



MAKE LIFE EASY[®]



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We are an award winning business.

We make home improvements easy.



Done it before and doing it again...



Rod Brown

Co-founder & CEO

Former Tesco Services Director. Associate Consultant McKinsey & Co. Systems modeller, London Business School & New York University MBA. MD of start-up The PC Guys, successfully sold to Tesco in 2007.



John Cushing

Co-founder & CCO

Founder & Managing Director of innovative home services business PPR Solutions, which he successfully exited from in a trade sale to ByBox. At point of sale, PPR was delivering c360k in home service jobs a year for its customers.



David Howdle

CPO

Former IS & Strategy Director of the Luxottica Group (Rayban) where he was responsible for the tech development pipeline across 7k retail units globally.



Craig Raine

COO

Former Managing Director of Fujitsu Telecom and Chief Delivery Officer for the Fujitsu Group in Europe. Previously Operations Director for Telewest.



David Turnbull

Investor Director

Co-founder of Antfactory, former MD Salomon Brothers. Wide international experience in investing, venture capital funds, business restructuring.

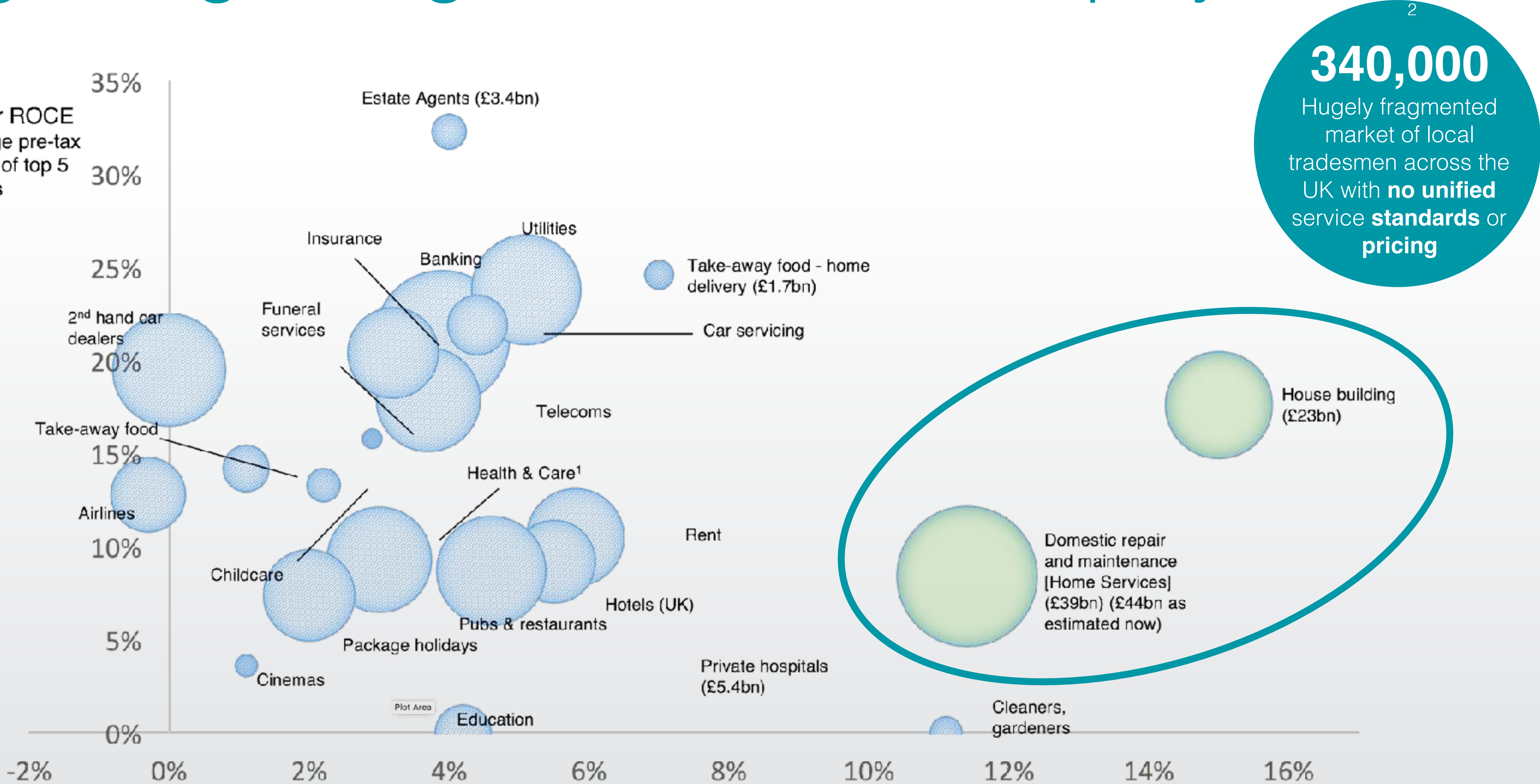


Adrian Lewis

Non Exec CFO

ex-Tesco Finance Director & former FD of Rated People. Now group FD Emerging Markets for Inchcape

Big and growing and no dominant player



Sector growth Historic 4-yr CAGR

Sources: ONS household spend data, industry reports, company annual reports; Most recent data available from either published annual reports or databases, such as Amadeus, Capital IQ.

