

8 February 2021

Strategic Collaboration with Tekkorp Capital Delivers Key Opportunity

IXUP Limited (ASX: IXU) ("**IXUP**" or the "**Company**"), a leading technology company that secures data analytics and collaboration by using advanced encryption, is pleased to announce the delivery of a key opportunity via its Strategic Collaboration Agreement with Tekkorp Capital LLC ("**Tekkorp Capital**").

On 11 November 2020, IXUP announced the execution of a Strategic Collaboration Agreement ("**Agreement**") with Tekkorp Capital, a US based digital gaming company founded by Mr. Matthew Davey, which provides specialist advisory services in relation to the international digital sports gaming and wagering sector.

As disclosed, a key focus of the Agreement is to assist IXUP with an evaluation of its existing core technology for potential applications within the international digital sports gaming and wagering sectors and associated markets. This initial evaluation process has confirmed a number of potential use cases, customers and partnerships which are being vigorously explored by the IXUP team.

DataPOWA Limited

IXUP is pleased to update shareholders on a key opportunity that has been delivered under the Agreement, which is showing significant early promise as a key value driver for IXUP shareholders.

Via collaborative efforts with Tekkorp Capital, the Company has entered into a data analytics and insights collaboration agreement with London-headquartered DataPOWA Limited ("**DataPOWA**"), to pursue data analytics and marketing opportunities within the international sports marketing and sports sponsorship sector ("**DataPOWA Agreement**").

DataPOWA owns and operates a leading-edge AI driven data analytics platform, presently focussed on the international sports sponsorship and sports marketing sector. DataPOWA offers specialist data analytics and marketing services to this market and recently launched its 'POWA index' product, an AI machine learning platform which delivers real time measurement of valuation, predictive analytics and relative global positioning for sports teams, owners, sponsors, players, and agencies globally. The POWA index currently provides real time analysis for over 2,500 Teams, Leagues and Events globally for 46 sports from Football & Cricket to Darts & Kabbadi. DataPOWA's Board and Management have combined expertise in the sports marketing, sponsorship and digital gaming and wagering sectors. Active clients include one of the world's biggest sports sponsors, Coca Cola, sport rights holders across multiple international markets and also clients within the sports gaming and wagering sector.

The primary objective of the DataPOWA Agreement is to combine the unique analytics capabilities of the IXUP platform with DataPOWA's POWA index in order to provide a valuable and unique product offering to DataPOWA's established and growing international customer base. The combination of the IXUP platform with DataPOWA's POWA index, provide DataPOWA with a unique competitive advantage and point of difference in this large and lucrative market sector, and for IXUP, this collaboration provides an effective pathway to market and near-term revenues for its technology.

The Board and Management are excited by the potential market opportunity for the Company's core technology offering in partnership with Tekkorp Capital and look forward to sharing details of additional opportunities as they materialise.

This announcement has been approved for release by the Board of IXUP.

-ENDS-

For enquiries regarding this release please contact:

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About IXUP

IXUP Limited (ASX:IXU) (pronounced 'eyes up') is a pioneering technology company that specialises in analytics over data that remains encrypted. IXUP's privacy preserving analytics platform can help solve important research, business and policy problems by allowing data sets from different parties to be combined and analysed in a secure environment with full control. While conventional encryption techniques protect data when it is stored or in transit, they fail to protect data when it is in use. The IXUP platform uses advanced encryption and compute techniques including homomorphic encryption, that enables analytics over data without ever needing to decrypt it, preventing data from being vulnerable to loss and misuse.

To learn more, please visit: www.ixup.com. IXUP's registered address is Level 3, 5-7 Ross Street, Parramatta NSW 2150.