



## **Investor Presentation**

Investing in innovative technology businesses

November 2020

# The investment opportunity



## **Portfolio of innovative companies**

Exposure to a diversified portfolio of private technology businesses focused on workplace and financial solutions



## **Blue chip client base**

Blue chip client base validates product offering with potential cross-selling opportunities available



## **Strong industry and COVID-19 tailwinds**

Underpinned by recent industry shifts, regulatory changes and accelerating adoption of digital technologies



## **Attractive growth profile**

Strong traction to date with FY21 revenue expected to be A\$5.5m – core portfolio businesses profitable

# Exposure to a portfolio of innovative private technology businesses



**AVANT GARDE**  
AGENCY  
100% ownership

Software and app development company which acts as a key screening channel for DIG to identify and access new growth opportunities

## Workplace solutions

Developing platforms that digitalise, streamline and automate project processes in the workplace



Compliance checks  
and HR solutions  
100% ownership



Field services  
software solutions  
100% ownership

## Finance solutions

Unique solutions for the automotive finance industry



Auto finance and  
salary packaging  
100% ownership



Virtual brokerage  
services  
50% ownership



Dealer  
exchange  
75% ownership

# Portfolio companies servicing a blue chip client base and broker network

50+  
blue chip  
clients and  
growing

*A growing number of  
agreements with a range of  
top tier clients across the  
portfolio*

*A clear validation of our  
respective product offerings*

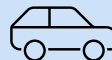
**Potential for cross selling  
opportunities between divisions:**

## Workplace solutions customers



*Client X uses Infocept for its fieldwork services  
AND Makesure for onboarding services*

## Finance solutions agreements



Extensive network of  
dealerships / brokers on  
board



Accredited representative  
to a big network of finance  
brokers (e.g. CBA, Westpac,  
Macquarie)



Ability to expand into  
alternative sub-segments  
over time

*Our Credit Team virtual brokerage referring  
business to NFFI's financing activities*

# Recent industry shifts and regulatory changes put DIG in a position of strength with significant tailwinds underpinning further growth

## Key Growth Drivers



### **Adapting to a post COVID world**

- Focus on flexible working with increasing demand for virtual management platforms across industries
- Desire to minimise unnecessary human interaction, with focus on automating processes



### **Increased focus on cost**

- Companies focused on optimising costs (e.g. cutting out the middle man where possible)
- Reduction of additional compliance costs across business functions



### **Positive macro shifts**

- Industries starting to ramp-up hiring as economy improves
- Increased government infrastructure spending
- Old ways of working need new technological innovations



### **Demand for digital technologies**

- Innovative technologies creating new markets & business opportunities
- Demand for modern SaaS products and technology that change ways of working

# Strong growth to date with the portfolio expected to be profitable in the near term

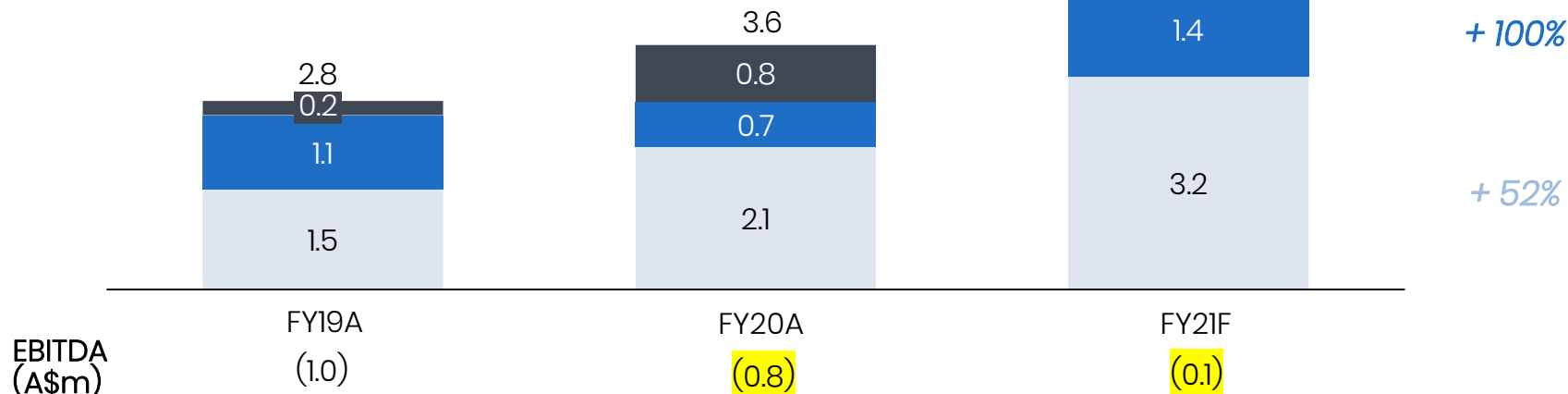
## Pro Forma Revenue (A\$m)