1. Includes Care Homes, Health & Leisure Clubs, Private Hospitals & Prescriptions

2. 257k VAT registered construction business involved in domestic construction and repair (ONS 2013) + unincorporated/non-vat registered businesses.

Size = Consumer spend in 2013/14

BUNGLERS

COST
MORE
THAN

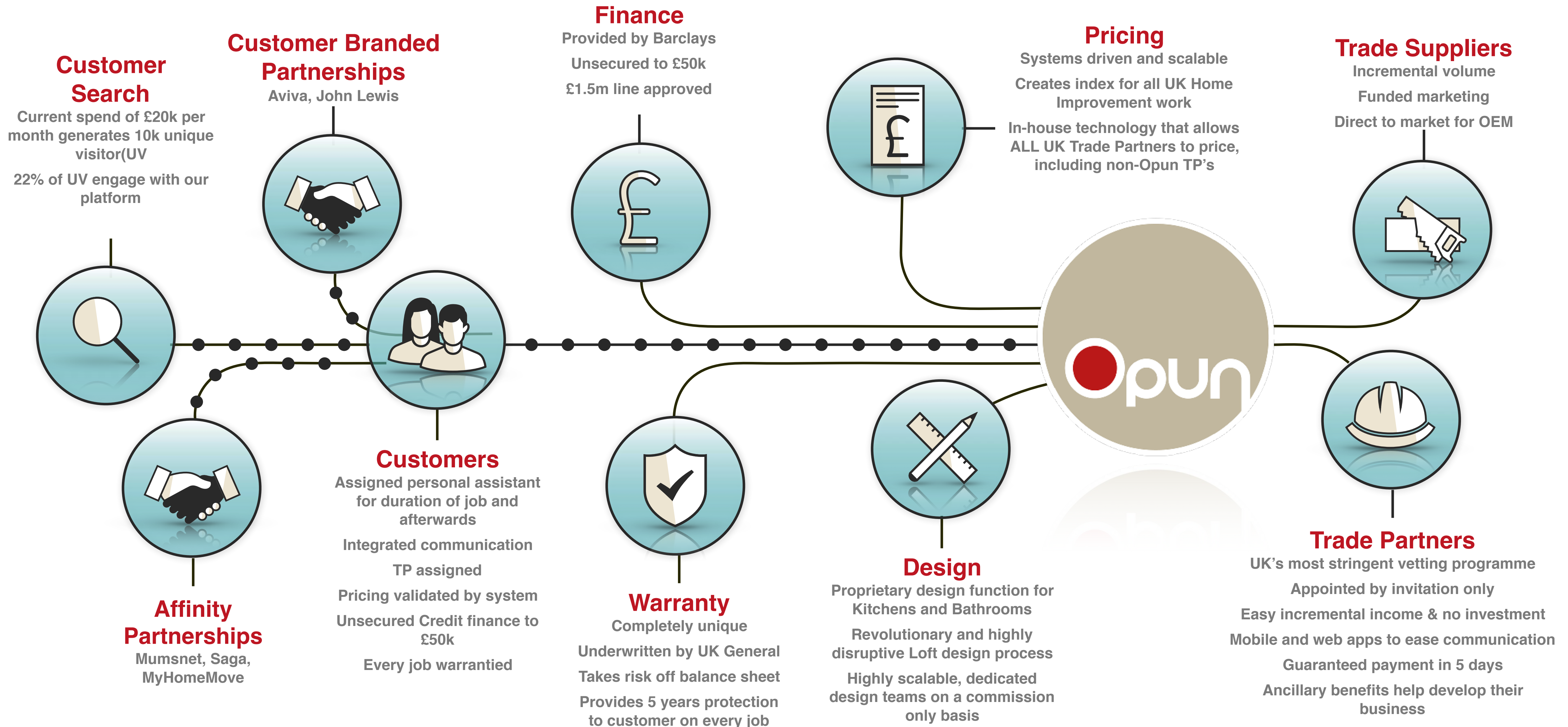
BURGLARS

£1.9bn
WASTED

1/5
GO WRONG

