 months to 30 June)	<b>FY 2014</b> (14 months to 31 Oct)	<b>% change</b>
Revenue	S\$1,126,295	S\$681,597	<b>+65%</b>
Loss for the period <sup>1</sup>	S\$38,288	S\$19,602	+95%
New Registered users	11,000	4,000	<b>+175%</b>
Funding completed	\$16m	\$10m	+60%

- ❑ CoAssets has experienced a pick-up in both revenue and registered users in the September quarter
- ❑ Raised \$1.7m via placement at \$0.20 in October 2015

<sup>1</sup> 2015 loss includes a one off cost of \$129,967 associated with NSX listing

# The CoAssets Platform





# 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 repays with interest

- Fundrise
- iFunding

# Real Estate Crowdfunding

## Why is it a Growing Sector?

“Real estate crowdfunding provides investors with some of the benefits of both direct and REIT investments”

	Low Minimum Investment	Low Transaction Costs	Ability to Easily Diversify	Transparent Investment	Control of Investment
Directly Held Real Estate				X	X
REIT's	X	X			
Real Estate Crowdfunding	X	X	X	X	X

“Crowdfunding for real estate is expected to become a US\$90 billion market in the next 10 years”

Source: Intelligent Partnership “Real Estate Crowdfunding: Alternative Finance Sector Report” (2014)

# Real Estate Crowdfunding Platforms

## Where we Sit

- ❑ **Fundrise:** 60,000+ users; raised US\$31m in 2014, led by Chinese social media giant Renren
  - ❑ **LendInvest:** £22m raised in June 2015 by Beijing Kunlun, a Chinese-listed technology company
  - ❑ **Realty Shares:** Raised US\$10m from Menlo Ventures in April 2015
  - ❑ **Property Partner:** A\$10m funding round in March 2015 led by Index Ventures
- 
- ❑ **CoAssets is the number 1** real estate crowdfunding platform in SE Asia and in the top 20 globally
  - ❑ Registered user base and funds raised for real estate development comparable to Fundrise at the time of its equity raise<sup>1</sup>

