

10 May 2016

## CoAssets presenting at 121 Tech Investment Hong Kong

Australian listed crowdfunding platform CoAssets Limited ("CoAssets" or the "Company") (NSX code: CAX), is pleased to inform shareholders that the Company will be participating and presenting at the 121 Tech Investment conference in Hong Kong, taking place on Tuesday 10<sup>th</sup> May and Wednesday 11<sup>th</sup> May.

The conference is a platform for CoAssets to meet with Hong Kong based institutional investors with an interest in the crowdfunding space.

Below is a copy of the 10 minute presentation that will be presented by the CEO, Mr Getty Goh.

-ENDS-

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### About CoAssets (NSX Code: CAX)

CoAssets ([www.coassets.com](http://www.coassets.com)) is one of South-East Asia's leading crowdfunding platforms, which is listed on the National Stock Exchange of Australia. It is not licensed and/or regulated by the Monetary Authority of Singapore. Officially launched in Singapore in July 2013, it currently has more than 49,000 registered users, and the amount successfully funded stands at more than S\$43 million (US\$30 million). The company won the Red Herring Top 100 Asia Award for 2014, as well as OPP Gold Award for Excellence and currently has offices in Australia, Malaysia and Singapore.

### CoAssets Ltd (NSX:CAX)

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# CoAssets Ltd (NSX: CAX)

Southeast Asia's Fastest Growing Crowdfunding Platform

## Our Brands



EXPO FOR  
PROPERTY, INVESTING &  
CROWDFUNDING



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# Company Highlights (NSX:CAX)

- ❑ Southeast Asia's largest and fastest growing crowdfunding platform
- ❑ Specialised in real estate and SME crowdfunding
- ❑ Aiming to facilitate cross-border investments - allowing investors anywhere to invest anywhere
- ❑ CoAssets' deals typically address \$100k to \$5 million funding gap
- ❑ Profitable, strong pipeline of deals fuelling growth and expansion
- ❑ Listed on the NSX in Australia in July 2015 and plans to list on ASX in July 2016

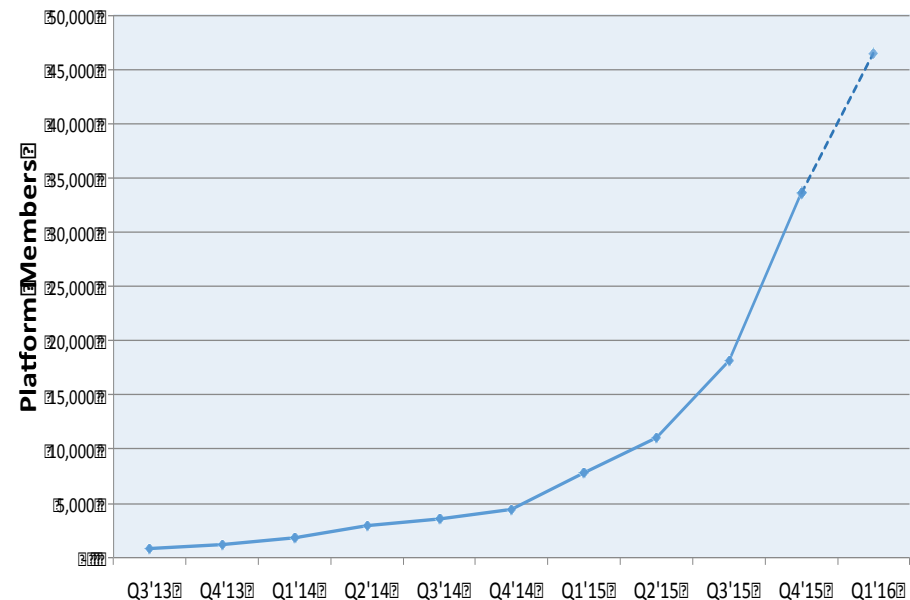


NSX	CAX
Shares on issue	~150 million
Held by Management	~55%
Market capitalisation	~A\$75 million
Share Price	A\$0.50
Cash (as at 29 Feb 16)	A\$3 million

# Market leader delivering strong growth

## Achievements since inception in April 2013

- ✓ Grown registered **user base from 200 to more than 50,000 users**
- ✓ Attracted **60 property developers** from 11 countries
- ✓ Facilitated **S\$44million worth of deals** through the platform
- ✓ Breakdown of deals: **30 real estate deals and 20 business deals** throughout Southeast Asia
- ✓ Created 'EPIC' events (Expo for Property Investing & Crowdfunding) – more than **900 attendees and S\$8million+** worth of crowdfunded property deals in the pipeline as a result of one single EPIC event



