



SEPTEMBER 2024

Investor Presentation

Positioned to Scale

UNLOCK THE TRUE VALUE OF YOUR DATA

ASX: IXU [PRON: EYES UP]

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IXUP

A unique, global business undergoing rapid growth

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IXUP was founded to address the problem of sharing and analyzing sensitive data using advanced encryption and innovative technology solutions.



IXUP is pioneering a new and high growth global niche (Regulating Gaming Technologies) in which it has an unrivaled technology & commercial advantage, existing long term government contracts with substantial growth expected.



IXUP also boasts partnerships with major global computing organization's which are working with IXUP to develop new applications & market opportunities for IXUP's technology solutions.



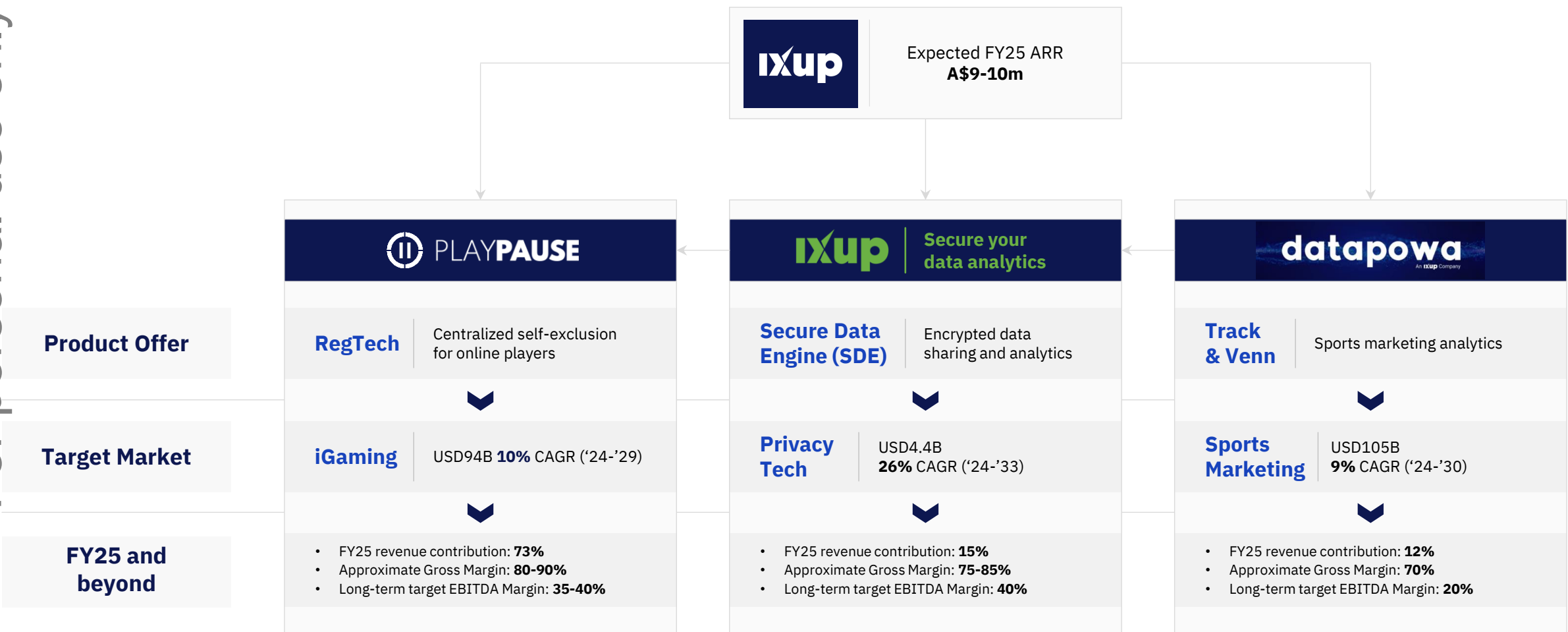
IXUP represents a unique investment proposition, leveraged to the extremely high growth rates of its underlying markets, underpinned by a large investment in a unique technology offering that has reached its commercial inflection point.

Customers, Partners & Strategic Relationships






IXUP has now completed its product development journey and has commenced broad and large scale commercialization

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IXUP – Revenue Model

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Division	Revenue Model
 RegTech	<ul style="list-style-type: none">○ Generally, risk based, long term contracts with high quality government customer base.○ Target long term divisional EBITDA margins of at least 35%<ul style="list-style-type: none">• 25% of contract value from initial build phase within first 12 months• 75% of contract value derived from ARR over life of contract○ Contracts typically have scope for additional revenue opportunities through subsequent feature build or potential for volume-based pricing.○ Typically won in conjunction with a channel partner.
 Secure Data Engine	<ul style="list-style-type: none">○ Significant sunk cost in platform development (~A\$30 million) with very low incremental costs for delivery○ High (>80%) gross margin monthly recurring license fee revenue.○ Contracts highly volume dependent and linked to number of users.○ Microsoft/SEAF contract currently priced for pilot phase (first two regions only) with regional expansion economics to reflect improved commercial terms.○ Typically won in conjunction with a channel partner.
 datapowa	<ul style="list-style-type: none">○ Products sold for specific customer applications at fixed fee, generally won under repeat purchase.○ Customers generally brand owners, with sales via sports marketing channels.○ Gross margins ~70%.

Board & Management

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IXUP Board



Julian Babarczy

Non-Executive Chairman

Finance industry professional including 15 years at leading Australian funds management group. Currently an active investor in a range of listed and unlisted companies.



Ian Penrose

Non-Executive Director

Highly experienced board member & global executive who has achieved a successful career focusing on international gaming, technology, leisure and sporting industries. Currently lead independent director of Playtech plc.



