



Partner Program

Partnering with Locatrix



locatrix.com



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Our Story

Brief History

Since 2008 we have helped our clients to achieve building compliance and ensure emergency preparedness. We've created building floor plan maps, risk assessments, compliance tools, learning solutions and emergency response plans. But now it's time to solve bigger issues. We have created a digital data ecosystem for large buildings and public facilities (over 6,000 buildings and growing). A central repository of 2D and 3D digital building maps and a wealth of saved and real-time data, backed by easy-to-use applications that enable sharing of information and recording of evidence.

It's all in the name of preparing for and managing emergencies, safety and compliance. From inductions and evacuation programs for building occupants and visitors, to empowering emergency response crews with instant mobile access to spatially accurate internal building layouts, asset information and real-time data. In short, improving situational awareness of first responders so that they can better prepare themselves to protect the community and save more lives.

Vision Statement

We believe in keeping people safe in buildings by enabling easy capture and sharing of critical building information for public safety professionals via our software applications.

Value Proposition Statement

Locatrix delivers a service for complex building management (large portfolio), public infrastructure, large corporate and Government with reputational risk who need emergency preparedness, training for building occupants, would benefit by having access to indoor floor plans and want to fulfil and comply with the duty of care to staff and visitors on site. The **PlanStudio, PlanSafe & Emergency Services Platform (ESP)** applications are spatial mapping and emergency preparedness applications that meet duty of care, employee wellness, OSHA/WH&S rules and public safety legislative requirements unlike others who provide face to face emergency training resulting in poor attendance and therefore poor training outcomes and inadequate statutory reporting.



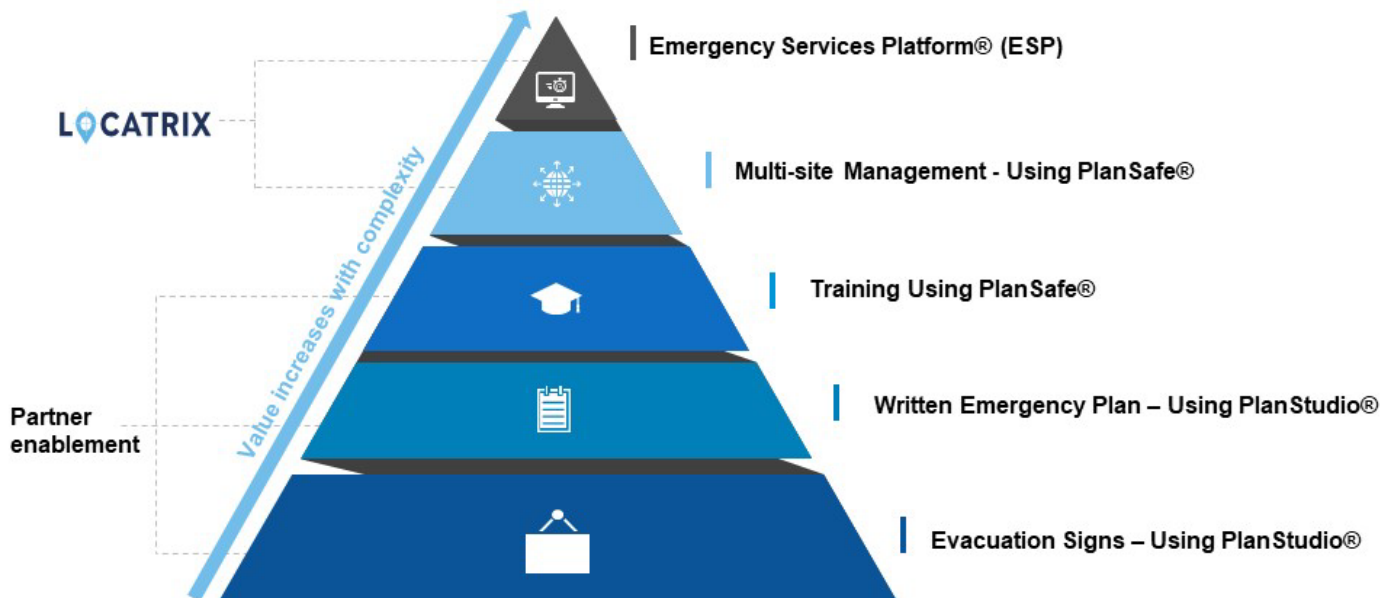
Value Proposition

Locatrix delivers a level of assurance to its clients that means we can measure compliance to legislation and standards in a way that has never been achieved before. This means that for clients with large property portfolios and reputational risk, the worry that if an emergency occurs they have the latest, up to date records of instruction for the occupants in that building and the first responders that have to protect that building and occupants.

