



ASX: CRO

Investor Presentation

December 2019



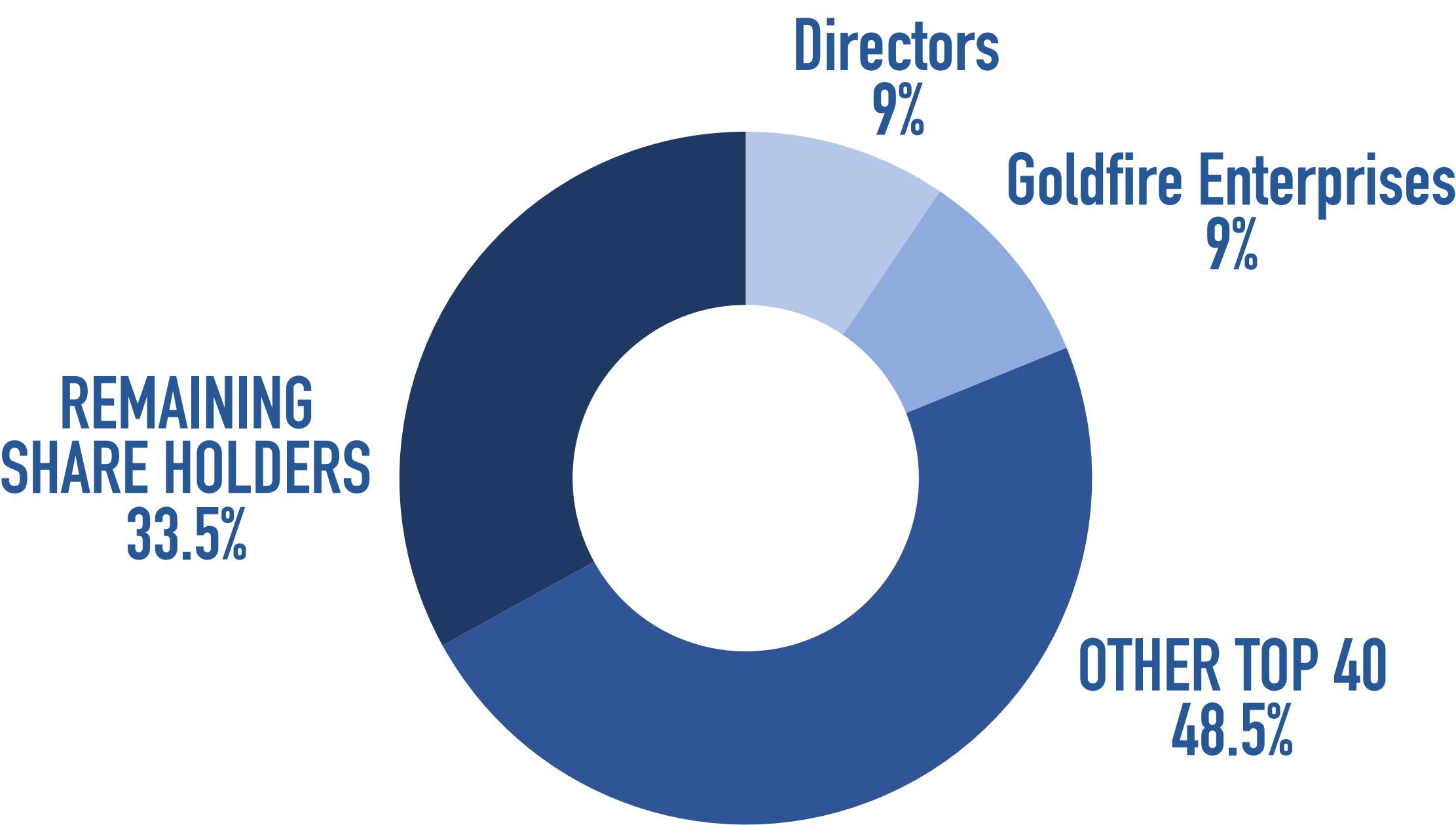
Business Snapshot

DIRECTORS

- Peter Richards - Chair
- Adrian Floate - Managing Director
- Stephen Dale - Non Executive Director
- Howard Digby - Non Executive Director

Current Share Price	A\$0.008
Shares on Issue	661m
Market Capitalisation	A\$5.2
Top 40	64.5%
Total Shareholders	~650

SIGNIFICANT SHARE HOLDERS



Our Vision



To fundamentally change the way businesses transact by delivering software solutions that enable data sharing and collaboration without paper, transcription or human error.

Business Overview

Our customers want to use our software solutions because we deliver productivity gains and cost savings that help drive profitability.



- ▶ We specialise in collaborative business to business ordering, invoicing and payments technologies.
- ▶ Our goal is to change the way people trade by delivering and integrating real time ordering, invoicing and payments from source (buyer) to destination (seller).
- ▶ Our typical customers include retailers (multisite, franchise and vertical specialisation), wholesale distributors, manufacturers and producers (with common retail customers).

