

# OMNI MARKET TIDE (OMT)

YOUR PARTNER IN DIGITAL  
STAKEHOLDER ENGAGEMENT



Currently trading as SWW Energy LTD

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# PRO-FORMA CAPITAL STRUCTURE ON COMPLETION OF THE OMT ACQUISITION AND RE-LISTING

The below pro-forma capital structure on completion of the business acquisition is provided on the two possible scenarios, depending on reaching the minimum subscription of \$3,000,000 and maximum subscription of \$5,000,000 in aggregate under the Offer.

*All New Shares to be offered under the Company's prospectus are to rank equally with each other and with existing Shares.*

Shares on issue	Structure as at date of this Prospectus on a post- consolidation basis	Minimum Subscription		Maximum Subscription	
		Shares	%	Shares	%
Existing Shareholders <sup>1</sup>	26,568,616	26,568,616	12.83	26,568,616	11.70
GRT App Vendors and Managing Director (on completion of Acquisition)	Not applicable	150,500,000	72.68	150,500,000	66.28
New Shares to be issued under the Prospectus <sup>2</sup>	Not applicable	30,000,000	14.49	50,000,000	22.02
<b>Total Shares on issue</b>	<b>26,568,616</b>	<b>207,068,616</b>	<b>100.0%</b>	<b>227,068,616</b>	<b>100%</b>
Options on issue	Nil	15,000,000 <sup>3</sup>		25,000,000 <sup>3</sup>	
Class A Performance Shares (on completion of Acquisition)	Nil	30,000,000 <sup>4</sup>		30,000,000 <sup>4</sup>	
Class B Performance Shares (on completion of Acquisition)	Nil	10,000,000 <sup>5</sup>		10,000,000 <sup>5</sup>	

1. The Company presently has 531,372,325 Shares on issue as at the date of this prospectus, however, shareholder approval is being sought at the Company's upcoming AGM on 29 May 2015, for all Shares to be consolidated on a 1 for 20 basis (every 20 Shares will be consolidated into 1 Share), subject to the Company raising the Minimum Subscription of \$3,000,000 under the Prospectus. As both the Consolidation and the Minimum Subscription under the Offer are condition precedents to the completion of the Acquisition, all references to securities of the Company in this Prospectus are post-consolidation Shares, unless otherwise stated.

2. New Shares issued under the Offer.

3. Free Options issued under the Offer, on the basis of 1 Free Option for every 2 New Shares subscribed for.

4. Performance Shares issued to the GRT App Vendors as part of the Acquisition consideration.

5. Performance Shares issued to Megan Boston to provide long term incentive.



# KEY OFFER DETAILS

*Seeking to raise a minimum of \$3 million and a maximum of \$5 million through the issue of up to 50,000,000 Shares at an issue price of \$0.10 per New Share with a Free Option for every 2 New Shares subscribed for, with an exercise price of \$0.10, expiring on 31 December 2018 (OFFER).*

- |  |                     |
|--|---------------------|
| • Offer open date                      | 4 May 2015          |
| • Offer closing date                   | 27 May 2015         |
| • AGM date                             | 29 May 2015         |
| • Business Acquisition completion date | 9 June 2015         |
| • Re-listing date                      | <b>15 June 2015</b> |

## USE OF FUNDS

Total Allocation of Funds	Minimum \$	Maximum\$
Expenses of capital raising	138,416	140,547
Lead Manager fees	180,000	300,000
IT and product development	850,000	1,000,000
General Operations	1,800,000	2,500,000
Working capital	662,066	1,689,935
<b>TOTAL</b>	<b>3,630,482</b>	<b>5,630,482</b>

\*All of the above dates are indicative and subject to change.  
Foster Stockbroking is the lead manager to the offer.



