

# Datagate™

**Rights Issue**

**October 2016**

**Mark Loveys, CEO**

# Datagate CEO – Mark Loveys



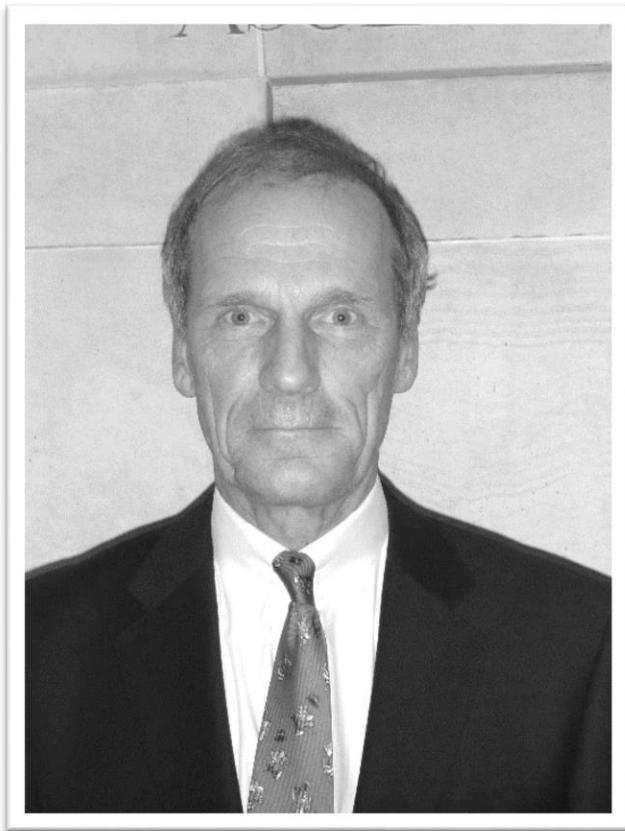
- IS Manager of PC Direct, sold for NZ \$27M in 1998
- Founded Exonet, sold for AU \$30M in 2000
- Co-founded Datasquirt, sold for US \$12.5M in 2011
- CEO of EMS-Cortex, sold to Citrix for US \$11.5M in 2011

# Investor, Director – Malcolm MacDonald



- Co-founder and director – BankLink
- Sold to MYOB for NZ \$136M in 2013
- Lead Investor, Ice Angels