Transformational Acquisition



- ▶ Cirralto is the exclusive licensee of Appstablishment's intellectual property (IP) and is fundamental to the Company when deploying SaaS solutions domestically and internationally.
- ▶ The Acquisition represents a transformative milestone for the Company in acquiring the ownership of Appstablishment's IP and provides Cirralto with an opportunity to develop new IP and software capabilities.

Strategic Rationale



Access to an existing customer base (~2,000) that transacts with over ~15,000 trading partners;



Additional revenue of ~\$500k plus ~\$850k in R&D tax incentive to the bottom line;



An organisational structure and infrastructure capable of supporting growth and scaling operations;



A team with proven success in developing, marketing, implementing and commercialising software;



Reduction in cost of goods sold and increasing gross margin.

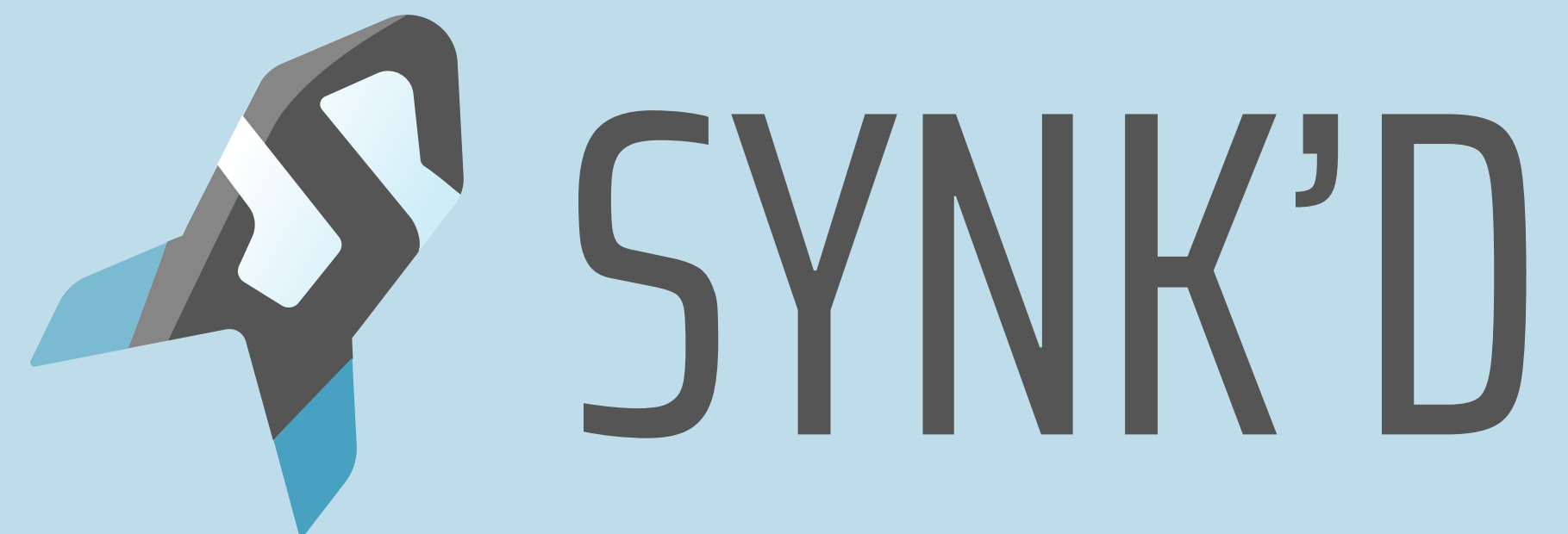
The Problem We Solve

Businesses of all sizes have similar problems at differing scales, but the largest single problem is enabling simple and equitable trade between small and large businesses.

Appstablishment's niche is that the Software simplifies complex workflows, fosters collaboration and data sharing between small and large businesses resulting in substantial productivity gains and cost savings. These operational capabilities and efficiencies are normally reserved for expensive enterprise level business solutions.



Appstablishment



Spenda

Spenda is a multi-purpose, cloud platform that delivers customers an excellent buying experience and a better sales return for businesses and their trading partners.

Spenda is unique in its ability to enable simple and easy collaboration and trading between:

- ▶ Small and large business to business (B2B) customers through the sharing of inventory and catalogues by delivering real time ordering, invoicing and payments; and
- ▶ A point of sale (PoS) platform when selling and taking payment at the counter, in the field or online through e-Commerce for businesses with direct sales to end customers.



