

# Investor Presentation

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July | 2023



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# Netlinkz at a Glance

Delivering a cloud based cyber-secure invisible Network-as-a-Service for enterprise customers



## Business

ASX: NET

~A\$28 million  
market cap

Estimated A\$21m  
in revenue for FY23

Business model based  
on product sales and  
subscription revenue



## Global Organisation

Sydney, Australia  
headquarters

150+  
employees and  
contractors

Global presence:  
Ireland | Japan | Beijing | Shanghai  
Pakistan | UAE | Bangkok



## Markets

100+  
Global enterprise  
customers

Starlink  
Global reseller  
agreement

Global partner locations:  
Malaysia | India | Greece | Qatar | Thailand  
HK | Bahrain | USA | UAE | NZ | Philippines



## Award Winning Solutions

Telstra Innovation Challenge |  
Asia Pacific ICT Awards | Global Security  
Challenge | APICTA Award Winner

World class Network-as-a-Service (NaaS)  
solutions for enterprises of all sizes

# Management Overview

An experienced management team, supported by industry experts



**James Tsiolis**

**CEO & Managing Director**

Mr Tsiolis has over 25 years of experience in funds management and investment advisory to superannuation funds including Military Super, Telstra Super and SERF. He has served on several boards and committees for infrastructure, tech, energy and private equity.



**Stephen Gibbs**

**Non-Executive Chairman**

Mr Gibbs has over 30 years' experience as an Executive, Director, and Chairman of many companies in industry and funds management, particularly those with a focus on ethical and responsible investing.



**Gavin Shipman**

**CEO SouthCloud**

A deeply experienced IT & Communications sales professional, Mr Shipman has served in senior sales management positions with a wide array of companies. Currently, Mr Shipman serves as the CEO of SouthCloud



**Samuel Py**

**CEO SSI Pacific**

Samuel has a diverse career background with over 20 years of international experience, characterized by a strong operational management, strategic alliances and business development. He co-founded SSI Pacific which was acquired by Netlinkz in 2019



**Jordi Martin**

**COO**

Mr Martin is an experienced executive and has held senior roles with Lend Lease and JLL (Jones Lang LaSalle). Mr Martin was CEO of JLL's APAC Property Outsourcing business from 2014 to 2023, based out of Singapore.



**Saqib Lari**

**Managing Director MENA / ASIA**

Dr Lari is a globally experienced with over 24 years working in the information technology and broadcasting services industry. Skilled in satellite TV, telecommunications, pre-sales, and network design



**Peter Gray**

**CFO**

Peter is an experienced global finance professional. He has served as the CFO of Pooled Energy, a Director of Finance at Brookfield Asset Management and held senior positions at EY in the UK, Mongolia and Hong Kong. Peter also has an MBA from the University of Cambridge.



**Anthea Ye**

**CEO Netlinkz Technology HK**

After working for China Telecom in senior roles Anthea moved to Australia where for over a decade served as MD. This role covered CT's business across Australia, NZ and the Pacific. Anthea holds a degree in cybernetics, an engineering Masters and an MBA.



