## The Opportunity

Invest start-up capital to develop a sophisticated safety and productivity tool for a large existing industrial market

#### By Jeremiah Josey

www.linkedin.com/in/jeremiahjosey

Member of Mensa International

www.mensa.org

#### The Product

A software driven electro-mechanical lockout system that isolates hazardous energies during plant maintenance, modification and commissioning

It is called the Advanced Lockout System - ALS

- Oil & Gas
- Chemical
- Mining, Metals and Minerals
- Power Generation and Distribution
- Pulp and Paper
- Materials Handling

In other words all complex industrial plants operating with hazardous chemicals, temperatures, pressures and machinery

#### Revenues 30% Market Share

- Australia S\$600M
- Malaysia S\$220M
- USA S\$6B
- Europe S\$6B

Revenues 3<sup>rd</sup> year sales – \$13,200,000

## The Story So Far

- +AUD\$1m sourced from investors and Australian government support
- Proof-of-concept software and hardware completed
- International patents pending in 15 regions (USA, EU, China, Japan, Norway, Australia, Malaysia, etc)
- Strong documented interest from potential customers
- Strong documented interest from potential alliance partners
- Assembled an experienced multi-discipline team

#### The Next 12 Months...

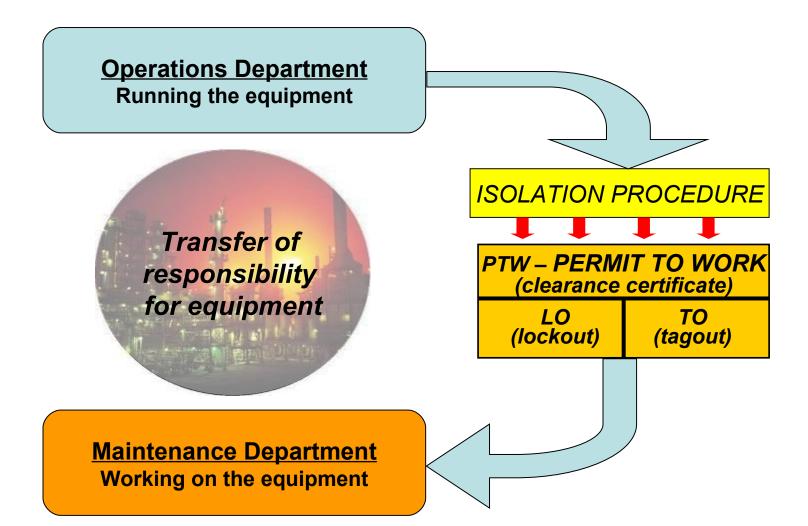
- Obtain working capital
- Relocate HQ to Singapore: world ranked financial centre, better access to target markets, capital and manufacturing
- Finalise product design in preparation for manufacture
- Undertake product trials with Tarong Energy Corporation
- Install system at Tarong Energy Corporation

#### The Reward for Investors

The returns are anticipated to be 10 times the investment, realised over a 3 to 5 year period. Exit will be via IPO, Trade Sale or MBO

## The Opportunity

- Pozilok seeks SGD\$5.5m to carry out the project
- Investors may also wish to consider participation in Pozilok Malaysia Sdn Bhd (in formation), which will market a third party product under license. (Working capital requirements is SGD\$500k)