# KEY INVESTMENT HIGHLIGHTS & RISKS

## KEY HIGHLIGHTS

- OMT develops mobile stakeholder engagement apps with the option of mobile voting.
- Existing contract with ASX20 company as lead client in the Australian market.
- In advanced discussions with: 2 other ASX20 financial institutions interested in implementing Omni Market Tide's technology and in advanced discussions with a share registry.
- In preliminary discussions with a pipeline of other sizeable public companies.
- Experienced Board and Management with a well-balanced skillset to guide the growth of the Company.
- Highly scalable technology with potential global opportunities.
- First to market – lack of comparable products in the current market.

- Significant opportunity for the Company to provide innovative and disruptive solutions in a sector dominated by two major providers, with the potential to also expand into other sectors.

## KEY RISKS

- Customer take up
- Limited operating history
- Competition risk
- Reliance on key personnel and technology



# OUR MARKET OPPORTUNITY

*OMT's voting technology will disrupt conventional practices across a range of industries which are by nature physical and expensive.*

MARKET OPPORTUNITY

SIGNIFICANT

MODERATE

LISTED CORPORATIONS  
*(Australia & Asia)*

MEMBER ORGANISATIONS

ELECTION VOTING

1ST GENERATION

2ND GENERATION

3RD GENERATION

INITIAL GROWTH

FUTURE GROWTH



# SIGNIFICANT OPPORTUNITY WITH LISTED CORPORATIONS

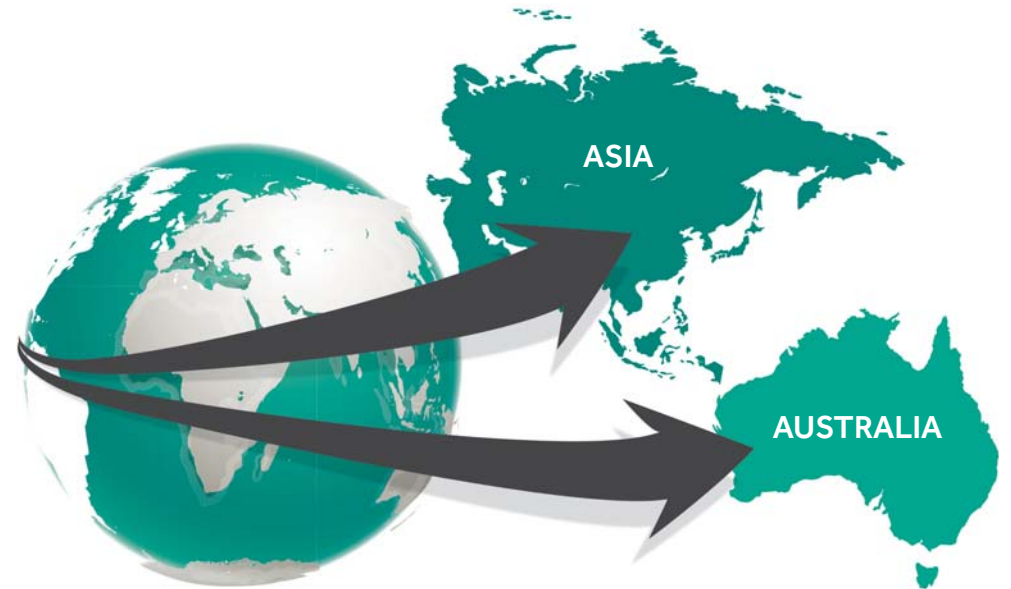
*Billions of dollars are spent each year by companies in developed markets to support current AGM and shareholder communications practices.*

## **SPEND PER ANNUM** (Developed markets)

- **\$1.3 billion** on share registry services
- **\$800 million** on AGM meetings
- **\$2.4 billion** on shareholder engagement

## **SPEND PER ANNUM** (Australian market)

- **\$200 million** on share registry services
- **\$120 million** on AGM meetings
- **\$350 million** on shareholder engagement



