IXUP LIMITED

Investor Briefing and Strategy Update

18 July 2023

ASX:IXU • *[Pron: 'Eyes up']*

This release has been authorised by the Board of Directors of IXUP Limited.

Our vision is to be the global leader in secure and compliant privacy-preserving data sharing solutions

Our mission is to extend the value frontier of the global datasphere.

IXUP

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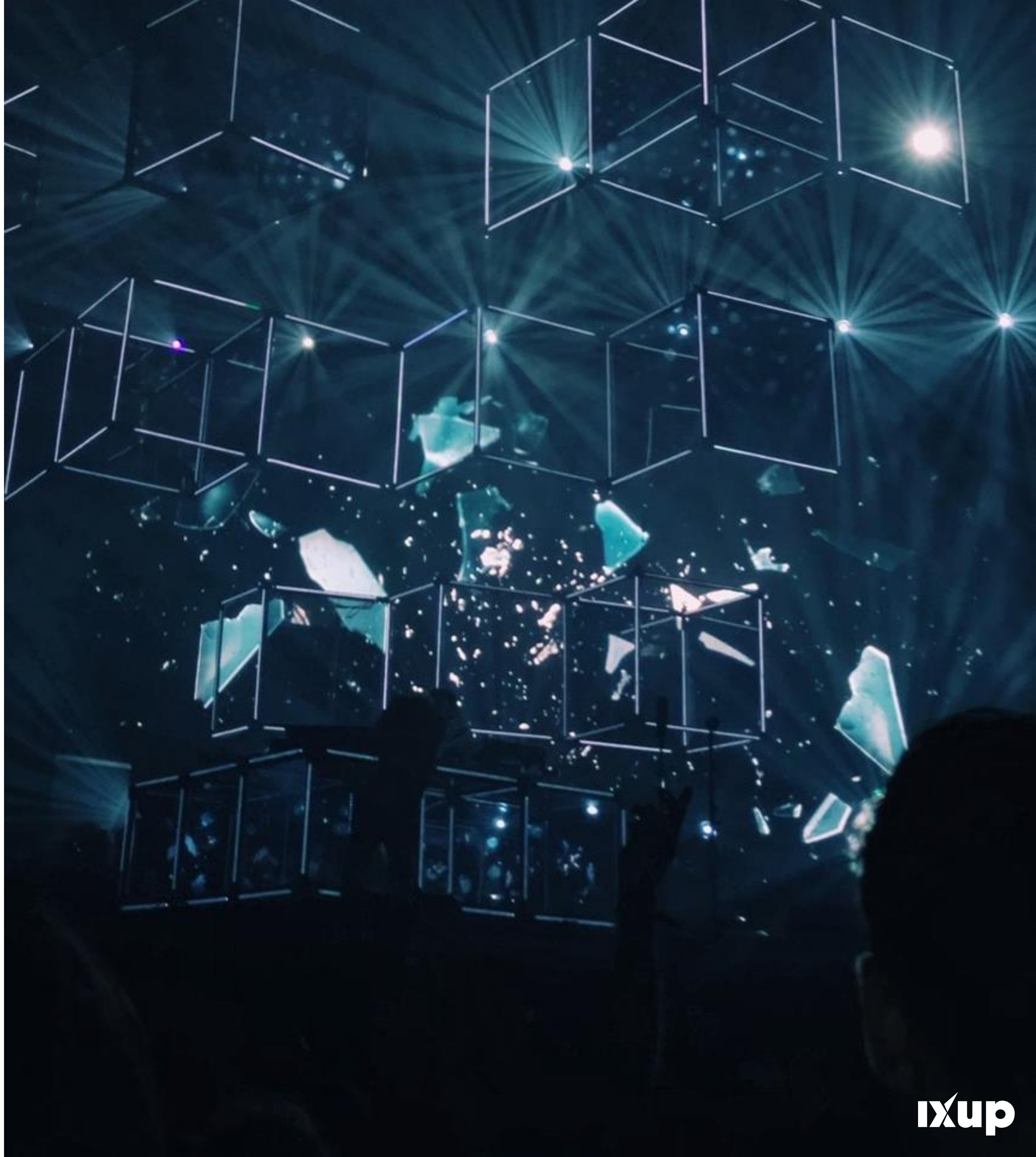
Agenda



Business Overview

BUSINESS OVERVIEW

IXUP is a cloud-based software company providing secure and compliant privacy-preserving data sharing solutions

Key Capabilities

- Privacy-preserving data collaboration platform
- Advanced cryptographic methods to enhance privacy
- *Five Safes* Framework Governance

Key Results

- Securely share, analyze and enrich sensitive data
- Extract value from data without revealing underlying information

Notes:
[1] The Five Safes framework is a multi-dimensional approach to managing risk when sharing or disclosure data. The framework incorporates the use of safe people, projects, settings, data and outputs to balance disclosure risk and utility.

BUSINESS OVERVIEW

Corporate Snapshot

Share Price (last close as at 14 July, 2023)	**$0.050**
Ordinary Shares	**1,035.5 million**
Options (various strike prices)	**283.9 million**
Performance Shares	**100.8 million**
Convertible Notes	**3.0 million**
Undiluted Market Capitalisation	**$51.8 million**

IXUP BOARD

Julian Babarczy
Non-executive Chairman & Advisory Committee Member

Ian Penrose
Non-executive Director & Advisory Committee Member

Freya Smith
Non-executive Director

ADVISORY COMMITTEE

Strategic, Commercial & Operational Involvement

Julian Babarczy

Ian Penrose

Jonathan Rosham

MANAGEMENT

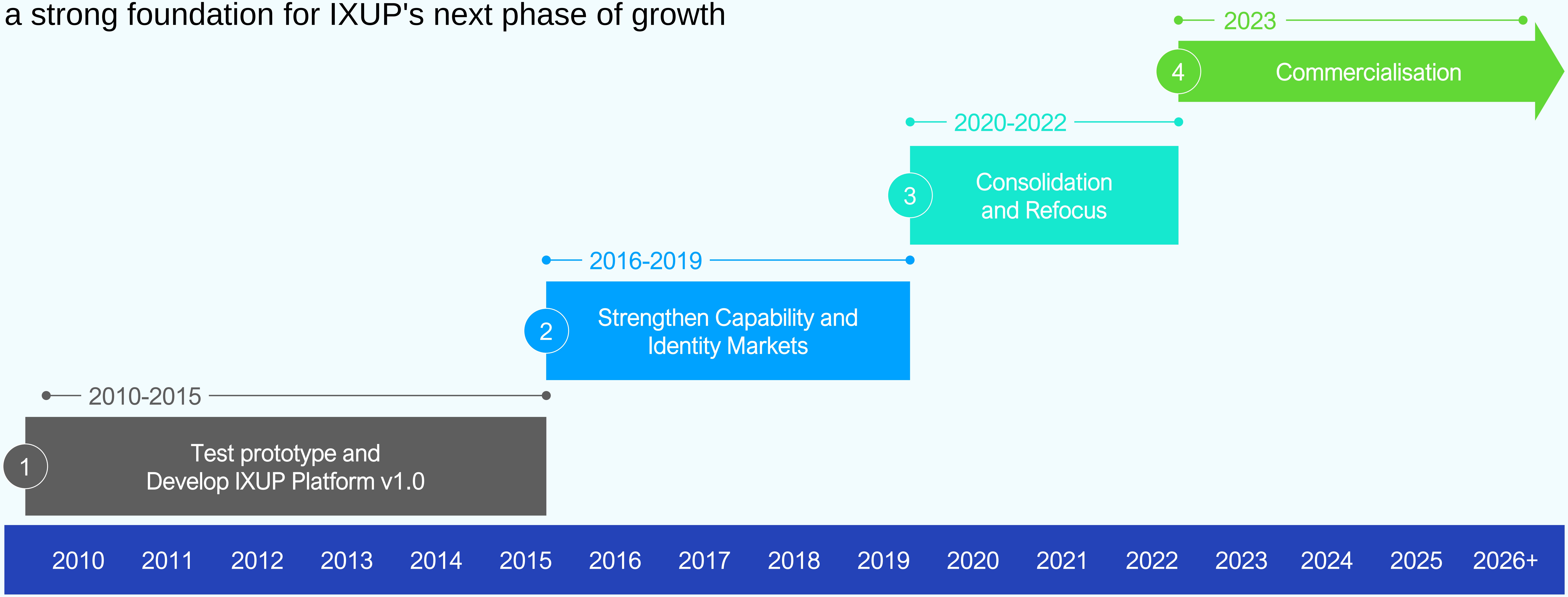
Warren Steven
COO

Paul Coe
CTO

Matthew Johnson
CFO

IXUP's Growth Journey

Significant investment and focus since 2010 provides a strong foundation for IXUP's next phase of growth