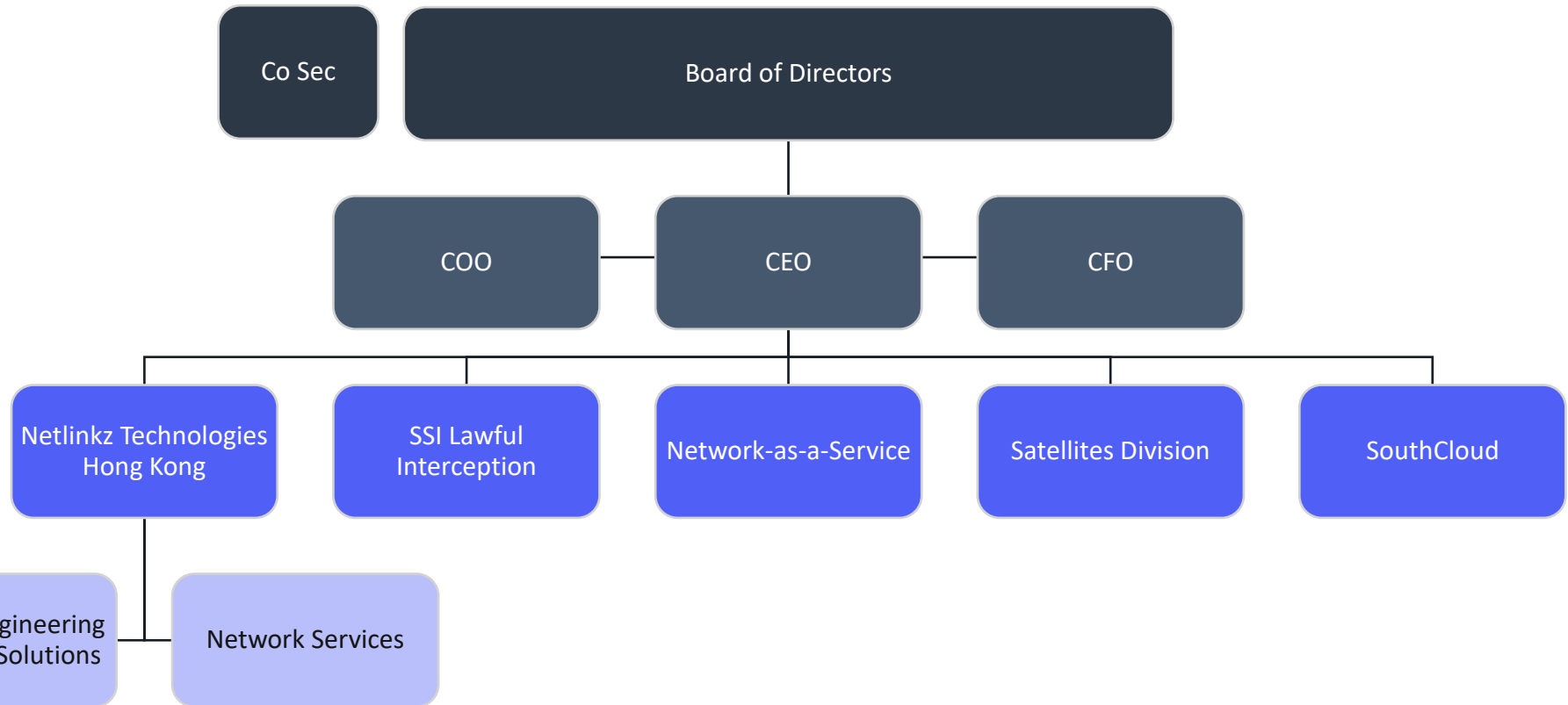
**Stuart Dasler**

**Head of Satellites**

Before joining Netlinkz to head the Satellite Division, Stuart had a 20 year plus career in satellite communication in Australia and as the Australia-Pacific representative for Denmark's Cobham Satcom. Satcom is a leading tracking antenna company focussed on marine and defence.

# Organisation Structure

Netlinkz is structured to provide clarity and focus to the business units and leaders



# Netlinkz Business Units

Netlinkz's 5 core business units are set to deliver \$21m in revenue for FY23



## Network-as-a-Service

- Cloud-first private **Network-as-a-Service solutions**
- All comms, devices, applications, data centres, IoT and AI are **instantly safe with amazing connectivity speed**
- Simple to deploy and manage via the Netlinkz user interface, **minimizes the onboarding time, and optimises access and performance**



## Satellites Division

- **High speed satellite internet** with enterprise-grade cyber-security and an invisible cloud network
- Allows organisations to **work anywhere, on any device**, protected from the most sophisticated cyber threats
- Netlinkz is a **Global Reseller** for Starlink to enterprise customers including mobile and maritime use cases



## SSI Telecom Surveillance

- Offers lawful **interception software, management, and relevant hardware upgrades to telcos**, as required by regulatory authorities
- **High profile and credit worthy customer base**
- Average **contract term 3 years** with predictable recurring revenue streams



## SouthCloud ISP

- **Australian-based provider of Internet**, IT, Hosted Digital Voice, Cloud SIP PABX Hosting, WIFI and Wireless network solutions
- Focus on communication solutions for **regional Australian** customers



