



CoAssets Ltd (ASX: CA8)

SOUTHEAST ASIA'S FASTEST GROWING CROWDFUNDING PLATFORM

Our Brands



EXPO FOR
PROPERTY, INVESTING &
CROWDFUNDING
"Connecting markets. Realising possibilities"

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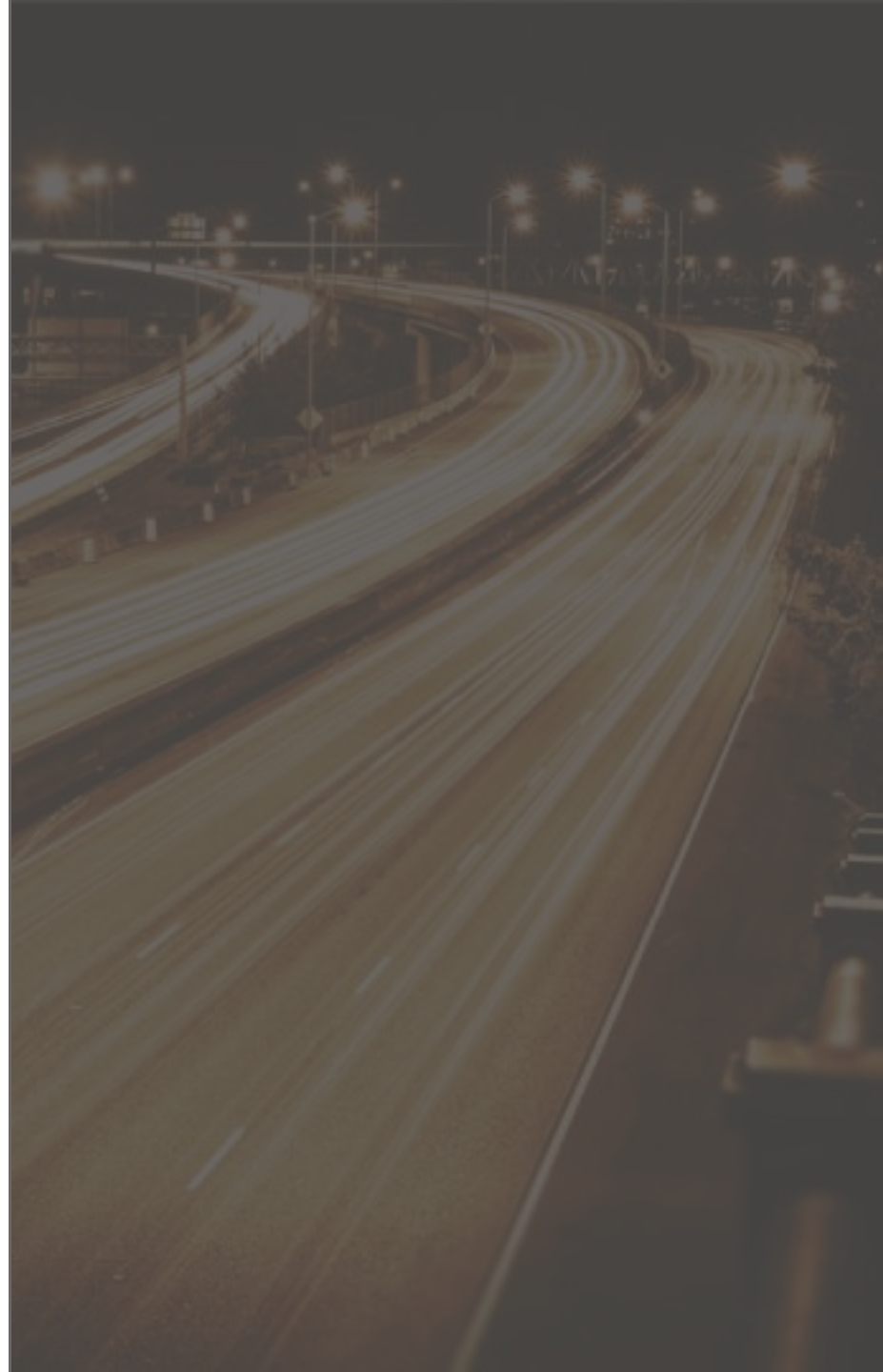
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Agenda