2.5m
DISPUTES

One-platform model drives the business



Opun is the only comprehensive Home Improvement Services platform

Inspiration &
design



Search



Credit



Quotation &
Pricing



Responsibility
for Execution



Communication



Warranty



TP Accreditation



Monitoring

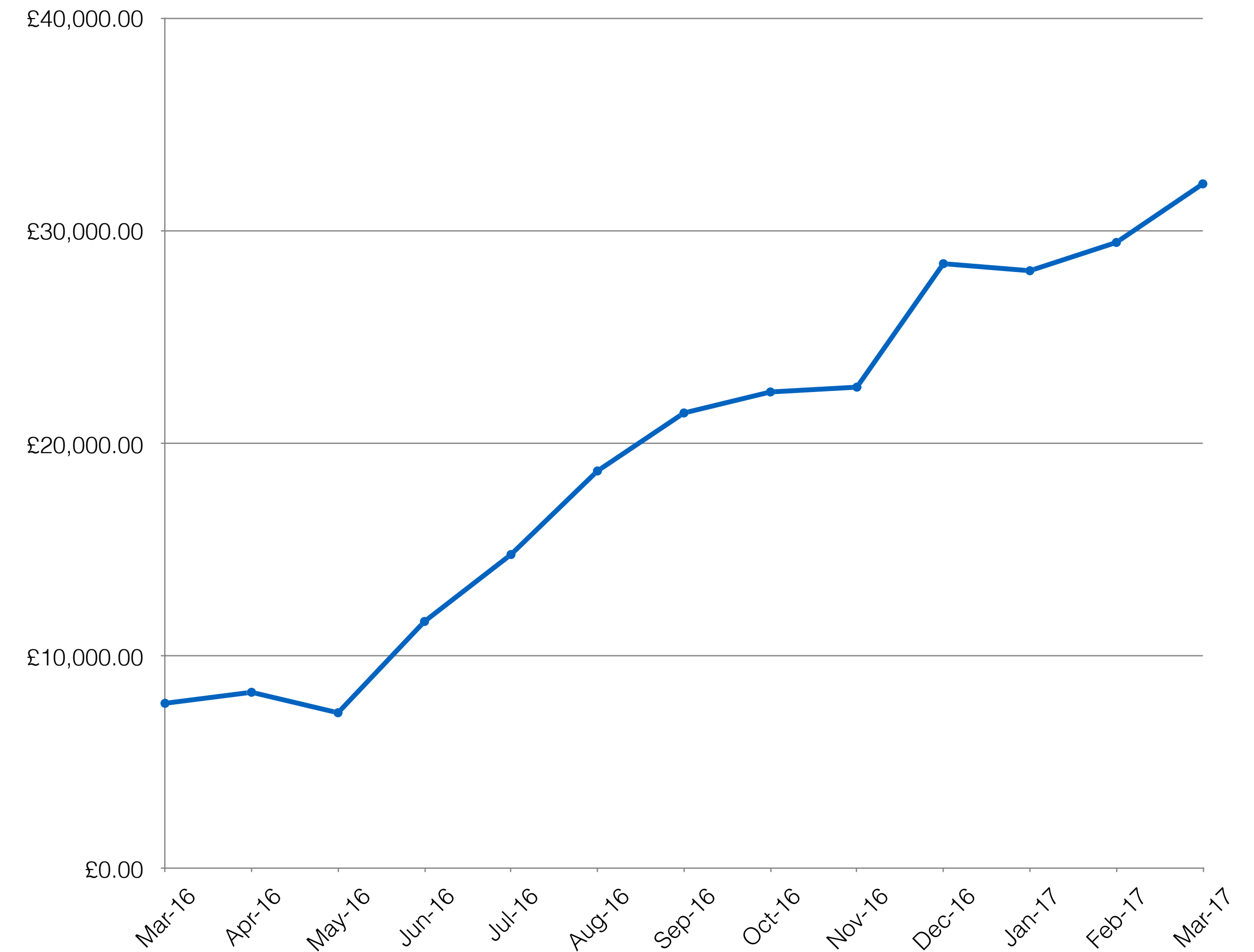


Supply Chain



12 months average quotation value