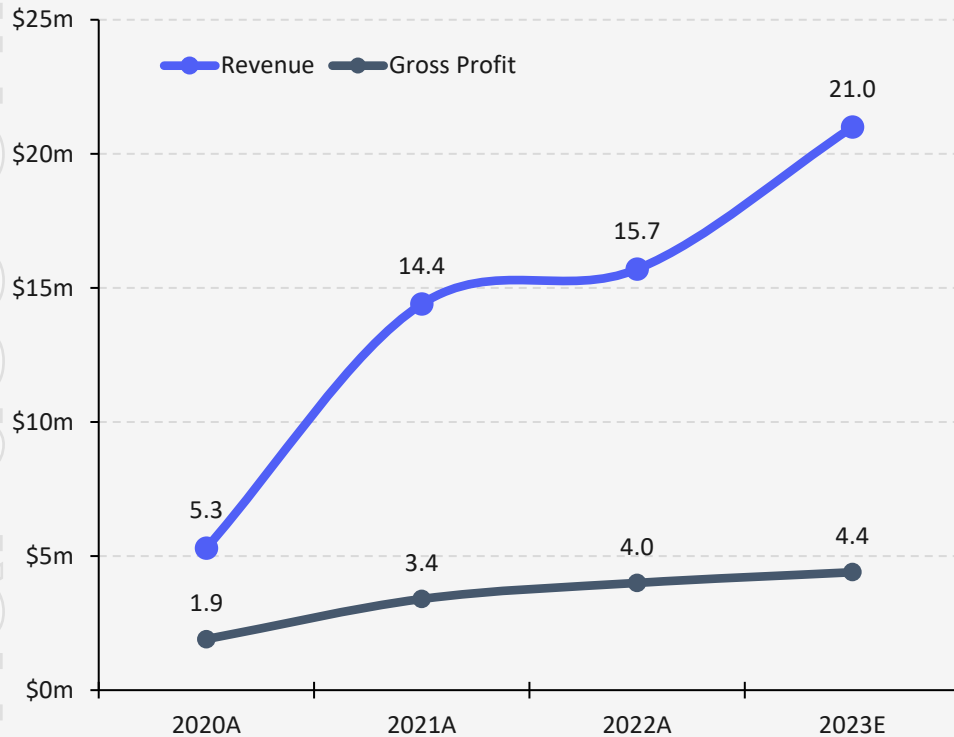
## China Network Engineering Solutions

- IT Services business providing specialist networking services consulting and project delivery.
- **System integration and cloud migration focus with cybersecurity part of the solution**
- High profile customers including **China Telecom, JD.com, VNET Group and several US Fortune 500 Multi-National Corps**

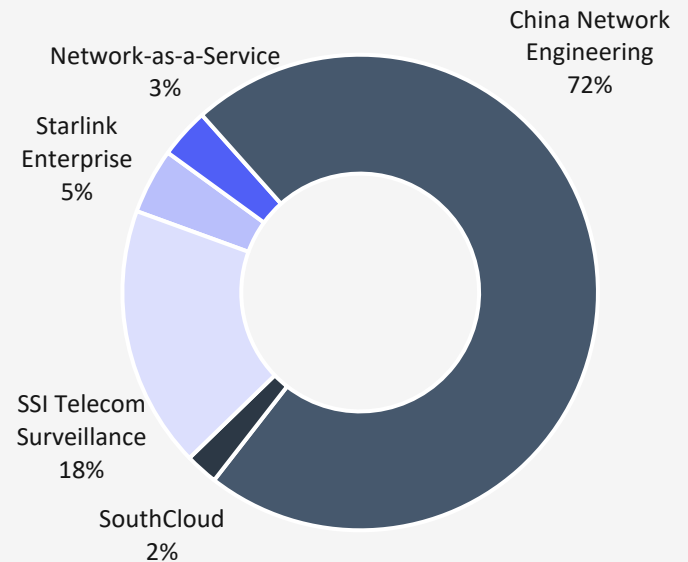
# Netlinkz Revenue Performance and Divisional Breakdown

Netlinkz has seen strong growth in revenue and gross profit. The key NaaS and Starlink divisions are now gaining significant traction

## Strong Historical Revenue and Gross Profit Growth



## FY23 Revenue Breakdown



# Strategic Overview

Netlinkz's proprietary technology is driving a virtuous strategic cycle, supported by industry tailwinds

## Netlinkz Strategy

Partnerships with industry leaders to distribute and develop Netlinkz's NaaS solutions

SSI, SouthCloud and China NES leverage core technology and global reach to expand operations, grow revenues and profit



Capitalising on increasing global requirements for lawful surveillance technology through SSI

Starlink Global Reseller Agreement combines broadband satcom internet with Netlinkz's world class cybersecurity