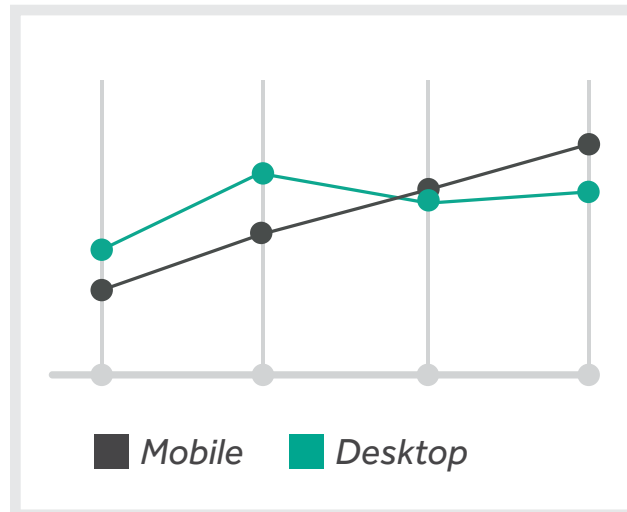
*0% of ASX200 companies use shareholder apps to vote.*





### SOFTWARE (APPS)

REDEFINING USER EXPERIENCE



### GROWTH IN MOBILE INTERNET USAGE

2 BILLION MOBILE INTERNET  
USERS GLOBALLY



### EMERGENCE OF THE DIGITAL INVESTOR

*DIGITISED: Transactions,  
banking & analytics*

*NOT DIGITISED: Engagement*





Need for direct and real time engagement between companies and stakeholders

Interconnectivity between global capital markets

Expensive corporate events

Shareholder activism



# THE PROBLEM

- 1. Shareholder meeting and current engagement methods are too expensive**
- 2. The opportunities through mobile technology and social trends are yet to be properly leveraged**
- 3. Shareholder meetings and engagement is currently very confusing**
- 4. Shareholders and Stakeholders are not engaged and valuable votes are lost**
- 5. Shareholders feel disconnected from their proxy**
- 6. Complex corporate law requires Shareholder participation**
- 7. Nominee participants highly inefficient**



# THE SOLUTION

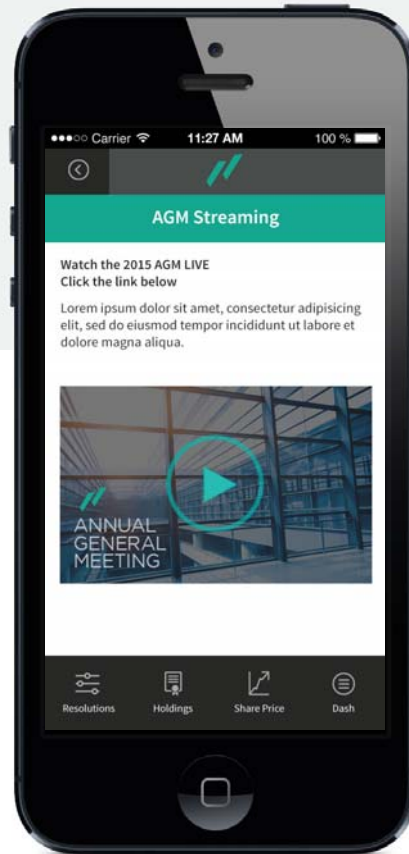
- 1. Easy to use by all stakeholders**
- 2. Real time voting with analytic tracking**
- 3. New corporate infrastructure for listed companies in Australia and Asia**
- 4. Mobile apps are now preferred over websites**
- 5. The app has been created to greatly improve interaction between companies and their valued shareholders**





