



CoAssets Ltd (CAX)

Strong growth and first profit with Half Year Results

March 2016

Southeast Asia's Fastest Growing Crowdfunding Platform

Our Brands



EXPO FOR
PROPERTY, INVESTING &
CROWDFUNDING



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About CoAssets (NSX:CAX)

- ❑ Launched in Singapore in July 2013
- ❑ Listed on the NSX in Australia in July 2015
- ❑ CoAssets runs one of Southeast Asia's largest real estate and business crowdfunding platforms
- ❑ Addressing the \$1-5 million funding gap
- ❑ CoAssets receives 3-5% of total funds raised by developers and businesses
- ❑ Number one real estate crowdfunding platform in Asia

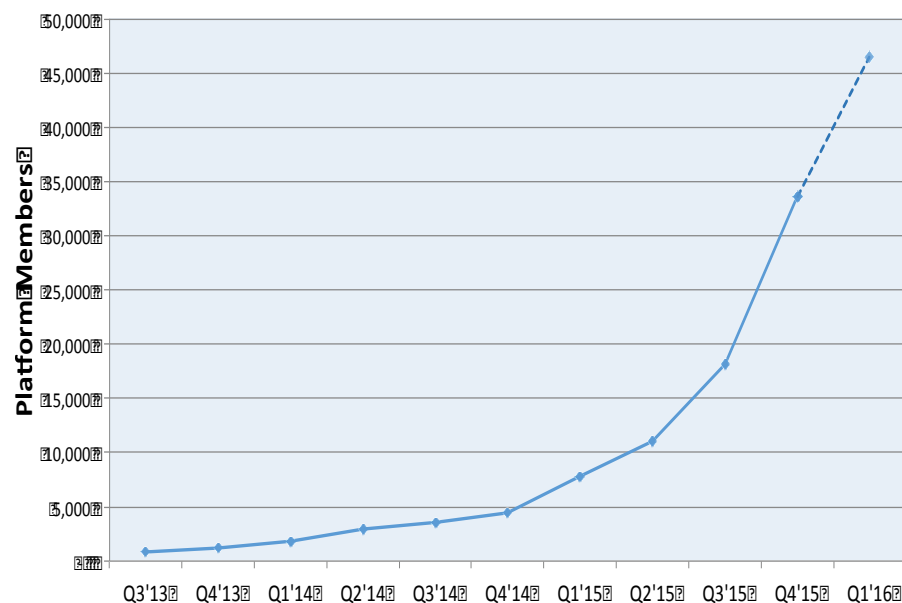


NSX	CAX
Shares on issue	~150 million
Held by Management	~55%
Market capitalisation	~\$66 million
Share Price	\$0.44
Cash as at 29 Feb 2016	~\$3 million

Successful Track Record

Since April 2013 the CoAssets platform has:

- ❑ Grown its registered **user base from 200 to 44,000+**
- ❑ Attracted **60 property developers** on board from 11 countries
- ❑ Enabled the raising of **S\$44 million in funding** for real estate development
- ❑ Facilitated the completion of **30 real estate deals and 20 business deals** throughout Southeast Asia
- ❑ Created its own '**EPIC**' events (Expo for Property Investing & Crowdfunding) – more than **900 attendees and S\$8million+ worth of crowd funded property deals** in the pipeline as a result of **one** single EPIC event



Growth in CoAssets user base from 2013Q3 to 2016Q1

Why invest in CoAssets?

❑ **Market leader**

- ❑ CoAssets is one of Southeast Asia's leading real estate and business crowdfunding platforms
- ❑ 44,400+ users and rising daily
- ❑ More than S\$44m in successfully funded deals done via the site since launch in 2013

❑ **Growth sector**

- ❑ Real estate crowdfunding expected to become a US\$90 billion market in the next 10 years¹
- ❑ Peer-to-peer business lending estimated to hit US\$20bn in 2020

❑ **Strong revenue growth** underpinned by growth in users

- ❑ Revenue growth for 1H 2016 of **367%** compared to prior corresponding period

❑ **Established industry player**

- ❑ Proponent of successful industry event: EPIC Events in Singapore, Malaysia and Indonesia
- ❑ Member of Crowdfunders Asia and other industry relationships

❑ **Experienced Executive team** and Key Advisors

- ❑ Expara Ventures
- ❑ Francis Goh, Harry Elias Partnership, Singapore Legal Advisor
- ❑ Alexis Kokkinos, Pitcher Partners, Australian Platform Advisor
- ❑ Dr He Ruimin, Lee Kuan Yew School of Public Policy, Big Data Analytics Advisor



Assets

Financials

Half Year Results 2016

- ❑ CoAssets demonstrates strong growth and first profit with Half Year results
- ❑ **Revenue** of S\$1,972,017, a 367% increase from the prior period of S\$422,228
- ❑ **Net Profit** after Tax (NPAT) of S\$264,781
- ❑ **User growth** to 40,000, from 7,800 in the prior period
- ❑ During the period the Company raised A\$2.7m from various sophisticated and strategic investors
- ❑ CoAssets secured two key Joint Venture Agreements during the period, providing exposure to the key markets of China and Indonesia
- ❑ Expansion of the CoAssets platform into SME business crowdfunding

