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## INVESTOR PRESENTATION

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Collaborate Corporation Limited (ASX:CL8) (**Collaborate** or the **Company**) is pleased to release an investor presentation featuring updates on the performance of Carly Car Subscription and the strategy for growth in FY21.

Since launch in late March 2019, Carly Car Subscription has grown to represent 58% of Collaborate transaction value. The average subscription period is 5.17 months, and increasing.

### Authorised by:

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### About Collaborate Corporation Limited

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia's leading listed company focused on providing innovative mobility solutions for consumers and the automotive industry. Collaborate operates [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) Australia's leading peer-to-peer car rental business, and [www.Carly.co](http://www.Carly.co), Australia's first flexible car subscription service, supported by our proprietary PeerPass trust and reputation platform.



# Leading the Transition to Car Subscription

Investor Presentation  
8 October 2020

**Collaborate**  
CORPORATION LIMITED

# Disclaimer

The material herein is a presentation of non-specific background information about the current activities of Collaborate Corporation Limited (Collaborate or the Company). It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Collaborate Corporation, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Collaborate Corporation. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Collaborate Corporation.

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Forward-looking statements include, but are not limited to, statements concerning Collaborate Corporation's planned strategies and programs and other statements that are not historical facts. Although Collaborate Corporation believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Collaborate Corporation should be considered as speculative in nature.

The presentation is not a prospectus or similar disclosure document and does not constitute an invitation to apply for shares in Collaborate Corporation or ASX:CL8.

# Collaborate Overview

## THE COMPANY

- Collaborate is innovating in the rapidly evolving automotive and mobility markets in Australia
  - Major shareholders include leaders in the automotive industry **SG Fleet, Turners Automotive** and **RACV**
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## INDUSTRY EXPERIENCE

- 10+ years' experience operating DriveMyCar, Australia's largest peer-to-peer car rental platform
  - Leveraging proprietary technology and extensive industry partnerships
- 

## MARKET OPPORTUNITY

- 38% of Australians\* would consider subscribing to a car rather than purchasing or leasing
  - New car sales have been declining for 29 consecutive months and dealer profit margins are being squeezed
  - Consumers and businesses are wary of long-term debt, especially during a recession
  - Car subscription adoption has been accelerating during COVID-19
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## THE IDEAL SOLUTION

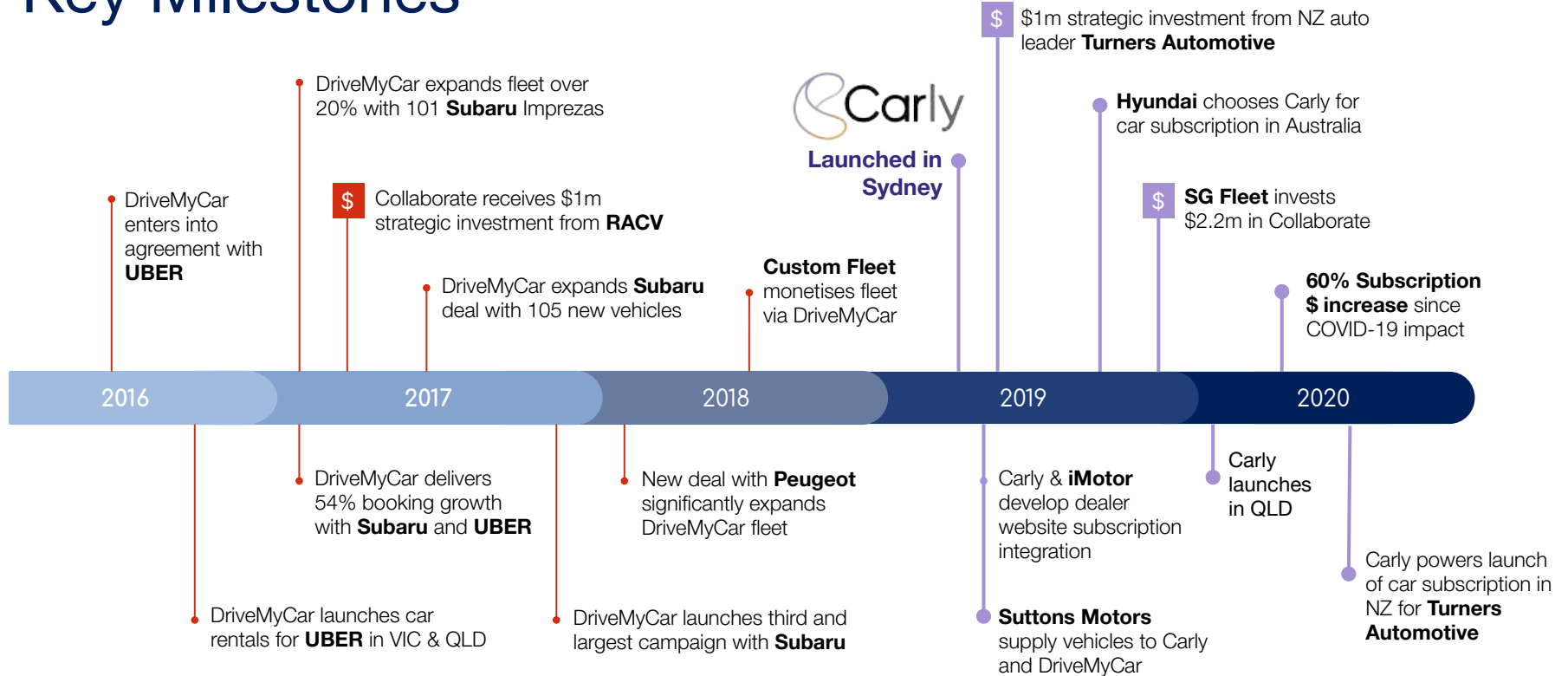
- Launched Carly, Australia's first flexible car subscription service in March 2019
  - A monthly recurring payment covers all expenses, just add fuel
  - The use of a car without the long-term burden of debt or ownership; Carly offers a more flexible alternative to a lease, loan or outright purchase
- 