Freya Smith

Non-Executive Director

Experienced General Counsel and Corporate Governance practitioner. Currently General Council for Cuscal Limited, a leading Australian payments company.

Key Management



Al Watson

CEO

Experienced software executive having managed & scaled SaaS and enterprise-based businesses across a range of life cycles, from start up to established/mature operations.



Matthew Johnson

CFO

Experienced growth focused financial executive with over 20 years' experience mostly in the ASX listed media and technology verticals.



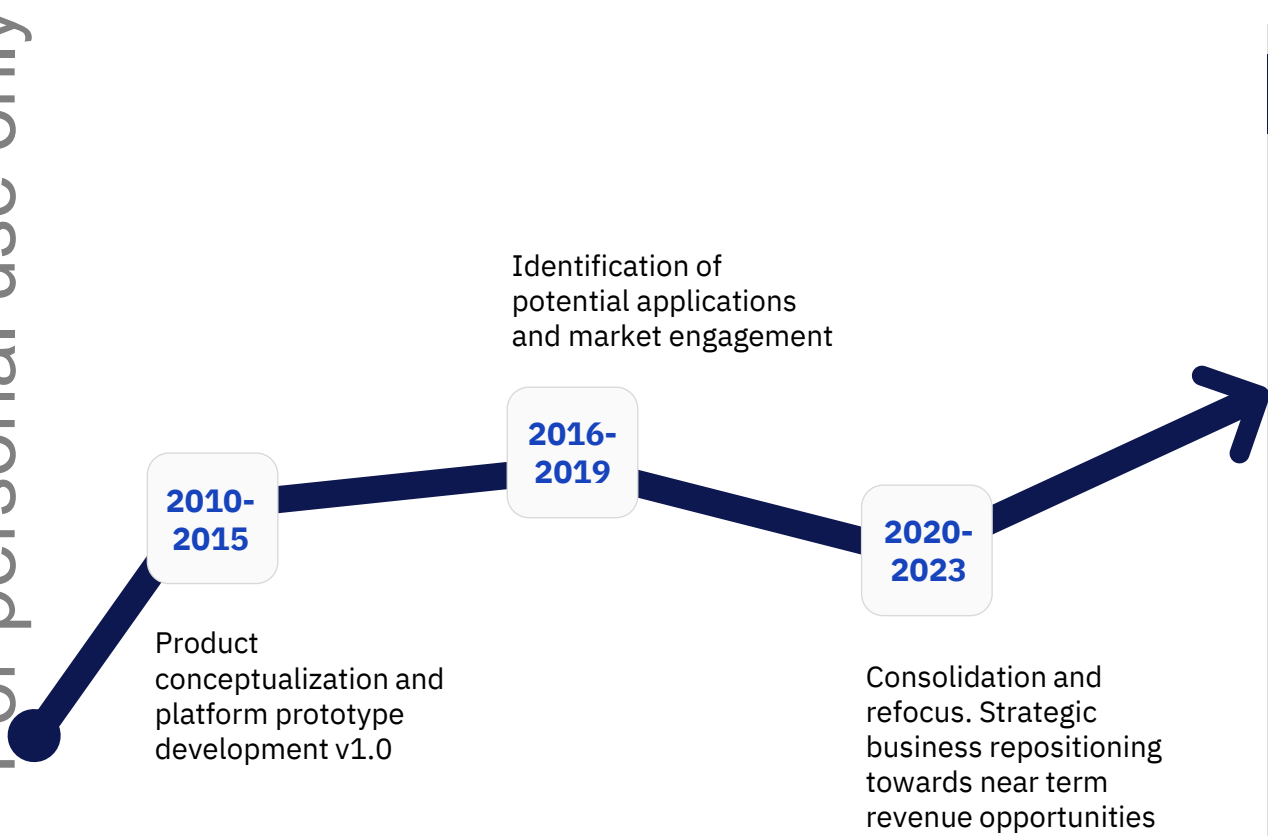
Melanie McKenzie

CMO

Experienced marketing executive with over 20 years experience in media, SaaS and financial services, Melanie has held senior roles at Sony, NBCUniversal, In Loop and her previous role was GM Marketing at Global Payments Oceania

IXUP has now completed its product development journey and has commenced broad and large scale commercialisation

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2024

Commercialization Phase

- Multi-year material revenue generation (\$A7m ARR) from BetStop – the ACMA’s National Self Exclusion Register™
- North American RegTech expansion initiated (\$A10m over minimum 5-year term) via Ontario CSE contract
- Global CSE distribution strategy in place with new joint venture partner and leading Nth American RegTech business IC360
- Inbound international CSE pipeline forming in wake of BetStop and Ontario programs
- Core Technology selected by Microsoft for deployment in Western Australia’s SEAF project (pilot rev A\$240k, market opportunity 20x pilot).
- Continued growth in revenue generation from datapowa (A\$1m target by eofy)
- New product release expected to drive further revenue growth.

IXUP boasts a compelling market position in high growth industries

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Successful large-scale, unique IT deployments with Tier 1 Government customers



Collaborative deployment with Microsoft for a crucial government environmental data initiative.



Strong customer relationships and partnerships including key relationships with industry leaders.



Pipeline of near-term contract opportunities to drive cash generative growth with targeted investments in pipeline and execution capabilities.