Strong revenue growth with subscription revenues building. Transition to profitability in FY24



## Increasing Cyber Risks

The cybersecurity industry is witnessing an exponential increase in the frequency and sophistication of cyber threats. As such, the global cybersecurity market predicted to reach US\$256.5 billion by 2028, growing at a CAGR of 9.6% p.a. from 2023<sup>1</sup>



## Focus on Cloud Security

With the massive shift to cloud computing and remote work, there's an increased focus on cloud security. The Cloud Security market, expected to reach US\$8.1 billion by 2028, is growing at a CAGR of 37.7% p.a. from 2023<sup>2</sup>



## Satellite Internet

The commercialisation of space has led to a new era of satellite internet, with Starlink creating a new broadband satellite offer that rivals and often surpasses traditional fibre optic internet speeds and latency



## Regulatory Changes

With the massive shift to cloud computing and remote work, there's an increased focus on cloud security and regulatory oversight.

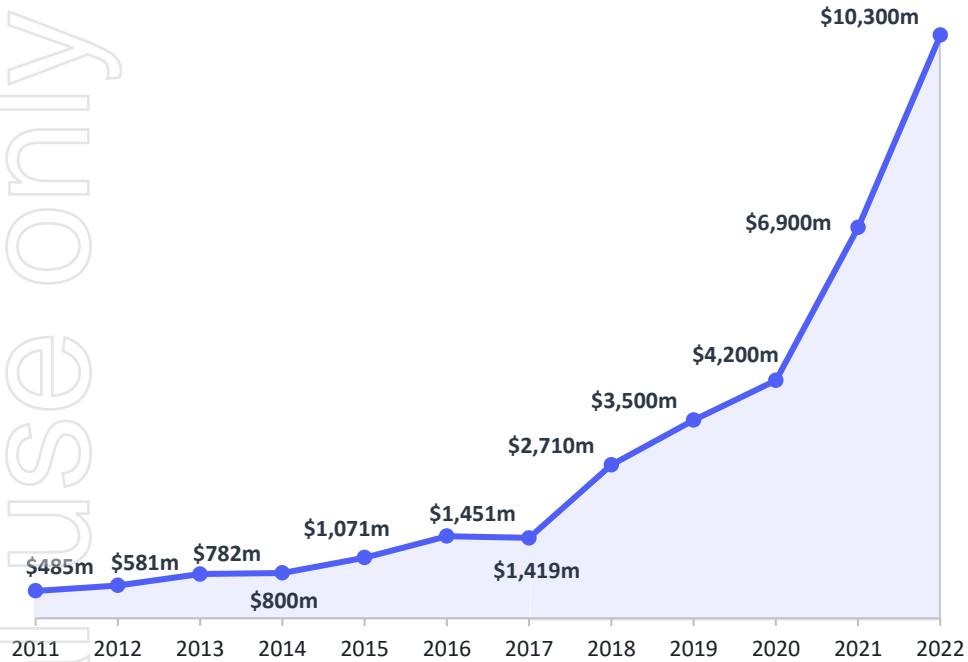
1. Source: <https://www.statista.com/outlook/tmo/cybersecurity/worldwide>
2. Source: <https://www.statista.com/outlook/tmo/cybersecurity/cyber-solutions/cloud-security/worldwide>