Other  
Infocept  
Makesure

Conservative estimates based on existing projects underway -  
~ **A\$1m** already earned in Q1 2021

**FY20A-FY21F**  
**growth (%)**

Infocept sales recovering following temporary COVID-19 impact from delays in construction spending in late FY20



EBITDA  
(A\$m)

## Experienced and entrepreneurial board team with track record of success



**Don Clarke**  
*Chairman*

- Ex Corporate Partner at Minter Ellison
- 30+ years in commercial law advising ASX listed and private companies
- Non-executive director of various ASX listed corporation



**Steve Prideaux**  
*Co-Founder and CEO*

- Ex Vice President of Commercial Operations APAC for NYSE Listed Blockbuster INC
- 25+ years of management experience in the Retail, Licencing and Franchising sector
- Recipient of various state and national retail awards for excellence



**Gerard Mullins**  
*Non Executive Director*

- Experienced company director
- Previously held executive roles with Pacific Dunlop, Australian Defence Industries and Illinois Tool Works
- Founded ASTA Solutions growing that business to \$6M turnover and 50 staff over 15 years



**Gordon Jenkins**  
*Non Executive Director*

- Previously held senior executive positions at Merrill Lynch, UBS Deutsche Bank and NAB
- Works with multinationals through to private SME clients
- Also an international speaker, executive coach and career mentor



A group of people are working in a modern office environment. In the foreground, a man with a beard is seated at a desk, looking at a computer monitor. The monitor displays a website with the text "DESIGNERS SHOULD ALWAYS KEEP THEIR USERS IN MIND." and "Use relevant charts and graphs". To his right, a woman is seated at a desk, looking at a laptop. In the background, another person is visible, and a man with glasses is leaning over a desk, looking at a laptop. The office has large windows in the background, and there are various items on the desks, including a cup, a small potted plant, and a wire basket.

# The DIG Portfolio

dig



## A snapshot of the DIG portfolio

Division	Business	Background	Description	FY20 PF revenue	
Workplace solutions	Makesure	Acquired 2019	Compliance checks and HR solutions	A\$2.1m	~60%
	Infocept	Acquired 2019	Field services software solutions	A\$0.7m	~20%
Finance solutions	National Fleet Finance <sup>1</sup>	Acquired 2018	Auto finance and salary packaging	A\$0.3m	~10%
	Our Credit Team	Launching 2021	Virtual brokerage service	-	-
	Auto Trade Exchange	Launching 2021	Dealer exchange	-	-
Growth	Avant Garde	Acquired 2016	Digital services and app development	A\$0.4m	~10%

**A\$3.6m**

**100%**

**Note**

<sup>1</sup>. Includes Think Leasing and Next Finance



# Makesure – a game changer for workplace compliance

## Digital platform for compliance checks

Makesure provides a streamlined and flexible workflow management system – facilitating the end to end HR lifecycle with automated reporting.

Provides accurate and timely compliance checks (fully accredited police, immigration, employment and AML/CTF checks) through a full digital experience.

In the process of launching Ratify- a powerful online system that streamlines the management of all workplace related documents in a user friendly platform.