Strong M&A capability within business positioned to qualify and respond to accretive opportunities

Targeted Investment to Underpin High Growth

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Situation Overview

- Business is now firmly established in new markets with first mover advantage and substantial potential growth
- Established pipeline to underpin rapid growth;
 - RegTech: Inbound interest growing with advanced discussions on additional contracts
 - Core Tech: foundation contract with WA Government to drive further opportunities
 - Datapowa: numerous growth opportunities to be converted



Challenge

- Current corporate structure evolving from product/engineering focus
- Commercial capability/capacity historically emphasized Secure Data Engine, and has been comparatively light on RegTech
- In order to capitalize on the near-term opportunities, we need to align our capabilities to execution and growth
- This includes engaging skillsets and capabilities that can drive near term conversion and successful execution (especially RegTech)

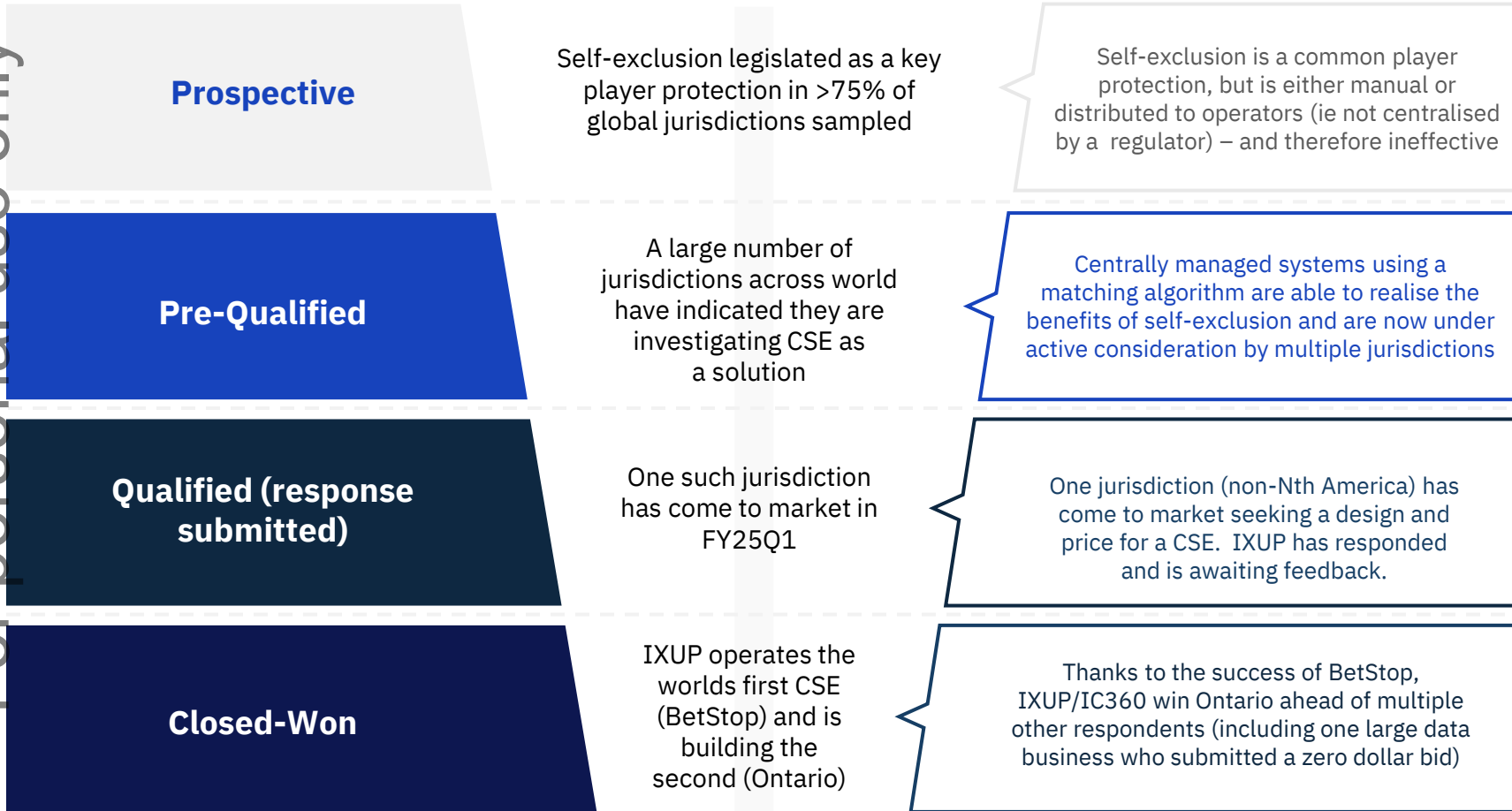


Solution

- Pursue/convert growth opportunities in new markets and ensure successful execution
- Focus has shifted from underwriting product/engineering teams to now building and aggressively converting pipeline opportunities
- To be achieved by engaging specialist skills to build revenue momentum and heighten vertical expertise, whilst also continuing to drive operating efficiencies throughout the organisation
- One additional RegTech contract drives IXUP to overall profitability – within reach

Pipeline

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Commentary

- Buyers are typically regulators and rely on references from existing customers. Multiple jurisdictions are now considering enterprise solutions framed on centralized exclusion, similar to the ACMA’s BetStop model.
- Sales cycle is approximately 3 months from first formal request for tender to decision.
- Given the importance of redeemability of existing relationships to buying decision, IXUP is investing to ensure execution success for both ACMA and iGo as well as ongoing capability improvement in our RegTech team

RegTech Division



RegTech

Leading Global RegTech Solution

IXUP is now the world's leading provider of centralized gambling self exclusion (CSE) registers and is best positioned to become the global leader in this new and growing field

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BetStop – the National Self-Exclusion Register™, is being operated and maintained by IXUP under contract to the Australian Communications and Media Authority (the ACMA).



Technology a critical differentiator and barrier for competitors. Our proprietary algorithm extraordinarily scalable, having processed 18 billion checks in the first year of operation, averaging <5ms per check with future versions to be further enhanced by IXUP's industry leading privacy enhancing technology.