Half Year Highlights

	HY 2016 (Audited)	HY 2015 (1/9/14 to 28/2/15 - unaudited)	% change
Revenue	S\$1,972,017	S\$422,228	+367%
Profit/Loss for the period	S\$264,781	(\$39,557)	NA
Registered users	40,000	7,800	+412%

CoAssets revenue model

- ❑ CoAssets receives 3-5% of the funds raised by businesses (using its platform)
- ❑ Other revenue:
 - ❑ From developers / SMEs
 - ❑ Premium Advertising on CoAssets
 - ❑ Micro-site for Customer Relationship Management
 - ❑ Event organising services
 - ❑ Event sponsorship (at major events like EPIC)
 - ❑ Booth spaces at our events
 - ❑ Electronic direct mailer blast
 - ❑ Interactive tools
- ❑ JV Agreements:
 - ❑ JV Company in China pays CoAssets an annual licence fee of the higher of S\$50,000 or 15% of NPAT
 - ❑ JV Company in Indonesia also pays an annual license fee of the higher of S\$50,000 or 15% of NPAT



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About crowdfunding



What is crowdfunding?

- ❑ Crowdfunding began as an online extension of financing from family and friends
- ❑ It is now a well used funding source in the developed world
 - ❑ More than \$10bn in crowdfunding raised globally in 2014
 - ❑ Property crowdfunding is one of the fastest growing segments
- ❑ There are various models of crowdfunding platforms, each with different risk profile, these include:
 - ❑ Equity (investors become owners in the company raising funds)
 - ❑ Debt (investors lend to company in return for interest)
 - ❑ Co-investment model (investors collectively investing in a property / business by forming a syndicate)
 - ❑ **Facilitation Platform** (platforms allowing developers and businesses to list investment opportunities online and access a large pool of willing investors. Doesn't hold investor funds directly but simply provides the platform)
- ❑ The majority of crowdfunding platforms are based in the US, followed by the UK and Canada
- ❑ CoAssets enjoys a first mover advantage in Asia-Pacific

Projects Listing

Filter Projects

All Projects

Bulk Purchase

Crowdfunding

Pre-sales



CoAssets Platform



The Skyline

The Skyline is a very rare freehold mixed-use development strategically located in the Central Business District of Phnom Penh, Cambodia. Invest into the rising economy of Cambodia and take advantage of the strengthening property market today!



Avira by E&O

Investment opportunity that is in partnership with Khazanah Nasional Berhad & Temasek Holdings (Private) Limited.



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Receive 10% P.A returns by crowdfunding Gene Oasis - a health and beauty products manufacturer!



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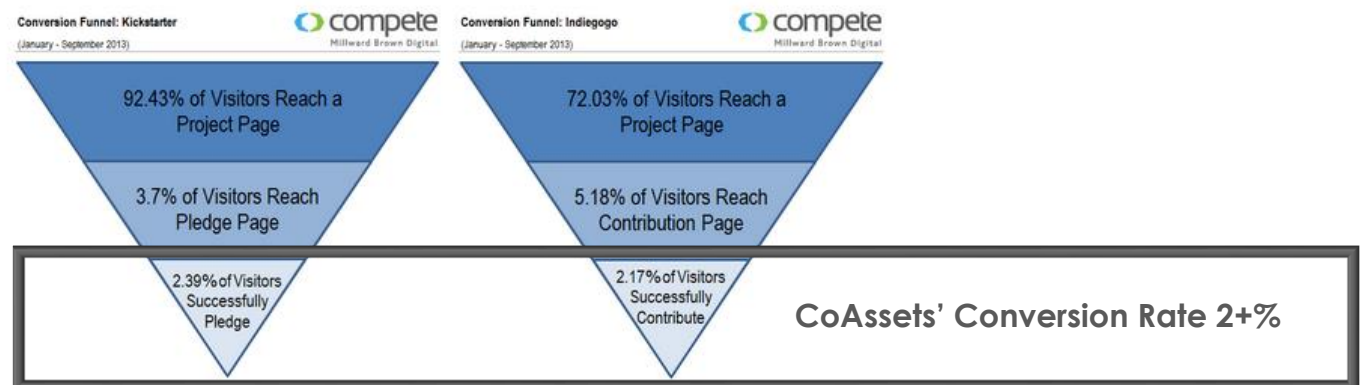
The CoAssets platform