Growth in CoAssets user base from 2013Q3 to 2016Q1



# Crowdfunding is a growth sector

- ❑ Crowdfunding is a well used funding source in the developed world
- ❑ More than \$10bn in crowdfunding was raised globally in 2014
- ❑ US\$5.1bn was raised through crowdfunding sites globally in 2013, this figure continues to rise
- ❑ Crowdfunding for real estate expected to become a US\$90 billion market in the next 10 yrs



# CoAssets' global peers



- **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 crowdfunding platforms in Southeast Asia** and in the top 20 globally<sup>1</sup> for real estate crowdfunding
- Registered user base and funds raised are comparable to Fundrise at the time of its equity raise<sup>2</sup>



Source<sup>1</sup>: Massolution: Crowd Powered Business. 2015CF-RE Crowdfunding for real estate

Source<sup>2</sup>: Real Estate Crowdfunding Grows Up Fast For Investors, [www.investors.com](http://www.investors.com)

# Strong revenue growth

- ❑ CoAssets reported strong revenue growth and delivered its maiden profit at its 1H 2016 result in February 2016

	<b>HY 2016</b> (Audited)	<b>HY 2015</b> (1/9/14 to 28/2/15 - unaudited)	<b>% change</b>
Revenue	S\$1,972,017	S\$422,228	<b>+467%</b>
Profit/Loss for the period	S\$264,781	(\$39,557)	NA
Registered users	40,000	7,800	<b>+512%</b>

- ❑ Primary sources of revenue:

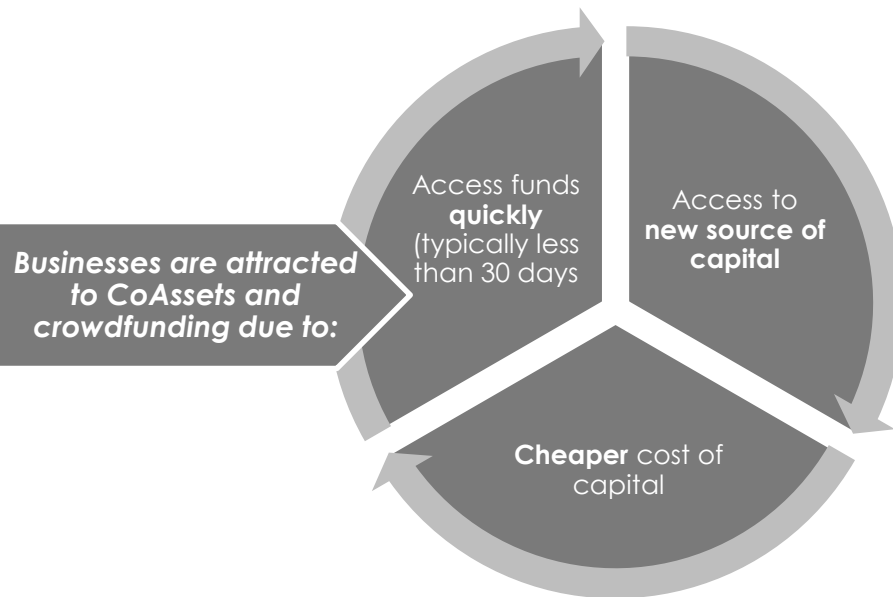
- CoAssets receives 3-5% of the funds raised by businesses (using its platform)
- JV Agreements, such as JV in China whereby CoAssets receives annual licence fees
- EPIC Events and related activities
- Website advertising and deal marketing





# CoAssets Platform

- ❑ CoAssets is focused on debt crowdfunding, primarily real estate and SMEs
- ❑ CoAssets **is an Assets Facilitation Platform** – connects investors with businesses needing capital
  - It does not hold investors funds (they are held in an escrow account)
  - This approach simplifies and de-risks its business



**Crowdfund Zero Cafe's 1st Store in Wuhan China**  
Xudong Street, Wuhan, China

**Project Details:**

- Project Type: Businesses
- Project Site: Wuhan, China
- Project Owner: Wuhan Lingdian F&B Management Co

