



# DomaCom

FRACTIONAL PROPERTY INVESTING

Investor Presentation  
June 2019

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Chief Executive Officer

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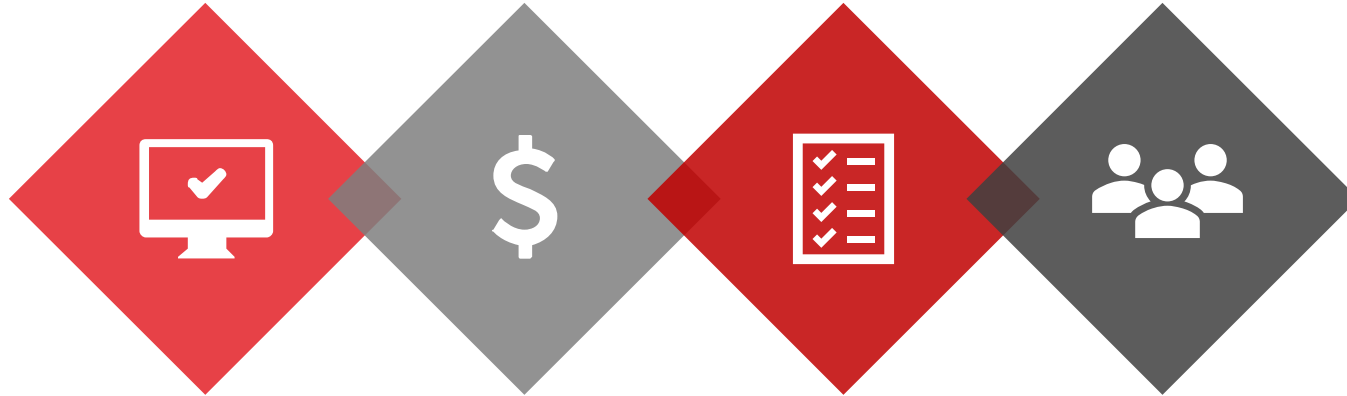
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# Introduction

The leading fractional property investment platform



Simple to use, fractional property investment platform for SMSFs and Financial Planners

Access to significant debt facility to accelerate portfolio and FUM growth

DomaCom's products are fully compliant and approved by regulatory bodies

Management team with proven success in growing ASX-listed platform services

# Fractional Property Investing

Disrupting the established ways of buying property



Traditionally, property has been an **all or nothing proposition**, you either buy the whole property or you buy nothing



Fractional investing **enables investors to buy pieces of a property of your choice** together with other investors



Fractional Investing through DomaCom's platform makes it easy to **create a diverse property portfolio**



Fractional investing **overcomes traditional barriers to entry** in property investing

# Latest Developments



DomaCom wins SMSF Sole Purpose Test Full federal Court action – ATO does not appeal to the High Court

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DomaCom's Senior Equity Release product launched 7<sup>th</sup> June – after 7 years development

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6-month pilot underway with a Big 4 bank to trial DomaCom's fractional investment model – concludes in July 2019

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\$50 million low-interest facility secured with La Trobe Financial to fund ~\$100m property and hence grow FUM

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\$50 Million FUM milestone reached – 25% uplift in 75 days

# Supportive Landscape

Supportive Landscape that DomaCom can capitalise on



# SMSF Market Observations and Challenges



SMSF assets have grown 36% since June 2014 and are now worth an estimated \$716 billion<sup>1</sup>

**Large target market**



There are approximately 596,000 SMSFs in Australia, and the number is expected to keep increasing  
Growing Market <sup>2</sup>