- ❑ Our “facilitation platform” platform specialises in debt crowdfunding, primarily real estate, and now in relation to SMEs
- ❑ On the real estate front we connect funders with borrowers seeking finance (we don't hold investor funds directly but simply **provide the platform**)
- ❑ Our funders **are not** buying a direct property, units in a REIT or debt/equity in a property development
- ❑ What our funders do:
 - ❑ Buy part of a **debt instrument**, similar to a promissory note
 - ❑ Funds go towards the agreed property development/ or business need
 - ❑ The funder receives a targeted **fixed interest rate payment and principal** from the borrower to service the loan over a fixed term, typically 7 – 15%
 - ❑ The interest is paid as per the agreed repayment terms; and the principal is paid at the end of the agreed term (typically 1 year)
- ❑ Opportunity Providers (“OP’s”) determine the funding amount, length of debt and interest rate and then the investors choose whether they will invest
 - ❑ Our platform allows developers or SME's to list investment opportunities online to gauge investors' interest and raise funding
 - ❑ OP's are typically seeking to raise \$100k - \$3m

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



The platform is scalable

- ❑ Started with real estate vertical and now we are moving into **SME business crowdfunding**
- ❑ Initial P2P deal successfully funded in January 2016 with Jun Cheng Foods Co to crowdfund their store fit outs (funding raised of S\$407,000)
- ❑ All Australian resident investors will soon be able to invest in real estate or Small and Medium Enterprise (SME) debt instruments
- ❑ Our platform supports different types of verticals and in the future we could expand into other offerings (equity etc.)

Types of projects

- ❑ To date, the projects listed on the CoAssets platform are **debt based** crowdfund investing deals
- ❑ Projects located throughout Southeast Asia including Malaysia, Thailand, Singapore, Philippines, Australia, the UK and China
- ❑ CoAssets has recently expanded beyond real estate crowdfunding into SME business crowdfunding, and will soon start operations in Australia, with the debt based model remaining unchanged

Investors using CoAssets platform

❑ Our typical investor profile:

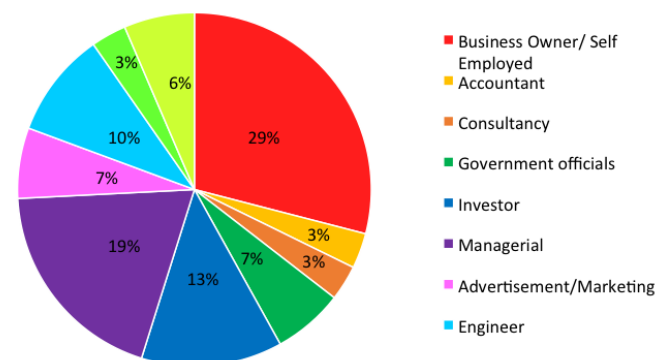
- ❑ Professional
- ❑ At least S\$30,000 to invest
- ❑ Invests in multiple deals, and repeat user of the platform

❑ Why choose CoAssets?

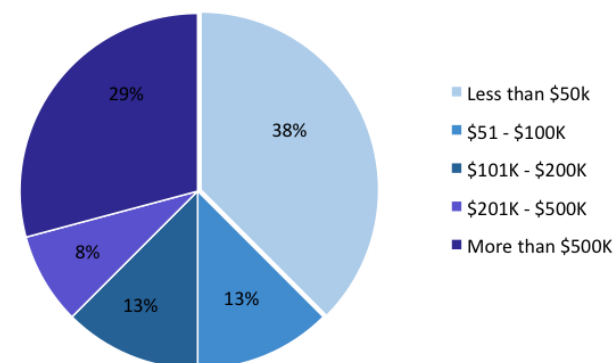
- ❑ Known targeted investment return
- ❑ Avoid share market risk
- ❑ Relatively low minimum investment of S\$1,000
- ❑ Ability to diversify across several properties
- ❑ Search for higher than average targeted returns inline with risk appetite, typically **between 7-19% p.a, average 14.25%**
- ❑ Diversification from mainstream financial assets
- ❑ Traditionally lower transaction costs, avoiding stamp duty, management fees etc