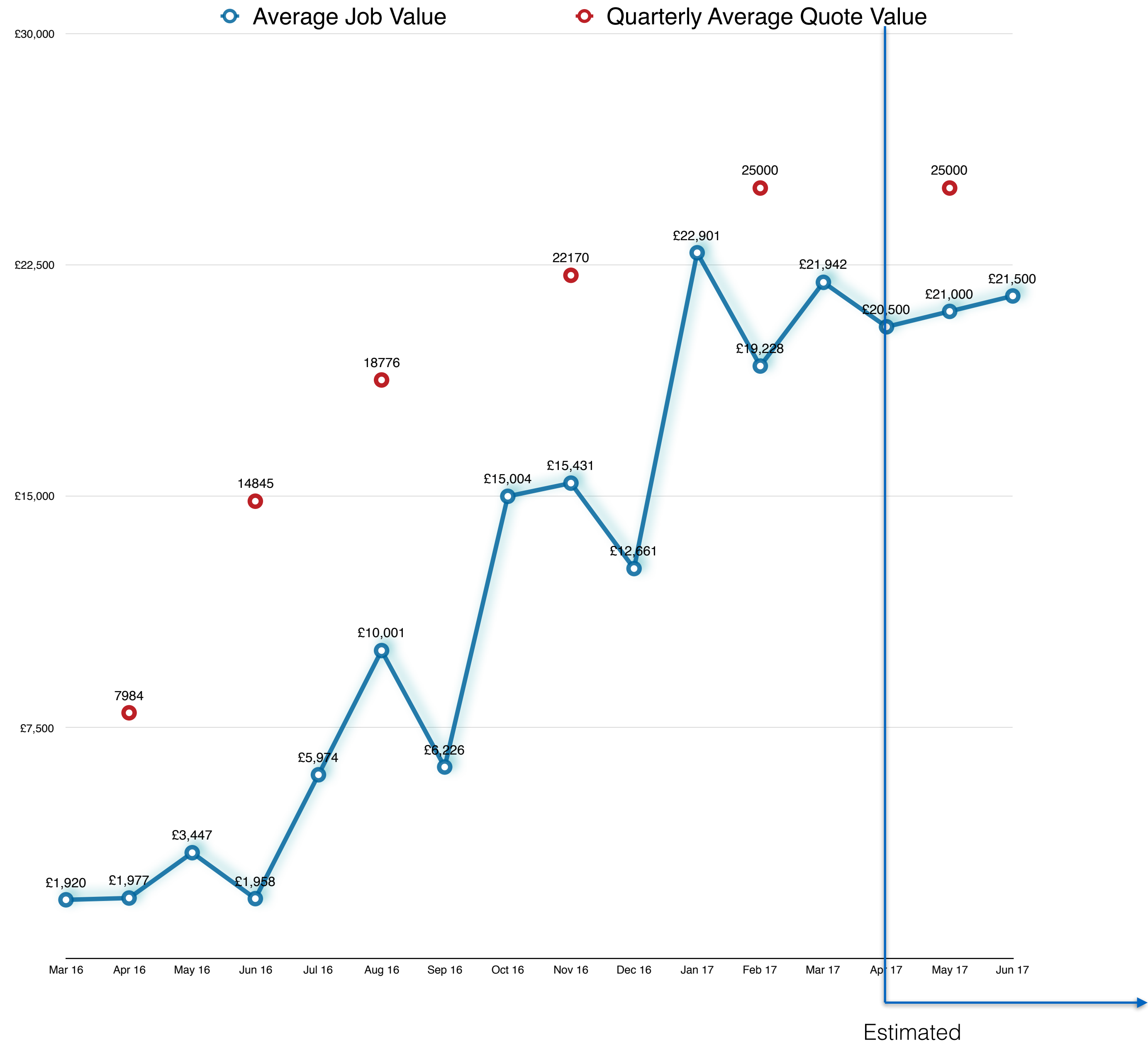
- March 2017 issued quote value at £3.6m
- Focus on KiBLE drives average quotation value by 4x



Average Job Value

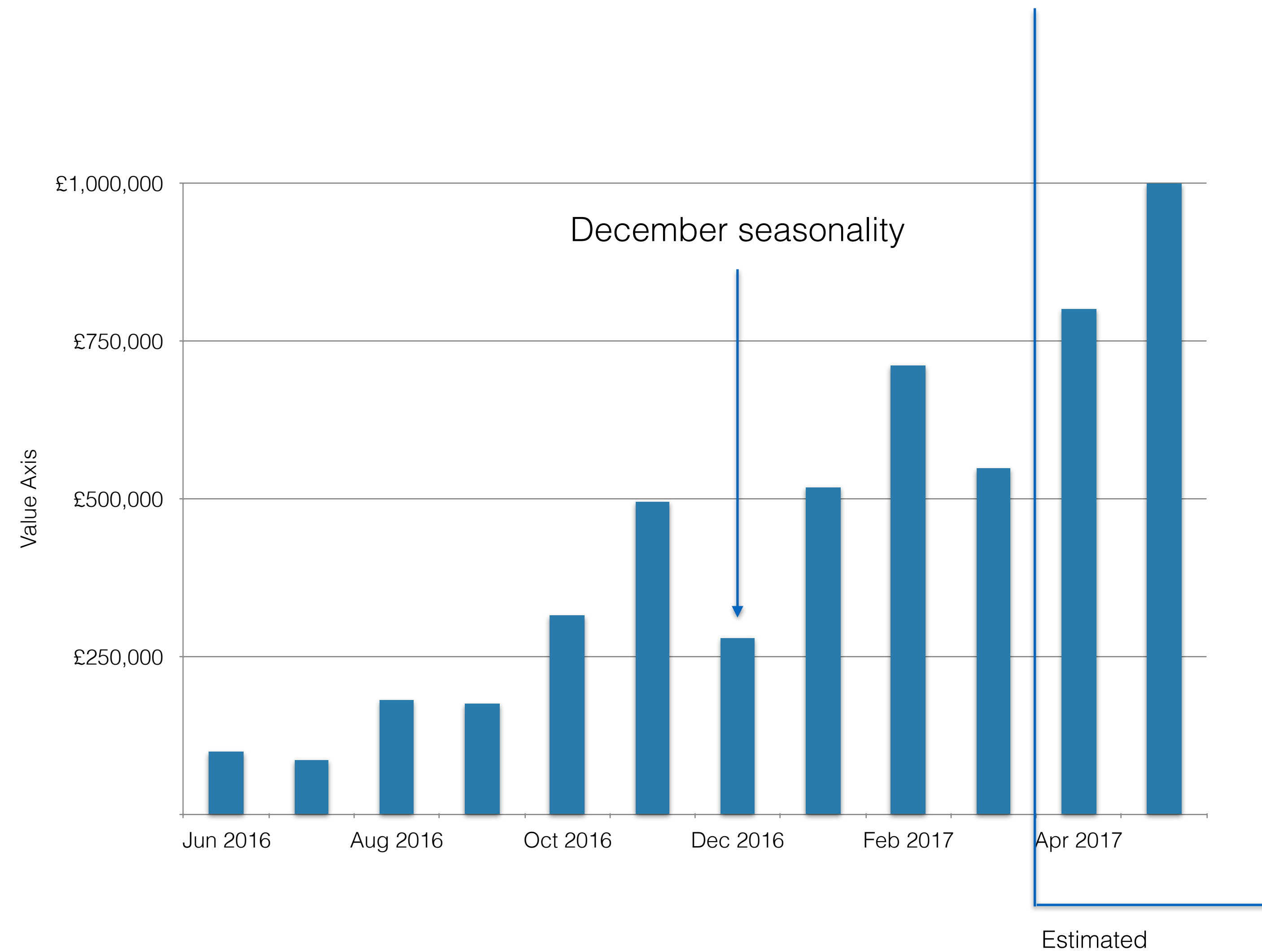
- Average job value for FY15/16 = £3,792
- Average job value for Q1+2 FY16/17 = £11,033
- Average job value for Jan '17 = £22,901
- Job won value 10x Jan 2016 > Jan 2017