Spenda Functionality

CATALOGUE
MANAGEMENT

PAYMENTS

SALES



WAREHOUSING
& INVENTORY

PROCUREMENT

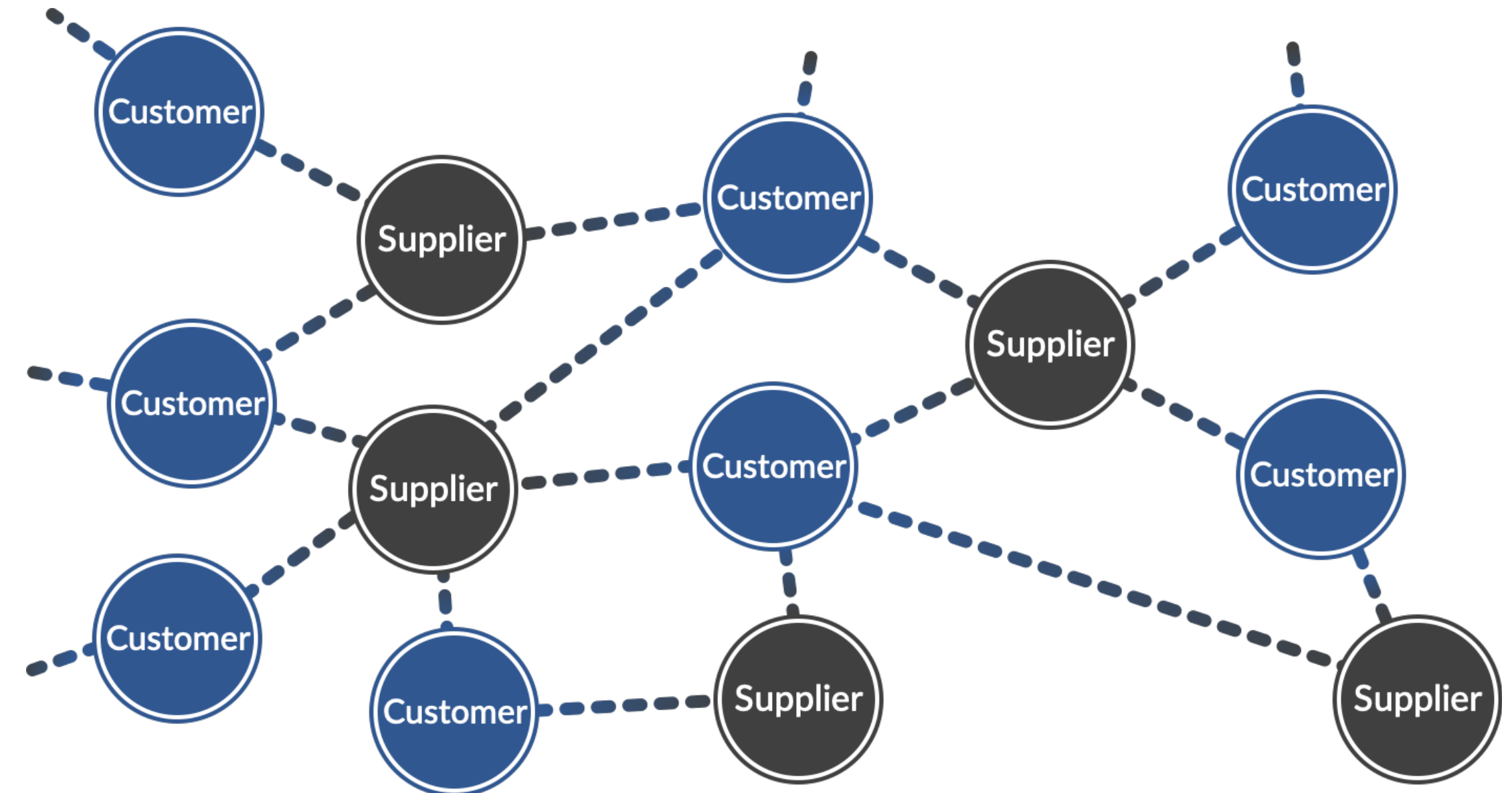
REAL-TIME
VISIBILITY

SYNK'D

- ▶ The SYNK'D integration platform enables the free-flow of transactional data between disparate software systems from mid-level ERP platforms like Pronto to small business financial systems such as Xero, MYOB and Quickbooks.
- ▶ SYNK'D provides real time transactional visibility of sales and inventory whether it be eCommerce, service management, point of sale, accounting, CRM and ERP.
- ▶ SYNK'D traverses the entire value chain and integrates best of breed technologies to acquire new customers and derive additional revenue models.

