



CROWD-SOURCED FUNDING OFFER DOCUMENT

DATED 20TH FEBRUARY, 2024

OFFER OF FULLY-PAID ORDINARY SHARES IN MYDRIVEHERO HOLDINGS PTY LTD AT \$0.35 PER SHARE TO RAISE A MAXIMUM OF \$400,000.

This crowd-sourced funding (CSF) offer document relates to the Offer of fully-paid ordinary shares in MyDriveHero Holdings Pty Ltd. This Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act).

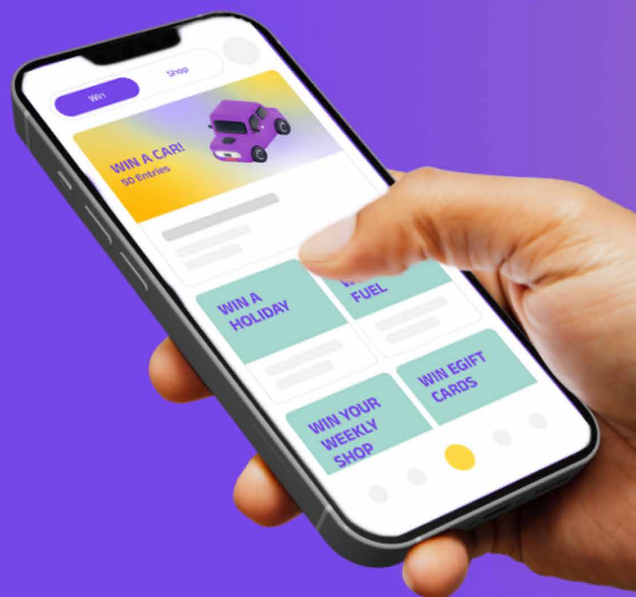
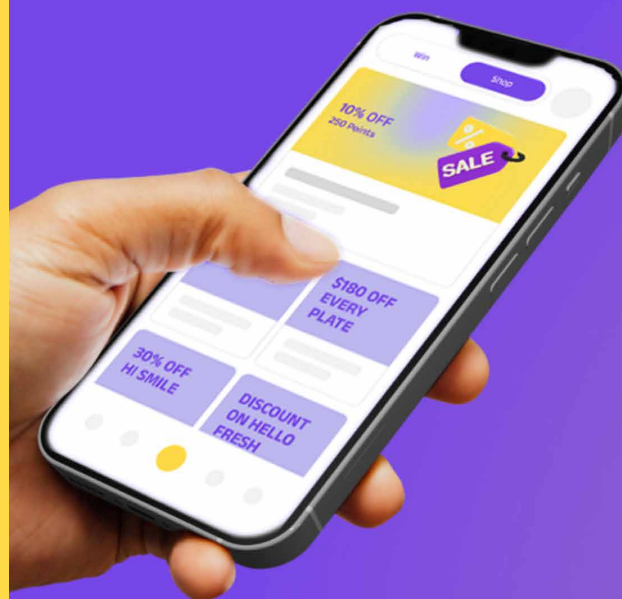
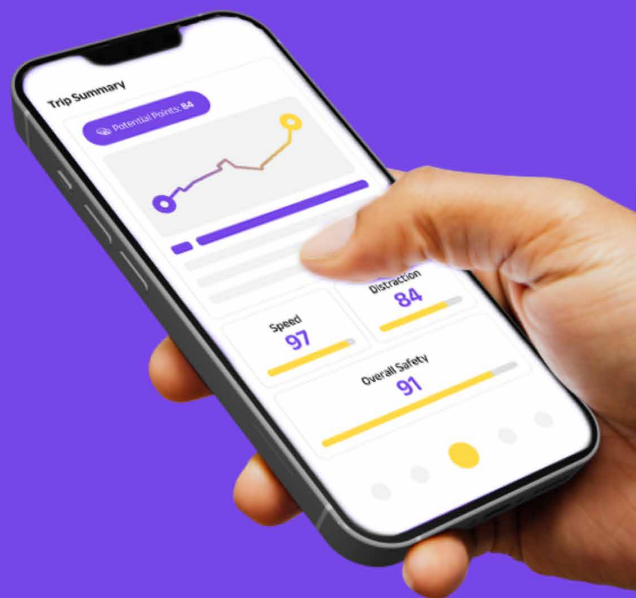
ISSUER:

MyDriveHero Holdings Pty Ltd ACN 672 118 731

INTERMEDIARY:

Birchal Financial Services Pty Ltd ACN 621 812 646 AFSL 502618

Always consider the general CSF risk warning and offer document before investing



As Seen On



Daily Telegraph
Herald Sun



The Courier Mail

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SECTION 1: RISK WARNING

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.

SECTION 2: INFORMATION ABOUT THE COMPANY

LETTER FROM THE FOUNDERS

Dear Fellow Drivers & Future Investors,

We're thrilled to introduce you to MyDriveHero, and extend a heartfelt invitation for you to join us in our mission to positively impact 10 million lives by pioneering a movement where people are rewarded for forming safe habits behind the wheel.

In the 18 months since we launched, we've already seen a genuine positive contribution to safer Australian roads. Across the MyDriveHero community there's been a 18% increase in safe driving habits, thanks to our users (fondly known as "Heroes"!)." ¹

Our journey began with a shared determination to save more lives on the road. In 2022 road fatalities in Australia had spiked 2.7% from the previous 12 months, and there has been a 10.5% increase in road fatalities nationally over the past decade. Speed and distraction continue to be the biggest killers on our roads. And, young drivers are often more at risk of fatal road accidents than any other age group. ²

This alarming increase in road accidents, primarily due to preventable behaviours, underscores the urgency of our mission and our desire to make Australian roads safer for the estimated 19 million+ drivers, and the 320,000 new drivers each year, who spend 90 mins on average each day on our roads. ³

The vision for what is now MyDriveHero began several years ago, when Founder Rick Markham was profoundly affected by a preventable motor vehicle accident in the workplace. The accident

significantly impacted him and his attitudes towards road safety, and he became determined to do something that would create real change towards safer driving behaviour.

After several rounds of research, development and trials, the concept of the MyDriveHero mobile application was born, combining technology with behavioural psychology to create a community that's committed to promoting safe driving habits. And the more our community drives safely, the more they get rewarded!

We aim to remove the negativity surrounding driving behaviour, instead focusing on providing a fun, rewarding and community-driven experience that feels more like a game than a chore, and provides genuine rewards back to our "Heroes", aligning personal interests with community safety. Our industry-leading technology, which intricately analyses driving patterns and rewards safe practices, has resonated with tens of thousands of Aussies who now see road safety as not just a responsibility but a rewarding experience.



1. The increase in safety is calculated from all trips completed in the app by all users. Out of all 63,000+ people who have the app who have completed over 1M trips, the improvement of the users trips safety between SPEED & DISTRACTION which equals OVERALL SAFETY tally up to a 18% increase.

2. "Australian Car Accidents Report 2022" www.savvy.com.au/media-releases/australian-car-accidents-report-2022-statistics-deadly-causes-and-how-to-minimise-your-risk/

3. "Shorten urges action on infrastructure" www.theaustralian.com.au/business/business-spectator/news-story/shorten-urges-action-on-infrastructure/15a5e8c0a1aef3936daceb3911124650

We now stand at the forefront of a significant market opportunity. With our unique approach to promoting safe driving through technology and gamification, we are primed to make a substantial impact on road safety, community wellbeing, and driving behaviour. This positions us as not just an emerging global market participant but a potential market leader in the road safety tech space. Unlike traditional apps that passively monitor or report on driving behaviour, MyDriveHero actively engages and rewards users, creating a compelling incentive for safe driving.

Since our inception in June 2022, MyDriveHero has seen remarkable traction. We've logged over 18.5 million kilometres across 1 million trips in just 18 short months, and in that time we've seen an 18% increase in safe driving habits across our community. We've achieved substantial growth in our registered user base, now totalling almost 64,000 users, who have cumulatively logged over 391,000 hours of safer driving time. This growth is a testament to our impact and the resonance of our mission with drivers nationwide.

Additionally, to continue delivering value to our community, we've partnered with leading utilities, grocery and retail leaders across the country, as well as rewarding our "Heroes" with multiple attractive prize giveaways as further incentives.

We're very proud to be partners of the National Road Safety Week campaign. And, we've even ranked #4 in Top 5 Utility Apps in Australia!⁴

Since our last investment round, where we secured \$5 million at a pre-money valuation, MyDriveHero has undergone significant evolution. With the launch of our new app in November 2023, we've experienced remarkable growth in both revenue, (400%) and active user numbers (300%). This robust performance is a testament to the effectiveness of our strategies and the resonance of our product in market. The valuation of MyDriveHero reflects not only our past achievements but also our potential for continued success. We invite investors to join us in shaping the future of mobility solutions and driving MyDriveHero towards even greater heights.