1. Ref: *Real Estate Crowdfunding Grows Up Fast For Investors*, [www.investors.com](http://www.investors.com)



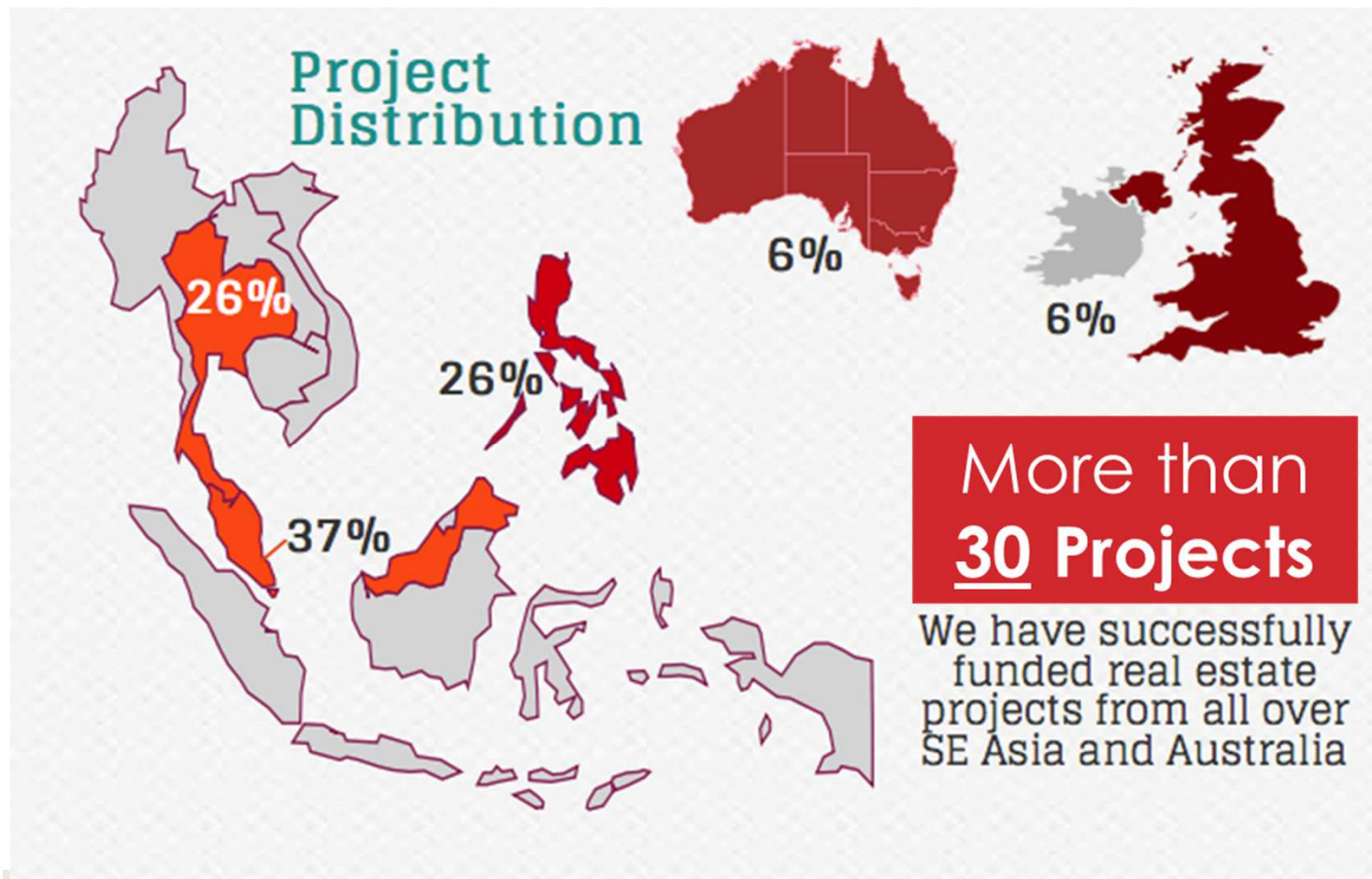
# Successful Track Record

Since April 2013 CoAssets has:

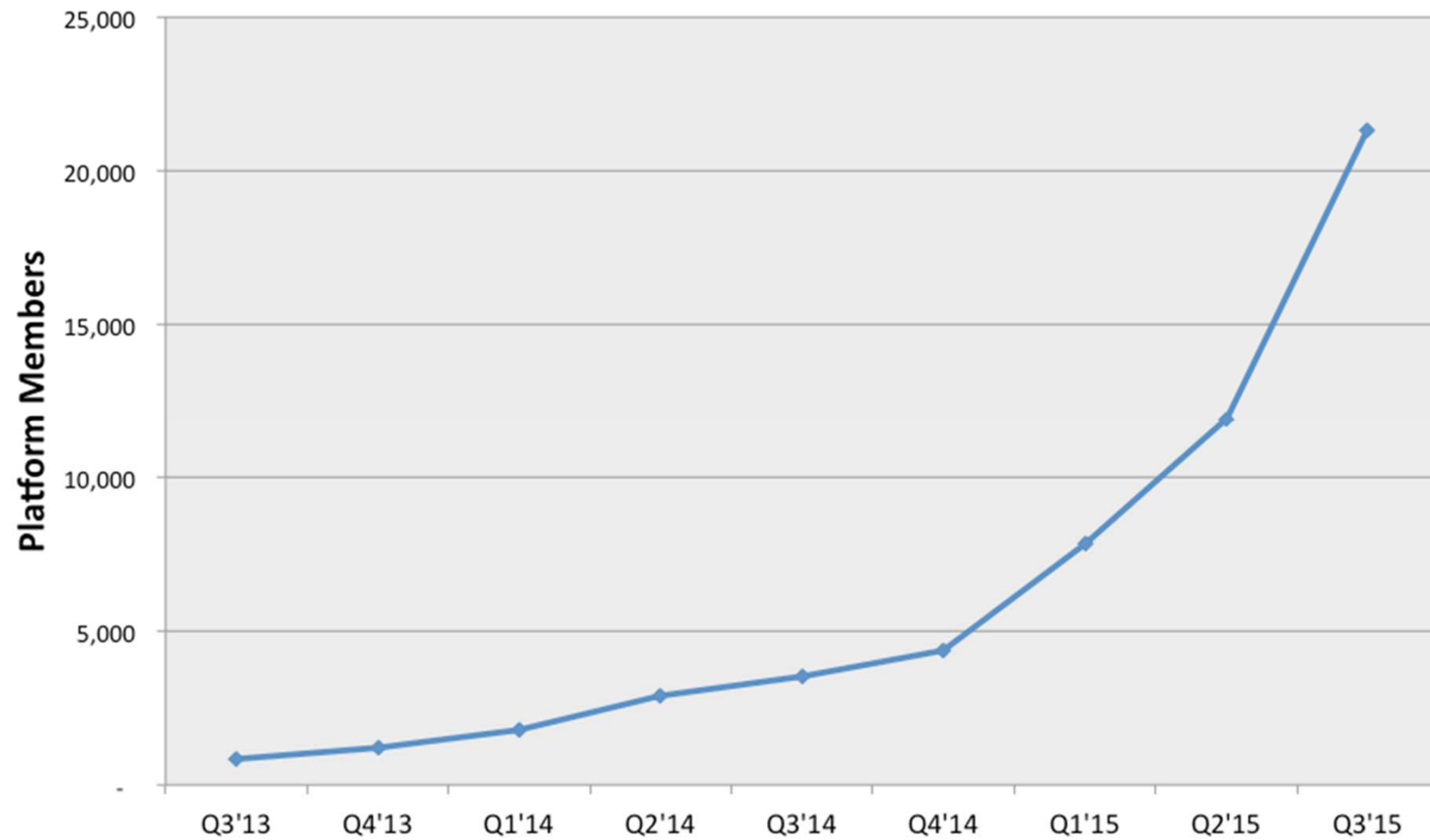
- ❑ Grown its registered **user base from 200 to 21,000+**
- ❑ **60 property developers** on board from 11 countries
- ❑ Enabled the raising of **S\$39 million in funding** for real estate development
- ❑ Assisted in the successful completion of **30 real estate deals** throughout south-east Asia
- ❑ Created its own '**EPIC**' events (Expo for Property Investing & Crowdfunding) – more than **900 attendees and S\$8million+ worth of crowdfunded property deals** are now in the pipeline as a result of the Expo