# The Problem: Accelerating Threats to Network Security

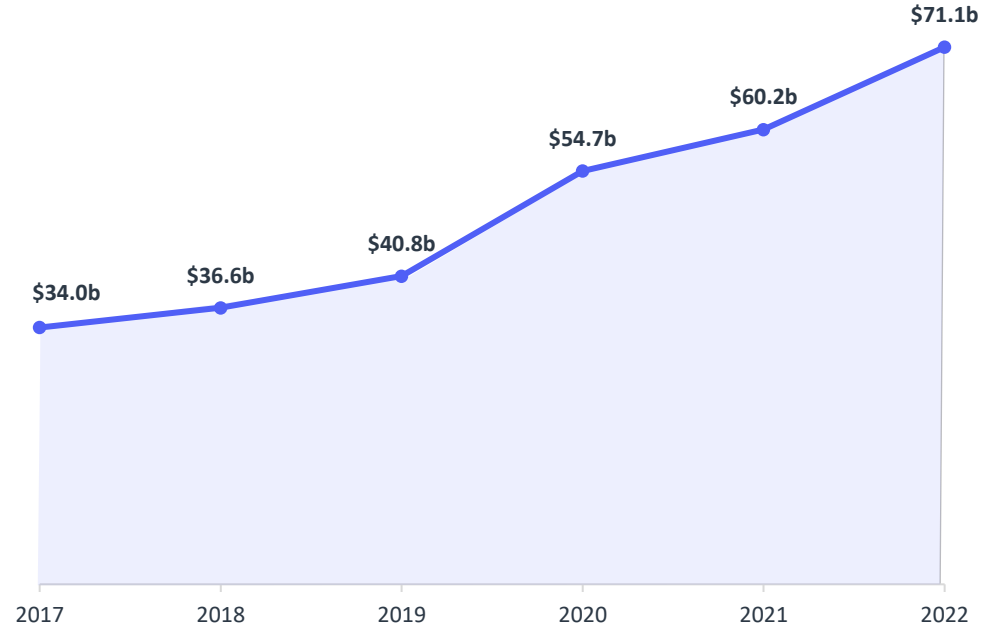
Cybersecurity threats have dramatically risen as networks become increasingly cloud-based driving strong growth in Cybersecurity spending

Estimated Global Economic Damage from Cyber Crime (US\$m)



Monetary damage associated with reported **cybercrime** has increased **21-fold** since 2011, with email, tech support, and personal data breaches among the most common sources

Global Cybersecurity Spending (US\$b)



A recent survey of CIOs found that **cybersecurity** remained the **top investment priority** for enterprises moving forward.

Satellite-based internet offers enterprises the potential for unrivalled mobile broadband internet but without enterprise grade network security

# The Solution: Netlinkz's Network-as-a-Service

A cybersecure, low latency, cloud-first network system

## Value Proposition

### Industry leading security



NaaS client is downloaded and self-installed for a plug-and-play experience, **proper zero-touch provisioning and connection**.



Control, monitor network and internet access as required based on **best-in-class Zero-Trust security principles**



Regardless of location or local internet standards, all team members have **personalised access to IT operations and equipment** for storing, processing, and disseminating data.

### Integrate with major cloud providers and personalise with an intuitive



There is no need to use obscure, inferior cloud apps, implement complex design or operational process re-engineering. Instead, **work freely on all major public cloud providers and services** (incl. AWS, Azure, Google Cloud & Workspace, and Salesforce) with complete confidence.



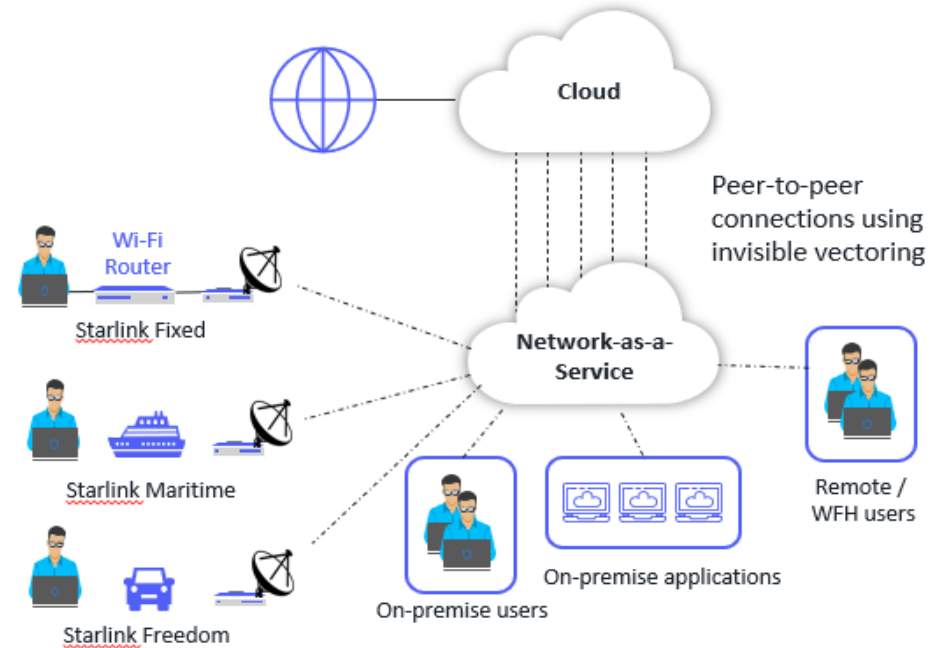
Using NaaS Orchestrator, IT can **centralise strict, user-specific policies** that require only minutes to adjust. Creating a per-user private network that is available, secure and performance optimised.