Our revenue model, built on premium subscriptions, in-app purchases, programmatic advertising, and strategic partnerships, has not only proven sustainable but also scalable. We are excited about the many possibilities this opens up for MyDriveHero, including potential collaborations with insurance companies, government bodies, and international expansion.

With this incredible growth and traction we've now got our sights set on inching closer to our mission of positively impacting 10 million lives on the road. We've done the groundwork, we've built the revenue model, we have the community, and we're now ready to take our business to the next level by capitalising on our competitive advantage and reaching more Aussie drivers and genuinely contributing to safer roads.

Investing in MyDriveHero means being part of a socially responsible venture with a scalable business model. Our innovative approach to a national and global problem, coupled with our technological edge, positions us uniquely in the market. Your investment will help fuel our growth, enhance our technological capabilities, and expand our reach, ultimately contributing to safer roads and communities.

The journey so far has been exhilarating, but we know the road ahead is even more promising. As we embark on this next phase of our business's growth, we invite you to join us.

Thank you for considering this opportunity. Together, let's pave the way for a safer tomorrow, one drive at a time.

Warm regards,

Rick Markham

Founder & Director

Blake Robinson

Co-Founder & Managing Director

Joshua Wong

Co-Founder & Chief Business Development Officer

4. As of 28th October, 2022. Named KSafe at time of ranking.



“

MYDRIVEHERO HELPED CHANGE MY LIFE! GETTING REWARDED FOR DRIVING SAFE IS ONE THING BUT LAST YEAR I WAS THE FIRST WINNER OF THEIR CAR GIVEAWAY! PRIOR TO THIS I WAS DRIVING AN OLD VEHICLE AND THINGS WERE ALWAYS BREAKING DOWN. THANKS TO MYDRIVEHERO I WAS ABLE TO DRIVE SAFE, HELP MY COMMUNITY AND GET REWARDS!

**TIMMY COMMERFORD
MYDRIVEHERO USER (PICTURED)**

Individual has provided consent to inclusion of this statement.

2.1 COMPANY DETAILS

This offer of shares is made by MyDriveHero Holdings Pty Ltd ACN 672 118 731 (Company).

COMPANY NAME	MyDriveHero Holdings Pty Ltd
ACN	672 118 731
DATE OF INCORPORATION	12 October 2023
REGISTERED OFFICE	25D Sandringham Avenue, Thornton NSW 2322
PRINCIPAL PLACE OF BUSINESS	25D Sandringham Avenue, Thornton NSW 2322
DIRECTORS	Ricky Markham Blake Robinson
COMPANY SECRETARY	Ricky Markham
SUBSIDIARIES	B Safe Australia Pty Ltd (ACN 646 787 751) (100% wholly owned subsidiary)
WEBSITE	www.mydrivehero.com

2.2 OUR BUSINESS

2.2.1 ABOUT THE COMPANY

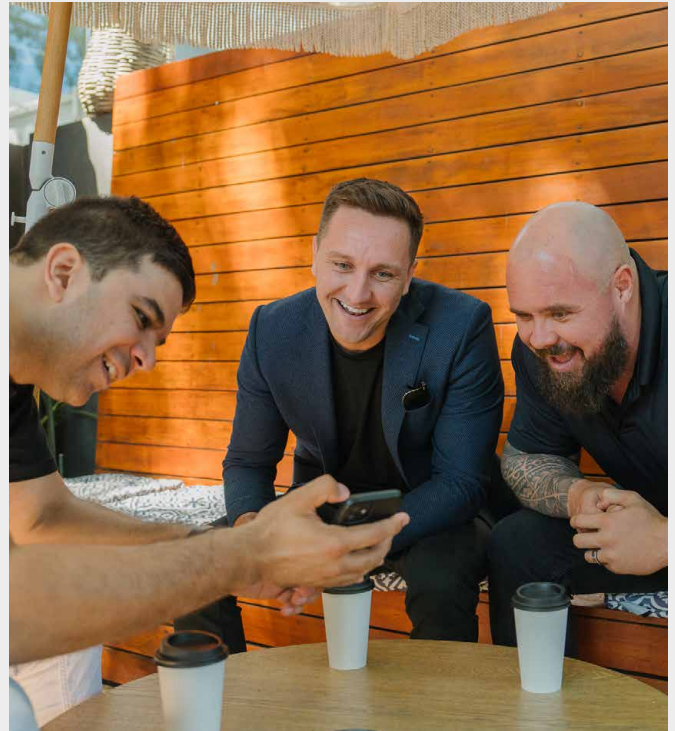
At MyDriveHero, we are driven by the conviction that every journey should be a safe one. This belief is at the heart of everything we do.

Our goal is to revolutionise road safety and foster responsible driving habits across Australia (and eventually the world!) by taking the innovative approach of acknowledging and rewarding positive driving behaviours, rather than punishing negative behaviours. With the success of other apps and platforms using these same principles, but across other industries (such as the fitness industry and prize giveaways), this has underpinned our strategy.

Since our launch in June 2022, MyDriveHero has made significant strides in redefining the user experience, and introducing multiple revenue streams. Our app uses geolocation technology to intelligently track and analyse driving patterns, focusing on critical safety aspects including driving speed and distraction, to assign 'points' to each user. These points can then be redeemed for a range of rewards and prize draws, facilitated via the app and in collaboration with our growing partnership base.

Our approach to road safety is pioneering in the Australian market. We have been recognized for our innovative use of technology to promote safer driving practices, including our partnership with National Road Safety Week. Our efforts have led to a remarkable 18% increase in safe driving habits by our "Heroes" (users) since app launch, a testament to our impact and the resonance of our mission.

The MyDriveHero app is designed with user engagement at its core. It is intuitive, engaging, and offers real rewards for responsible driving. We work closely with road safety experts and technology developers to ensure our app remains at the forefront of innovation.

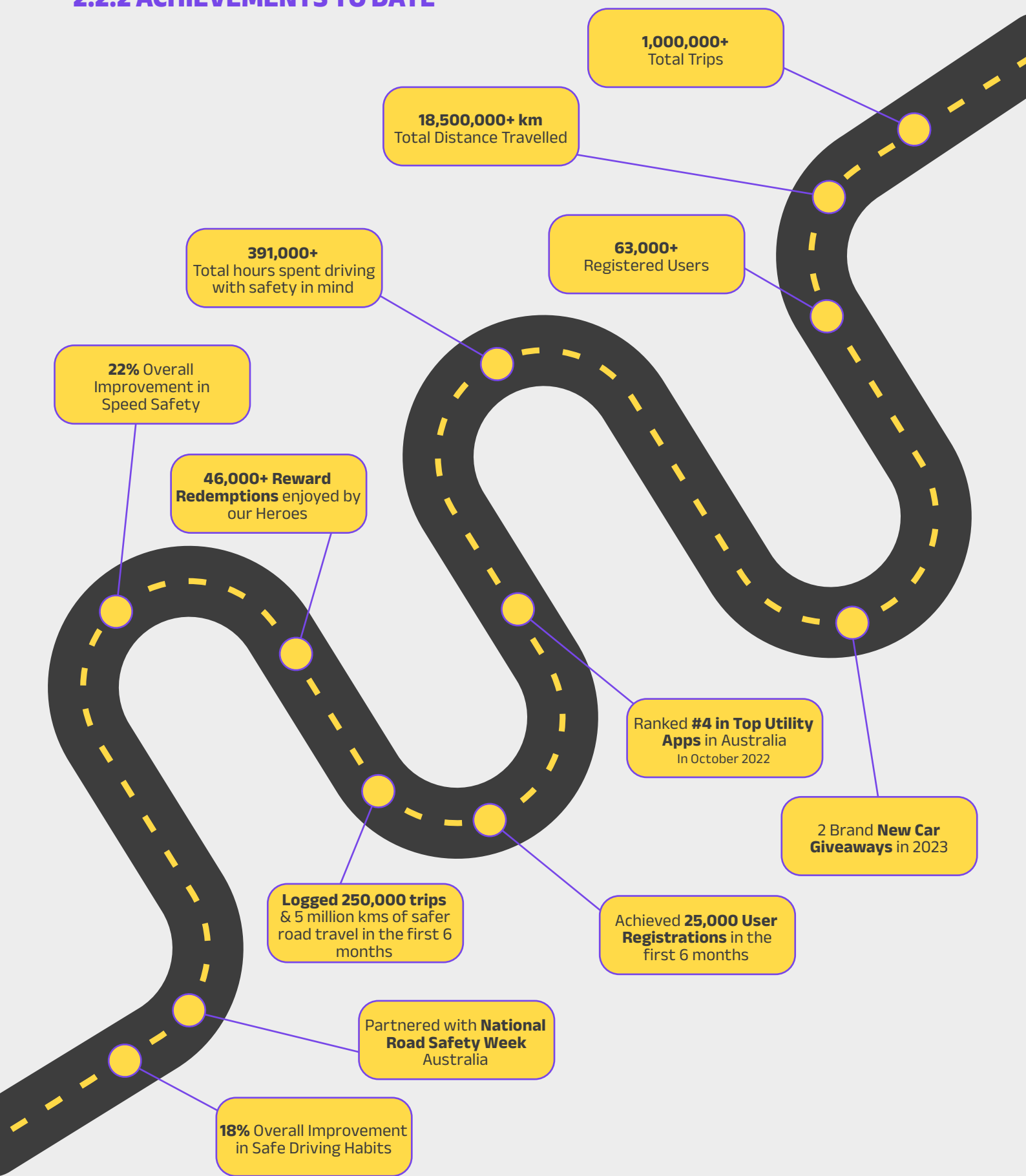


MyDriveHero's revenue streams are diversified and growing. We generate income through a premium subscription model, offering enhanced app features. Additionally, we have programmatic advertising within the app and offer in-app purchases. Our collaborations with various businesses for in-app advertising and rewards partnerships further strengthen our revenue channels.