With **PlanStudio**, **Locatrix** provides a cost effective way to collect the building data quickly, accurately and efficiently for fire professionals servicing those buildings. Through the use of the fire professional channel partnership, underpinned by **PlanStudio**, the customer relationship will be enhanced.

Overall saving can be achieved in the range of 50 – 70% of current costs for building owner. For the fire safety company, the efficiency of improved workflow means no repeat visits, accuracy achieved on first draft and instant recall of plans from the cloud.

As tabled below partner enablement is within the base three tiers.



Operating Principals

We operate via international standards of excellence. ISO9001 (Quality), ISO18001 (WH&S), ISO14001 (Environment), ISO7001/2 (ISMS). Included, **Locatrix** has an independent Board, and Emergency Services Advisory Board and yearly audited financials.

Market Positioning

The emergency services industry has relied on techniques and practices that are over 100 years old. There is an increased recognition that there is a need for the industry to adopt best practices from other industries including the information technology industry. As **Locatrix**, we have methodologies, practices and software tools that improve efficiencies and quality within this industry. We have adopted a partnering approach to deliver these solutions via our previous competitors.

For **PlanStudio** – Currently building audits are done to a different standard across the world. Each geography has a different set of rules, some Countries are better than others. We believe by designing **PlanStudio** to serve the compliance requirements for each geography, we will deliver a product that is rich in data and user friendly for each market. The current method to deliver fire and evacuation documents including signs is manual: mark-up with clip board and paper, provide information to a drafter to complete.

PlanStudio enables the user (certifier/auditor/consultant) to complete this quickly while on-site whilst walking through the building – via **PlanStudio**. This app provides spatial accuracy for every icon and detail entered by the auditor and calculates the dimensions of the building easily using geotagging technology.

For **PlanSafe** - few building owners have an online training system that is site specific. **PlanSafe** provides relevant information for each unique position and only that information is communicated and tested competence for that individual. **PlanSafe** is easy to use and understand, it uses interactive floor plans to communicate evacuation egress routes and provides the building owner/employee with a cost and time efficient way to achieve compliance. **PlanSafe** also provides the same training for Contractors visiting site and Volunteers.

For **Emergency Services Platform (ESP)** – currently the data of the buildings that Emergency Services are meant to be protecting is limited and paper based – if at all. We aim to improve this by sharing through the Emergency Services Platform to our client base with increased building data and enriched content that we collect on each building, resulting in an improved ability for emergency services being able to save lives through having access to spatially accurate floor plans and building emergency plans.



Underpinning these three products is our Application Programming Interface (API) that together allow downstream partners to develop their own applications that require access to up to date floorplans through use of a web-based REST API. This is backed by a comprehensive and audited model that allows our clients to ensure that their plans are only available to whom they authorise.

With the combination of all three products **PlanStudio**, **ESP** and **PlanSafe** we can provide the building owner with a one stop shop for emergency evacuation diagrams, fire training platform, building data such as alternative solutions and site specific detail which will ensure not only the occupants overall safety but also assist with compliance with maintaining safety elements and assets of a building. All information and reminders to maintain compliance is automated and dashboard reporting provided. Currently building owners need to go to different consultants to achieve this, costing money and missing the benefit of having one common product that links each vital element. Our product is more cost effective, efficient each product integrates the workflow and improves richness of data and data integrity. This in turn provides a current snapshot of the building for emergency services. One secure platform for sharing vital information required to save lives when things go wrong.