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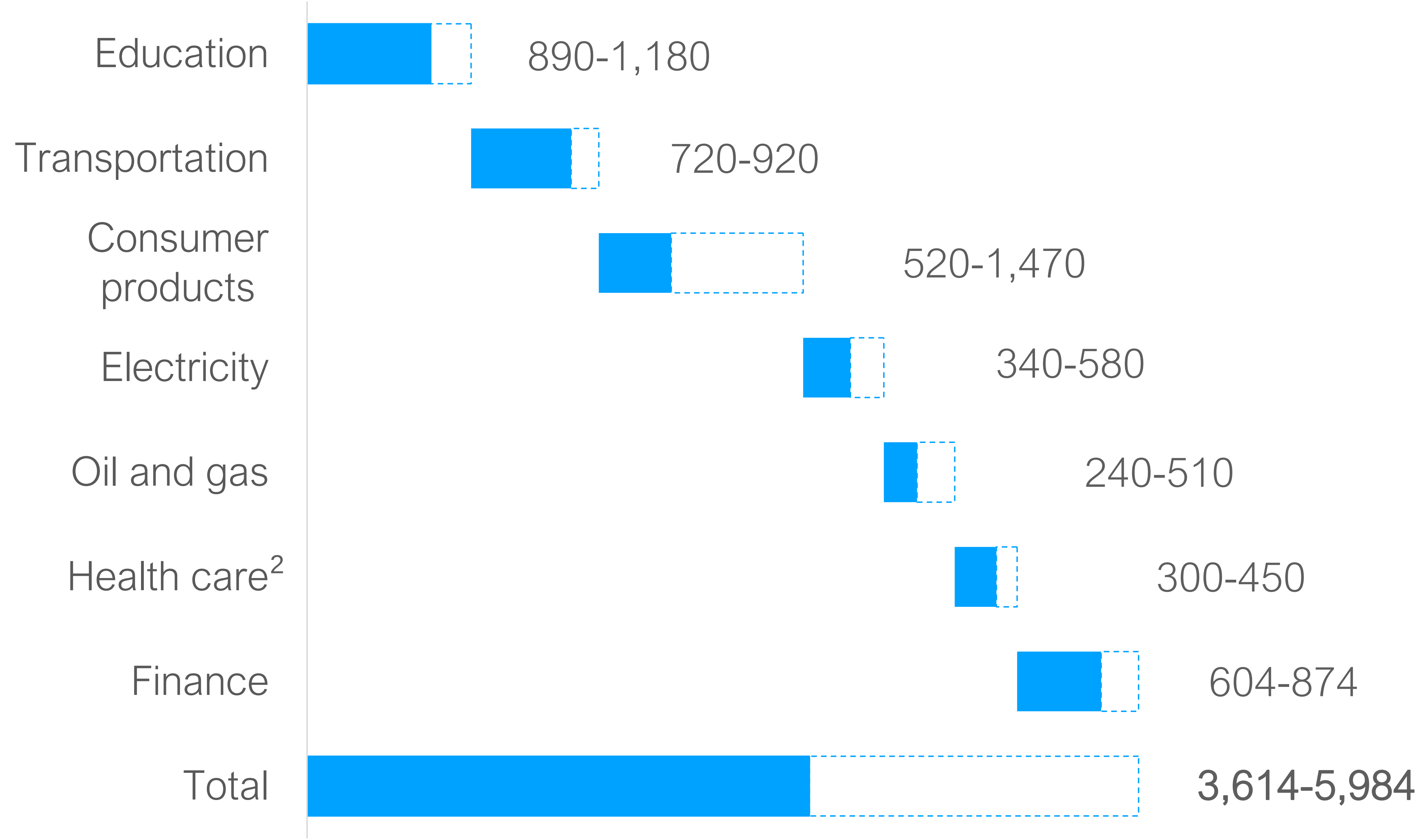
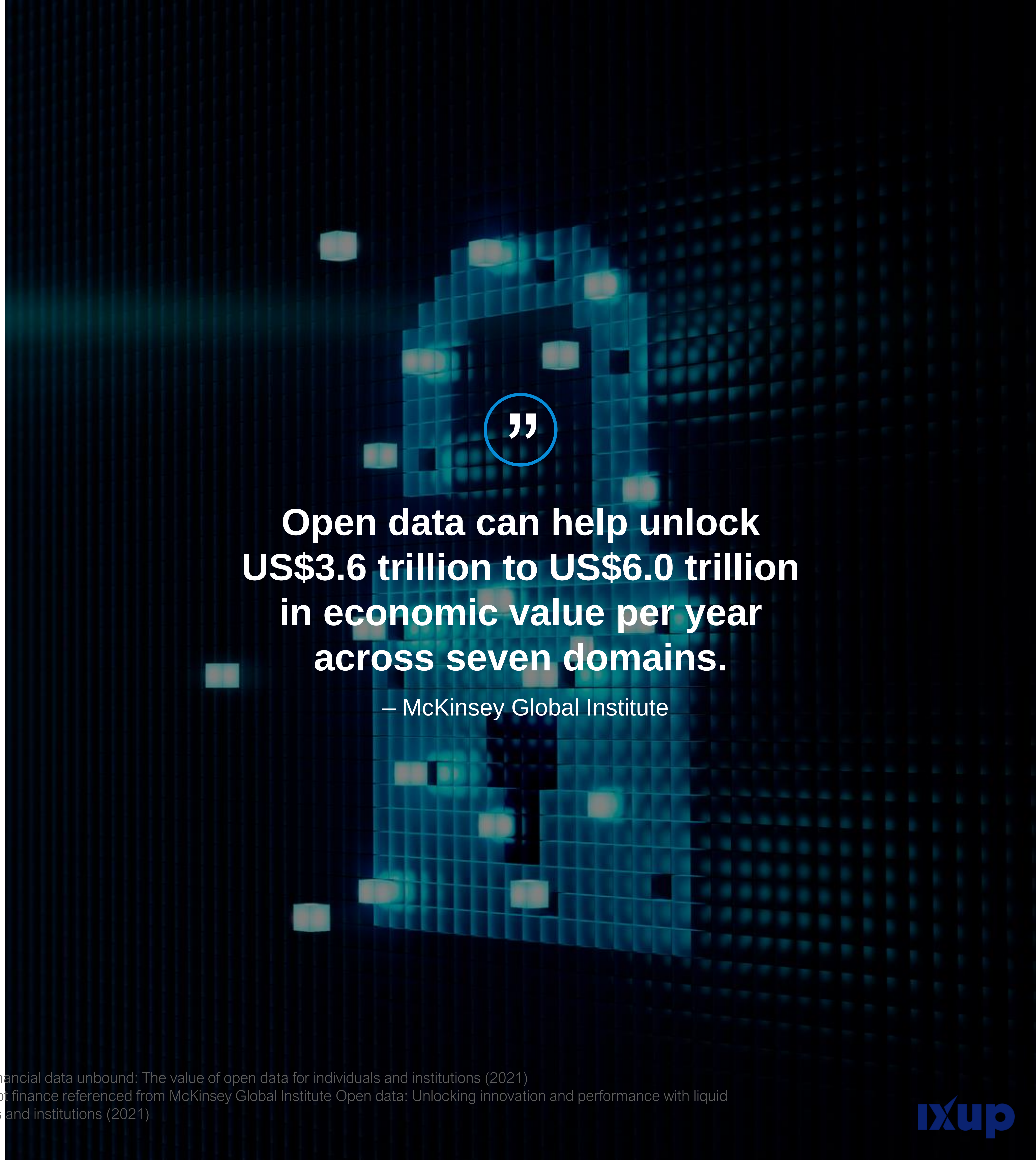
BUSINESS OVERVIEW

Once-in-a-generation opportunity to unlock value from data

Potential Value In Open Data[1] (US$ billion)





Open data can help unlock US$3.6 trillion to US$6.0 trillion in economic value per year across seven domains.

– McKinsey Global Institute

Source: McKinsey Global Institute Open data: Unlocking innovation and performance with liquid information (2013), McKinsey Global Institute Financial data unbound: The value of open data for individuals and institutions (2021)

[1] Total potential value in open data inferred from combination of two separate McKinsey Global Institute Analysis publications. All domains except finance referenced from McKinsey Global Institute Open data: Unlocking innovation and performance with liquid information (2013) except for Finance, referenced from McKinsey Global Institute Financial data unbound: The value of open data for individuals and institutions (2021)

[2] Includes US values only

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Governments and Regulators are Scrambling to Adopt Privacy Enhancing Technologies ("PETs")

Oct 2022: The **Office of the Privacy Commissioner of Canada** publish article addressing pros and cons of synthetic data[1]

Dec 2022: **EU-U.S. Trade and Technology Council** publish Joint Roadmap and synthetic data project

Jan 2023: **Royal Society** publish report on PETs in data governance

Feb 2023: The **United Nations** publish a guide to help national statistical offices employ PETs when dealing with sensitive data

Mar 2023: The **White House** launch a roadmap for both public and private sector entities to navigate the use of privacy enhancing technologies

Mar 2023: **Financial Conduct Authority** publish information about the Emerging Technology Research Hub, for which synthetic data and PETs are an area of focus