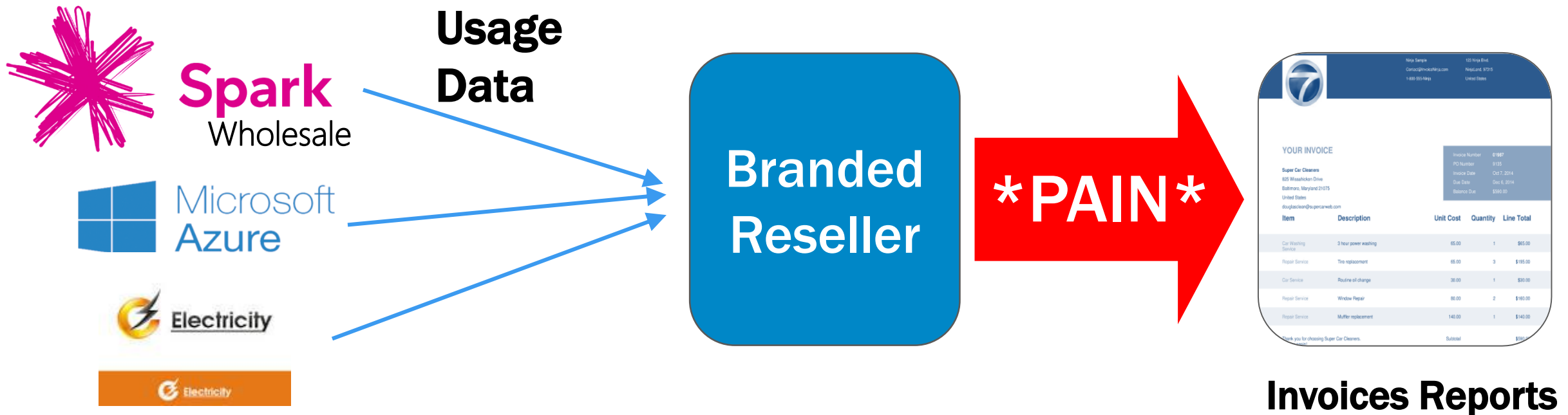
# Chairman – Dr. Jens Neiser



- Former Partner of Boston Consulting Group
- Specialising in M&A Strategy
- Managing Partner of Neiser Capital Investment Fund
- Successful German and Australian based investor

# Service Reseller's Billing Pain

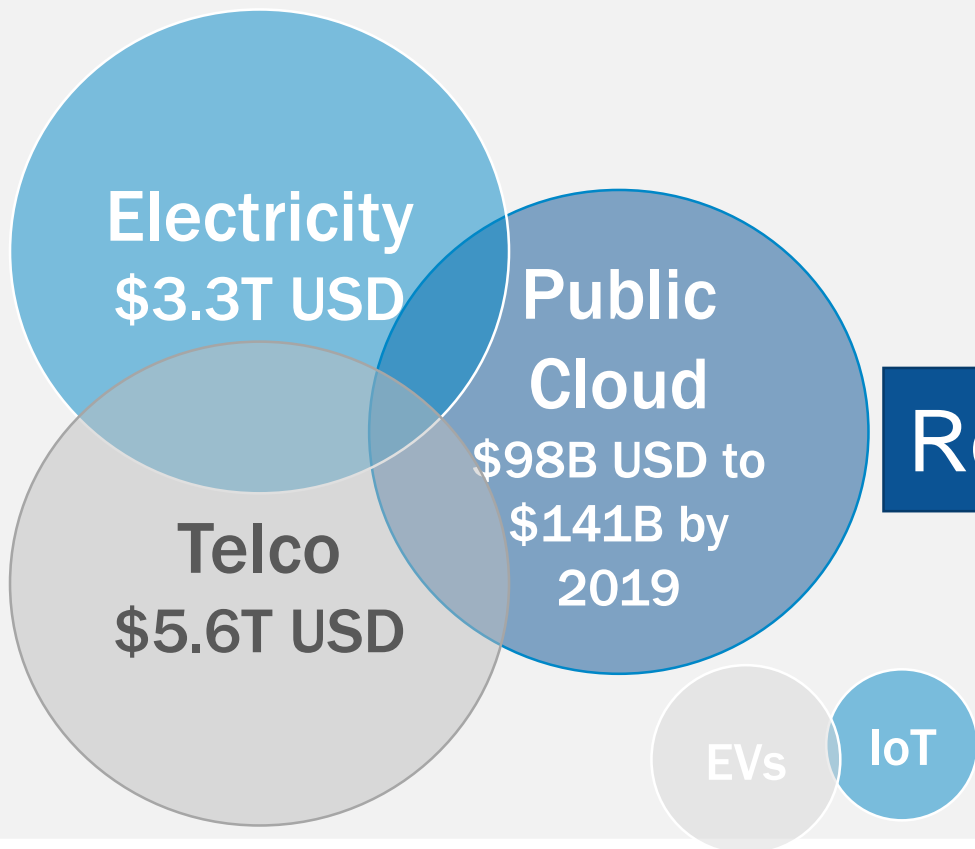
Utility resellers “drowning” in Billing Complexity



