Capital Raise USe personal Billy Tucker Chief Executive Officer

June 2024





Sobeonic

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WI-FI

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SMS

SURVEY

Global Leader in IoT solutions for Airports and Retail



USe

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COMMON USE EQUIPMENT

WEATHER

Our Platform

5 CAMERAS

G

SOCIAL

MOBILE/APP



0 000





PEOPLE COUNTERS

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FIDS

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 \Rightarrow BLE





EMAIL

LIDAR

THERMAL

CARPARK

DATA

WEB

11 Billion

data points processed everyday

100,000+connected IoT devices

11,000+

venues served

200 +data integrations

Client Outcomes

Enabling

Operational Efficiencies reduces cost to serve

Driving Revenue Growth via increased visitor yield

> Transforming **Visitor Experiences**

Our Footprint

Beonic is a publicly traded company on the ASX, with clients spanning 35 countries in 11,000+ venues subscribing to the Beonic platform

Core Verticals:

- Transport (Airports, Transport hubs)
- Retail \bullet
- Stadiums & Entertainment
- Quick service restaurants \bullet

Core Regions:

- APAC
- EMEA
- Americas \bullet

Executive Summary

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Equity Raising Overview	 The Company is undertaking a capital raise to appropriately capitalise the bus The Company is seeking to raise up to approximately A\$5.0 million at A\$0.022 A Two-Tranche Institutional Placement (Placement) to raise up to A\$5.0 A Share Purchase Plan (SPP) to raise up to A\$0.5 million to existing eligible New Shares issued under the Placement and SPP will include one (1) free attactive (3) years from the date of issue (Attaching Options), subject to sharehold
The second	 Funds raised will provide Beonic capital flexibility to execute the strategic refe Funds raised will be used for: Restructuring & staff exit costs Investment in new sales and marketing functions Offshore software development Infrastructure as a service (IaaS) Global partner channel Accelerated product development The combination of the funds from the placement will complement the recercapital
Strategic refresh to drive concentrated growth in key markets	 Capitalise on macro tailwinds that exist in core verticals with the right approa Refined product strategy to embrace hardware flexibility, prioritising client sa Increase utilisation of partner-led distribution model Grow existing customer revenues through cross-sell and upsell



usiness in the context of the available growth opportunities

- 220 per share New Share, comprising of:
- .0 million; and
- ible shareholders.
- ttaching option for every two (2) New Shares issued, exercisable at A\$0.0440, expiring nolder approval at a General Meeting.

efresh and accelerate growth

ently secured US\$1.0m debt from Blue Venshures in strengthening BEO's access to

bach to growth

satisfaction, scale and standardize products for specific verticals

Outlook

Specific Areas of Focus for the Beonic Team



Focused sales initiatives on core high margin, high growth verticals, specifically airports and retail property



Accelerate roll out of off-the-shelf models to scalable low-touch venues such as QSR, retail and education



Increase utilisation of partner-led distribution model as a complementary growth channel



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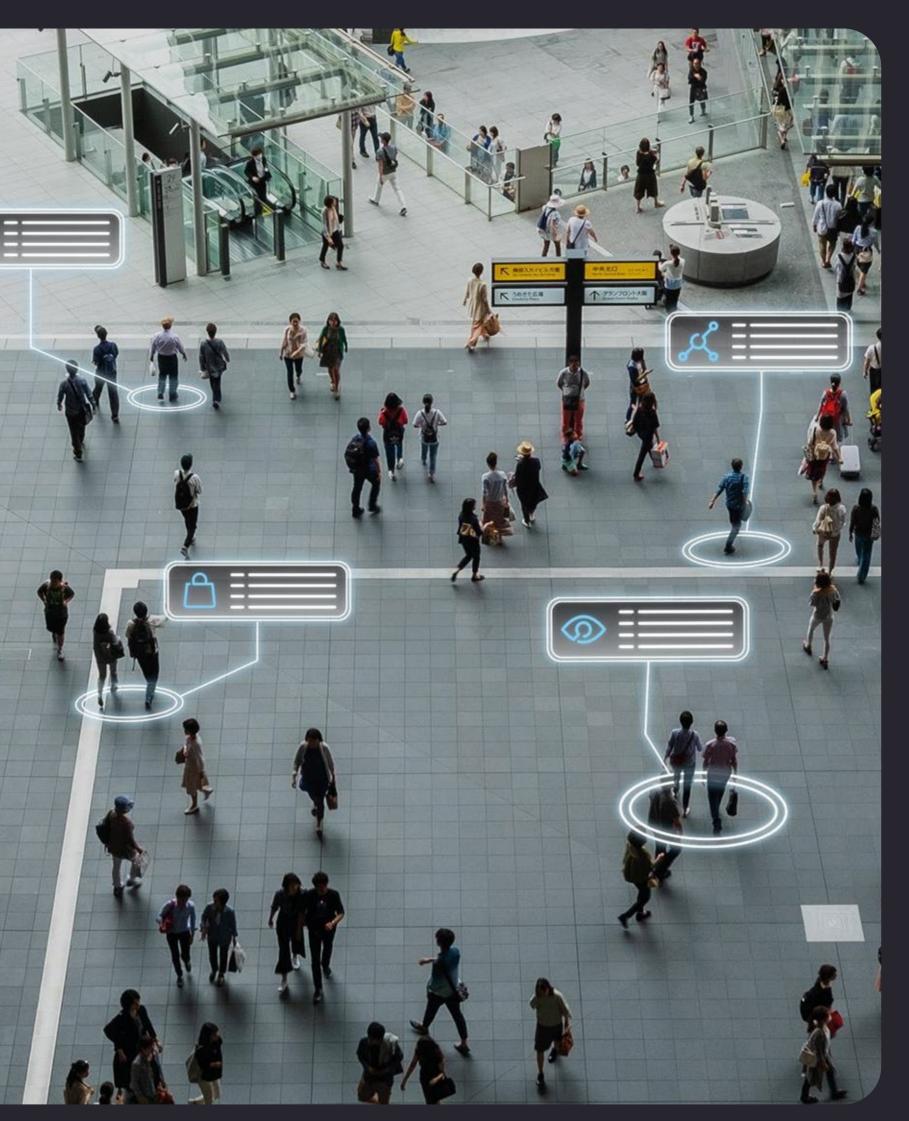
Deployment of sales teams in key regions to increase the quantum and conversion rate of our already deep \$29m qualified deal pipeline