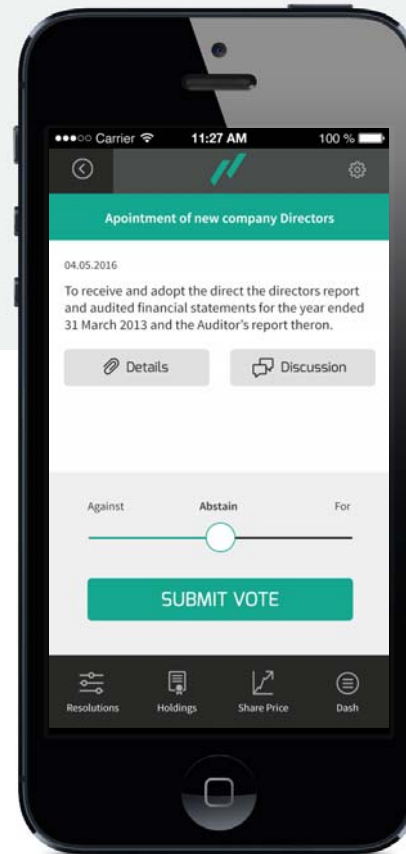
## PUSH NOTIFICATIONS

Keep your shareholders informed and up to date on company announcements and media releases with updates in real time as they become available



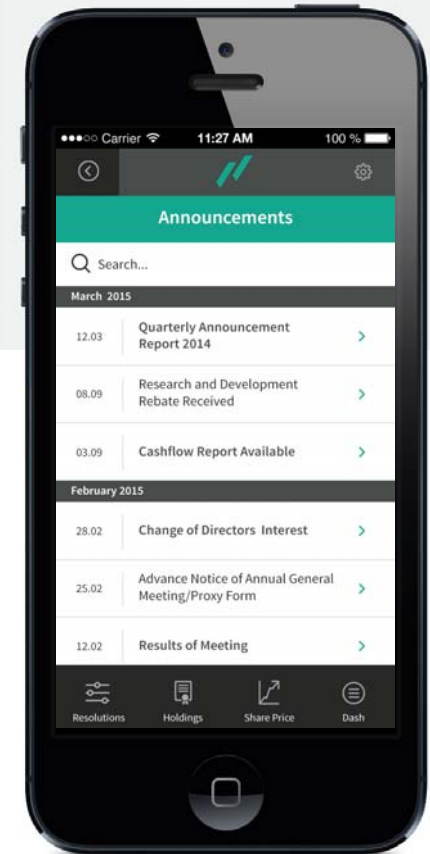
## AGM STREAMING

Make AGM participation more convenient for your stakeholders by using live stream technology



## MOBILE VOTING

Meet company resolutions more quickly. Increase shareholder-voting engagement and reduce administration costs associated with corporate governance

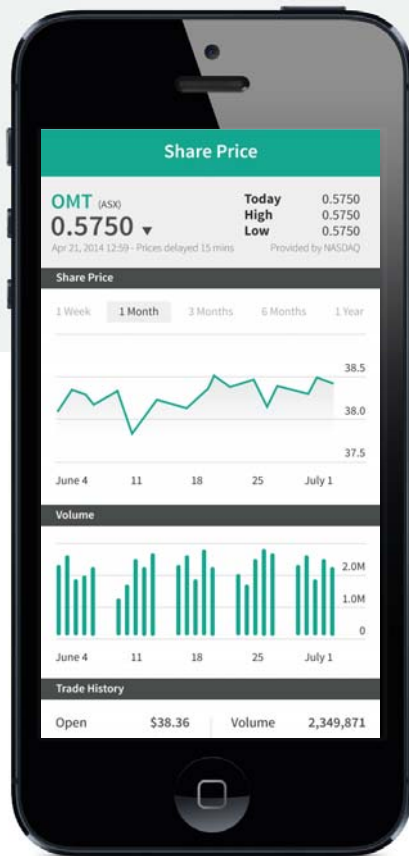


## ANNOUNCEMENTS

Keep your shareholders informed and upto date on company announcements and media releases with updates in real time as they become available

