We've got everyone talking®

Investment presentation

An offer to raise a minimum $1,200,000 by issuing 1,600,000 fully paid Ordinary Shares and up to $1,500,000 by issuing 2,000,000 fully paid Ordinary Shares at $0.75 per share.



movox

ABN 32 602 123 491

About MOVOX

MOVOX was established in 2014 to capitalise on the rollout of the National Broadband Network (NBN) and the growing demand for internet-based voice and video communications, driven by the phase-out of traditional fixed-line telephony across Australia.

The offer

The Company is inviting applications from selected investors to raise $1,200,000 by issuing 1,600,000 fully paid Ordinary Shares and up to $1,500,000 by issuing 2,000,000 fully paid Ordinary Shares at $0.75 per share.

The share offer equates to a 22% holding in the Company assuming that all shares are fully subscribed.

Key details

Issuer	MOVOX Pty Ltd
ACN	602 123 491
Minimum subscription	$1,200,000 (18.20% holding)
Maximum subscription	$1,500,000 (21.77% holding)
Price per share	$0.75 cents per share
Minimum shares on offer	1,600,000 shares
Minimum application	$30,000 for 40,000 shares
Additional applications	$6,000 for 8,000 shares
Opening date	1 October 2025

The problem

Core systems used for call routing, telephony features, and customer management are dominated by US-built solutions — expensive, overly complex, and poorly adapted to the needs of the Australian market.

Service providers rely on a patchwork of third-party systems for onboarding, provisioning, billing, and payments. These disconnected tools are inefficient, overly complex and require significant manual input, resulting in inefficiencies, limited scalability and innovation across the industry.

Our solution

MOVOX has invested several years into the development of two proprietary platforms designed to manage web and telephony interactions and deliver a solution to this industry wide problem.

UNIVOX: A scalable, cloud-based communications platform that delivers voice and video calls, conferencing, and other business grade phone solutions.

LOGIX: An end-to-end business automation platform that manages the full customer lifecycle, replacing multiple third-party systems.

Together, these two systems are core to our competitive advantage. They simplify and streamline operations, reduce cost, eliminate third-party licence fees, and enable scalable growth of our services globally.

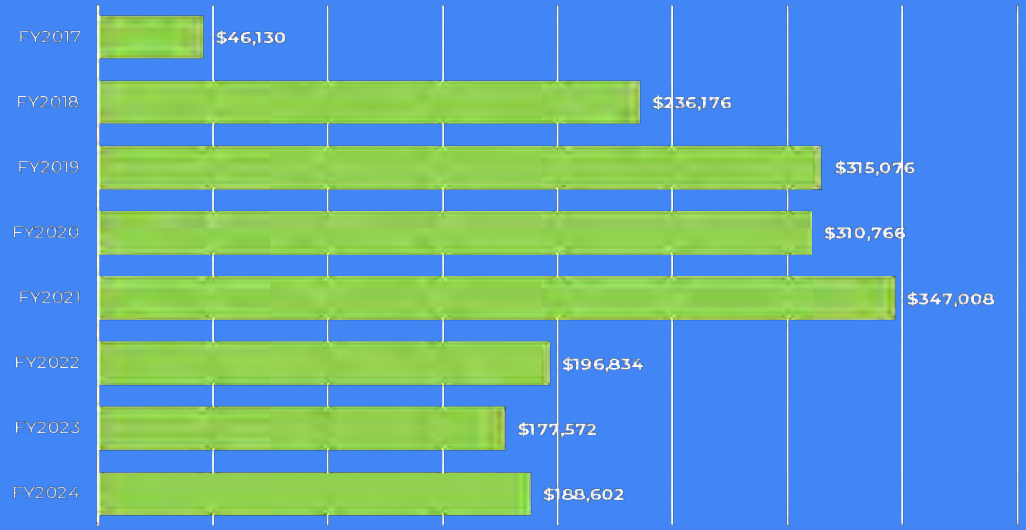
Research & Development

$4.1m
Invested since 2017

The company has invested more than $4.1 million into the design and development of UNIVOX and LOGIX.