## UNIQUELY POSITIONED

- We enable the existing \$55 billion p.a. auto industry to derive a new source of revenue from their vehicles by providing a complete car subscription solution
- Our capital light business model means we invest in technology and marketing, not in purchasing vehicles

\*Carly commissioned Omnipoll survey (June 2020)

# Key Milestones



# The way people access cars is changing - rapidly



## SHIFT FROM CAR OWNERSHIP TO ACCESS

Ownership is increasingly being seen as a burden as it is inflexible and requires long-term financial commitment. People value access to cars that meet their needs at a particular time.



## RISE IN USE OF SUBSCRIPTION SERVICES

From mobile phones to on-demand movies and food, subscription offers an attractive and effective solution to accessing a range of products with a simple recurring payment.



## AUTOMOTIVE INDUSTRY DISRUPTION

New car sales are in decline, dealer profit margins are shrinking and customers are being refused credit. The auto industry knows it must evolve its offering.



## UPTAKE OF MULTIPLE MOBILITY SOLUTIONS

Individuals and businesses of all sizes are seeking a range of mobility solutions to match their lifestyle or commercial requirements, which can vary hourly, daily or monthly.

**Collaborate and Carly are making car subscription a reality in Australia**



# What is a Carly Car Subscription?

A fast, flexible and low-risk way for individuals and businesses to access quality new or used vehicles online for 30 days+

## The key benefits of Carly Subscription are:

- one simple monthly subscription fee includes registration, insurance, maintenance and roadside assistance costs
- exclusive car use
- no break fees
- no upfront deposits
- minimum 30 day term and cancel with 30 days notice
- ability to switch the vehicle to suit changing needs
- not a long-term financial commitment or debt

The subscriber covers the cost of fuel and tolls



Carly business customer  
Lust Liquor, Sydney

# Carly website

Carly logo, Find a car, FAQ, Contact, Sign up, Login

Availability, Price, Make, Body type, Year, Distance, Number of seats

Choose from 8 cars

- 2017 Hyundai Tucson: \$196/week
- 2020 Hyundai i30: \$217/week
- 2018 Hyundai i30: \$245/week
- 2018 Hyundai Tucson: \$294/week
- 2020 Kia Carnival: \$308/week

Results page



Carly logo, Find a car, FAQ, Contact, Sign up, Login

### 2018 Hyundai i30

Basic	Medium	Logic
\$210/week	\$245/week	\$294/week

Specifications:

- Year: 2018
- Make: Hyundai
- Model: i30
- Body type: Hatchback
- Color: Blue
- MPG: 23/31
- Price: \$18,999

Car details page

Carly logo, Find a car, What is Car Subscription, FAQ, Contact, Sign up, Login

## Own the moment, not the car

Get the car you want now

A weekly rental car subscription you can start, change or stop to suit your lifestyle

How it works

### What's included in a Carly subscription?

- Free delivery:** Choose the vehicle you want and we will deliver it to you.
- Switch cars:** Need a different car? You can switch cars any month.
- Choice:** Choose from 3 new models of new and old car models.
- Insurance:** Your car is fully insured. Comprehensive, third party and CTP are included.
- Service & Registration:** No extra costs or hassle. It's all taken care of.
- No surprises:** Just a regular payment to use on any car you like.

