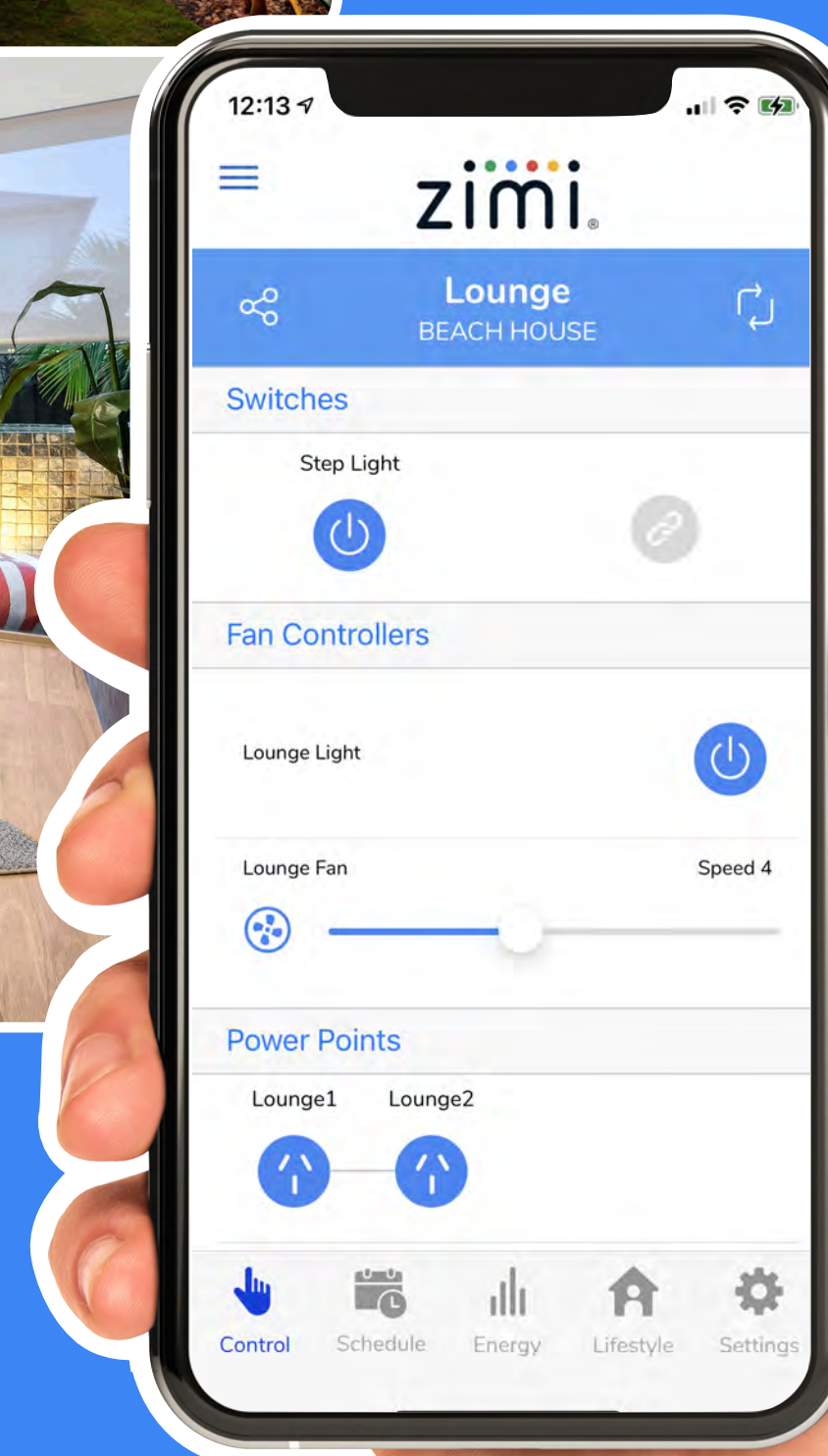
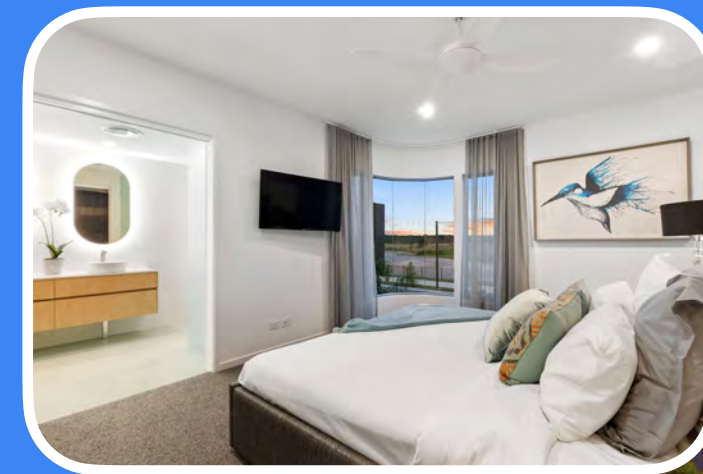