**Growing Target Market**



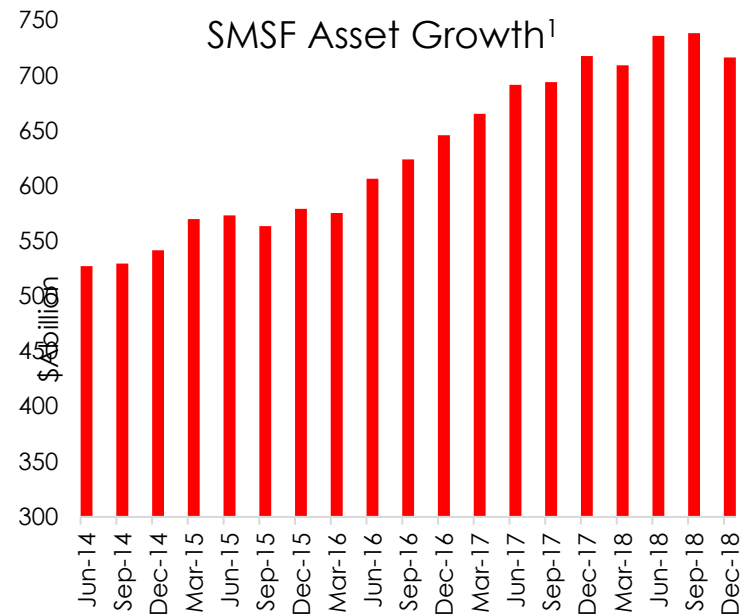
SMSFs have the ability to diversify across all asset classes except property

**Market Opportunity**



Significant opportunity for an easy to use fractional investment platform to penetrate the SMSF market

**DomaCom**



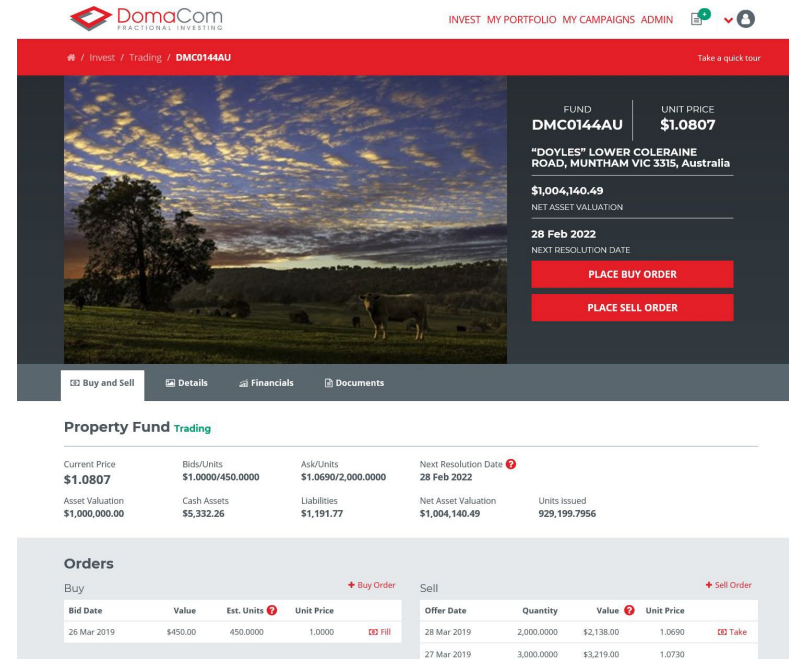
Note 1: [https://www.ato.gov.au/Super/Self-managed-super-funds/In-detail/Statistics/Quarterly-reports/Self-managed-super-fund-quarterly-statistical-report---December-2018/?page=1#Asset\\_allocation\\_tables](https://www.ato.gov.au/Super/Self-managed-super-funds/In-detail/Statistics/Quarterly-reports/Self-managed-super-fund-quarterly-statistical-report---December-2018/?page=1#Asset_allocation_tables)

2: Rice Warner Superannuation market projections report 2017,

# Accessible fractional investing

Our online platform makes it simple for investors to find and invest in Australian property

- DomaCom's online platform is fully functional and easy to use, with investors needing as little as \$1,200 to get started
- Users are able to invest in any property in Australia across the residential, commercial and rural classifications
- Regulatory approval now means that investors are able to utilise debt through the platform to accelerate the transaction process
- As DomaCom's property portfolio grows, our platform is positioned to provide a deep and liquid secondary market for property investors