# Project funding – Global reach

**S\$39million** in successful deals done via the website



# Growth in Registered Users

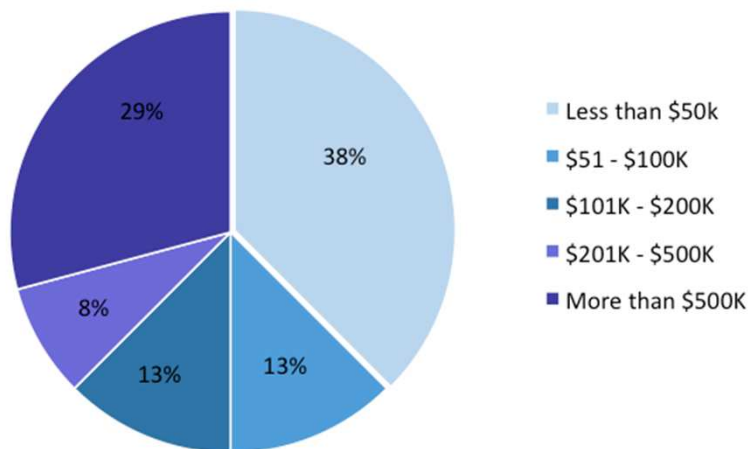


# Customer Profile

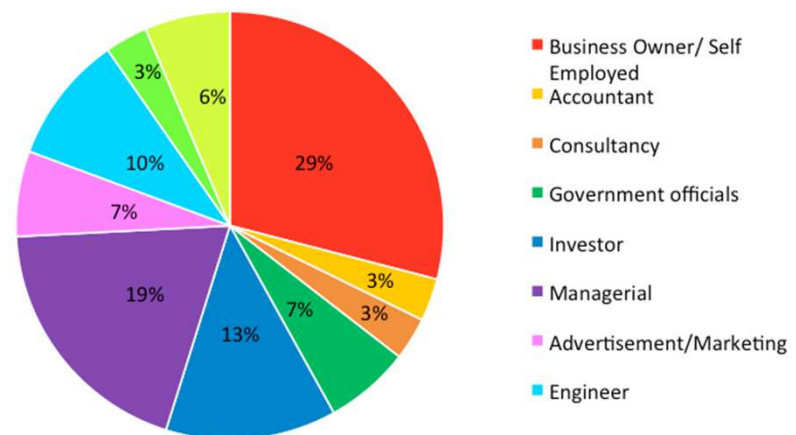
- Our typical customer profile:
  - Professional – understand risk-rewards
  - With at least \$30,000 to invest
  - Invests in multiple deals, and repeat user of the platform