# Zimi Investor Presentation

APRIL 2021

**zimi**

Quantify Technology  
(ASX:QFY) has rebranded as  
Zimi (ASX: ZMM)







Your smarter connected home starts here.  
Use the switch, the app and your voice.

Quantify Technology (ASX:QFY) has rebranded as Zimi (ASX: ZMM)

Executive Summary

The Market Opportunity

Smart Homes

Product Range

Distribution Channels

Licensing Model

The Team

Zimi Advantage

Disclaimer



1

### Large and growing market

- Smart home market is growing fast globally led by Google, Amazon and Apple
- At least 10m devices opportunity in Australia

2

### Complete range of products with continuous software enhancements to accelerate our difference

- Mid-market pricing
- Broad range of devices
- Differentiated

3

### Distribution channels in place

- Trader, Harvey Norman Commercial, Steel-Line Garage Doors, Beacon Lighting
- Each reinforces the others because all use Zimi cloud platform.

4

### Licensing model means cost effective expansion internationally and elsewhere

- Partnering with Steel-Line garage Doors is a good example



# The Market Opportunity

The market for smart homes is driven forward by global smart technologies.



Voice will be a primary interface between people and technology.



Global growth in smart speakers.



**Australia**



**USA**

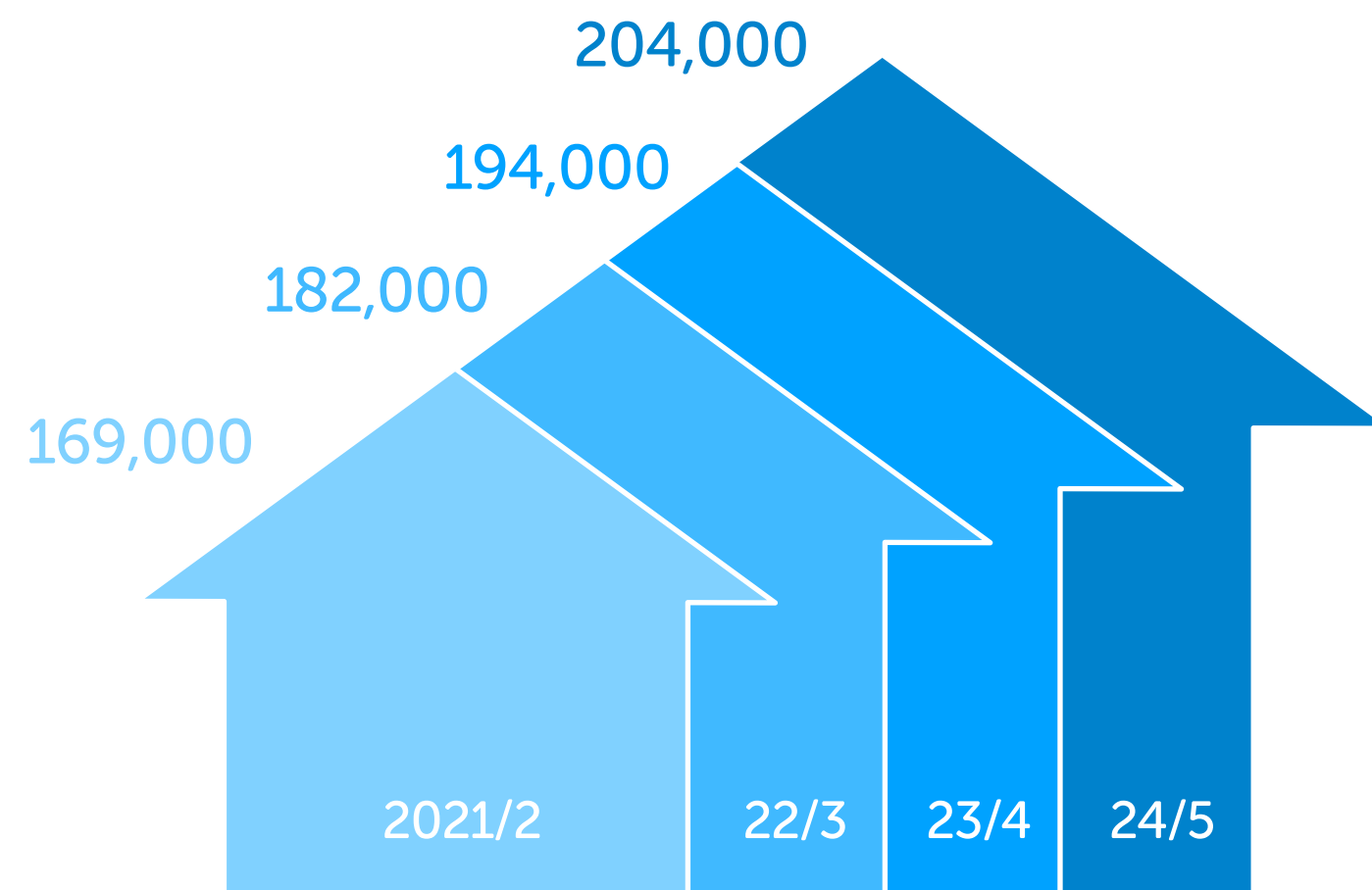
	Australia	USA
Smart Home market 2021	A\$3.5 billion	A\$40.3 billion
Revenue growth (CAGR 2021-2025)	12%	13%
Household penetration 2021	33%	40%
Household penetration 2025	60%	57%

