QUANTIFY

truly intelligent buildings

Overview

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Quantify is undertaking a backdoor listing through WHL Energy Ltd (WHL). WHL is offering Shares under the replacement prospectus dated 23 December 2016 which is available from WHL's website (www.whlenergy.com.au) and WHL's ASX website at www.asx.com.au. The offers of Shares will be accompanied by, a copy of the prospectus. A person should consider the prospectus in deciding whether to acquire WHL Shares under the offer. Anyone who wants to acquire WHL shares under the offer will need to complete the application form that accompanies the prospectus.

The Internet of Things - the opportunity

Experts project massive expansion in the number of Internet of Things devices over the next five years

Research firm IDC estimates that global spending on IoT devices and services was almost US$700 billion in 2015[1]

IDC research estimated worldwide revenues for data and business analytics was US$122 billion in 2015[2]

[1]Source: IDC Worldwide Semiannual Internet of Things Spending Guide, December 2015:
https://www.idc.com/getdoc.jsp?containerId=prUS40782915
[2] Source: Worldwide Semiannual Internet of Things Spending Guide, May 2015: https://www.idc.com/getdoc.jsp?containerId=prUS41306516

The big picture/vision

- Quantify Technology is an Australian based start-up with a disruptive, global vision.

- It has established a strong Unique Sales Proposition (USP) with its Internet of Things platform incorporating Internet of Things "fabric extension" together with a commercially ready product in its Q Device – a replacement for standard power outlets and light switches in buildings both large and small.

- Quantify will deliver on its initial Truly Intelligent Building vision by deploying Q Devices in buildings globally to provide Energy Management – a distribution/capture "real estate on the wall" strategy.

- Whilst Energy Management is a significant global opportunity in itself, it is NOT the "Big Picture" for Quantify. The provision of a unified infrastructure for the Internet of Things is Quantify's planned future, with the first step being the Energy Management "real estate grab".

- The Quantify Internet of Things platform has mass application in all areas of the Internet of Things – including Energy Management, Utilities, Health Care, Retirement Living, Hospitality, Defence, Mining and Resources and many other industries.

The Internet vs. the Internet of Things

The Big Problem – unlike the Internet we use every day, the Internet of Things is complex, confusing and often, difficult to understand and adopt.

We have a different vision of the Internet of Things:

- a simple platform
- a platform for everyone to use
- a platform for life

Quantify ensures communication between Internet of Things devices is transformed from a tangled mess to an orderly, robust and secure network.

About Quantify

A unique and disruptive player in the multi-billion IoT market

- Quantify's patented flagship product, the Q Device, replaces AC light switches/dimmers and power outlets with intelligent devices to provide real-time evaluation of environmental and risk factors for building occupants.

- It also proactively manages services and utilities to achieve the highest levels of efficiency, such as maximum energy efficiency.

- It has applications across several areas including: energy efficiency, retirement living and Big Data Analytics.

- Quantify's products are designed to be retrofittable, cost effective, simple, scalable, extensible, autonomous and secure, and aim to allow IoT solutions to become part of the fabric of buildings.

Milestones to ASX listing

Launch of Quantify brand

Successful capital raise of $500K

Implement inbound marketing model including traffic, conversion, lifetime value and referral systems

Development contract with Monopoly Property Group (750 lot South Australian development)

2014-2015

Establish PR and Investor Relations capability

Successful capital raise of $4m

Release of production hardware samples

Expanded development team and progressed cloud application development

Acquired eastern states sales professionals to commence sales education and build opportunity pipeline

Established vision video, animation and product catalogue

2015-2016

Release of interim iOS and Android application (configuration and control)

Planned listing on the ASX by reverse takeover

Pre-certification and testing on Company's ground-breaking products

Completed sales kits and commenced sales drive

Strong interest from property developers in WA, NSW, QLD and Victoria

2016-2017

Experienced leadership team

Mark Lapins
Founder and Managing Director

Mark is a leading innovator in the field of IP Communications Technology and Solutions. He has extensive business acumen in the sector and experience, having successfully built up two technology companies previously, the first of which was acquired by global company Schneider Electric in 2008.