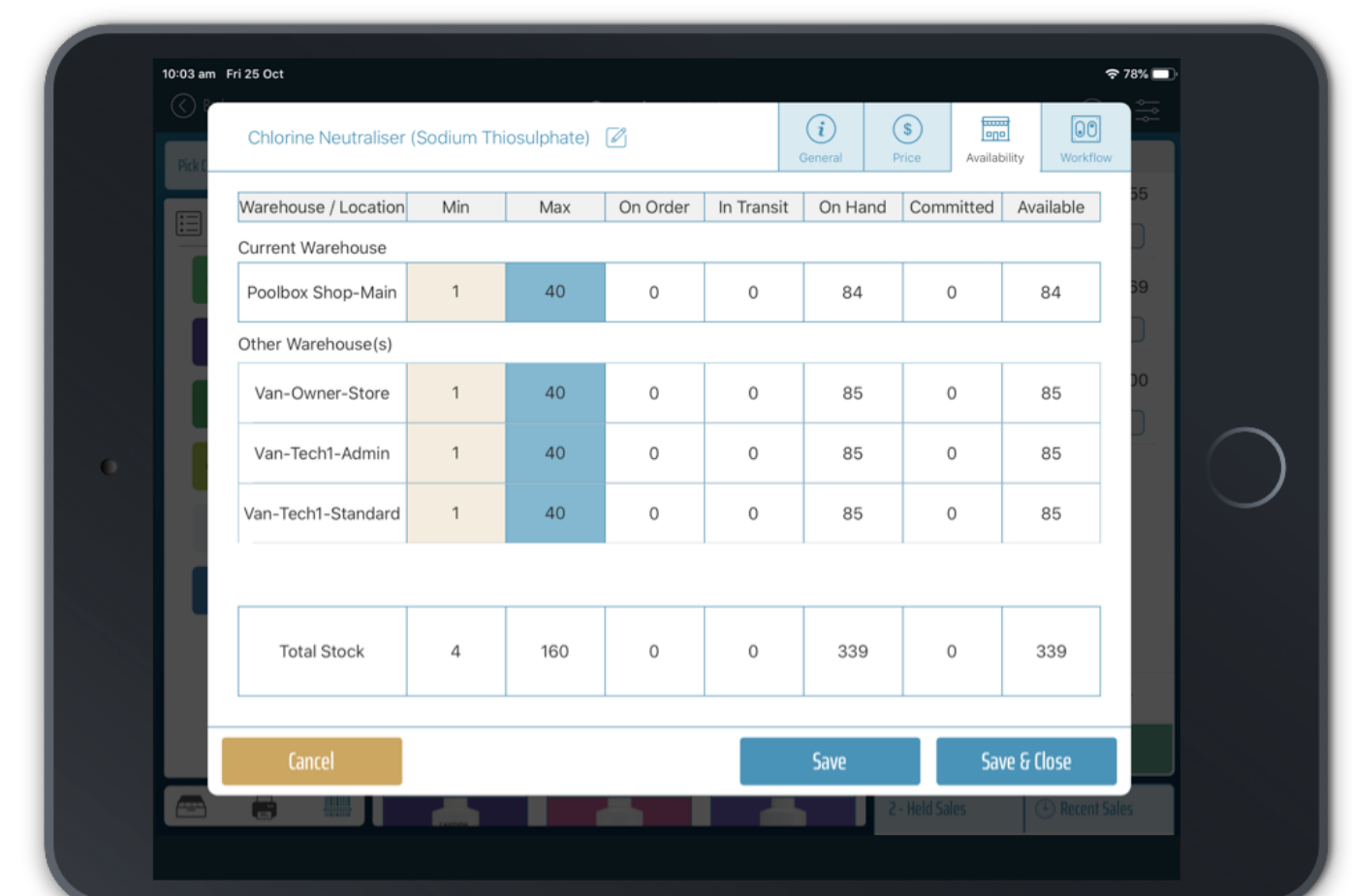
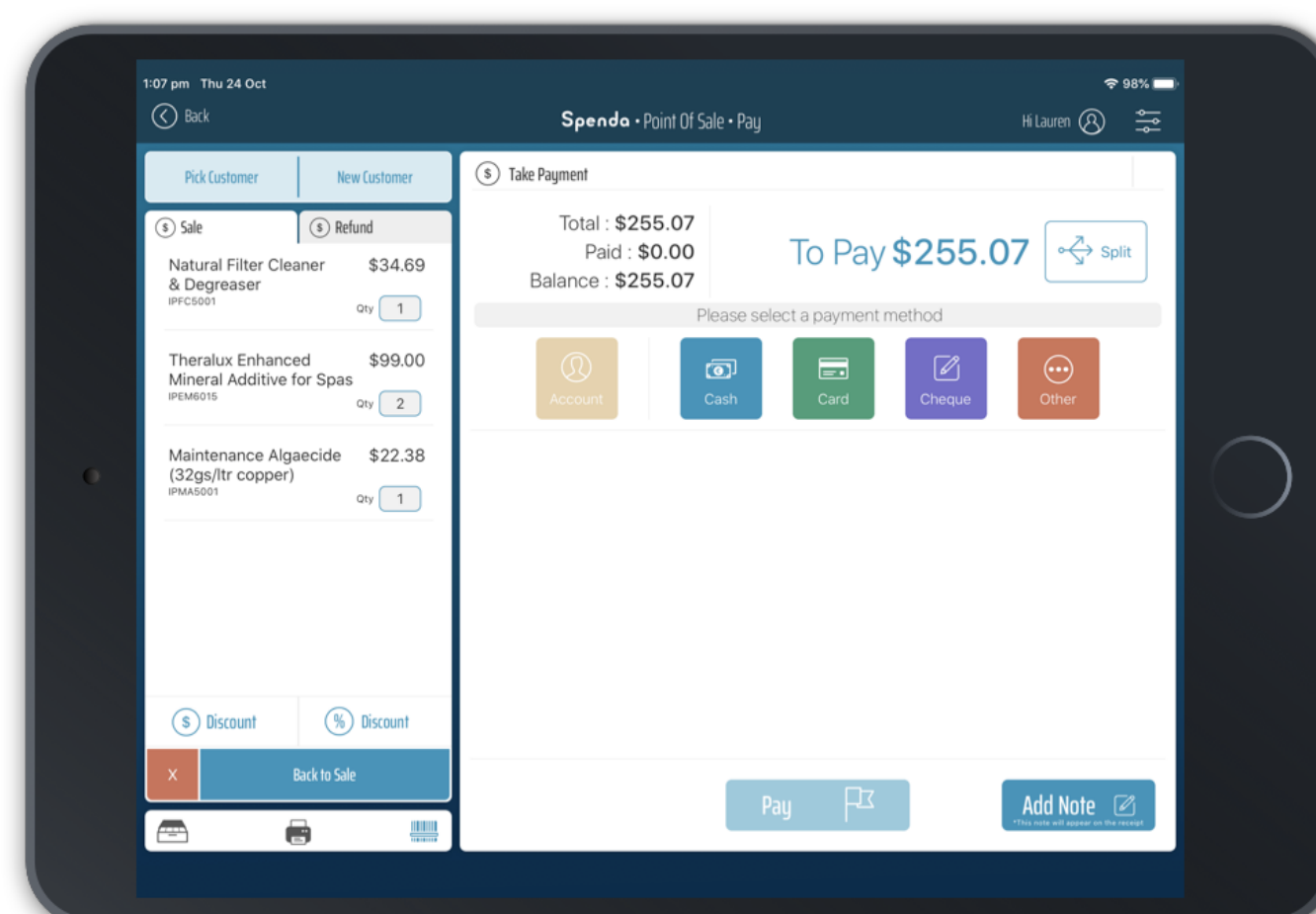