Our user base and reach have grown considerably since inception just 18 months ago. We have a growing user base across every state and territory in Australia, with almost 64,000 "Heroes" logging over 18.5 million kilometres towards safer driving. Our partnerships with brands for rewards have seen increased engagement, and we're exploring new partnership opportunities continuously.

MyDriveHero is led by a core internal leadership and management in-house team, and supported by outsourced contracting teams for operational output.

2.2.2 ACHIEVEMENTS TO DATE



MYDRIVEHERO'S JOURNEY

2016

- Founded by Rick Markham after being impacted by a motor vehicle accident at the workplace. Rick decided to do something to make Australian roads safer.

2022

JUN

- The KSafe App Launches, MyDriveHero's proof of concept

JUL

- Hits 1,000 users in first month

OCT

- Users 10X to 10,000
- Hits 1 million km's travelled
- Featured in national including 9News, 7News, Herald Sun & Daily Telegraph
- Ranks #4 in Australia's Top Utility Apps

DEC

- Hits 250,000 trips
- Hits 5 million km's travelled

2023

MAR

- Hits 10 million km's travelled!
- Launches 'Boosters' feature in app, first paid revenue stream!

APR

- Launches 'Premium Subscription' option for users, second paid revenue stream!
- First Big Giveaway Winner Announced – user wins a Brand New Car!

MAY

- Rebranded to MyDriveHero
- Re-launches as part of National Road Safety Week

OCT

- Launches MyDriveHero Version 2.0 – Major App Upgrade introducing sleek new look, design & features

2024

JAN

- Hits 1 million trips taken!!!
- Hits 63,000 users
- Hits 18.5 million kms travelled
- Achieves a 18% improvement in safety score, delivering a measurable improvement in road safety!!!
- Achieved over 400% growth in In-App revenue since app upgrade

2.2.3 OUR PRODUCT

MyDriveHero is more than just an app; it's a movement towards safer driving, incentivising users with tangible rewards, while contributing to the broader goal of road safety. We're fostering a growing community of like-minded Aussies who champion safe driving through positive sharing and storytelling.

TARGET MARKET & USER BASE

Our target market includes everyday Australians who are incentivised by the opportunity to win rewards, discounts and prize giveaways through a gamification platform.

While our current user base of almost 64,000 Heroes spans all Australian States, driving age groups and demographics, we have started seeing some core user segments emerge who can be broadly grouped as:

- **Smart Spend Mums:** Typically aged 25 - 40, most likely to be female and more likely to have children. This group tends to drive most days in suburban or regional areas, are price conscious, and are highly incentivised and engaged with the rewards on offer.
- **Younger Drivers:** Typically aged 20 - 40, more likely to be male, living in and around suburban metro areas, and likely to be travelling most days for longer distances on average, and/or potentially using their vehicle for work or income-producing purposes.
- **Reward Chasers:** More likely to have children who are at or coming close to driving age, are incentivised by the opportunity to win rewards, and may use the app as an opportunity to support and help prioritise their own children's safe driving habits (and bring their children on as users to the app as well).

Young drivers in Australia are often more at risk of fatal road accidents than any other age group. Additionally, young drivers are the top culprits for using mobile phones while driving, and, 18 - 24 year

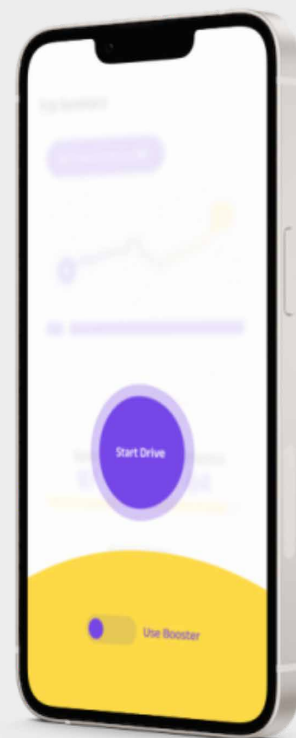
olds are twice as likely to receive a speeding fine than any other age group.⁵

With the popularity of MyDriveHero continuing to grow in the younger age groups, and specifically targeting the two key problem behaviours of speeding and distraction while driving, we intend to continue focusing our marketing efforts on reaching more of this target market, where we believe we can have the most impact.

SAFE DRIVING TECHNOLOGY

Critical to the success of the app in awarding 'safety scores' to users is the geolocation technology that tracks, assesses and records each users' driving behaviour.

Once a user elects to 'start a trip' in the MyDriveHero app, the app uses location data from the user's phone to continuously capture the exact time, location and speed of each trip. When the user finishes and submits their trip, this data is analysed against the speed-limit data for each of the points on the trip. Any points during the trip where the vehicle exceeded the speed limit are used to calculate the speed safety score.



5. "Australian Car Accidents Report 2022" www.savvy.com.au/media-releases/australian-car-accidents-report-2022-statistics-deadly-causes-and-how-to-minimise-your-risk/

User's interactions with the phone (e.g. touching the screen, switching to another app etc) are also captured and used to determine the level of distractions. All safety scores take into account the duration and length of the trip.

MyDriveHero is designed to operate in the background, meaning it can continuously monitor the user's speed throughout their journey without necessitating active engagement, providing an uninterrupted and distraction free experience.

Once recorded, the app quantifies this data into three Safety Scores, assigning a number out of 100 to each score, with the higher the number, the safer the drive taken based on speed and distraction criteria. The app then also provides users with a comparison of their individual scores against the average of all MyDriveHero users. "Heroes" can then view their individual scores, which are:

- Overall Safety Score for that trip, and overall of the User
- Speed Safety Score for that trip, and overall of the User
- Distraction Safety Score for that trip, and overall of the User

Users' Safety Scores are then quantified into points, which can accrue over time. The higher the safety score, the more points a user accrues per trip, and the more trips and other activities in the app that a user undertakes, the more points they can accrue.

These points can then be redeemed for various rewards, such as discounts and entries into giveaways, creating a tangible incentive for drivers to maintain safe driving practices.

USER EXPERIENCE

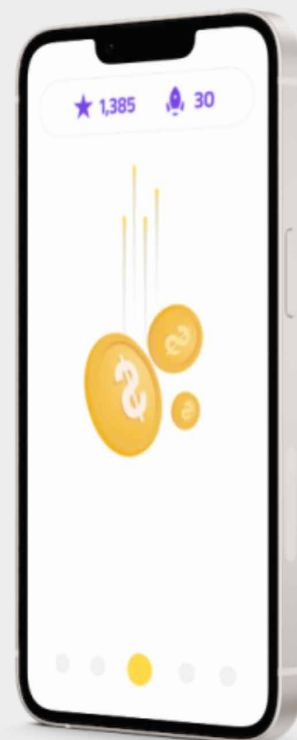
The MyDriveHero app's design is user-friendly, ensuring easy accessibility and engagement for drivers of all ages and employing best practice app design based on gamification principles.

MyDriveHero Version 2.0 was launched in October 2023, which included a major upgrade to the

previous app version focusing primarily on a new and improved design, user experience, enhanced reward options, and increased gamification.

The user experience follows a simple yet rewarding journey that keeps bringing users back:

- Trip Logging and Value-Add Options: Users open the app, hit "DRIVE" before starting their trip, and "STOP" once it's completed. The app offers value-added options to enhance the driving experience.
- Enhanced Safety Scores: Users earn higher safety scores by driving responsibly, adhering to speed limits, and avoiding phone usage. Safety scores reflect their responsible driving habits.
- Points and Gamification: Gamification rewards safe driving with points. Safer driving leads to higher safety scores and more points. Users can boost their points with premium subscriptions, boosters, and by watching ads, all while competing on leaderboards.
- Reward Redemption: Users can redeem points for exclusive rewards, discounts, and exciting giveaways, adding a rewarding dimension to their journey.



