

ASX ANNOUNCEMENT

ASX: CDE | 11th November 2024

Invitation to Webinar “CDE pivots to self-service SaaS”

- **CDE to hold Webinar Wednesday 13th at 2pm Sydney time**
- **Explains strategic pivot to self-service SaaS - ConnectQR**

Brand solutions creator **Codeifai Limited (ASX: CDE)** is pleased to advise it will be hosting an investor webinar on **Wednesday, 14th November, at 2:00pm AEDT (11:00am AWST)**.

During the webinar, Executive Chairman and Group CEO Mr John Houston and Chief Operating Officer Mr Martin Ross will provide an update to shareholders on ConnectQR and its importance to the business.

The briefing will be followed by a Q&A. Questions can be submitted to alex@investorstream.com.au now, or in written form during the webinar.

Those interested may register by clicking the following link: [Registration Link](#)

CDE Executive Chairman and Group CEO John Houston said: “We hope that shareholders and those interested will attend this webinar.”

This announcement has been authorised by the Board of Codeifai Limited.

Ends.

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About Codeifai Limited

Codeifai Limited (ASX: CDE) is listed on the Australian Stock Exchange and has developed and sells of a suite of physical, digital and AI-based Brand Solutions with a vast range of applications. Our solutions allow Brands to Connect Deeper, Faster, Smarter with their consumers.

Codeifai's digital Brand Solutions provide a code for everybody and everything.

For personal use only



Codeifai - 2024 strategy pivot to create global scalability

Codeifai Limited (ASX: CDE)



Connect Deeper, Faster, Smarter

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All amounts are in US dollars unless otherwise stated.



Codeifai A code for everyone and everything

Codeifai has been a pioneer in QR code platform technology since 2017 for Brands which demanded the highest security and consumer engagement.

Now with over 250 million codes issued CDE has built on our rich heritage to enter into high volume self service SaaS with connectQR.ai

Codeifai's proven stable of digital Brand Solutions provide a code for everyone and everything.



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Connect Deeper, Faster, Smarter



Re built - Re structured - Re targeted

Physical



Digital first

Anti counterfeit



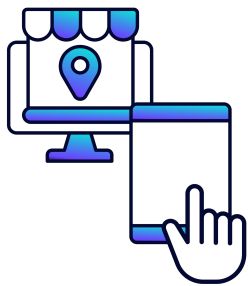
Engagement first

8 years and \$20m



Advanced cloud based digital platform

Evolution into self-service SaaS creates global scalability



Digital First

- ↑ Addressable market
- ↑ Demand tailwinds
- ↑ Market access
- ↓ Sales Cycle
- ↓ Cost to acquire
- ↓ Cost to serve



Engagement First

- ↑ Scalability
- ↑ Revenue growth rate
- ↑ Profit leverage
- ↓ Time to profitability

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Codeifai technology proven in new markets and geographies



High Value Nutraceuticals

- Henry Blooms' Phytologic.
- Latest Australian manufacturer to adopt Track 'n Trace with BrandReporter



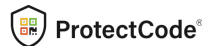
Packaging Peru

- Minimum 4 million codes p.a.
- First codes invoiced in January 2024.
- As of April 2024, over 3M codes
- Covering 53 different SKUs and 21 companies
- Revenue over contract \$115k



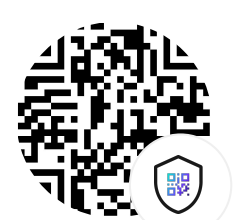
Recycling Industry

- Reverse Vending Machine solution initially for Kenya.
- Exclusive supplier for Africa.
- Potential A\$800k revenue p.a.
- Protects against double redemption.



Heavy Industry/Mining

- Safeguarding Rim-Lock's proprietary lock-nut system where retainers and cases are marked for Track 'n Trace to ensure service continuity



Self-Service SaaS

- Launched April 2024
- Capitalises on the US\$3.5bn QR label market*
- AI QR codes May
- Canva Integration Aug
- URL Shortener Oct