### Regulatory compliance



Netlinkz's NaaS adheres to **rigorous security, availability, and privacy standards**

## NaaS Overview



# HGC Strategic Partnership accelerates Route to Market

HGC Global Communications is one of the world's leading telcos

## HGC Partnership Overview

- HGC and Netlinkz are developing an internet-based network for enterprises across the globe, giving them access to all cloud providers in a highly efficient way
- Allows enterprises to pick and choose whichever cloud service meets their specific requirements, allowing for better business decision-making about how to best utilize cloud services.
- Assist with cost optimization, speed of implementation and scalability, while providing a secure platform with assured performance.
- Overall, this service makes it easier for businesses to consume cloud services that are tailored to their needs and requirements.

### HGC provides:

**Infrastructure:** Points of Presence around the world to support global service

**Sales Personnel:** to drive adoption and customer service

**Access to HGC customers:** ready-made enterprise customer base

### Netlinkz provides:

**Technology:** Netlinkz's proprietary Network-as-a-Service technology, providing fast, mobile, secure access anywhere

**Technical support:** Netlinkz offers training and technical support services for clients with any level of expertise

## Key Service Selling Points



**Device-to-device point-to-point security**



**Total software solution with access to leading cloud providers**



**Lowest latency routing backed by core infrastructure and satellite technology**

## Other Telco Partnerships

**Spark**  
New Zealand

**PT&T**  
Philippines

**Telestar**  
Australia

**ALT Telecom**  
Thailand

# Starlink Global Reseller Agreement

Direct access to the world's largest satellite-based broadband internet service for enterprise customers

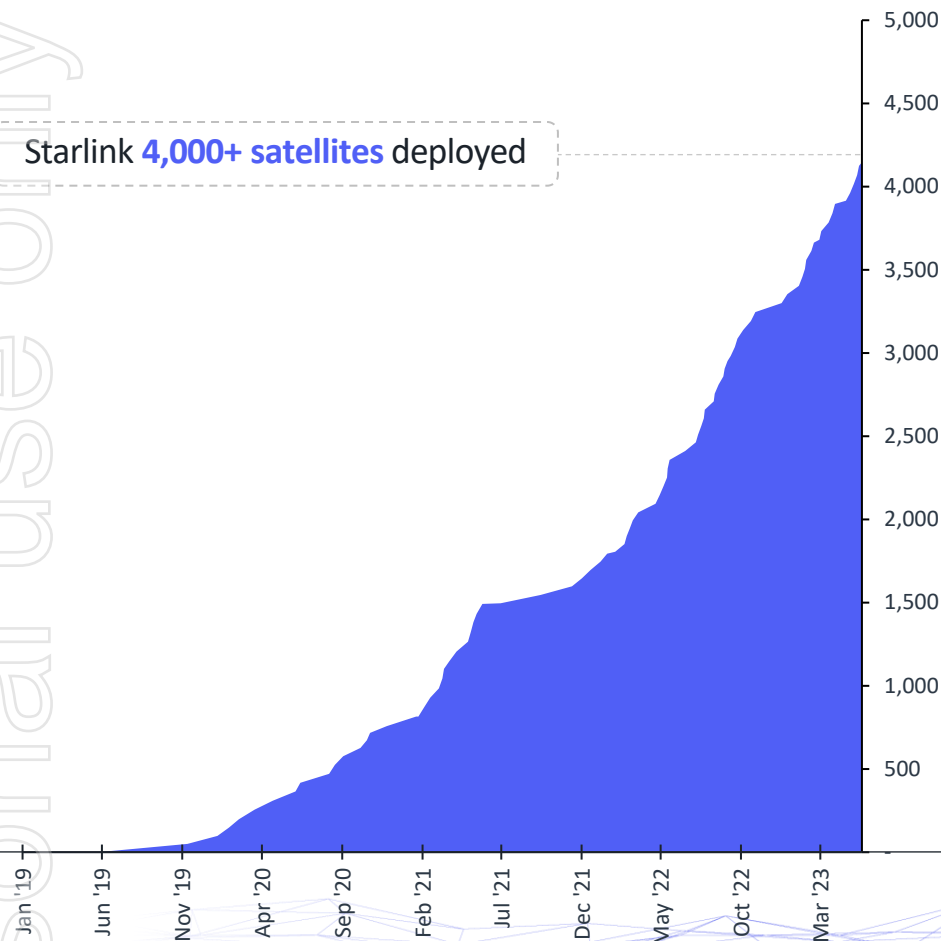
## Starlink offers an unrivalled satellite broadband internet service