PRIVACY

Given the nature of the App and the need to connect with and record user data, we have strict privacy policies in place to protect our user's and ensure they feel comfortable engaging with MyDriveHero.

All users identify themselves in the App by chosen username only, with no mandatory requirements around providing first and/or last name or any other personal details. Additionally, users can delete any personal or trip information they desire, at any time, and once requested the data is removed permanently from all systems to ensure compliance. There is no sharing of individual trip data with third parties.

REWARDS FOR USERS

Each journey taken by a MyDriveHero user is an opportunity to earn points, which can then be redeemed in the Rewards area of the App for a range of discounts, special offers, gift cards, and entries in prize giveaways.

In addition to tracking their trips, users can use the app at any time to earn more points, regardless of how often they drive. Users can earn points by engaging with the revenue generating 'games' within the app including 'Boosters', premium subscription options, giveaways, competitions and more.

Since our launch we've partnered with and trialed a vast number of offers, discounts and giveaways. We actively monitor the popularity and interest in the various reward options and tailor our offerings to suit our user's wants and needs.

Reward Partners

From our very first reward redemption in August 2022 (a \$10 eGift Card!) we have now expanded into a comprehensive Rewards Program in partnership with multiple national partners (and growing) and the opportunity to win prize giveaways on a weekly basis.

We are actively seeking new partnership opportunities for our Heroes, and are currently focusing on grocery, fuel and utilities partnerships to provide genuine value

to our users, particularly at a time when cost of living continues to increase for everyday Aussies.

Our growing group of Rewards partners includes:

- Woolworths Milkrun
- Rivers
- Hello Fresh
- Katies
- Every Plate
- Rockmans
- Raiz
- Ally Fashion
- HiSmile
- Edible Blooms
- eToro
- Millers
- Culture Kings
- NoniB
- The Iconic
- Birdsnest
- Travello
- Liz Jordan
- Autograph
- Plus gyms and smaller businesses

Our current Rewards Partners have experienced increased sales with over 7.5 million points redeemed for discounts and special offers, and we are now seeing a significant uptake in new partnership opportunities within the MyDriveHero Rewards Marketplace.

PRIZE GIVEAWAYS

In addition to redeeming points earned from our 'Shop' of Reward Partners, we also offer prize giveaways whereby users can redeem their points by gaining entries into weekly and seasonal prize draw giveaways.

Since January 2023 we have offered a number of prize giveaways including:

- Win a \$50 eGift - Weekly Giveaway
- Win A Car - 3-Monthly Prize Draw Giveaways
- Win a \$200 Holiday - Weekly Giveaway
- Win a \$100 Fuel Voucher - Weekly Giveaway
- Win a \$150 Grocery Voucher - Weekly Giveaway

All Prize Draw competitions and giveaways are administered under the applicable Lotteries & Competitions Regulations by Australian State.

2.2.4 INDUSTRY OVERVIEW

ROAD SAFETY

Road safety is the leading cause of death for individuals aged 5 - 29 worldwide. Research indicates a driver using their phone is six times more likely to cause an accident compared to driving intoxicated, and over 40% of accidents are due to speeding.⁶

National and state governments, alongside private enterprises such as insurance companies, have implemented various initiatives to improve road safety. However, road fatalities have risen by over 10% in the last decade, highlighting the need for more effective solutions.⁷

MYDRIVEHERO'S POSITION IN ROAD SAFETY TECH

MyDriveHero stands at the forefront of a significant market opportunity. With our unique approach to promoting safe driving through technology and gamification, we are primed to make a substantial impact on road safety, community wellbeing, and driving behaviour. This positions us as not just an emerging global market participant but a potential market leader in the road safety tech space.

MARKET LANDSCAPE

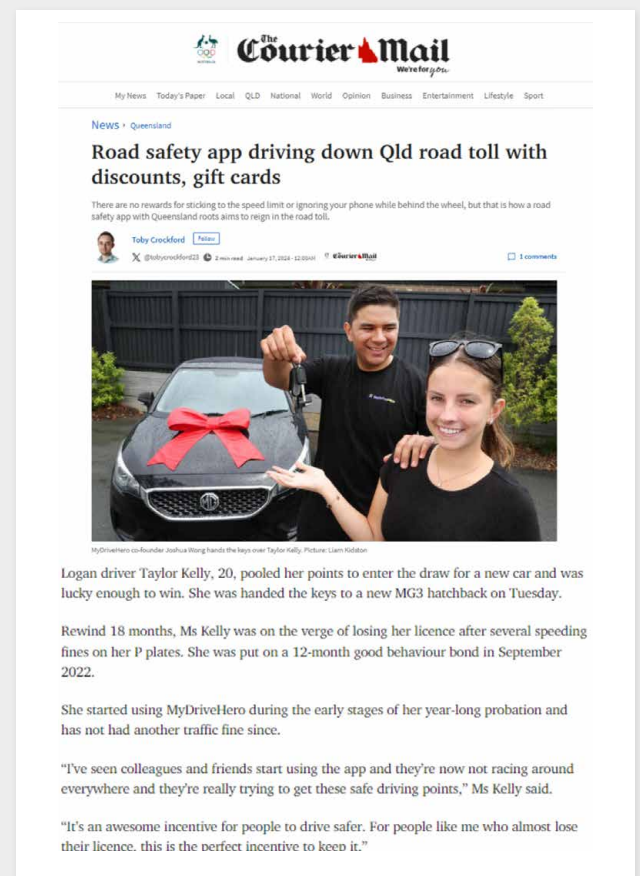
The global market for driving-related apps is expanding rapidly, with an increasing focus on safety and responsible behaviour. This shift is driven by heightened awareness of road safety and the need to integrate technology to promote safer driving habits, especially among younger drivers.⁸

Key trends in the industry include:

- **Rapid Market Expansion:** The global driving-related app market is on the rise, and MyDriveHero is at the forefront of this. As safety and responsible driving behaviour take the stage, the demand for technology-driven solutions is increasing. This expansion is driven by

an escalating awareness of road safety and the need to harness technology to instil responsible driving habits, particularly among the younger generation. MyDriveHero positions itself as the catalyst for this safety revolution, offering investors a unique opportunity to be part of the solution.⁹

- **Tech-Driven Daily Life Enhancement:** Modern consumers are increasingly drawn to technology solutions that elevate their daily lives.¹⁰ This includes driving, where they seek smart and innovative apps that enhance their experience and safety. MyDriveHero perfectly aligns with this consumer preference, providing a technology that not only improves daily commutes but also promotes safer driving practices.
- **The Power of Gamification:** Gamification isn't just a trend; it's a powerful strategy for user engagement across various sectors, including transportation and safety. MyDriveHero recognizes this and leverages gamification to captivate and motivate users.



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Road safety app driving down Qld road toll with discounts, gift cards

There are no rewards for sticking to the speed limit or ignoring your phone while behind the wheel, but that is how a road safety app with Queensland roots aims to reign in the road toll.

Toby Crookford [News](#)

[@tobynews](#) [2 min read](#) January 27, 2024 12:00AM [1 comment](#)

MyDriveHero co-founder Joshua Wong hands the keys over Taylor Kelly. Picture: Liam Kilday

Logan driver Taylor Kelly, 20, pooled her points to enter the draw for a new car and was lucky enough to win. She was handed the keys to a new MG3 hatchback on Tuesday.

Rewind 18 months, Ms Kelly was on the verge of losing her licence after several speeding fines on her P plates. She was put on a 12-month good behaviour bond in September 2022.

She started using MyDriveHero during the early stages of her year-long probation and has not had another traffic fine since.

"I've seen colleagues and friends start using the app and they're now not racing around everywhere and they're really trying to get these safe driving points," Ms Kelly said.

"It's an awesome incentive for people to drive safer. For people like me who almost lose their licence, this is the perfect incentive to keep it."

6. "Road traffic injuries " <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>

7. "Newly Released Estimates Show Traffic Fatalities Reached a 16-Year High in 2021 " <https://www.nhtsa.gov/press-releases/early-estimate-2021-traffic-fatalities>

8. "Mobile applications for road traffic health and safety in the mirror of the Haddon's matrix " <https://bmcmmedinformdecismak.biomedcentral.com/articles/10.1186/s12911-021-01578-8#>

9. "Road Safety System Market to Rise" www.globenewswire.com/news-release/2023/08/28/2732446/32656/en/Road-Safety-System-Market-to-Rise-from-USD-4-02-Billion-in-2021-to-USD-9-95-Billion-by-2031-with-a-CAGR-of-10-6-from-2023-to-2032-Report-by-Transparency-Market-Research.html

10. "Keeping Up with Customers' Increasingly Dynamic Needs" <https://hbr.org/2022/09/keeping-up-with-customers-increasingly-dynamic-needs>

MYDRIVEHERO'S COMPETITIVE ADVANTAGE

While there are other mobile applications available in market that offer rewards and incentives for displaying safe driving behaviours, to our knowledge there are no known competitors who are able to either match our technology (for both speed and distraction monitoring), or our vast range of reward offerings across multiple industries, within one dedicated platform.