The screenshot displays the DomaCom website interface for a property fund. The top navigation bar includes 'INVEST MY PORTFOLIO MY CAMPAIGNS ADMIN' and a user profile icon. The main content area features a large image of a rural landscape with a cow in the foreground. To the right of the image, the fund details are shown: FUND DMC0144AU, UNIT PRICE \$1.0807, and a net asset valuation of \$1,004,140.49. Below this, the next resolution date is listed as 28 Feb 2022. Two prominent red buttons are visible: 'PLACE BUY ORDER' and 'PLACE SELL ORDER'. A secondary navigation bar includes 'Buy and Sell', 'Details', 'Financials', and 'Documents'. Below this, a 'Property Fund Trading' section provides a summary of key metrics: Current Price (\$1.0807), Bids/Units (\$1.0000/450.0000), Ask/Units (\$1.0690/2,000.0000), Next Resolution Date (28 Feb 2022), Asset Valuation (\$1,000,000.00), Cash Assets (\$5,332.26), Liabilities (\$1,191.77), Net Asset Valuation (\$1,004,140.49), and Units Issued (929,199,7956). At the bottom, an 'Orders' section is divided into 'Buy' and 'Sell' tabs. The 'Buy' tab shows a single order from 26 Mar 2019 with a value of \$450.00, 450.0000 units, and a unit price of 1.0000. The 'Sell' tab shows two orders: one from 28 Mar 2019 with a value of \$2,138.00 and 2,000.0000 units, and another from 27 Mar 2019 with a value of \$3,219.00 and 3,000.0000 units.



# Senior Equity Release (SER)

A simple, efficient and regulated financial product for seniors to release a fraction of their property's value to help fund their retirement

- ASIC Relief Instrument granted November 2018 – after 6 ½ years

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- SER is a financial product for advisers that helps many retirees solve their retirement funding problem

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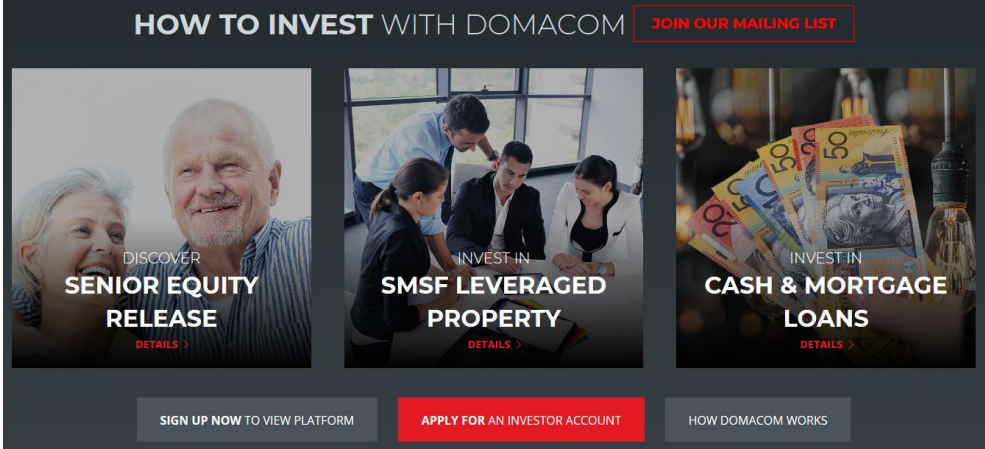
- Ideal product for advisers to affect multi generational wealth planning and property transfer

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- Addressable market of ~3.8m Australians who fall in the 65+ age group = 15% of the population

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- Pool of property equity that Seniors could access estimated to be ~\$500 billion



HOW TO INVEST WITH DOMACOM [JOIN OUR MAILING LIST](#)

DISCOVER **SENIOR EQUITY RELEASE** [DETAILS >](#)

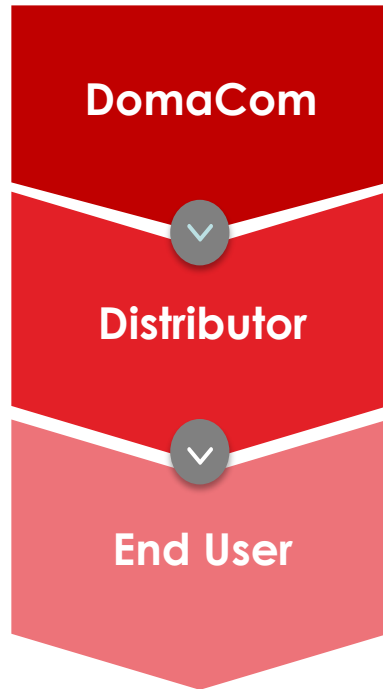
INVEST IN **SMSF LEVERAGED PROPERTY** [DETAILS >](#)

INVEST IN **CASH & MORTGAGE LOANS** [DETAILS >](#)