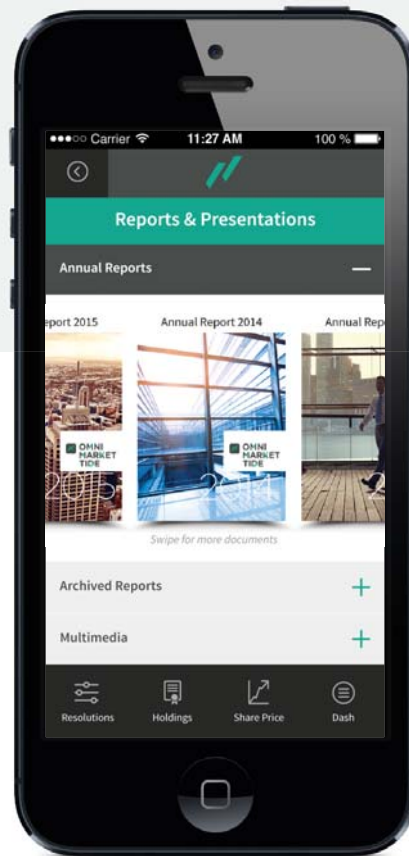


# OMT FEATURES



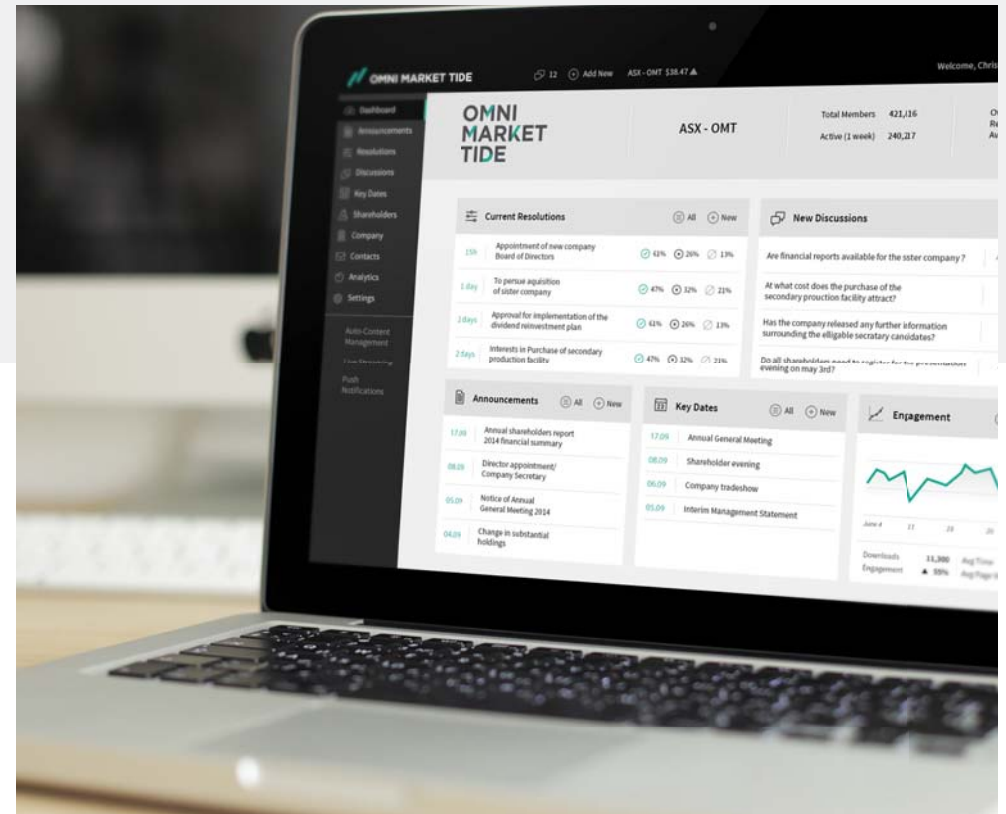
## SHARE PRICE FEED

Display shareprice via a 20 minute delayed price feed direct to the investor relations application, including interactive charts with shareprice, volume and trade history



## REPORTS & PRESENTATIONS

Enable convenient access to current and past reports and presentations. Includes native share functionality direct from the users device