Our competitive advantage lies in our innovative approach to road safety. Unlike traditional apps that passively monitor or report on driving behaviour, MyDriveHero actively engages and rewards users, creating a compelling incentive for safe driving.

Our key strengths include:

- **Scalable Business Model:** Our business model is designed for scalability, enabling expansion into new markets and continuous technological advancements. This scalability aligns with our vision for global growth.
- **Advanced Technology:** MyDriveHero is at the forefront of road safety technology, boasting market leading capabilities in speed and distraction monitoring. Our technology's precision and reliability are key strengths, enabling us to assess and reward safe driving behaviours with high accuracy and confidence.
- **Proactive Road Safety Approach:** MyDriveHero's competitive advantage lies in our proactive approach to road safety. Unlike passive monitoring apps, we actively engage and incentivize users to promote safe driving practices. Our commitment to cultivating responsible driving behaviour is a distinct feature of our platform.
- **Extensive Reward Program:** MyDriveHero offers a diverse and comprehensive range of rewards. From automotive perks to entertainment, dining, and more, our reward offerings are based on what our users want, ensuring high user engagement and satisfaction.
- **Universally Appealing Gamification Model:** MyDriveHero's gamification model is user-centric

and appeals broadly, with a particular focus on young drivers, a demographic prone to distracted driving. This approach addresses a critical road safety concern. Our platform's appeal to a diverse user base enhances its market penetration potential.

- **Strategic Partnerships:** MyDriveHero leverages strategic partnerships to enhance our reward system, creating a mutually beneficial ecosystem. These partnerships contribute to our ability to offer unique incentives and elevate user engagement.

Our partnership with National Road Safety Week, widespread national media coverage including 7News, 9News, Herald Sun and the Daily Telegraph, and collaborations with leading businesses enhance our credibility and industry traction.

GAMIFICATION MODEL IN MOBILE APPLICATIONS

MyDriveHero employs a gamification model to earn rewards, primarily by enhanced driving behaviour, drawing inspiration from successful apps like Duolingo, Todoist, Sweatcoin, and MyFitnessPal. It awards points to users based on their driving safety, such as adherence to speed limits and minimising distractions, as well as through other activities outside of driving (for example, over 1,000 ads are watched per day to earn additional points).

These points can be accumulated and redeemed for rewards, encouraging users to maintain safe driving practices. The app also features levels and milestones, mirroring a gaming experience, where users progress from beginners to expert safe drivers based on their cumulative scores.

Additionally, it offers a competitive aspect by allowing users to compare their scores with the average of all MyDriveHero users, fostering a community-oriented approach to safe driving. Users receive feedback and can track their progress over time, reinforcing positive behaviour. The option for social sharing and taking on challenges adds a communal dimension, engaging users further by sharing achievements and challenging peers.



“

**MYDRIVEHERO SAVED MY LICENCE!
AFTER RECEIVING NUMEROUS FINES
BEING ON MY P'S I THEN FOUND
MYDRIVEHERO AND IMMEDIATELY
DOWNLOADED IT. I HAVEN'T GOT A FINE
SINCE AND WAS ALSO THEIR LATEST
CAR GIVEAWAY WINNER! BEING ON
PREMIUM HELPED ME WIN BIG AND
SAVE LIVES! THANKS MYDRIVEHERO!**

**TAYLOR KELLY
MYDRIVEHERO USER (PICTURED)**

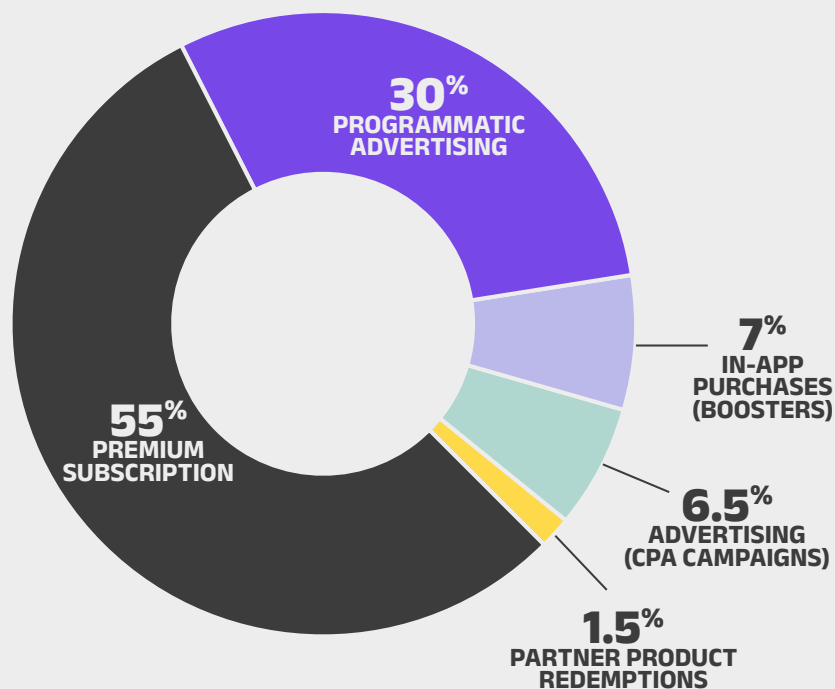
Individual has provided consent to inclusion of this statement.

2.3 REVENUE MODEL

MyDriveHero produces revenue primarily through Subscriptions, In-App purchases and programmatic advertising, plus partner revenue. There are currently five revenue streams actively producing revenue for the business:

- **Premium Subscription:** Users pay for enhanced features and additional benefits within the app for a monthly subscription fee.
- **In-App Purchases (Boosters):** This includes purchases of Boosters made by users within the app to enhance their experience and increase their reward points.
- **Programmatic Advertising:** Revenue is generated from advertisements displayed within the app.
- **Advertising (CPA Campaigns):** Collaborations with other businesses for in-app advertising based on a cost-per-action model.
- **Partner Product Redemptions:** Partnerships with some Reward partners that generate revenue for the business on a fee per user signup basis

The approximate Revenue Split by Stream is:



When first launched in June 2022, our minimum viable product included the ability to sign up new users, track, record and assign safety scores to trips, and convert those scores to points. The ability to redeem points via Rewards was added in the following months, and the first revenue-generating stream - the ability to buy Boosters to increase points balance - was first launched in March 2023.

Therefore, there has been less than 12 months since revenue streams were incorporated into the app. Despite this, since March 2023 there are now five different revenue-producing streams and a key focus of the coming 12 months is growing these streams.

2.4 BUSINESS STRATEGY

Our long term ambition is to positively impact 10 million lives through the MyDriveHero platform.

Our strategy for progressing towards this goal in the short term is by prioritising the below business objectives:

- 1. Acquire new users to expand the MyDriveHero user base**
- 2. Expand partnerships to bring more value to users and increase revenue**
- 3. Product development including integrations with in-car telematics**
- 4. Growing the MyDriveHero team to support the business's projected growth**



1. ACQUIRE NEW USERS

The primary objective in our short-term strategy is to significantly expand the MyDriveHero user base. This expansion is crucial for enhancing our platform's impact and reach, ultimately moving towards our long-term ambition of positively impacting 10 million lives.

In just 18 months since launch, MyDriveHero has impressively grown from zero to almost 64,000 users. This initial growth has been fueled by a blend of paid advertising, national news media coverage, organic word-of-mouth referrals, and in-app advertising strategies. To continue this momentum, we plan to aggressively expand our user base with a number of approaches including:

- **Enhanced Digital Marketing:** We plan to ramp up our digital marketing efforts, utilising targeted advertising campaigns across social media, search engines, and relevant online platforms. By

refining our targeting strategies and leveraging data analytics, we aim to reach potential users more effectively.

- **Strategic Media and PR:** Building on our previous success with national media coverage, we will continue to engage with news outlets and influencers to increase brand visibility and credibility, and reach a wider audience.
- **Community Engagement and Word-of-Mouth**

Growing our user base is instrumental for generating more revenue through premium subscriptions, programmatic advertising, and in-app purchases. A larger user base also enhances our ability to grow our Rewards marketplace, attracting more partnerships and providing increased value to our users. This growth is essential for sustaining and advancing our platform, allowing for continuous product development and the ability to support our growth with a dedicated team.