## **Current Lockout Practice**





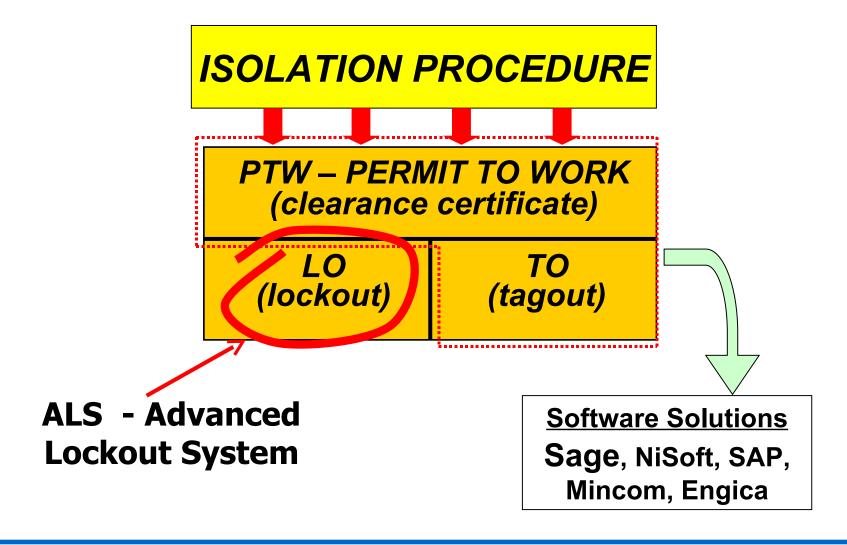




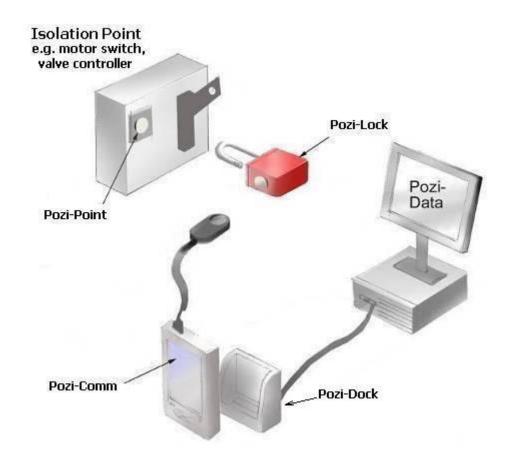
## **Current Best Practice**



#### Where ALS Fits



## The Product Components



## Example Installation

A large power station may have **10,000** mechanical isolation points and **10,000** electrical isolation points

To install ALS at this site requires

- 20,000 Pozi-Points
- 3,000 Pozi-Locks
- 70 Pozi-Comms
- 60 Pozi-Docks
- 1 Pozi-Data software package
- Software and hardware integration





### **Benefits to Customers**

- Significantly improves safety
- Reduces equipment downtime through faster isolations
- Confirmation of correct isolations
- Provides traceability, accountability and online management of isolations
- Integration into other data management systems, e.g. plant maintenance efficiency

#### **Product Features**

- Industrial electronics and software
- Intrinsically safe compliant hardware
- Designed for enhanced future functionality
- Disruptive and revolutionary

## Product Development Partners

- CMD www.cmd.net.au
   Industrial Design. Multi-Design Award winning company
- Sage Consultants www.sageconsultants.com.au
   Electronics designers. Multi-Design Award winning company
- Ivolve www.ivolve.com
   Software developer. Highly regarded Industrial software company
- Mincom www.mincom.com
  - Software developer, largest provider of software to the mining industry.

#### Potential Global Customers

The customers we will target include:





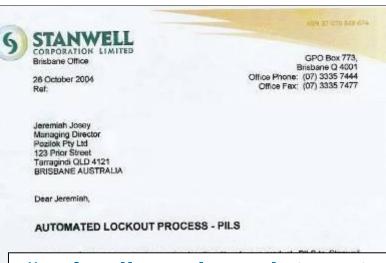












"... leading edge... interested in investigating..."





" system has merit... interested in reviewing it..."



Yours faithfully.

19 Anglo American plc Report to Society 2004

SAFETY IS OUR FIRST PRIORITY

8th August 2006

**Nell Morris** 9 Atkin Ave SPEERS POINT NSW 2284

To Whom it May Concern

#### RE: Personal Endorsement of the ALS product by Pozilok

I have reviewed the Pozilok product ALS and I believe that it would benefit an operation where lockout was being implemented. Specifically I like the fact that It will ensure the correct equipment is isolated, hence increasing safety and confidence of the maintenance personnel carrying out their work.

Please note that this is a personal endorsement, based on my own experience in the power generation industry and in no way an endorsement by Eraring Energy.

**Eraring Power Station** 

Targeting a safer work place

Yours faithfully.