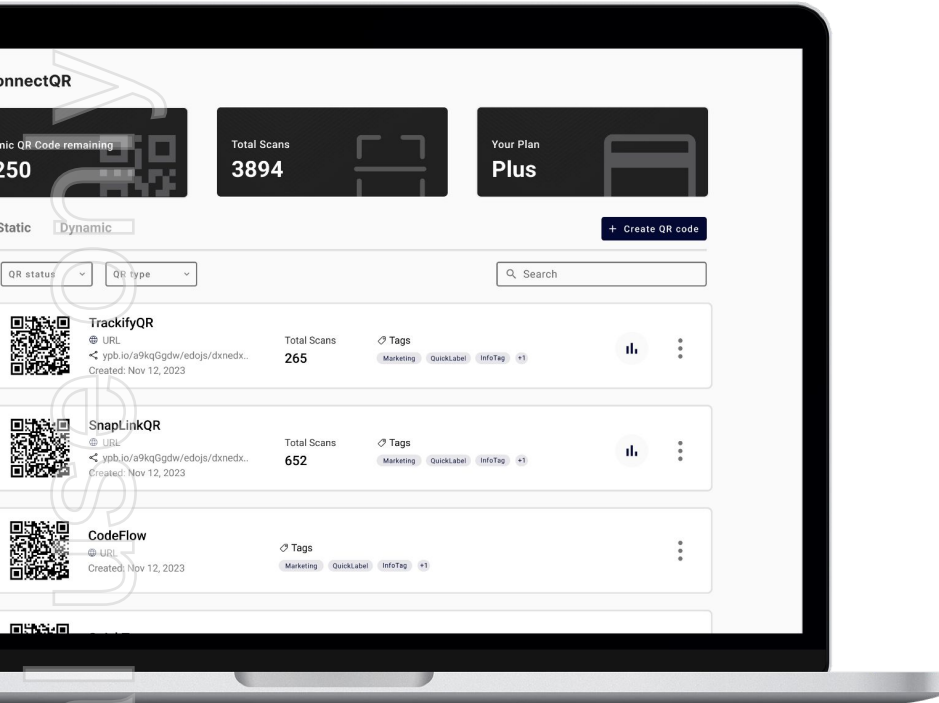


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(*) <https://www.futuremarketinsights.com/reports/qr-code-labels-market>

Codeifai's reach expanded into US\$3.5b* market




ConnectQR

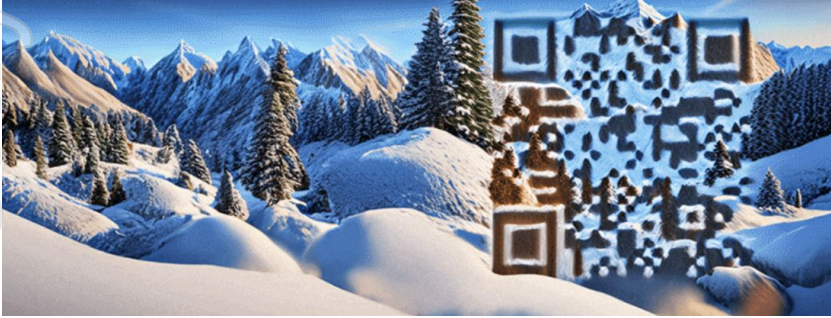
- Full commercial Launch April 2024
- Artificial Intelligence (AI) QR codes added May 2024
- We are ideally positioned to take a strong position in this market
- Always "On" to generate revenue 24/7
- SEO / Google / Meta based marketing
- Canva integration August 2024

Feature led pricing starting from US\$6 per month

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AI QR codes now poised to drive subscriber growth

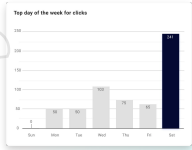


ConnectQR transforms ordinary QR codes into artistic designs using generative **AI technology**

- Engagement: High scan rates aligned to your brand
- Security: Offers secure, personalised user experiences.
- Analytics: Provides in-depth performance data.
- Optimisation: Drive targeted engagement and refine strategies for maximum impact.

Just launched - Short URLs add to ConnectQR's revenue jaws

Internal use only



Total clicks

100,264 Clicks

Jun 1, 2024 - Jun 31, 2024

Luminex Labs

Create Shortened URL

1 Setup > 2 Done

Destination URL*

https://www.amazon.com/Best-Sellers-Electronics/zgbs/electronics/ref=zg_bs_nav..

