Motopia Limited
&
CU2T & CU2G

Company Presentation June 2014

Motopia's Opportunity

- As announced to the market on the 7th of May 2014 Motopia Limited has acquired 49% Convert U2 Technologies Pty Ltd (CU2T) and 44% of CU2 Global Pty Ltd (CU2G).

- Motopia Limited now has significant equity interests in the Intellectual Property of the 2SQL technology, including patent applications.

Motopia Limited (ASX:MOT)

44% Equity Interest

49% Equity Interest

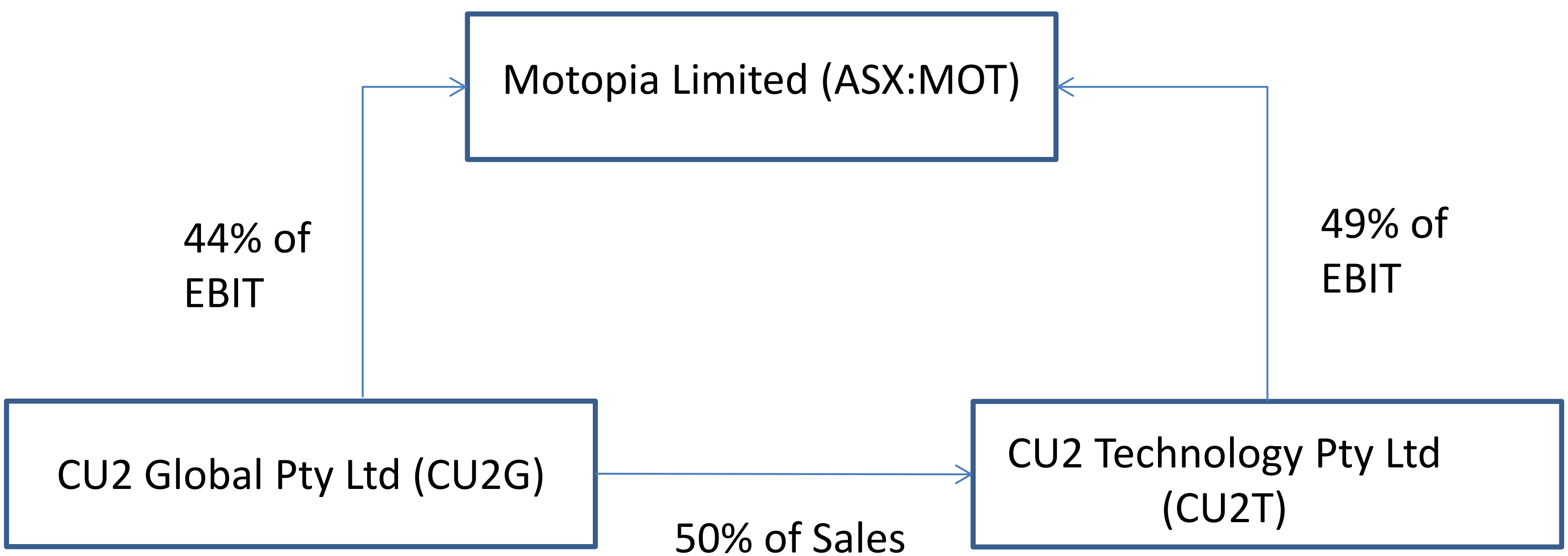
CU2 Global Pty Ltd (CU2G)

CU2 Technology Pty Ltd (CU2T)

Motopia's Financial Opportunity

- Under the terms of the distribution agreement CU2G is required to pay CU2T 50% of sales revenue generated through its suite of conversion products.

- Motopia is entitled to 44% of CU2G EBIT and 49% of CU2T EBIT.



