



WELCOME TO TRANSPARENCY IN REAL ESTATE



Openn Negotiation Limited (ASX: OPN)

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Date of Information

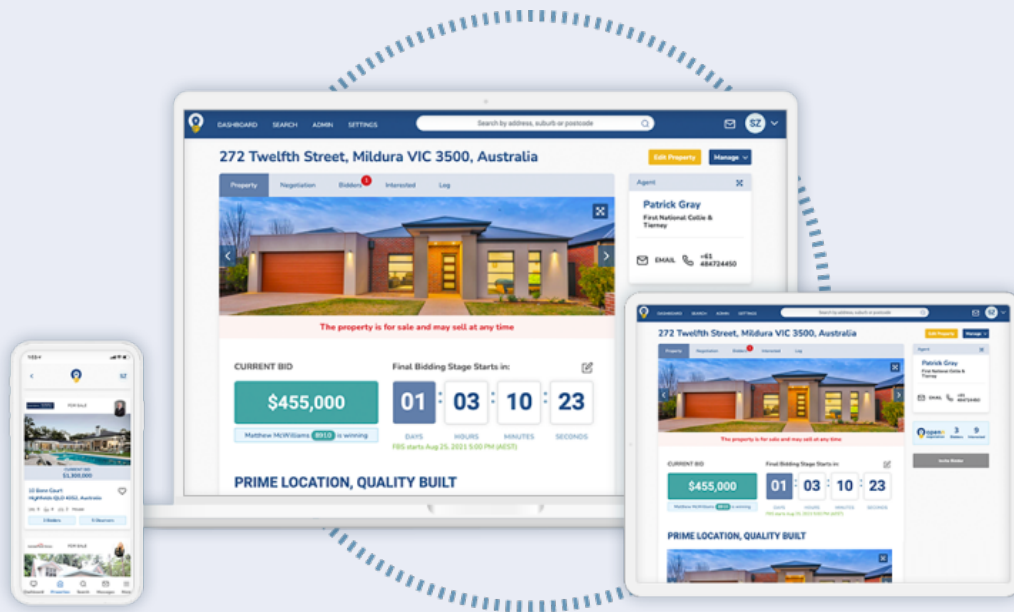
The contents of this document have been prepared having regard to the information available at November 2022.

WHO ARE WE?



VISION

To redefine the real estate experience by realising the potential of every property transaction.



PROBLEMS WE SOLVE



Sub-optimal pricing outcomes

Maximises competitive tension by allowing more buyers to compete through transparent price discovery



The public demand transparency

Offers a consistent and trustworthy process that provides proof of a property's market value



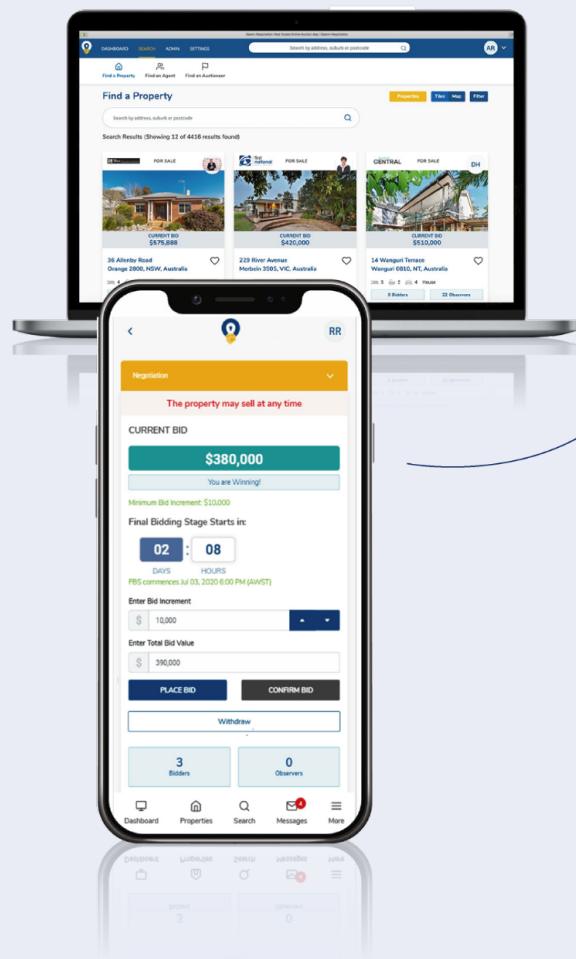
Real estate transactions and data are fragmented

Digitises the transaction, creating unique depth of market data and efficiencies in the real estate journey