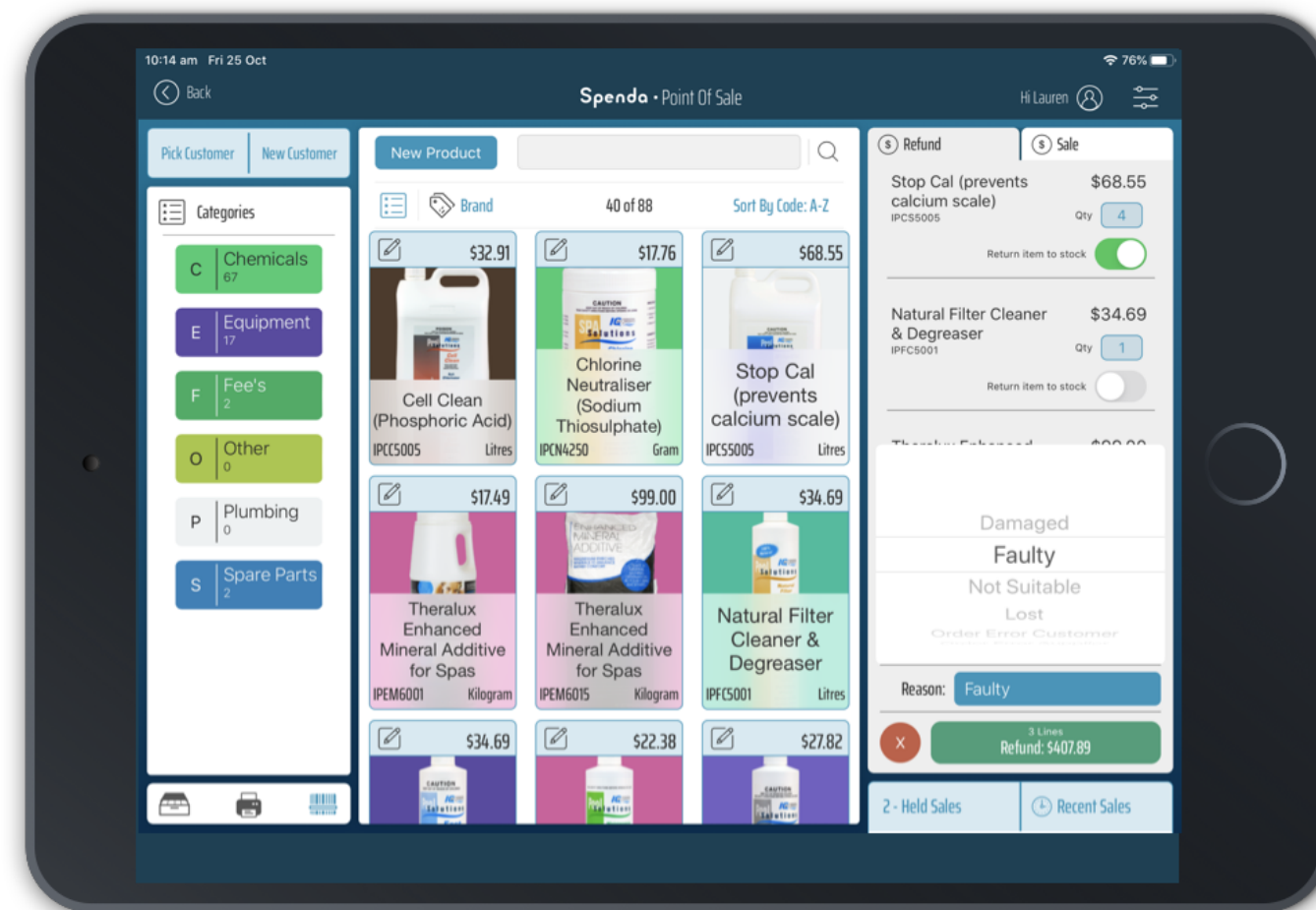
Viral Customer Acquisition