How it works

### Featured cars

- 2019 Toyota Corolla
- 2018 Hyundai i30
- 2019 Nissan X-Trail
- 2018 Holden Equinox

How it works

Homepage



# A start-up with a head start

**Carly** is a first-mover in the Australian car subscription market; leveraging the experience, partnerships and proprietary technology developed by **DriveMyCar**, Australia's first and largest peer-to-peer car rental platform



**DriveMyCar** operates in key rental markets:

- Long-term car rental
- Rideshare rental
- Accident replacement rental

AND...

- 10+ years' experience
- Over \$10.4m paid to vehicle owners
- Over 466,000 rental days delivered

- **Carly** has significant market potential
- No dominant competitors
- 58% of Collaborate revenue in 17 months
- Significant industry partnerships



Car subscription has been identified as a larger opportunity with fewer competitors than car rental and is the **primary focus for Collaborate in the future**

# Subscription fills a large gap in the mobility market



Average subscription period is **5.17 months** and increasing

# Carly connects **subscribers** with **suppliers of vehicles** in the \$55bn p.a. new & used car industry

## SUPPLY

Automotive manufacturers  
Automotive dealers  
Fleet mgt companies  
Corporate fleets  
Strategic partners

- Marketing
- Online discovery
- Insurance
- ID verification
- Sales
- Fleet mgt
- Payments
- Data analysis



## DEMAND

Singles  
Young families  
Businesses  
Contractors  
Relocators

Carly does not compete with the Automotive Industry

Carly enables the industry to **evolve** and **survive**

# Car subscription market potential

The new and used car sales market in Australia is valued at **\$55 billion p.a**

AFR - Apr 2020

**38%**

of Australians would consider a car subscription for their next vehicle

Carly commissioned OmniPoll research conducted (Jun 2020)

**59%**

'Probably Would' or 'Definitely Would' be interested in car subscription in the US

J.D. Power Mobility Disruptors © 2018 J.D. Power. (Jun 2018)

**10%**

of all new vehicle sales in the US and Europe could be via vehicle subscription programs by 2025 - 2026

Frost & Sullivan: Future of Vehicle Subscription-Business Models and Opportunities in North America & Europe, 2025 (Oct 2018)

## Car Subscription Market Penetration Potential

(value of cars on subscription as a proportion of new and used car sales)

**1% = \$550m**

**5% = \$2.75b**

**10% = \$5.5b**



# The right time for car subscription

Many businesses have been severely impacted by COVID-19, however Carly increased revenue as people sought lower risk car access solutions that do not require long-term financial commitment.

It is likely that COVID-19-related concerns about strength of the economy will accelerate the shift to car subscription.