Numbers updated April 2017



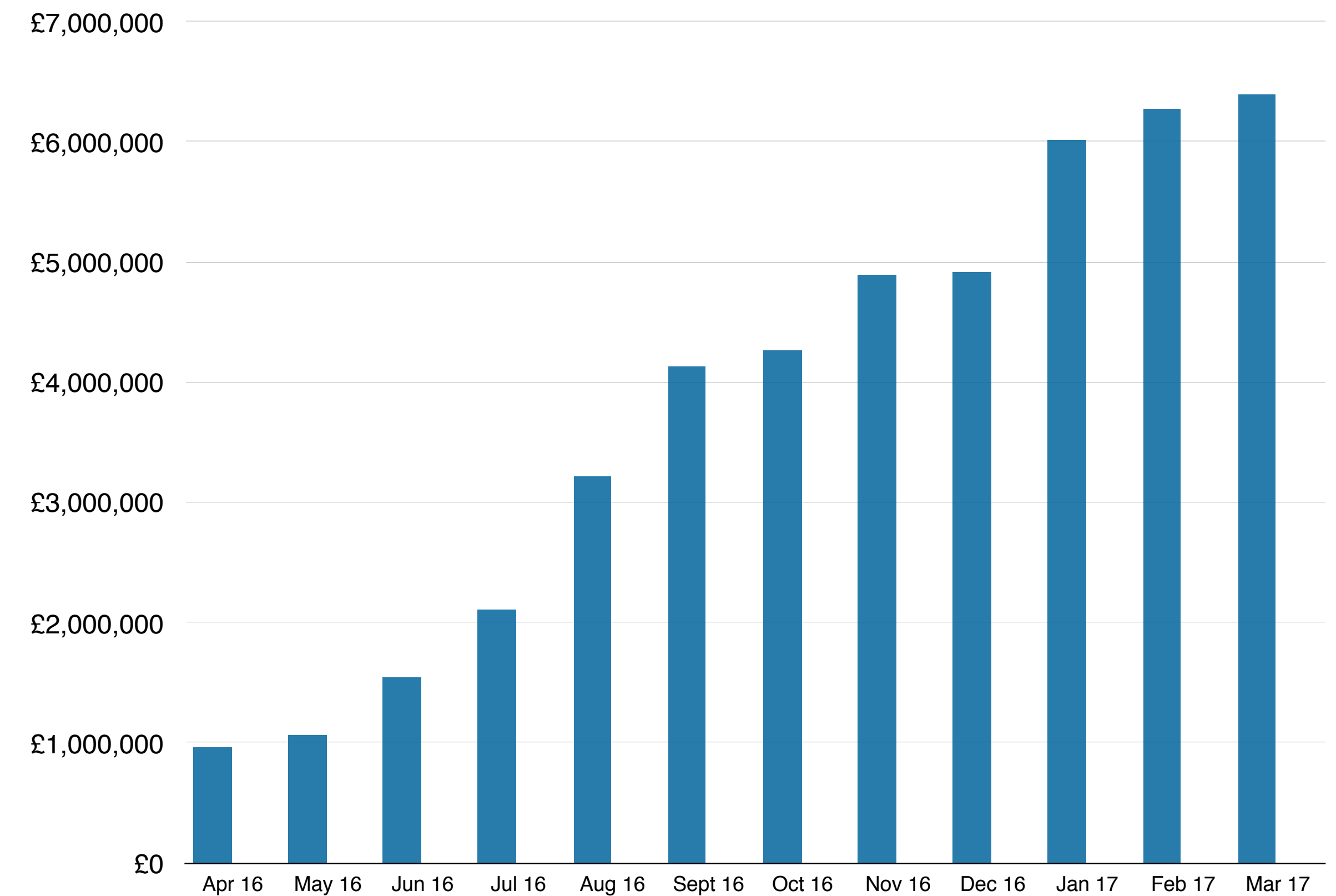
Sales GBP

- 10/10 month's targets achieved
- On track for April 2017



Quotation Pipeline

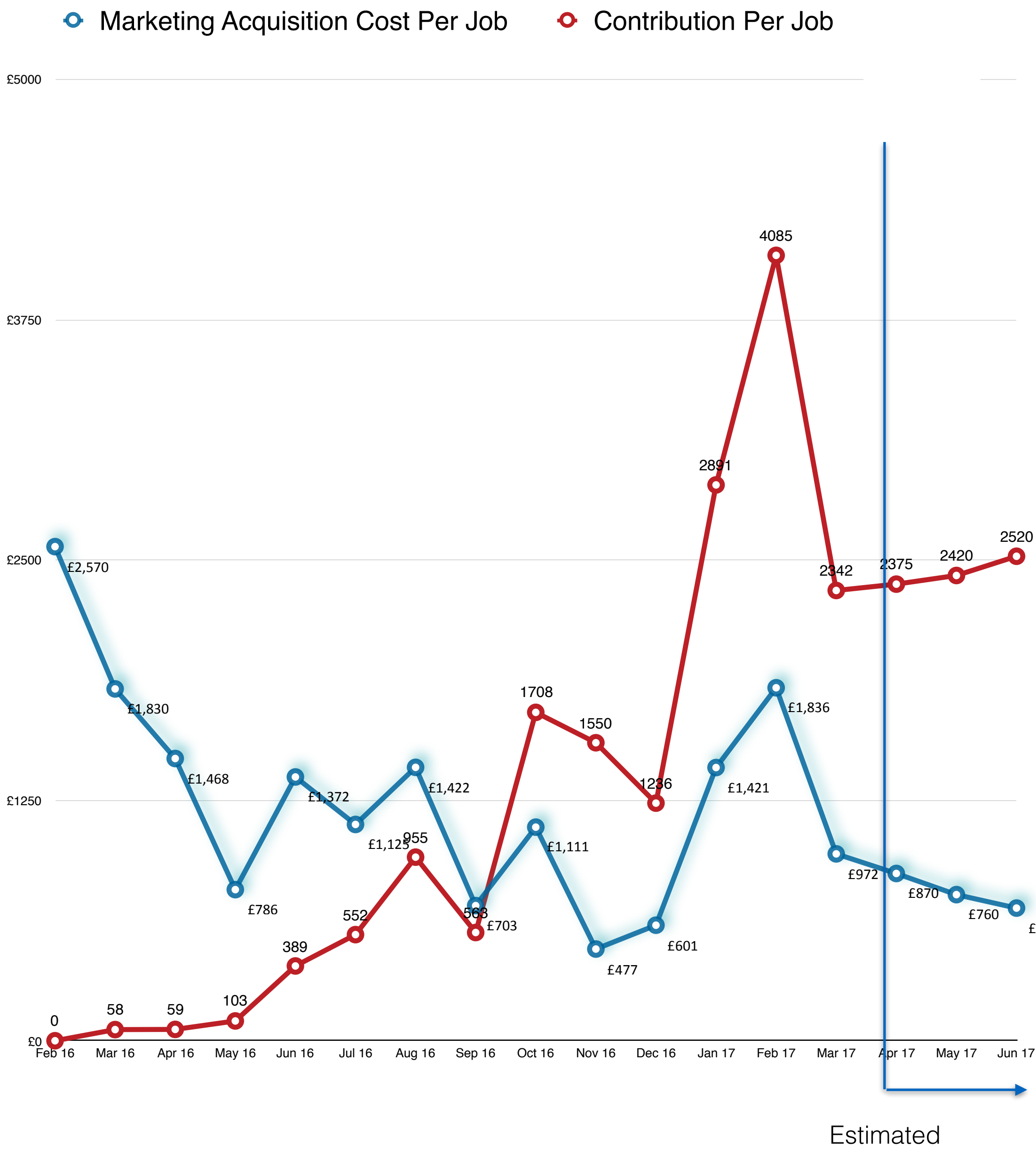
- 4x issued quote value between Q1 and Q2 FY1617
- Quotes issued in February = £3,682,299



Acquisition Economics

- Falling cost of customer acquisition which excludes repeat customer
- On track for April 2017

Numbers updated April 2017



Business Economics

	Units	Today (2017)	2018	2019	2020	Comments
Revenue						
Average Job Value	GBP	19,228.00	19,228.00	19,228.00	19,228.00	Average job value held at Feb 2017 levels
Gross Margin	%	11%	18%	25%	35%	Rising Gross Margin generated through tighter control of Labour & work-force
Net Revenue	GBP	2,115.08	3,461.04	4,807.00	6,729.80	
Direct Commission	%	5%	5%	5%	5%	Being paid to commission-only sales force.
Commission	GBP	980.63	980.63	980.63	980.63	
Margin from parts rebate	%	0%	3%	5%	8%	Small amounts provisionally allocated; current industry norm is 42%
Commission from loan	%	0%	0%	1%	2%	Commission on loans not factored until 2019 - partly to avoid any complications on EIS and partly due to time taken to generate significant traction with current funding provider
Net contribution	GBP	1,134.45	2,961.11	5,028.12	7,537.38	
Demand Acquisition						
Marketing acquisition cost per customer	%	972.00	500.00	200.00	100.00	Falling costs of acquisition over a three year period. 2017 actual
Repeat rate	%	17%	18%	19%	20%	Rising customer repeat rate. 2017 actual
Acquisition per job	GBP	830.77	229.36	91.32	45.45	
Supply Acquisition						
Trade partner acquisition	GBP	670.00	300.00	100.00	100.00	Better use of technology will decrease costs of acquisition
Average jobs per partner	#	1.54	3.00	6.00	9.00	Rising volume of work to help grow and empower local business
Supply acquisition per job	GBP	435.06	100.00	16.67	11.11	
Profit per job	GBP	(131.38)	2,631.75	4,920.13	7,480.81	
Gross Profit per job		-1%	14%	26%	39%	Rising GP at scale in line with other service delivery models (Pimlico Plumbers, Homeserve, British Gas etc)