CAPTURES REAL TIME-DATA



1 ONLINE SALES PLATFORM



2 CAPTURES MARKET DATA

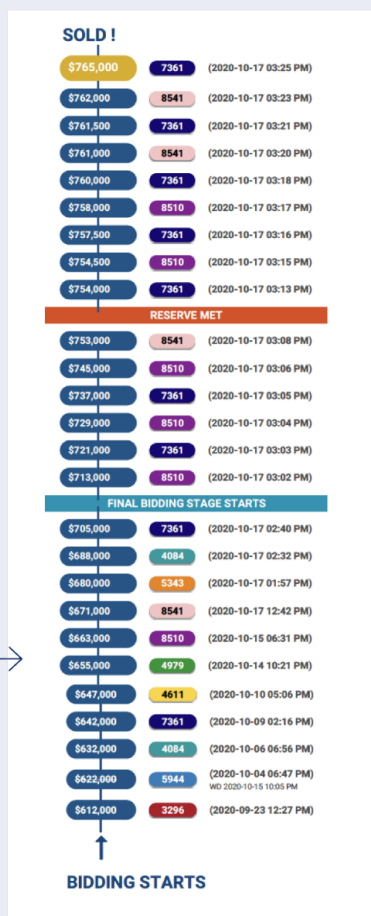
Sale price	\$765,000
Qualified bidders	9
Bids	26
Days on market	30
Final bidding stage date	17-10-2020 03:00 PM
Final bidding stage duration	27:08
Observers	35

The Openn platform captures exceptional depth of market data.

Every bidder, every bid, number of bids per bidder, bidding increments and the ultimate price under competitive tension.

Openn allows for the development of real time lead indicators as to market depth and direction.

3 CAPTURES BIDDING DATA



COMPANY SNAPSHOT



CAPITAL STRUCTURE	
ASX Code	OPN
Top 20 Shareholders (as at 31 Dec 2022)	60.87%
Share Price (as at 20 Mar 2023)	\$0.049
Shares on Issue*	275.7 million
Employee Performance Rights**	19.4 million
Unlisted Options***	21.4 million
Market Capitalisation (undiluted as at 20 Mar 2023)	\$13.51 million

* 76.5 million securities escrowed until 21/07/23
** 19.4 million performance rights under Employee Incentive Plan
*** 2.9 million unquoted Lead Manager Options exercisable at \$0.24, expiring 20/01/25
*** 15.0 million unquoted Options exercisable at \$0.35 - \$0.65, expiring 14/04/24
*** 1.5 million unquoted Options exercisable at \$0.40, expiring 13/09/24

BOARD AND MANAGEMENT



WAYNE ZEKULICH
NON-EXECUTIVE
CHAIRPERSON



PETER GIBBONS
MANAGING DIRECTOR,
FOUNDER



DUNCAN ANDERSON
EXECUTIVE DIRECTOR,
CHIEF TECHNOLOGY OFFICER



DARREN BROMLEY
EXECUTIVE DIRECTOR,
COMPANY SECRETARY,
CHIEF FINANCIAL OFFICER

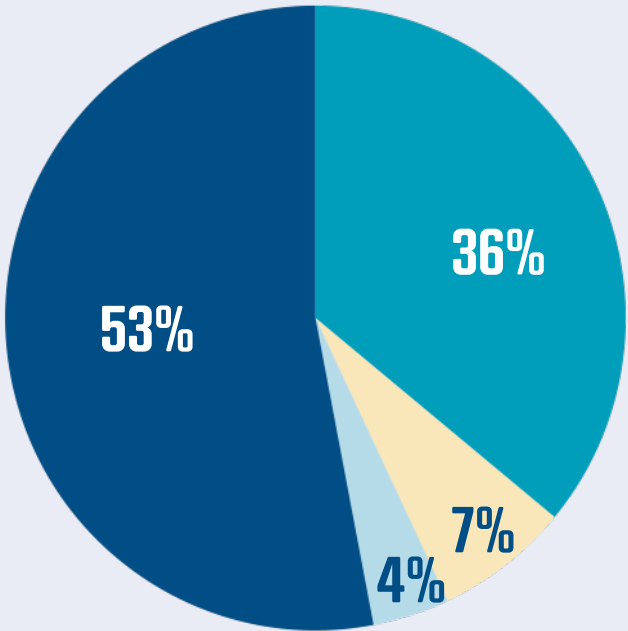


DANIELLE LEE
NON-EXECUTIVE DIRECTOR



SEAN ADOMEIT
CHIEF EXECUTIVE OFFICER
AN/NZ

SHAREHOLDER MIX
AS AT 20 MAR 2023



Directors & Founders Institutional Investors
Substantial Investors Other Shareholders