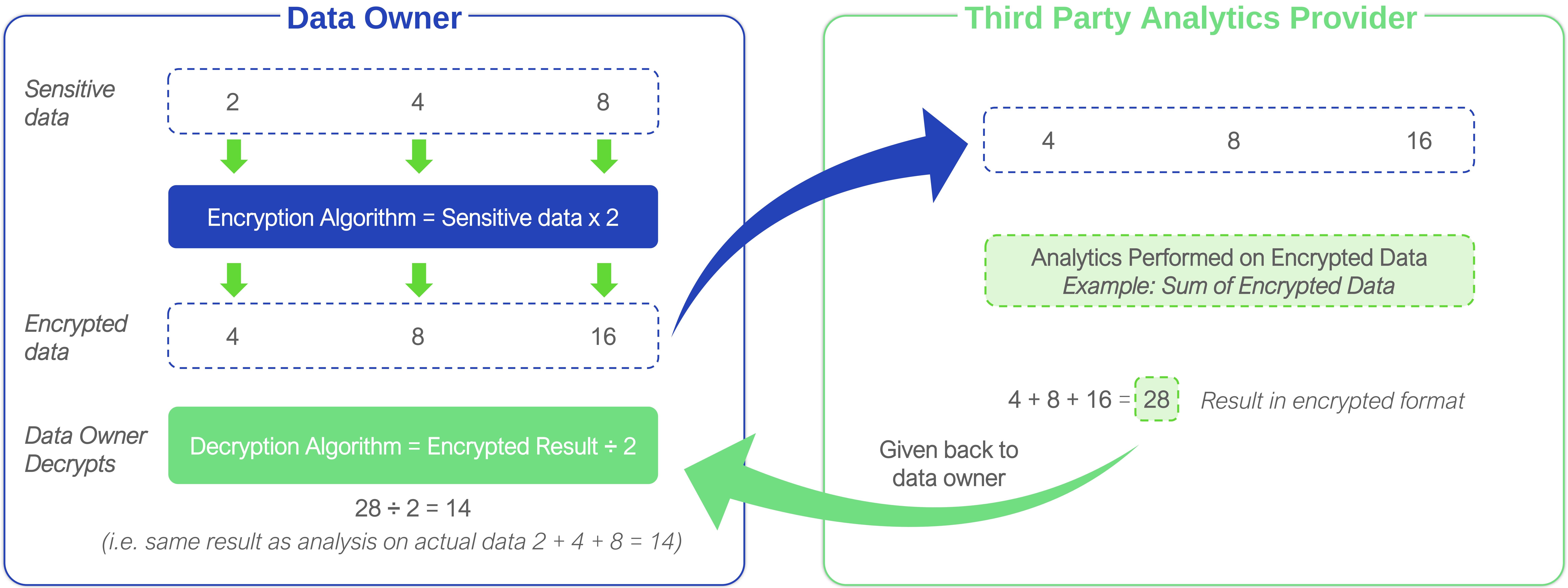
June 2023: **UK based Information Commissioner's Office** publish PETs guidance ahead of G7 Roundtable

Notes:
[1] Synthetic data is a form of Privacy Enhancing Technology (PET), where data is artificially generated by algorithms to mimic real data characteristics, often used for testing systems, training machine learning models, and in situations where collecting actual data is impractical or poses privacy concerns.

IXUP PLATFORM

Overview of Key Privacy Enhancing Technologies ("PETs")

Simplified example of **homomorphic encryption**[1] for illustrative purposes only

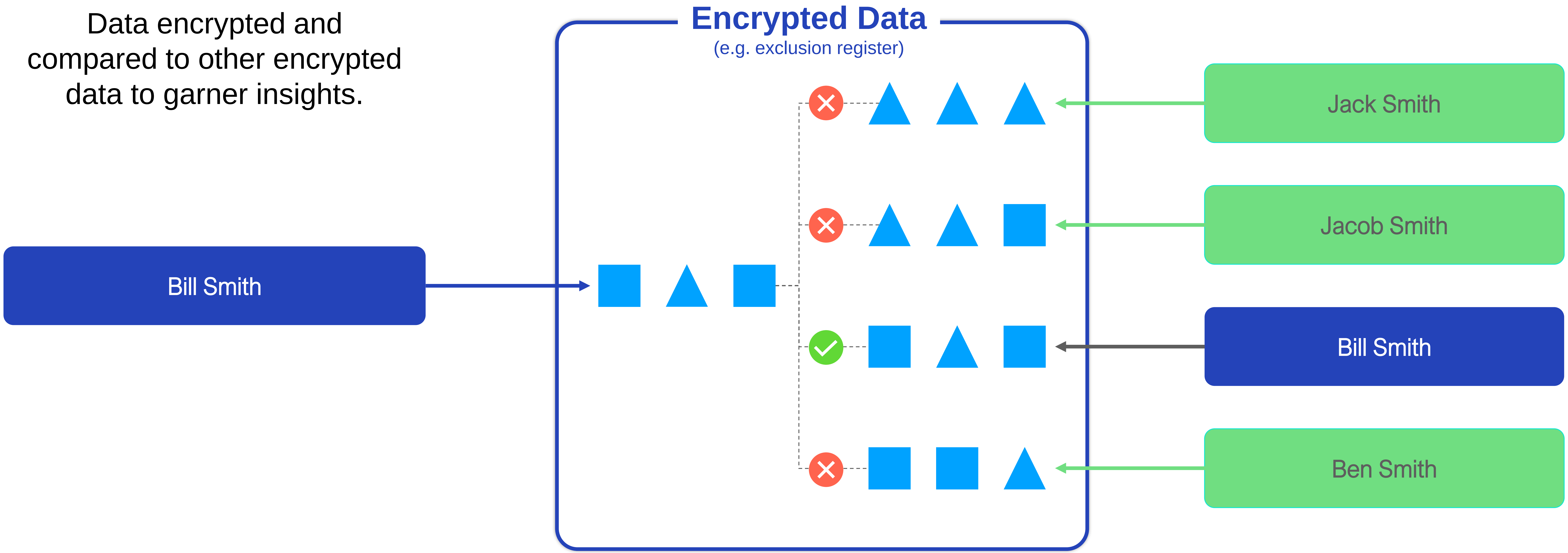


Notes:
[1] Homomorphic encryption, a form of Privacy Enhancing Technology (PET), is a type of encryption that enables computations to be carried out on encrypted data without requiring decryption first, thereby offering a secure method for data processing and analysis while preserving privacy.

Overview of Key Privacy Enhancing Technologies ("PETs")

Simplified example of **fuzzy record matching** for illustrative purposes only

Data encrypted and compared to other encrypted data to garner insights.



Notes:
[1] Fuzzy record matching is a process used to identify and link records that are approximately equal or similar, typically by using algorithms to account for minor differences or errors in data entry.

Perfectly Positioned for Commercialisation Today and in the Future

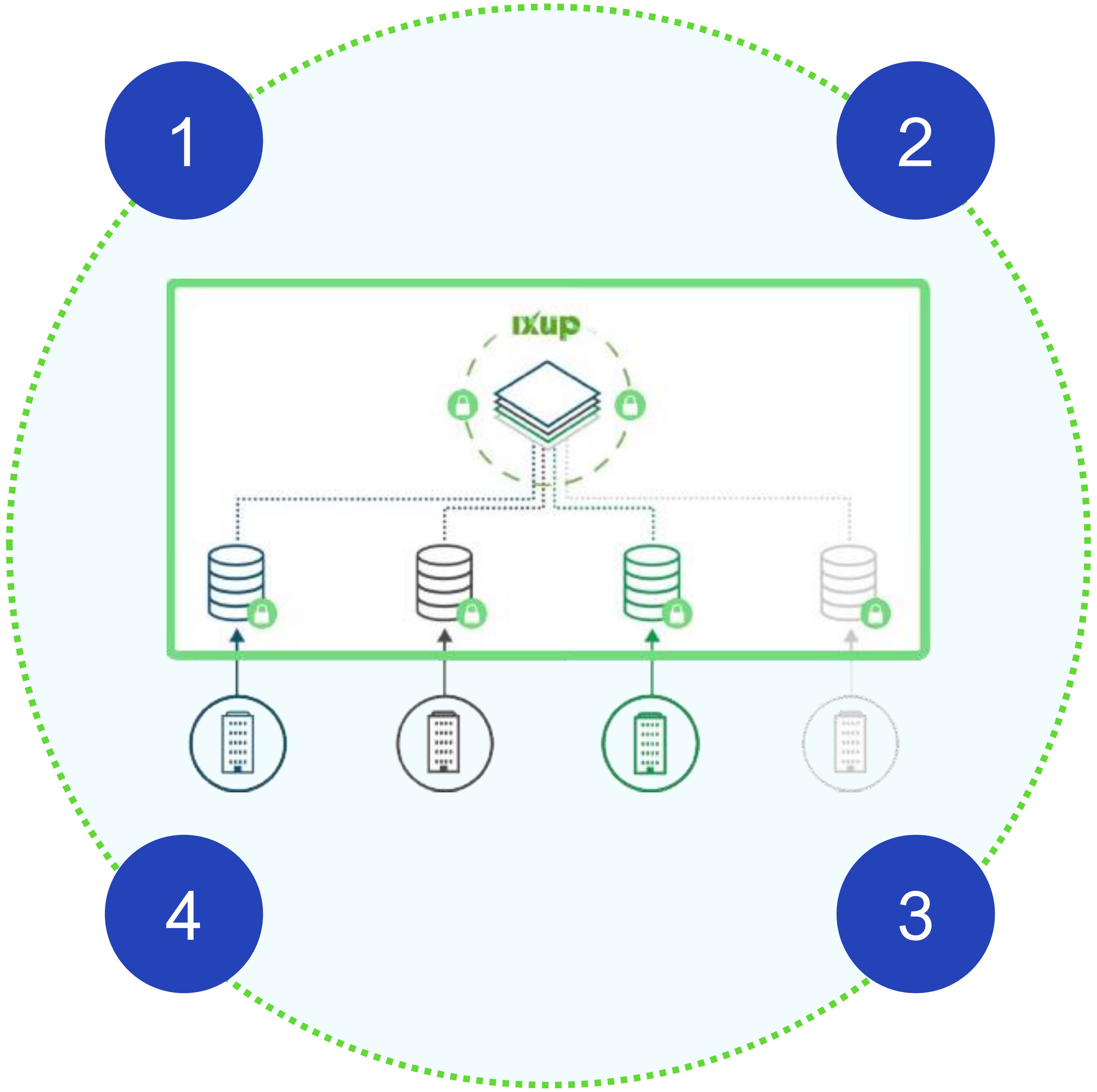
Gartner predicts that by 2025, 60% of large organizations will use at least one Privacy Enhancing Technology (PET) in analytics, business intelligence and/or cloud computing