Typical investor profile

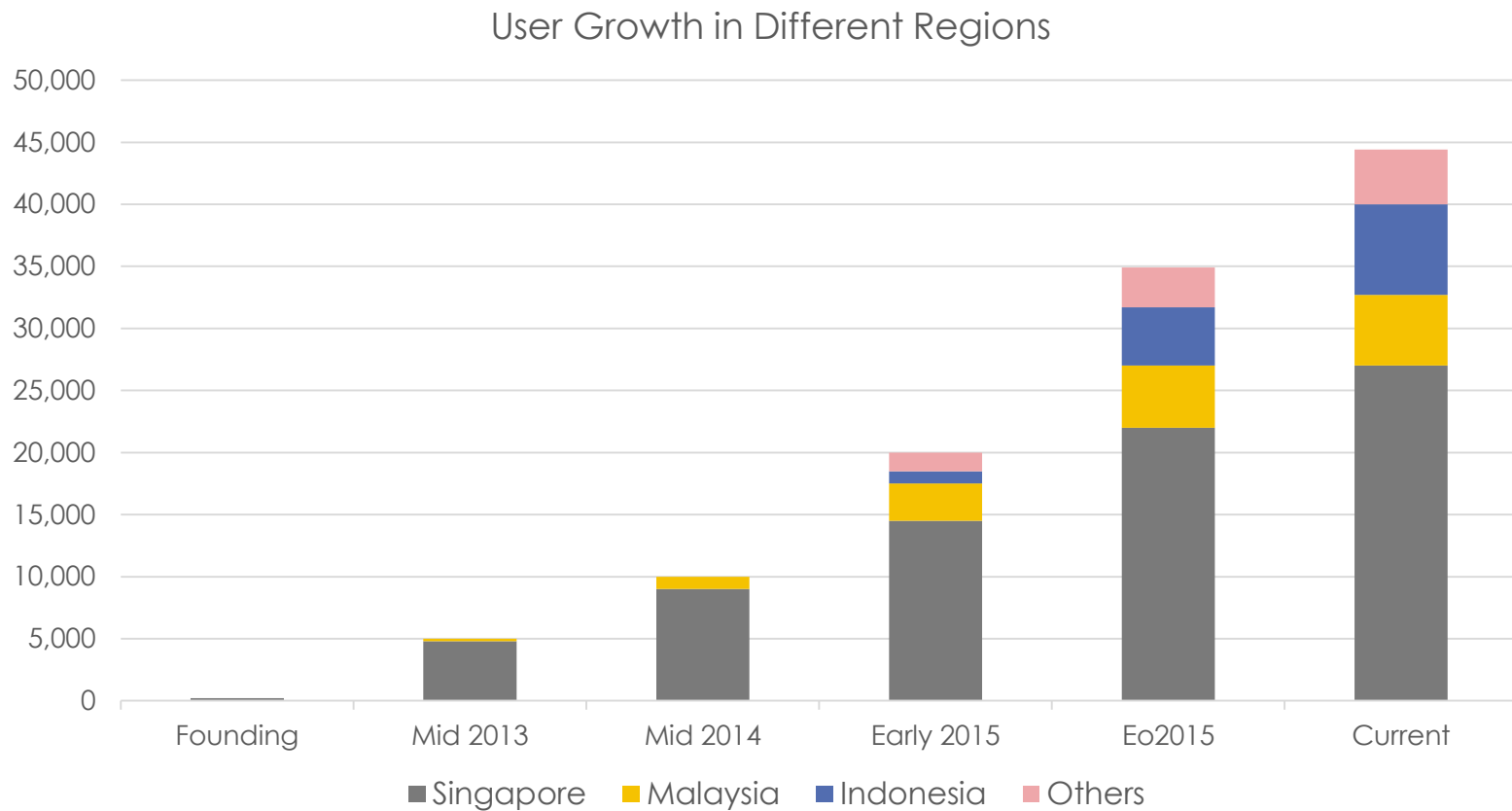
Occupation



Amount available for investment



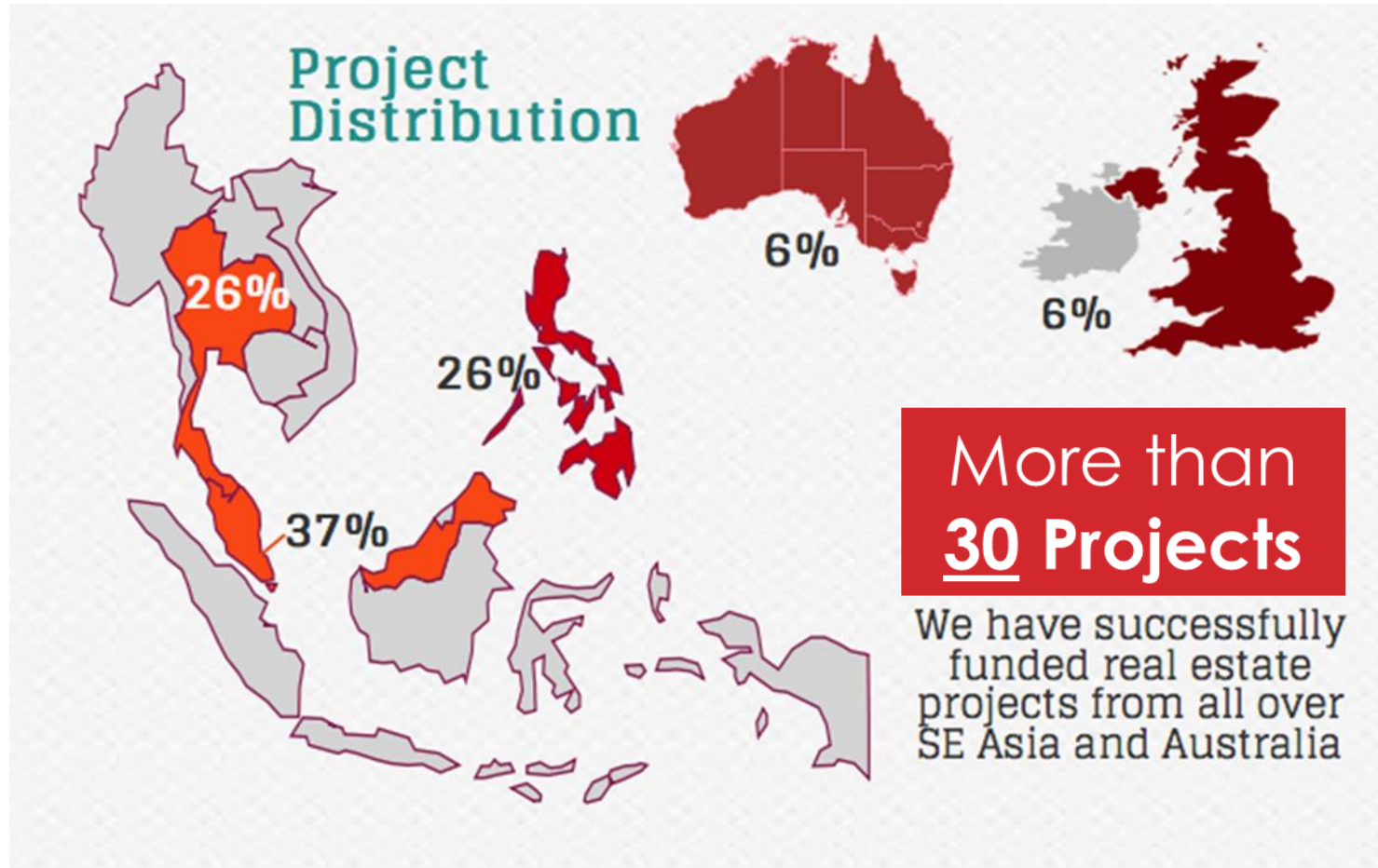
User growth in different regions



Developers using CoAssets platform

- ❑ Developers are attracted to CoAssets' crowdfunding platform:
 - ❑ Access to new source of capital
 - ❑ Competitive rates
 - ❑ Access funds quickly (typically less than 30 days)
- ❑ Developers usually raise less than 10% of overall project value
- ❑ Developers are typically seeking to raise \$1m - \$5m
- ❑ To date we have assisted in the successful completion of 30+ real estate deals throughout south-east Asia

Project funding – Global reach



EPIC and Events

- ❑ Important part of our lead generation model – Expos give CoAssets a platform to engage local stakeholders (i.e. institutions and government entities)
- ❑ EPIC Kuala Lumpur generated S\$15m worth of deals during the event
- ❑ EPIC Surabaya received the support of East Java Investment Board and was attended by the East Java Governor
- ❑ CoAssets sponsoring Property Council of Australia's Property & Capital Market Property Series (first event in May 2016)



CoAssets CEO handing a memento to the East Java Governor during EPIC Surabaya 2015



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Real estate crowdfunding and beyond



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 but with known investment returns and lower initial investment required
- ❑ Crowdfunding for real estate is expected to become a **US\$90 billion market** in the next 10 years
- ❑ US\$5.1bn was raised through crowdfunding sites globally in 2013, this figure continues to rise
- ❑ Global real estate market is worth over US\$19 trillion

Why are investors choosing real estate crowdfunding?