Aidan Montague
Chairman and Director Global Strategy

Aidan has more than 25 years' technology sales and marketing experience and was instrumental in the formation and growth of the Australian arm of Internet / Global Communications at Cisco systems.

Alex Paior
Non Executive Director– Legal

Alex has more than 30 years' experience in both law and business, including founding South Australia's leading commercial law firm, South Australian Managing Partner of Phillips Fox. Alex has a wealth of experience serving on the boards of ASX-listed companies.

"We've recruited and retained highly experienced innovators with skill sets covering creative, manufacturing, positioning, vision, finance, networking, core Internet and networking experience…"

Experienced team

Retained experienced, skilled team to commercialise Quantify's solution including:

Sales Team

- Commercial Sales Team targeting sales in WA, SA, NSW, VIC and QLD
- Enterprise Sales professionals in APAC and NSW

Research and Development Team

- Industry experts in network engineering, electrical and electronic engineering and software development with expertise in iOS, Android and cloud computing

Marketing

- Experienced marketing experts with diverse skill set including branding, design and inbound marketing

Business Development, Management and Finance

- Finance and Business Development staff with wealth of experience in ASX listings, strategy, business growth and management

Market opportunity and product overview

The market opportunity

IoT: A rapidly growing market that ensures long-term returns

- The IoT market is expected to experience significant growth over the coming years with enterprises expected to lead IoT adoption driven by revenue growth opportunities including:

    - data monetisation;

    - core IoT networks;

    - platforms as a service; and

    - investment in IoT start-ups.

- Market sentiment towards the adoption of IoT devices and technology is showing signs of becoming more positive with a survey by CompTIA[1] estimating that approximately 75% of organisations have a more positive view of IoT today compared to a year ago.

- Spending on IoT devices is projected to grow strongly with IDC estimating that global spending on IoT devices and services was almost US$700 billion in 2015[2].

- IDC research also estimated worldwide revenues for data and business analytics was US$122 billion in 2015[3].

Quantify Technology's revolutionary solution makes the application of the IoT sufficiently economical to ensure mass market adoption

[1] Source: https://www.comptia.org/about-us/newsroom/press-releases/2016/07/27/internet-of-things-revenue-opportunities-come-into-focus-for-channel-companies-new-comptia-research-reveals.
[2] Source: IDC Worldwide Semiannual Internet of Things Spending Guide, December 2015: https://www.idc.com/getdoc.jsp?containerId=prUS40782915.[3]Source: Worldwide Semiannual Internet of Things Spending Guide, May 2015: https://www.idc.com/getdoc.jsp?containerId=prUS41306516

The Q Device

- A sophisticated system that intelligently and automatically controls and manages AC power networks at a granular level.

- Measure, report on, analyse and control power at a port level, can communicate with each other and the user's control device over wireless communications of various standards.

- Scalable: from a consumer's mobile phone to an entire building.

- Energy Management is just the start – modularity allows expansion to a limitless number of IoT solutions.

The patented product is the result of many millions of dollars of R&D investment over the past four years

Worldwide expressions of interest growing rapidly in multiple regions

Sustainable competitive advantage

The Q Device is considered to have several competitive advantages over existing technology:

1 Lower cost of installation

2 Completely retrofittable

3 Doesn't require speciality engineer or custom cabling for installation

4 Policy-based management and control

5 Doesn't require additional sensors

6 Allow dimming and lighting control

7 Programmable lighting timetables

8 Automatically adjusts to changing environment stimuli

9 The devices communicate with each other and user via Wi-Fi

Competitive landscape

Q device vs. perceived competitors

Limitation of current market solutions:

- Old technology
- Limited functionality
- Difficult and expensive to commission
- Requires specialised technicians
- Time consuming and labour intensive
- Ongoing expense of re-configuration and additions
- Economics do not scale for smaller-size installations
- Limited personalisation solutions

Comparison chart	Q Device	C-BUS	Dynalite
Policy based management and control	●		
Completely retrofitable	●		
Doesn't require additional sensors	●		
No requirement for speciality engineer and custom cabling for installation	●		
Allow dimming and lighting control	●	●	●
Programmable lighting timetables	●	●	●
Automatically adjust to changing environment stimuli	●		
Devices communicate with each other and user via Wi-Fi	●		
Monitor building occupants and interact based on user behaviour	●		
Big Data Analytics	●		

Intellectual property

The patented product is the result of more than $4M in R&D investment over the past four years

Multiple layers of protection:

- Patent protection

- Modular design

- Major competitive advantage incorporated in the development of a tightly bound hardware / cloud software platform

- Layered security model incorporated at a hardware and cloud application layer

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Report: You used 23% less power with the Energy Saving Profile!