Neil Morris Shift Manager

Eraring Power Station Eraring Energy

"... it would benefit an operation where lockout was being implemented...", N. Morris, Shift **Manager** 

NLT Australia



Tim Height Managing Director NLT Australia Units 1 & 2 22-26 Cessna Drive Caboolture QLD 4510 Australia



**OEM** distribution in Canada and possible direct

www.levitt-safety.com www.nltinc.com

12<sup>th</sup> June 2007

Jeremiah Josey Executive Chairman Pozilok Holdings Pty Ltd Suite 223, 192 Ann Street Brisbane QLD 4000 AUSTRALIA jeremiah@pozilok.com

Dear Jeremiah

#### RE: Letter of Interest - Pozilok's Advanced Lockout S

investment in your company." This letter confirms that I have reviewed the Pozilok produ have interest to NLT and our parent company Levitt Safety of

I believe that the Pozilok ALS system would bring great benefit to an operating facility where Lock Out / Tag Out is in use, or being considered for use.

Cutting edge technology like ALS are exactly what NLT / Levitt want to take to our customers to help them increase safety and efficiency whilst at the same time reducing costs and risks.

We look forward to holding discussions on OEM distribution in Canada and possible direct. investment in your company.

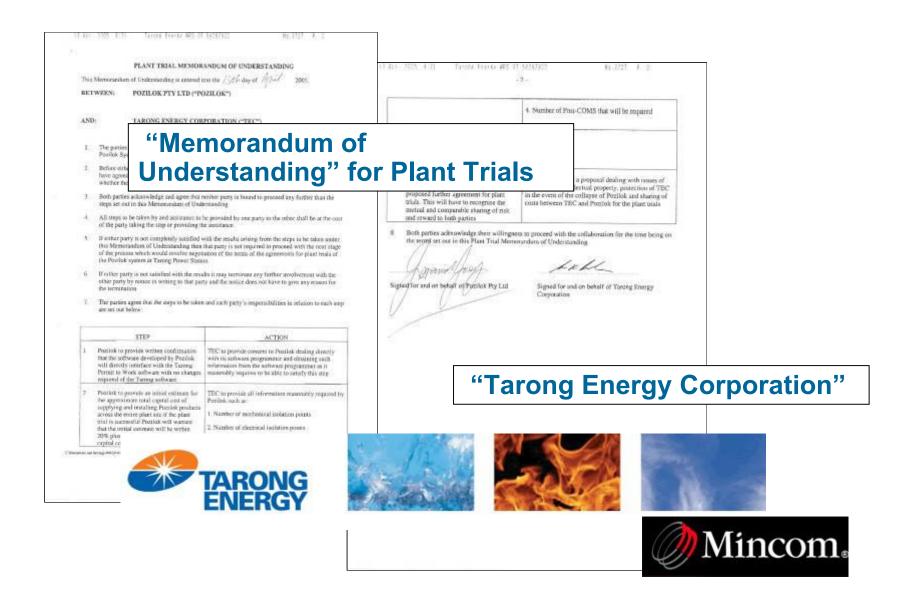


Managing Director NLT Australia



Partnering to make the world... ...a safer place to live and work. en français

**NL Technologies** 







- Port Dickson, Malaysia
- Site visit 17<sup>th</sup> July 2007
- 1,400 MW power station
- Very interested in ALS



#### The Market Drivers

- Legislation requirements
- Increasing need and awareness for safety
- Increased productivity
- Payback due to reduction in hidden costs of current lock out systems

## Payback to Customers

- Existing manual systems cost SGD\$200 per isolation point per year (hidden)
- Initial cost of ALS will be SGD\$330 per isolation point and yearly maintenance fee of SGD\$65 per isolation point
- This is very cost effective for our customers



- Piper Alpha the world's largest oil and gas platform in the North Sea was destroyed in 1988
- Occidental made USD\$6 million a day from Piper Alpha which accounted for 10% of the UK's North Sea oil production
- Total damage amounted to more than USD\$15.2B and 167 people were killed
- It took less than 12 hours to lose it all... due to an error in isolation procedures

20 years later the system has not improved!

Australian market: 1,500 sites operated by 770 companies

- Each site is a sale of S\$1.3M
- Market Size: S\$1.95B
- 30% of market: S\$600M
- Market awareness for ALS is already high

USA/Canada Market: \$19.5B

30% of US market: S\$6B

European, Mid-East, Asian Market Size is in \$15-20B range

Malaysian market: 1,100 sites

- Each site is a sale of S\$650k
- Market Size: S\$725M
- 30% of Market: S\$220M

Pozilok has acquired a resellers licence for a software permitting system (PAS).

