

## Takor Group

### Democratising geospatial technology to the masses

Takor Group was founded in 2009 by Amir Farhand who saw an opportunity to break the dominance of traditional geospatial companies by delivering new technology capable of democratising the industry and taking it to the masses. The solution had to be made possible through three key pillars: ease of use, low cost of usage and data sharing of scale. This objective was underpinned by the development of Takor's own geospatial engine and platform called Koomba. Completely independent from other systems, Koomba represents a significant leap forward in the geospatial and mapping industry. Koomba makes geospatial applications more accessible to all users and has the potential to open new marketplaces and create new business opportunities for several industries. From this innovation, Takor has created several products including Mappt, an Android-based mobile mapping solution that can be thought of as being "Google Earth on Steroids". With more than 22,000 users in 80 countries, Mappt has gone on to become a leading mapping solution across several industries from agriculture to asset management. A key turning point for Takor was early 2017 when the United States Department of Defence formally vetted and validated Mappt for military applications after 16 months' of testing and security verification. Mappt Military allows soldiers to collect, process and share data in the field faster and more accurately, ensuring improved tactical decision-making.

### Technology and business model

Takor's geospatial technology is based on a founding platform and engine called 'Koomba' which utilises Geographic Information Systems (GIS) as its foundation. Koomba allows users to expand and develop their own geospatial tools and content in a cost effective and flexible format. As a result, Koomba enables users to create their own applications without the need to subscribe to expensive proprietary platforms – as has been the case with current market offerings. Takor expects Koomba to be publicly available in the next 12-18 months. Mappt and Mappt Military are Android based mobile mapping apps that allow users to easily create, import, view, analyse and share mapping data using the power of every day consumer mobile devices. Because they are not tethered to any existing mapping system, users can load almost any dataset into Mappt such as satellite and aerial imagery for easy offline access, anywhere in the world. This capability makes it a cost-effective tool for applications ranging from agriculture, environmental, mining, through to bespoke military requirements using encrypted satellite communications technology. In late August 2017, Mappt Elements, an iPhone version of Mappt, was released on the App Store for public consumption. Takor plans to launch subsequent products from Koomba into the Apple environment. Soon to be commercialised products from Takor also include: *Uluru* – a global asset tracking and monitoring system using real time satellite short-burst data. *Uluru* seeks to transform and disrupt current mustering problems, particularly with livestock tracking. *SOAR* – a multilateral global platform for the distribution and monetisation of drone imagery and video. *SOAR* seeks to essentially build a super map of the world; and *HuliHome* - a real estate marketplace and discovery platform aimed at millennials utilising Koomba's unique deep analytics and machine-learning capabilities.



### Near term objectives

Takor has a three staged plan to take geospatial and mapping technology to the next level of consumer and commercial applications: i) immediate revenue opportunities for already commercialised products such as Mappt and Mappt Military; ii) commercialisation of the Koomba back-end geospatial engine to other technology facilitators; and iii) driving further innovation of drop-down technologies to every day consumers with products such as *Uluru*, *SOAR* and *HuliHome*.

#### Share details

Investment to date	\$2.0M
Number of shareholders	>25
Shareholders include Amir Farhand (CEO & Founder); Seefeld Investments; Alium Capital; Optima Partners	

#### Future plans and Key Milestones

- Expand to key markets of US and Asia
- Grow team (currently 8 employees)
- Accelerate growth of Mappt product suite
- Initiate product launch of SOAR (multilateral drone platform) and Uluru (unique global asset tracking technology and commercialise Koomba to masses)

#### Upside Case

- No further R&D and product development required
- Product validation from United States Department of Defence US Military application
- Established and growing global presence for core product Mappt – 22k users in 80 countries
- Well credentialed management team and board with board members including Westpac's Peter Hawkins, Co-Founder of Nearmap and Spookfish Guy Perkins, and Founding CIO of Seek, Tam Vu.

#### Downside Case

- No patents sought or granted due to sensitivity of technology
- Requirements for future funding within 6-12 months
- Requires swift key market rollout timeline dependant on key KPIs and needs key talent for global sales and marketing strategy

#### Company contacts

Amir Farhand, CEO & Founder	+61 400 972 365 amir@takor.com.au
Siobhan Heme, Marketing & Communications	+61 488 131 315 siobhan@takor.com.au
www.takor.com.au	
www.mappt.com.au	
www.mapptmilitary.com	
www.mapptelements.com.au	

#### APP Securities contacts

Michael Bogue	+61 416 005 551 michael.bogue@appsecurities.com.au
Aaron Chen	+61 418 697 275 aaron.chen@appsecurities.com.au

#### RaaS Advisory contacts

Moirra Daw	+61 418 697 275 moirra.daw@raasgroup.com
Finola Burke	+61 414 354 712 finola.burke@raasgroup.com

#### DISCLAIMER and DISCLOSURES

This report has been prepared and issued by RaaS Advisory Pty Ltd (A.B.N. 99 614 783 363). All information used in the publication of this report has been compiled from publicly available sources that are believed to be reliable; however RaaS Advisory cannot guarantee the accuracy or completeness of this report. Opinions contained in this report represent those of the principals of RaaS Advisory at the time of publication. This research is issued in Australia by RaaS Advisory and any access to it should be read in conjunction with the Financial Services Guide available at [www.raasgroup.com](http://www.raasgroup.com). RaaS Advisory holds Corporate Authorised Representative no 1248415 of AFSL 456663. This is not a solicitation or inducement to buy, sell, subscribe, or underwrite any securities mentioned or in the topic of this document. This document is provided for information purposes only and should not be construed as an offer or solicitation for investment in any securities mentioned or in the topic of this document. Forward-looking information or statements in this report contain information that is based on assumptions, forecasts of future results, estimates of amounts not yet determinable, and therefore involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of their subject matter to be materially different from current expectations. Past performance is not a guarantee of future performance. To the maximum extent permitted by law, RaaS Advisory, its affiliates, the respective directors, officers and employees will not be liable for any loss or damage arising as a result of reliance being placed on any of the information contained in this report and do not guarantee the returns on investments in the products discussed in this publication. Copyright 2017 RaaS Advisory Pty Ltd (A.B.N. 99 614 783 363). All rights reserved.