Title* Amazon headphone

Tags Marketing QuickLabel

Create

9 remaining link creations available this month

Shortened URL

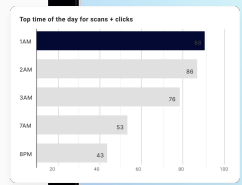
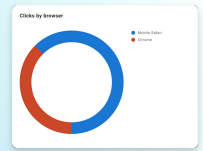
yqb.io/a9kqGgdw/edojs/dxne Copy

Destination URL

<https://www.amazon.com/Best-Sellers-Electronics/zgbs/electr..>

Title Amazon headphone

Tags Marketing QuickLabel



Short URLs - Big Growth: Market Projections & Key Drivers

Market Projections



The Global URL shortening service market is expected to reach **\$36.2B** by 2032 ^[1]



Anticipated annual growth rate of **19.7%** from 2022 to 2031.^[1]

Key Market Drivers: ^[2]



Rise in Social Platforms

- Platforms like Twitter and Instagram have stringent character limit.
- Users like Short URLs to share content efficiently within these limits.



Enhanced Content Sharing and Engagement:

- Brands and individuals leverage short URLs to boost user engagement.



Insightful Analytics for Targeted Strategies

- Short URLs are **trackable**

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^[1] <https://www.businessresearchinsights.com/market-reports/url-shortening-services-market-104165>

^[2] <https://www.verifiedmarketresearch.com/product/url-shortener-market/>

Short URLs Enhance Strategies and Engagement

Why People and Businesses Need short URLs



Ease of Sharing

Convenience Across Platforms:

- Short URLs are easier to share via email, social media, and messaging apps.
- They prevent issues with text wrapping and broken links in communications.
- Essential for platforms like Twitter, which have strict character limits.



Enhanced User Experience

Aesthetic Appeal:

- Short URLs look cleaner and more professional.
- They enhance the visual appeal of marketing materials and posts.



Analytics and Tracking

Performance Insights: & Data-Driven Decisions

- **Track clicks**, geographic data, and referral sources in real-time.
- **Measure** the effectiveness of marketing campaigns and content engagement.
- Use **analytics** to refine strategies and improve ROI.



Mobile Optimisation

Better for Mobile Users:


- Short URLs are easier to type and share on mobile devices.
- Enhances the user experience in mobile marketing campaigns

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(1) <https://www.makeuseof.com/reasons-use-a-link-shortener/>

Codeifai's ConnectQR highly competitive in lucrative market



Static

Dynamic

Established 2019

\$US28.4m annual ⁽³⁾



Static

Dynamic

Established 2018

\$US3.6m annual ⁽¹⁾




Static

**Dynamic +
Short URLs**

**Acquired QR
generator 2021**

\$US100m annual ⁽²⁾



Static

**Dynamic
Generative AI
Short URLs
Serialised QRs
Track and Trace**

**Commercial launch
April 2024**

~1000 sub milestone⁽⁴⁾

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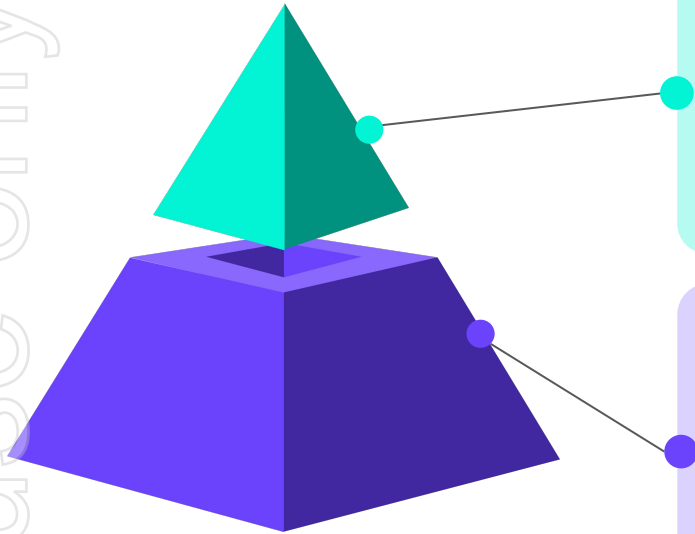
⁽¹⁾ <https://www.starterstory.com/stories/qrcode-tiger>

⁽²⁾ <https://getlatka.com/companies/bitly>

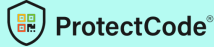
⁽³⁾ <https://www.zoominfo.com/c/beaconstac-inc/363443224>

⁽⁴⁾ <https://cdn-api.marktidigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02872319-6A1233691>

ConnectQR has added enormous revenue potential

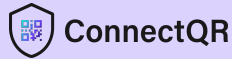


MOQ 1 Million
USD 0.01



Rules Based Brand Protection
Double Redemption
Consumer Engagement
GS1 Market (Digital Link)

