



INVESTOR PRESENTATION

April 2014

Cloud software to run your business, anytime from anywhere.



Agenda

1. About JCurve
2. The Market
3. Business Model
4. Value Proposition
5. Questions

Cloud software to run your business, anytime from anywhere.



To be a leading provider of innovative business software solutions “in the Cloud”

JCS’s Board of Directors is confident that the recent acquisition of JCurve and name change to JCurve Solutions Limited, coupled with the underlying financial performance of existing telecommunications expense management product (JTel) provides the platform on which build the Company over the next 2 to 5 years to a size in terms of market profile, financial performance and capitalisation that warrants its ASX listing. A strategic plan is in place to deliver on this Vision which incorporates further target acquisitions and a capital raising.



ASX Listed

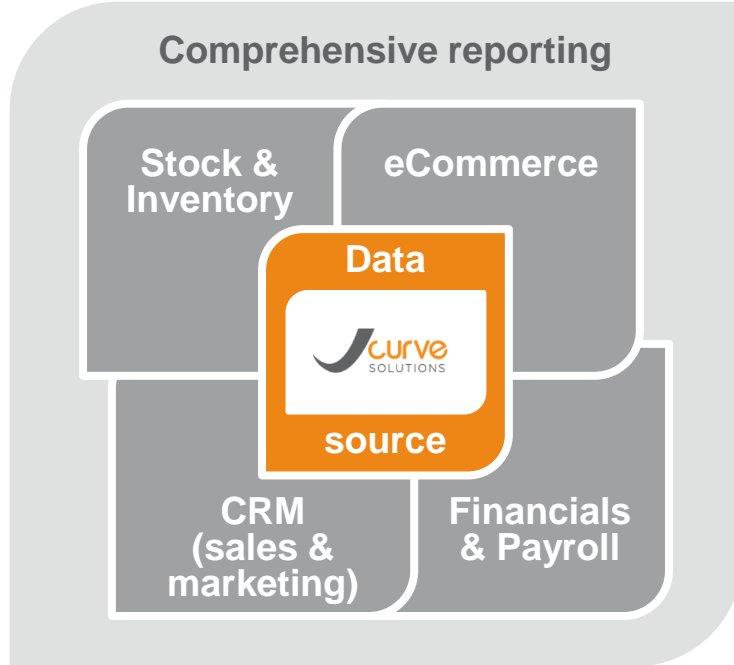
JCurve Solutions Limited (JCS)

Previously: Stratatel Limited (STE) 2002 – 2013

Current Market Cap: **\$9.2m**
Net Cash: **\$1.95m** (at 31 Dec 2013)

Ordinary Fully Paid Shares	Units	% of Units at 26 Mar 2014
Directors Interests	110,137,959	41.95
Other Top 20 Holders	76,350,598	29.09
Remaining Holders	76,017,742	28.96

What We Do



Accounting/ERP software in the “Cloud” for Small Business

- ✓ Designed following extensive consultation with small business
- ✓ Fits in SME market between accounting only and major mid-market ERP software
- ✓ Operates under licence from Netsuite Inc. (NYSE: N), the fastest growing financial management software (Gartner)
- ✓ Accessed anywhere, anytime, any device



What We Do



Telecommunications Expense Management (TEM)

- ✓ Designed following the explosive use of mobile devices and use of data
- ✓ Fills gap in basic carrier bill reporting systems for mid-market, enterprise and government clients
- ✓ Sophisticated reporting and analysis to reduce spend
- ✓ Automates carrier billing and improves visibility of usage
- ✓ Exploring international and acquisition opportunities

Strategic Partnerships:



Clients include:



The SME Business Software Market



Prevailing market conditions do not reflect the **END GAME**
Current small business software has only partially moved into the Internet “revolution”

PAST Pre-Internet

- On –site server & maintenance
- Cabling, back ups, support
- Single Source – version controls



CURRENT Information from anywhere

- Information “in the Cloud”
- Access from anywhere, anytime
- Web browsers, wireless, tablets, mobile devices
- Software apps, Multi log-in’s
- Connectivity, support, security questions