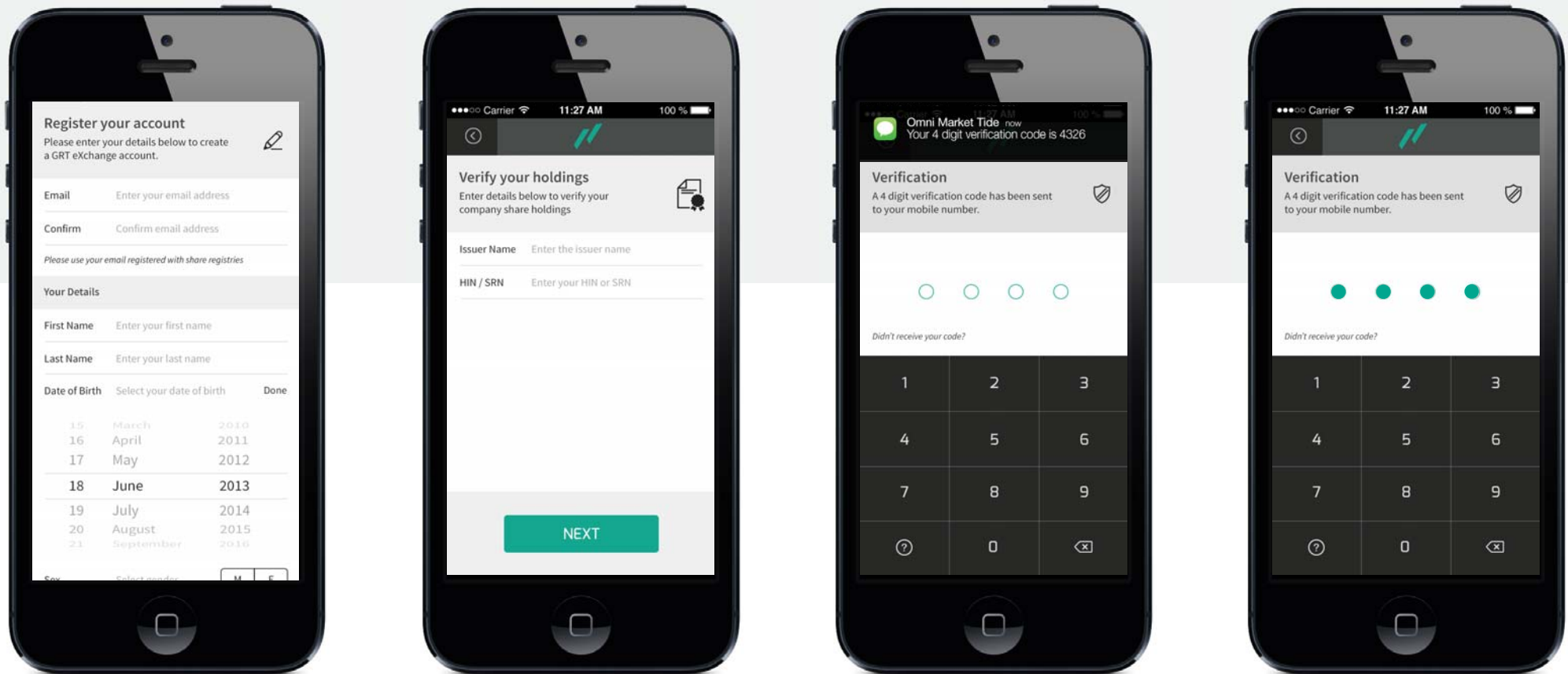


## ANALYTICS MANAGEMENT SYSTEM (AMS)

Omni Market Tide comes complete with its very own content and analytic management system, specifically designed to ensure efficient management, delivery and tracking of your company's corporate data.



# SHAREHOLDER SECURITY



## SECURE HOLDINGS VERIFICATION AND VALIDATION

The OMT app allows the shareholder to register their device and holdings via a 2 factor security process which identifies the users registered details against the companies shareholder registry.

Upon the server matching the users details a final validation process is performed by sending the mobile phone number registered with the companies share registry a 4 digit pin code which the user is required to enter to complete the process.