- Intro on CoAssets
- Financials
- CoAssets Platform
- Real estate crowdfunding and beyond
- Regulation
- Case Studies
- What's next for CoAssets



About CoAssets (ASX:CA8)

- ❑ Launched in Singapore in July 2013
- ❑ One of Southeast Asia's largest real estate and business crowdfunding platforms
- ❑ Addresses the S\$100k to S\$5 million funding gap
- ❑ CoAssets receives 3-5% of total funds raised by developers and businesses (or 'Opportunity Providers')
- ❑ Investor returns are typically between 7-19% p.a, average 14.5%

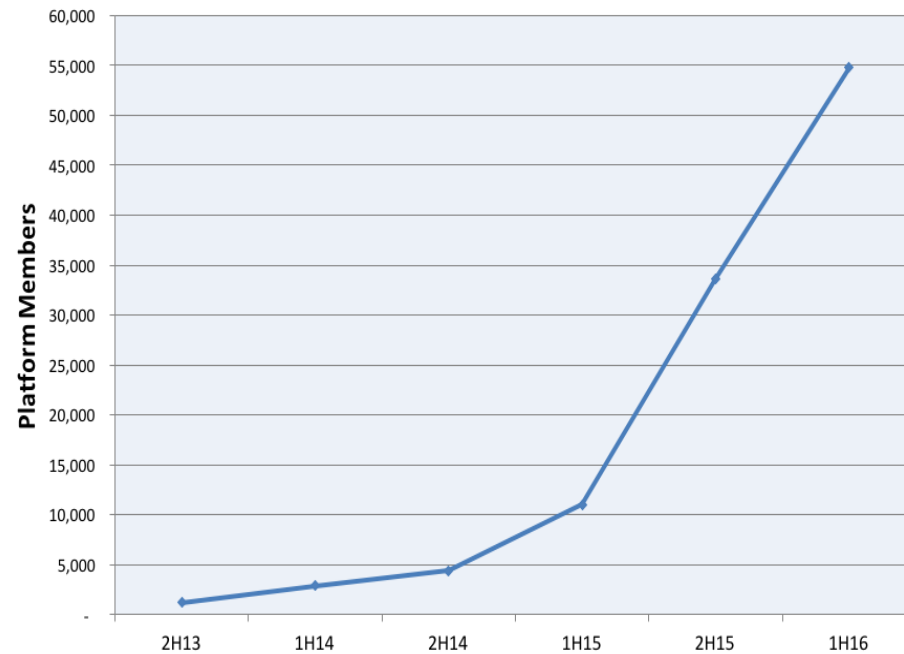


ASX	CA8
Shares on issue	~170 million
Held by Management	~50%
Market capitalisation	~\$66 million
Share Price	\$0.40

Successful Track Record

Since April 2013 the CoAssets platform has:

- ❑ Listed on the National Stock Exchange of Australia in July 2015, where the share price grew more than 400%
- ❑ Grown its registered **user base from 200 to 55,000+**
- ❑ Attracted **60 property developers** on board from 11 countries
- ❑ Enabled the raising of **S\$45 million in funding**
- ❑ Facilitated the completion of **more than 75 business deals** throughout Southeast Asia
- ❑ Created its own '**EPIC**' events (Expo for Property Investing & Crowdfunding) to raise awareness on crowdfunding and CoAssets projects – more than **900 attendees and S\$8million+ worth of crowdfunded property deals** as a result of one single EPIC event



Growth in CoAssets user base from 2013 to Mid-2016

Why invest in CoAssets?