100%

**Growth in subscribers**  
**Sep 2020 vs. Apr 2020**

Car subscription growth continues despite recession and movement restrictions

60%

**Growth in subscription transaction value**  
**Aug 2020 vs. Mar 2020**

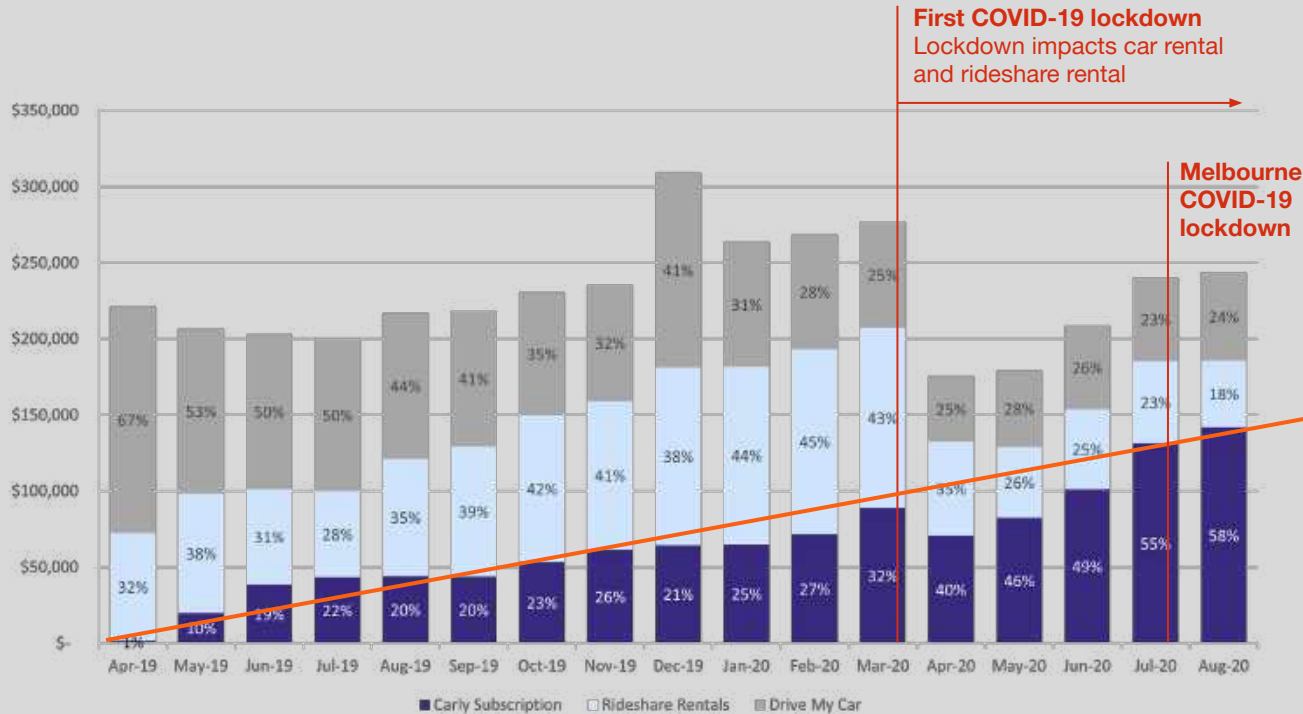
Represents growth since the period prior to COVID-19 restrictions

30%

**Growth in subscription transaction value**  
**Jul 2020 vs Jun 2020**

Strong month on month growth despite second Melbourne lockdown

# Carly car subscription grows despite COVID-19



Rental and Subscription receipts

**5.17 months**

Average retention period per subscriber. Continuing to increase

**Consistent growth of Carly car subscription**

Exceeds pre-COVID 19 revenue

**17 months**

Longest subscription period  
Continuing to increase



# The auto industry and consumers realise the value of Car Subscription

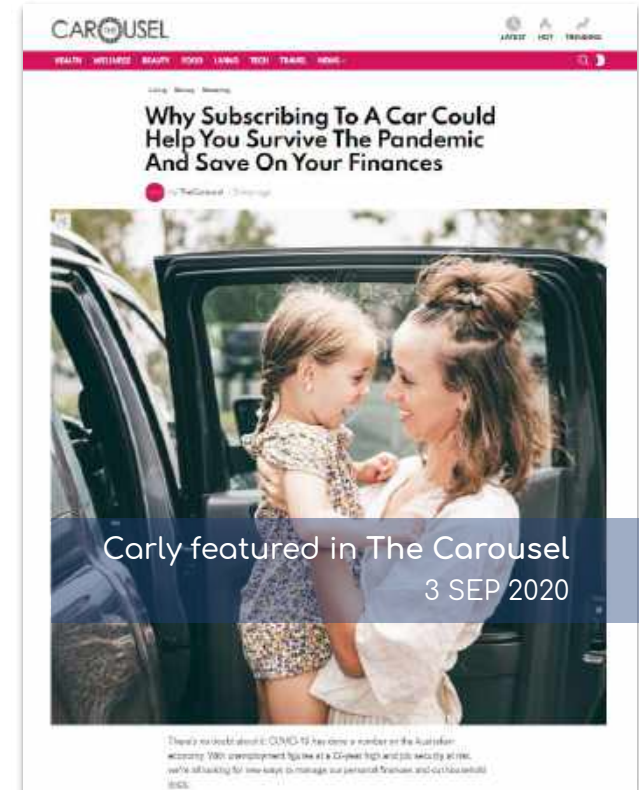
**“Car subscribers sign on in record numbers in spite of lower ‘conventional sales’ demand”**

7 AUG 2020

CARLY, the Australian car subscription provider operated by Collaborate Corporation, has had all-time record subscription sales in the quarter to June 2020 in spite of, or possibly because of, the challenging sales numbers in the ‘conventional’ car market.

The company says that the number of live Carly car subscriptions increased by 43 percent during the June 2020 quarter.

“Like many businesses, Carly had to deal with the impact of COVID-19 during the June 2020 quarter but it proved resilient and achieved the highest quarterly growth in subscriptions since the beginning of FY20.”