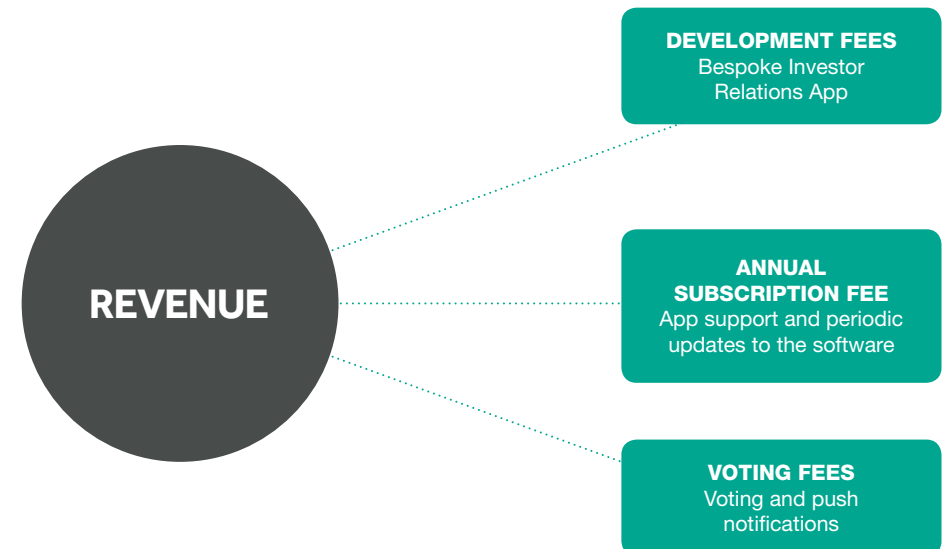
OMT offers a subscription model or 'Software-as-a-Service' (SaaS) model which incorporates an annual subscription fee (replacing the traditional upfront and maintenance licensing fees). Annual subscription fee will include updates, patches, and new versions as they occur.

## ADVANTAGES

Revenue increases as companies increase their engagement through push notifications and direct votes increase each year

### **Simplified software maintenance and upgrades:**

all users upgraded at the same time and on the same version  
= reduction in administration costs



# PRICING STRUCTURE

	SHAREHOLDERS	Development Fee	Subscription Fee	Push Notification Fee	Voting Fee
Band 1	>500,000	\$50,000	\$86,000	\$0.02	\$0.50
Band 2	100,000-400,999	\$50,000	\$44,000	\$0.02	\$0.50
Band 3	6,000 - 99,999	\$25,000	\$28,000	\$0.02	\$0.50
Band 4	<6,000	\$25,000	\$14,000	\$0.02	\$0.50