Right-sized and appropriately positioned headcount to drive cost saving and efficiency

Initial focus to ensure recurring revenue exceeds cost base. Longterm focus to capture opportunities to drive profitability and shareholder value

Transformation Strategy





FY24-26 Strategic Objectives

Clear Path To Breakeven

- ARR >70% of total revenue
- Secure major new contracts in airport and large retail sectors
- Intensive cost out program to right-size operating expenditure
- Transfer certain roles to low cost hubs
- Streamline leadership structure delivering material savings
- Refine product strategy and deprecation of legacy technology (i.e Causely, Blix, etc)
- Qualified Pipeline over \$29m

Rebasing For Growth

- Invest in developers to deliver on product vision also to replace 3rd party software
- Formalise channel partner program to enhance distribution
- Capture "land and expand" opportunities in airport vertical
- Sales initiatives in Americas with incentive structure aligned to ARR
- Standardise products to rapidly deploy across high-volume venues like QSRs, stadiums, and retail (i.e. Self-service)
- Greater focus on customer success to drive upsell and cross-sell
- Sales and engineering to represent >30% of headcount, <20% today
- Cost out initiatives to deliver >\$3.0m per annum of savings

HORIZON 2

HORIZON 1

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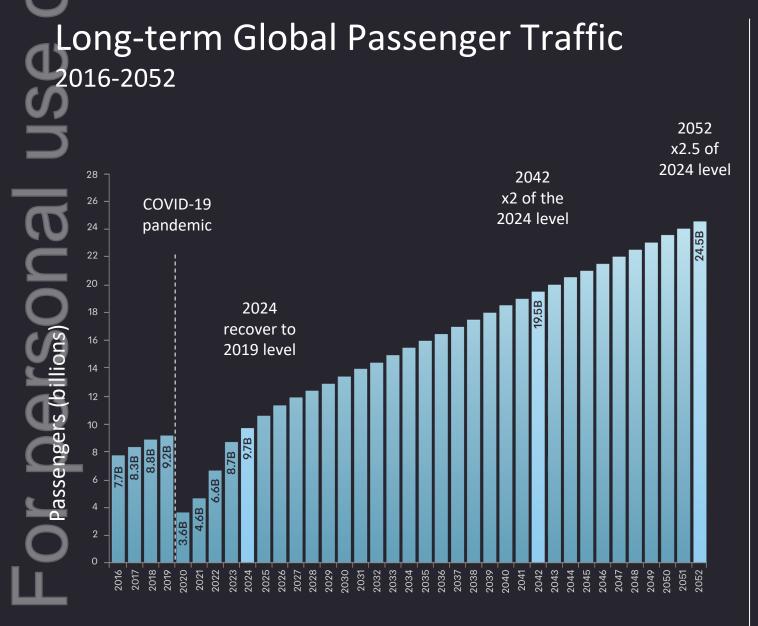
Transition To Profitability

- Target ARR to be greater than 80% of total revenue
- ARR to outpace total operating expenses
- Increase airport footprint by >25%
- Targeting 200+ technology device integrations to accelerate the deployment of SaaS revenues
- Enhanced back-end tooling features to facilitate self-service capability and certified partners
- Partner led revenues at 32% today, over 60% by 2026
- Qualified pipeline to exceed \$50m

HORIZON 3

Core Verticals Experience Structural Growth

Key Trends



Airport passenger numbers projected to double between 2024 and 2042 however much more modest growth in global airport infrastructure

Global Airport Capex Required 2021-2040



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US\$ 32bn Africa

US\$ 1.3tr Asia-Pacific

US\$ 151bn Middle East

Implications of Airport Underinvestment

By 2040, for every 8 weekly flights lost due to airport capacity constraints it impacts the local economy with:

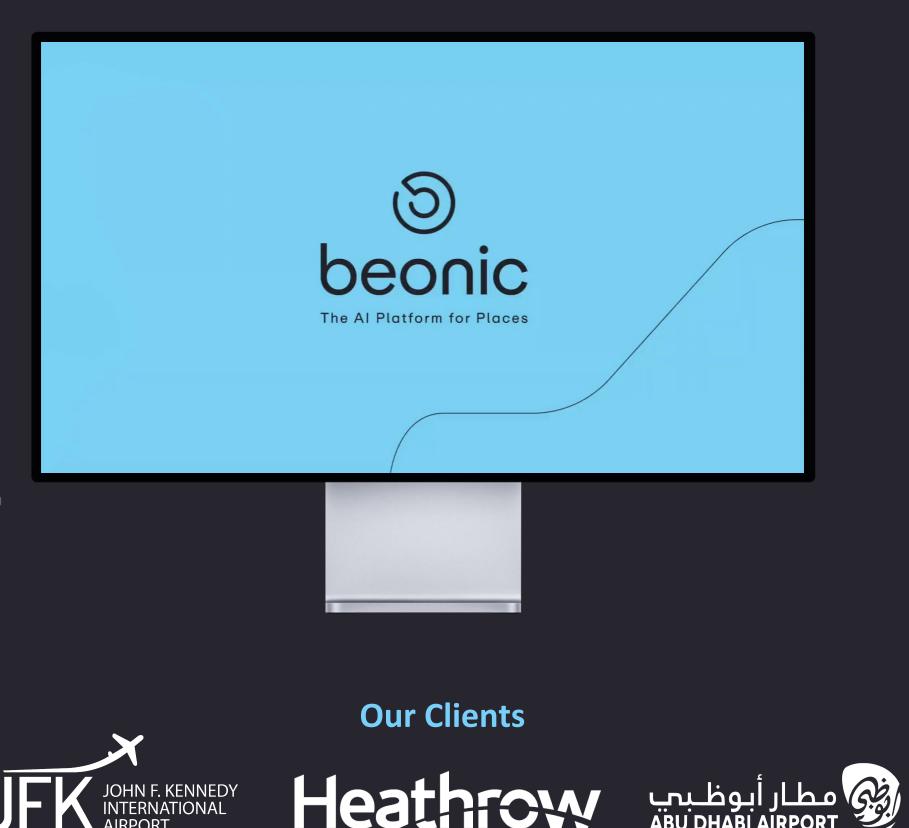


Beonic's Value Proposition

- BEO solutions are a small component of airport capex
- Recent deployment at ADIA delivered \$5m TCV which represents less than 0.03% of the total capital expenditure to build the terminal

'Land and Expand' Approach

Proven Product Solution in Lucrative Airport Vertical





>40%

CAGR of Airport ARR post CrowdVision acquisition in 2021



Total ARR growth in airports post Crowdvision acquisition

- Beonic currently has contracts in place with 81 airports globally
- In almost all cases Beonic is delivering a solution to a single part of that airport, often in a single terminal only with a single product
- Successful performance will drive continued cross-sell (Land and expand)
 - Recent footprint expansion at Heathrow and JFK are examples of successful execution of the airport strategy
- Over \$80m in implementation revenue and >\$20m of new ARR upside from cross sell opportunities from current Airport footprint within our existing client base

Client-First Product Strategy Driving Innovation

Ramp up Integrations

- Become hardware agnostic and integrate with legacy and leading-edge IoT devices to stay ahead and lower adoption costs (ToF, cameras, HVAC)
- Expand 3rd party data feeds (AODB, weather, Smart Bathrooms)
- Enable integration with any presentation layer for seamless connection (wayfinding screens, Power BI)

Focus on Client Experience

- Put the client at the centre of every product decision
- Create a clear upsell path for clients with ongoing feature development driven by tight feedback loops
- Heighten client stickiness via proprietary in-platform rule setups

Scale & Standardise Products

- Package products for specific verticals with self-service automation
- Rapidly deploy across high-volume venues like QSRs, stadiums, and retail \bullet
- Establish Belfast as the Technology Centre of Excellence for innovation •



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Category	Vertical	Model	Channel
Core	Airports	Full-Service	Partner-Led
COLE	Retail Property	Full-Service	Farther-Leu
	Retail		
	QSR		
Emerging	Stadiums	Self-Service	Off-the-shelf
	Universities		
	Hotels		
Opportunistic	Other		

Building on Partner-Led Sales Channel

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of ARR globally is sourced via channel partners

69

Active channel partners

LL 48%

of ARR in international markets is generated via channel partners

1. Partner Engagement

- Actively seek out and build upon our existing network of large, global System Integrators (SIs) and consulting practices
- Position Beonic as the key enable for largescale projects ensuring leading edge win/win proposition for partners

2. Partner Enablement

- Formalise and develop comprehensive training and certification programs catered to different verticals
- Provide sales and marketing support for effective promotion

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3. Product Development

Co-create solutions that are purpose built for specific verticals

• Leverage Beonic's expertise in software development and AI to enhance partner products with advanced features

4. Replicate & Scale

- >80% of Brazil's ARR is currently generated via channel partners
- Reproduce this success globally across other lucrative markets. More specifically, in North America and Europe

Our Partners

OPTUS











Capgemini



Case Studies

Channel Partnerships



Value-Added Reseller

Seal Networks

- Contract secured with Hapvida Intermedicia, largest healthcare provider in Brazil, 26 hospitals, +150 clinics
- Phase I involves deploying Beonic platform across 3,000 WiFi Access Points, US\$400k TCV over 36 months
- Phase II negotiations for an additional 3,500 APs (Aruba & Aerohive) underway, promising significant growth

verizon

Managed Service Provider

Verizon

- Signed Master Services Agreement with Verizon in 2022 and attained Gold tier partnership with Verizon Business Group
- Integrated white-labelled solution into Verizon's technology stack - bundling removes customer friction
- Partnership has collectively produced \$2.1m AUD in total contract value (TCV)
 - E.g. Won deal with IKEA for LiDAR checkout queue enhancement
 - Valued at \$167k AUD for 12 months 0
 - Potential for mass rollout across US 0