❑ **Market leader**

- CoAssets is one of Southeast Asia's leading real estate and business crowdfunding platforms
- 55,000+ users and S\$45m successful deals done via the site since launch in 2013
- Proponent of successful industry event: EPIC Events in Singapore, Malaysia and Indonesia
- Future crowdfunding beyond debt

❑ **Growth sector**

- Real estate crowdfunding expected to become a US\$90 billion market in the next 10 years
- Peer-to-peer business lending to hit £12bn in 2020
- Borrowers are attracted because they get cheaper and faster access to loans at rates below those offered by traditional financiers; while lenders receive higher yields than for other debt instruments

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

- Unaudited revenue for the Full Year 2016 experienced growth of 167% to S\$2.182 million compared to the prior year of S\$816,411

❑ **Experienced Executive team** and Key Advisors

- 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

Board & Management



CEO - Getty Goh

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.



CTO - Huankiat Seh

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 at CoAssets, he was at Intel for 6 years, managing suppliers in Japan and Taiwan.



COO - Lawrence Lim

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.



CIO - Chew Siang-Chee

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.

Board & Management

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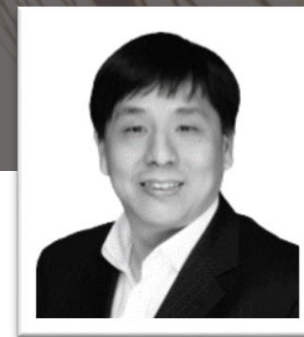
**Nicholas Ong – Non-executive
Chairman**

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 and Australian Institute of Company Directors 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.

Financials

Full Year Highlights

Strong revenue growth

Preliminary unaudited results for the year ended 30 June 2016

	FY 2016 (unaudited) 1/7/15 to 30/6/16	FY 2015 (audited) 1/9/14 to 30/6/15
Revenue	S\$2,182,536	S\$816,411
Profit/ (Loss) for the period	(2,704,750)	(252,788)

- ❑ CoAssets' revenue experienced growth of 167% to S\$2.182 million, reflecting the increasing scale and presence of the business with the Company's expansion into key geographies and number of deals crowdfunded on the platform
- ❑ The Company's statutory net loss after tax reflects a number of one-off expenses associated with listing on NSX and subsequently the ASX, professional fees, and licensing costs
- ❑ Lender user base has grown almost ten-fold over the last 12 months to now more than 55,000 and the Company expects revenue to grow in tandem with the increased usage
- ❑ **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 revenue model

- ❑ CoAssets does not act as an agent and does not hold any funds or deposits. It earns its revenue from the Opportunity Providers (developers and SMEs) on the loans, typically 3-4% and also referred to as administration fees
- ❑ 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

Projects Listing

Filter Projects

All Projects

Bulk Purchase

Crowdfunding

Pre-sales



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.



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

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



Harbour City

A Holiday Destination deeply Anchored by Theme Park, Shopping Mall & Hotels



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Chat with us



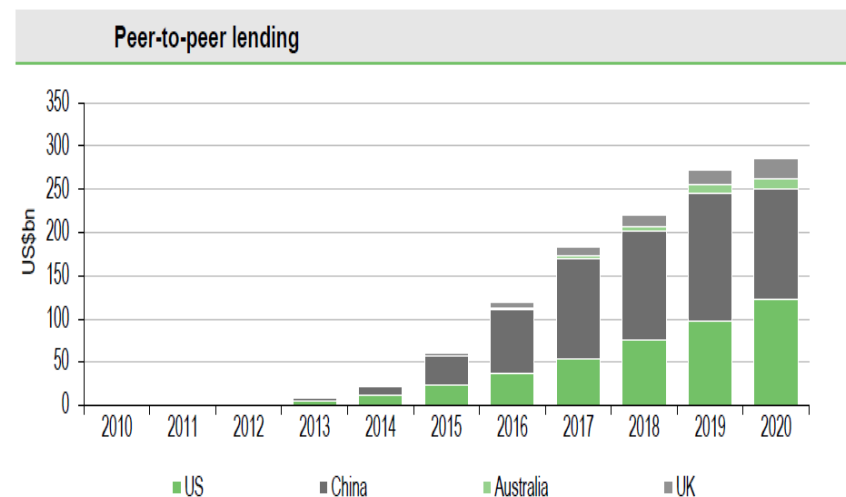
Type your message here

CoAssets Platform

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What is crowdfunding?