This will build market awareness and customer base in anticipation of ALS release

# Early Market Entry Point - PAS

- ALS sales 12 months away
- 2 x 3 year resellers agreement signed with Sage June 2007 for PAS in Malaysia
- Concentrated Oil and Gas Market
- First enquiry from Jimah received late June 2007



www.sagetechnology.com.au



PAS Installation	Facility Owner
Loy Yang Power	GEAC
TRUenergy Yallourn	China Light & Power
Ravensthorpe Nickel	BHP Billiton
NRG Gladstone	NRG/Rio Tinto
Century Mine	Zinifex
Collinsville Power Station	Transfield Services
Paiton Power Station	International Power
KCA #5 Paper Machine	Kimberley Clark Aust
Mecrus	
Energy Brix	HRL
IPM Loy Yang B	International Power, Mitsui Alliance
Bermuda Electric Light Company	BELCO
Flinders Power	Babcock & Brown

## Marketing Activities in Malaysia

- Jimah Power Station, Port Dickson
- CEO of BP, Peter Wentworth and his senior Safety advisor, S. Veerasingam
- General Safety Manager of Tenaga Nasional Bhd (TNB) – 20 power stations in Malaysia
- 5 qualified JV / investor prospects
- Shell Refining Company, Port Dickson
- TNB Setesen Janaletrik Tanuku Ja'afar
- Director General for DOSH offered to speak at the product launch



S. Veerasingam, Senior Safety Advisor to BP Malaysia

## Marketing Activities in Malaysia



Tenaga Nasional Berhad's Setesen Janaletrik Tuanku Ja'afar 750 MW facility, Port Dickson, Malaysia

They have requested a proposal for ALS from Pozilok

#### **Best Business Location**

#### Singapore

- Very good government grants
- Low tax rate for foreign-derived income
- Excellent site for long term HQ to capture world-wide revenues
- Very good investor community

#### Malaysia

- 5 year tax holiday for "Hi-Tech" Pioneer Status
- Good investment community
- Good educated start-up community
- Some small grants available from MOSTI (MTDC under MOSTI)

#### Australia

- Very good government grants
- High tax rate 30%
- Poor investor community
- Poor start-up community

## Important Activities

- Relocate headquarters to Singapore
- Build support team (admin and board)
- Small full time team to direct funding & R&D effort
- Build beta product hardware and software
- Finalise product design in preparation for manufacture
- Undertake product trials with Tarong Energy Corporation (10-12 months after start)
- Build full time team when product is ready (12-16 months), including sales and support

## Investment Required

**TOTAL INVESTMENT SGD\$5,500,000** 

Three Rounds:

**Round 1: August 2007 SGD\$2,000,000 at 5 cents per share** 40,000,000 Shares on offer, Total Issued Shares: ~ 136,000,000

Round 2: February 2008 SGD\$2,000,000 at 8 cents per share 25,000,000 shares on offer Total Issued Shares: ~ 161,000,000

Round 3 July 2009 SGD\$1,500,000 at 12.5 cents per share 12,000,000 shares on offer Total Issued Shares: ~ 173,000,000

## Funding Expense Milestones

Expense Items	S\$M	Cumulative S\$M
YEAR 1 (Round 1 and part Round 2)		
Develop first beta product	1.6	1.6
Admin Expenses	0.4	2.0
Manufacture Alpha/Beta systems for Plant/test trials	0.4	2.4
Initial hire and training of sales & support staff	0.3	2.7
YEAR 2 (part Round 2 and Round 3)		
Manufacture 4 systems for sale	1.0	3.7
Admin Expenses	0.4	4.1
Sales and Support team	1.4	5.5

- send the sales/Marketing team to visit all current prospects
- attend Oil & Gas/Mining industry conferences to garner contacts and interests

Note: System prices are quoted for a complete high-end system (actual should be less)

#### R&D and Production Milestones

<u>Milestone</u>	Months into Project
Mobilization, Design & Risk	Review 0 - 2
Electronics & Industrial Desi	gn 2 - 6
Alpha Prototypes	6 - 7
Beta Prototype (1) & Tooling	7 - 10
Software Development	2 - 10
Acceptance & Certification T	esting 8 - 9
Plant Trial (Tarong Energy)	10 - 12
Manufacturing (4 systems for	r sale) 12 - 14
Marketing and Sales	12 +

