

JAN  
2020

# UNISONO

## INVESTOR PRESENTATION

CONVERTIBLE NOTE  
RAISING



UNISONO

# INTRODUCTION

Unisono Pty Ltd (“Unisono” or the “Company”) is raising \$2 million (with the ability to raise more) through the issue of convertible notes.

It is expected the Company will seek to undertake an ASX listing during calendar year 2020 subject to prevailing market conditions.



UNISONO

# THE COMPANY

Founded in 2016, **Unisono** is an Australian technology company with a presence and focus on developing and commercialising Sofihub in Australian/New Zealand and global markets.

Sofihub is ambient assisted living technology designed to ensure the health, wellbeing and independence of the world's ageing population.



# BOARD & MANAGEMENT



## MARK SIMARI

Executive Chairman

Former Managing Director of Paragon Care (ASX: PGC) & current Director of Novita Healthcare (ASX: NHL), Mark has over 20 years of experience in healthcare, investment, equity capital markets and M&A. Entrepreneur spanning diverse sectors and organisational types to provide the strategic leadership that takes a great idea into a profitable and sustainable commercial reality.



## BRETT CHEONG

Non Executive Director

Brett has over a 40 year background within the healthcare industry at all levels of management. A director of a family owned healthcare business for 20 years, founder and Managing Director of Axishealth Pty Ltd for 9 years including the role of Marketing Manager. Promoted to board of Paragon Care for 9 years following Paragon Care's acquisition of Axishealth. Brett draws on a range of management skills focusing on Sales & Marketing, Product Design & Development, Manufacturing and International product sourcing.



## PETER SCALA

Managing Director

Over 25 years experience within the Medical, Scientific and Allied Health engineering fields. Primary focus has been on providing biomedical engineering solutions and consultancy to the healthcare industry throughout Australia.

Specialised in the areas of Multi-Vendor Servicing - Business Development, Medical Product Channel Distribution & Marketing, Contract & Tender Analysis and Internal Auditing of ISO 9001 Processes and Compliance.



## ALEX BOYD

Executive Director

Bringing an international background in operations, procurement and resource management across multiple sectors, Alex joined Unisono close to its inception. Promoted to the Board in December 2019, he draws on experience gained working with listed and unlisted company boards to deliver a broad range of far reaching goals.