...and need differentiation, like bundled services & on-line portals

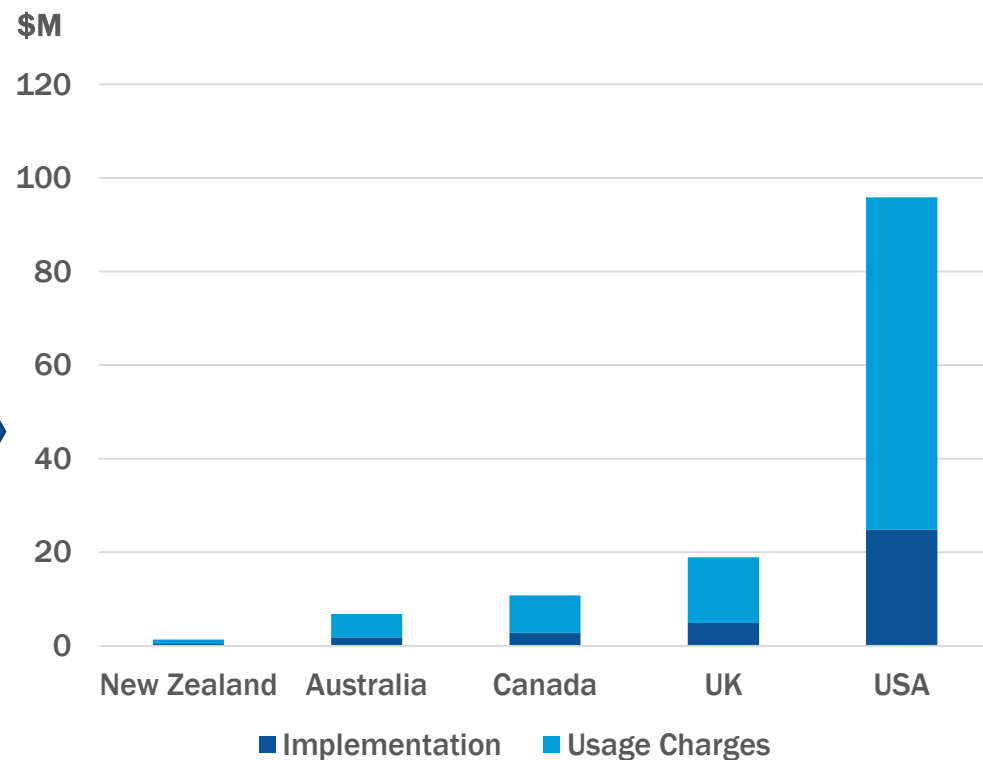
# Massive Commoditised Industries Converging