Growing fast

100%

ALL targets
achieved

x15

Anticipated revenue
growth Year 1 > Year 2

33x

Increase in
quotations sent
yr1 > yr2

2

Weeks to
match last
year's
revenue

20x

Comms increase in the
portal over the last six
months

c150

Trade Partners in
the system

However the thing that matters the most to us,
is what our customers think:

92.7% NPS

Gabby Icke

“My husband chose Opun, and the main reason was because of the five-year **guarantee**. It’s an **extra assurance**, because we’ve been stung by cowboy builders in the past.”

Delroy Wallace

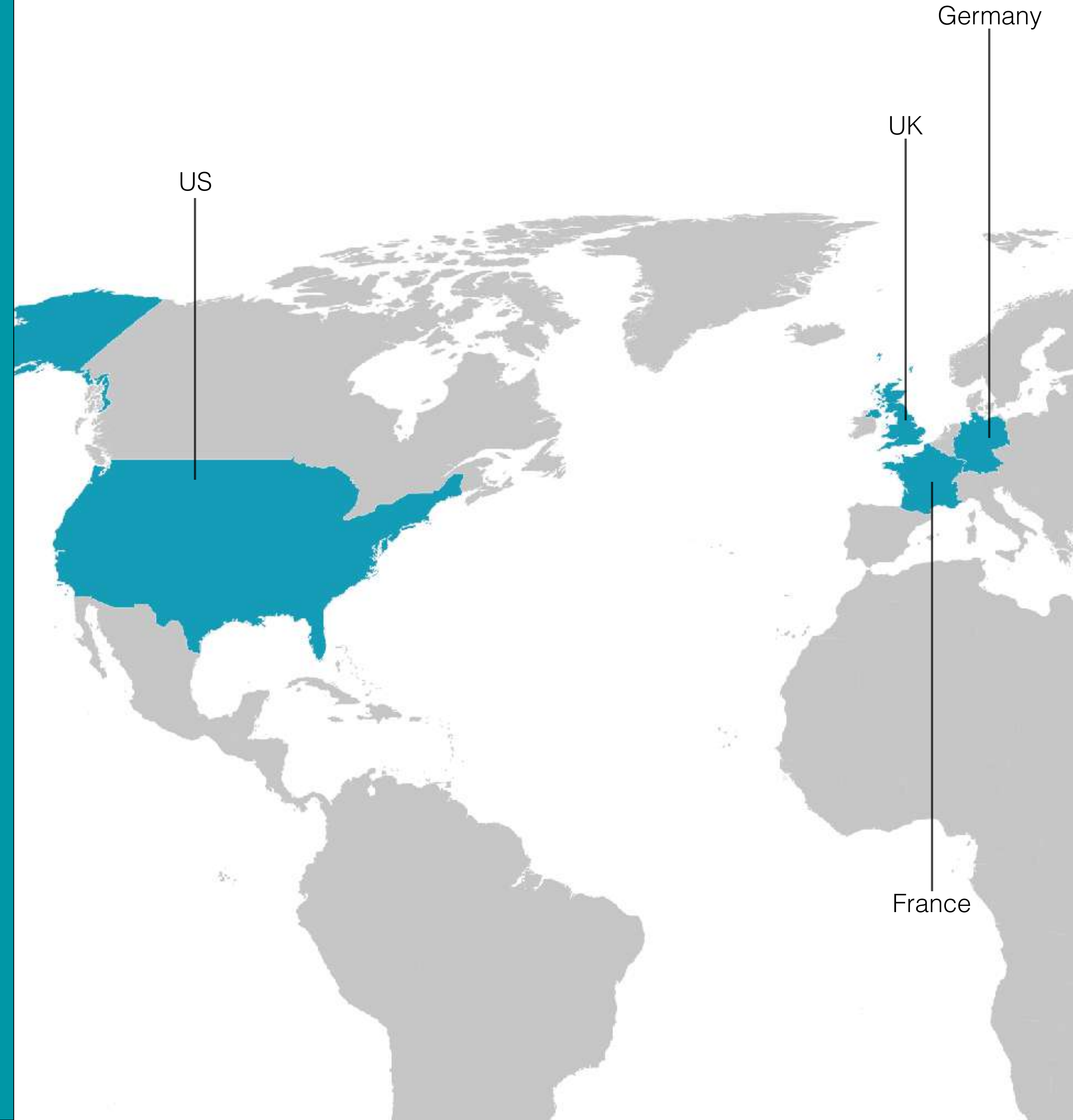
“About time that this Android-based app was developed. **Absolutely brilliant** way of communicating via this portal system in which the operator, contractor and customer may communicate. It also records when they try to phone you.”