# The auto industry needs Car Subscription

**The Guardian**

## New Car Sales in Australia Slump

16 Sep 20

James Voortman, the chief executive of the Australian Automotive Dealers Association,

*"The industry is down for 29 months in a row," he said. "Sales were falling even before Covid."*

**smh.com.au**  
**The Sydney Morning Herald**

## New car sales plunge almost 50 percent as COVID-19 crashes demand

5 May 20

"New car sales tumbled to a record 48.5 per cent in April due to the Coronavirus pandemic. It was the biggest fall recorded in almost 30 years of tracking the sales."

**FINANCIAL REVIEW**

## Australia's \$55b car dealers teeter as sales plummet

20 Apr 20

"The massive stimulus and relief packages to help businesses hibernate during the coronavirus shutdown are doing little to protect the \$55 bn car dealership industry, with many expected to collapse within months"

**GoAutoNews**  
AUSTRALIA'S NO.1 AUTOMOTIVE INDUSTRY JOURNAL

## Financiers shy away from buyers on JobKeeper because they may not get their job back

1 May 20

"DEALERS are finding that promising sales are falling through because the buyers are employed by companies that have them on JobKeeper and the finance is being refused on the basis of heightened risk."

**GoAutoNews**  
AUSTRALIA'S NO.1 AUTOMOTIVE INDUSTRY JOURNAL

5 Aug 20

The Australian car industry is bracing for its lowest annual sales result in two decades due to the deepening coronavirus pandemic. Even a 25 per cent fall that many car company executives were anticipating – and now looks to be a conservative estimate given the situation in Victoria – would send the Australian new-vehicle market below 800,000 units for the first time since 2001, from a peak of 1.19 million in 2017 and 1.06 million last year.'

# Mainstream media coverage



## Sophia

CONSUMER CASE STUDY

<https://youtu.be/e1nATHIU8yk>



## Lust Liquor

BUSINESS CASE STUDY

<https://youtu.be/ab6EX03mbJQ>



## Carly featured on Sunrise

<https://youtu.be/UUdVbNnepTo>



## Carly featured on A Current Affair

<https://bit.ly/36IMdhf>

After Carly was featured on **Sunrise** and **A Current Affair**, the number of people searching for Carly on Google **increased dramatically**





# Carly in the News



“Car Subscriptions soaring”



“Tax win for Carly subscribers”



“Australians are swapping their wheels for car subscriptions”



“Car subscriptions are revving up”



“Subscribing to a car could help you survive the pandemic and save on your finances”



“The \$700 million fleet management group SG Fleet has taken a stake in Carly”



“Why Aussies are flocking to Netflix for cars”



“Hyundai pairs with Carly car subscription service”



“Carly has joined forces with one of Victoria’s leading automotive groups”



“Subscription appeal gaining momentum, especially with part time workers”

# Australians' attitudes towards Car Subscription

Interest in Car Subscription has increased since COVID-19...

Of those considering car subscription,

**42%** are more likely to consider a subscription now compared to 6 months ago.

31% of people surveyed were extremely or very worried about their financial situation due to the pandemic, of these...

**46%** would consider car subscription *and*

**24%** are more likely to choose it **NOW**



**38%** of Australians would consider subscribing to a car rather than purchasing or leasing

**69%**

GEN Z  
(18-24 yrs)

indicated they'd prefer a no-strings-attached car subscription option

**50%**

MILLENNIALS  
(25-34 yrs)

**47%**

of people with children would consider subscribing to, rather than purchasing their next car

\* Survey conducted in June 2020 by OmniPoll amongst a national sample of 1228 people aged 18+. Respondents were drawn from the online consumer panel managed by Lightspeed Research, OmniPoll's online partner. Sample quotas were set for each state, city and regional area, by sex and age. To reflect the overall population distribution, results were post-weighted to Australian Bureau of Statistics data (Census 2016) on age, highest level of schooling completed, sex and area.



# ATO Product Ruling

Carly has secured a product ruling from the Australian Taxation Office that provides a clear framework for Carly subscribers using cars for **business or work purposes to claim tax deductions.**

The ATO Product Ruling is **exclusive to Carly** and does not apply to any other car subscription offerings.

Carly is the only car subscription offering that can currently provide certainty of tax deductibility on car subscription payments.

## Benefits for Carly's customers

- **Businesses** that use Carly can claim the full dollar amount of the Subscription Fee as a deduction if the cars are used in carrying out business and/or provided to employees for their usage.
- **Businesses** that reimburse employees can claim a deduction for the full dollar amount of all the Subscription Fees reimbursed to employees for the period of the subscription, as long as the car is used for business.
- **Individuals** can claim Subscription Fee payments as a deduction in their income tax return if the vehicle is being used for business or work purposes.