Suggestion: Upstairs is 10°c higher right now. Turn on air conditioning?

Alert!: Carbon monoxide levels in the basement are higher than is safe!

Warning!: Fridge is using more power than normal. May need attention!

7.3KwH

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24°c

The arrows show if the system is heating or cooling.

Business and commercialisation strategy

Business model

Quantify is currently increasing its sales and marketing efforts with a view to deriving revenue from the following streams:

The sale of products both direct to large volume consumers of the platform and through channel partners, commencing with the Q Device

Ongoing subscription revenue from consumers for use of Quantify's advanced features available in its planned advanced application and future retirement living platform

Training and certification program revenues

Ongoing fascia and feature card replacement/upgrade by existing users aimed at expanding features and functionality for consumer derived benefit

Potential sale and/or interpretation of big data[1].

[1]Big Data and IoT are intimately connected with billions of internet-connected 'things' generating massive amounts of data. Big Data Analytics is the process of examining large data sets (big data) containing a variety of data types to uncover unknown correlations, market trends, useful business information, customer preferences. These findings can be used to drive more effective marketing, additional revenue opportunities, competitive advantages over rivals as well as many other unconceived uses

Near-term commercialisation strategy

Goal is to build volume sales pipeline to enable high-volume, cost-efficient manufacture to maximise product profitability. This is achieved by focusing on large volume delivery of product via new high volume constructions, iconic commercial and enterprise projects with delivery of the Q Device aimed for the second half of 2017.

The Company is in the process of aggressively accelerating its sales efforts. Quantify is also in discussions with parties looking to form strategic partnerships with systems integrators and channels to the Australian domestic consumer market.

The Company is in discussions with a tier-1, large-scale overseas manufacturer, with a view to manufacturing Quantify's Q Device in high volumes once Quantify has built a sufficient sales pipeline.

Quantify is in discussions with a number of developers exploring initiatives to supply the Q Device into commercial and large residential projects.

Staged market rollout strategy

Phase 1

Energy Management Market

Advanced power management and smart grid applications through measuring, reporting and controlling power consumption at each individual unit.

Own the Real Estate

Phase 2

Behavioural & Environmental Sensor Networks

Additional functionality for measuring environmental factors in real time – such as temperature, humidity, toxins, bacteria and gases
Integration of audio & visual capabilities and basic algorithms providing building occupant profiling.

Own Edge Compute

Phase 3

Retirement Living Market

Release of Ambient Companion™, providing real-time in-building living assistance for the aging population. Features full suite of sensor abilities, enabling risks assessments for building occupants.

Own the IoT Platform

Phase 4

Truly Intelligent Buildings Framework

Big Data Analytics (BDA): advanced algorithms around occupant profiling for advanced functionality Data can be used to identify appropriate building responses tailored to the occupants learned and identified preferences.

Become the Next Generation of Global Platform

Phase 1: Energy management

Significant market opportunity

- Quantify's market-entry product has the potential to be installed in every building globally with AC power

Market factors driving opportunity

- Rapid and growing IoT market

- Limited innovation in energy market

- Increasing focus energy efficiency and conservation

- Global regulatory changes increasing electricity prices

- Understanding of additional cost factors related to power generation such as environmental and social

It's about real estate and distribution…

Strong interest from developers of new construction projects in Australia:

- Initial focus on "iconic" projects

- Build order pipeline

- Reduce manufacturing costs

Phases 2 and 3

Phase 2

Behaviour and Environmental Sensor Networks – Expanding the Feature Set of Q

- Integration of additional functionality including audio and video.
- Incorporate sensors in Q Device
- Measure and detect toxins, bacteria and gases at a molecular level