	Low Minimum Investment	Low Transaction Costs	Ability to Easily Diversify	Transparent Investment	Control of Investment	Direct Project Exposure	Known return on investment	Market volatility
Directly Held Real Estate				X	X	X		
REIT's	X	X	X	X				X
Real Estate Crowdfunding	X	X	X	X	X	X (equity only)	X	

Real Estate Crowdfunding Platforms

In demand & Easy access to capital

- ❑ **Fundrise:** 60,000+ users; raised A\$41.5m (US\$31m) in 2014, led by Chinese social media giant Renren
 - ❑ **LendInvest:** A\$42m (£22m) raised in June 2015 by Beijing Kunlun, a Chinese-listed technology company
 - ❑ **Realty Shares:** Raised A\$13.4m (US\$10m) from Menlo Ventures in April 2015
 - ❑ **Property Partner:** A\$10m funding round in March 2015 led by Index Ventures
-
- ❑ **CoAssets is one of the top real estate crowdfunding platforms in Southeast Asia** and in the top 20 globally¹
 - ❑ Registered user base and funds raised for real estate development comparable to Fundrise at the time of its equity raise²

Source¹: Massolution: Crowd Powered Business. 2015CF-RE Crowdfunding for real estate

Source²: Real Estate Crowdfunding Grows Up Fast For Investors, www.investors.com

Note: All exchange rates calculated as at 10 March, 2016



Assets

Regulation

Regulation

- ❑ CoAssets is an investment crowdfunding platform which typically falls under a country's existing regulations for the issuing of equities or regulations relating to lending (rather than specific crowdfunding regulations)
- ❑ We welcome increased regulation of investment crowdfunding as we believe it further validates our business and will grow the overall market opportunity
- ❑ Crowdfunding regulation varies in different jurisdictions. Broadly speaking governments are welcoming the introduction of crowdfunding and looking towards introducing favourable regulatory regimes, for example:

Singapore

- The CoAssets business model is not currently required to be licenced by the Monetary Authority of Singapore
- The Monetary Authority of Singapore (MAS) issued a discussion paper in Feb 2015 on securities based crowdfunding
- Paper discussed the promotion of crowdfunding and relaxation of certain conditions crowdfunding

Australia

- CoAssets will operate under an ASIC Class Order relating to business introduction services and through a corporate authorised representative appointment from Melbourne Securities Corporation Limited
- The Government has introduced legislation to encourage the raising of capital through crowd sourced equity funding which is expected to come into force later in 2016

Crowdfunding in Australia

- ❑ We see the Australian market as a key element of our Asia-Pacific 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 speed up in 2016/ 2017
- ❑ CoAssets' strategy for growth in Australia
 - ❑ Relationships with property developers and industry players
 - ❑ Co-sponsorship event with Property Council of Australia in Sydney in May
 - ❑ Commence Peer to Peer business lending for SMEs
- ❑ CoAssets will operate under an ASIC Class Order relating to business introduction services and through a corporate authorised representative appointment from Melbourne Securities Corporation Ltd – with the aim of accelerating real estate crowdfunding and SME business crowdfunding in Australia
 - ❑ Operating under the ASIC Class Order and as an authorised representative of Melbourne Securities Corporation will allow the platform to be offered to all Australian residents
 - ❑ Target to undertake first Australian project in 2016

Developer selection criteria

- ❑ A real estate company must be registered as a developer, property agent or property owner to be eligible to list a development on the platform
- ❑ CoAssets does not undertake widespread due diligence on each real estate company that uses its platform but will undertake the following checks:
 - ❑ Proven track record
 - ❑ Credit check
 - ❑ Background check
 - ❑ Portfolio size
 - ❑ Funding requirement
- ❑ To date, all projects successfully funded by the platform have either continued to make interest payments, or have paid all interest and principal
- ❑ A big 4 accounting firm is working with CoAssets to develop a **Risk Assessment Model** for CoAssets to use when evaluating suitability of Opportunity Providers on the platform



What security does an investor have?

- ❑ Promissory Notes have a **maximum 1 year** term
- ❑ Investors have a **5 day cooling off period** after confirming their interest in our platform, once this has passed investors must put in their funds
- ❑ Investors receive a personal guarantee enforceable (against the borrower) under Singapore and Australian law
- ❑ In Singapore & Australia investor funds are handled via a **third party escrow service**
- ❑ In the event a borrower fails to pay, CoAssets will take a number of steps on behalf of its investors including:
 - ❑ contacting the borrower
 - ❑ hiring a debt collector
 - ❑ acting on behalf of investors who commence recovery legal proceedings
- ❑ As CoAssets is purely the facilitation platform, investors recourse is with the borrower, not CoAssets
- ❑ If the overall cost of the project unexpectedly increases it will not impact investors as the agreement is bonded by a promissory note