<https://www.statista.com/outlook/dmo/smart-home>

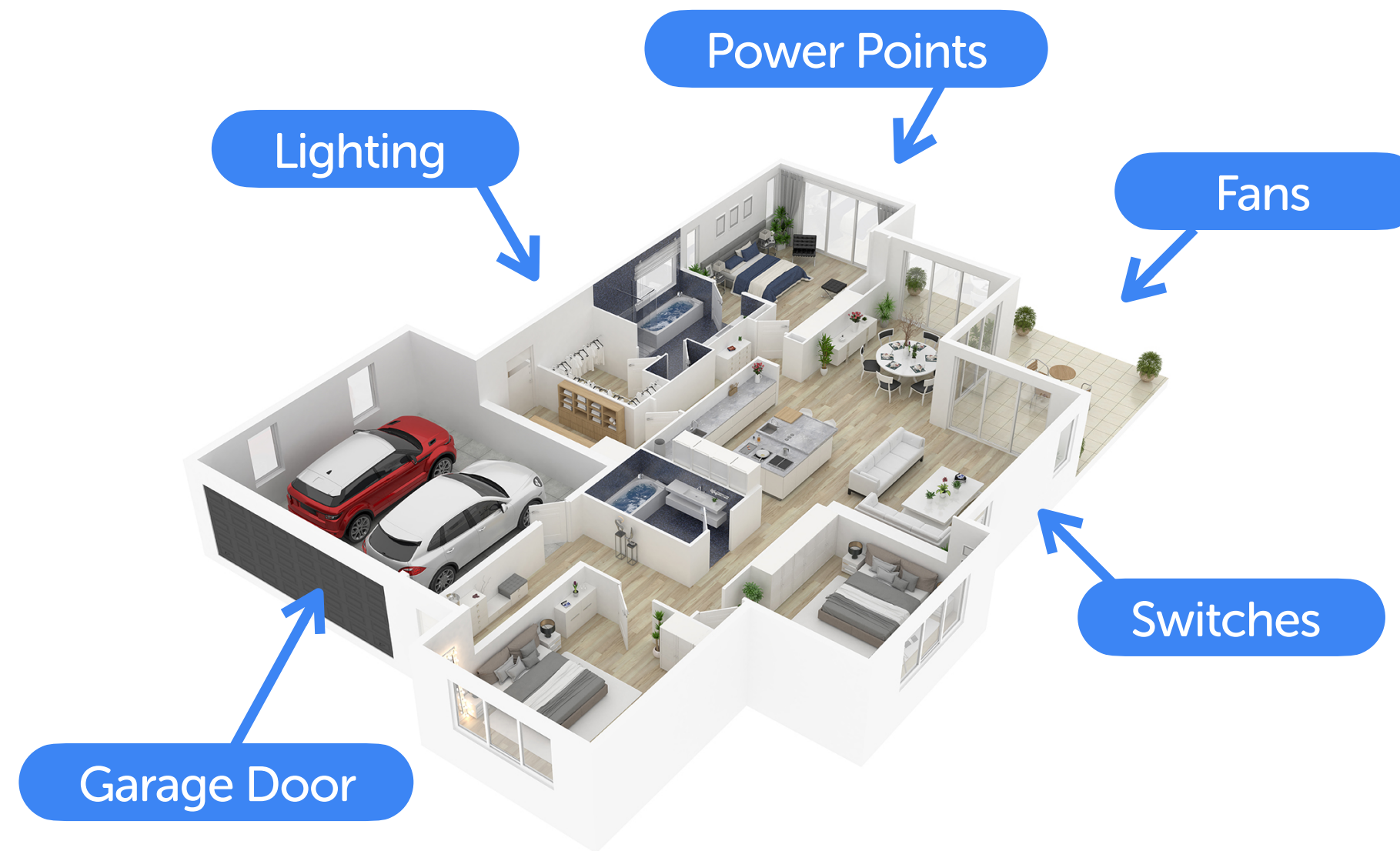
# The Market Opportunity

In Australia. 10 million existing homes