## Addressing the pain points in workplace compliance



**Tedious manual workflows** completed by HR and admin staff



**High compliance costs involved** as processes need to be replicated



**Frustration** due to lack of automation

**Employers are looking for a turnkey solution that is reliable, scalable and easy to use**



# Makesure – Blue chip client base with recurring revenue from enterprise customers

Workflow management tool to streamline and digitalise compliance checks:



## Strong client engagement with high gross margins

~90 clients currently on the platform  
>100 checks historically per day on average  
>A\$20k average spend per customer

**A\$2.1m sales in FY20**  
uplift expected in 2021 following  
launch of Ratify given ability to attract  
new and upsell existing customers  
**~50% gross margins**  
expected to improve as business scales

## Recent client achievements provide significant opportunity



Secured position  
as *sole provider*



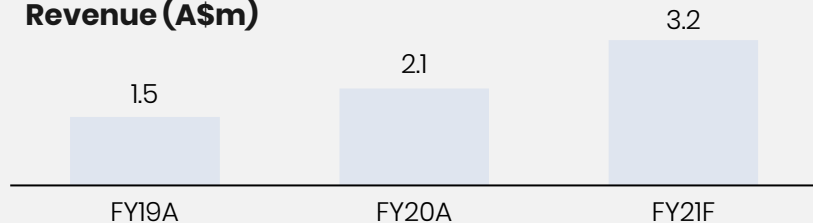
*Mandated labour hire  
providers to use makesure*

## Ratify App launching late CY20

*Ratify is a powerful online system that streamlines the management of all workplace related documents in one easy-to-use platform allowing companies to take greater control of in-house and external compliance requirements such as inductions, training, appointments, medicals, background checks and much more.*

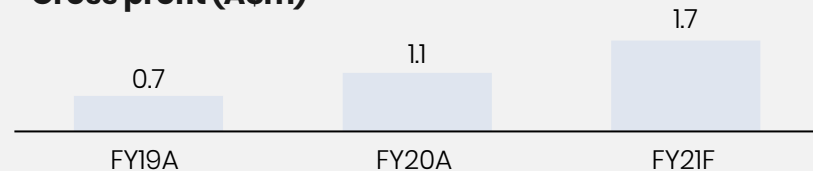
## Makesure – Scalable business model with strong top line growth

### Revenue (A\$m)



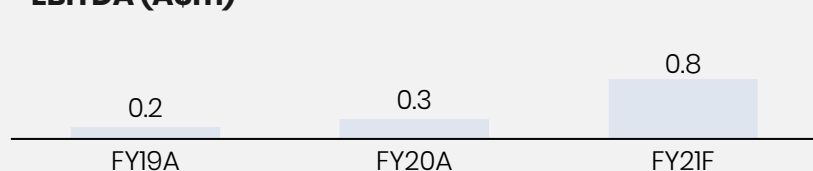
**40% CAGR  
growth from  
FY19–21F**

### Gross profit (A\$m)



**50%+ gross  
margins**

### EBITDA (A\$m)



**Currently  
profitable –  
clear scale  
benefits**

### Growth drivers

- ❑ Continue growing core business by signing more blue chip customers
- ❑ Leverage launch of Ratify to upsell existing customers and target new customers
- ❑ Potential cross sell opportunities may exist with other portfolio companies (e.g. use Infocept's client relationships to sell Makesure product)

# Infocept – Leading provider of workflow solutions to the Telecoms industry

## Specialised software solutions targeted at the Telecoms industry

Specialised workflow solutions software primarily targeted at the telecoms industry (e.g. field services management).

Software is used throughout the project lifecycle for planning, remote supervision, monitoring and quality control services and is targeted at helping businesses make live decisions. Functionality includes:

- ✓ Converts historical and real-time data into actionable insights
- ✓ Allows businesses to make data driven decisions
- ✓ Digitalise and progress business processes