Since 2017 the cost of these activities has been partly offset by approximately $1.8 million by the Australian Government's Research & Development (R&D) tax incentive program.

$1.8m
R&D Tax rebate since 2017



Logix

- Replaces legacy apps with one integrated platform
- Manages our products and the customer lifecycle
- Sales leads, quotations, pricing, customer onboarding, provisioning, call rating, billing, marketing and support
- Regulatory obligations
- Purpose-built for scalability, simplicity, and cost efficiency
- Can be white-labelled and licenced to other service providers



Univox

The cornerstone of MOVOX's business is UNIVOX.

Cloud-based communications platform delivering voice, video and conference calls.

Fully featured PBX business phone system.

Underpins a comprehensive suite services, all delivered seamlessly over the internet.

Can be white-labelled and licenced to other service providers.

Easily deployed in new regions and countries.



Strategic opportunity

Major PBX vendors, 3CX, Avaya, and Mitel are disrupting the industry. In early 2025, 3CX raised pricing by over 40%, Avaya imposed a 200-user minimum, and Mitel filed for Chapter 11 bankruptcy. Mitel resellers are scrambling to find an alternative PBX platform, while 3CX & Avaya partners face pressure to raise prices.

Many small business customers are now reviewing their communications provider in an environment with fewer affordable and reliable choices.

MOVOX is uniquely positioned to meet this demand, as we own and operate our communications platform, and not subject to the third-party license fees imposed by PBX vendors that burden our competitors.

Our products

UNIVOX allows us to sell our products individually or packaged as monthly recurring subscription plans.

This includes a fully featured Cloud PBX phone system, inbound 1300 and 1800 phone services, conference calls, video calls and other complementary products and services.



- **Phones**
  Average of 5 phones per customer
- **1300/1800**
  5% subscribe to a 1300/1800 number plan
- **Conference calls**
  4% subscribe to a conference call plan
- **Internet**
  30% subscribe to an Internet plan
- **Softphones**
  35% subscribe to a softphone plan
- **Headsets**
  18% purchase a headset
- **On-hold message**
  20% subscribe to an on-hold message plan

7 out of 10 Customers purchase new phones



Market traction

- The company has tested a highly targeted digital marketing method aimed at customers actively searching for cloud-based phone services.
- With a modest budget a six-week campaign yielded strong results with more than 60 new customer prospects delivered each week.
- Projections show that this approach can generate 7 to 8 times more qualified leads with further investment.
- With proven demand, we are now shifting focus from R&D to scaling sales and accelerating revenue growth.
- Capital raised from this offer will fund the expansion of this proven marketing strategy to rapidly grow our customer base and recurring revenue.