## CoAssets Profile

Amount available for investment



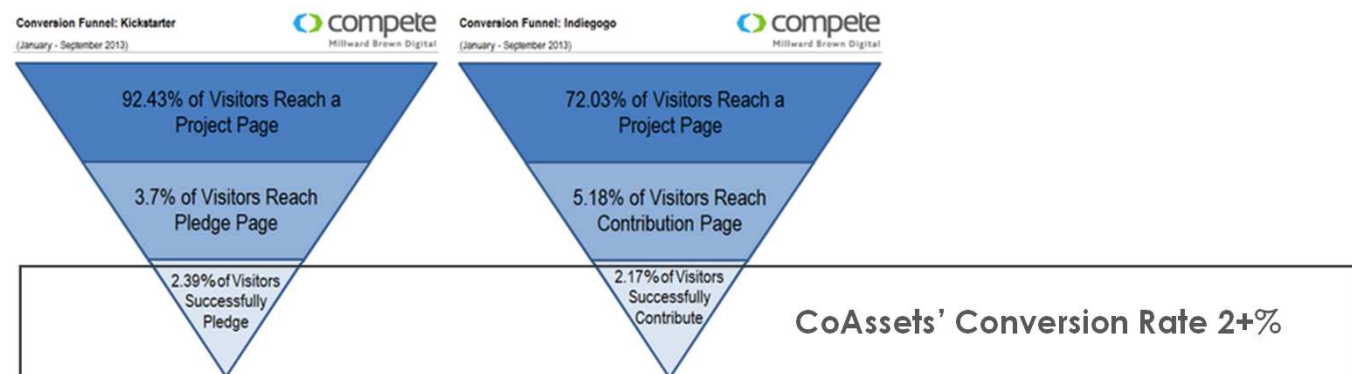
Occupation



# The Platform is Reliable

- ❑ Registered user to investor conversion of **2+%**, in line with industry players such as Indiegogo and Kickstarter
- ❑ 30% of investors back 2 or more projects
- ❑ ~25% of listed opportunities receiving funding
- ❑ ~25% of property developers who have raised funds from the platform return for funding for subsequent deals

## Taking a look at crowdfunding conversion funnels



# Where to From Here?

- ❑ CoAssets is expanding the platform throughout the region
  - ❑ Initially in Indonesia, targeting growth in real estate development as well as the sophisticated middle-class
  - ❑ Joint Venture in Indonesia announced with Java Land Pte
  - ❑ Australia and China provide considerable growth potential
  
- ❑ CoAssets aims to remain the most trusted and utilised real estate crowdfunding platform within ASEAN & APAC
  - ❑ Strong data security, due diligence and fraud protection underpin this aim – user growth and adoption relies on credibility and trust in the platform. Making the platform accessible via App/mobile



# Property crowdfunding in Australia

- ❑ CoAssets sees the Australian market as a key element of its ASEAN+ expansion
- ❑ Turnbull Government appears supportive of crowdfunding in Australia
  - ❑ Recent comments from the Hon Christopher Pyne (Minister for Industry, Innovation and Science) suggesting approval of debt based crowdfunding to be sped up with changes likely in coming months
- ❑ CoAssets strategy for growth in Australia
  - ❑ Relationships with property developers and industry players
  - ❑ Potential EPIC event earmarked for Melbourne, early 2016
- ❑ In the process of securing an ASFL license to expand crowdfunding business in Australia
  - ❑ Target to undertake first project in early 2016 (funded by retail and sophisticated investors)

---

# Key Investment Highlights

- ❑ **First-mover advantage:** CoAssets is Southeast Asia's leading real estate crowdfunding website. 23,000+ users and S\$39m invested
  - ❑ Giving property developers ("Opportunity Providers") a **new source of capital**
  - ❑ Excellent **growth in users and revenue**
  - ❑ Key **industry presence** through **channels and partners:** 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
-

# Board & Management



## Getty Goh – CEO

Getty holds both a Bachelor in Building Science and a Masters of Real Estate from National University of Singapore. Before founding CoAssets, Getty founded Ascendant Assets Pte Ltd in 2008, a real estate research firm providing research and reports to Singapore realtors and property portals.



## Huankiat Seh – CTO

Dr Seh is a co-founder of CoAssets. He holds a Bachelor's degree from Imperial College London and a PhD from Massachusetts Institute of Technology. Before working on CoAssets, he worked at Intel for 6 years, managing suppliers in Japan and Taiwan.