Case study



Assets

CoAssets case study – real estate crowdfunding

Mountbatten Lights

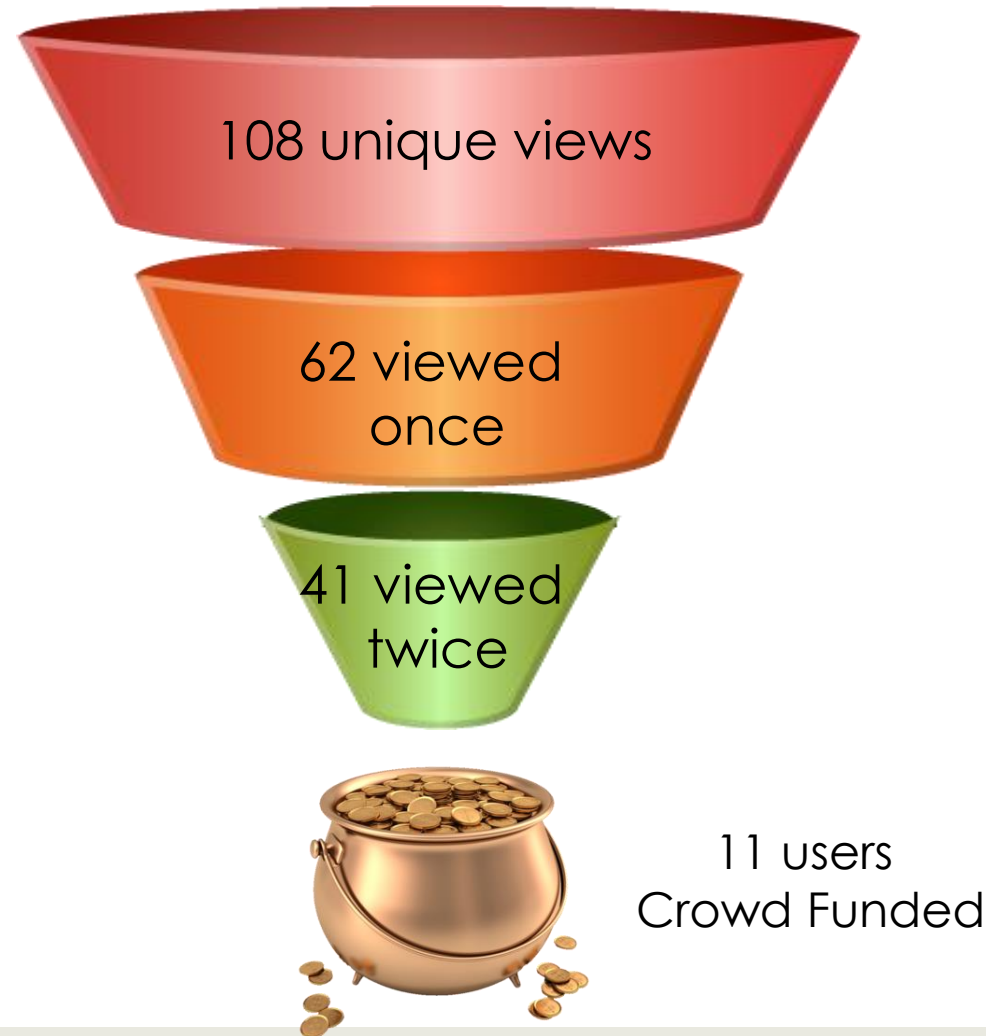
- ❑ Name of developer
 - ❑ Mountbatten Lights Pte Ltd (Singapore)
- ❑ Number of investors:
 - ❑ 99 funders (393 expressed interested / viewed the project)
- ❑ Type of project
 - ❑ A boutique cluster bungalow development on Singapore's East Coast
- ❑ Overall cost of project
 - ❑ \$14mil construction cost
 - ❑ \$33mil value of development
 - ❑ **\$500,000 crowdfunded by users of the CoAssets platform**
- ❑ Developer, Chia Quee Khee commented on his first crowdfunding experience:
 - ❑ *"I used CoAssets to understand how the crowdfunding platform works and to see if crowdfunding could be used for my other projects. The crowdfunding process is **easy to do**, and provides a **quick** avenue to raise funds."*

CoAssets case study – SME business crowdfunding

Jun Cheng Foods Co.

- ❑ Name of SME
 - ❑ Jun Cheng Foods Co. Ltd, a Chinese industry leader with interests across food and beverage services looking to crowdfund their store fit outs
- ❑ Number of Investors:
 - ❑ 11 funders (108 expressed interested / viewed the project)
- ❑ Type of project
 - ❑ SME business crowdfunding
- ❑ Overall funds raised
 - ❑ S\$243,000 raised in four days, 124% more than the initial target amount
 - ❑ Following the success of the deal, Jun Cheng decided to run a second project with a target of S\$100,000, raising S\$166,000 in just three hours of going live
 - ❑ **A total of S\$407,000 was raised under a week for the two projects**
- ❑ Details
 - ❑ Investors were attracted by the stability and predictability of the potential return on a shop fit out
 - ❑ Investors mostly based in Singapore, with Individual investments between S\$3,000 to S\$170,000
 - ❑ This is CoAssets first (and only at this stage) SME business crowdfunding venture

Big Data at work (Jun Cheng Foods Co.)





CROWDFUNDERS

Crowdfunding Everything. Everything Crowdfunding.

EXPLORE

What next for CoAssets?

2016 growth plans

- ❑ Working towards moving from NSX to **ASX Listing** in the June quarter 2016
- ❑ CoAssets is **expanding the platform** throughout the region
 - ❑ Key focus on Indonesia, targeting growth in real estate development as well as the sophisticated middle-class
 - ❑ Australia, Malaysia, China identified as key growth markets
 - ❑ Joint Ventures expected to be major revenue driver:
 - ❑ Indonesia - JV with Java Land Pte
 - ❑ China - JV with Fujian Yaosheng Zichan
- ❑ **Expanding debt funding platform** beyond real estate to SME business crowdfunding in the June quarter in Australia
- ❑ CoAssets aims to remain the **most trusted and utilised** 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
- ❑ EPIC Events
 - ❑ Important lead generation part of CoAssets' business
 - ❑ These events are a very effective driver of new investors and new developers
 - ❑ **Co-sponsorship event with Property Council of Australia in Sydney in May**



Appendix



Assets

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.



Lawrence Lim – COO

Lawrence is Chief Operating Officer, bringing extensive experience at operational and staff level, specifically with running large events. Lawrence was Singapore's Ex-Chief Artillery Officer, and has more than 24 years' experience in Human Resource Management, Operational Planning and Execution. Lawrence holds three Masters Degrees as well as an MBA from the Massachusetts Institute of Technology.