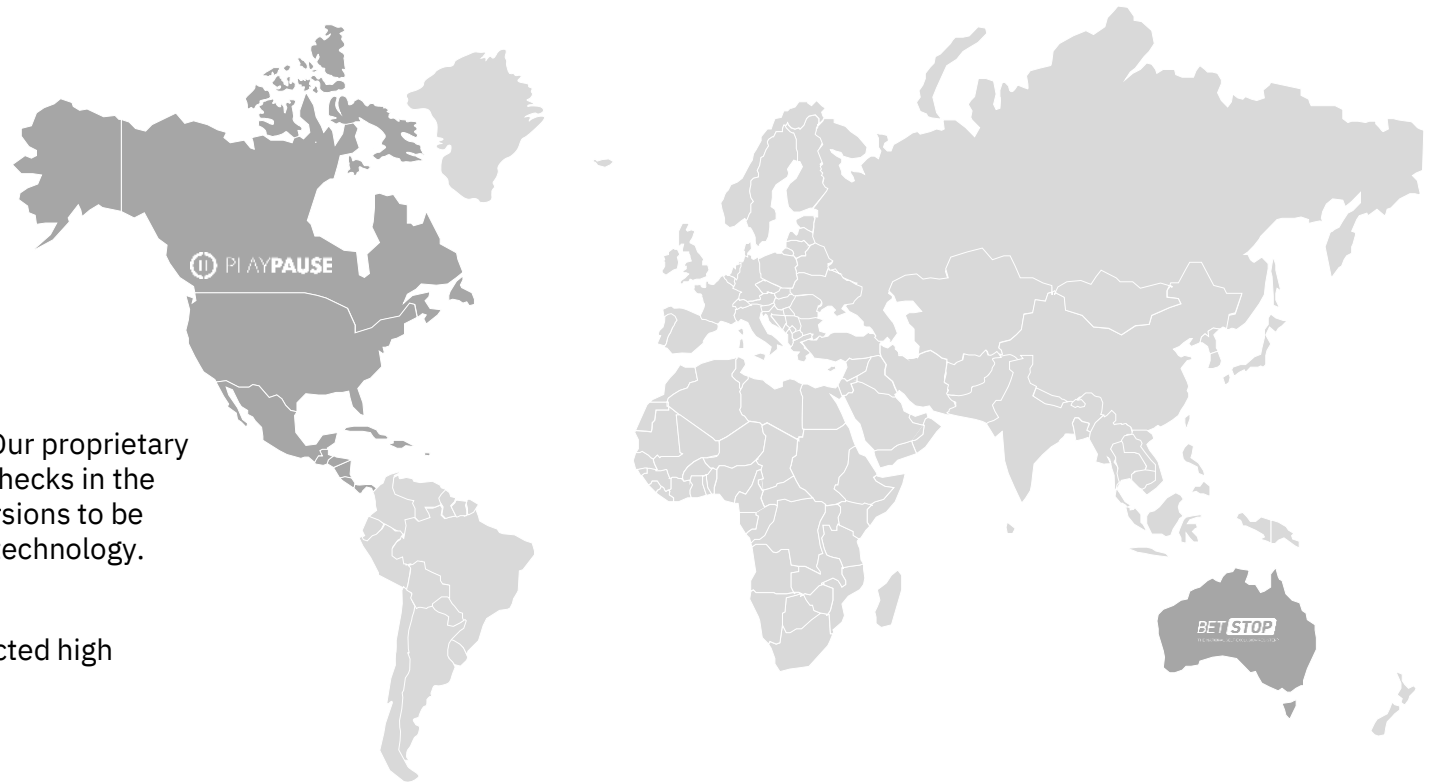
Ontario CSE contract win represents a beachhead into the expected high growth North America market.



Partnership with IC360 expected to deliver substantial contract success.



Contract structures resemble government enterprise agreements, typically 5-year terms with extension options.





THE NATIONAL SELF-EXCLUSION REGISTER™

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BetStop successfully completes 12 months of operation, with several significant milestones achieved:



Self exclusion checks completed: 15.844 billion checks with an average response time of under 3 milliseconds per check.