Market factors driving opportunity

- Rapid expansion and adoption of IoT devices for gathering big data
- Increasing focus by businesses on the value of big data

Phase 3

Retirement Living and Support – Ambient Companion™

- Leverage Phase 2 improvements to develop 'Ambient Companion™' – planned to provide:
  - Real time monitoring
  - Measurement and interaction with building occupants
  - Living assistance
  - Risk assessment
  - Alerts for retirees

Market factors driving opportunity

- Global growth in aged population due to longer life expectancy
- Expanding global market opportunity for a solution to aid retirees living at home or in facilities

Outlook and activity pipeline

Key positive catalysts in the near-term: 2017/2018

Customer growth

Business transformation

Product innovation and development

- Completion of sales kit demonstrating advanced product feature set
- Accelerated sales drive in Australia focusing on large volume commercial customers in the short term
- Planned product delivery in second half of 2017
- Strong interest from developers and potential channels to market nation wide

- List on ASX
- Raise capital to facilitate accelerated growth
- Accelerating investment in technical team, management and leadership capabilities
- Expansion of manufacturing capabilities and global manufacturing partnerships
- Establish presence in USA: office and infrastructure
- Launch of US product CES 2018 Las Vegas NV
- Establish channel and distribution base in Singapore
- Establish distribution and channel partnerships

- Full commercialisation launch: residential and commercial market
- Development of enterprise communications architecture
- Launch cloud application
- Continual R&D: IoT and product development
- Finalise international patents: USA, Asia, Europe

Market validation

- Agreement with Copper Coast Investments Pty Ltd for the sale and install of Quantify's Products at a proposed Wallaroo Shores Development in South Australia for approximately 670 dwellings and commercial developments.

- Advanced discussions with several property developers in NSW, WA, VIC, SA and QLD.

- Discussions with local and global companies for potential strategic partnerships with Quantify and its technology.

The Transaction

Capital structure and Use of Funds

	Minimum Subscription under Capital Raising ($3,500,000)	Maximum Subscription under Capital Raising ($5,000,000)
Shares		
Current issued capital	67,050,073	67,050,073
Shares Issued to Quantify Shareholders	272,660,120	272,660,120
Equity Offer	58,333,333	83,333,333
Total Post Merger & Capital Raising	398,043,526	423,043,526

Summary of Use of Funds	Minimum Subscription under Capital Raising ($3,500,000)	Maximum Subscription under Capital Raising ($5,000,000)
Capital Raising, Existing Funds and R&D Grants	6,370,000	8,100,000
Research, Development, Engineering and Employment costs	2,780,000	3,700,000
Sales, Marketing and Business Development Costs	1,735,000	2,390,000
Offer and Acquisition costs, administration costs and working capital	1,855,000	2,010,000
Total Expenditure	6,370,000	8,100,000

Investment summary

Significant market opportunity

Spending on IoT devices is projected to grow strongly. Research firm IDC estimates that global spending on IoT devices and services was almost US$700 billion in 2015[1].

Market factors driving opportunity

Rapid and growing IoT market, limited innovation in energy market (unmanaged and unregulated), increasing focus energy efficiency and conservation, global regulatory changes, increasing electricity prices. Ensures traction for first phase of business plan.

First-mover, patented technology

The Q Device is unique in a market with limited technological innovation. Patent granted in Singapore and Australia with applications pending in additional 61 countries.

Clear and focussed growth strategy

Growth strategy executed for accelerated customer acquisition and market penetration.

High activity pipeline

Advanced discussions with a number of potential partners and customers underway.

High-calibre management team

Proven founder and expert leadership team, including ex-Cisco executives and significant industry, sales and enterprise solutions experience.

[1]Source: IDC Worldwide Semiannual Internet of Things Spending Guide: https://www.idc.com/getdoc.jsp?containerId=prUS40782915
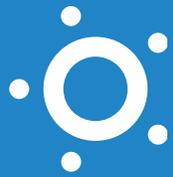
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