## Financial Forecasts - SG \$K

Australian and Malaysian Markets for ALS, excludes PAS

	FY2008	FY2009	FY2010	FY2011
Investment	\$4,000	\$1,500	\$0	\$0
FINANCIAL RESULTS (000's)	<u>FY08</u>	FY09	<u>FY10</u>	<u>FY11</u>
Yearly Income	\$0	\$3,200	\$9,600	\$13,200
Yearly Expenses	\$2,700	\$2,800	\$6,500	\$7,300
Yearly Profit Before Tax	(\$2,700)	\$400	\$3,100	\$5,900
Net Margin	-	12%	32%	45%
SALES RESULTS	FY2008	FY2009	FY2010	FY2011
ALS Sales (Australia and Malaysia)	0	4	12	15
Australian / Malaysia Market Penetration	0.0%	0.15%	0.7%	1.6%

### The Team



Jeremiah Josey – Executive Chairman, Singapore. Very experienced in the heavy resources sector

Stan Thomson – LOTO Systems and Installations. Very experienced in the heavy resources sector and construction. Focusing on Building PAS market in Malaysia

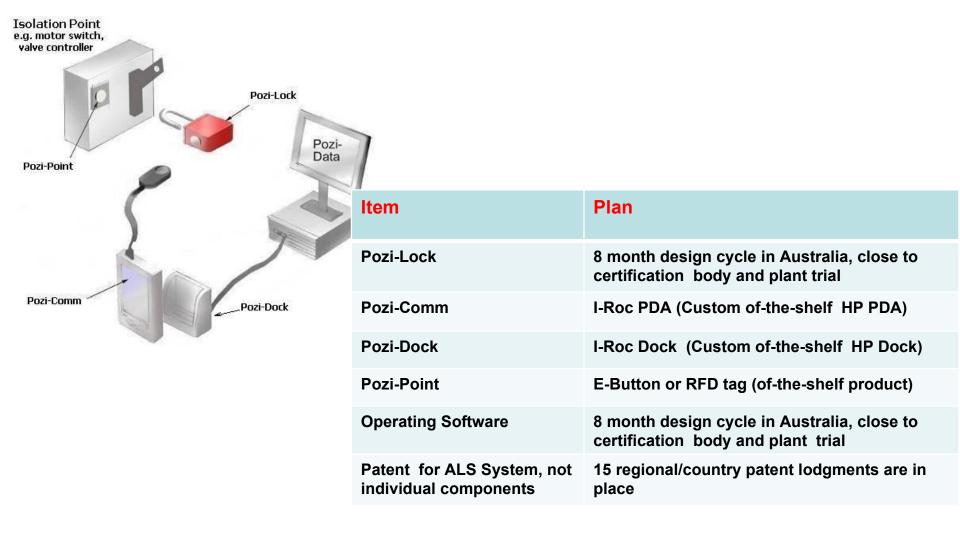
Brad Stemp – R&D Manager, Australia. Very experienced in product development (Pozilok is his third start-up. The two others are profitable companies).

Soin Singh – Quality Assurance VP. Very experienced. Soin is from Venture Corp

Marthes Sola – Product M/F VP. Very experienced in manufacture for multinationals

# **Appendix**

## Fast Track R&D Plan



#### First 2 Years Sales & Support Plan

(Long sales cycle will require advanced training & preparation)

<u>Milestone</u>	<b>Months into Project</b>			
Hire Sales & Support Team (Australia)				
•2 Sales Team staff	11			
<ul> <li>4 Support &amp; Installation staff</li> </ul>	10			
Sales & Support team will be running plant trial				
<ul><li>Plant Trial (Tarong Energy):</li></ul>	12-14			
First Installation at discounted price or Pozilok cost (cost is targeted in funding)				
Hire Sales & Support Team (Malaysia)				
•2 Sales Team staff	15			
<ul> <li>4 Support &amp; Installation staff</li> </ul>	15			
Malaysian team will train at Tarong Energy site for 1 m	onth			