Competitive Position

In review of other mapping companies that have also identified the problems and attempting to address with a solution, we believe we are different as we have a business model in partnering with channel partners, that sustains the roll-out and ongoing support of this information. In addition, **PlanStudio**, patent pending, enables easy capture and currency of relevant building information. By forming partnerships with building owners, safety professionals and authority figures such as the emergency services, we are pulling industries together to deliver a solution that maintains currency of critical building information to better protect people by sharing the critical building information with first responder via the **ESP**.

Description of target markets

Indoor and Outdoor Mapping Companies while they have the provisions and ability to map the outside of buildings, they do not have the technology to include the information on the inside of buildings. Our technology can provide these organisations with an opportunity to address currently untapped markets.

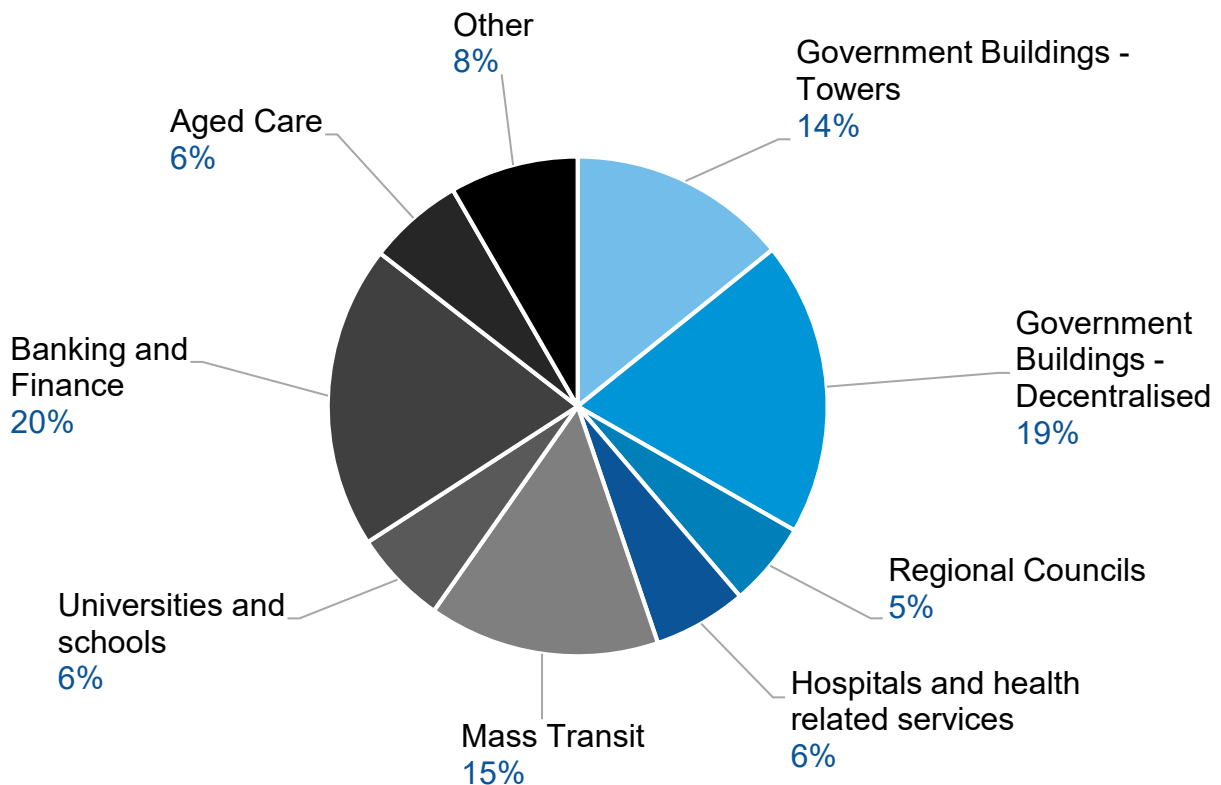
Fire Industry Servicing Companies who currently deliver training and emergency evacuation diagrams. Our **PlanStudio** and **PlanSafe** products provide these organisations with a faster and more efficient way of delivering a service. Our product pricing is favourable with the automated technology and enables better opportunity for attractive margins, quality control and faster product delivery.