## Addressing the pain points in the Telecoms industry

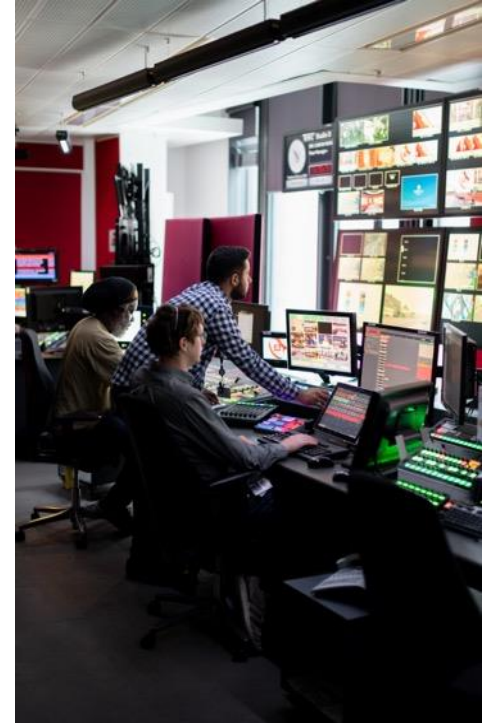


Inability to **access real-time data** to make decisions



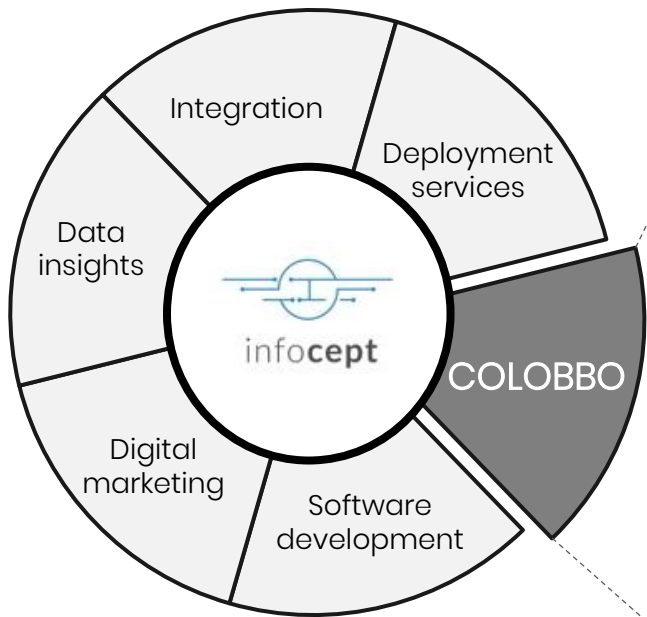
Current on site process are **outdated** (e.g. manual inputting)

**Infocept is an easy to use solution allowing businesses to make crucial project decisions in real time**



# Infocept – Working with the largest Telecoms companies nationally

Providing a range of IT based services:



Significant revenue opportunity exists for Infocept

**Big clients**

*Telstra, NBN, Fulton  
Hogan, Hendry etc*

**~50% gross margins**

*expected to improve as  
business scales*

**COLOBBO platform launching late 2020**

Currently in active Pilot trials, Colobbo is a powerful SaaS field services management software using AI powered work flow automation, specifically aimed at the Infrastructure and construction industries

**Strong customer engagement to date with NBN**



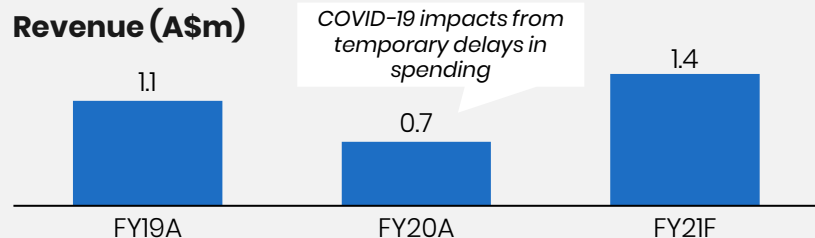
Engaged by NBN in delivering the largest network construction roll out in Australia.

NBN currently trialling the Colobbo product – in discussions to potentially commercially license the software following the conclusion of the trial period



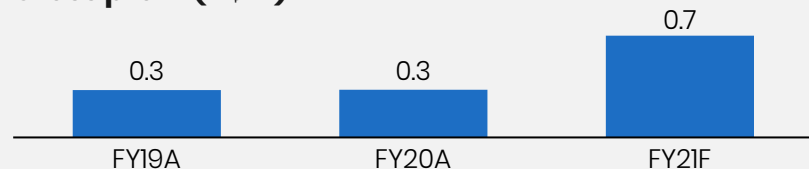
# Infocept growth driven by launch of Colobbo in FY21 and increased spending in telecoms projects post COVID-19