# THE PROBLEM

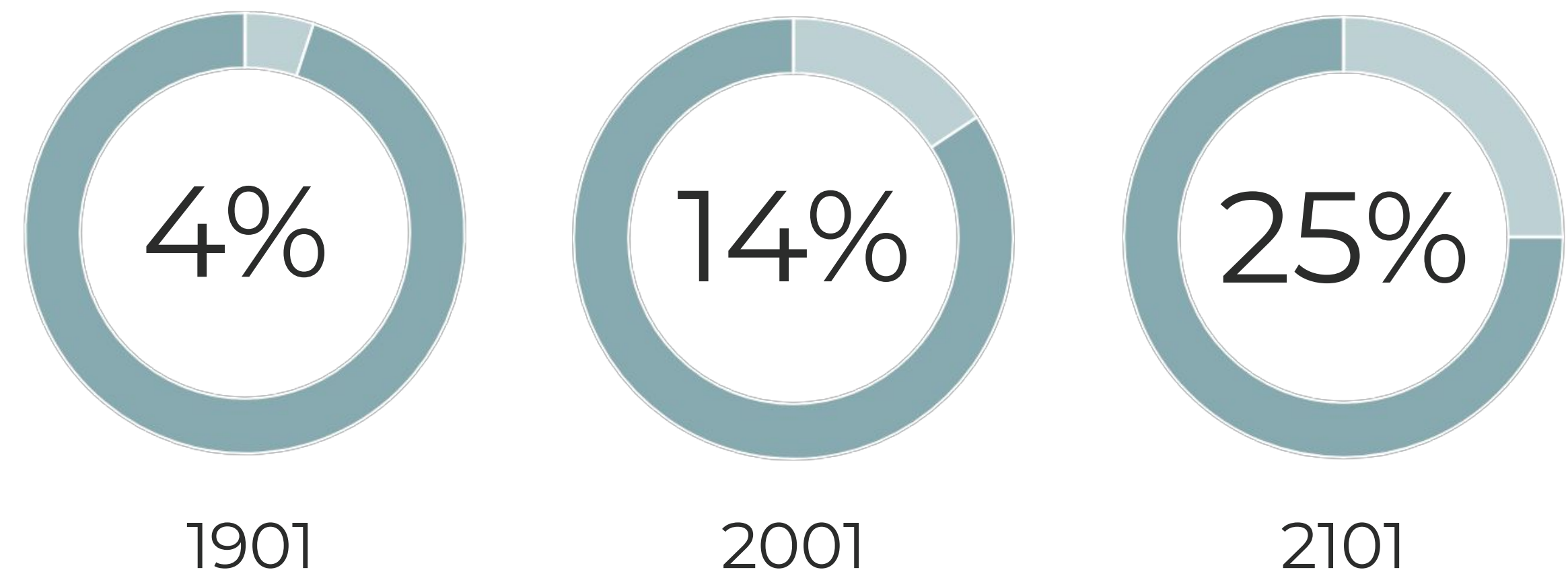
## AGEING POPULATION

The number of Australians aged 85 and over (the major users of aged care services) is projected to more than quadruple by 2050, from around 0.4 million in 2010 to 1.8 million, according to the Australian Bureau of Statistics.

The Australian population is ageing, in 2017, 15% of Australians (3.8 million) were aged 65 and over; this proportion is projected to grow steadily over the coming decades.

## PEOPLE AGED **65 YEARS+**

AS PROPORTION OF AUSTRALIAN POPULATION



# CURRENT OPTIONS

Today's solutions fall short:

Lack of awareness

Stigmatising

Hard to use

Too reliant on the end user

Connectivity failures

Lack of truly intelligent data



**PENDANTS**



**MODIFIED HOME  
SECURITY**



**INTEGRATED  
SOLUTIONS**

# THE SOLUTION



## REMOTE, PASSIVE MONITORING

- Clinical studies demonstrate an overwhelming desire to keep Sofihub in the home post trial.
- Sofihub's negligible false-trigger rate, alleviates costly false deployments of responders.

## EASY-TO-USE, FRIENDLY

- Sofihub senses without intrusion; no video, no wearables, no operator interaction.
- Sofihub is clinically proven to alleviate loneliness through its ability to "speak" to the end user.

## SMARTER, MORE CONNECTED

- Sofihub is intelligent technology; understanding the patterns of daily living and able to distinguish anomalies from the norm.
- It operates on 3G, 4G and Wifi; no outages, no data loss.

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# VALUE PROPOSITION

Sofihub extends independent senior living by **knowing**, **monitoring** and **facilitating** the daily routine.

Our intelligent solution provides **the right data at the right time** and integrates with concierge services, medical and clinical care provider platforms and more.



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# VALUE PROPOSITION

## SOFI KNOWS



## SOFI SENSES

Wireless connection of bespoke multi-sensor devices, Sofi senses activity of daily living without intrusion from video or wearable devices.



## SOFI UNDERSTANDS

The Serenity AI platform learns behaviors of household inhabitants, detects potential risks, and provides actionable insights for care givers and loved ones.



## SOFI SPEAKS

Learning behavior technology recognises and proactively communicates important pattern changes and reminders.