- ❑ Crowdfunding began as an online extension of financing from family and friends, especially in the wake of the global financial crisis in 2008
- ❑ It is now a well used funding source in the developed world
 - More than \$10bn in crowdfunding raised globally in 2014
 - The global crowdfunding market is estimated to reach US\$290bn by 2020
 - Property crowdfunding is one of the fastest growing segments
 - Morgan Stanley notes that Australia is a market for growth, given the high levels of household debt and the concentration of consumer finance with the 'big four' banks (75%)
- ❑ The majority of crowdfunding platforms are based in the US, followed by the UK and Canada
- ❑ There are no marketplace lenders in Asia – CoAssets enjoys a first mover advantage in Asia-Pacific



Asia-Pacific crowdfunding 2015 by country

- ❑ Australia is the third largest market for crowdfunding in the Asia-Pacific region

Exhibit 6: Asia-Pacific crowdfunding 2015 by country

	US\$m	Per capita (US\$)
China	101,700.0	74.54
Japan	360.23	2.83
Australia	348.37	14.83
New Zealand	267.77	59.37
South Korea	41.18	0.82
India	39.91	0.03
Singapore	39.76	7.27
Taiwan	13.61	0.58
Hong Kong	9.26	1.28
Malaysia	3.36	0.11
Indonesia	2.26	0.01
Thailand	1.04	0.02
Mongolia	0.40	N/A
Philippines	0.19	N/A
Pakistan	0.11	N/A
Sri Lanka	0.04	N/A
Vietnam	0.03	N/A
Total Asia Pacific	102,827.5	

Source: Cambridge Centre for Alternative finance, Sydney University, KPMG, Harnessing Potential – the Asia-Pacific Alternative Finance Benchmarking Report, March 2016

Crowdfunding models

- ❑ There are various models of crowdfunding platforms, each with different risk profile, these include:

Exhibit 3: Crowdfunding models

Model	Description	Risk	Pros	Cons
Donation	Philanthropic	None		
Reward-based	Pre-sales or token gift	Fulfilment risk		Small potential return
Equity based	Shares or profit share	High	Share in upside	No security
Lending based	Fixed interest/timeframe	If secured, priority to equity	Pre-determined rate of return	Can be unsecured/subordinated
				Businesses need cash flow
				No share in upside

- ❑ **CoAssets does lending based crowdfunding through a Facilitation Platform**

(Platform allowing developers and businesses to list investment opportunities online and access a large pool of willing investors. The debt doesn't end up on CoAssets' balance sheet as it doesn't hold investor funds directly, but simply provides the platform)

- ❑ Crowdfunding platforms such as CoAssets are aiming to win business from traditional lenders as well as providing debt funding for opportunities that are not funded by the banks