The adoption of SYNK'D and Spendu and the resulting improvement in productivity and efficiency will likely lead to viral demand for our software as more customers and their trading partners join the network.



Spenda & SYNK'D

- ▶ Spenda forms and records transactions between businesses, eliminating manual data entry and simplifying external processes, saving valuable time and money.
- ▶ SYNK'D integrates transactions into the financial system of each trading party to make accounting and compliance fast, accurate and error free.
- ▶ The application of the two technologies provides business owners with a real-time overview of their business' performance.



The acquisition of the SPENDA & SYNK'D platforms is a key strategy in the Company realising its ambition of being the dominant technology provider of marketplace solutions.

Creating a Marketplace

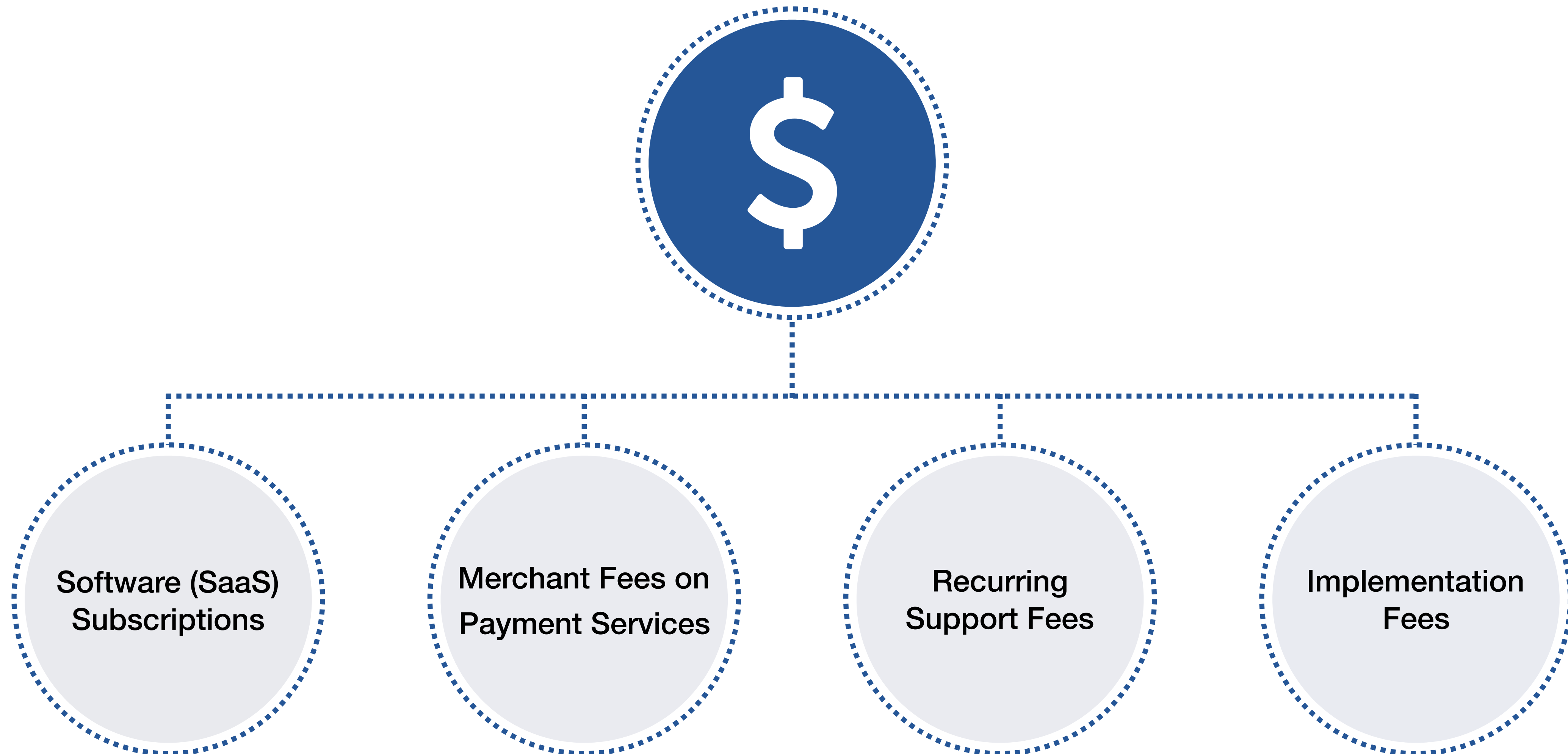


A B2B e-commerce marketplace enables buyers and sellers of any size to collaboratively order, invoice and pay digitally at the lowest possible transactional cost.

