

ASX Announcement

IXUP successfully delivers on Finity contract

13 December 2017: Data collaboration company IXUP (ASX: IXU) has achieved key contractual milestones in the deployment of its latest release IXUP platform to independent actuarial and analytical consulting firm Finity, thereby enabling transition to production.

As outlined in the recent IPO prospectus, Finity will pay IXUP a fixed annual charge for access to the IXUP platform. Finity intends to use IXUP's technology platform to enhance its leading data collaboration capability and service.

IXUP Executive Chairman Tim Ebbeck said: "We are pleased to deliver the production release of the latest IXUP Platform to our partner, Finity. We have worked in close collaboration with the Finity team over recent months and this milestone re-enforces the commitment we have to supporting our partners achieve their business objectives.

Data is now the most valuable commodity on the planet and the value of data is clearly enhanced through collaboration. However, sharing data with others involves risk. Organisations understandably don't want to lose control of their data and handing critical personalised data over to a third party is very high risk. The IXUP platform mitigates that risk. Its unique, patented, technology means that organisations retain control over their data, allowing the extraction of actionable insights safely and securely."

Finity Director Aaron Cutter said: "Our clients are quickly moving towards a greater use of collaborations to integrate data into their pricing, marketing and business decisions. Finity has led development and integration of machine learning across many leading Australian businesses and incorporating IXUP allows us to drive value creation from data like never before. Finity continues to expand its analytics, service and data offerings across industry verticals and the IXUP platform allows us and future data collaborators to integrate data in a secure, scalable manner as we broaden our reach."

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About IXUP

Founded in 2011, IXUP (pronounced 'Eyes Up') is an innovative data collaboration platform. The IXUP platform helps organisations gain significant time and cost savings by eliminating complex challenges around connecting data, derive deeper insights and knowledge to inform business strategy, and turn data into actionable insights. The platform's unique approach to data collaboration enables organisations to gain a significant competitive advantage. IXUP is headquartered in Sydney, Australia.

For more information visit www.ixup.com

About Finity

Finity is Australia's largest independent actuarial and analytical consulting firm.

As one of the biggest employers of actuaries, Finity's consultants are true 'data experts' and market-leading technical analysis is a core part of everything they do. Finity has evolved into a notable data analytics firm, working with some of Australia's leading organisations and brands to provide analytics and consulting advice that provides commercially-aware solutions. Finity is also a 'data-first' company with the courage to embrace new technology to provide innovative solutions.

For more information visit www.finity.com.au