MOQ 1 Million
USD 0.01



- **New Revenue Stream** a self serve SaaS model, the market is estimated to be valued at *\$3.5B USD by 2033
- **Millions of potential users** self serve SaaS model works 24/7 with no need for a sales force
- **Subscription Self serve SaaS model** highly competitive feature led subscription based pricing

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Enormous potential Market Size*

(*) <https://www.futuremarketinsights.com/reports/qr-code-labels-market>

Canva, SEO, Google ads and integrations form the path to subscriber growth

ConnectQR Standard SaaS model offering free subscription converting into paid user model.
I.e try before you buy model

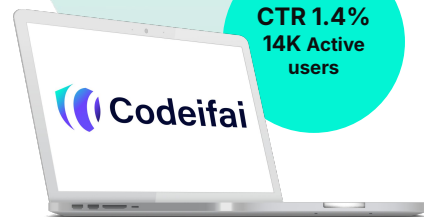
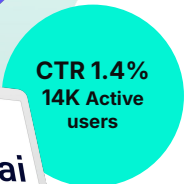
Key integrations completed and planned:

- Google Search Engine Optimisation
- Google Analytics
- Google Tag Manager
- Meta Pixel
- Canva - 180m active subscribers
- Adobe - 33m active subscribers
Coming soon
- Figma - 4m active subscribers
Coming soon
- Workato - 1000 organisations
Coming soon
- Zapier - 2.5 million active users
Coming soon
- Hubspot - 228k active subscribers
Coming soon

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14



Future Integrations

Integrations Completed

Internal use only

Massive increase in market response to ConnectQR

1.9 Million impressions in 8 weeks



↑ 187% increase in Post Reactions
Average CTR 9.81%

facebook

Reach: ↑ 703.5%
Visits: ↑ 1,500 %
Followers: ↑ 7,100%



Reach: ↑ 208.5%
Visits: ↑ 390.6%
Followers: ↑ 833.3%



Average Conversion Rate ↑ 8.9%
Industry Standard in SaaS is 2.4%

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Internal use only

Ready to ride coming wave in global packaging



Brands will shift from 1D to 2D codes driven by GS1 global standards



The global packaging market is expected to grow to USD 1.33 trillion by 2028 (CAGR of 3.89%)(1)



More than 1 billion products have a 1D barcode which gets scanned over 10 billion times each day(*)



ConnectQR is strategically positioned to capitalise on this industry shift

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(*) <https://www.mordorintelligence.com/industry-reports/global-packaging-market#:~:text=The%20Packaging%20Market%20size%20is,markets%2C%20and%20changing%20ownership%20dynamics>

(1) <https://www.gs1.org/about-gs1/year-review>

Near Term Value Catalysts

- focus on self-service SaaS subscriber growth



Further planned integrations following Canva (released August 2024)

- Zapier
- Adobe



Sales growth by SEO / Google self service SaaS



Move into FMCG through GS1 digital link

Medium term plan to offer ConnectQR into the 1D barcode transition



Ongoing expansion into new sector verticals and additional international market entries to drive sales

Board and Management



John Houston
Chairman and Founder

- 55 years' of building successful businesses across the globe.
- Built the US\$2 billion Greenfield mobile phone company
- Operated a US \$350 million EBIT telecommunications company



George Su
Non-Executive Director

- Over 30 years' Business experience in the Asia-Pacific region
- Chief Executive of Richlink, servicing ultra-high-net-worth Chinese investors.
- Former head of the Australian operations of China's largest investment bank, CITIC Securities.



Colin Turner
Non-Executive Director

- Colin Turner is an accountant with extensive experience in financial management from roles in media advertising, sales, marketing and the real estate industry both overseas and in Australia.
- Colin Turner has served as a director of both private and ASX listed entities and served as the Chairman of the audit committee of an ASX listed entity.



Martin Ross
Chief Operating Officer

- A successful business builder and brings years of experience.
- Oversees the sales and marketing department operations for Codeifai.
- A background in business operations and strategic planning has allowed Martin to successfully lead teams, drive growth, and improve efficiency.

64% of top 20 is management



■ Management 6m to 37m

Pro forma Capital Table	November 1st 2024
Shares on issue*	2,641,294,802
Market Capitalisation	\$2.64m
Share Price	\$0.001
Options expiring 2026	541,265,322

* 75% held by top 20
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Key Contact Information

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Martin Ross

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