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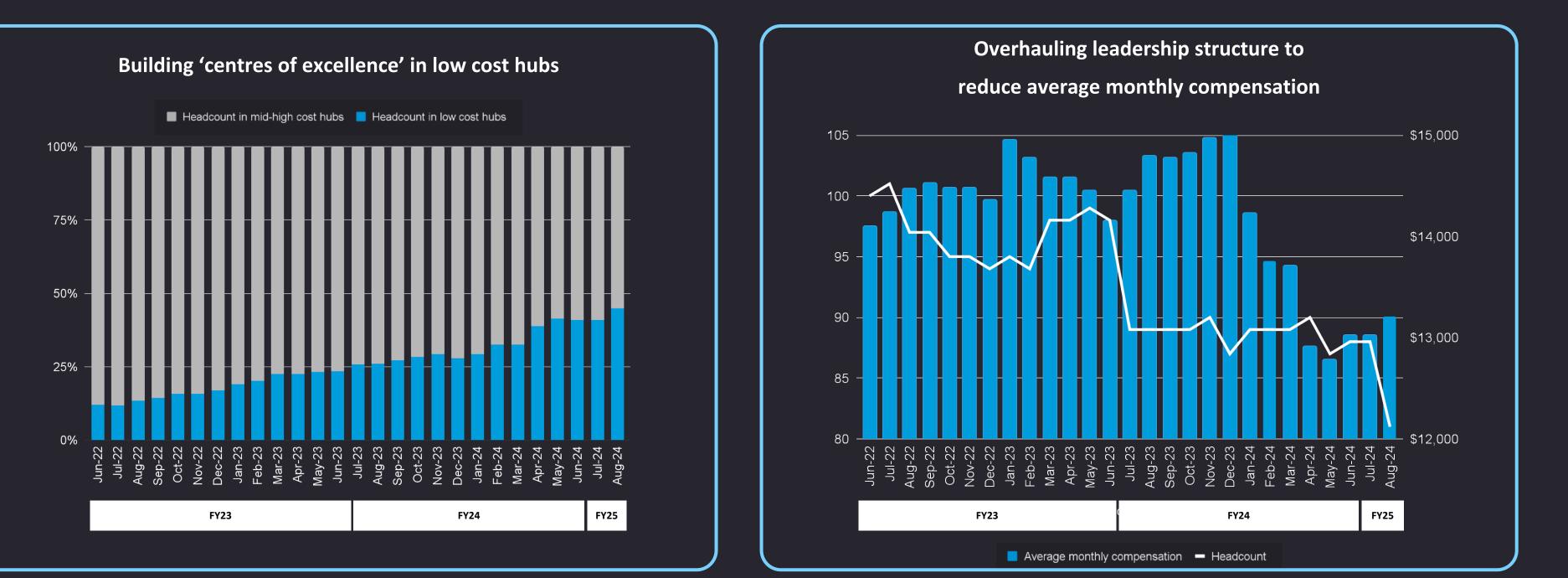


Authorised Reseller

Abu Dhabi International Airport

- Secured contract with Next50 for Abu Dhabi International Airport's Terminal A development
- Next50, a leading Abu Dhabi-based Industrial AI company specialising in aviation sector solutions
- Initial three-year contract (with two-year extension option), totaling over \$5m in contract value, including implementation and recurring revenue

Delivering Transformational Cost Reductions



- Streamlined leadership structure delivering material savings
- Significant operating leverage gained with >40% of labour force to be established in centres of excellence in low cost labour markets
- Total headcount reduction 105 in FY22 to 81 in Aug-24

- Over the last 90 days, 9 key hires have been secured, with nearly 80% of roles being essential to either sales or product development
- Average monthly compensation reduction of 13% over a 6-month period (Dec-23 to Jun-24)
- Low cost hubs monthly compensation ranges between 30-50% more cost effective

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Quarterly Performance Summary

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Se)	Q3 FY23	Q2 FY24	Q3 FY24	
	Total Operating Revenue	\$6.2m	\$6.5m	\$5.9m	\$17m
e u	Recurring Revenue	\$4.0m	\$4.1m	\$4.2m	 \$16m
rso S	ARR ¹	\$16.0m	\$16.9m	\$16.7m	
DD	Cash at Bank	\$5.4m	\$1.6m	\$1.2m	\$15m ———
OL	Net Operating Cash Flow	-\$0.5m	-\$1.9m	-\$0.5m	
Ш	Cash Receipts	\$6.0m	\$5.3m	\$6.0m	\$14m





Cashflow and Balance Sheet



Net Cash Flow from Operating Activities

In Q3 FY24, Beonic generated operating cash outflow of \$0.53m, which was exclusive of the impacts of capitalisation of employee and contractor and other expenditure attributable to software development. Net Cash Flow for the period was impacted by \$260k for one-off restructuring costs.

The year-to-date operating cash outflow for Beonic was \$1.4m, inclusive of \$1.0m attributed to one-off costs related restructuring, CEO transition and rebranding.

Cash Position

Beonic has secured total loan facilities ('the Facility') of USD \$3.1m with Blue Venshures SPV 1 LLC ('Blue Venshures').

As at 31 May 2024, BEO had drawn US\$3.1m of the facility and had an unaudited cash position of AUD\$1.83m.



Recent Wins

So far in 2024, Beonic has secured several key new contracts, signalling growth and further demonstrating product-market fit:



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In partnership with SITA, Orlando International Airport has committed to an upgrade to a LiDAR-based Queue management solution, covering two major checkpoints. With over 25 million passengers annually, Orlando Airport is the eighth busiest in the US.



Secured a 5-year contract with Ford Field Stadium in the USA, home of the Detroit Lions to deploy our Crowd Analytics solution which will be the first of its kind at an NFL stadium.

<u>8</u>80 **WorldSprings**TM



In Brazil, a 3-year contract was signed with the leading medical operator, Hapvida Intermedica, spanning 26 hospitals and +150 clinics.



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Implementation of a visitor flow system utilising BEO's unique insights and occupancy analytics to We The Curious, a science and arts centre situated in England, attracting over 350,000 visitors each year

>

Luxury Health Spa operator, World Springs will deploy our Crowd Analytics solution.

Hosting over 1m visitors each year, the largest Indoor arena, Spooky Nook has been contracted to deploy our proprietary visitor flow and occupancy solution.