The Market Opportunity

- As the technology world moves forward the creation of larger more complex databases have been growing over the past fifteen to twenty years, Microsoft is now recommending that corporate, government and enterprise clients modernize to the latest versions within the Microsoft family *(Windows 8, Office 2013, SharePoint and Access 2013)*
- As of 8th of April Microsoft no longer supports Windows XP and Microsoft Office 2003
- The challenge faced by all IT departments business users is the conversion and migration of disparate data bases. (With MS Access being the major concern)
- It is estimated that there are currently over 550 million Microsoft Access databases registered (and many more not registered)

Overview of CU2 Technology

- ConvertU2 Technologies are the creators *(Australia developed)* of the only 'Silver Bullet' technology for migrating Microsoft Access data and/or applications to Microsoft SQL 2008/2012
- CU2T owns 100% of the Intellectual Property associated with its technology, including patent applications and has an exclusive worldwide license agreement with CU2G to market and deliver this technology.
- 2SQL automates Microsoft Access to SQL conversions reducing timelines by over 80% and costs in excess of 60%
- CU2T has recently released 2SQL Azure – a <u>world first automation platform </u>for converting and migrating Microsoft Access to SQL Azure, delivering in excess of a 95% automation capability
- ConvertU2 Technologies can now achieve 97% automated conversion outcomes compared to the 5% to 20% of other products both on-premise and within the Microsoft Azure Cloud.

Overview of CU2 Global

- CU2 Global holds the exclusive world-wide distribution rights for technology programs and software suites developed by ConvertU2 Technologies.

- As previously announced Fujitsu have entered a Global partnering agreement with CU2G with their Global Modernization Sales and Technical teams.

- CU2G has also recently announced additional partnership arrangements to increase the channels to market, including with Converter Technology Inc. and also the impending release of additional versions to cater for Oracle to Sequel Server; DB2 to Sequel Server; MySQL to Sequel Server; and Microsoft Access to SQL Azure.

- CU2G provides the technology for businesses looking to simplify their existing data management systems, reduce the costs of operating those systems and enable implementation in a Cloud environment (previously inaccessible).

- For more information please visit http://www.cu2global.com/

The Conversion Process

The CU2 Parser (Pandora's Box)

- CU2 Global's data migration and conversion technology cost effectively and time efficiently migrates the client's Access database into Sequel Server with less than 3% manual conversion required.
- This is the only technology worldwide that achieves this level of automation outcome.
- Others that claim automation typical migrate the data and either do not, or poorly address conversion of the application software and as such for complex database typically yield less than a 20% automation outcome.
- The two free conversion tools available from Microsoft (Upsizing Wizard and SQL Server Migration Assistant [SSMA]) only take you part of the way through a conversion from Access to SQL Server. Estimates vary with both the complexity of your databases and the outcome you would like to achieve, but the degree of success is likely only to be in the range of 5% to 20% completion of the full project.
- For a more detailed comparison between 2SQL and Upsizing Wizard/SSMA please visit http://www.cu2global.com/2sql-workings/comparison-table

The Conversion Process

THE INSPECTOR

Finding Access databases with the 2SQL Inspector

- Using the 2SQL Inspector will determine the number of databases within your business network, the conversion difficulty and likely issues found in step one.
- From this, accurate estimates of the cost, timeframe and resource requirements are established.
- Now the entire migration can be determined

THE DETECTIVE

Conversion complexity analysis by the 2SQL Detective

- The timeline to do an Access to SQL Conversion project manually is governed exclusively by its level of software complexity – the amount of data contained in the Access tables per se is of little relevance.
- A very quick way to estimate software complexity is to count the number of tables, queries, forms, reports and modules (including class modules)

The Conversion Process

Live 2SQL Azure Demonstration Video

- CU2 Global has released 2SQL Azure – a world first automation program for converting and migrating Microsoft Access to SQL Azure, delivering in excess of a 95% automation capability
- CU2 Global has also released video showing a live demonstration of 2SQL converting an Access database to SQL Azure.
- This and other videos greatly aid investors, customers and partners alike to appreciate the capabilities, automation features and potential of 2SQL.
- These live demonstrations can be viewed at http://www.cu2global.com/cu2-uni/library#videos