with new home building up and home renovations up.

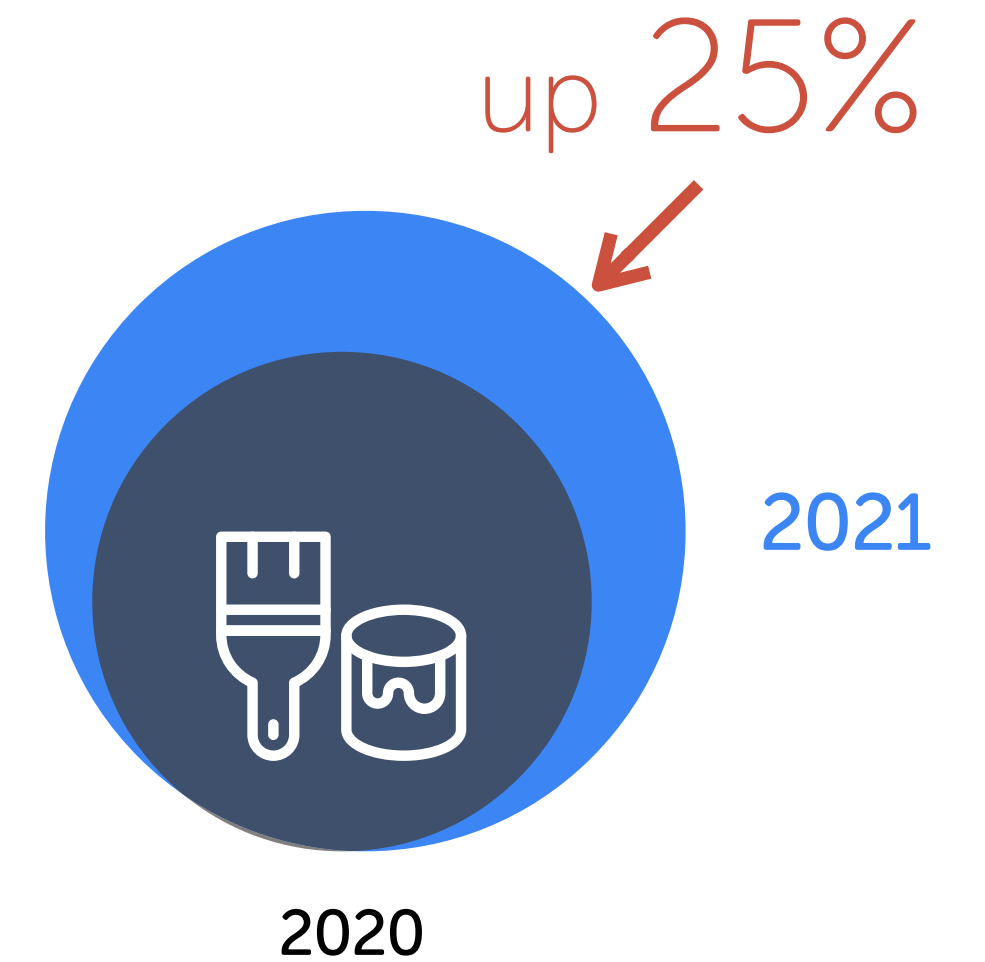
<https://hia.com.au/housing/in-focus/2021/from-slump-to-bump>