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# OUR PRODUCTS



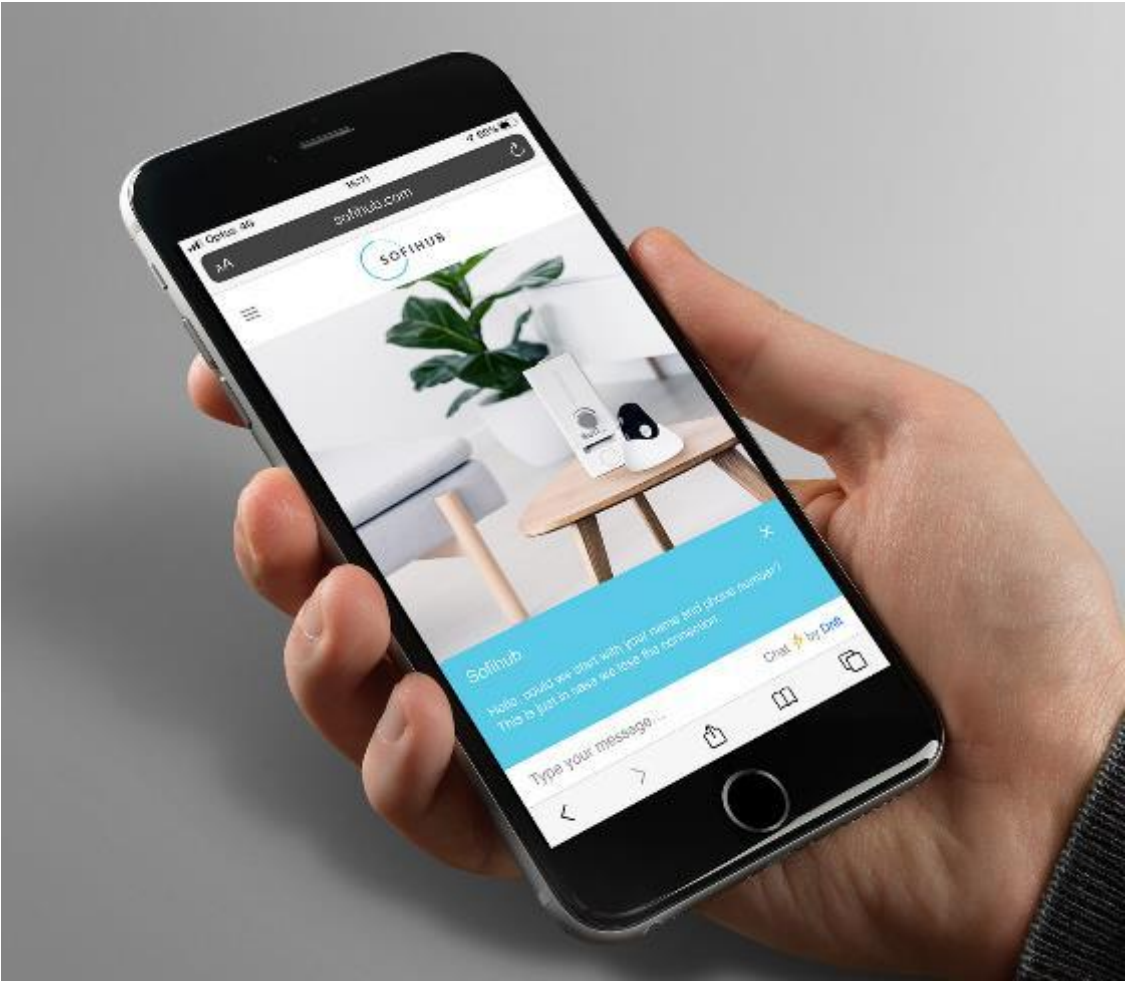
**SOFIHUB** home

A proactive companion  
for the home



**SOFIHUB** beacon

Mobile personal  
alert system



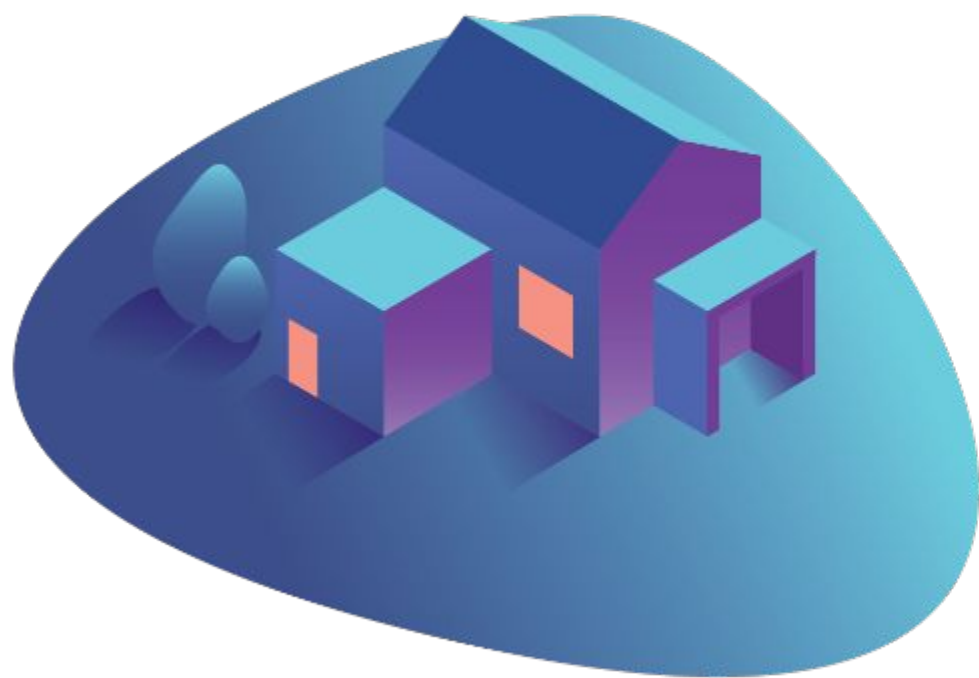
**SOFIHUB** portal

Full integration of the SOFIHUB portal system  
Intelligent Messaging: Complete visualisation to all information



# VALUE PROPOSITION

## THE ECO SYSTEM



### HOME

- Environment Sensing
- Activity Detection
- Home Assistance
- Companionship through technology



### CLOUD

- Artificial Intelligence
- Learns behavioural routine
- Detects and reports anomalies
- Automates reminders, greetings
- Accesses Edge, Stream and Deep Analytics



### APPLICATIONS

- Family
- Homecare
- Independent Living
- Home Security

# COMPETITIVE ANALYSIS

| Capability                 | Sofihub | Essence | Vital Call | MePacs* | Bill | Umps | Connected Life | Smart Caller | Intelicare | Efergy | Feros | Tunstall | Home Guardian |
|----------------------------|---------|---------|------------|---------|------|------|----------------|--------------|------------|--------|-------|----------|---------------|
| Notifications              | ✓       | ✓       | ✓          | ✓       | ✓    | ✓    | ✓              | ✓            | ✓          | ✓      | ✓     | ✓        | ✓             |
| 3G / 4G                    | ✓       | ✓       | ✓          | ✓       |      |      | ✓              | ✓            | ✓          | ✓      | ✓     | ✓        | ✗             |
| Wifi                       | ✓       | ✗       | ✗          | ✗       | ✓    | ✓    | ✗              | ✗            | ✗          | ✗      | ✗     | ✗        | ✓             |
| 24/7 Call centre           | ✗       | ✗       | ✓          | ✓       | ✗    | ✗    | ✓              | ✓            | ✗          | ✗      | ✓     | ✓        | ✗             |