[SIGN UP NOW TO VIEW PLATFORM](#) [APPLY FOR AN INVESTOR ACCOUNT](#) [HOW DOMACOM WORKS](#)

# Growth Strategy

DomaCom is developing multiple distribution channels to maximise its reach in the SMSF market



## Financial Planners

Grow product awareness and educate financial planners on DomaCom. Currently approved by 44 dealer groups (5% of market)

## Large Institutions

Establish new product distribution channels through tier one banks and institutions

## Cash-poor retirees

Targeting the aging population via recently approved Equity Release product. Product launch imminent

## SMSF Clients

Continue to build market share within SMSF market to drive FUM growth, 50% of current investors are SMSF<sub>10</sub>

# Pricing Strategy

DomaCom has adopted an attractive, recurring funds under management fee model

Property Assets	Mortgage Assets	Cash
0.88% p.a.  (On gross value of property)	0.44% p.a.	0.22% p.a.

Fees are inclusive of GST

# Board & Management



**Chief Executive Officer**

Arthur Naoumidis  
25+ years' in financial services & 13 years  
in senior IT, ex-CEO of Praemium



**Chief Operating Officer**

Ross Laidlaw  
25+ years' financial services, Ex-  
CEO of Skandia Australia



**Chief Financial Officer**

Philip Chard  
20+ years' financial services



**Chairman**

Grahame Evans  
30+ years' financial services with  
extensive board experience



**Non-Executive Director**

Graeme Billings  
34 years' in PWC Audit



**Non-Executive Director**

David Archbold  
45 years' of property experience



**Non-Executive Director**

Peter Church OAM FAICD  
Extensive legal experience

# Corporate Overview

ASX Ticker

DCL

Share price as at 11 June 2019

\$0.115

Shares on issue

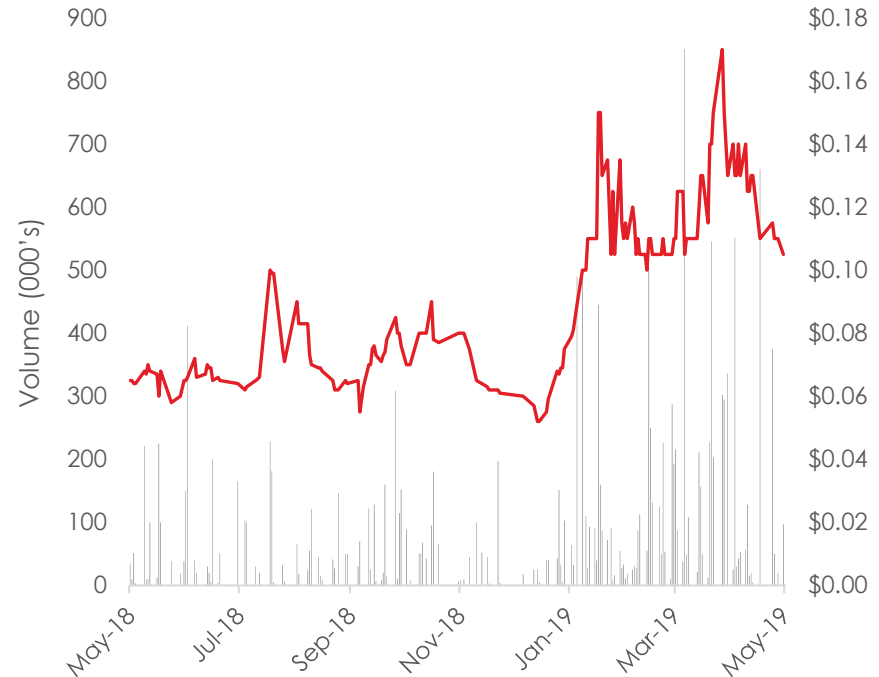
144.7m

Market Capitalisation as at 11 June 2019

\$16.6m

FUM as at 11 June 2019

\$52m



# Key Takeaways

DomaCom is now significantly de-risked and positioned to rapidly grow FUM

## Funded for growth

DomaCom now has access to significant debt funding, vital for property transactions



## Huge addressable market

DomaCom is exceptionally well placed to win market share in the SMSF space and rapidly grow FUM

## Experienced management

Leadership team with a track record of successfully commercialising platforms

## Regulatory Clarity/Certainty

DomaCom's products have passed all necessary regulatory checkpoints and approvals



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