

Unisono Newsletter

February 2020



Dear Investors,

We are pleased to present our first newsletter for 2020.

Our aim is to keep you abreast of our progress, including corporate changes, achievements, forthcoming key activities and milestones.

Update from the Board

Firstly, we would like to welcome the following new board members, Mr Alex Boyd & Mr Brett Cheong

Alex Boyd

Alex brings 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.

Brett Cheong

Brett has 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. Promoted to board of Paragon Care 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.

The new board now consists of

Mr Mark Simari – Chairman

Peter Scala- Managing Director

Alex Boyd – Chief Operating Officer

Brett Cheong – Non Executive Director

We would also like to thank Mr Ian Aitken who has resigned as a Director and is now focusing his attention in the technology development side of the business.

Operational Update

After a consolidation of practices and lessons learned from 2019, the new year started with a clear plan and a restructure of reporting lines and responsibilities. The goals for the first quarter include automating the payment process, the app and migrating the staff on to new, more robust contracts. This will run alongside coordinating the constant improvement of the supply chain as well as bringing new product developments to the current offering whilst maintaining software and driving down COGS.

Sales Update

We are pleased to announce the appointment of 2 new seasoned sales / business development managers who commenced with us on the 6th of January. Our strategy is to engage experienced sales personnel to concentrate on two main channels – Consumer Electronics and Healthcare – delivers us a much broader reach..

Early discussions have proved fruitful as three major national retailers have expressed positive interest and we are working towards a pop up store as a launch for one of them, planned for Chadstone Shopping Centre, Victoria, in March.

After opening meetings with private hospital groups, there is clear interest in trialling the product for several outpatient programmes.

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Marketing Updates

Display Stand

We have developed a display unit that has been designed to place in various retail or reseller showrooms and to showcase our products. This will be an interactive display that will be fully operational for the customer to experience



Product Packaging

To compliment our product refresh, we have designed new packaging for these products. These will suit the retail environment which we are targeting.



SOFIHUB Product refresh

Our products have taken on a fresh new look, the SOFIHUB home is now all white with new graphics. The SOFIHUB beacon offer new features such as Bluetooth charging and audible reminder to charge.

Website

Our website provider has now established our website and there is now a strong emphasis on developing the digital marketing side of the business with a constant focus on SEO rankings, Google AdWords as well as Facebook and LinkedIn posts and updates.

We have recorded a considerable increase in traffic through our website and we are expecting this to continue to increase as our program develops.

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Product Development

Our internal engineers have been extremely busy rolling out updates are ready for release. We are extremely proud to announce that a number of them are ready since our last newsletter:

- Two-way voice feature is in final testing phase
- Geo Fencing and Falls Detection has been completed and implemented through the portal
- Additional alert functionality is being assessed with multi occupancy options to be offered
- User portal experience continues to be refined and developed
- The Sofihub App is currently under beta testing with Android version to be released mid March and the iOS version soon after
- ADT Security NZ
ADT have concluded their testing of the beacons for their initial order and have been pleased with the new devices we now supply. This order is being shipped. Their hub testing has also concluded successfully and we expect to ship this element of their ongoing orders in the next month. We will be conducting training for their channel partners to cement the offering and expand the information available to improve their onselling.
- Unisono US Distribution
The new distribution company in the US has raised seed capital and is starting the marketing of the products through LinkedIn and their own networks. They are part of a broader aged care community with over 200,000 clients and have committed to revenues in excess of AU\$200,000 this financial year.



Capital Raising / IPO

For Mark??

The Company continues to explore avenues of capital and debt to ensure the company is suitably capitalised to deliver on the reset and new vision of the company. The current program is a convertible note which has raised in excess of \$1.5m to date and will remain open for a period of time. We are also exploring a few other alternatives and we will be in contact with you as things develop. Should you wish to obtain further information on the current program please contact me via email at mark@sofihub.com

Milestones & Achievements

• UNSW

We shipped 40 hubs and 40 beacons to the University of New South Wales. This is a fully paid trial to ascertain various benefits of Sofihub to the aged care community and is expected to lead to a broader network of users as recommendations are made post trial.