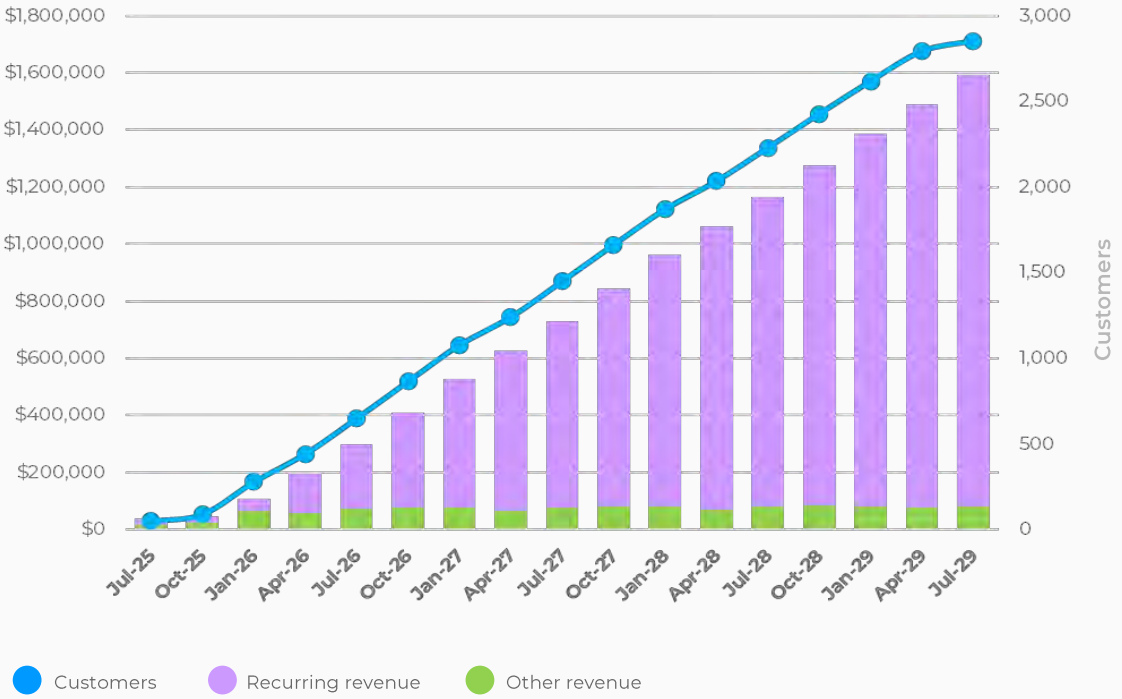
Revenue streams

High customer lifetime with low churn risk

Recurring revenue from monthly and annual plan subscriptions

Hardware sales, phones, headsets, routers and network equipment

Our products and services appeal to virtually every type of business, regardless of industry. However, our core focus is on small to medium sized businesses with 1 to 300 employees.



Sales forecasts

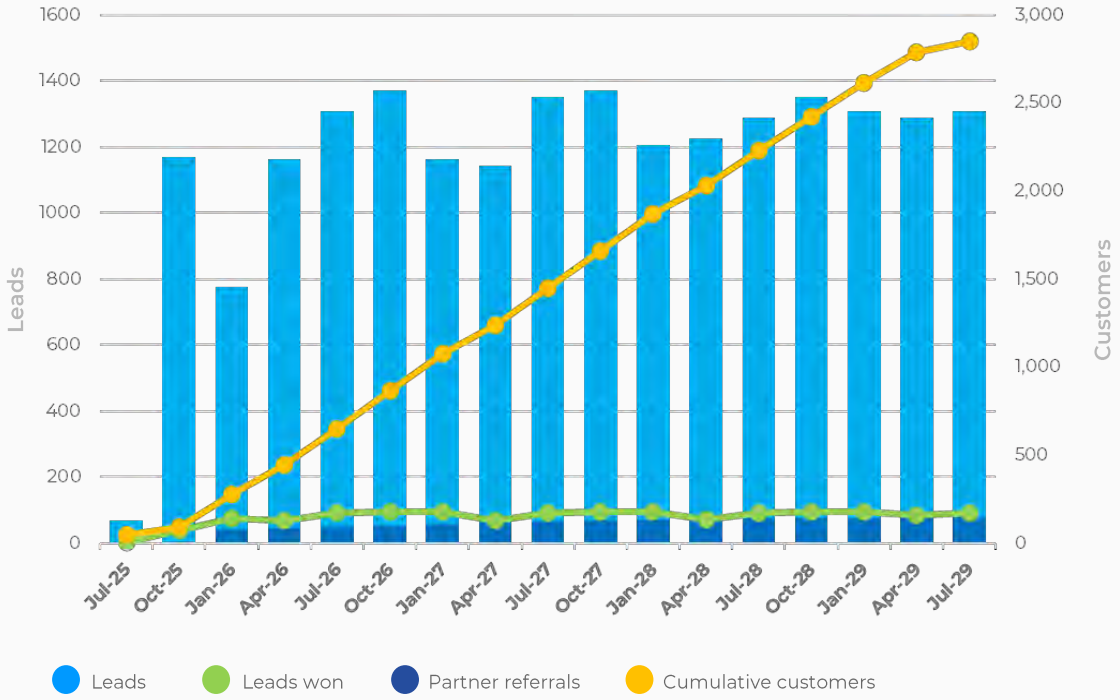
Leads are pre-qualified and actively seeking our products