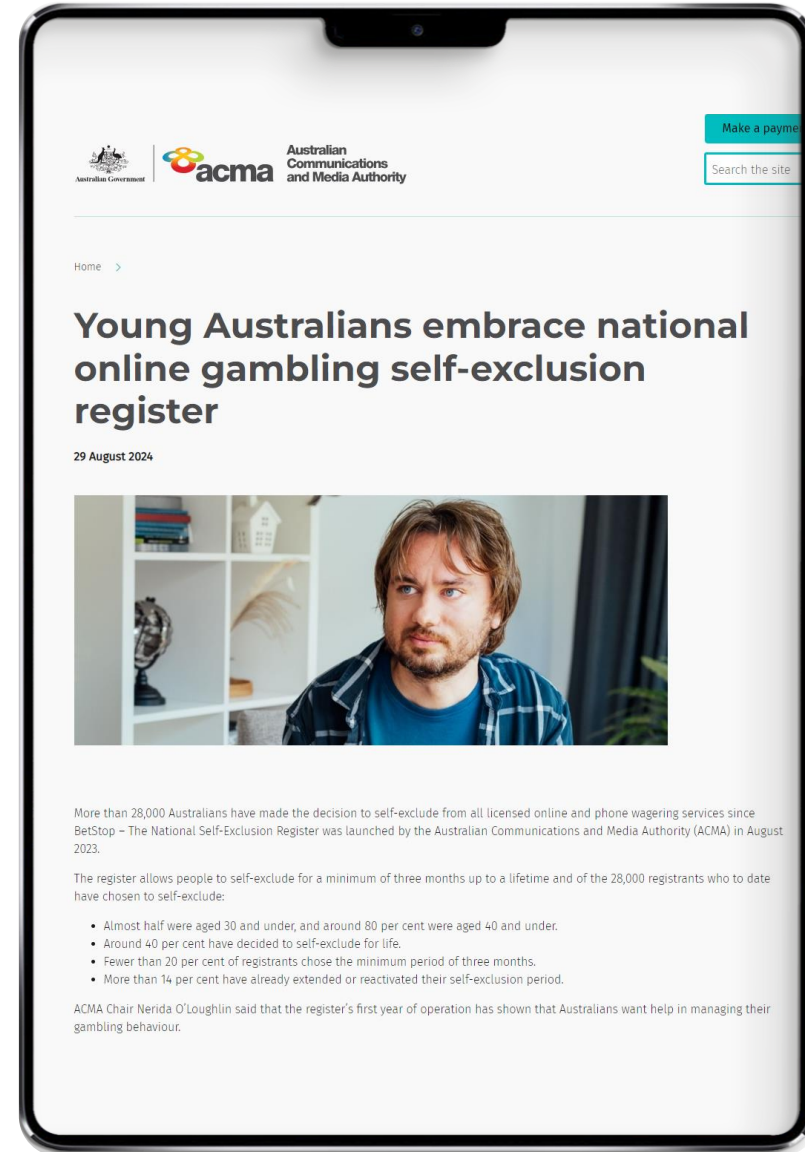
Total NSER Enrolments: **>28,000**



System Uptime: **100%**



Based on system performance and enrolment, IXUP considers the BetStop solution to be a world leading end-to-end self-exclusion platform and a model deployment for other gambling jurisdictions.





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iGaming Ontario (iGO) selected IXUP in August 2024 to operate a state-of-the-art CSE solution to protect Ontario’s problem gamblers, with total contract value of A\$10 million over initial 5-year term



IXUP’s (with its JV partner IC360) selection after a highly competitive Request for Proposal (RFP) process underpinned by successful BetStop deployment.



iGO CSE build has commenced, generating strong initial revenues to IXUP, with initial 5-year operating contract positioning IXUP as the leading provider of CSE solutions in North America.

iGaming Ontario seeks partner for central self-exclusion system

28th November 2023 | By Robert Fletcher

iGaming Ontario is to launch a request for proposals (RFP) to develop a centralised self-exclusion solution in the Canadian province.

IGAMING ONTARIO SELECTS SELF-EXCLUSION SYSTEM PROVIDER

2nd August 2024 10:13 am GMT



iGaming Ontario has selected IXUP and Integrity Compliance 360 (IC360) to develop a new centralized self-exclusion system for the Canadian province.

North American Gaming Growth Underpins an Enormous Near-Term Opportunity

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In just over five years of regulated sports betting operations in the US (ex Nevada) the market has generated US\$30 billion in wagering revenue from >\$130 billion of wagering turnover^{1 2}



Consequently, a new wave of problem gambling is emerging in North America⁴



With 44 jurisdictions having begun to legalize online gaming across USA & Canada with more expected in coming years, this represents a large near-term revenue opportunity for IXUP



Strong partnership relationships provides potential for rapid CSE contract growth and the creation of a unique, globally relevant technology business underpinned by long duration government contracts

¹ <https://www.legalsportsreport.com/sports-betting/revenue/>

² <https://www.usatoday.com/story/sports/2024/02/20/sports-betting-industry-increase-revenue-profits-bets/72674816007/>

³ https://www.theguardian.com/australia-news/2023/dec/07/online-betting-in-australia-turns-over-50bn-a-year-its-largely-regulated-by-six-people-in-darwin?CMP=share_btn_url

⁴ <https://edition.cnn.com/2024/05/03/sport/sports-betting-usa-impact-on-lives-spt-intl/index.html>



Partnership With IC360

- Partnership signed in April 2024 with IC360 to accelerate growth in global gambling regulatory and compliance markets
- IC360 is a leading betting and compliance technology product supplier to the North American markets.
- Initial partnership success through securing of Ontario CSE contract in August 2024
- The combination of IXUP & IC360 is expected to rapidly advance the ability to jointly win new large centralized self exclusion contracts within North America and potentially globally.

IXUP's aspirational goal for North American RegTech dominance

US MARKET POTENTIAL



IXUP believes each Nth American jurisdiction has conservative potential to deliver \$1 – 3 million in annual recurring revenue for the provision of a state-of-the-art CSE solution (online wagering application only) in each jurisdiction.



This suggests the total market for centralised CSE solutions in North America alone could be worth up >\$100 million in annual recurring revenue and >\$35 million in annual EBITDA by 2027.



IXUP believes a sustainable long term EBIT margin of at least 35% is possible for the operational of centralised CSE solutions.



Via our existing engagements and IC360 partnership, IXUP believes we are in a strong position to win a dominant share of this market. We currently operate 100% of centralized CSE registers globally.



Significant potential market size growth also exists through the inclusion of potential land-based CSE solutions which seamlessly integrate with online CSE solutions to provide a wholistic problem gambler solution across all wagering channels.



Rest-of world also represents a large potential market with commercial planning well advanced.

North American CSE Target Addressable Market by 2027 (ARR)



¹ Management estimate; model assumes 47 US states and 3 Canadian provinces launch centralized SE systems at an estimated \$2 million in ARR (ex build costs)

Secure Data Engine Division



Secure Data Engine

**WORLD LEADING IP ALLOWING
SECURE DATA SHARING**

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IXUP's secure data collaboration platform allows collaboration on data that remains fully encrypted at all times within a Microsoft Azure environment leveraging SEAL and Ziroh encryption libraries.