220 Mbps download<sup>1</sup>  
and 25 Mbps upload

Low latency for offices  
of 20+ employees<sup>2</sup>

Available in 72 countries and growing with  
more than 1.5 million active subscribers<sup>3</sup>

Starlink 4,000+ satellites deployed



In November 2022, Netlinkz was appointed  
as a global reseller of Starlink

- Allows Netlinkz to sell Starlink systems in any country subject to local regulatory approval (landing rights)
- Netlinkz's NaaS transforms Starlink satellite technology into a business-grade service providing high-speed internet and an invisible cloud network. NaaS encrypts client dataflow over the satellite network via multilayer tunnels and enables a zero-trust framework for unparalleled security
- Three packages available: Fixed, Freedom, and Maritime
- Direct sales channel to market for enterprise with Netlinkz and Starlink partnering to deliver a service to a specific market opportunity in several verticals

1. Source: Starlink Specifications via <https://www.starlink.com/legal/documents/DOC-1002-69942-69?regionCode=US>

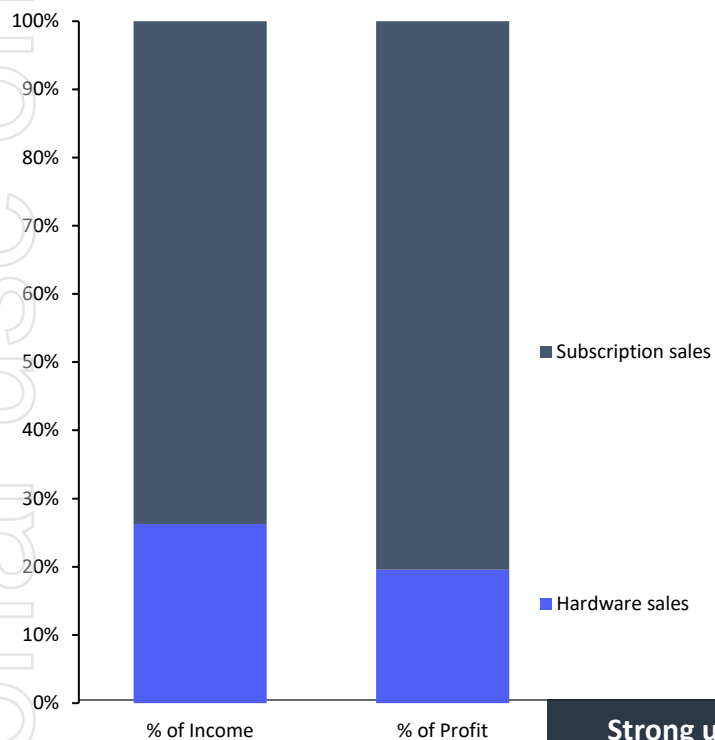
2. Source: <https://www.starlink.com/business>

3. Source: Active users via <https://twitter.com/starlink/status/1654673695007457280>

# Starlink-Netlinkz Unit Economics

Estimated revenues of \$16k per annum for each client installation with c. \$3k of profit contribution in first full year of service

## Unit Economics: per Starlink satellite dish sold



### Upfront revenues per install

- Starlink satellite dish
- Other Starlink hardware
- Netlinkz upfront software fees
- Installation / service fees

Total revenues = \$4k each

Combined margin >10%

### Subscription revenues per install

- Starlink subscriptions
- Network-as-a-Service subscriptions
- Actual mix of service levels taken will determine ARPU