## Worldwide Market Size

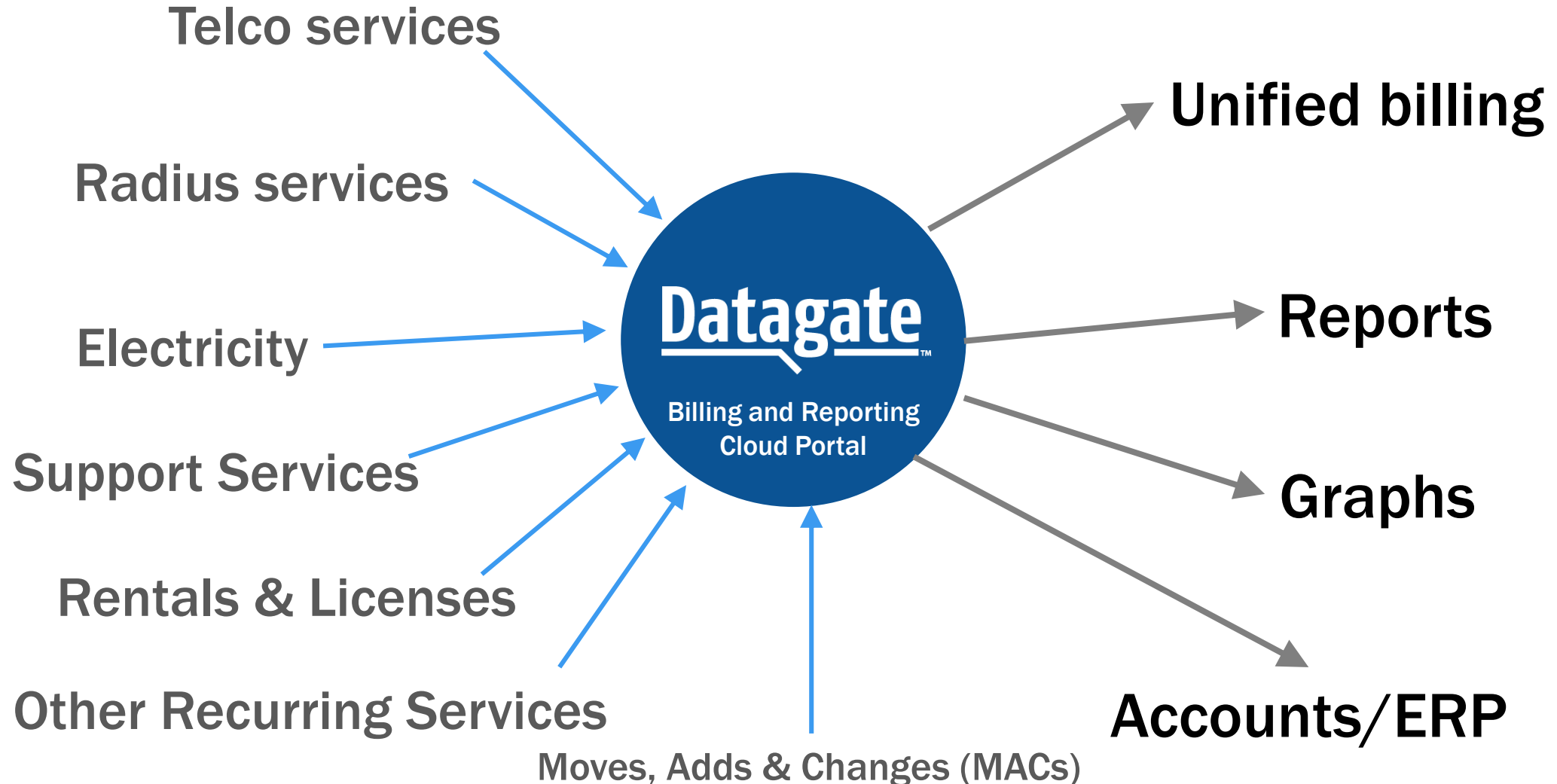


Resellers

## More than \$100M Revenue Potential From Core Markets



# Datagate Billing & Reporting



# Datagate Customer Portal

**demolimited** | About | Contact | Andy De Boss

**Andys Autos Ltd** | ACCOUNT ID: ANDY-A/C 12345

**DASHBOARD - VIEW DASHBOARD**

**My Bill** | Billing history >

LAST BILL: MAR 31 | CURRENT INVOICE: \$1,391.45 | Due: 20/04/2015

**Service Summary**

- AK1 - Auckland**: Voice Services | Lines, Tolls (13)
- HN1 - Hamilton**: Voice Services | Lines, Tolls (20)

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**demolimited** | About | Contact | Andy De Boss

**Andys Autos Ltd** | ACCOUNT ID: ANDY-A/C 12345

**TOLLS USAGE - TOLL CALL ANALYSIS**

Period: May 2015

**Most expensive numbers** | [View in detail](#)

Number	International	Mobile	Local	National	Other
07 846 7723	High	Medium	Low	Low	Low
07 834 4243	Low	High	Low	Low	Low
07 823 4900	Low	High	Low	Low	Low
07 834 4245	Low	Low	High	Low	Low
07 974 9310	Low	Low	High	Low	Low
07 834 4247	Low	Low	High	Low	Low

[Toll call analysis](#) | [Toll call details](#) | [Toll call summary by number](#) | [Toll call summary by site](#) | [Help about this page](#)

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# Building a valuable ecosystem