2. EXPAND REWARD PARTNERSHIPS

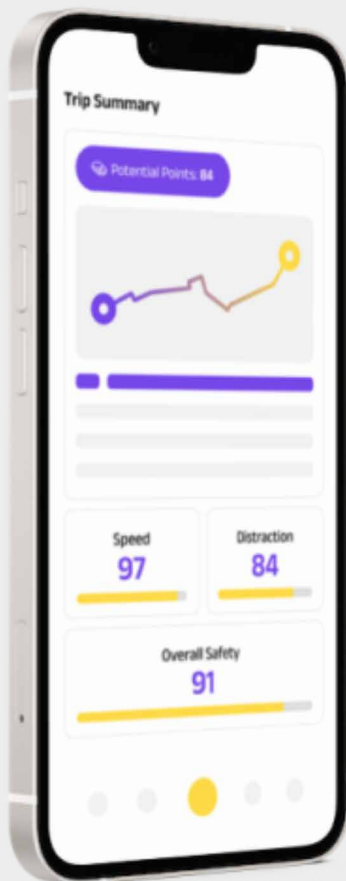
A crucial element of our business strategy is to expand our Rewards Partnerships. This expansion is aimed at enhancing our user's experience and offering more value through the platform, providing more attractive and varied incentives to our users, thereby encouraging continued engagement and safer driving habits.

To date, we have successfully partnered with a variety of businesses, offering our users a range of rewards that cater to different interests and needs. Moving forward, our goal is to broaden this spectrum and include more partners in various sectors, focusing particularly on grocery, fuel and utility partners. This expansion will not only increase the appeal of our app but also provide a

more comprehensive reward system that caters to a wider user demographic, especially in the current economic climate.

Our approach to expanding our Rewards partners includes:

- **Identifying Potential Partners:** Collaborating with businesses that align with our mission, and focusing on companies in grocery, fuel, automotive, insurance, utilities (including internet, electricity, phone etc), and retailers.
- **Leveraging User Data:** We analyse our user data continuously and identify the preferences and interests of our users through reward redemptions, allowing us to tailor our partnership efforts to match their needs and desires.
- **Opportunity for Marketing and Co-Promotions:** Collaborating with partners on joint marketing efforts and exclusive offers for MyDriveHero users, thereby increasing the visibility and attractiveness of our rewards program.



3. PRODUCT DEVELOPMENT

Continuing to develop and evolve the MyDriveHero app, user experience and associated technology is essential to maintain the app's relevance, appeal, and effectiveness in promoting safe driving habits.

Since our launch, MyDriveHero has evolved significantly, driven by user feedback, continual development and technological advancements. Our ongoing goal is to ensure that the app not only meets but exceeds user expectations in terms of functionality and user experience, and that we stay at the forefront of the digital road safety space.

In the short term, our strategy focuses on enhancements in app functionality to deliver a seamless user experience, and the potential to develop integrations with in-car telematics. Integration with in-car telematics is an exciting opportunity we plan to continue developing. This feature would offer a more seamless and accurate driving experience, whereby an integration between the App and in-car telematics system would provide real-time data directly from the vehicle, enhancing the precision of our tracking and scoring system.

Parent Hub:

Introducing the Parent Hub, a vital addition to MyDriveHero's mission to positively impact 10 million lives by enhancing family safety and promoting responsible driving habits. Packed with features like real-time driver monitoring, a rewards system, safety scorecards, and custom driving challenges, the Parent Hub empowers parents and guardians to actively oversee and incentivize their children's safe driving behaviours, strengthening family bonds while contributing to safer roads.

This strategic addition expands MyDriveHero's user base and injects a unique dimension into the platform's commitment to promoting safe and

responsible driving, thereby boosting revenue through increased user engagement, premium subscriptions, and new partnerships.

Business to Business Hub:

FleetHero, tailored for B2B clients managing vehicle fleets aims to cultivate a positive and safety-focused company culture by incentivizing smooth driving behaviours among fleet drivers through rewards, giveaways, and a unique smooth driving score that encourages responsible practices. Prioritizing fleet longevity and safety, this B2B expansion enhances driving habits and fosters company culture, ensuring the well-being of employees and vehicles while driving additional revenue for businesses. Reduced maintenance costs, increased fleet efficiency, and potential partnership opportunities all contribute to the revenue-generating potential of FleetHero.

Enhanced Advertising:

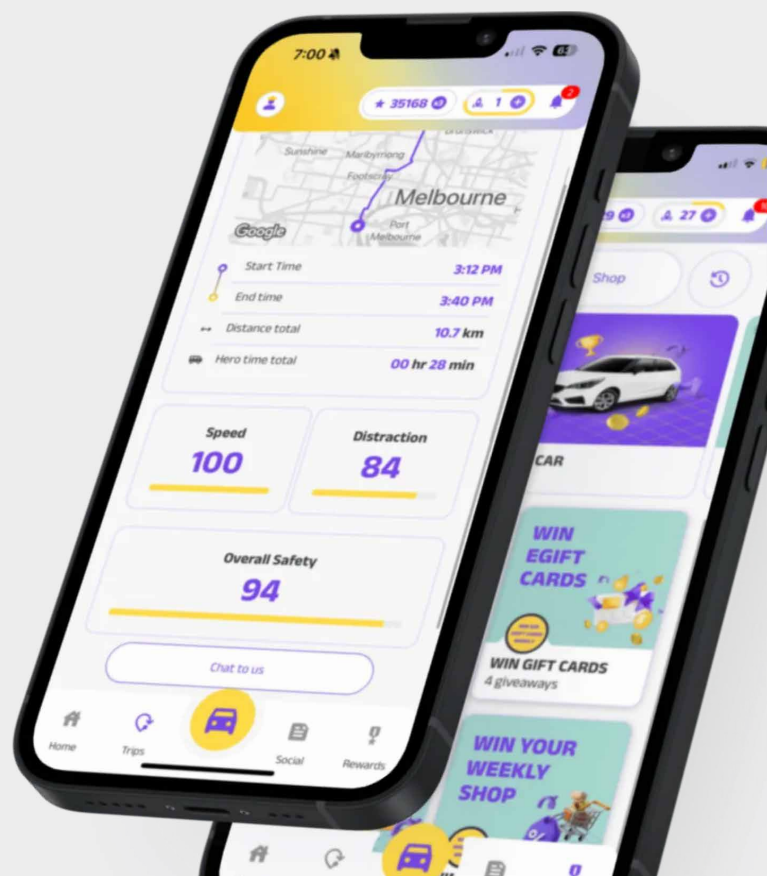
MyDriveHero will introduce Enhanced Advertising Opportunities within the app, elevating advertising to new heights. The revamped Watch Ads feature will enable businesses to reserve prime advertising space, unlocking fresh avenues for engagement and visibility. Alongside this, the introduction of tasteful ad placements and promotions within the app will provide advertisers with innovative ways to reach their target audience more effectively. These enhancements empower businesses to connect with users in a more impactful and interactive manner, consequently boosting revenue streams for MyDriveHero through increased ad spend, attracting new advertising partnerships and expanding the platform's revenue-generating capabilities.



4. GROWING THE MYDRIVEHERO TEAM

In order to support the anticipated growth of the business and deliver on our strategic objectives, we anticipate the need to expand our team. We plan to do this by:

- Increasing our core internal team, primarily in key technology and marketing functions
- Increasing our Contractors hours, which will allow us to scale up quickly while maintaining flexibility and effectively managing project-specific tasks and address any immediate skills gaps in our team.



2.5 OUR TEAM

2.5.1 ORGANISATIONAL STRUCTURE

MyDriveHero operates with the support and expertise of a small but dedicated senior leadership team, and is guided by leading Australian external partners and advisors spanning road safety expertise, technology, development, marketing and legal governance. The Senior Leadership Team is responsible for the strategic direction of the business and managing the business's external partners to execute on this strategy.

DIRECTORS & SENIOR MANAGERS



RICK MARKHAM
Director & Founder



BLAKE ROBINSON
Managing Director
& Co-Founder



JOSHUA WONG
Chief Business
Development Officer
& Co-Founder

MANAGERS



RYAN DHILLON
Head of Marketing

EXTERNAL ADVISORS & PARTNERS



DORON SHMILOVITS
Legal Advisor



DRUE SCHOFIELD
Business Advisor



TARIK SEDLAREVIC
Technology Advisor



DANIEL LLOYD-JONES
Technology Advisor

2.5.2 DIRECTORS & MANAGERS



RICKY (RICK) MARKHAM

Director & Founder

Description of duties

Rick, as the Founder and Director of MyDriveHero, plays a key role in steering the company's strategic vision and long-term objectives. His responsibilities include guiding major strategic decisions, shaping the company's growth trajectory, and ensuring alignment with its mission of positively impacting lives. While not involved in the day-to-day operations, Rick's role is crucial in overseeing the overall business direction, ensuring that MyDriveHero remains innovative and responsive to market trends and opportunities.

Skills and experience

Rick is a successful entrepreneur, business manager and philanthropist operating numerous businesses spanning the resources, construction and capital goods industries throughout Australia.

As well as being the Founder and Director of MyDriveHero, Rick has served as Director across multiple businesses within the Titan Group since 2004.

With a focus on local employment, local procurement and charity, Ricky is committed to building better futures and sustainable businesses.