THE OPPORTUNITY



**Proven in the
Australian market
with scalable
technology**



**Soft launched in Canada
and USA, with North
American revenue to
commence in 2023**



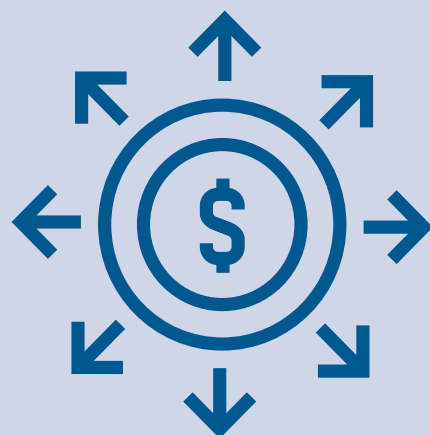
**Property and data feed
integrations servicing
approx. 900k real
estate agents in
Canada and USA**



**Integration with
REALTOR.ca
complete**



STRATEGIC FOCUS



1. CAPITALISE ON NORTH AMERICAN WINDOW OF OPPORTUNITY

To become the market leading offer management tool

2. RAPIDLY SCALE ADOPTION

To unlock data monetisation pathways

3. DEVELOP ECO-SYSTEM PARTNERSHIPS

To accelerate growth and improve yield per transaction

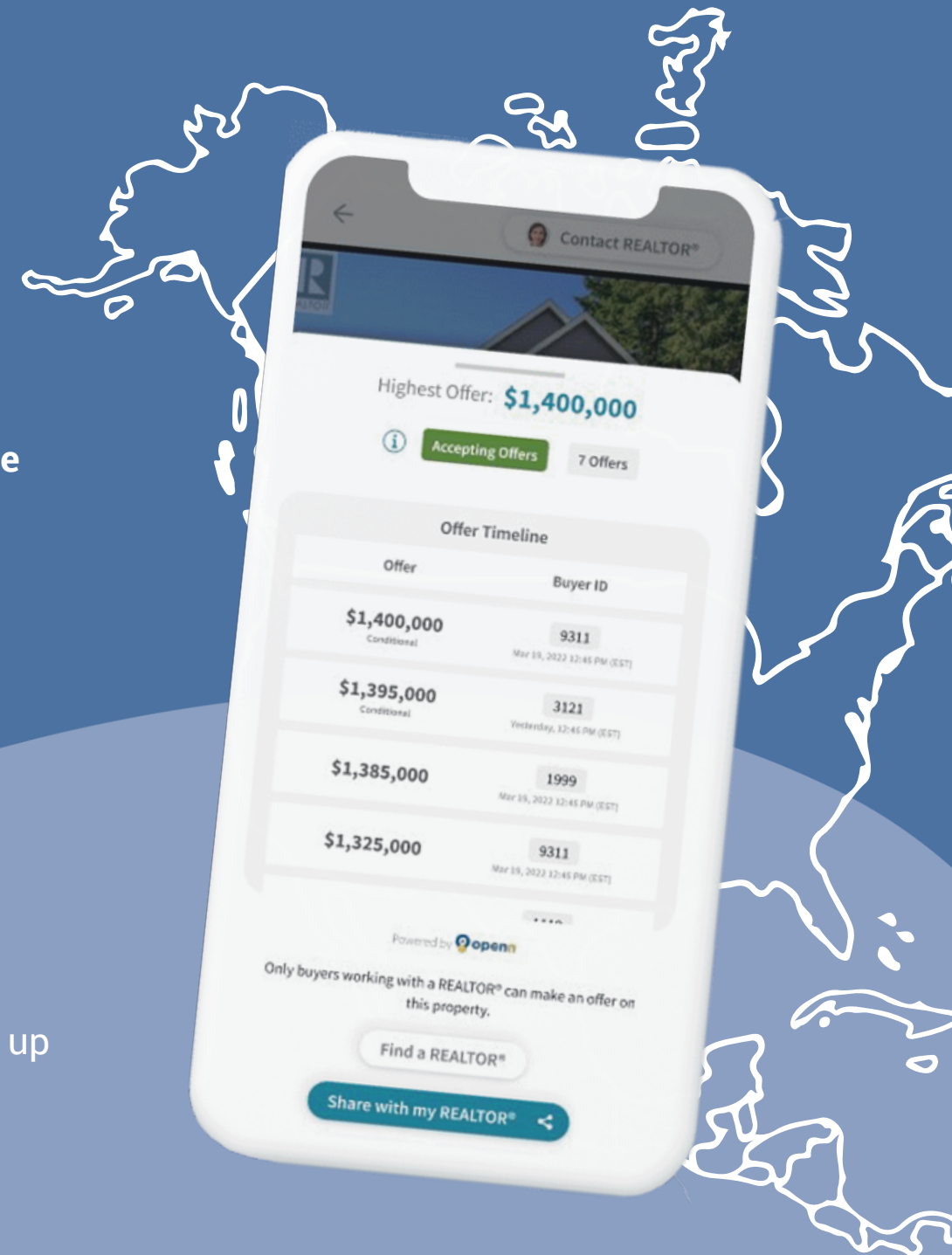
4. TRANSITION ANZ MONETISATION MODEL TO SAAS