Phil Lovell

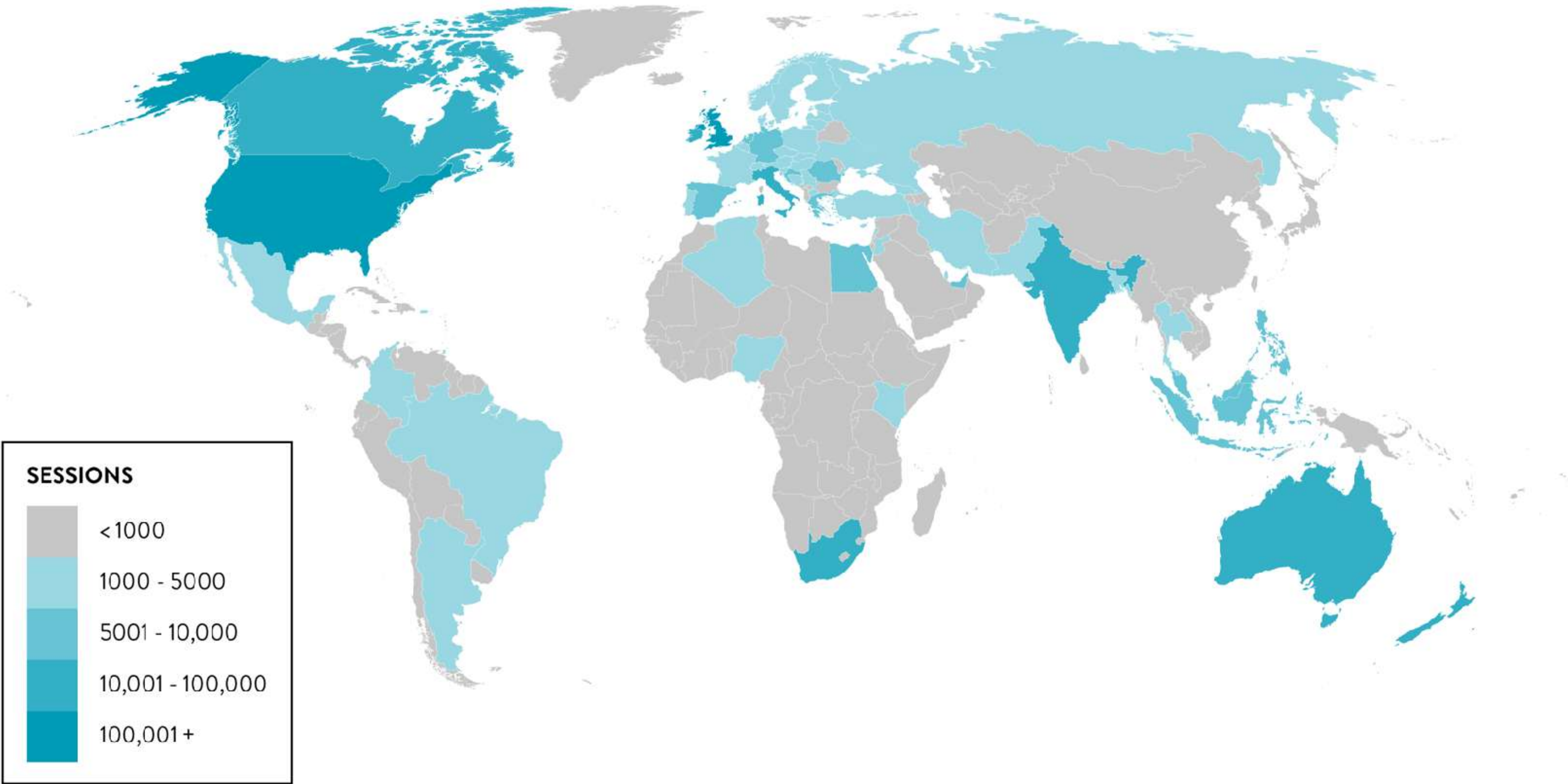
“**Thank you** to everyone for helping us to achieve a kitchen we are **delighted** with. Mihai deserves special praise for his efforts and we really appreciate them. Jenna was also massively helpful in getting us to a point where we could get this done, thank you too!”

Geographic Expansion

- Member of the UKTI Global Growth Programme
- Current Expansion Outline:
 - US
 - Continental Europe
 - Germany
 - France
- Expansion is driven by a number of core factors:
 - Macro Economic Drivers
 - Current/Potential Partnerships
 - Model Delivery - B2C / B2B2C
 - Capitalisation of the Expansion Model
 - Barriers to Entry



Global Reach - Visitors per country to Site





Series A Extension

Ask: £7m at £16.2m pre (Series A valuation)

Share price: £13.31 for 1 penny ordinary shares

Purpose: Extend runway to mid 2018, establish substantial valuation uplift prior to B raise.

B raise c.£18m for expansion across UK, international expansion & drive to profit.



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