Australian New Home Builds



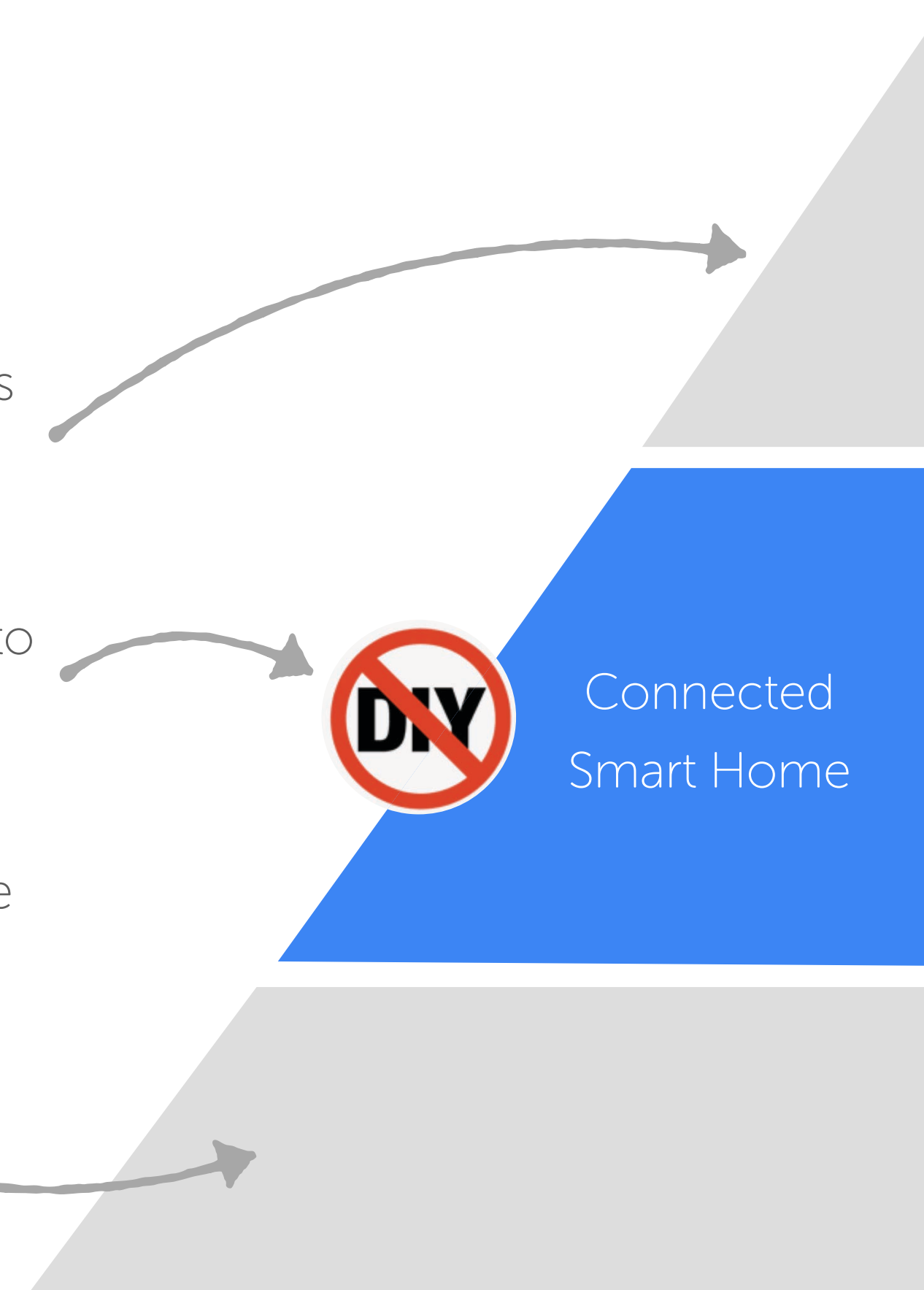
10 million existing dwellings over 25 million device opportunities



25% growth in renovation expenditure

## This complexity of the landscape is confusing for trade and end-users.

- The solutions offered by Automation Systems & Specialists remains expensive to achieve mass market success.
- Australian law requires a licensed electrician to install power points, light switches and other electrical devices for consumer safety.
- DIY products have limited success as a whole home solution due to "plug-in devices" and scalability costs.