John Edwards, UK Information Commissioner
19 June 2023

"Together with our G7 counterparts, we are focused on facilitating and driving international support for responsible and innovative adoption of PETs, by researching and addressing barriers to adoption with clear guidance and examples of best practice."

IXUP Delivers Insights Without Revealing Data

IXUP enables secure data sharing and Five Safes Governance from our unique encryption platform (The IXUP Platform)



The IXUP Platform allows the secure matching of data sets

The IXUP Platform has been designed to preserve data privacy and security at all times, while enabling a safe environment for data collaboration and analytics

Delivers unique analytical outcomes that were previously unattainable while using encrypted data

Commercialisation Strategy

IXUP PLATFORM

The IXUP Platform | Secure and Compliant Privacy-preserving Data Sharing Solutions

Privacy Enhancing Technologies (PET's)

Augmented with advanced cryptography

Delivered within leading governance and compliance framework

IXUP's world leading privacy-preserving data collaboration environment

Overview of the IXUP Platform

The IXUP Secure Data Engine

A secure cloud-based software environment tailored to perform analytics on data provided in an encrypted state

Encrypted Data Enrichment Suite

Data processed to enable supercharged analytics on data at rapid speed and low cost, whilst encrypted at all times

End-to-End Military Grade Governance

Deployed in accordance with leading assurance and compliance frameworks, trusted by Governments

An Unparalleled User Dashboard

Delivered to end users through an intuitive, extensible user-friendly interface

Clear Strategy Translating to Momentum

Simplified demand-led strategy, laser focused on maintaining technology lead and delivering revenue growth

Our Vision: To be the global leader in secure and compliant data sharing solutions

Platform
Extend core technology lead

PENETRATE VIA

Products
Build and productise demand-led solutions for new use cases

+

Purchase
Platform enhancing technology and assets that broaden or extend platform adoption

+

Partner
With leading vendors capable of rapidly scaling the IXUP platform

Perform
Stimulate network effects through commercial performance and customer relationships

Powered by our growing team of talented people, and accelerated by our innovation culture

COMMERCIALISATION STRATEGY

A Platform for Growth

	IXUP Platform	IXUP Domain Solutions		
	1 Core Platform	2 RegTech	3 Sports and Marketing	4 Data Governance
Software Built on the IXUP Platform	IXUP	PLAYPAUSE	POWA INDEX 2.0	IXUP
Stage	Various commercialisation partnerships and relationships, including global tier 1 cloud computing organisation	PlayPause: Pilot Underway BetStop – the National Self-Exclusion ("NSER"): Launching Soon	Revenue Generating	Various commercialisation partnerships and relationships, including global tier 1 cloud computing organisation
Acquired Businesses & Technology	N/A	BETSTOP THE NATIONAL SELF-EXCLUSION REGISTER™	dataPOWA® (POWA Index 1.0 + POWA Tracker)	N/A
Go-to-Market Strategy	Direct + Channel Partner			
Revenue Model	SaaS Licence or Usage	SaaS Licence or Usage	SaaS License or Usage convertr By CIPHER	SaaS Licence or Usage

1 IXUP 'Core' Platform

IXUP's secure, privacy-preserving and governance compliant data sharing platform

Reseller Partners

- IXUP is working closely with a global Tier 1 cloud-computing organisation to develop secure data encryption and analytics environments
- These initiatives target the potential for customers to easily deploy the IXUP Data Engine within existing cloud computing environments
- Licensing and Revenue is proposed to be executed via the cloud provider's Product Catalogue
- Negotiations and initial deployment roadmaps remain underway

Integration Partners

- Signed Partner Agreement with Beyonde Ventures focused on specialty loyalty program
- Reseller agreement with Sydney-based Independent Data Solutions (IDS) focused on government and enterprise customers
- Deloitte Alliance focused on large financial enterprises remains ongoing

New Solutions

- **Healthcare:** Development of a secure data sharing environment to properly track the prescribing and dispensing of drugs of dependence
- **Banking and Finance:** Banking KYC solution facilitating direct access to government database rather than requiring manual accountant certification
- **Government:** Personal client data, across multiple sectors and use cases can now be encrypted, shared and analysed by the IXUP Platform

IXUP — The IXUP's sector / use case agnostic core platform offered via channel partners and direct

Channel Partners		New Solutions
Reseller Partners Integrate IXUP's software products as part of their own product offering, as standalone, integrated, or white-labeled solutions	Integration Partners Provide integration, implementation, consulting and managed services using IXUP solutions	Custom Integrations (Using APIs) Direct integration with end customers or creation of new domain solutions
Cloud computing providers	Beyonde, Deloitte., Independent Data Solutions	Enterprise & SMEs

Current go-to-market focus

COMMERCIALISATION STRATEGY

2 IXUP RegTech

IXUP software and solutions for regulated industries

PlayPause

- PlayPause U.S. Voluntary and Involuntary Exclusion Solutions Pilot stakeholder recruitment process officially launched in March 2023
- Pilot execution (1-3 jurisdictions, with 1-3 operators and 1-3 sports leagues) 2023
- Targeting customer outreach in Q4 2023 with commercialisation starting in Q1/Q2 2024

NSER

- NSER (National Self-Exclusion Register) will be revenue generating from day 1
- Targeting launch on 21 August 2023

New Solutions

- Regulatory changes in Europe, USA, Canada and Australia driving RegTech products
- A significant number of organic growth opportunities are arising
- Concurrently, several value accretive international acquisition opportunities are emerging
- Gaming KYC & AML

ixup Reg Tech — IXUP's product suite focused on heavily regulated industries

Wagering RegTech Solutions		New Solutions
PLAYPAUSE Targeting initial roll out in U.S. in partnership with industry stakeholders	BET STOP THE NATIONAL SELF-EXCLUSION REGISTER™ IXUP to operate under exclusive contract with Commonwealth Government of Australia via ACMA	**IXUP Platform** IXUP evaluating new opportunities to extend platform to new use cases and regulatory challenges
• Major state regulatory bodies • Large US betting operators • Major US sporting leagues	Australian Government	Channel Partner and/or Direct

Current go-to-market focus

3 IXUP Sports & Marketing

IXUP software and solutions for sports and marketing

POWA Index 2.0

- Built on IXUP's platform, using insights from dataPOWA
- Built to measure the level of overlap between the brands' customers and to optimise and evaluate the brand partnerships at a granular level
- Advanced discussions regarding Pilot which is due to conclude in Q3 CY2023
- POWA INDEX 2.0 is highly extensible, with use cases relevant to all industries
- IXUP will begin targeting new domains and cross sell into dataPOWA customer database

dataPOWA

- Acquired 100% ownership via acquisition of DataPOWA in 2021
- 2 products in market and with large customer data base
- Business generating ~$60KAUD per month
- Cash break even targeted for Q3 2023

New Solutions

- IXUP evaluating new opportunities to extend platform to new sector agnostic use cases and marketing challenges
- Restructure of Convertr agreement completed – license fees payable going forward

ixup Marketing — IXUP's product suite focused on digital marketing

Sports Marketing Solutions		New Solutions
POWA INDEX 2.0 Implementation between a North American "Big Four" Sports League and a top tier sponsorship partner	dataPOWA POWA Index 1.0 and POWA Tracker Strong and growing database	IXUP Platform IXUP evaluating new opportunities to extend platform to new sector agnostic use cases and marketing challenges
Channel Partner and/or Direct	Channel Partner and/or Direct	Enterprise & SMEs *(E.g. Licence to Convertr)*

Current go-to-market focus

4 IXUP Data Governance

Cloud-based data governance solution built on Five Safes Framework for data driven industries