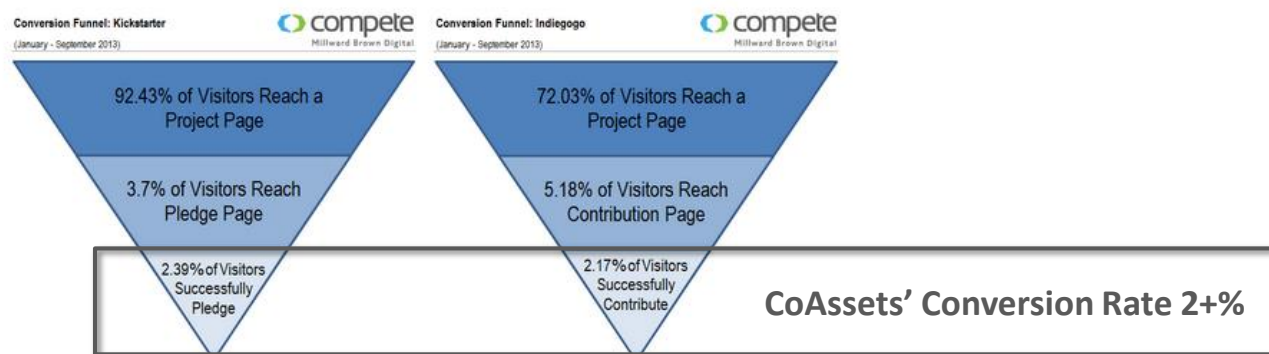
The CoAssets platform

- ❑ Our “facilitation platform” specialises in **debt crowdfunding**, primarily real estate, and now in relation to SMEs
- ❑ We connect investors with developers and businesses seeking finance
- ❑ Our investors are not buying a direct property, units in a REIT or debt/equity in a property development or business, but providing a loan
- ❑ What our investors do is:
 - Buy part of a **debt instrument**, similar to a promissory note
 - Funds go towards the agreed deal
 - The investor receives an agreed **fixed interest rate payment and principal** from the developer or business 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 determine the funding amount, length of debt and interest rate and then the investors choose whether they will invest
- ❑ CoAssets does not provide any advice on the viability or the commercial merits of any of the projects listed on its platform and does not act as an agent for either the OPs or the investors

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 Opportunity Providers 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 moved into **SME business crowdfunding – a new market for CoAssets**
- ❑ Initial P2P deal successfully funded in January 2016 with Jun Cheng Foods Co to crowdfund their fast food store fit outs (funding raised of S\$407,000 in less than a week)
- ❑ All Australian resident investors are 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.)

Investors using CoAssets platform

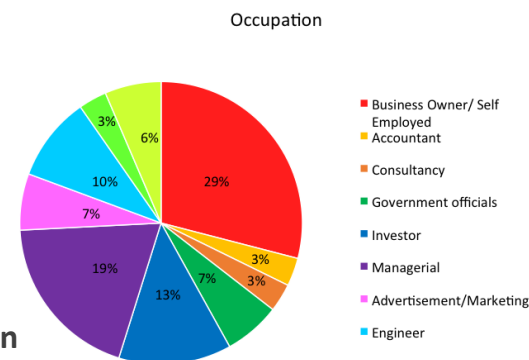
❑ Our typical investor profile:

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

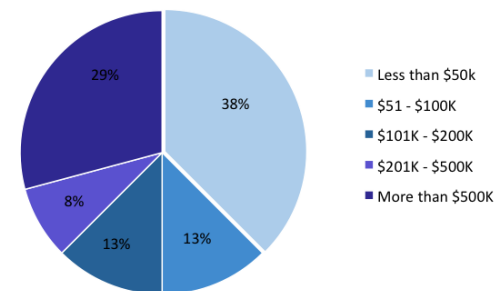
❑ Why choose CoAssets?