Rick's personal experience being impacted by a preventable motor vehicle accident spurred him to take action and his vision and passion to serve the community has since resulted in the creation of MyDriveHero. He is dedicated to our mission of positively impacting 10 million lives and demonstrates this through his hard work, philanthropy and support of his team and family.



BLAKE ROBINSON

Managing Director & Co-Founder

Description of duties

Blake is responsible for the Company's strategic direction and overall operations. His duties encompass a wide range of responsibilities, from driving business growth and overseeing product development to managing investor relations and leading the internal team.

Skills and experience

With an impressive career spanning senior leadership and management roles across financial advisory, marketing and sales, Blake brings a wealth of knowledge and skills to his role as Managing Director. His expertise in financial services, combined with a strategic approach to sales and relationship management, has been instrumental in shaping the direction and success of MyDriveHero.

Blake's leadership is characterised by a blend of financial acumen and innovative thinking, aligning MyDriveHero's mission of enhancing road safety with robust business strategies.

**JOSHUA WONG**

Chief Business Development Officer & Co-Founder

Description of duties

Joshua is responsible for identifying and pursuing new growth opportunities, managing key partnerships, and expanding the company's market reach. Joshua's duties include overseeing project management aspects, ensuring effective execution of business plans, and maintaining strong relationships with stakeholders. His strategic foresight and ability to nurture business relationships are crucial in driving MyDriveHero's expansion and ensuring its solutions reach a broader audience.

Skills and experience

Joshua brings a dynamic blend of skills to MyDriveHero, with his experience spanning a number of roles and industries including managing provider relationships, cultivating new business leads, and overseeing complex projects. His expertise lies in mentoring, sales growth, portfolio management, and business development, all of which are critical in propelling MyDriveHero towards its mission of enhancing road safety through technological innovation.

Joshua is a passionate advocate and supporter of the creative industries, having co-founded his own non-profit organisation aimed at uplifting his community and helping people succeed through creative projects. He has also worked extensively as assistant director, producer and writer in various productions spanning film and dance.

**RYAN DHILLON**

Head of Marketing

Description of duties

As the Head of Marketing, Ryan is responsible for leading the company's marketing strategies and campaigns to bolster its brand presence and user base. His role involves developing and executing comprehensive digital marketing plans, including SEO, social media, content marketing, and performance analytics. Ryan's expertise in digital marketing management plays a vital role in optimising MyDriveHero's advertising campaigns for maximum reach and effectiveness.

With MyDriveHero's short-term ambition to significantly grow the user base while delivering real value to our loyal customers, Ryan's role over the next 12 months will focus primarily on the marketing investment and driving results for the Company.

Skills and experience

Ryan boasts a decade-long career in strategic advertising and marketing, known for delivering results. His expertise in data analysis and digital advertising drives real-world impact.

Before MyDriveHero, Ryan led n+ Bikes' digital team, achieving global sales successes with top brands like Mercedes-AMG Petronas and Oracle Red Bull Racing. Prior to that he held senior marketing and advertising roles at Mobility Holdings, acquired by APM, and Audience 360, acquired by Carsales Australia.

Ryan takes a hands-on, growth marketer approach. He's a pro at digital transformation, enhancing brand visibility, and delivering quantifiable results. With a vast network and global experience, Ryan's your industry expert for performance-driven digital marketing.

2.5.3 OUR ADVISORS & PROFESSIONAL SERVICE PARTNERS



DORON SHMILOVITS

Legal Advisor

Description of duties

As Legal Advisor to MyDriveHero, Doron brings his extensive expertise in guiding startups and emerging companies, providing legal counsel particularly in areas crucial to tech-driven businesses. His role encompasses advising on legal matters pertaining to MyDriveHero's operations, ensuring compliance, and strategically navigating legal aspects of business development and technology integration.

Skills and experience

Doron is the Director of UX Law, and specialises in advising entrepreneurs, startups and emerging companies. He has helped to form, capitalise and advise a large number of emerging businesses in areas such as software, fintech, AR/VR, blockchain, clean energy, medical, business services, internet and digital media, retail, cosmetic, e-commerce and consumer products.



DRUE SCHOFIELD

Business Advisor

Description of duties

Drue leverages his extensive experience as a Senior business leader, Chartered Accountant and adviser to guide the Company in achieving sustainable growth and strategic development. His role involves providing expert advice on financial strategies, growth planning, and the facilitation of advisory processes to ensure MyDriveHero is well-positioned for long-term success and financial stability.

Skills and experience

Drue is the Managing Principal of 4Front®, a progressive professional services business based in Brisbane, QLD. With over 20 years' experience as a Chartered Accountant and Adviser to SME Business in Australia and the United Kingdom, Drue is passionate about helping business owners achieve long-term, sustainable growth so that they can retire financially secure. Drue does this by creating and facilitating advisory boards, applying various business growth tools, and assisting clients with implementing their growth and retirement strategies. Prior to establishing 4Front® in 2013 Drue started his career in public practice, and he has since worked in Australia and the United Kingdom to take up various roles in both public practice, private business & corporates, including involvement in European Commission Grant Audits and holding several Finance Roles with both large Corporates and Large Family Businesses.



TARIK SEDLAREVIC
Technology Advisor



DANIEL LLOYD-JONES
Technology Advisor

Description of duties

As Technology Advisors, Tarik and Daniel's key duties include advising on the development of robust technological infrastructure and innovative software solutions, ensuring that MyDriveHero stays at the forefront of digital advancements in the automotive and safety technology space.

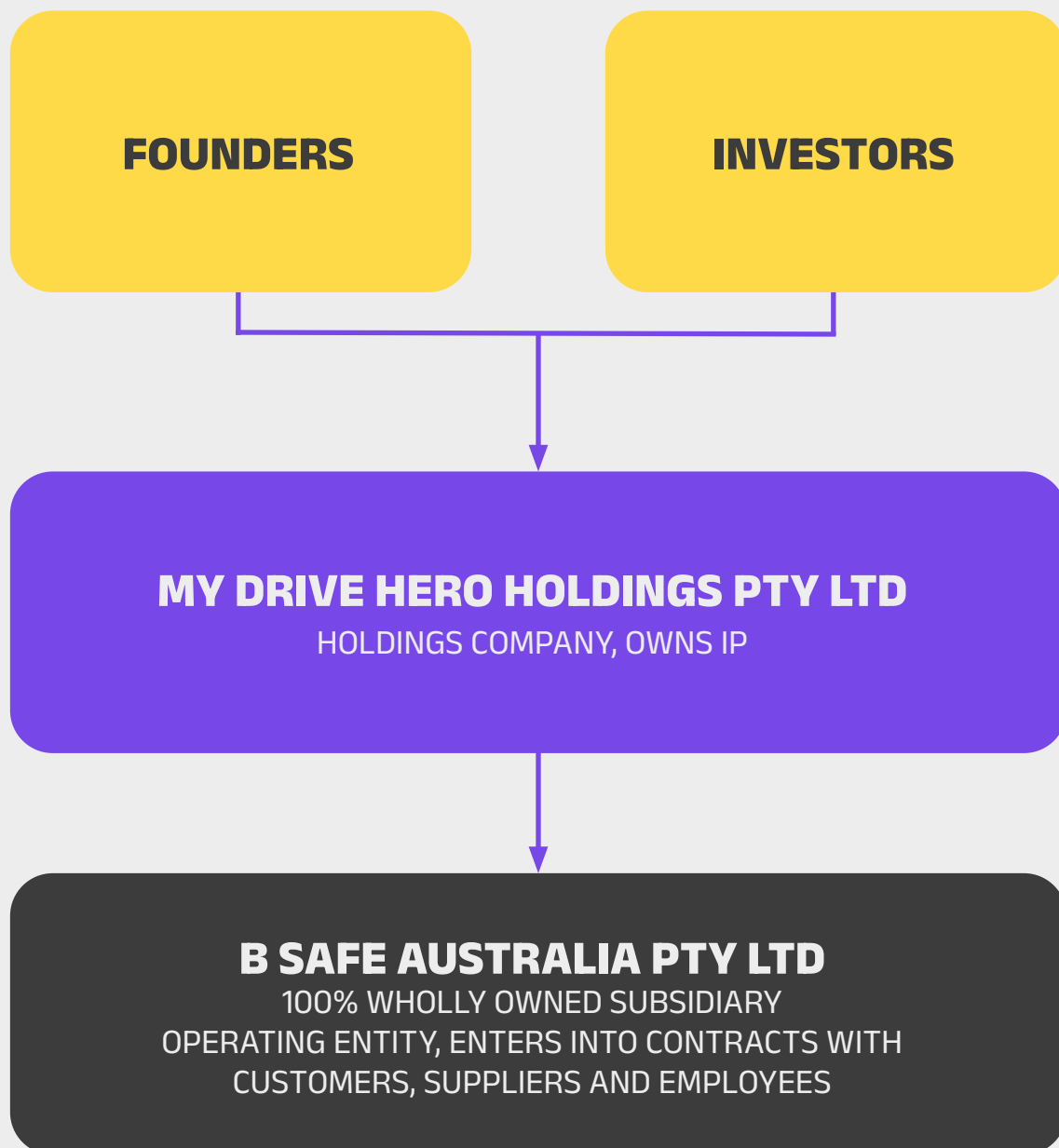
Skills and experience

Tarik has over 20 years of experience in the I.T. industry, primarily in the broadcast media and payments spaces. With Daniel, Tarik was a Co-Founder of Visionbytes, and after the sale of this company to Paul Ramsay Holdings (owners of Prime Television and Adstream), Tarik continued work in the broadcast industry at Fox Sports and then Access Innovation Media (Ai-Media) where he developed infrastructure and software for delivery of both broadcast and non-broadcast captioning services. Since then, Tarik has worked in the travel and payments sectors, delivering projects for large global travel agencies and credit card companies.