IXUP Data Governance

- IXUP is one of the first to develop a cloud-based data governance solution that that takes a broader view of data confidentiality than traditional approaches, considering not only how data is treated, but also how it is released and used
- Built in-house on the foundation of the Five Safes Framework which provides customers with a structure for assessing and managing disclosure risk that is appropriate to the intended data use
- A unified cloud-based data governance SaaS solution with options to integrated via API or embedded into an existing cloud-based data services
- Enables customers to quickly scope and agree on data access and usage, limiting the technical, compliance and legal overhead required to determine the sharing and use of sensitive data outside of their respective organizations

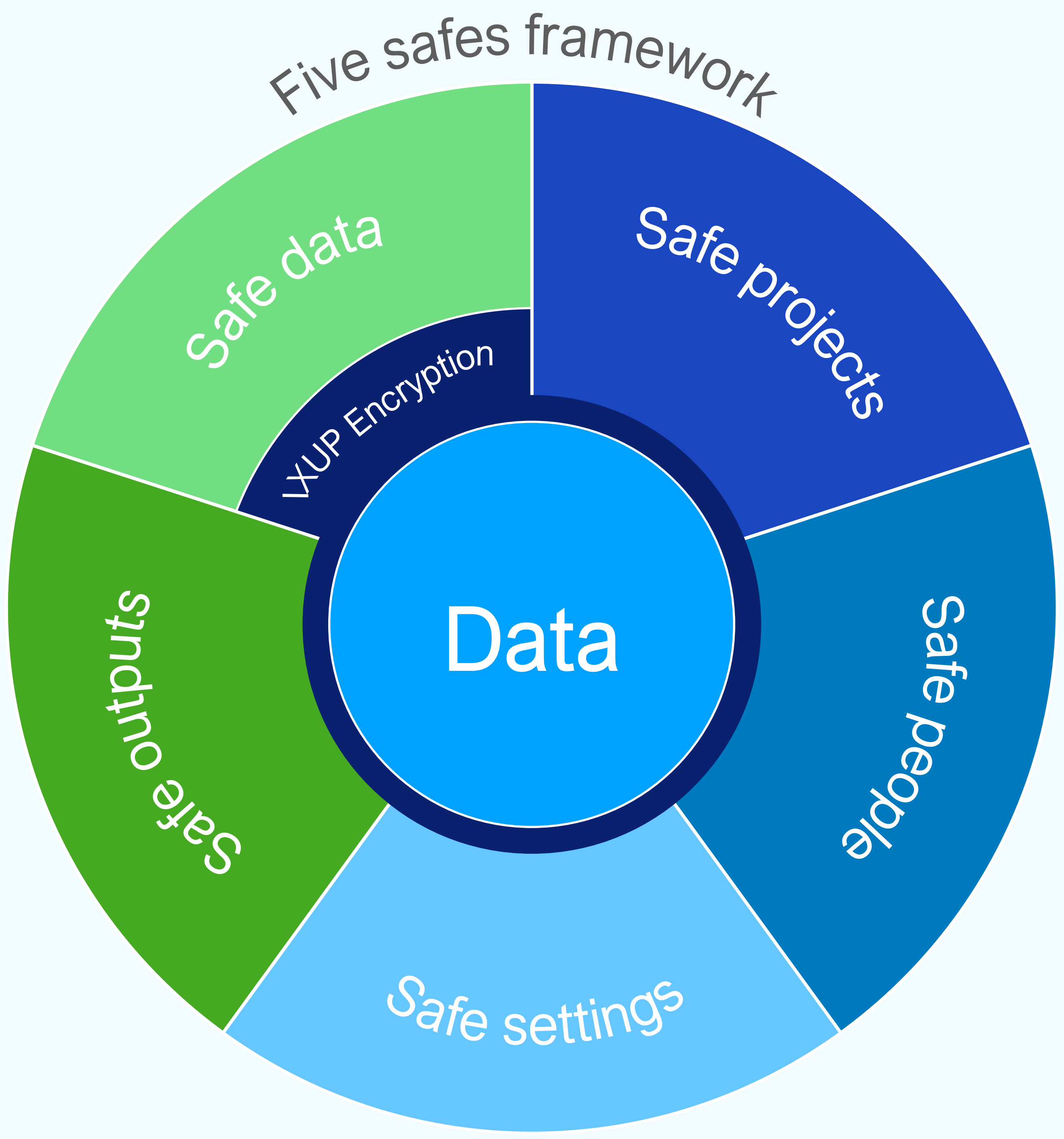
Reseller Partners

- Initiative underway with a major cloud-based data marketplace with an extensive portfolio of partners exposing IXUP Data Governance solution to clients looking to safely share data
- Recurring SaaS license fees coupled with usage fees for each data collaboration arrangement expected to be a strong driving factor of IXUP's revenue growth in the future

Integration Partners

- IXUP currently focusing initial efforts on a cloud-based integration partner with existing client pipeline within the military, government, research and education sectors
- API integration underway into a major cloud-based data solution provider that is expected to deliver commercial revenue in Q4

IXUP's product suite focused on digital compliance



IXUP's Data Governance solution is embedded within all software built on the IXUP Platform and can be tailored to meet customer demands

FY24 Priorities and Outlook

OUTLOOK

Conclusion

- IXUP has developed world leading secure and compliant privacy-preserving data sharing solutions
- Our offering continues to gain momentum in high-growth markets, backed by substantial support from both government entities and regulators
- IXUP now has significant revenue, with growth rates accelerating across the business
- Our focus is on the commercialisation of products powered by our platform technology
- Significant additional revenue and cash flow growth expected from existing sales pipeline
- Sales pipeline continues to grow, supported by a growing number of reference sites
- Market awareness of the IXUP solution has never been higher