7%
Leads won

2,200
Customers by July 28

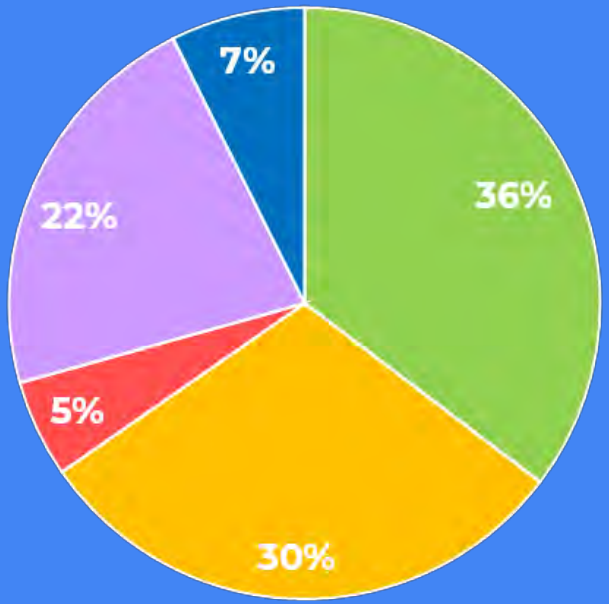
Established referral partner program

Capital from this offering will be allocated toward scaling a proven, high-performing lead generation strategy, advancing our referral partner program, and driving rapid growth in product subscriptions.



Use of funds

We are raising up to $1,500,000 to accelerate sales and revenue growth. The use of proceeds set out below represents current estimates and assumes this offer is fully subscribed.



Graph	Use	Amount
	Marketing & advertising	$530,000
	Employment expenses	$450,000
	Office move & fitout	$80,000
	Augment working capital	$330,000
	Costs of this Share Offer	$110,000
	Total	**$1,500,000**

Financial forecasts

$1.6m
EBITDA by 30 June 28

Lower costs derived from owning our cloud-pbx platform

Projections are conservative, based on historical data

The Company's financial projections anticipate an estimated net profit of approximately $1.6 million for the year ending 30 June 2028 on the hypothetical assumptions underlying the forecasts are achieved.

	FY25	FY26	FY27	FY28	FY29
Revenue	$114,746	$777,466	$2,499,755	$4,259,504	$5,975,871
R&D Tax Rebates	$365,462	$188,526	$277,550	$189,438	$0
Cost of Sales	$26,565	$265,103	$605,513	$921,576	$1,241,523
Gross Profit	$453,643	$700,890	$2,171,792	$3,527,365	$4,734,348
Expenses	$343,256	$1,277,546	$1,679,186	$1,930,591	$2,140,448
Net Profit	$110,387	-$576,657	$492,606	$1,596,774	$2,593,899
Net Profit Margin	23%	-60%	18%	36%	43%

Detailed financial information is available upon request

Purpose built team

Experienced operators with deep industry knowledge.

Rohan Doyle
Managing Director

30+ years telecoms experience, former director of Telecommunications Industry Ombudsman. Skilled in operations, strategy, and governance with a strong network across Australian business sectors.

Craig Astill
Executive Consultant

A seasoned entrepreneur passionate about innovation and global growth, having led R&D-driven ventures and emerging companies globally. Experienced in IP strategy, mergers & acquisitions, capital markets, and ASX listings.

Matthew Shepherd
Software engineer

20+ years developing scalable cloud systems, with deep expertise in VoIP, and wireless technologies. Skilled in carrier network design, billing systems, data analysis, application development, and database management.