### Custom Automation Systems

Specialist solutions that require extensive design, planning and complex installation.

High Price per home

### Zimi Products

Electrical devices such as switches, dimmers, power points, fan & blind controllers that can control things already installed in the home.

Medium Price per home

### DIY Smart Products

Introduction to controlling products such as a TV, smart bulb or music player.

Low Price per home



Smart Home Market



Control your lights, fans, appliances,  
switches, blinds, garage door and more...

- Product ranges with scalability for partial to complete solutions
- Accommodates a variety of budgets.
- Suitable for both new and existing homes
- Service commercial markets
- Integrate with building automation systems.



**powermesh**

Powermesh connected devices installed by any electrician with the  
ability for end-users to setup and configure

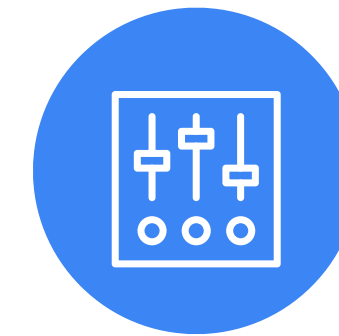


**SEN OA**  
Premium glass surfaced touch connected devices



Easy for any electrician to install

Series of patents & patents pending.



Complete system integration

API allows integration



Aust owned & designed

Tailored to local markets



Scalability and reliability

Google Cloud



No Wi-Fi router required for Set up

'Mesh and Go' reduces cost & complexity



Energy management made easy

Real time monitoring and control



# Distribution Channels

Multiple sales channels to accelerate adoption. Each channel reinforces the others because all use Zimi cloud platform.



Growth and cross-sell opportunities with main partners.



Customers	Electrical wholesalers	Builders, developers, electricians, architects	Retail and trade	Builders, trade and retail
Size	Sells into Australia's 900 electrical wholesalers	\$350m pa franchise in NSW and the ACT	\$250m pa with over 99 stores across Australia selling to trade and consumers	Australia's leading garage door business with over twenty offices country wide
Status	Selling Zimi Powermesh since since 2019	Contract signed in 2018	Store roll out and selling on-line since beginning 2021	Financed development of Garage Door Controller. Rollout in 2021 to builders, re-sellers and on-line

*Note:*  
 Trader is a wholly owned subsidiary of Gerard Private Holdings Finance, a major shareholder.



## Distribution Channels

Trader sells directly to Australia's electrical 900+ wholesalers and works with Zimi on a range of initiatives to drive sales