To target repeat revenue, sustained engagement from customers and increase the value of data assets

NORTH AMERICA HIGHLIGHT



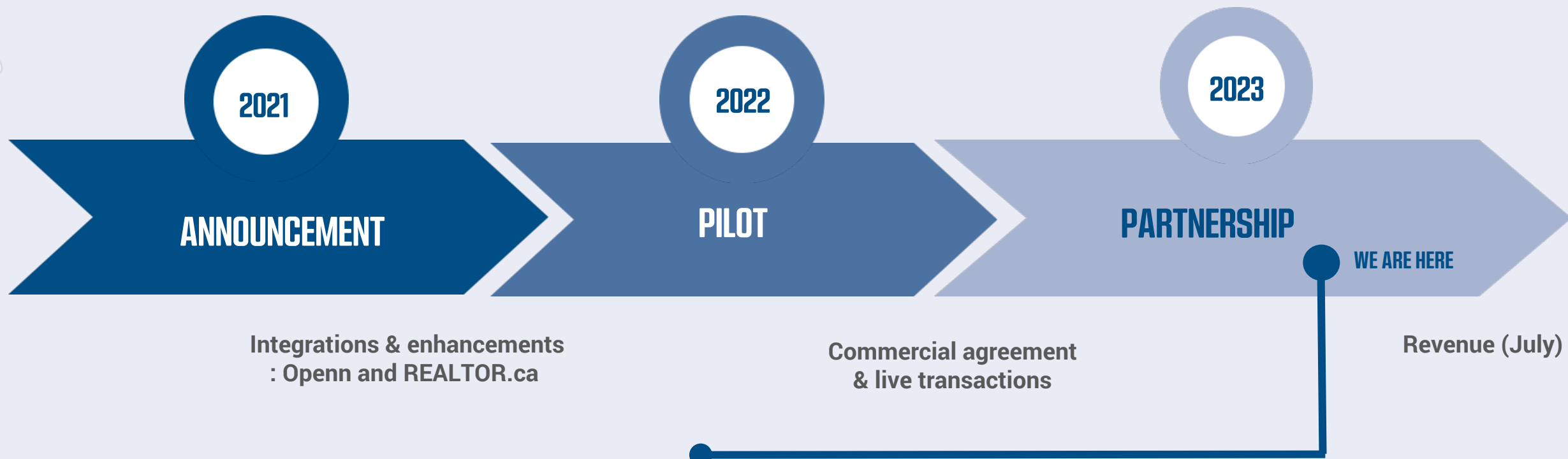
- ✓ CREA officially launches REALTOR.ca integration with Openn's proprietary software providing access to more than 160,000 real estate agents across Canada
- ✓ Subscription revenue from agent users commences July 2023. Until then, it is free for all REALTORS®
- ✓ Offers processed in Openn are publishable on CREA's REALTOR.ca property listing platform, providing mass education on the Openn process to Canadian consumers
- ✓ Openn is ready to cement its place as the go-to solution for transparency in the Canadian property market
- ✓ Capability to purchase shares via OTC (over the counter) provision set up