## Nicholas Ong – Non-executive Chairman

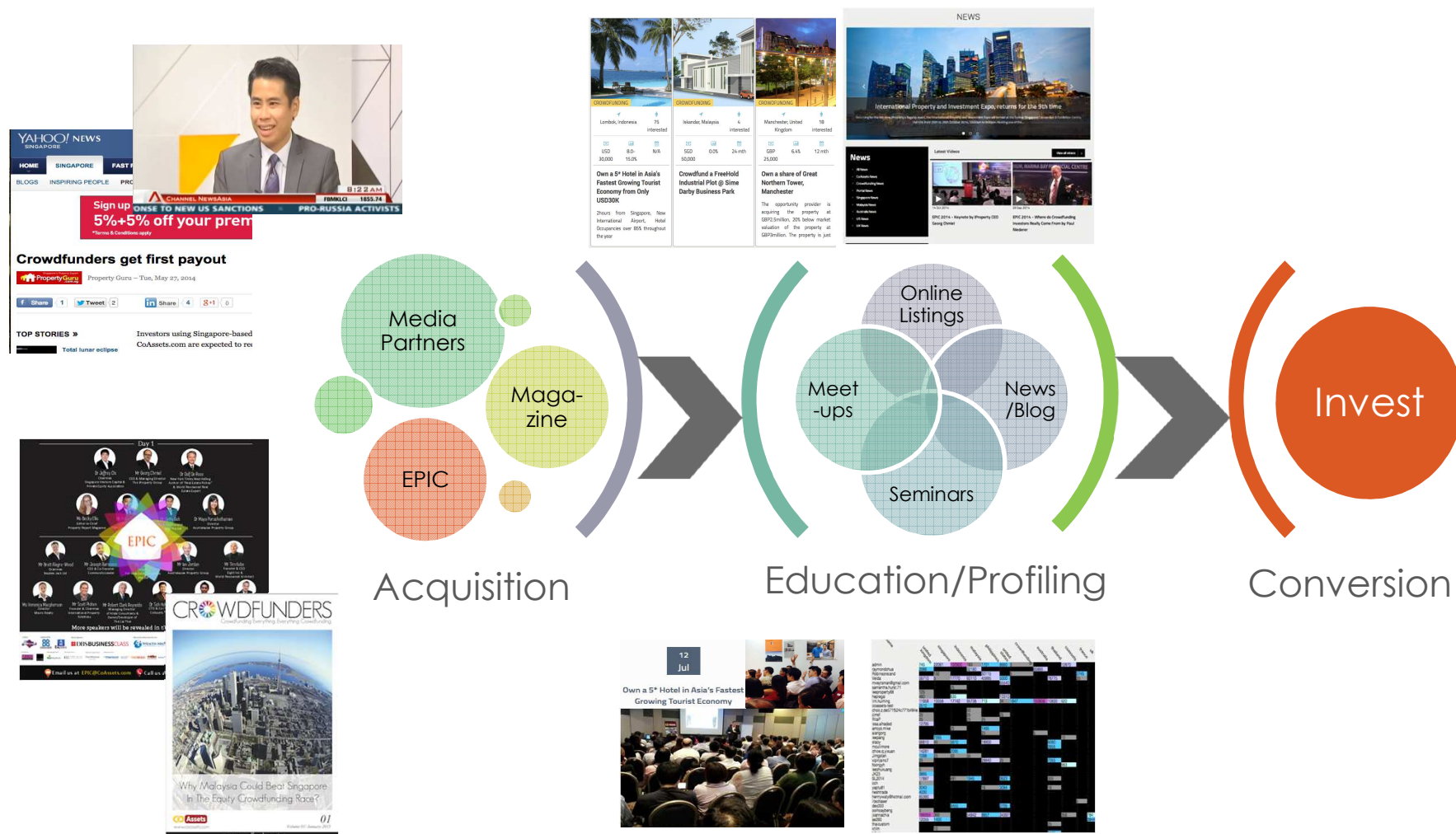
Nicholas was a Principal Adviser at the Australian Securities Exchange in Perth and brings eleven years' experience in listing rules compliance and corporate governance. Nicholas is a member of the Governance Institute of Australia and holds a BCom, and an MBA from the University of Western Australia.



## Dan Smith – Non-executive Director

Dan is a member of the Governance Institute of Australia with a background in finance. He has primary and secondary capital markets expertise, having been involved in a number of IPOs and capital raisings. Dan is also a director of Minerva Corporate, a private corporate consulting firm.

# Deal Funneling



---

# Contact

## **Singapore (Head Office)**

Getty Goh or Huankiat Seh

Suntec Tower One #18-03B, 7 Temasek Blvd, Singapore 038987

+65 6532 7008

## **Australia (Corporate Office)**

Dan Smith or Nicholas Ong

Office J, Level 2, 1139 Hay Street West Perth, Western Australia

+61 8 9486 4036