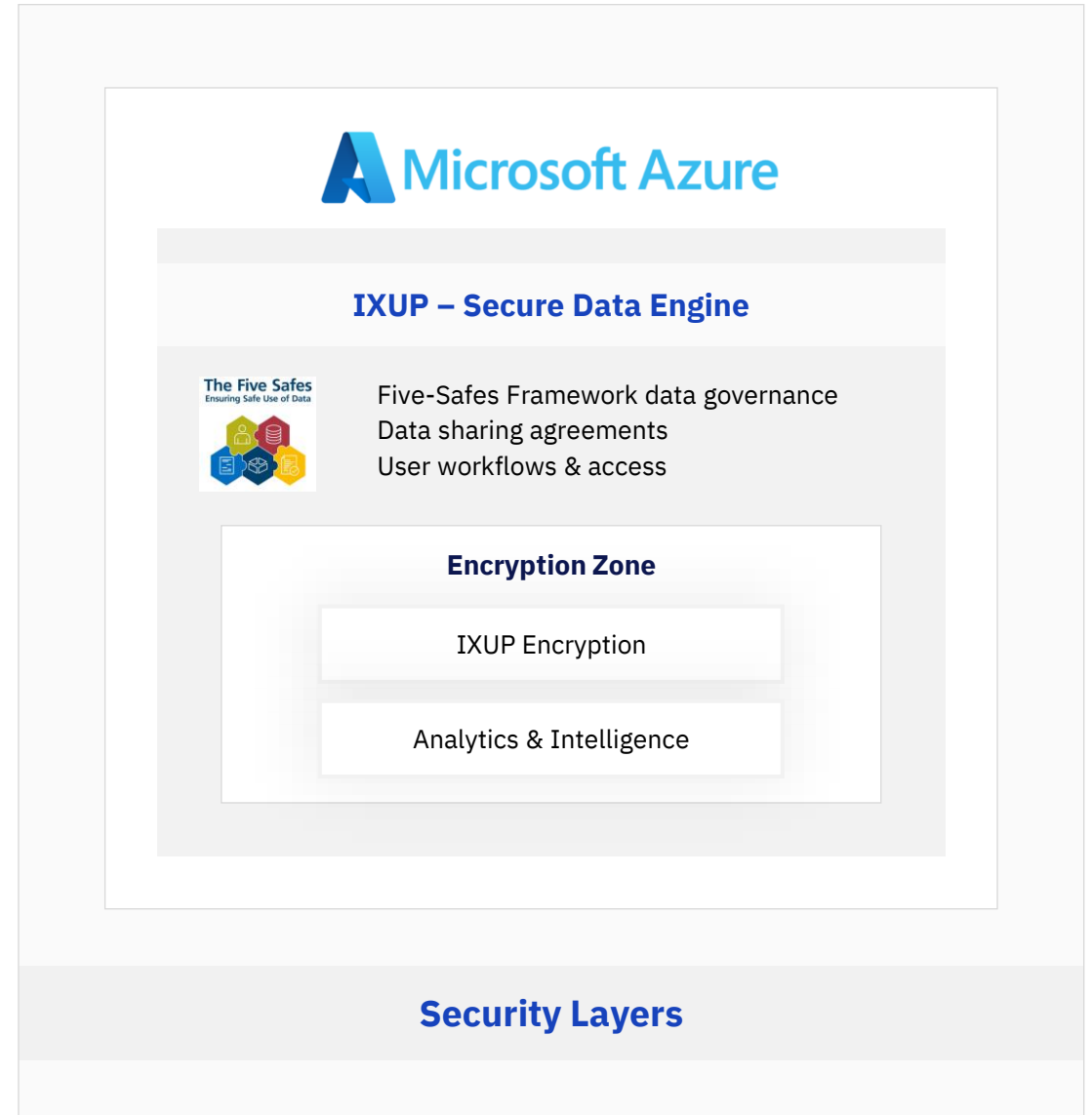
SDE provides a simple UI to enable analytics, integrated data sharing agreements for all collaborating entities, extensive user workflows and a central data governance framework leveraging the 'Five Safes Framework'* allowing platform users to establish collaboration policy

Solution is fully developed, with substantial capital invested over many years – now focused on commercialization.

Initial SDE agreement signed (more information on following slide), transferable via partners to multiple applications internationally.

- Initial commercial launch has commenced (data validation expected by Q4).
- Broader domestic commercial rollout targeted thereafter as program expands.
- Global rollout potential with large partners under discussion.

*The Five Safes Framework was designed by the UK Office for National Statistics. It is a framework for helping make decisions about making effective use of data which is confidential or sensitive and has been adopted by multiple agencies around the world, including the Australian Bureau of Statistics.





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WHAT IS SEAF?



IXUP selected to deploy its Secure Data Engine and Five-Safes governance framework, delivered via Microsoft Azure, to power the Western Australian Government funded Shared Environmental Analytics Facility (SEAF).



IXUP selected by key partner Microsoft, due to the uniqueness of IXUP's core technology and robustness of IXUP's Five-Safes Governance framework



Initial phase sees launch of the IXUP powered secure environmental data collaboration solution (SEAF) in two regions (Pilbara & Cockburn Sound), with expansion to additional regions targeted.

SEAF PARTNERS	

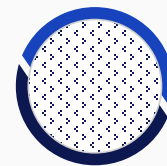
WHY WAS IXUP CHOSEN FOR SEAF



IXUP's system provides data security to enable the sharing of proprietary data in order to expedite environmental assessments.



SEAF cannot work without IXUP's functionality.