\$29m in Qualified Deal Pipeline

deal pipeline during Q3 FY24

47% Of deal pipeline are in North America and EMEA 35% Of deal pipeline relate to Airport Vertical \$3.6m In new business TCV converted from



ion - a proof of concept, the client understands the value proposition of the offering and is expressing interest to proceed but requires more time to evaluate or requires internal budget approval on the proposal before proceeding any further Contract Negotiation - sales have firmed up pricing and issued it to the client, the client has provided an indication that they wish to proceed and we are in the process of negotiating the final commercial terms tted - the client has committed to the commercial terms in writing but is not ready to be invoiced yet



ARR: \$14.2m Non-Recurring: \$19.4m ARR: \$0.2m

Non-Recurring: \$0.4m

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Our Al Platform

The Beonic AI Platform is built for places. It unifies your data in one platform to bring your venue to life and transform it into an intelligent space. It gives you the insights & tools you need to make data driven decisions that enable your venue to respond & adapt to people's needs

Connect

Allows you to build a holistic view of visitor experiences and the factors that influence them by unifying all your data sources into one platform

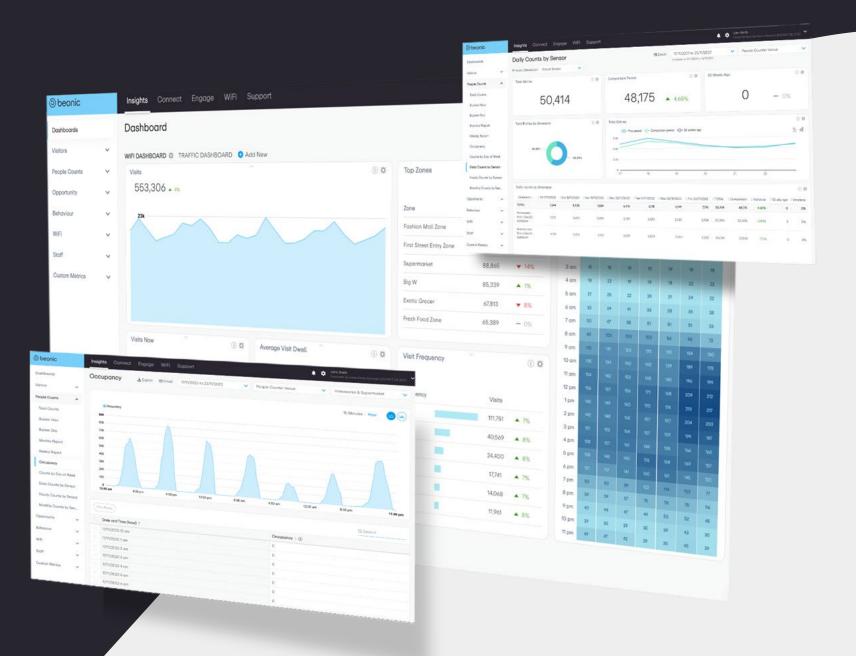
Insight

An AI-driven data visualization and automation tool that provides the insights you need to make your data actionable

ා- Engage

An intelligent data-driven marketing and communications tool that allows you to use your data to better engage with both staff and visitors

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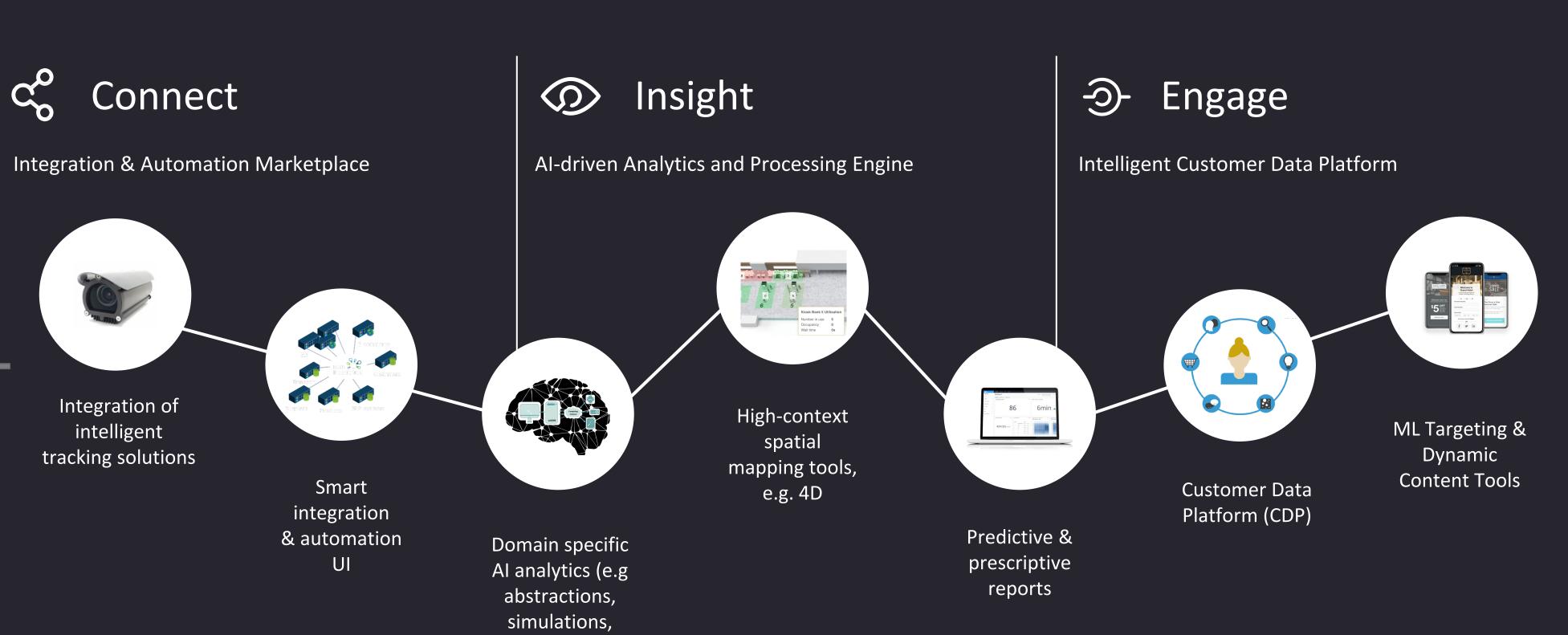
"Beonic simplifies complex data, allowing us to program each part of the museum for a maximized visitor experience."