Leading Privacy-Preserving Technologies

Leading Governance Framework

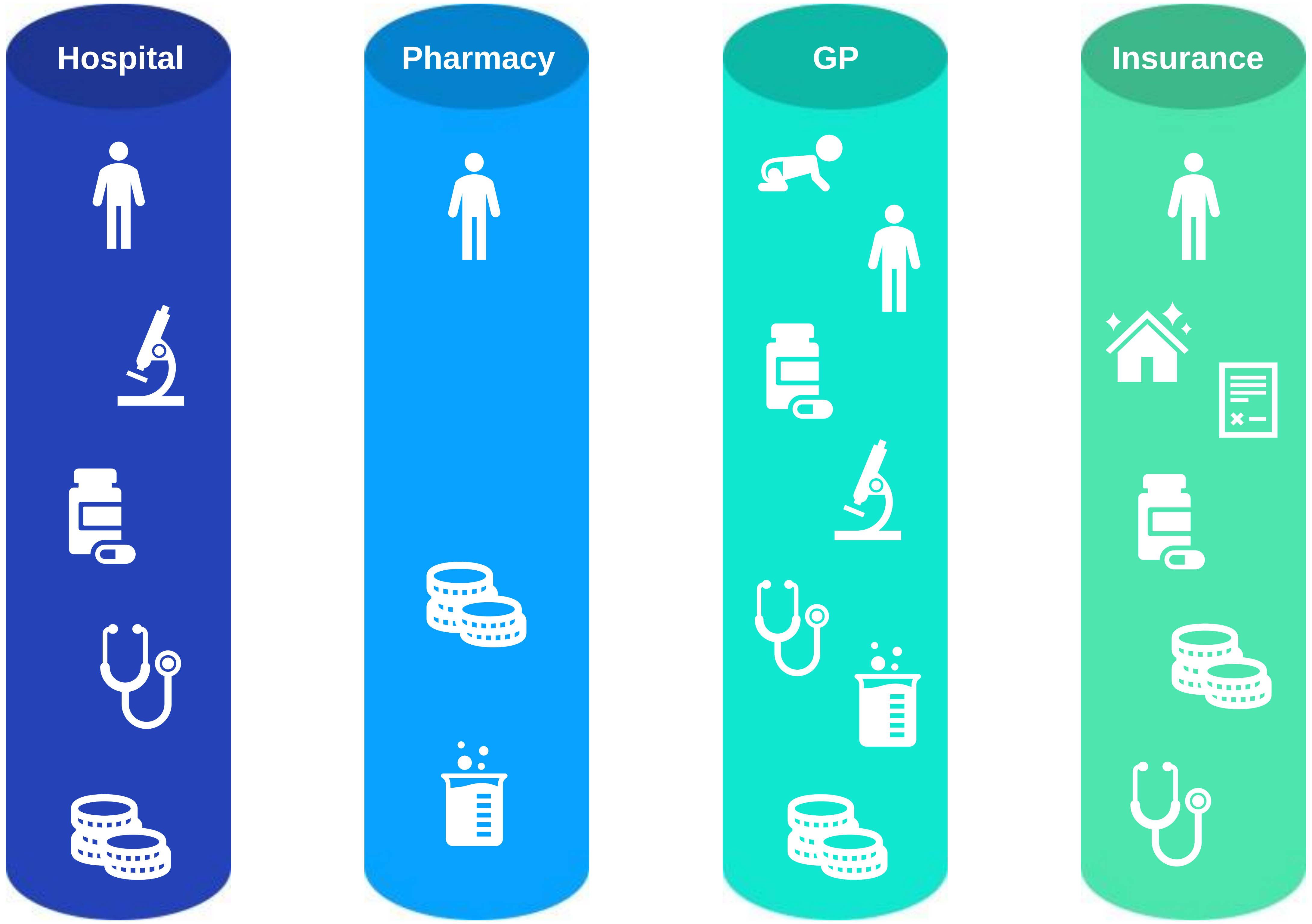
A Trusted Partner

The Fastest Secure Analytics Environment

Supplementary Product Information

1 IXUP 'CORE' PLATFORM

The Traditional Way of Looking at Data



Limitations

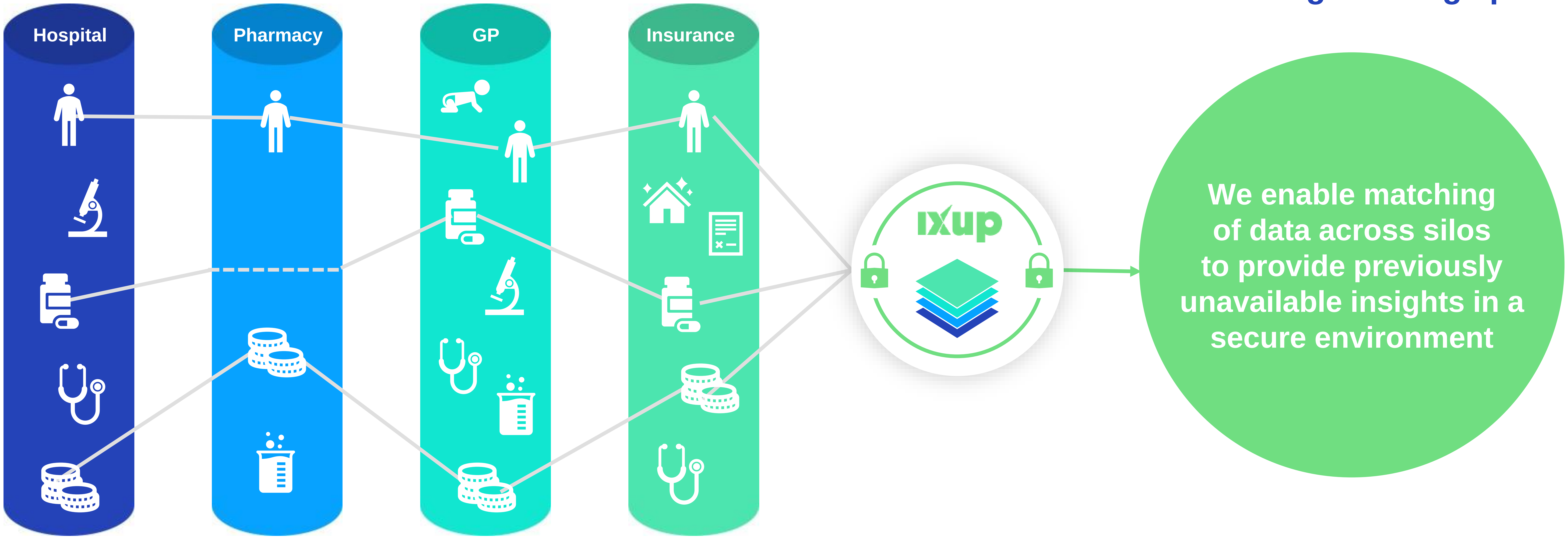
- Use different technologies
- Internal processes within the silo
- Different security and compliance
- Perceived competitive advantage

Result

- No meaningful informed perspective

A New Way of Looking at Data

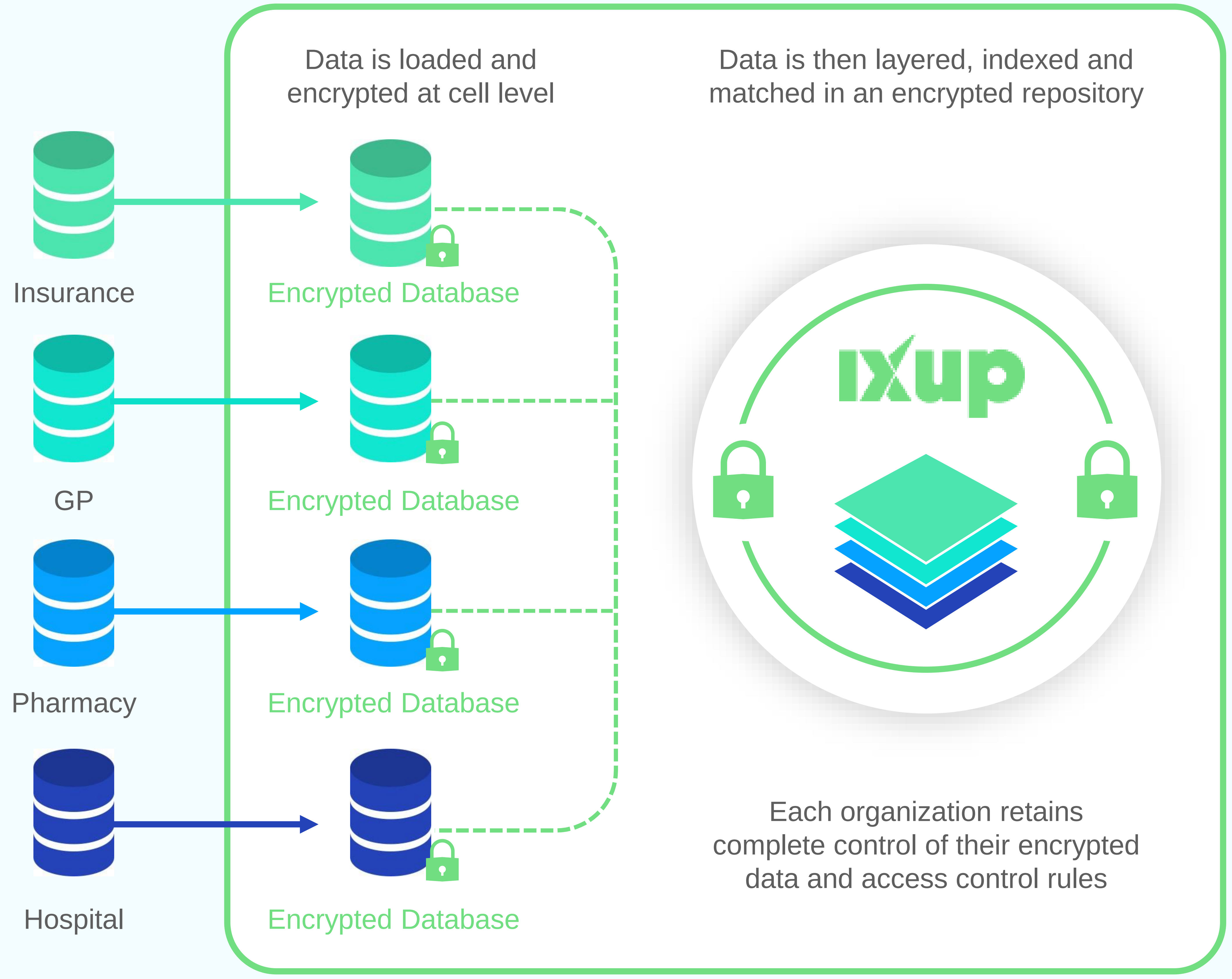
"60% of enterprises agree finding correlations across multiple disparate data sources is a challenge driving spend[1]"