## Revenue (A\$m)



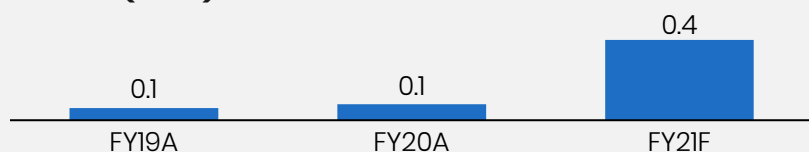
**Strong pipeline of new projects following COVID-19**

## Gross profit (A\$m)



**c. 50% gross margins**

## EBITDA (A\$m)



**Highly scalable economics**

## Growth drivers

- ❑ Continue growing core business by signing more customers – significant pipeline of government projects where Infocept is currently being trialled and in advanced licensing discussions (e.g. NBN)
- ❑ Leverage launch of Colobbo to upsell existing customers and attract new customers
- ❑ Funding will provide Infocept with the necessary capital to unlock additional revenue opportunities (e.g. business currently capital constrained)
- ❑ Cross selling opportunities with Makesure

## Currently providing unique solutions for automotive finance industry



Agile finance company  
focused on motor vehicle  
and salary packaging  
*100% ownership*

*Currently  
revenue  
generating*








A revolution in acquisition,  
valuation, trading &  
wholesaling of automobiles  
*75% ownership*

*Late stage  
development  
(2021 launch)*

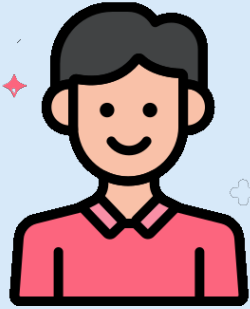


Virtual online brokerage,  
providing financing  
solutions to dealerships  
*50% ownership*

# Our solution provides flexibility and accessibility for automotive dealerships

Client pain points		 The DIG solution	
1	Access to one stop concierge financial solutions		Contactless finance, vehicle procurement and fleet management options. For property, multi channel mortgage aggregation & acquisition.
2	Access for Salary Packaging for small employers and ABN holders		A fully integrated, ATO and FBT compliant platform offering significant savings in income tax and vehicle operations
3	Reliable access to used car stock and client lead generation for car dealers		The first C2B Platform for the valuation and wholesale exchange of used cars combines with vehicle procurement online
4	Changing Credit Regulations and limited access for customer lending		In house online broker platform, multi channel lending, significant opex reduction for dealers

## Our Credit Team is a huge opportunity to change the way car yards work, with the virtual brokerage service launching in car dealerships soon



Charlie owns a new car dealership

Traditionally auto finance has been managed by his Business Manager and provided through his Floor Plan finance provider

### The problem that Charlie has:

- ✗ Royal Commission changing the way that car dealerships and brokers work – increasing regulation and compliance costs for Charlie to keep offering finance solutions
- ✗ Charlie's staff have fixed working hours making it difficult to service customers flexibly
- ✗ Being tied to one or only a handful of lenders limits Charlie's ability to offer an unbiased service offering
- ✗ Charlie's business manager is expensive

### The OCT solution



Since onboarding OCT, Charlie's existing customer service team can simply ask:  
*'Would you like to discuss finance with Our Credit Team?'*

In a private space, the customer can have a face to face interview 7 days a week until late night with an online Australian-based broker who can provide access to a wide range of lenders.

**Charlie now has a much better chance of providing the finance, securing the deposit, reducing overheads and winning more business.**



OCT provides for a cheaper and more flexible solution whilst delivering a seamless experience for the customer

Growth

Avant Garde is a software development business providing access to upcoming technology assets

AVANT GARDE  
A G E N C Y

Software and app  
development, marketing  
and IT support

Acts as a key screening  
channel for DIG to access  
new opportunities

### How DIG brings on its new investments

Step 1



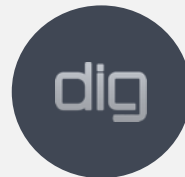
Tech Co has a  
business idea and  
needs help with  
web or app  
development