Noah Bartlett Chief Administrative Officer at the San Francisco Museum of Modern Art

SF^{MO}MA

Product Vision

Enabling the Future of Places



predictions)



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Our Blueprint

Turn-key Business Intelligence



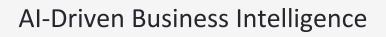


Technology Solutions

WiFi / People Counting / Cameras / IoT / LiDAR / POS / CRM / BMS etc.

- Solution Design
- Project Management
- Systems Integration
- Managed Services

Right Data



Cloud based Software-as-a-Service

- Historical, Realtime and Predictive Analytics
- Al Powered Automation & Alerting
- Data Driven Marketing

Scalable & Secure Data



Optional



Professional Services

Enhancing our clients use of our SaaS platform

- Digital Strategy
- Data Strategy
- Data Science
- Digital Marketing

Data Domain Expertise

British Assessment Bureau UKAS MANAGEMENT VSTEMS 8289 ISO 27001 INFORMATION SECURITY MANAGEMENT

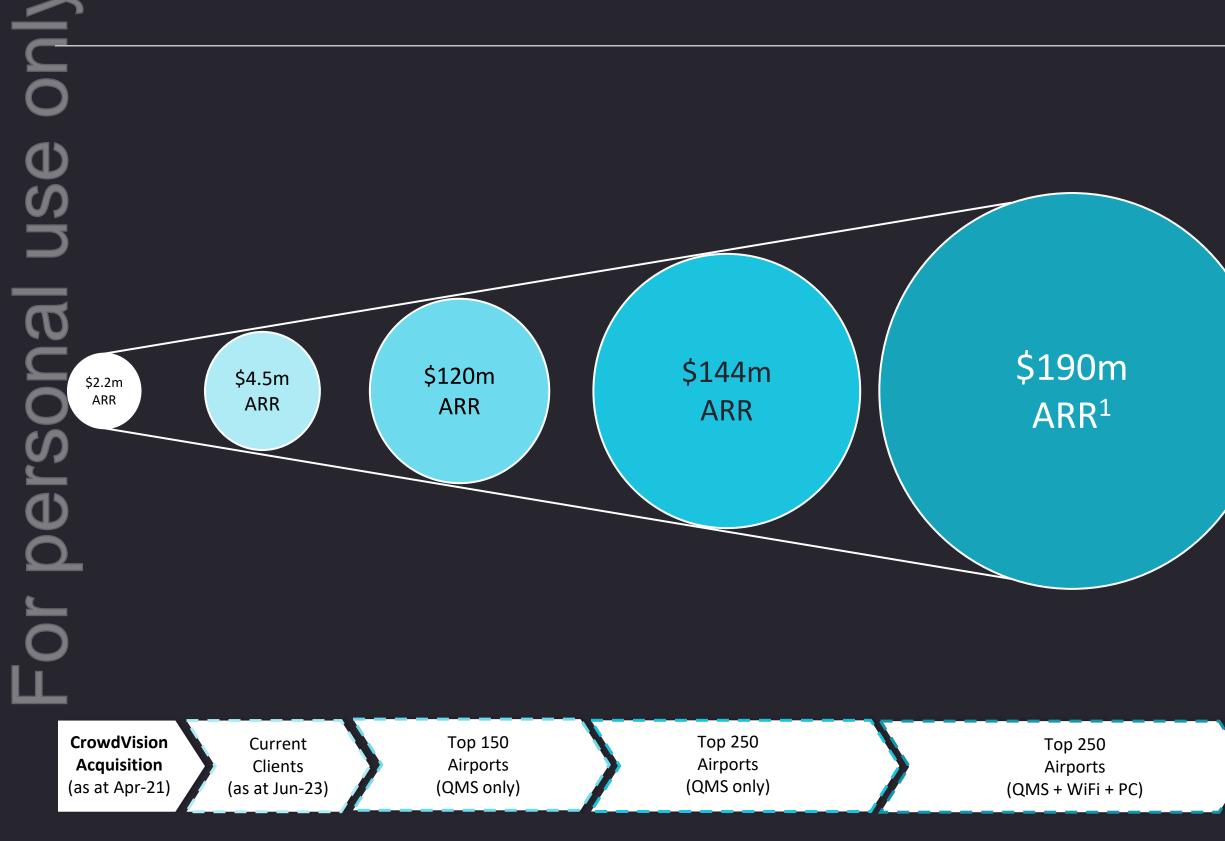






Growth Opportunities

Airport Vertical - Large Addressable Market



¹ Annual Recurring Revenue (ARR) based on monthly contracted recurring revenues multiplied by twelve months

² Addressable market assumptions based on average revenue generated by airport by terminal extrapolated out on a per passenger basis

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The Opportunity²

- Airports continue to expand Beonic's Queue Management solution (QMS) into some of the world's largest airports
- QMS represents a business critical requirement for airports
- Significant expansion opportunities within existing airport partners (+80 airports)
- Revenue potential is not limited to ARR, with ~\$350m in non-recurring revenues, generating meaningful gross profit