Spenda and SYNK'D enable a two-sided marketplace, where:

- ▶ Suppliers digitally connect and share their catalogues with their customers;
- ▶ Connected customers subscribe to their supplier catalogues to transact faster and more efficiently;
- ▶ All transactions by both the buyer and seller are integrated into the financial system of each party.

Sources of Revenue

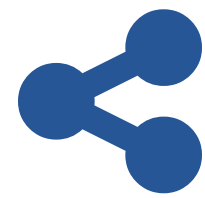


The Opportunity



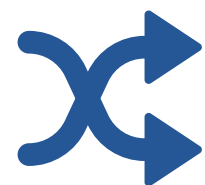
Any Business Size

Appstablishment's software enables low cost digital trade and transaction management for businesses of all sizes.



Integration and Collaboration

The software enables transactions to flow seamlessly with a business and its trading partners. This simple fundamental means that two businesses can collaborate on the same data simply and easily, and in real time.

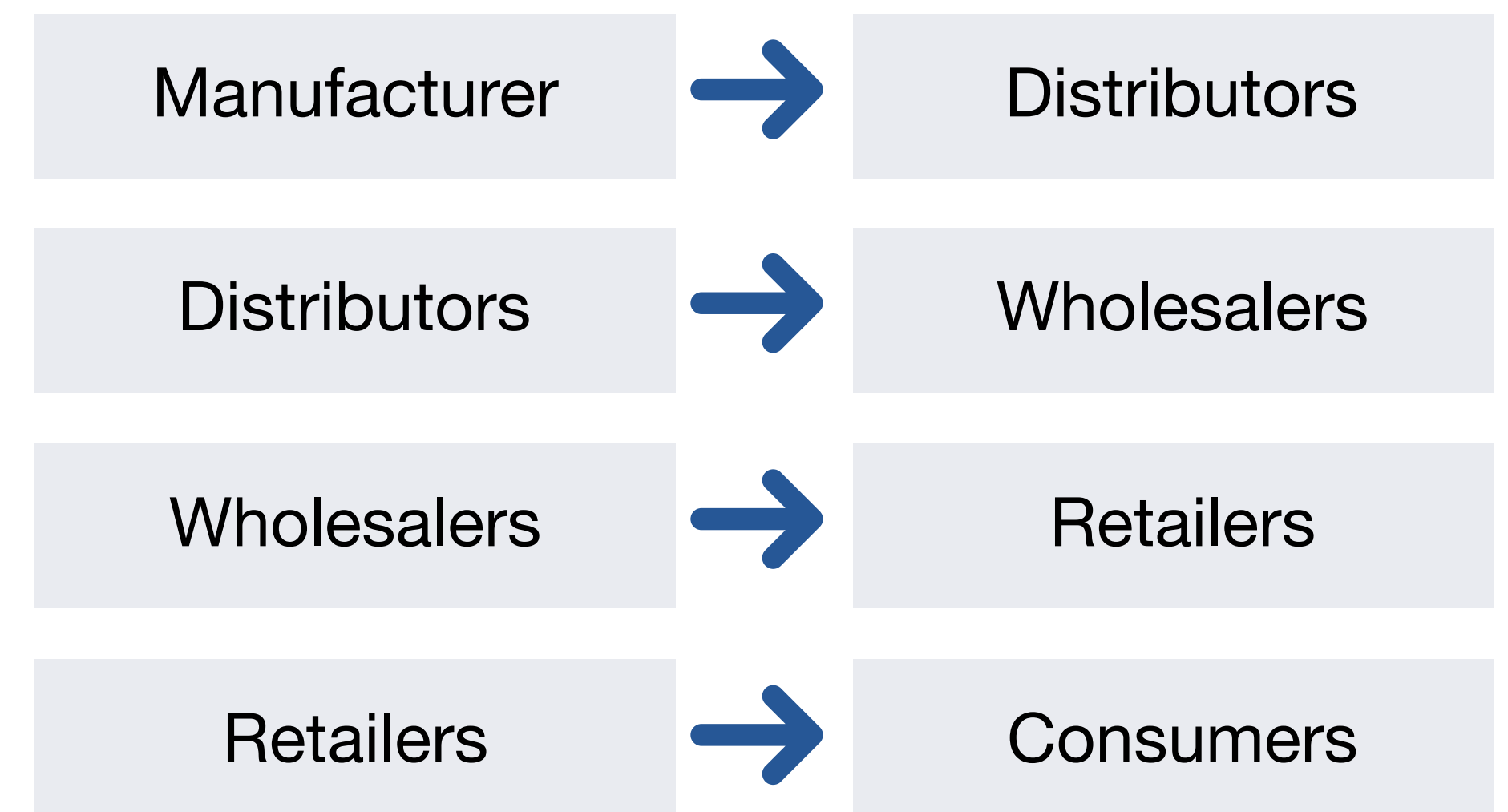


Routes to Market

Appstablishment targets businesses such as buying groups, franchise groups and industry verticals to enable marketplaces.

Vertical Value Chain - change to process

The ability to interact at all levels of the value chain from the manufacturer all the way to the consumer gives Appstablishment the capacity to acquire customers and grow rapidly.