# 2015 AMBITIONS

## CUSTOMERS

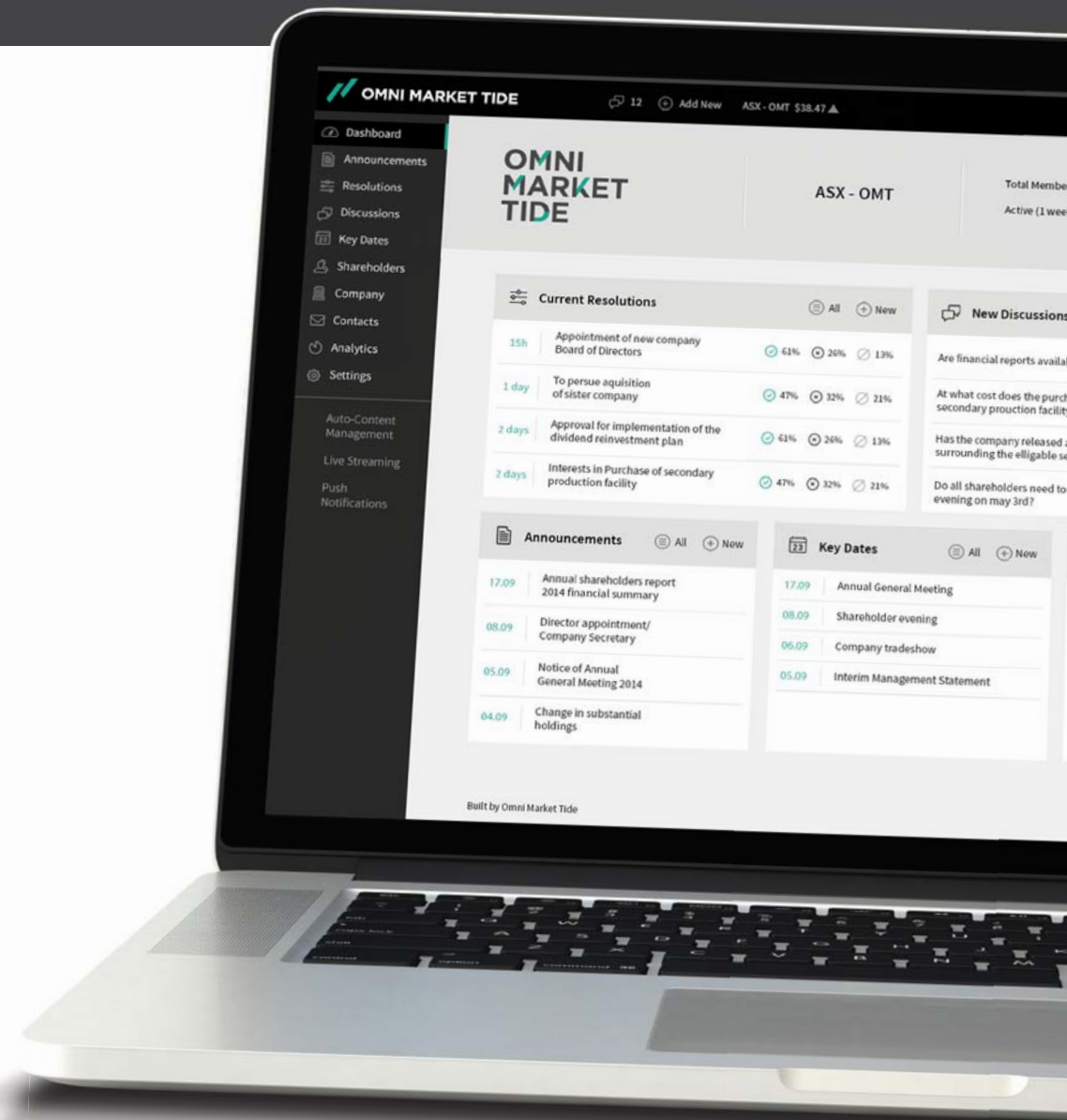
- Be recognised as the market leader for the provision of corporate technology to listed companies in Australia and Asia

## OPERATIONAL

- Recruit key staff to execute the business and marketing plans including an expansion of the current sales team throughout Australia and Asia
- Rapidly secure the sign up of ASX200 clients in Australia

## TECHNOLOGY

- Continue roll-out of mobile voting technology with our existing customers
- Capitalise on the new 'Poll Voting' amendments in Singapore, effective 1 August 2015



# THE OMT TEAM

**GLENN  
VASSALLO**



Managing Director  
of GRT Lawyers

**KEN  
PICKARD**



Managing Director  
of Moore Stephens (Qld)

**MEGAN  
BOSTON**



Current CEO  
of GRT App Pty Ltd

**ROSS  
BLAIR-HOLT**



Director and COO of Australian  
Leisure Holdings Pty Ltd

**JOHN  
MACTAGGART**



Director of Technology 1 LTD  
Chairman Brisbane Angels

**STUART  
FOSTER**



CEO of Foster Stockbroking  
(to resign upon completion  
of acquisition)

**CHRIS  
FRANCIS**



Executive Director  
of Foster Stockbroking  
(to resign upon completion  
of acquisition)

**MATTHEW  
FOY**



Company Secretary  
(to resign upon completion  
of acquisition)





**OMNI  
MARKET  
TIDE**

**MEGAN BOSTON**  
Chief Executive Officer

**P** +61 400 195 388

**E** [m.boston@omni-mt.com](mailto:m.boston@omni-mt.com)

[omnimarkettide.com](http://omnimarkettide.com)