Growth Opportunities

Retail Property Vertical - Strong Cross-Sell Opportunity



¹ Addressable market assumptions based on average ARR generated by existing client shopping malls multiplied by total shopping malls globally





+17%

ARR growth FY23 vs FY22



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Commentary

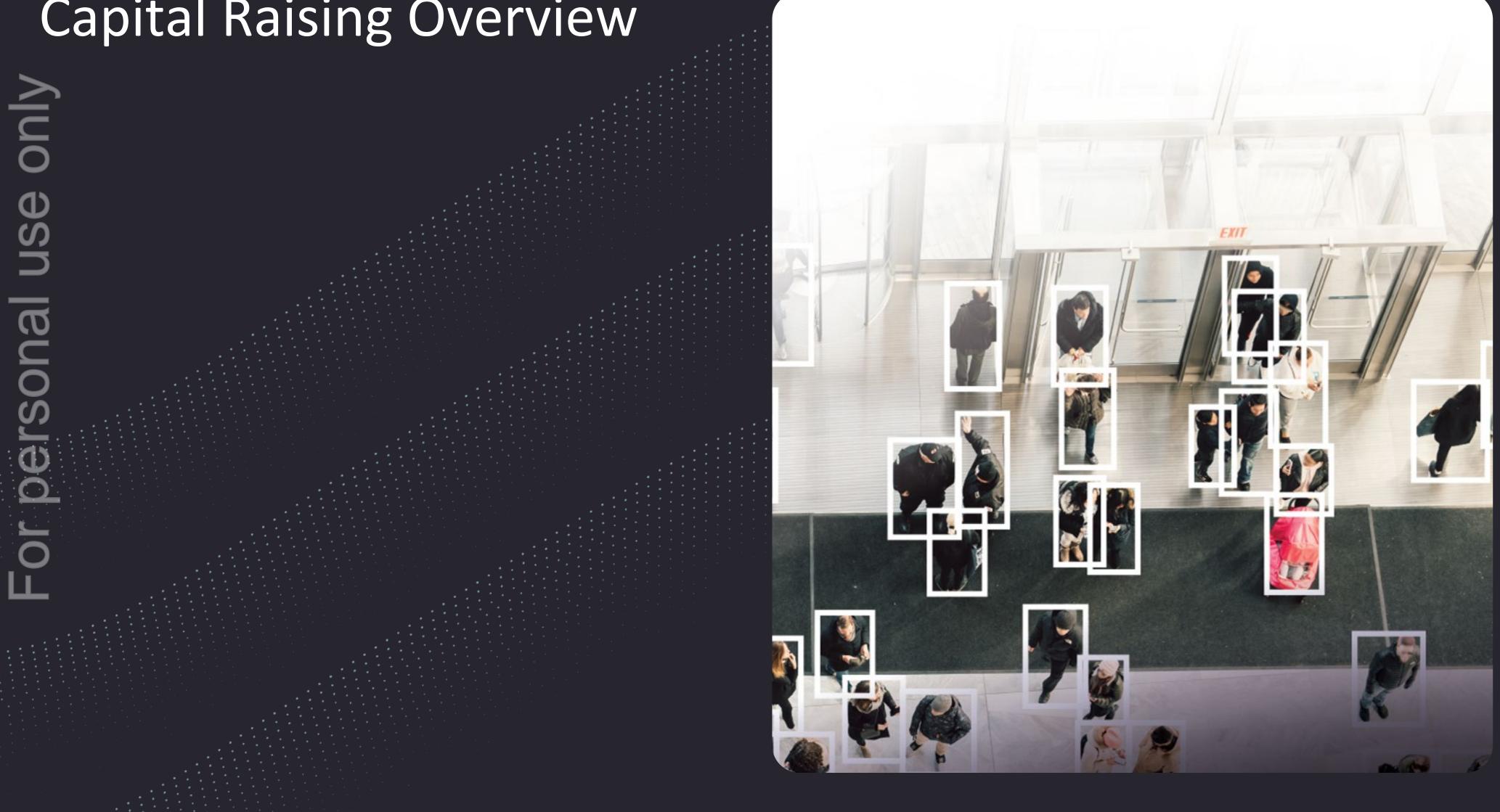
Established presence in the Retail Property sector in ANZ, poised for further expansion:

Blue chip retail property clients under contract (GPT, Dexus, McArthur Glen, etc)

51% of retail property clients under contract have People Counting solutions, however, they only represent 20% of total retail property ARR

A significant cross-selling potential exists, given that merely 18% of venues have adopted multiple Beonic products

Capital Raising Overview



Capital Raising Overview

Placement	 A Two tranche Institutional Placement (Placement) to raise approximately A\$5.0 million, comprisin Tranche One of the Placement to raise approximately A\$1.4 million using the Company's shares in Beonic (New Shares)(Tranche 1 Placement); and Tranche Two of the Placement to raise approximately A\$3.6 million through the issue of 2 Meeting expected to be held in July 2024 (Tranche 2 Placement).
Offer Price	 The Offer Price of A\$0.0220 per share represents a: 15.4% discount to the last closing share price of A\$0.0260 per share on Friday 14 June 20 20.5% discount to the 5-day VWAP of A\$0.0277 per share; 17.6% discount to the 10-day VWAP of A\$0.0267 per share; and 17.8% discount to the 30-day VWAP of A\$0.0268 per share.
Share Purchase Plan	 The Company intends to offer eligible shareholders the opportunity to participate in a Share Pumillion. The SPP will be offered at A\$0.0220 per New Share, being the Offer Price under the Placement The Company reserves the right to scale back applications under the SPP if it is oversubscribed
"Related Party" Participation	 "Related parties" proposing to participate in the Placement are Billy Tucker (CEO, Director), Kirsty \$375,000. All "related party" participation will be subject to Shareholder approval.
Attaching Options	 New Shares issued under the Placement and SPP will include one (1) free attaching option for e of issue (Attaching Options). All Attaching Options will be subject to shareholder approval at a General Meeting.
Ranking	• All New Shares issued under the Offer will rank equally with existing BEO shares from the date
Joint Lead Managers	• Canaccord Genuity (Australia) Ltd and Alpine Capital Pty Ltd.