Huankiat Seh – CTO

Dr Seh is a co-founder of CoAssets. He holds a Bachelor 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.

Board & Management



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 – Executive Director & Company Secretary

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.



Jeff Chi – Non-executive Director

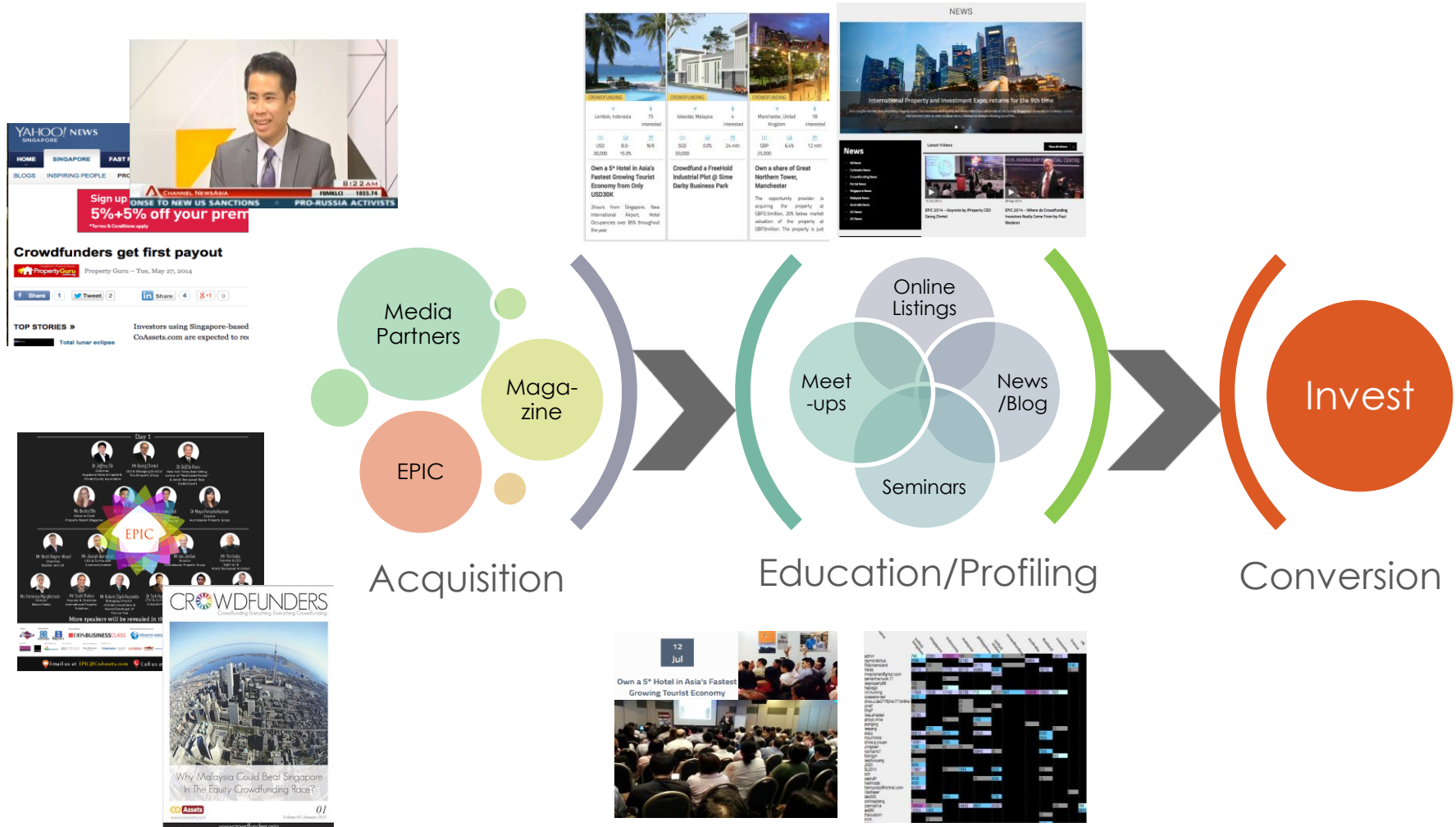
Dr Chi is a veteran in the investment and start-up space in China and South East Asia. Dr. Chi is a Managing Director of Vickers Venture Partners and Chairman of the Singapore Venture Capital & Private Equity Association. Dr. Chi is a Chartered Financial Analyst holder, and graduated from Cambridge University with 1st Class Honours in Engineering.



Chew Siang-Chee – Non-executive Director

Mr Chew brings expertise in cross border currency transactions, and is currently the Asia Treasurer of Mercuria Energy Trading S.A, and is responsible for all Treasury activities in Asia. He recently won Asia's Best Treasurer at the Corporate Treasurer Marquee Awards 2015, following his capacity to improve companies' finance and treasury operations in testing environments.

EPIC Events



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