[1] *IDG Enterprise Data & Analytics Survey 2016*

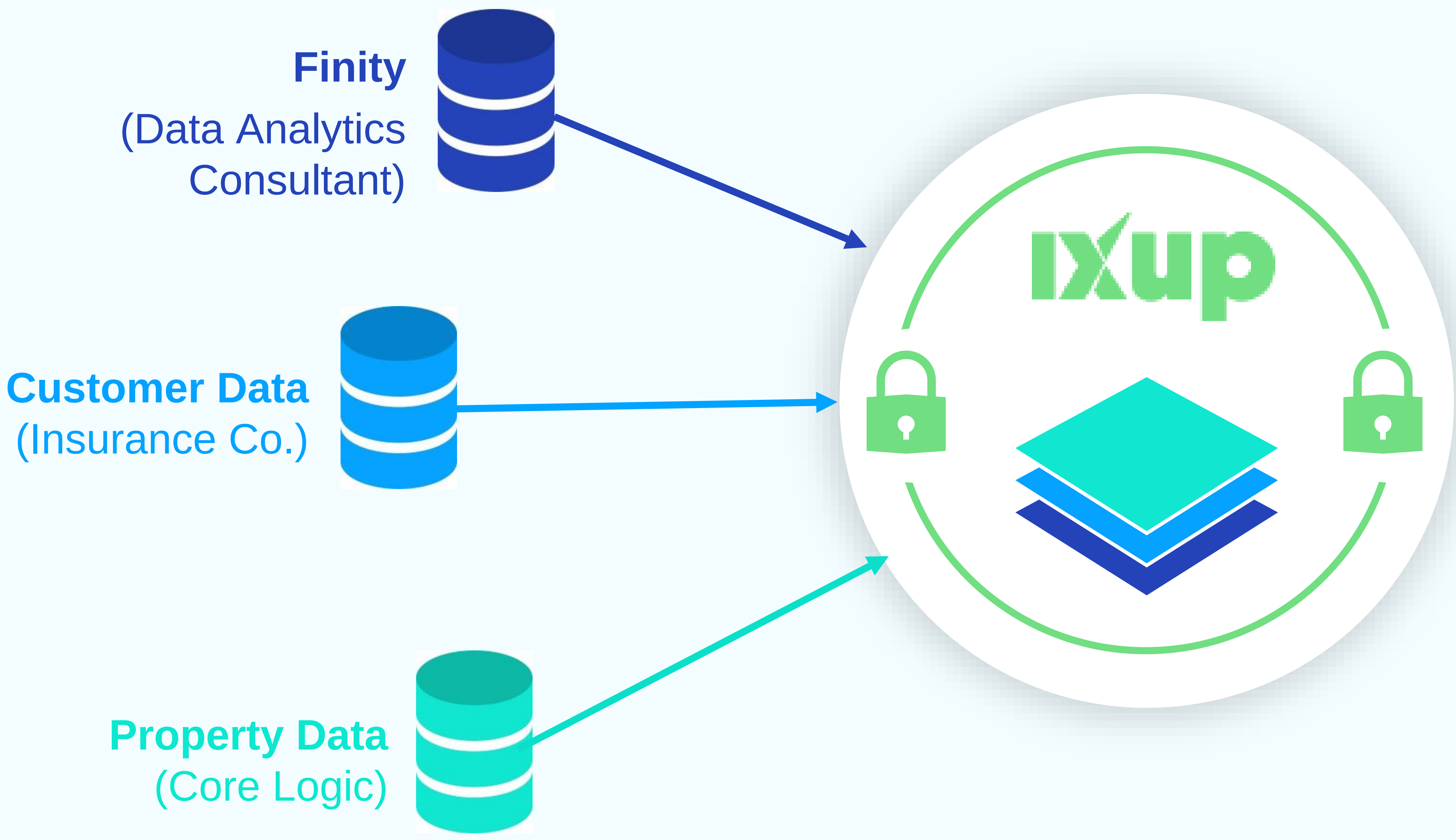
IXUP ‘Core’ Platform

Unique Features	• Identifies hidden patterns and correlations with near real-time actionable insights • Organisation data remains private, untouched and under control of owners • Bank grade Advanced Encryption Standard • Application & industry agnostic
Benefits	• Compute, Collaborate and Apply AI on sensitive data with out decryption • Empowers organizations to generate deep insights, monetize sensitive data, and accelerate data driven innovation while keeping data private, retaining control, and complying with regulation



Case Study | Australian Insurance Provider

Overview	• IXUP engaged by an Insurance Company to create solution to identify under or over insured properties in Queensland
IXUP Solution	• IXUP created a user interface to enable the Insurer to encrypt and upload data on ~100,000 customers (in encrypted form) into the IXUP platform • Core Logic (a property data provider) uploaded 2 million property records
Results	• Custom dashboard enabled the Insurance company to gain insights into insurance cover and property values for customers in high-risk post codes • IXUP platform enabled data to be analysed whilst in encrypted form, meaning underlying customer data (e.g. PII) were never exposed to Finity, Core Logic and IXUP
Value Add	• The insurer was then able to contact under insured properties in high-risk areas and call to explain the risks and hopefully increase the insurance cover • The insurer was then able to contact under insured properties in high-risk areas with the aim of increasing the insurance cover



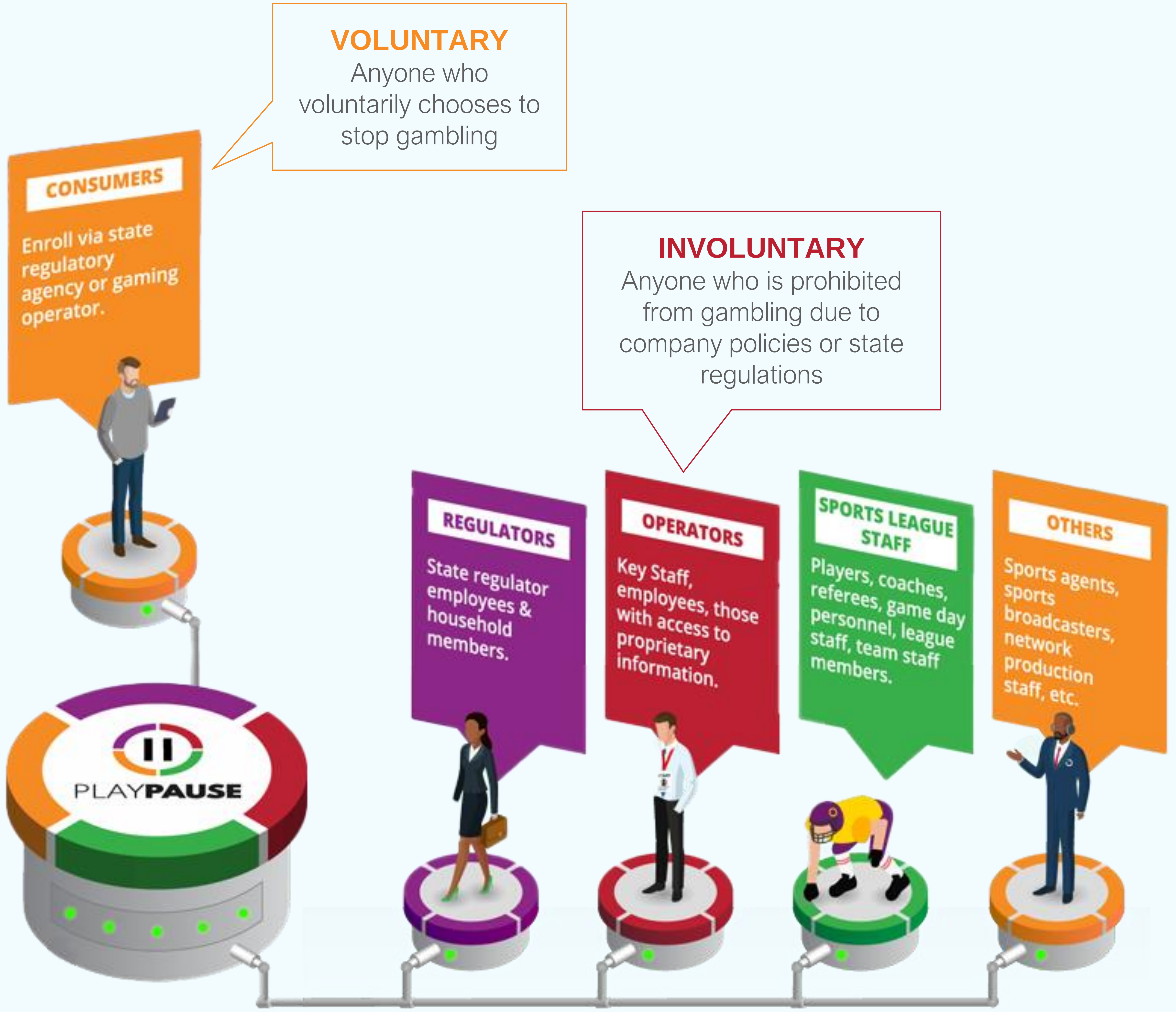
PlayPause Introduction

Overview

- Voluntary and Involuntary Exclusion Solutions for the Regulated Wagering Industry
- Bespoke product design based on IXUP's specialist understanding of system needs and requirements

Opportunity

- Applying IXUP's Encryption Platform to enable industry stakeholders to securely collaborate and share data in support of achieving the highest standard of regulatory compliance



Primed for Global Expansion

IXUP is focused on launching the NSER successfully which, over time, will provide valuable track record and credentialise the global roll-out of IXUP's PlayPause solution, initially focused on the U.S. market

PLAYPAUSE

IXUP's first regulatory product built on core engine ready to commercialise into global gaming and wagering RegTech markets