**Suppliers**

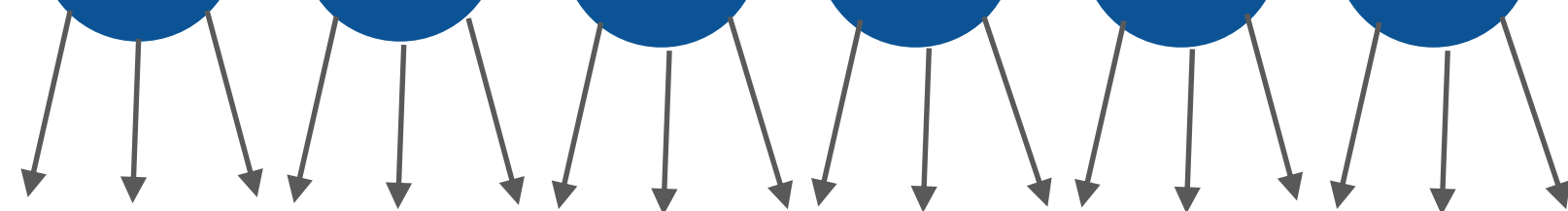
Telco Electricity Hosting IT Services Cloud Services Rentals Subscriptions



**Resellers**

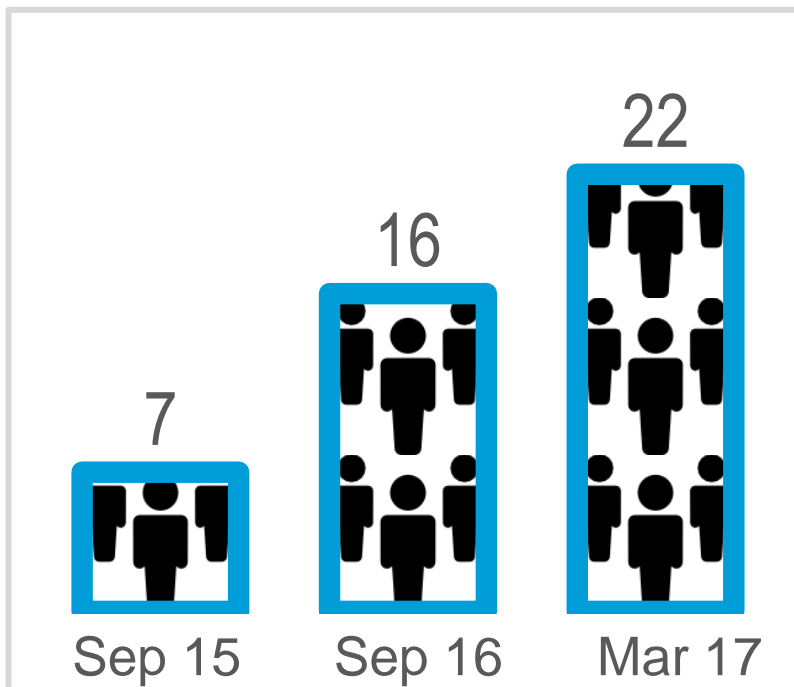


**Customers**

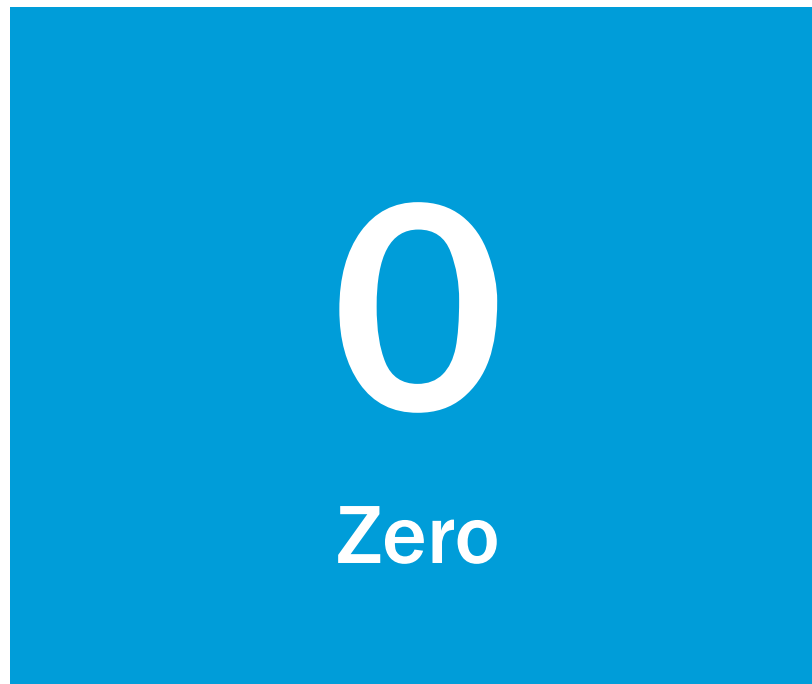


# What have we achieved?

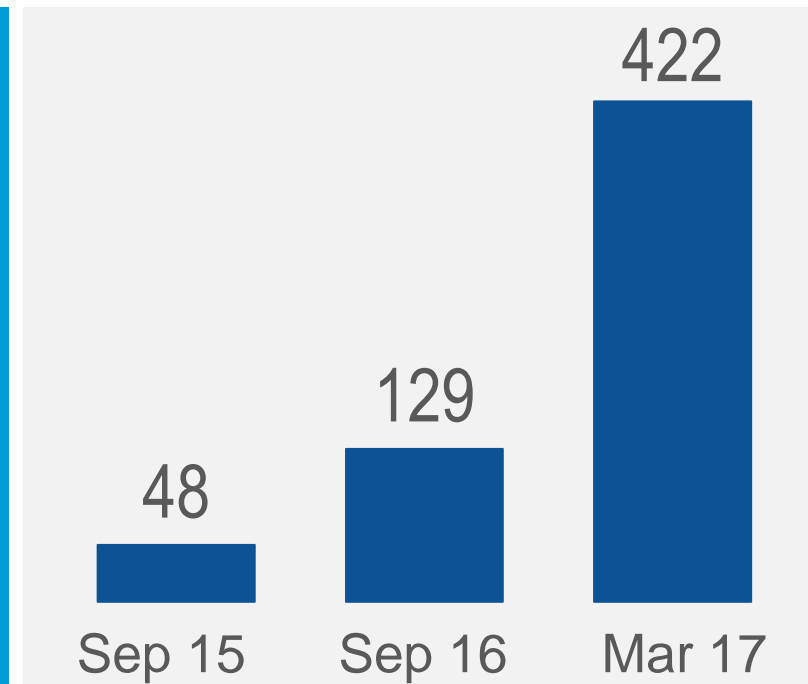
#Business Customers



Customer Churn



ARR (\$'000)



# Customers Across Telco And Electricity

## Customers

## Progress



- 16 Paying Customers
- NIL Customer Churn
- Revenue \$22K per month
- ARR \$129K
- Qualified pipeline 22
- Enquiries from AU and US