Step 2

AVANT GARDE  
A G E N C Y

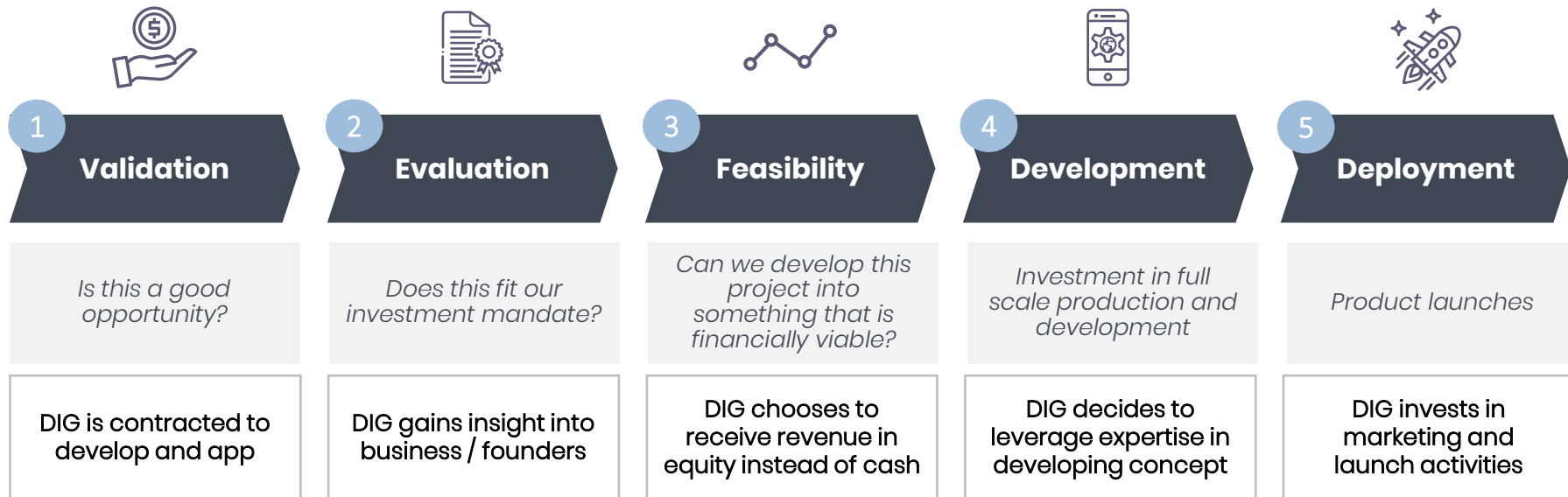
Engages Avant  
Garde to develop  
product / provide  
ancillary advisory  
services

Step 3



DIG assesses  
Tech Co and may  
complete the job  
for equity or cash

## A robust framework in place ensuring DIG selects high quality assets



Leveraging in house expertise (e.g. development, marketing) in producing best outcome at the time of launch



# Details of the capital raising

# Capital raising to support growth initiatives ahead of a near term IPO

DIG is seeking to raise capital to **fund growth initiatives** and **support an ASX listing within the next 6 months** (preparation activities already underway)

Expected use of funds	A\$m
Accelerate growth of current portfolio businesses <ul style="list-style-type: none"><li>Additional sales resources across the launched brands to accelerate expansion</li><li>Marketing across the existing and newly launched brands</li><li>Continuous R&amp;D of existing platforms</li></ul>	1.0m
Balance sheet optimisation <ul style="list-style-type: none"><li>Repayment of existing debt as part of requirement for an ASX listing</li></ul>	0.5m
Working Capital <ul style="list-style-type: none"><li>To accelerate contracts for tender</li></ul>	0.2m
<b>Total</b>	<b>A\$1.7m</b>

**Clear alignment of interests: ~40% of register held by founders of various DIG businesses**

Shareholder	Ownership
Rob Wallace (Makesure founder)	14.9%
Vipen Gera and Rajiv Biswas (Infocept founders)	10.3%
Prideaux family (Co-founder of DIG)	8.5%
Davies family (Co-founder of DIG)	3.9%
Lim family (Founders of NFFI)	0.9%
Independent investors	25.2%
<b>Top 20 (total)</b>	<b>63.7%</b>

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