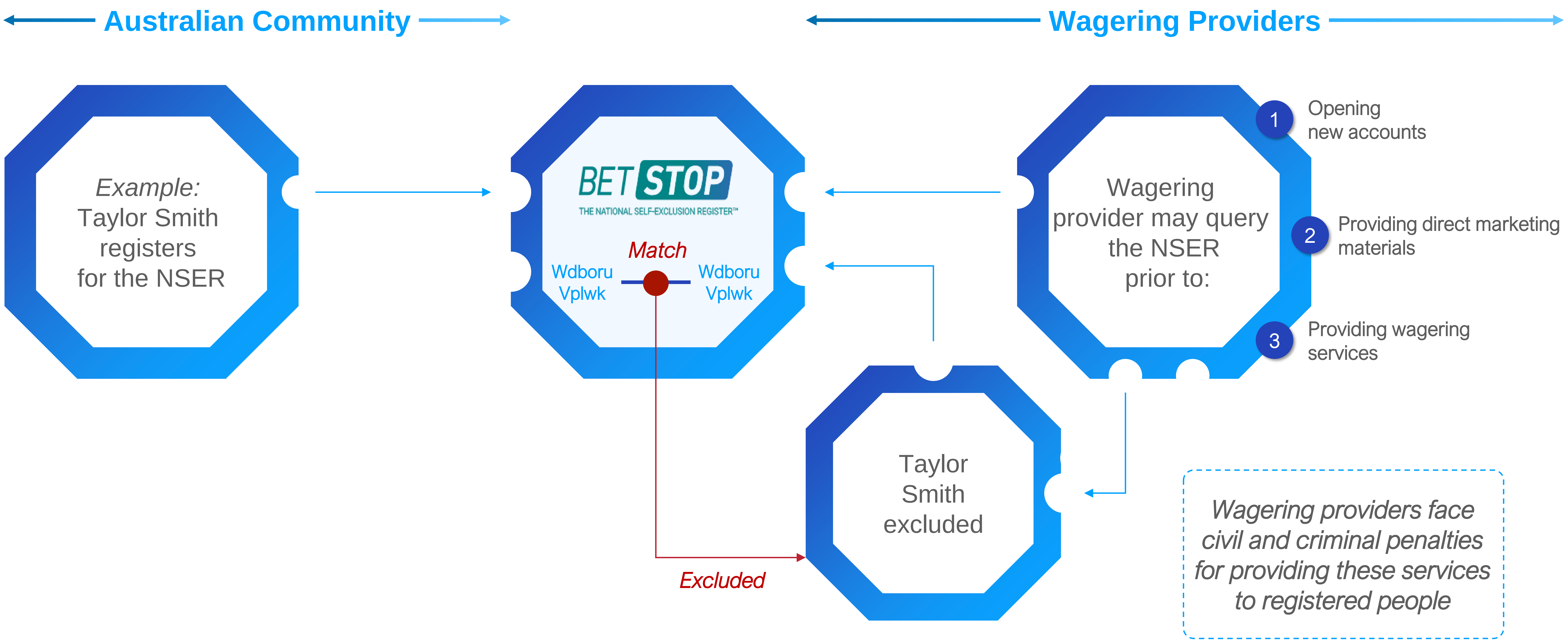
BETSTOP
THE NATIONAL SELF-EXCLUSION REGISTER™

Proprietary technology operated on behalf of ACMA and the Australian Government

Strategic Acquisition of the NSER and A$3M Capital Raising Completed

Transaction Summary	• IXUP has completed the purchase of 100% of the IP and associated government contracts of Big Village Australia Pty Ltd (Administrators Appointed), principly comprising the BetStop – National Self Exclusion Register™ (the "NSER") • NSER was acquired in an all-cash transaction at an equity value of A$1.325M. As part of the acquisition, IXUP assumed liabilities associated with employee entitlements linked to the employees joining IXUP
The NSER	• Once operational, the NSER will be provided to Australian's wishing to simultaneously self-exclude from all licensed interactive wagering services • The NSER was established post changes made to the *Interactive Gambling Act 2001* in December 2019, allowing the roll out of the NSER and mandating industry adoption and costs to be recovered from wagering providers • IXUP will operate the NSER under an exclusive contract with the Commonwealth Government of Australia via the Australian Communications and Media Authority (ACMA) • The NSER is a vitally important consumer protection and responsible gaming and wagering service for the Australian community
Strategic Rationale	• Immediately enhances IXUP's credentials as a leading RegTech solutions provider for the wagering sector • Significantly accelerates IXUP's ambitions to become a leading supplier of RegTech solutions for responsible gaming, compliance, customer protection and regulatory matters for the global wagering industry • Provides IXUP with the opportunity to gain compelling track record managing RegTech solutions on behalf of Governments and Regulators that will support the global roll-out of IXUP's PlayPause solution initially focused on the U.S. market
Capital Raise	• A$3.0M convertible note placement completed with conversion price of A$0.06 / per share exercisable within 24-months of Issue • The convertible note features an interest rate of 15% p.a • If the noteholder converts in the first 12 months of the Note term, they will receive a free attaching 1:2 option with a 10c strike, expiring 3rd Feb 2025
Financial Metrics	• Expected to contribute approximately A$5.0 to IXUP's group revenue in FY24 • Expected to be immediately cash flow accretive post launch • Payback period at EBITDA level expected to be < 1.5 years
Contract Summary	• An initial 2-year contract with extension options • IXUP responsible for final technology development and launch of the NSER on 21 August 2023 • IXUP will then operate and maintain the NSER, including ongoing technology developments and upgrades as well as the operation of an associated consumer Contact Centre

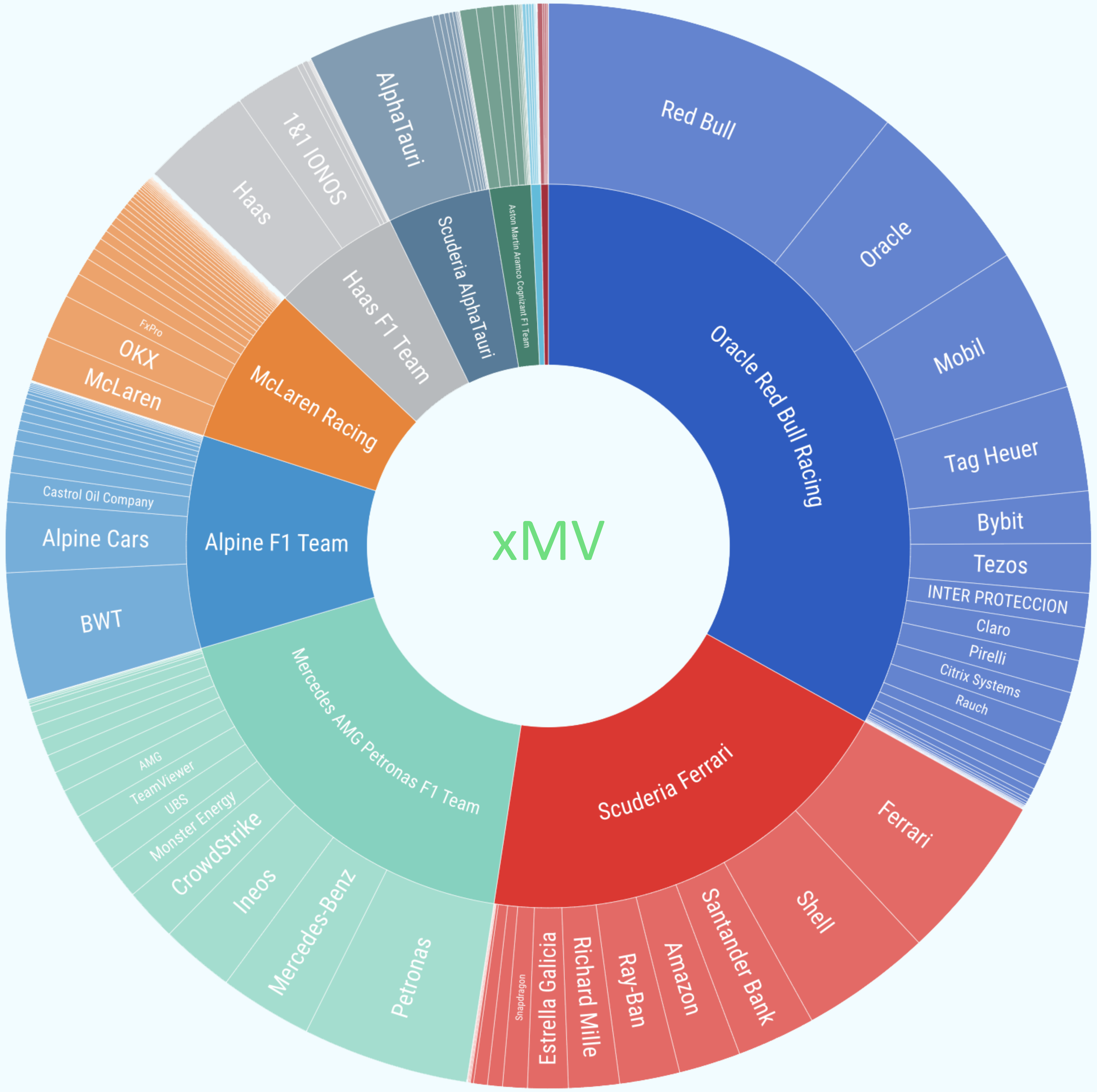
The National Self Exclusion Register in Action



Case Study | POWA Index 2.0

Overview	• Netflix's Formula 1 series Drive to Survive presents sponsors with an opportunity to gain visibility and value beyond live broadcasts and highlights packages
IXUP Solution	• Using our proprietary methodology, IXUP analysed the full Season 5 of Drive to Survive to understand the exposure sponsors are getting and the expected media value (xMV) it is generating
Results	• Our analysis shows that Oracle Red Bull Racing generated most value for its sponsors, We tracked the team's 29 sponsors across each of the ten episodes and placed its total xMV at $19.4m. This is almost double that of their nearest competitors Ferrari ($11.3m) and Mercedes ($10.6m)
Value Add	• The FIA and Netflix shift the narrative's focus from episode to episode to enable tailored Media Value • This means that while Mercedes can dominate the second episode and drive an xMV of $5.5m, a smaller team like AlphaTauri can generate $1.7m from their role in episode 8

Expected Media Value by Team & Sponsor



PRODUCT

Demo Video

Thank you

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THE FINE PRINT

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