Dr. Bala Kumble
R&D Consultant

Globally respected innovator in technology, telecom, and research. Chair of the Global Knowledge Alliance, former Head of Interactive Multimedia, and Director of Large Infrastructure at Telstra, his work helped lay the groundwork for Unified Communications.

Path to exit

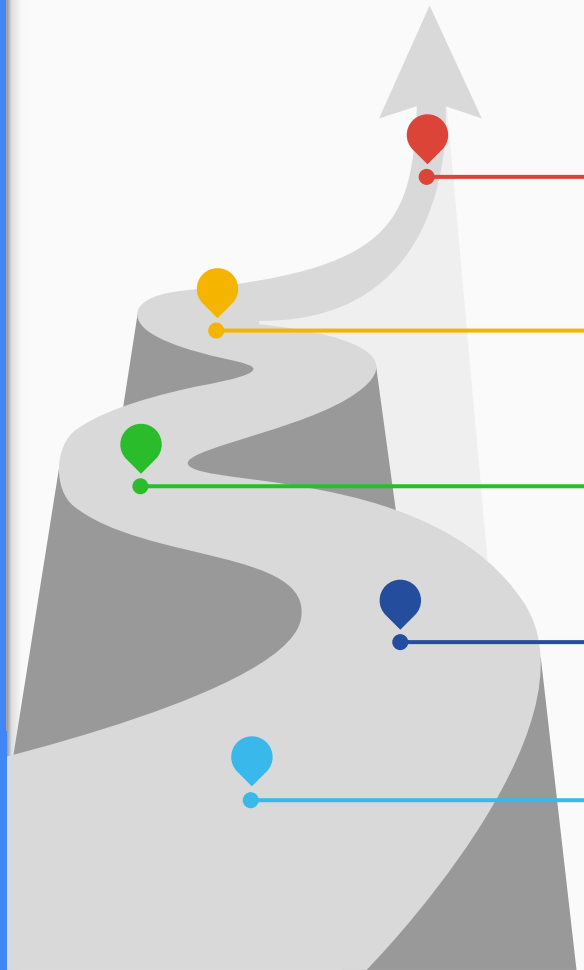
With our proprietary technology built, market tested, and customer pipeline growing, the Company is focused on delivering a compelling investor return.

Our objective is to pursue a strategic exit within 24 - 36 months through merger or trade sale.

We believe our technology, combined with our ability to consolidate and streamline service delivery, with month-on-month customer growth makes the Company an attractive acquisition target in the rapidly evolving cloud communications sector.

Roadmap

- Consolidators seek proprietary technology and recurring revenue
- Our platform stack + customer base = highly attractive target
- Targeting a strategic exit within 24 - 36 months.
- M&A and trade sale opportunities emerging in unified communications
- Investors stand to benefit from an efficient path to exit



2028 2027

Strategic exit
Targeting merger or trade sale to deliver strong returns to investors

2026 2025

Go-to-Market Expansion
Expanding sales, growing partner networks, and driving recurring revenue

2024 2021

Infrastructure & Market Readiness
Completed development, scaled infrastructure, and validated platform performance

2021 2018

Platform Development & Launch
Released UNIVOX communications platform and LOGIX customer management system

2018 2015

Technology Research & development
Invested in multi-year R&D to develop a vertically integrated communications solution

Summary

- Invested in multi-year R&D to address market gaps
- Proven technology reliability and scalability
- Effective lead generation strategy growing our customer pipeline
- Disruption amongst PBX vendors is driving customers to find a new supplier
- Ready to scale up and convert demand into revenue
- Positioning as an attractive acquisition target within 24 - 36 months
- Investors stand to benefit from an efficient path to exit
- Global market potential and appeal with a diverse customer landscape
- Experienced directors with significant industry knowledge and commercial acumen

We've got everyone talking®

movox

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