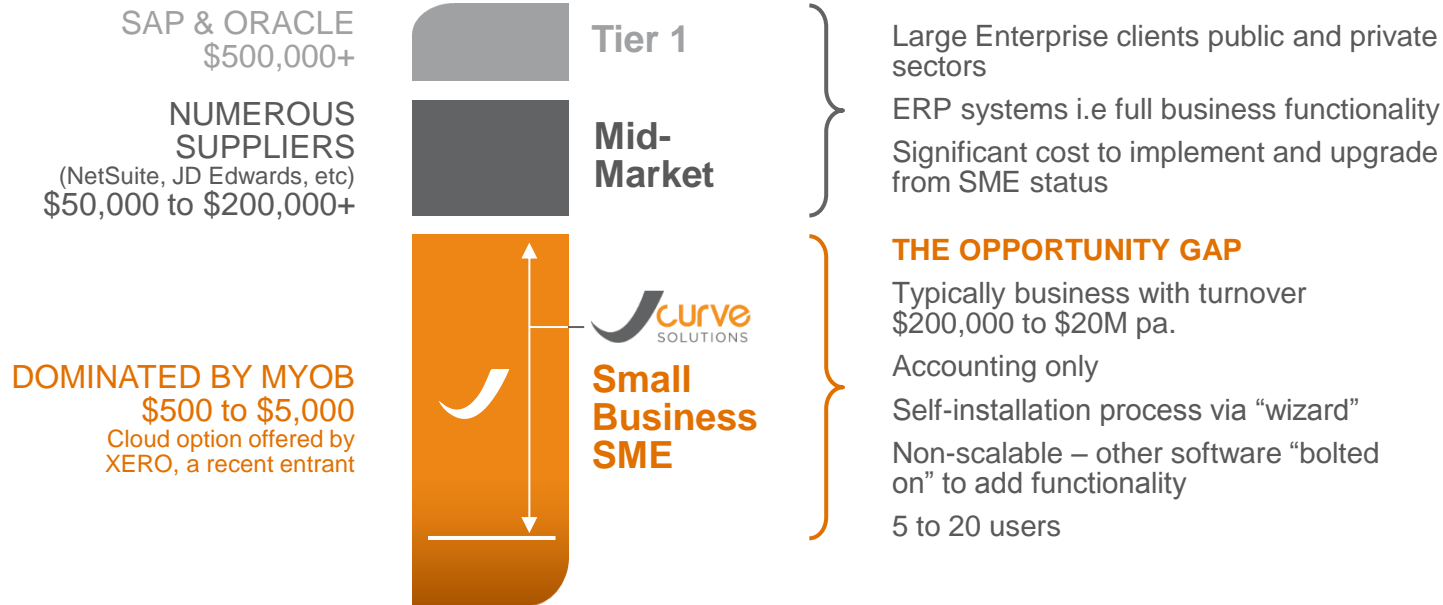


FUTURE One System for “Everything”

- Incorporating all business processes
- Local, centralised help & support
- One, single log-in
- Full functionality
- Fully integrated
- Fully secured



Target Market



Small business software market in A & NZ estimated circa **A\$1.5b**
Cloud Accounting software market estimated at **A\$0.5b**

Cloud Adoption on the Rise



Cloud Computing predicted to grow 10 times in next 5 years to **\$150bn globally**

Gartner



Australia is the second most cloud ready country in the world with cloud spending set to increase by **300% in 2014**

Forrester

Six in 10 (60%) accountants who are not currently using a Cloud-based system consider it likely they will adopt one in the next 2-3 years

CCH Study

Market Comparisons



	JCURVE	XERO	MYOB
100% Cloud product	✓	✓	x
Online wizard install capability	✓	✓	✓
Accounting	✓	✓	✓
CRM (same brand)	✓	x	x
Inventory (same brand)	✓	x	x
eCommerce (same brand)	✓	x	x
Fully integrated system	✓	x	x
Scalability from accounting	✓	x	x
Global infrastructure & support	✓	✓	✓
Price competitive	✓	✓	✓
Market profile	x	✓	✓

Competitive Advantage



Scalable

The last software a growing business will ever need

Made for small business

Exclusive license with NetSuite for small business in A & NZ

Fully Integrated

One system, one login. No “bolt on” non-proprietary, unsupported software required