zimi



### Builder direct

Sells directly to builders to create demand



### Installers group to support leading electricians.

Installers group receives marketing and other support



### O'Briens franchisee's offering

Working directly to accelerate growth

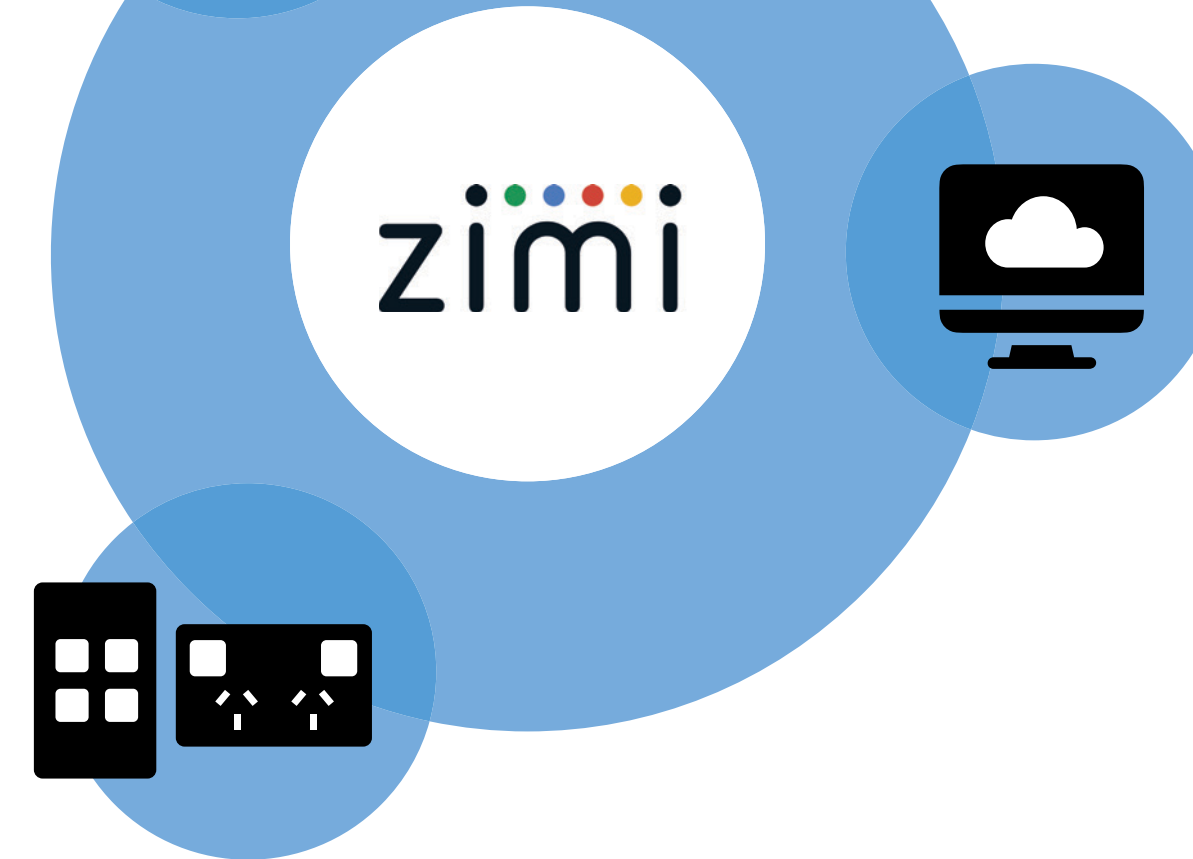
### IoT advantage

Retailers, OEMs and industrial companies are all looking to get the benefits of connected products in terms of data insights, greater revenue or reduced costs and improved customer satisfaction.

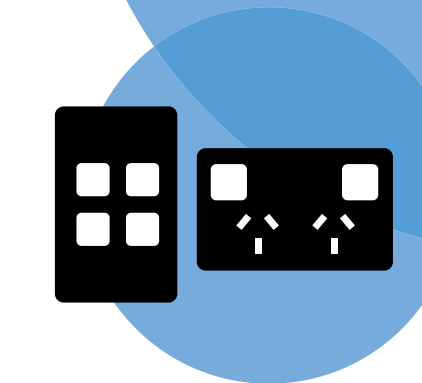
### Licensing

Licensing or white labelling reduces the upfront capital requirement and provides an excellent way to expand into new markets

### Software



### Cloud



### Hardware



# Partnering with Steel-Line Garage Doors. Australia's largest garage door manufacturer.



Design, engineering and manufacturing of a revolutionary Garage Door controller. An exciting proposition to the end user to control their door like never before, whilst laying the foundation for powerful services in the future.

- Steel-Line covered the cost of the development thereby reducing the capital investment required
- The Garage Door Controller is powered by Zimi meaning it will work with Powermesh and other devices.

Garage Door Controller and Sensor.