PROGRESS



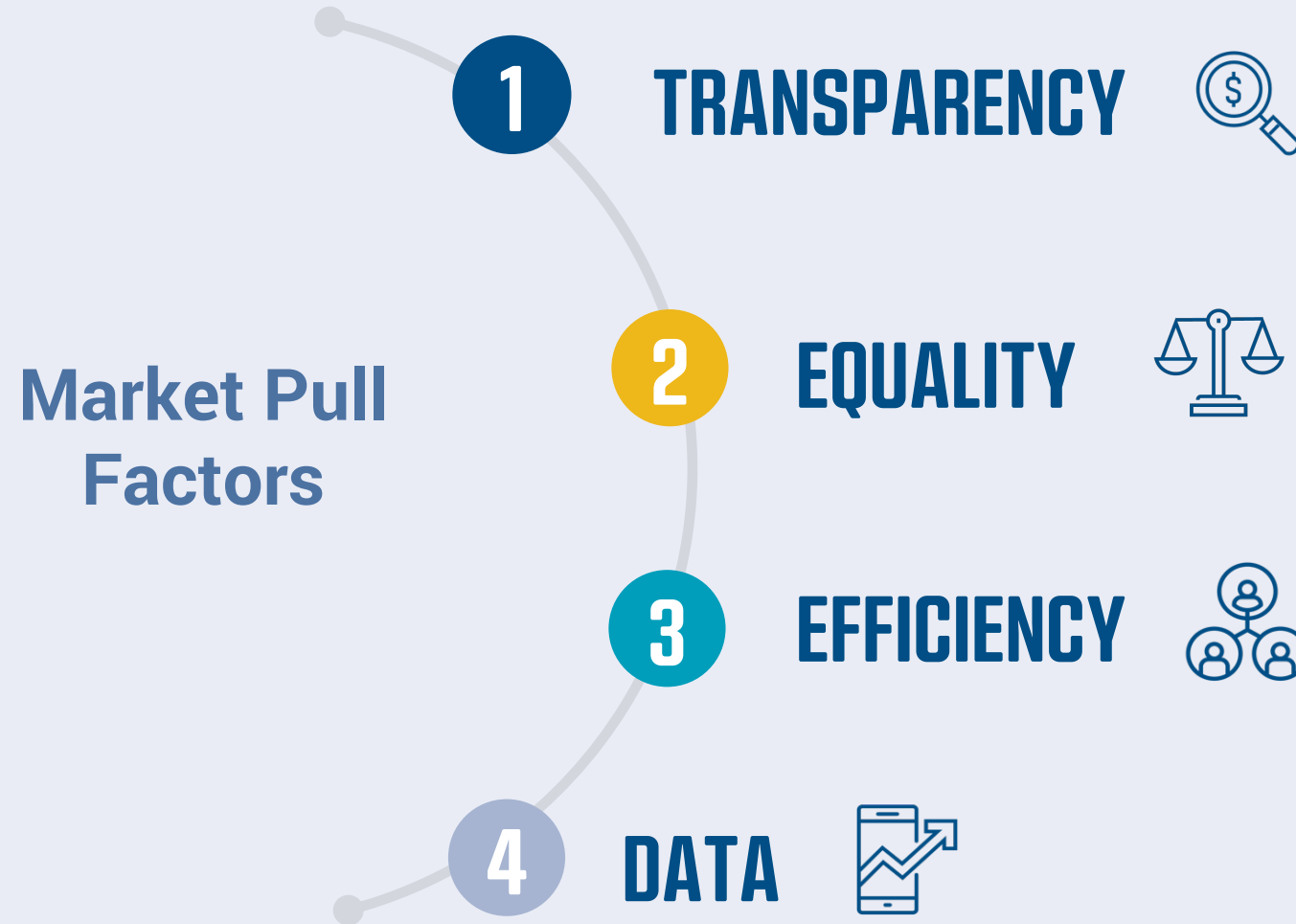
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LAUNCH TIMELINE

- ✓ **March 20:** CREA communicates with associations & boards, notifying the integration with Openn and REALTOR.ca is live across all of Canada
- ✓ **March 21 – 24th:** CREA announces the integration to brokers and agents across owned channels.
- ✓ **April 10 – 24th:** Openn runs a series of webinars for Brokerages and Agents
- ✓ **April / May onward:** Openn and CREA support a large-scale campaign leveraging success stories

NORTH AMERICAN VALUE PROPOSITION



NORTH AMERICAN MARKET OPPORTUNITY



AUSTRALIA TOTAL MARKET

45,000
AGENTS ⁽²⁾

 **412,000**

Property sales per annum ⁽¹⁾

US & CA TOTAL MARKET

1,755,886
AGENTS ⁽³⁾

 **6,950,000**

Property sales per annum ⁽³⁾

Sources:

- (1) Corelogic March 2022. 10 year annual sales average.
- (2) Domain 2022
- (3) NAR and CREA

NORTH AMERICAN MONETISATION STRATEGY



AU/NZ HIGHLIGHT



Openn has entered into a commercial collaboration agreement with CoreLogic, a leading provider of property data and information.

- ✓ Agreement follows successful completion of a pilot integration
- ✓ Openn to be embedded into listings on the onthefhouse.com.au website – providing access to around 4 million visitors per month.
- ✓ Openn to be promoted to CoreLogic's 9,000+ subscriber base through a multi-tiered integration.
- ✓ Collaboration expected to drive Openn revenue and help achieve goal of a 5% market share of the total addressable housing market in Australia and New Zealand.



THANK YOU

FOR MORE INFORMATION:

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