



# OURTOWNS INVESTOR HIGHLIGHTS

## OURTOWNS FINANCIAL GOALS & WHY IT MAKES SENSE TO COME IN AS AN EARLY STAGE INVESTOR

With guerrilla marketing OurTowns will become a household name and regarded as the go to device for all to get their local connections. As OurTowns gains traction, early stage investors benefit from the anticipated company's growth and expected lift in value as we establish the brand in the market.

OurTowns has the 'A Team' with huge amount of experience behind the project, a crystal clear vision of what needs to be done, key capital raising targets and process; and most importantly we know what the consumers want from the OurTowns experience - i.e. the gap in the market.

## HOW BIG IS THE AUSTRALIAN OPPORTUNITY FOR OURTOWNS

If OurTowns gains 10% of the Australian target market (\$64M gross revenue), achieves 40% EBITDA (\$25.6M) and we receive an ASX EBITA valuation multiple of 10x, then it is possible that we could achieve a ASX listed valuation of \$256M.

### USERS & ANALYTICS

**Expected Revenue**  
**\$21.23M/yr**

Target of 126,395 (10%) of OurTowns target users, purchasing Analytics Reports at an average of \$14 per month

### BUSINESSES & EVENTS

**Expected Revenue**  
**\$41.66M/yr**

Target of 231,464 (10%) of businesses upgrade to a Premium Business Listing at \$15 per month

### PROPERTY

**Expected Revenue**  
**\$1.25M/yr**

Target of 50,000 (10%) of properties on the Australian market are advertised on OurTowns at \$25 for 90 days

### Potential Annual Revenue

**Target Revenue (10% of the Total Market) = \$64.14 Million**

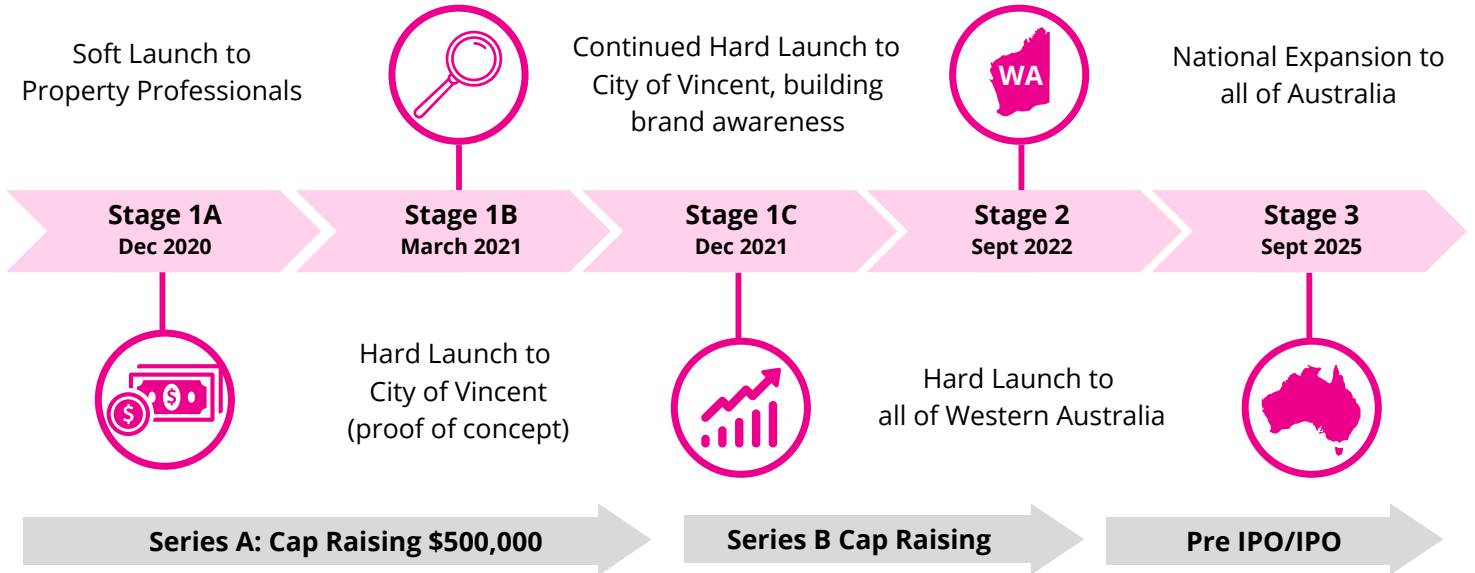
**Total Market (all of Australia) = \$641.47 Million**

**Disclaimer:** These are projections only and should not be relied upon in making any decision to invest in the company



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## COMMERCIALISATION OF OURTOWNS



## THIS IS A SIGNIFICANT OPPORTUNITY

This is a significant opportunity. To put it simply - there is no other local marketing platform that uses locational services to where you can get free, instant and up to date access to ALL local businesses, events and properties - anywhere in Australia [or the world]. When you want to research a given property or community, OurTowns reports give the public the same tools and information that, up until now, has only been available to Real Estate Agents.

OurTowns unique fully functioning app and user experience has been fully developed, tested in the field and is ready for the market - **Join OurTowns in our journey.**

For the complete OurTowns Pitch Deck and more information, contact our Managing Director, Marc Drexel, at [marc@ourtowns.com.au](mailto:marc@ourtowns.com.au) and [0412 928 504](tel:0412928504).

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