Total revenues = \$12k pa

Combined margin >20%

**Strong unit economics with a combination of one-off sales and recurring revenue and profit**

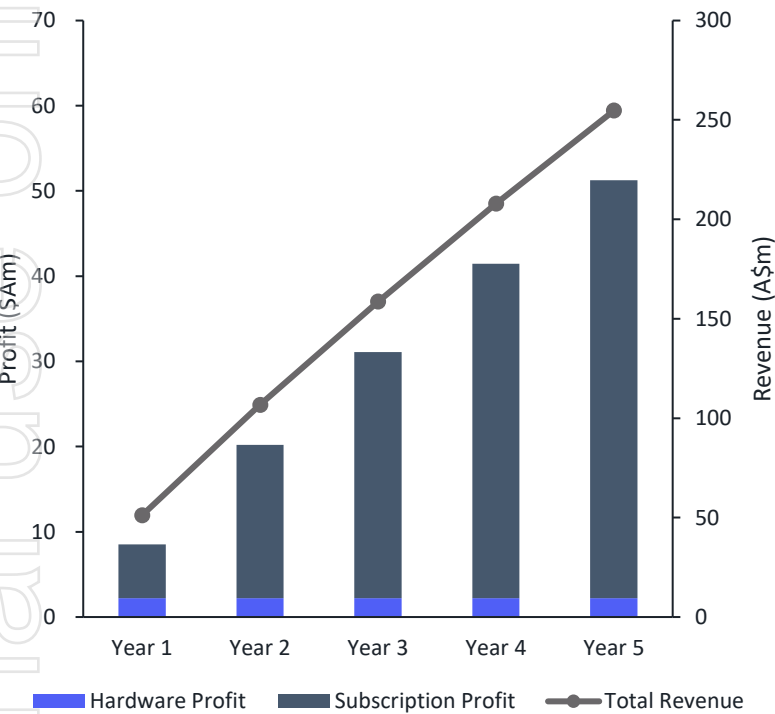
Note: Data as of 14/05/23



# Starlink-Netlinkz Illustrative Economics: Profit Build

Powerful unit economics builds a recurring base of revenue and profit over time

**Illustrative Example:**  
Assume selling 5,000 Starlink-Netlinkz satellite services per annum



Year 1	Year 2
Revenue includes one-off revenues (hardware and ancillary revenues) and subscription revenues (deployed equally throughout the year)	Revenues would benefit from a full year of subscription revenues from the previous year
5k service deployments would generate \$50m of revenue in Year 1 and >\$8.5m of profit contribution <sup>1</sup>	Revenues would grow to >\$100m and profit contribution to >\$20m

Sales pipeline of indicative interest from enterprise customers currently sits at over 25k units

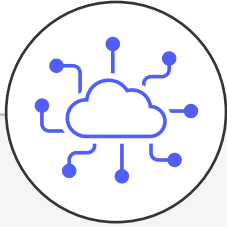
Netlinkz’s current inventory of Starlink satellite dishes is 1.9k units, valued at \$6.5m at RRP

Strong unit economics leverages Starlink’s exponential growth

1. Assuming 5% churn rate after 6 months and service mix assumed per previous page (Unit Economics)

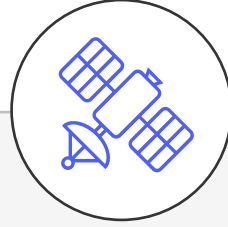
# Investment Summary

Netlinkz offers investors unique world-class cybersecurity technology plus exposure to Starlink's revolutionary satellite broadband internet



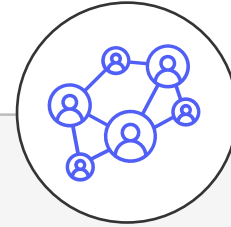
## World class Network-as-a-Service Cybersecurity

- Netlinkz's NaaS partnerships with telcos allows for cloud and network bundles to be delivered to end customers.
- Netlinkz offers enterprise the flexibility to use any cloud provider rather a single provider
- Netlinkz Security is based on 256 BIT encryption, with IP hopping every 45 min
- Netlinkz's NaaS Zero Trust can help organizations reduce the risk of cyberattacks by providing granular control over network access and user permissions.



## Ability to Bundle Products with Starlink Internet Services

- High speed satellite internet with enterprise-grade cyber-security and an invisible cloud network
- Allows organisations to work anywhere, on any device, protected from the most sophisticated cyber threats
- Netlinkz is a Global Reseller for Starlink to enterprise customers including mobile and maritime use cases



## Unique Suite of Complementary Business Solutions

- SSI Telecom average contract terms and high-profile customer base generate predictable revenue streams
- SouthCloud acts as a full-service ISP for the regional Australian market
- Netlinkz's China Network Engineering Solutions partners with Fortune 500 companies to develop new technology for the global market

## Thank you

**We connect.**

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For further information, please contact:

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