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

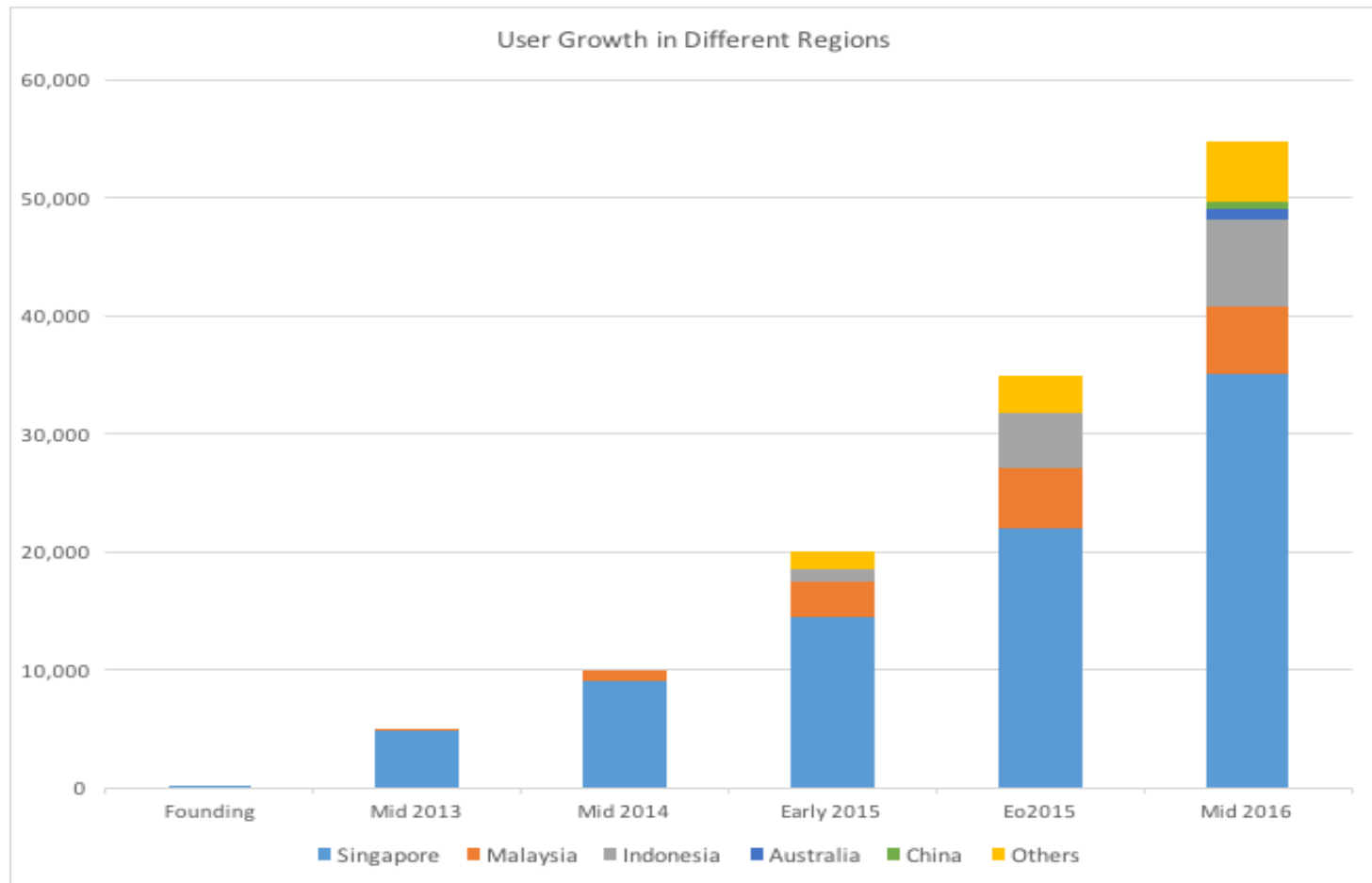
Typical investor profile



Amount available for investment



User growth in different regions



Opportunity Providers using platform

- ❑ Developers and SMEs are attracted to CoAssets' crowdfunding platform:
 - Access to new source of capital
 - More competitive rates
 - Access funds quickly (typically less than 30 days)
- ❑ OPs usually raise less than 10% of overall project and are typically seeking to raise \$100k - \$5m

Companies have started to payout

The screenshot displays the CoAssets Singapore (NSX:CAI) crowdfunding platform interface. It features four project cards, each marked with a green 'Successful Payout' banner. The projects are:

- Crowdinvest in a property investment holdings company today and receive 2% per month returns!**: Total payout: SGD 102,000. Location: Singapore, Singapore.
- «Extended due to popular demand» Crowdinvest an industry unit in Midview building**: Total payout: SGD 107,000. Location: Singapore, Singapore.
- Crowdfund and Invest in Luxury Villas**: Total payout: SGD 118,800. Location: Bali, Indonesia.
- Purchase of condo unit**: Total payout: SGD 106,000. Location: Wuhan, China.