ing:

's Listing Rule 7.1 placement capacity through the issue of 63,674,241 new fully paid ordinary

f 163,598,487 New Shares, subject to shareholder approval that will be sought at a General

2024

Purchase Plan (**SPP**) and apply for up to A\$30,000 of New Shares, raising up to approximately A\$0.5

nt.

d above A\$0.5 million.

ry Rankin (Director), Michael McConnell (intended Director) with a total investment of approximability

r every two (2) New Shares issued, exercisable at A\$[0.0440], expiring three (3) years from the date

e of issue.

Source and Use of Funds

Sources Of Funds

First Tranche : Issue of up to 64 m million ordinary BEO shares (represents 15% of ou securities)

Second Tranche

Share Purchase Plan

Use Of Funds

Restructuring & staff exit costs

Investment in new sales and marketing functions

Partner Channel development

Working capital for Infrastructure as a Service (IaaS)

Augment offshore software development, replacing costly 3rd party software

TOTAL

Note 1) Additional funds raised under the SPP will be allocated between these categories as determined by the Board

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	Amount (AUD) ¹
ur fully paid ordinary	\$1.4m
	\$3.6m
	Up to \$0.5m
	Allocation (AUD) ¹
	\$1.7m
	\$1.0m
	\$1.0m \$0.3m
	\$0.3m
	\$0.3m \$1.0m

Timetable

Event

Trading Halt

Record Date for entitlement to participate in SPP

Trading Halt lifted and announcement to ASX of the Offer

Settlement Date of New Shares Issued under Tranche 1 of the Placement

Allotment of New Shares Issued under Tranche 1 of the Placement

Dispatch Notice of Meeting (NoM)

Extraordinary General Meeting (EGM) to approve Tranche 2 Placement Shares and the Attaching C

Settlement Date of New Shares Issued under Tranche 2 of the Placement

Dispatch SPP Offer Documents and SPP Opening Date

Allotment of New Shares Issued under Tranche 2 of the Placement

SPP Offer Closes

Allotment of New Shares Issued under SPP Offer and Granting of all Attaching Options

Commencement of trading of New Shares issued under the SPP



	Date
	Monday, 17 June 2024
	Tuesday, 18 June 2024
	Wednesday, 19 June 2024
	Tuesday, 25 June 2024
	Wednesday, 26 June 2024
	Friday, 28 June 2024
Options	Monday, 29 July 2024
	Thursday, 1 August 2024
	Thursday, 1 August 2024
	Friday, 2 August 2024
	Friday, 23 August 2024
	Thursday, 29 August 2024
	Friday, 30 August 2024

Board and Senior Management*

Bob Alexander Chairman & Non-Executive Director Joined: 2022

Bob Alexander is an experienced nonexecutive director, previously holding board and advisory roles in the technology, intellectual property and digital media and advertising industries.

Bob was previously a non-executive director and chairman of the Audit & **Risk Committee for former ASX-listed** software company, The Citadel Group Limited.



Kristy Rankin Non-Executive Director Joined: 2021

Ms Kirsty Rankin is an experienced senior executive in the data driven digital marketing sector. Kirsty was most recently Senior Vice President Product

Development, Data and Services for Mastercard, based in New York. Prior to Kirsty's 6 years at Mastercard, she was co-founder and joint-CEO of Pinpoint Pty Ltd. Kirsty is a Member of the Australian Institute of Company Directors and currently sits on the Boards of Flight Centre, Stone & Chalk and Azupay as a non-executive director.



Mark Devadason **Non-Executive Director** Joined: 2022

Mark Devadason has more than 30 years of international banking and leadership experience across corporate, private banking and broadbased sustainability work. Mark's experiences include CEO and leadership roles in wholesale banking across Oceania and Asia Pacific. Mark is also a Non-Executive Director of Melbourne based mutual bank, Bank First and an executive coach and mentor with Stephenson Mansell Group.



Billy Tucker Executive Director

Billy is an experienced leader and transformation specialist. Billy was most recently CEO of marketplace business Oneflare. Oneflare saw a threefold growth in revenues before being sold to Airtasker (ASX:ART) late in 2022. Prior to Oneflare, Billy spent almost a decade as a global executive in product and corporate development roles within Microsoft. Billy was a longterm advisor to Kmart and various retailers.

*Michael McConnell is an experienced Company Director based in Colorado, USA, he was nominated as a candidate for a Board role and invited to join the Board as an Observer in November 2023; Michael will be invited to join the Board as a Director prior to the 2024 AGM, as such he will be required to resign and then stand for election at that AGM.

^In June, Mark Devadason formally shared with the Beonic Board his plan to step down at the upcoming 2024 AGM, resigning his role as Director of Beonic Ltd

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Chief Executive Officer & Joined: November 2023



John has over 18 years' experience in the Technology media, retail and property industry, 12 of which were spent in senior and executive leadership positions. Prior to joining Beonic, John worked at GPT Group where he held two Director-level positions. Prior to GPT, John spent five years in the United Kingdom at out-ofhome media company EYE as General Manager. John is a graduate and member of the Australian Institute of Company Directors.

Company Billy Tucker Chief Executive Officer, *Beonic* email: billy.tucker@beonic.com

Investors

Craig Sainsbury

Principal, Automic Markets phone: +61 428 550 499 email: craig.sainsbury@automicgroup.com.au

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