Easy to Get Started

Online self-install wizard to reduce barriers to transition

All-in-One

Start with accounting and turn on CRM, Inventory, eCommerce and more

World Class Technology

Built on the world #1 in Cloud ERP but priced for small business

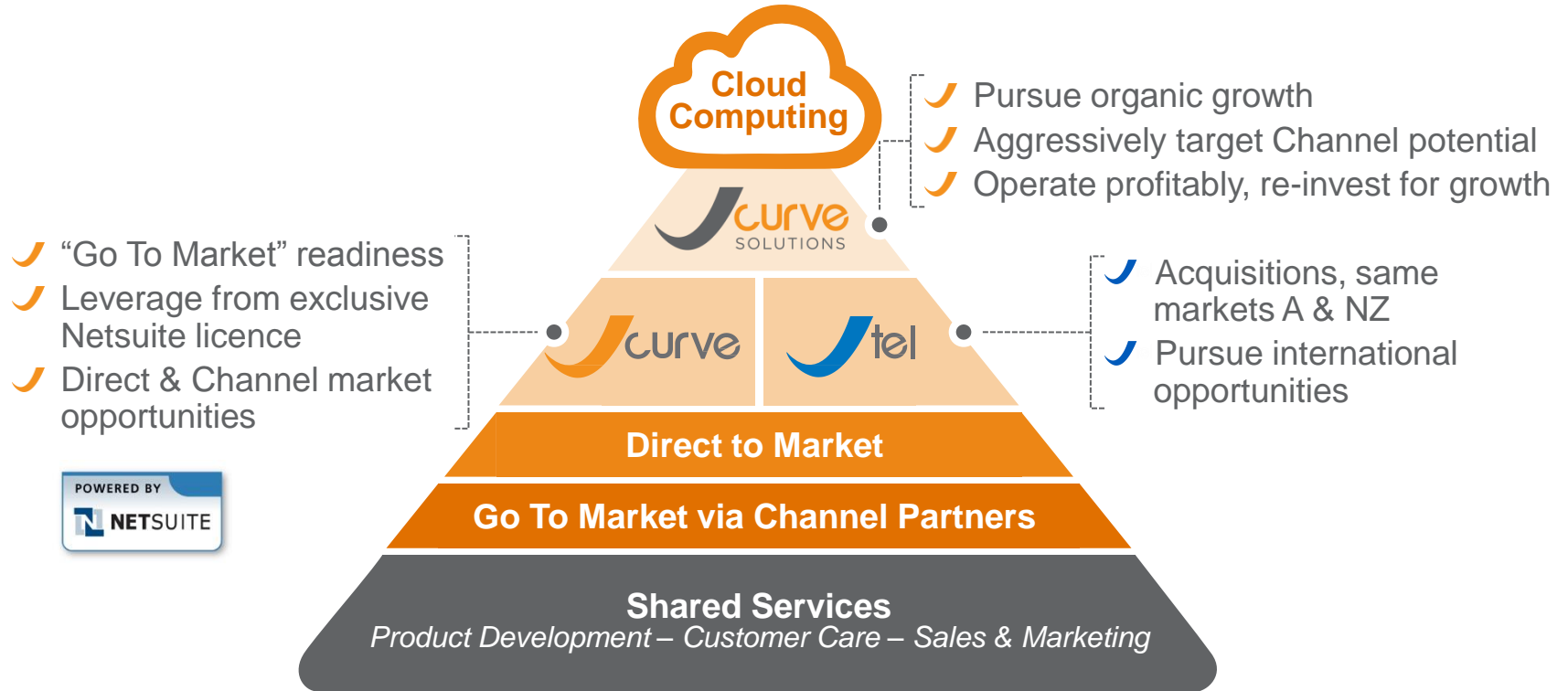
The Opportunity



- ✓ Leverage the “horsepower and profile” from ASX listing
- ✓ Geared to be market second-mover in must-have business software space
- ✓ Pursuit of strategic channel partners
- ✓ Capitalise from the shift in accounting from compliance to advisory services
- ✓ Target identified key verticals with proven track record
- ✓ Readiness to launch go-to-market strategy – combination of direct and channel partnerships



JCS Business Model



Value Proposition



ASX listing to pursue
Cloud Computing
rapid growth strategy

Debt **free** and
profitable with
reinvestment of profits
to pursue growth

Exclusive license for
small business in A &
NZ with global leader
Netsuite

Disruptive technology
to promote one fully
integrated platform for
life, priced for small
business

Recurrent revenue
business model
facilitates
accumulating **year-
on-year growth**

“Go To Market”
strategy ready to
launch

Board of Directors



Nihal Gupta
Chairman

- ✓ Over 30 years experience both corporate and government sectors
- ✓ Holds a number of Government Board positions: Chairman of the NSW Multicultural Business Advisory Panel, the Export and Investment Advisory Board of NSW and the SCG Trust
- ✓ Has been appointed to the Judicial Commission of NSW



Graham Baillie
Managing Director

- ✓ Has a proven record in growing businesses from start-up to successful exit strategies; AUSDOC, Outsource Australia (known as Converga)
- ✓ Founder of JCurve
- ✓ Passionate about delivering best of breed technology solutions to A & NZ businesses

Board of Directors



Chris Gabriel
Non-Executive Director

- ✓ Background: Senior leadership roles in the IT and telecommunications sectors both within Australia and internationally
- ✓ Investor, senior advisor to Macquarie Group, Chairman of Alive Mobile Group, Director of Call Journey, Advisory Board Chairman of Clean Power Systems, Board Advisor to Globalpraxis and co-chairman of the World E-Money Council



John Bond
Non-Executive Director

- ✓ Director of Primewest Management Limited
- ✓ Background: law, investment banking, property investment and development
- ✓ Over 20 years' experience in negotiating acquisitions, overseeing the development of properties and asset management

Key Contacts



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