| UPS                        | ✓       | ✗       | ✓          | ✓       | ✗    | ✗    | ✗              | ✗            | ✗          | ✗      | ✓     | ✓        | ✗             |
| Voice medication reminders | ✓       | ✓       | ✗          | ✗       | ✗    | ✗    | ✗              | ✗            | ✗          | ✗      | ✗     | ✗        | ✗             |
| Time based voice reminders | ✓       | ✗       | ✗          | ✗       | ✗    | ✗    | ✗              | ✗            | ✗          | ✗      | ✗     | ✗        | ✗             |
| Occupancy based reminders  | ✓       | ✗       | ✗          | ✗       | ✗    | ✗    | ✗              | ✗            | ✗          | ✗      | ✗     | ✗        | ✗             |
| Onboard compute            | ✓       | ✗       | ✗          | ✗       | ✗    | ✗    | ✗              | ✗            | ✗          | ✓      | ✗     | ✗        | ✗             |
| Cloud compute              | ✓       | ✓       | ✓          | ✗       | ✓    | ✓    | ✓              | ✗            | ✓          | ✗      | ✗     | ✓/✗      | ✓             |
| Carers' portal             | ✓       | ✓       | ✗          | ✗       | ✓    | ✓    | ✗              | ✓            | ✓          | ✗      | ✗     | ✗        | ✓             |
| Upfront cost               | NA      |         |            |         |      |      | \$75           |              |            | \$360  | \$160 |          | \$399         |
| Monthly cost               | \$56    |         |            | \$55    |      |      | \$25           |              |            |        | \$80  |          |               |
| Wearable reliant           | ✗       | ✓/✗     | ✓/✗        | ✓       | ✗    | ✗    |                |              | ✓          |        | ✓     | ✓        | ✗             |