**Offer Details:**

- Crowdfunding offer type
- 110 INVESTORS interested in project
- 5,000 MIN. INVESTMENT (Singapore Dollars)
- 6 MONTHS INVESTMENT HORIZON
- 6.0 % (12.0%) YIELD (ANNUALIZED)
- 11 days to go

**Call to Action:**

1 LOGIN →

To Participate - Pls Login or Register with Your Email below

Enter Email

Crowdfund the renovation of the very first Zero Cafe store in Wuhan and get 6% in 6 month when the store

# What security does a crowdfunder have?

- ❑ Loan duration have a **maximum 1 year** term
- ❑ Investors have a **5-day cooling off period** after confirming their interest in our platform
- ❑ Investors receive a **personal guarantee** enforceable (against the borrower) under Singapore and Australian law once this has passed investors must put in their funds
- ❑ 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
- ❑ Working with insurance providers to implement **additional cover for investors**

# Companies have started to payout

**Successfully Paid Out**



**Total payout: SGD 102,000**

**CrowdInvest in a property investment holdings company today and receive 2% per month returns!**

Polaris Investments is a property investment holdings company seeking to raise crowdfunds for short-term working capital purposes. Project closed with

📍 Singapore, Singapore

**CROWDFUNDING**

SGD100,000	100%	SGD100,000
pledged	funded	committed

<b>CLOSED</b>	<b>SGD 3,000</b>	<b>24.0%</b>
days left	minimum investment	annualized yield

**Successfully Paid Out**



**Total payout: SGD 107,000**

**<Extended due to popular demand> Crowdfund an industry unit in Midview building**

Midview building at Bukit Batok, Singapore. 43k Group Pte Ltd is the property owner of the mentioned property. The property is currently tenanted to

📍 Singapore, Singapore

**CROWDFUNDING**

SGD100,000	100%	SGD100,000
pledged	funded	committed

<b>CLOSED</b>	<b>SGD 1,000</b>	<b>7.0%</b>
days left	minimum investment	annualized yield

**Successfully Paid Out**



**Total payout: SGD 118,800**

**Crowdfund and Invest in Luxury Villas**

Opportunity to crowdfund and invest in development projects in Bali from as low as SGD\$1,000. Minimum investment: SGD\$1,000 Return: 10% per annum Investment period: 12 months Project closed with SUCCESSFUL PAYOUT


📍 Bali, Indonesia

**CROWDFUNDING**

SGD108,000	108%	SGD108,000
pledged	funded	committed

<b>CLOSED</b>	<b>SGD 1,000</b>	<b>10.0%</b>
days left	minimum investment	annualized yield

**Successfully Paid Out**



**Total payout: SGD 106,000**

**Purchase of condo unit**

China development project funding: co-investment. Investing in a promising 2nd tier city. Project closed with SUCCESSFUL PAYOUT

📍 Wuhan, China

**CROWDFUNDING**

SGD100,000	100%	SGD100,000
pledged	funded	committed

<b>CLOSED</b>	<b>SGD 2,000</b>	<b>6.0%</b>
days left	minimum investment	annualized yield

# What's next for CoAssets?

## ASX listing planned for July 2016

An upgrade from current NSX listing in Australia (NSX:CAX)



## Expand platform geographically

Key focus on Indonesia, Australia, Malaysia, China

Explore JV Agreements to create licencing arrangements in new geographies



## Expand platform into new market segments

Beyond real estate to SME business crowdfunding

Highlights scalability of our platform



## Enhance platform so we remain the dominant crowdfunding platform in the region

Strong data security, due diligence and fraud protection underpin this aim

User growth and adoption relies on credibility and trust in the platform

Accessibility via App/mobile



## EPIC Events

These marketing events are an important lead generation part of CoAssets' business attracting new investors, developers

Co-sponsorship event with Property Council of Australia in Sydney in May



# IPO on ASX

- ❑ Proposed ASX Listing in July 2016 to provide CoAssets with greater liquidity and exposure
- ❑ CoAssets is planning to raise A\$10m (A\$5 minimum) to be used for IP, platform and product development, marketing and sales, growing the business in new regions and exploring complimentary business opportunities
- ❑ Issue price of \$0.40 each + 1 for 2 free option (\$0.65, 3 years)

## Indicative Timetable

Announcement of intention to delist from NSX	19 February 2016
Shareholder's meeting	25 May 2016
Shares suspended on NSX at close of business	20 June 2016
Last day for outstanding settlements to be completed Shares delisted from NSX at close of business	4 July 2016

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# 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.