ONLINE • REAL TIME • LOW TOUCH

Developed by Collaborate, **peerpass>>** is used to verify customers and reduce risk.

Its effectiveness has been proven through year-on-year lower Claims Loss Ratios than most traditional rental companies\*

\*The effectiveness of the PeerPass platform enabled the achievement of a lower than industry average Claims Loss Ratio for its insurance policy in 2019/20 and continuing into 2020/21.

# Experience delivers lower risk and higher conversion

Other subscription providers do not have the experience, knowledge or technical capability to reduce risk the way that Carly can deliver through **peerpass>>**

Competitors compensate by charging large upfront fees that restrict customer uptake or ignore risk altogether

The experience of completing over 4,000 monthly recurring vehicle transactions means that Carly can deliver:

**LOWER fraud risk + HIGHER customer conversion ratio**

**= MORE high quality subscriptions**

# Industry leading partnerships



No. 2 Collaborate shareholder.  
Demand referral agreement  
and supply of vehicles



No. 3 Collaborate shareholder.  
Carly platform powers Turners  
Subscription in New Zealand



Carly launched the first  
manufacturer subscription  
service in Australia



Rentals for rideshare drivers  
and the first accident replacement  
rental solution for Uber



Accident replacement rental  
solution developed for RACV  
insurance customers



Supply of new  
Mitsubishi, Renault, KIA,  
Subaru, Nissan vehicles



Integrated subscription  
functionality developed for  
I-Motor's 700 dealer websites



Supply of  
rental fleet in  
key locations



Supplier of near  
new vehicles



Experiential marketing campaigns for  
launch of Impreza and XV featuring  
over 200 vehicles



Supply of new and  
ex-lease vehicles



DriveMyCar is preferred  
car rental provider for fleet  
management clients



Rideshare rental program for  
Peugeot vehicle range

# Turners Automotive launch car subscription in New Zealand, powered by Carly



- Follows on from AUD \$1M in investment from Turners Automotive Group - the largest seller of cars in NZ
- The platform was launched in **September 2020** as Turners Subscription - '*Powered by Carly*'
- Technology licensing and service fee income

## Carly provides:

Subscription platform software

Customer service

## Turners manages:

Fleet management and operations

Marketing



# SG Fleet strategic investment, vehicle supply and B2B referral partnership



**Carly.co**  
**Car Subscription**  
For Fleet Managers

An innovative mobility solution that gives you access to cars on call, with flexible terms.

sgfleet and Carly Car Subscription have partnered to provide a new and innovative mobility solution that meets the needs of fleet managers who require flexible, short to medium term access to vehicles.

With Carly, you can now access a mobility solution with no long-term lock-in contracts.

**What is Carly Car Subscription?**

Carly Car Subscription provides a fast and flexible way for businesses to access quality new or used vehicles at short notice.

The key benefits of Carly Car Subscription are:

- no upfront deposit
- no break fees
- no upfront deposits
- one simple weekly subscription fee includes all registration, insurance, maintenance and roadside assistance costs
- access anytime with 70 days notice; maximum 30 day term
- ability to switch the vehicle once per month to suit changing business needs
- a dedicated customer service team to handle all of your bookings and fleet needs

The subscription covers fuel and tolls for the duration of the subscription.

sgfleet@carly.co 02 8898 5750

sgfleet Carly.co

- SG Fleet invested A\$2.2 million in Collaborate in November 2019
- A dominant player in fleet management and leasing, SG Fleet manage over 140,000 vehicles and **supply** Carly and DMC with vehicles
- The B2B collaboration enables SG Fleet to offer subscription services to its customers and derive a new revenue stream, and provides Carly with access to business and government demand channels
- Ongoing development of this partnership provides an opportunity to further leverage SG Fleet's operational experience and auto industry relationships



# The first subscription service to partner with a manufacturer and their dealer network



- Hyundai is the third largest car brand in Australia
- Working with Carly to offer a co-branded subscription offering for its vehicle range
- Includes participation of Hyundai dealer network to provide broad market coverage
- Supported by Hyundai-funded marketing campaign
- Provides a new way for consumers to access Hyundai vehicles
- Delivers both **supply** and **demand** for Carly






# Digital integration with dealer websites

2015 Volkswagen Polo 81TSI DSG Comfortline 6R MY15 Drive Away! \$18,995

Add to Comparisons




Model Year	2015
Type	Used
Kilometres	19,107
Colour	White
Transmission	Sports Automatic Dual Clutch
Engine	4 Cylinders 1.2 Litres Petrol - Premium ULP
Body	Hatchback
VIN #	WVWZZZ5RZF064287
Reg #	963VMM
Stock #	00932260

 **Carly** Subscribe from \$210 pw

A simple monthly subscription including insurance, registration and servicing, which you can stop anytime.

