



Democratising Investing



WHAT IS EQUITY CROWDFUNDING?

- ▶ Investments in early-stage companies was traditionally limited to Sophisticated and Wholesale investors.
- ▶ Legislative changes allow Retail investors to invest in early-stage companies for the first time in Australia.
- ▶ Retail investors can now support Australian companies from as little as \$50 in exchange for shares.
- ▶ Companies can raise up to \$5 million every year from Retail investors.

BENEFITS

TO COMPANIES

A DUAL MARKETING AND CAPITAL RAISING EXERCISE

- ▲ Increase market awareness.
- ▲ Grow your user/customer base.
- ▲ Shareholders become loyal brand advocates literally invested in your success.
- ▲ Proven model that can be repeated for subsequent capital raises.

TO INVESTORS

EQUITY CROWDFUNDING IS FOR EVERYONE

- ▲ Everyday Australians can now invest in businesses they are passionate about.
- ▲ With investment starting from only \$50, it's a very accessible form of investing.
- ▲ Whilst investing in early-stage companies carries greater risks, it also has the potential for greater returns.
- ▲ It's a great way to diversify a portfolio.

GOOD CANDIDATES FOR EQUITY CROWDFUNDING

THERE ARE FACTORS THAT MAKE A COMPANY AN IDEAL CANDIDATE



B2C BUSINESS

MASS COMMUNITY ENGAGEMENT



STRONG COMMERCIAL PROSPECTS

IMPRESSIVE GROWTH AND STRONG TRAJECTORY



DISTRIBUTION

ENGAGED CUSTOMERS AND FOLLOWERS



REPUTABLE TEAM

EXPERIENCED FOUNDER AND INVESTORS

MOST SUCCESSFUL INDUSTRIES FOR EQUITY CROWDFUNDING

1

FINTECH

2

FOOD &
BEVERAGE

3

RETAIL &
ONLINE

4

SHARED
ECONOMY

HOW TO BE CSF READY?

1

Two Directors

2

Pitch-Deck and Financials

3

Constitution and Shareholders Agreement

4

Financial / Forecast Model

5

Engaged Community

6

Pre-Funding

ABOUT EQUITISE

#1 Leading investment platform
in Australia & New Zealand

74

Companies funded

\$44+

Million raised

10,000+

Investments

90%

Success rate

45,000+

Subscribers

14

Up rounds

OMNI-CHANNEL INVESTMENT PLATFORM

EQUITISE

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graph TD; EQUITISE --> EC[EQUITY CROWDFUNDING]; EQUITISE --> SI[SOPHISTICATED INVESTORS]; EQUITISE --> IP[INSTITUTIONAL PARTNERS]; EQUITISE --> IPO[INITIAL PUBLIC OFFERINGS];
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**EQUITY
CROWDFUNDING**

**SOPHISTICATED
INVESTORS**

**INSTITUTIONAL
PARTNERS**

**INITIAL PUBLIC
OFFERINGS**

CLIENT EXAMPLES



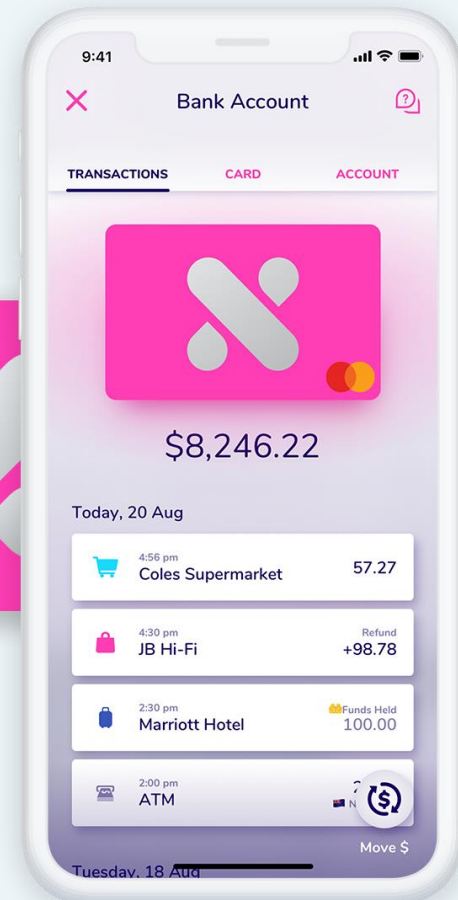
Case Studies

EQUITY CROWDFUNDING CASE STUDY

XINJA

MOST SUCCESSFUL CSF RAISE IN AUSTRALIAN HISTORY

- ▲ **Australia's first Crowd Sourced Funding (CSF) offer** launched on January 11, 2018 – the same day we received our license.
- ▲ Raised a total of ~**\$2.4M from 1,225 investors.**
- ▲ First company to launch a second CSF offer in January 2019.
- ▲ **\$1M raised in 3 days.**
- ▲ Broke previous record, **raising ~2.6M from 1,568 investors.**

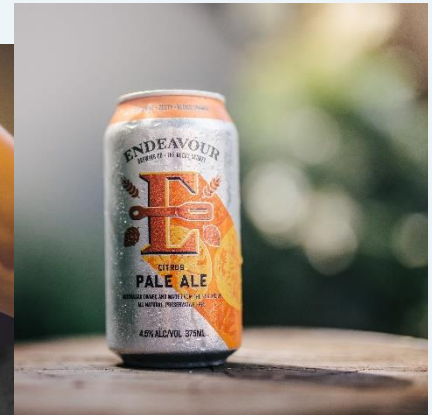


EQUITY CROWDFUNDING CASE STUDY

ENDEAVOUR BREWING CO

BUILDING A COMMUNITY OF BEER LOVERS

- ▲ **100% Australian and 100% independent brewery.**
- ▲ Raised a total of \$560,000 from 585 investors.
- ▲ First brewery to launch a CSF offer and still the most successful to date.
- ▲ Already sold nationwide the company sought capital to open new brew bars, build a world-class production brewery and expand into SE Asia and beyond.



WHOLSALE CASE STUDY

CAR NEXT DOOR & DAISEE

EQUITISE HAS AN ACTIVE COMMUNITY OF SOPHISTICATED INVESTORS

- ▲ Enabling a **transaction facility** to compliment traditional 1:1 capital raising.
- ▲ Distribute to Equitise network of **4,500+ Sophisticated Investors**.
- ▲ Use of **Equitise Nominee Services** to pool investors into one structure.
- ▲ Car Next Door raised a total of \$1 million over two rounds.
- ▲ Daisee raised \$1.5 million from 10 investors in one round.



IPO CASE STUDY

IDENTITII

BUILDING SPREAD IN IPOs WITH AN AUTOMATED SOLUTION

- ▲ **Successfully assisted 10 companies through their IPO.**
- ▲ Equitise can manage both a General Offer and a Chairman's list.
- ▲ Providing a platform for a large volume of new investors many of which have an investment vehicle (Trust/SMSF/Company).
- ▲ Equitise utilises a market leading digital AML/KYC solution to ensure fast onboarding of new investors.
- ▲ Raised \$1.7 million from 289 investors for Identitii Ltd.



ASX

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