Each card includes a 'CROWDFUNDING' button and a table showing funding progress:

Project	SGD100,000 pledged	100% funded	SGD100,000 committed	Status	Minimum investment	Annualized yield
Crowdinvest in a property investment holdings company...	CLOSED	SGD 3,000	24.0%	CLOSED	SGD 1,000	7.0%
«Extended due to popular demand» Crowdinvest an industry unit in Midview building	CLOSED	SGD 1,000	7.0%	CLOSED	SGD 1,000	7.0%
Crowdfund and Invest in Luxury Villas	CLOSED	SGD 108,000	108%	CLOSED	SGD 1,000	10.0%
Purchase of condo unit	CLOSED	SGD 2,000	6.0%	CLOSED	SGD 2,000	6.0%

Project funding – Global reach

- ❑ 88% of transactions have been real estate deals and 12% business deals
- ❑ In 2013 all income was generated in Singapore from real estate deals, but CoAssets now operates in Australia, China, Indonesia and Malaysia
- ❑ Rapid growth in alternative finance in Australia has seen it become the third largest market in the Asia-Pacific region
 - The average annual growth rate of crowdfunding in Australia between 2013 and 2015 was 281%
 - Peer to peer consumer lending in Australia has grown from A\$2m in 2013 to A\$43m in 2015
 - We see the Australian market as a key element of our Asia-Pacific expansion
- ❑ CoAssets' strategy for growth in Australia
 - Relationships with property developers and industry players
 - Co-sponsorship events with Property Council of Australia
 - Commence Peer to Peer business lending for SMEs
 - Establish a **Wholesale global debt opportunities fund**, to invest in debt opportunities that fall outside the reach of the current platform, beyond \$100,000 and \$5m range
- ❑ CoAssets operates under an ASIC Class Order relating to business introduction services and through a corporate authorised representative appointment from Melbourne Securities Corporation Limited – with the aim of accelerating real estate crowdfunding and SME business P2P lending in Australia
 - Operating under the ASIC Class Order and as an authorised representative of Melbourne Securities Corporation allows the platform to be offered to all Australian residents
 - In April 2016 the company crowdfunded its first SME project in Australia raising more than A\$105k for Stapleton I& Associates in less than two days

EPIC Events and CAT Tokens

- ❑ Important part of our lead generation model whereby investors and Opportunity Providers can meet face to face
- ❑ 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
- ❑ **CAT Tokens** allows beginner crowdfunders to familiarise themselves with the crowdfunding process, by receiving free tokens to invest in CoAssets' projects



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



Metrics for Success

- 1.Successful execution:** and a default-free record are key to delivering upside and value to investors
- 2.Deal quality:** the key 'make or break' factors are the quality of the investment opportunities brought to the platform and the maintenance of CoAssets' default free track record
- 3.Regulatory:** as marketplace lending grows, regulatory processes are being strengthened to protect borrowers and lenders

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Real estate crowdfunding and beyond

Why are investors choosing real estate crowdfunding?

- ❑ 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

	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	

CoAssets' global peers



FUNDRISE

- **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



REALTYSHARES

- **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 globally¹ for real estate crowdfunding
- ❑ Registered user base and funds raised are comparable to Fundrise at the time of its equity raise²

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:

Singapore

- The CoAssets business model is not currently required to be licenced by the Monetary Authority of Singapore (MAS) as CoAssets acts as an administrator and is not deemed to be offering advice or issuing securities
- MAS is proposing legislative amendments, expected to take effect in December 2016, whereby promissory notes issued on a crowdfunding platform will be classified as a security and the platform operator will need to hold a Capital Markets Services Licence (CMS). CoAssets is in the process of applying for a Capital Markets Services Licence (CMS)

Australia

- CoAssets operates under an ASIC Class Order relating to business introduction services and through a corporate authorised representative appointment from Melbourne Securities Corporation Limited. This allows CoAssets Australia to deal in a financial product/ provide advice on behalf of, and to, retail and wholesale clients via the platform
- The first equity-based crowdfunding platforms will be able to be licensed from late 2016

Opportunity Providers 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 undertakes the following due diligence:
 - Proven track record
 - Credit check – third party credit reference check
 - Background check (proof of asset ownership and licence number)
 - 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 has developed 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 in Singapore
- ❑ 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**
 - When all the funds are raised, the third party escrow provider remits the funds to the Opportunity Providers
- ❑ 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 studies

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 Peer to Peer Lending

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

- Peer to Peer business lending

❑ 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



What's next for CoAssets?