[Learn More](#) [SUBSCRIBE](#)



- Carly and I-Motor have partnered to add subscription functionality to dealer websites with no additional investment required
- Dealers can select any vehicles from their inventory and add a subscribe button to the listing with a single click
- The transaction process is 100% online via the dealer website
- Provides new opportunities for dealers to transact online with people who are no longer buying cars

## I-MOTOR



# Carly's competitive advantage

## Why we win

- 10+ years experience
- Substantial industry partnerships
- Online customer acquisition
- Capital light business model
- Proprietary technology platform
- No deposit and no long-term financial commitment
- Direct and licensing income
- Industry enabler, not a competitor
- Mass market proposition
- PeerPass verification platform
- ATO Product Ruling



# FY21 Growth Opportunities

## White label opportunities

Carly will leverage the capability developed to launch Hyundai subscription in Australia and Turners Subscription in New Zealand to pursue platform licensing opportunities with automotive manufacturers, dealers and new market entrants

## Mass Market Advertising

Most Australians are not aware of car subscription, but when they see it they engage strongly. Carly's appearances on Sunrise (Ch7), A Current Affair (Ch9) and 2GB produced a strong uplift in traffic and enquiries. Carly is planning TV and radio campaigns to capture this potential

## Referral Partnerships

Car subscription is a simple online proposition that is suited to customer referrals from aligned companies. Carly will expand on existing referral relationships with ServCorp, Student VIP, I-Motor and Hyundai

## Business & Government

Carly will leverage the relationship with SG Fleet to offer subscription to its customer base and will also focus on acquisition of business and corporate customers

## Electric, Hybrid & Hydrogen Vehicles

Subscription is an ideal model to introduce consumers and businesses to new vehicle technologies in a low risk and flexible way that alleviates initial concerns about driving range, battery life and depreciation

# Corporate Structure

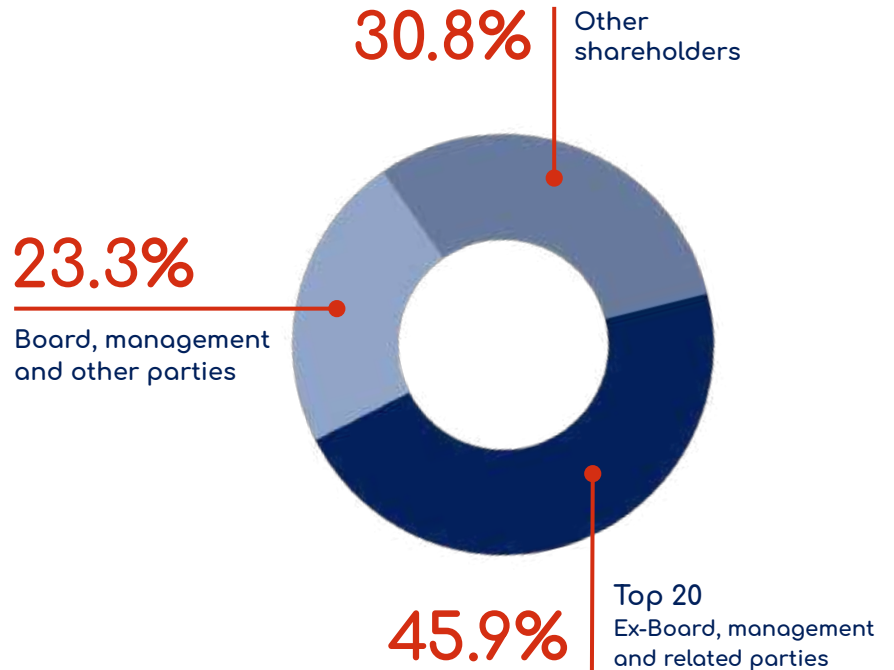
## AS AT 7 OCTOBER 2020

Shares on issue	1,151 m*
Options on issue	205 m*
Market capitalisation	\$9.2 m
Cash at bank 30 Sep 2020	\$0.71 m