# Business Model

## Recurring Revenue

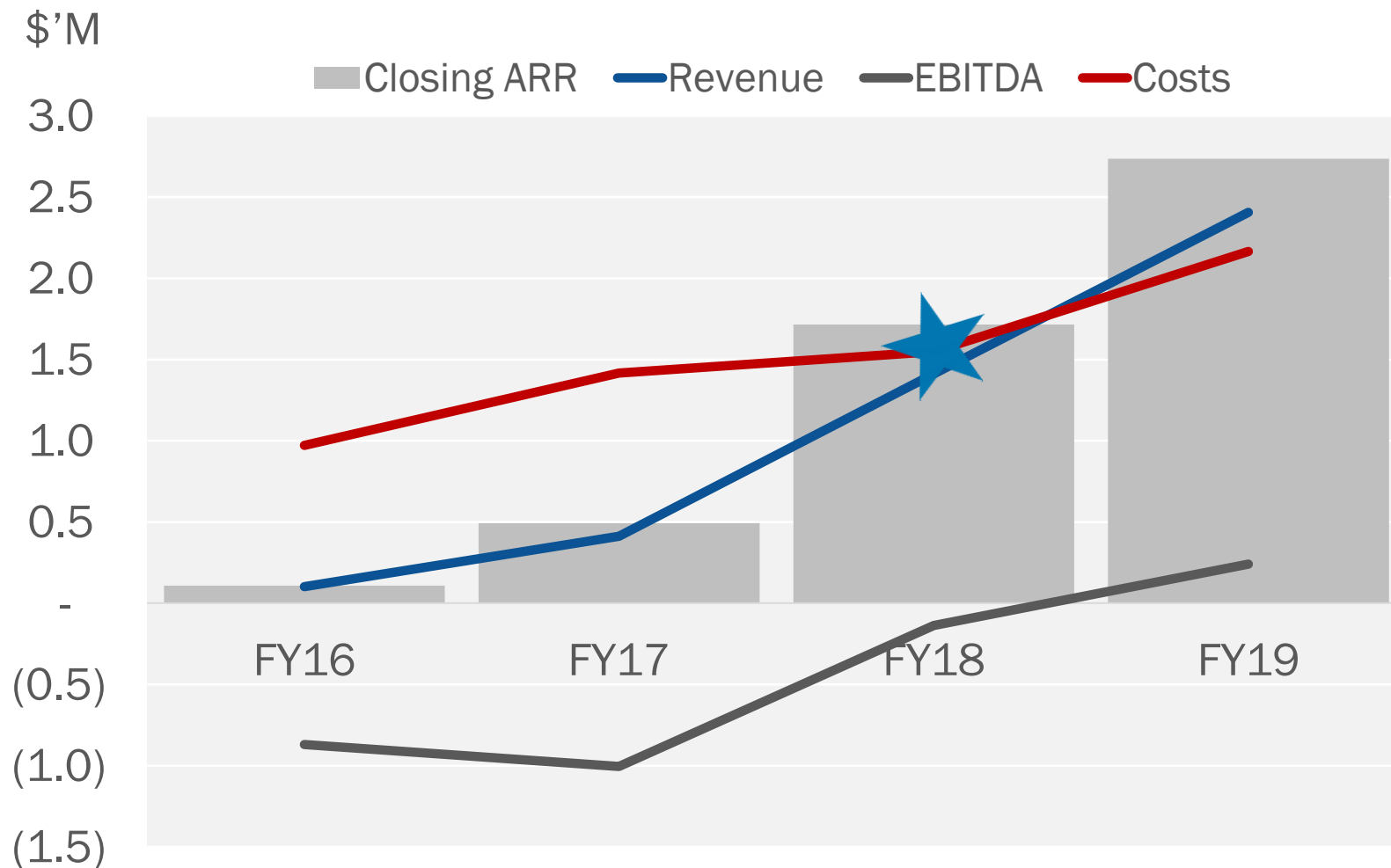
Usage, per “service item” / month

- Phone number
- ICP
- License user
- Gigabytes consumed

Implementation  
Fees

Reports &  
Feeds  
Development

# Finances and Funding to Date



- Cashflow breakeven Spring 2017
- In 2015, raised \$1,461,429 of new capital on a pre-money valuation of \$1.5M.
- The post-money valuation 2,961,429 x \$1 shares.

# Going International

We already have...  
**Global Channels to Market**

Large shareholder **Enprise**  
has sales channel of resellers  
in US, CA, AU, NZ, SA, UK.



# Rights Issue

<b>Capital being Raised</b>	<b>\$500,000</b>
<b>Over-subscriptions</b>	<b>Up to 50%</b>
<b>Already Committed</b>	<b>&gt; \$300,000</b>
<b>Pre-money Valuation</b>	<b>\$3,553,715</b>
<b>Share Price</b>	<b>\$1.20</b>
<b>Target Close Date</b>	<b>30 November 2016</b>

# Use of Funds

**We are looking to raise \$NZ500K of new capital for:**

**Additional sales capability**  
*(Large account management and international channels)*

**Customer on-boarding acceleration**

**Product extension for adjacent markets**



**Thank You**

**Questions?**