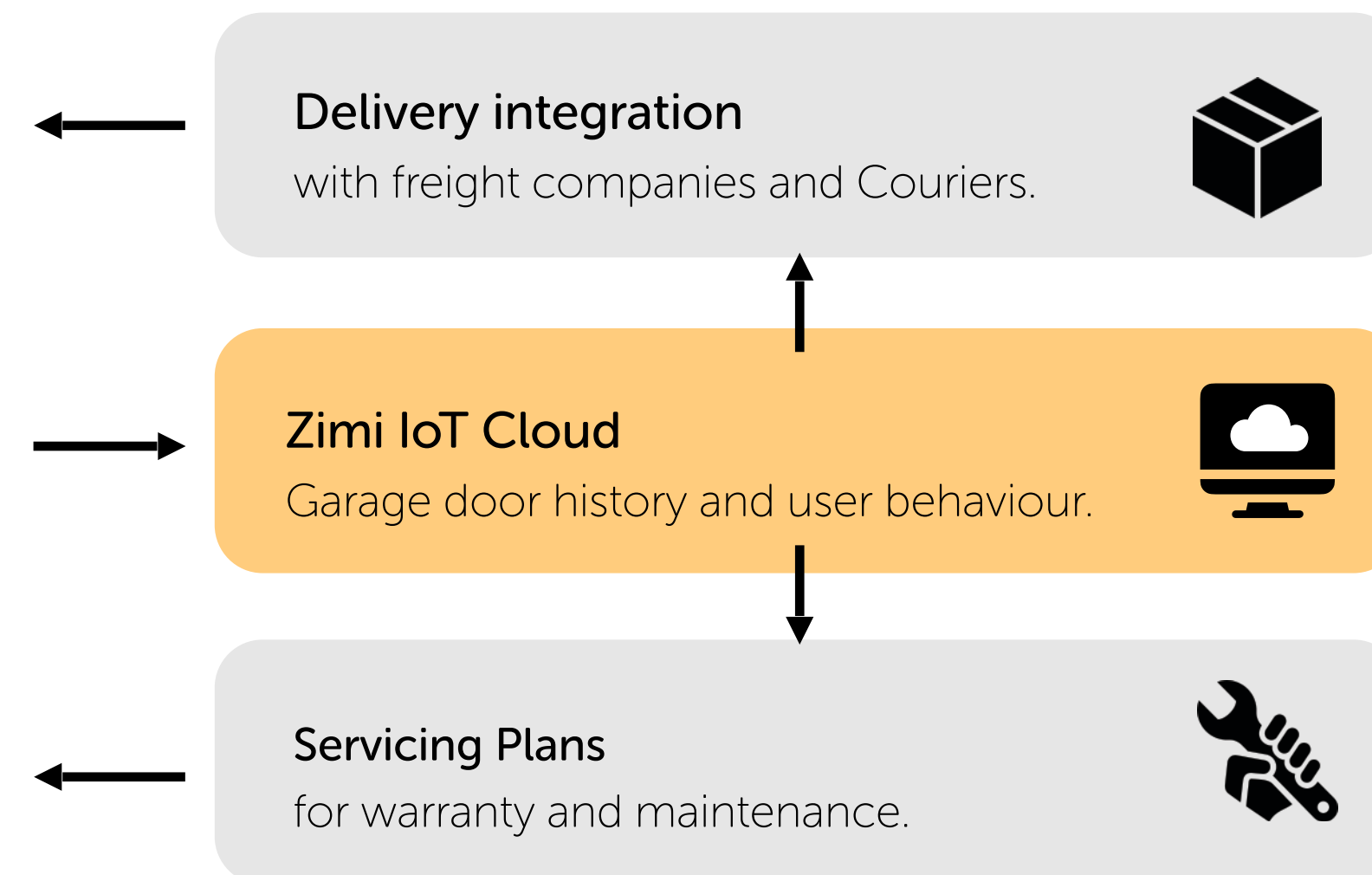


Current

  
**Customer / User**

- Control anywhere
- Voice control
- Sharing access
- Notifications
- Door History

Possibilities





**Simon Gerard**  
Chairman

Managing Director of the Gerard Private Group, owner of TRADER, Australia's fastest growing brand of electrical wiring accessories and MISTRAL, one of Australia's most recognisable retail brands. 4th Generation family member (founders of CLIPSAL) and former CEO of the Gerard Lighting Group, Simon has extensive global controls experience.



**Peter Rossdeutscher**  
Non-Executive Director

Peter has been a Non-Executive and Chair of various boards. As well as having extensive operational experience, he is a regular key speaker on innovation, digital transformation and the core drivers to grow and protect stakeholder value.



**Brett Savill**  
CEO

Brett joined Zimi in 2018. He has held senior operational roles in Australia as well as being a former PricewaterhouseCoopers Partner in the UK, focused on technology, media and telecoms.



**Jordan Tentori**  
Chief Technology Officer

Jordan is the Founder and CTO of Zimi with a demonstrated history of working nationally and internationally with electrical and lighting industries to evolve technology into commercial realities.



## What makes us different?



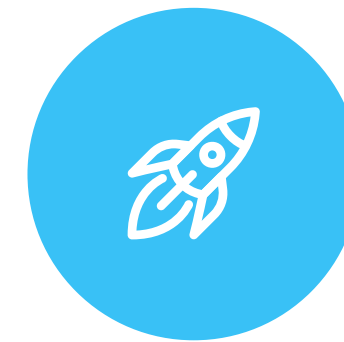
Decades of proven electrical control, automation development, commercialisation and sales experience.



Large and growing market with continual adoption and improvement



Distribution channels in place with well established brands



Licensing model means cost effective expansion internationally and elsewhere



Complete range of products with continuous software enhancements to accelerate difference

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# Zimi Investor Presentation

APRIL 2021



Your smarter connected home starts here.  
[www.zimi.life](http://www.zimi.life)

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