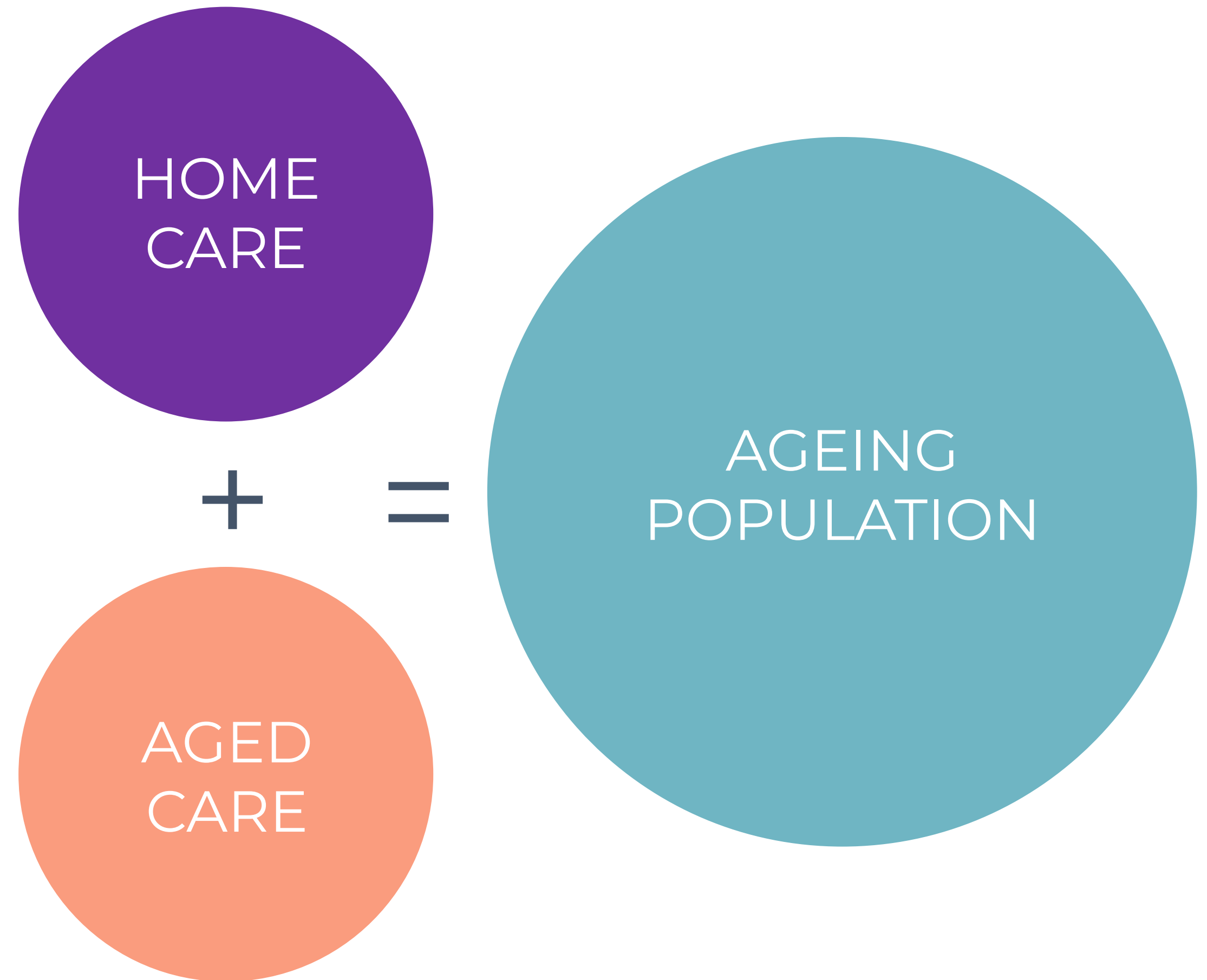
# BUSINESS MODEL

## MARKET FOCUS

Accelerate market penetration of Sofihub by leveraging a dual market strategy targeting the home care/security market and the Aged/Long Term Care market.

## APPROACH

- Partner with strategic home care, Security & Telco providers
- Co-marketing initiatives
- Focus on recurring revenue streams whilst scaling to commercialisation



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# THANK YOU

## MARK SIMARI

Executive Chairman

Unisono Pty Ltd

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## CORPORATE ADDRESS

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