ASX listing September 2016 (CA8)

The listing will help support CoAssets' outreach in the region and drive further investor awareness with an increased measure of confidence and transparency



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
Potentially equity crowdfunding

Establish a 'Wholesale global debt opportunities fund' in Australia to invest in debt deals that fall beyond S\$100k and S\$5m range



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

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



EPIC Events

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

Largest EPIC event to be held in China in November 2016

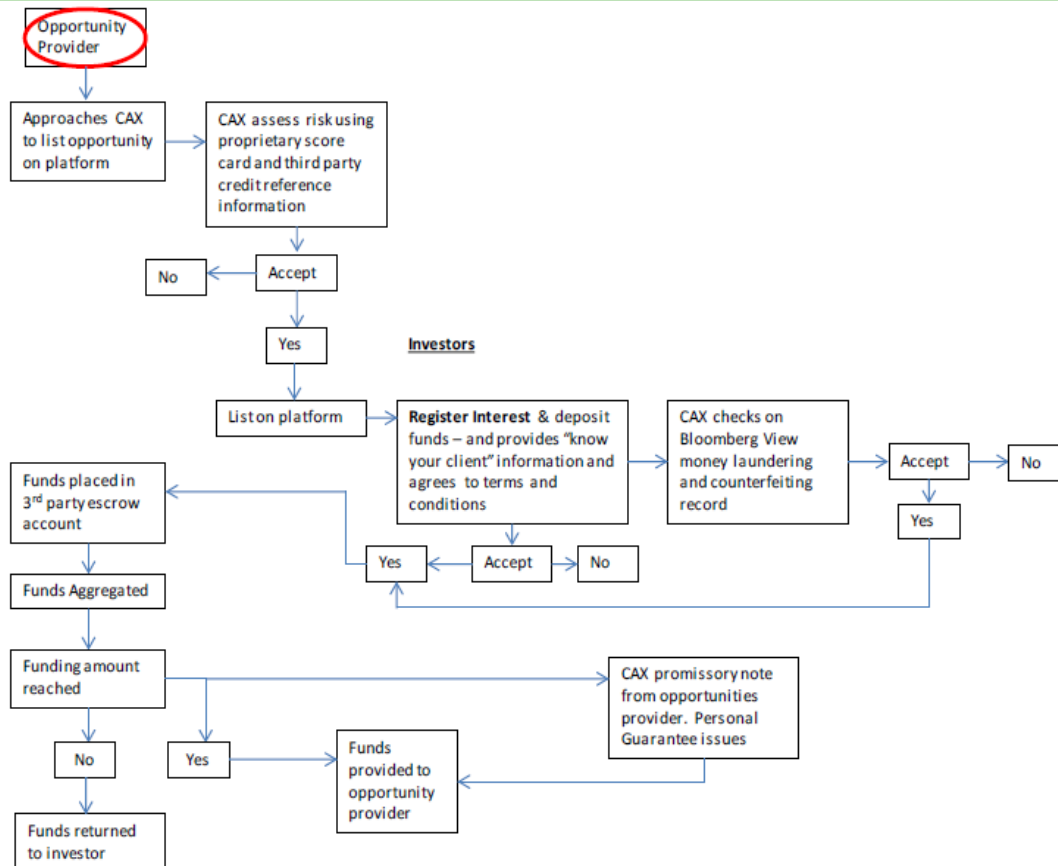


Appendix



CoAssets Business Process

Exhibit 1: CoAssets business process



Contact

Singapore (Head Office)

Getty Goh or Huankiat Seh

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