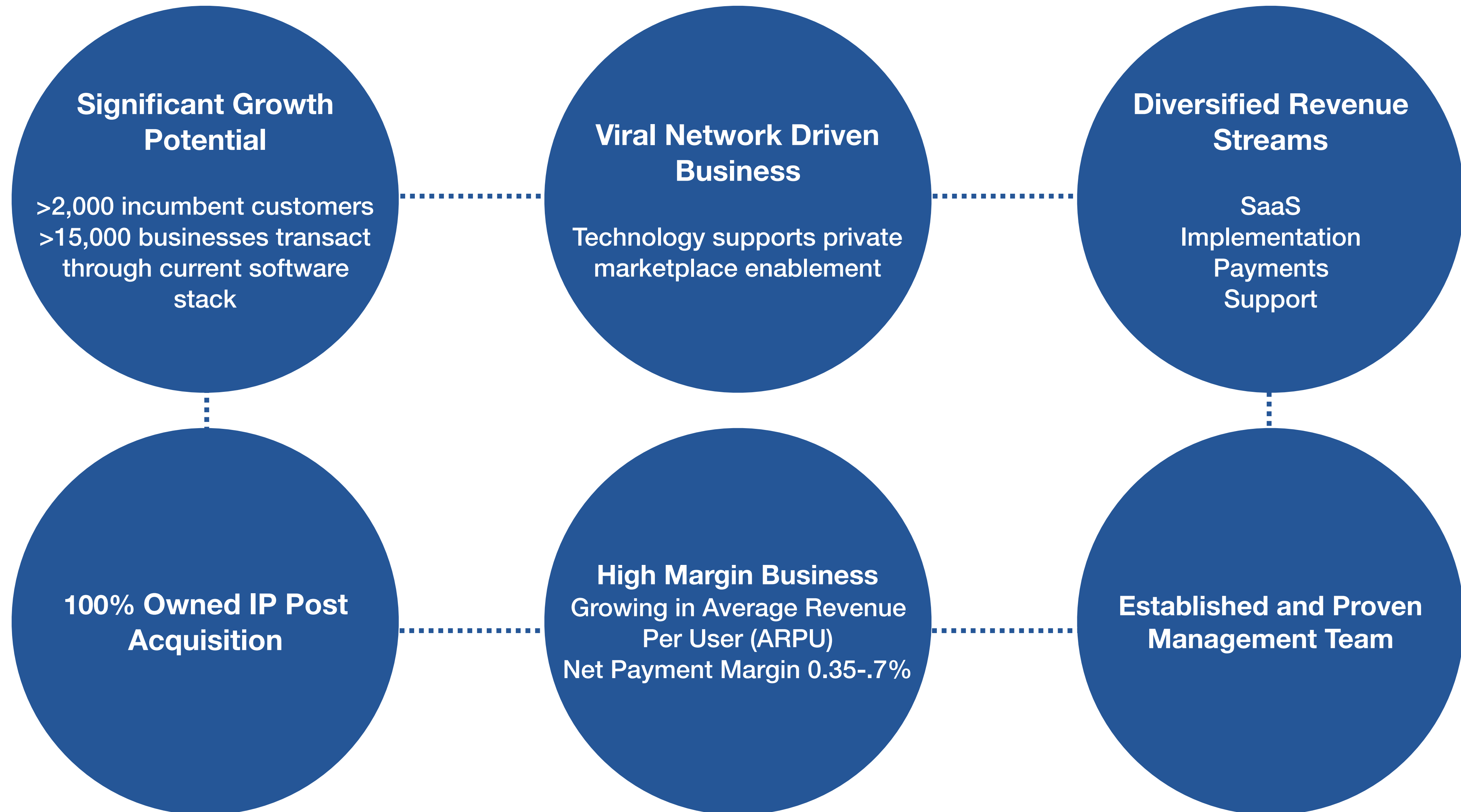
Merged Group Focus

Upon completion of the Acquisition, the Company's strategy and focus to achieve market penetration and scale will be enhanced by:

- ▶ The roll-out of the Company's SaaS solutions to the existing customer base and the fast moving consumables goods vertical (FMCG). Under this deployment strategy, the franchisor or supplier (sponsor) may subsidise a basic version of the software for its franchisees or customers (the end user) to enable the end user to trade or connect better with the sponsor.
- ▶ Adding more end users within the network (network participants) and adding chargeable upgrade functionality to each end user within the network.
- ▶ The automation of the customer acquisition framework, making it easier to add more end users and offer "self-help" functionality to drive usage and contract renewal.
- ▶ Giving end users self-help SaaS tools and upselling new functional modules (with corresponding increases in monthly fees).
- ▶ Enabling "Network Effects": The system is designed so that the more users there are on a given network, the more potential there is for viral adoption of Cirralto's SaaS solutions.

A practical example of network effect is seen when more users mandate the use of the system with other suppliers and customers in the extended network.

Investment Summary



Disclaimer



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- global financial conditions;
- financing risks;
- degree of competition in the industry;
- risks associated with the development of projects;
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All references to currency are in AUD unless otherwise specified.

This presentation has been authorised by the Board of Cirralto.



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