## Top Shareholders

Willoughby Capital Pty Ltd	20.9%
SG Fleet Management Pty Limited	14.4%
Turners Automotive Group Limited	10.9%
RACV Investment Holdings Pty Ltd	3.3%
<b>Top 20 Shareholders</b>	<b>69.4%</b>
<b>Number of Shareholders</b>	<b>770</b>

\*Prior to entitlement issue closing 23 Oct 2020



31 Aug 2020: A non-renounceable entitlement issue of up to 383,917,498 new fully paid ordinary shares at an issue price of \$0.009 each, with free attaching options on a 1 for 5 basis, with an exercise price of \$0.015 per option to raise up to approximately \$3.46 million. 60% underwritten by Willoughby Capital, SG Fleet and company management. Offer closes 23 Oct 2020

# Collaborate Board of Directors



**Chris Noone**  
Chief Executive Officer  
and Director

Chris has led the evolution of Collaborate since 2014 and forged transformative automotive partnerships with Uber, RACV and Hyundai, SG Fleet and Turners Automotive. He has been responsible for development and launch of many innovative companies that have defined the digital market in Europe, Asia and Australia incl. Hasbro Interactive, Vodafone and ninemsn.



**Adrian Bunter**  
Non-Executive Director

Adrian has over 25 years' experience in accounting, finance and corporate advisory. He is an executive director of Venture Advisory, one of Australia's leading specialist technology, media and telecommunications financial advisory firms. Adrian is a member of the Executive Committee of leading angel investing group, Sydney Angels & is a director of 8common Ltd.



**Michelle Vanzella**  
Non-Executive Director

Michelle has an extensive combination of customer, marketing, digital, data and commercial legal skills built up across multiple industries including technology, retail, property and financial services. She practiced Corporate & Commercial Law at Allens and has held senior executive positions with iconic brands including Westfield, Suncorp and AAMI.



**Stephen Abolakian**  
Non-Executive Director

Stephen is an accomplished executive with experience across property development, finance, capital raising and operations. He is the Managing Director of Hyecorp Property Group. Hyecorp is associated with Willoughby Capital, Collaborate's largest shareholder. Stephen has a Bachelor of Economics from USYD and holds a Diploma of Financial Markets from FINSIA.



**Todd Hunter**  
Non-Executive Director

Todd is the Group CEO of Turners Automotive, a New Zealand based integrated automotive financial service group. Todd is a strong and experienced senior executive, with a background in marketing, sales & accounting in both large global and domestic businesses. He is a Chartered Accountant and has worked with (EY, Microsoft and NZ Post.



**Robbie Blau**  
Non-Executive Director

Robbie is CEO of ASX-listed company SG Fleet. He has significant experience in the fleet management and leasing industry. Previously, Robbie founded Nucleus Corporate Finance in South Africa in 1999, where he advised a listed entity Super Group Limited, on corporate advisory and strategic projects. He also worked as a commercial attorney for 5 years at Werksmans Attorneys.



**Paul Morris**  
Strategic Advisor

Paul has had a long and distinguished career in the automotive industry in Australia and Europe working in senior strategy, operational and sales roles with Inchcape and other leading companies. Most recently he was Chief Operating Officer of the ASX- listed Automotive Holdings Group Limited, Australia's largest automotive retailer

# Why invest in Collaborate?



## Consumers and businesses are ready

Access to vehicles is increasingly preferred to ownership. Carly provides flexible and cost-effective ways to access vehicles instead of relying on traditional car rental companies, outright purchase and long-term finance. 38% of Australians would consider subscription for their next car.



## The automotive industry is ready

The industry is experiencing enormous challenges - manufacturers and dealers must evolve to survive.



## Car Subscription is rapidly gaining traction

Carly has grown steadily since launch in March 2019 and has secured partnerships with leading automotive industry players. Mainstream media recognises the benefits of car subscription. Average subscription period is 5.17 months and the ATO has confirmed tax deductibility status



## Collaborate is best placed to win

Over 10 years experience in an adjacent market, industry partnerships, capital-light business model, proprietary technology and a market-leading car subscription offering, already on a growth trajectory.

Collaborate is creating **new ways to access vehicles** that consumers and businesses are demanding in a \$55 billion p.a. market

Collaborate is the **only ASX-listed business** focusing on the sizeable car subscription opportunity in Australia and New Zealand



The Carly logo features a stylized 'C' symbol composed of two overlapping loops, one light blue and one light orange, followed by the word 'Carly' in a grey, sans-serif font.

Carly



**W:** [www.collaboratecorp.com](http://www.collaboratecorp.com)

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**Sign up to our investor newsletter**

<http://collaboratecorp.com/#join>

**Collaborate**  
CORPORATION LIMITED