Dr Emma Burns, Microsoft, Data and AI Specialist

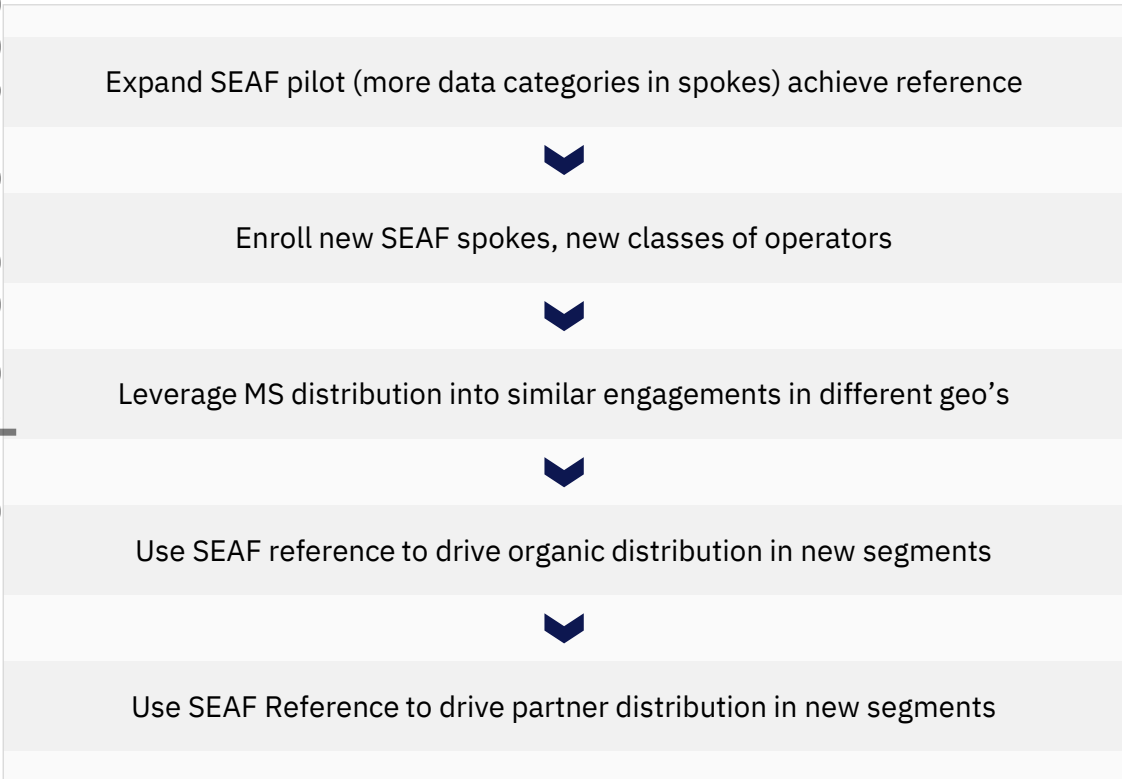


The SEAF solution was conceived with a specific aim, to develop a standalone analytics platform that combines both unsecure and secure data transfer and collaboration with a robust governance framework. IXUP's capability to help ensure secure data collaboration is a crucial element of SEAF. We have worked closely with IXUP over the past two years to deploy their unique secure data collaboration and governance solution within Microsoft Azure. We look forward to working with IXUP in coming years with the aim of targeting other global environmental data related applications

IXUP's aspirational goal for SDE Roll-out

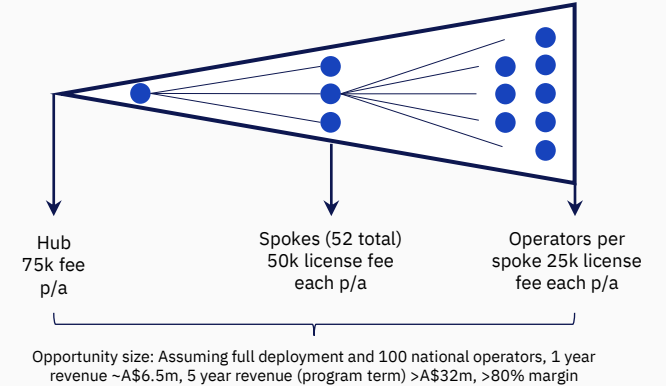
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To become the industry leader in secure data collaboration by capitalizing on the credibility afforded via execution of the SEAF program in partnership with Microsoft and with multiple governmental and research bodies



Commercialization Phase

- The SEAF program is the first commercial deployment of IXUP's SDE
- In partnership with Microsoft and multiple research agencies, SEAF speeds up environmental impact assessments, delivering value to large operators such as RIO & BHP by avoidance of project delays
- The project operates as a credible reference to aid pipeline development



SEAF – Opens Organic Pipeline

Partner

- Reference from SEAF
- Partner distribution – strategic partner MS, multiple non-strategic partners
- PaaS engagement (priced against requirements)
- High margin (>80%) – any build costs underwritten by customer fee

Organic

- Reference from SEAF applicable to multiple markets
- PaaS engagement (priced against requirements)
- High margin (>80%) – any build costs underwritten by customer fee

Datapowa Division



datapowa

SPORTS SPONSORSHIP VALUATION SOLUTIONS FOR THE 21ST CENTURY

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- datapowa is an established business that was created to develop a new sponsorship valuation tool utilizing contemporary audience measurement techniques.
- Products are utilised by sports-related asset owners to manage and value asset transactions.
- Since launch, the company has also expanded into sponsorship tracking, having developed proprietary algorithms for the measurement and valuation of brand exposure during live broadcasts.
- datapowa boasts an enviable customer base of major North American sporting organisations which complements IXUP's growing global RegTech business.
- Strong pipeline and on track to deliver >A\$1.0m revenue in FY25 (close to breakeven), representing a 65% yoy growth rate



Outlook

Strong Outlook Across All Business Divisions

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RegTech

Continued strong delivery at BetStop expected
Ontario Centralized Self Exclusion contract secured, providing initial cashflow and beachhead in high growth market



Revenues and profits underpin a strong platform for growth.
Clear path to global leadership for IXUP in this high growth vertical.