Benefits of the CU2 solution

The CU2 solution provides significant benefit to clients that:

- Wish to operate their databases in the cloud (Microsoft Azure or private cloud) or online both in a multiuser environment
- Have compliance issues with Access
- Are concerned with security issues related to data in Access

Other benefits to CU2 clients include:

- A total cost for the data migration and database conversion that is in most cases less than 30% of manual conversion alternatives
- A dramatic decrease in the requirement and engagement of expert tactical resources resulting in major cost benefits
- The benefits associated with the timeframe compression of the entire project, which typically yields in excess of an 80% reduction brings with it the benefits of:
  - Proven accelerated time to market.
  - Ability to respond to a competitive challenge in a timely manner
  - Facilitating more expeditious implementation of modernization programs
  - Fast tracking the movement of legacy technology bases availing the client to maximize opportunities inherent in new and evolving services and technologies.

The CU2 Advantage

- 150+ Tables, 1400+ SQL Statements, 45,000+ Conversion Issues.

- 5,000+ manual hours projected to convert manually, including approximately 250 hours to clean up i.e. around 98 weeks to complete. Testing time excluded, but in a manual conversion it will be very significant. **Cost: $825,000**

Using 2SQL Results

- Approximately 4 hours to convert using 2SQL, with only the 170 hours to complete the cleanup i.e. around 4.3 weeks to complete the conversion. The time saving is therefore 90% over manual conversion. Because 2SQL produces accurate and very comprehensive results, testing time will not be significant. **Cost: $140,000**

Savings of $685,000 and 93.5 weeks

APAC and Global Partner Plans

- Fujitsu Globally
- Wipro APJ
- Microsoft (Globally)
- T3 Malaysia (Inc Singapore)
- Converter Technology US
- Access 4 Help USA
- CU2i Boston USA
- Ngage Technology

- Using the in-built tools within 2SQL, conversion project planning can be approached by partners with much more certainty. For example in the 2SQL "Detective" software analysis mode the system can calculate the conversion equivalent manual hours, using an average time required to fix each conversion issue manually.

- From this calculation an accurate assessment can be made of the "cleanup" hours remaining i.e. the small amount of conversion factors that are not able to be automated becomes a secondary revenue stream for the partner.

The Microsoft Opportunity

Microsoft Global Issue

- 10's of billions behind targets
- Customers not confident to upgrade
- All Microsoft Office products affected
- Global assistance required
- Billion dollar partner opportunity
- Partner community require help
- Global cry for assistance
- Internet security a major problem
- SQL and Azure goals for Microsoft

CU2 Response

- $100 million possible
- CU2 fixes the problem
- CU2 in discussion with USA partners
- CU2 Will deliver globally
- Goal to have 200 global partners
- Very possible in 5 years
- CU2 has responded
- From Access to SQL is the fix
- Next stages for the product

The CU2 Global Goals and Achievements

- Fujitsu Global agreement *(one of only six partners)*
- 200 USA / European Microsoft reseller partners *(Process started)*
- Major USA distributors *(Two USA and One European signed)*
- Microsoft (ISV) Partner *(Partnership to develop joint projects)*
- Microsoft Global Azure Cloud Partnering *(In Progress)*
- Microsoft global partnership *(In progress)*
- 4 products released in 2014 *(2 New products completed)*
- 2 new websites completed and live *(As of 21/02/2014)*
- Global SEO marketing campaign *(PR Company engaged)*

Summary

- Only 'Silver Bullet' technology for migrating Microsoft Access data and/or applications to Microsoft SQL 2008/2012
- CU2T owns 100% of the Intellectual Property associated with its technology, including patent applications
- CU2 Global holds the exclusive world-wide distribution rights
- 95% automated conversion outcomes compared to the 5% to 20% of other products
- Opportunity on a **Global Scale**

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