

ASX Announcement

10 July 2017

Customer Contract with 7-Eleven Australia

- **AssetOwl signs first full commercial contract with major national retailer**
- 7-Eleven Australia has signed a software service agreement to use AssetOwl's management platform
- 7-Eleven will use the AssetOwl platform for managing merchandise standards across its stores nationally
- Strong validation of the AssetOwl management platform from an internationally recognised retail brand.

AssetOwl Limited (**AssetOwl** or the **Company**) (**ASX:AO1**) is pleased to announce that 7-Eleven Stores Pty Ltd (**7-Eleven**) and AssetOwl have executed a software service agreement to use the management platform for managing merchandise standards across its national store network.

7-Eleven is a private company that has a licence to operate and franchise 7-Eleven Stores in Australia from the US based 7-Eleven Inc. There are over 630 7-Eleven branded stores in Queensland, New South Wales, Victoria, the Australian Capital Territory and Western Australia. Through its store network, 7-Eleven conducts more than 190 million transactions a year, serving an average of six customers a second, generating sales of approximately \$3.6 billion. As a software-as-a-service platform, AssetOwl will provide 7-Eleven access to its Audits and Properties modules along with a pay per action fee for use of these modules

This first full commercial contract with a tier 1 retailer marks a major milestone AssetOwl's business in Australia. AssetOwl's management platform will be implemented across 7-Eleven's entire store network (651 stores nationally) for use within their merchandise department allowing the business to efficiently monitor and manage merchandise standards.

AssetOwl's CEO, Giuseppe Di Franco commented:

"I am delighted to announce our partnership with 7-Eleven and look forward to enhancing our business relationship over time. The signing of this first agreement is a strong validation of our core product offering in the retail industry and the value proposition it provides to customers. We are now well and truly underway in the commercial roll out of our products and look forward to signing up more customers this year as we progress our sales strategy"

For further information on the AssetOwl business, please contact CEO, Giuseppe Di Franco on +61 3 8658 1370.

*****ENDS*****

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About the AssetOwl business:

AssetOwl is an innovative technology company formed through the combination of the co-founders experience in the retail and technology industries.

AssetOwl has developed an enterprise software application, providing retailers one trusted platform for all their store network information.

Combining Geospatial Information Systems (GIS) and Virtual Reality (VR) technologies, AssetOwl has developed an Internal Visualisation System (IVS) as a powerful tool designed specifically for retailers to visualise, question, analyse and interpret data within the four walls of each store and collectively across all stores in a retailer's store network.

AssetOwl's Internal Visualisation System (IVS) software helps retailers answer questions and solve problems by looking at your data in a way that is quickly understood and easily shared - on a store floor-plan and 'experienced' through a virtual tour.

AssetOwl enables clients to improve project efficiency, productivity and accountability, while lowering the cost and risks in delivering projects and change initiatives of all sizes by providing one platform and one source of the truth for all store network information.