Core Tech

IXUP selected to power the WA Government's Shared Environmental Analytics Facility (SEAF).
Initial 2-year deployment in initial two high profile regions with potential to grow

Secure Cloud Core Secure Data Collaboration Platform

Contract expansion potential and timeline to be confirmed later in 2024.
New product development ongoing.

datapowa

Continued growth in base sponsorship revenue continues.
Further channel partnerships being pursued

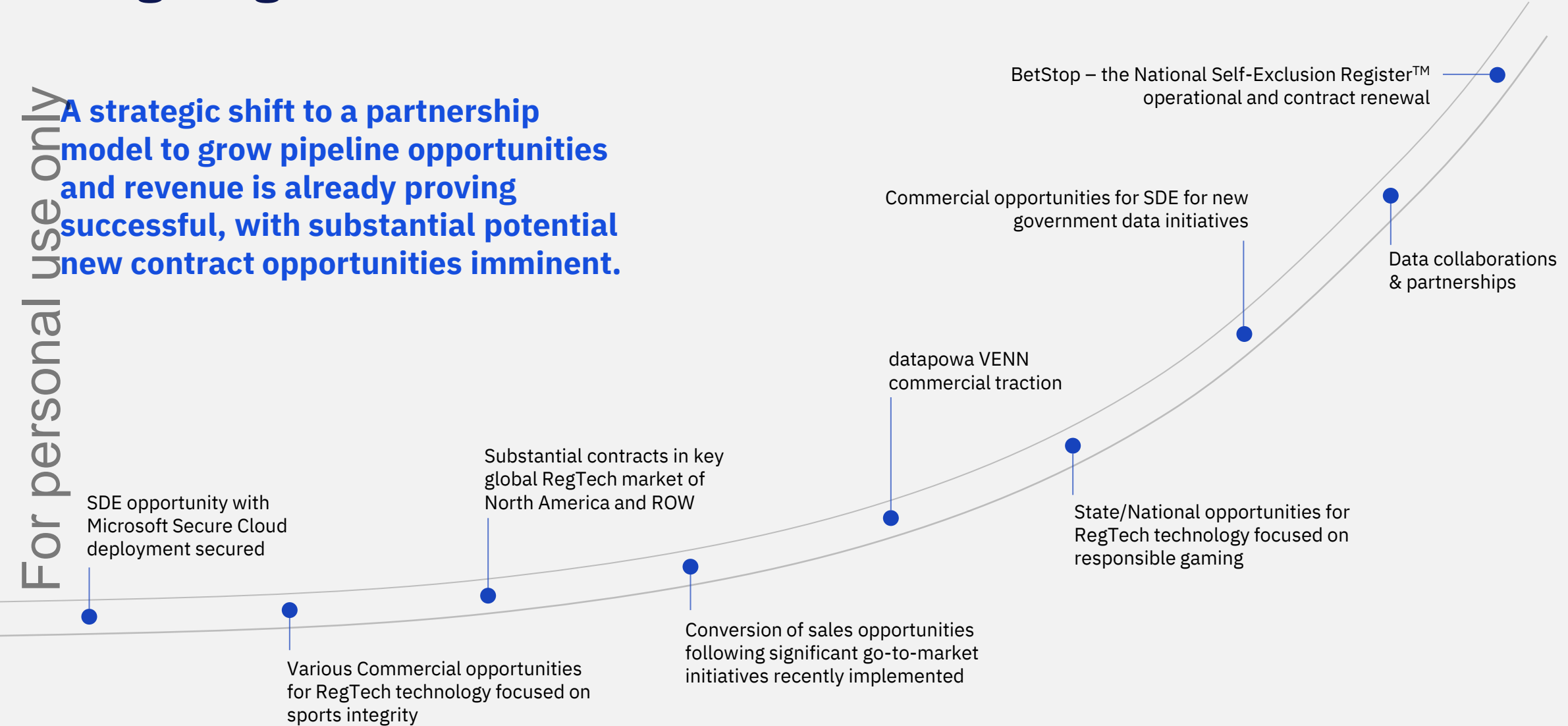


Expected increase in revenue growth from new product launch to drive business beyond cash breakeven.

Targeting Numerous Short-Term Milestones

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A strategic shift to a partnership model to grow pipeline opportunities and revenue is already proving successful, with substantial potential new contract opportunities imminent.



Conclusion

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- IXUP is now executing and expects to scale rapidly in coming years
- We currently operate all of the world's leading centralized self exclusion solutions and we aim to dominate this new and high growth market.
- IXUP is now delivering strong revenue growth and we are managing a significant inbound pipeline from prospects around the world in all units.
- Pipeline conversion across all business divisions is a key focus area for remainder of CY24
- We remain open to M&A in the mid-long term where accretive opportunities present.



In 2024 IXUP proved its offer, and as 2025 approaches we are preparing to scale...

Appendix



Corporate Snapshot

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Share Price (as at 13 September 2024)	\$0.016
Ordinary Shares	1,547.8 million
Options (various strike prices)#	395.6 million
Performance Rights#	120.9 million
Convertible Notes	0.25 million
Market Capitalisation	\$24.8 million



#Excludes 25 million Performance Rights that require the finalisation of and 27 million employee incentive options which are subject to shareholder approval

Demo Video



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The logo for ixup, featuring the lowercase letters 'ixup' in a bold, white, sans-serif font. The 'i' and 'x' are connected, and the 'u' and 'p' are also connected. The background is a dark blue gradient with a network of glowing blue lines and dots, and large, semi-transparent geometric shapes.

Thank You

CONTACT@IXUP.COM
WWW.IXUP.COM