Building Certifiers can provide as built plans equipped with necessary information required at handover of a building. This can be created on the go and provide them with an additional revenue stream by delivering the building owner an emergency fire evacuation plan required for building certification and also **PlanSafe** for ongoing training compliance needs. Certifiers can also provide emergency evacuation diagrams and an opportunity to maintain them an annual certification, another revenue stream.

Our end users vary in industry and market verticle and are using our product suite. Some of these end users are First Responders, Financial Institutions, Critical Government Buildings, Aiports or Shopping Centres. All having something in common, a high reputational risk and a large property portfolio. Compliance is difficult for them.



End Users by Sector



Pricing Matrix

| | | | |
|--|---|---|--|
| <div><div>PlanStudio Lite</div><div>Per published sign or plan</div></div> <div><div>Features</div><div><div>✓ Branding Customisation</div><div>*\$15.00 Evacuation Sign *\$25.00 Including pre mark-up</div><div>✓ Emergency Services Platform</div><div>✗ Blockplans</div><div>✗ Emergency Management Plan</div><div>✗ PlanSafe</div></div></div> | <div><div>PlanStudio</div><div>\$0.15/square metre per annum</div></div> <div><div>Features</div><div><div>✓ Branding Customisation</div><div>✓ Evac Signs / Blockplans</div><div>✓ Visual Asset Management</div><div>✓ Emergency Services Platform</div><div>✗ Emergency Management Plan</div><div>✗ PlanSafe</div></div></div> | <div><div>PlanSafe Lite</div><div>\$0.30/square metre per annum</div></div> <div><div>Features</div><div><div>✓ Branding Customisation</div><div>✓ Evac Signs / Blockplans</div><div>✓ Visual Asset Management</div><div>✓ Emergency Services Platform</div><div>✗ Emergency Management Plan</div><div>✓ PlanSafe General and First Response / Occupant Training only</div></div></div> | <div><div>PlanSafe</div><div>\$0.50/square metre per annum</div></div> <div><div>Features</div><div><div>✓ Branding Customisation</div><div>✓ Evac Signs / Blockplans</div><div>✓ Visual Asset Management</div><div>✓ Emergency Services Platform</div><div>✓ Emergency Management Plan</div><div>✓ PlanSafe General Occupant Training Emergency Control Officer (ECO) Training Instruction for Contractors, Visitors and Volunteers... Fully Customisable</div></div></div> |
| <div><div>PlanStudio</div><div>Qualifications Required FSA or equivalent</div><div>Emergency Services Platform Unverified</div><div>Locatrix Deliverables to Partner<ul style="list-style-type: none">Access to Locatrix partner portal.Access to training videos.1 train the trainer PlanStudio training.Locatrix technical Account Manager.<div>*price excludes GST</div></div></div> | <div><div>PlanSafe</div><div>Qualifications Required FSA or equivalent or Building certifier license. Qualified to deliver Fire and Emergency Plans and Insurances of appropriate cover.</div><div>Emergency Services Platform Verified</div><div>Locatrix Deliverables to Partner<ul style="list-style-type: none">Access to Locatrix partner portal.Access to training videos.1 train the trainer PlanStudio training.Locatrix technical Account Manager.PlanSafe setup for partner offices.<div>*price excludes GST</div></div></div> | | |

Locatrix Partner Onboarding Process

Our onboarding process is fairly simplistic as shown in the steps below. Once you have registered your interest via the Partner Page on the website, you will be sent two links. One link to download the software onto your device and the second link providing you access to the Partner Portal which supplies you with an introductory video setting you on your way. Once you have completed this process your one on one training will be organized and with that you're ready for your first PlanStudio project.



Partner Earnings Estimator PlanStudio

| Evacuation Diagrams Per Month | 1 | 10 | 25 | 100+ |
|-------------------------------|------|-------|-------|---------|
| Cost to Partner | \$15 | \$150 | \$375 | \$1500+ |

Partner Earnings Estimator PlanSafe

| Evacuation Diagrams, FEPs & Training per SQM | 1000 | 2000 | 6000 | 12000 |
|--|-------|--------|--------|--------|
| Cost to Partner per annum | \$500 | \$1000 | \$3000 | \$6000 |