Skills and experience

Daniel's career in the I.T. industry spans over two decades, with much of his focus working in online media. With Tarik, Daniel was a Co-Founder of Visionbytes, which developed one of the most advanced media and metadata recording, editing and publishing platforms that, as a pioneer in the SAAS space, serviced the entire Australian media sector as well as key international customers. After the sale of Visionbytes, Daniel has focused on the mobile and social media space, delivering projects in the media and telco sectors.

2.5.4 GROUP STRUCTURE



2.6 CAPITAL STRUCTURE

2.6.1 ISSUED CAPITAL (BEFORE AND AFTER THE OFFER)

As at the date of this Offer Document, the Company has 15,800,000 ordinary shares and 1,145,160 "I" class shares on issue. The majority of shares are held by the Company's founders/directors.

The Company also has the authority to issue up to 15% of the Company's issued share capital under the Company's Constitution.

Table 1 below sets out the issued capital of the Company before the Offer.

Table 1: Issued capital of the Company before the Offer

SHAREHOLDER	SHARE TYPE	SHARES
Moondance Nominees Pty Ltd as trustee for the James Mae Property Trust	Ordinary	12,000,000 (70.82%)
Blake Robinson as trustee for the Momentum Investment Trust	Ordinary	1,900,000 (11.21%)
Joshua Jayle Wong	Ordinary	1,900,000 (11.21%)
Shareholders holding less than <5% each	I Class	1,145,160 (6.76%)
Total		16,945,160 (100%)

Table 2 sets out the issued capital of the Company following the Offer on a fully diluted basis (i.e. presuming all options and convertible securities are exercised).

Table 2: Issued capital of the Company following the Offer (on a fully diluted basis)

SHARES	MINIMUM SUBSCRIPTION	MAXIMUM SUBSCRIPTION
Existing Ordinary Shares	15,800,000 (77.94%)	15,800,000 (74.25%)
Existing I class Shares	1,145,160 (5.65%)	1,145,160 (5.38%)
ESOP Shares (Unallocated)	3,040,742 Unallocated ESOP (15%)	3,192,003 Unallocated ESOP (15%)
Offer Shares	285,714 (1.41%)	1,142,857 (5.37%)
Total Shares	20,271,616 (100%)	21,280,020 (100%)

2.6.2 RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

As at the date of this Offer, the classes of shares on issue are ordinary shares and “I” class shares.

Set out below is a summary of the rights and liabilities associated with the securities in the Company. A copy of the Company’s Constitution is available on the Intermediary’s platform.

ORDINARY SHARES

The rights and liabilities associated with the ordinary shares are set out in the Company’s constitution, including:

- All ordinary shares have the same voting rights and the same rights to receive dividends.
- Restrictions on the sale or transfer of shares, including drag and tag rights and exit provisions.
- The Board has the power to refuse a transfer of shares to a third party.
- The Constitution includes a definition of a “Substantial Shareholder” which means a shareholder with an equity proportion of 5% or more.
- The Substantial Shareholder concept relates to:
 - Pre-emptive rights for Substantial Shareholders in certain circumstances on the issue or transfer of shares
 - Approval of an Exit Proposal, as defined in the Constitution
 - A right to receive a brief commercial update one month after the end of each quarter

The shares offered under this Offer are ordinary shares. A more detailed description of the rights and liabilities associated with the ordinary shares is set out in Section 3.3 below.

“I” CLASS SHARES

The rights and liabilities associated with the “I” class shares are set out in the Company’s constitution.

These are:

- All of the same rights as ordinary shares, except:
 - No right to receive notice of any general meeting of the company
 - No right to vote at general meetings of the company

In basic terms, the “I” class shares are ordinary shares without any voting rights.

EMPLOYEE SHARE OPTION PLAN (ESOP)

The Company intends to implement an employee share option plan (ESOP) to attract, retain and incentivise key staff members (whether employees, consultants, contractors or advisors). The maximum number of options that can be issued under such an ESOP is equal to 15% of the total number of shares of the Company on a fully diluted basis (i.e. presuming all options and convertible securities are exercised). As at the date of this CSF Offer Document, the Company has not issued or allocated any options.

SHAREHOLDERS AGREEMENT

Other than the Constitution, there is no shareholders agreement or other agreement between the existing shareholders of the Company.

2.6.3 SOURCES OF FINANCING, INCLUDING DEBT FINANCING AND OTHER FINANCING

To date, the business has been funded through a combination of founder loans and grants.

EQUITY

To date, the Company has raised approximately \$205,001 from professional investors, with those investors contractually committed to contributing an additional \$154,999 in exchange for shares that they have already received. This would take the total investment from those investors to \$355,000 (provided they all meet their obligations). Should they fail to meet their obligations, the Company would be entitled to cancel any shares that have not been paid for. For clarity, those investors are not due any additional shares beyond those already set out in section 2.6.1.

FOUNDER LOANS

To date, the founding shareholders have loaned funds of \$2,107,200 in total to the Company and its controlled subsidiaries.

The key terms of these loans are set out below. The founder loans will not be repaid with the funds raised under the Offer.

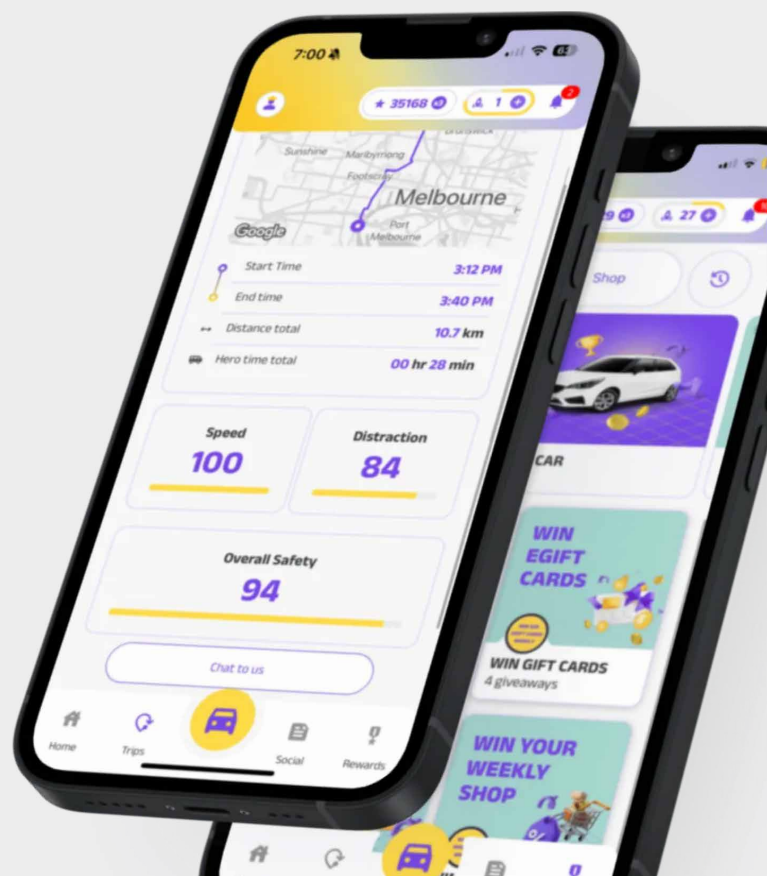
- Amount outstanding- \$2,107,200
- Interest - nil
- Repayment date - nil
- Security - nil

DEBT FUNDING

As at the date of this Offer, other than the Founder loans, the Company has not relied on debt financing to fund its business activities.

GRANT FUNDING

The Company has received approximately \$111,436 in Government grants for R&D.



2.7 KEY RISKS FACING THE BUSINESS

An investment in the Company should be seen as high-risk and speculative. A description of the main risks that may impact the Company's business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (for example, risks relating to general economic conditions or the inability to quickly or easily sell your shares).

CASH FLOW RISK

The Company's operating activities involve a series of cash inflows and outflows. Although the Company seeks to manage its cash flow efficiently, there is a risk that the Company may not have sufficient cash or working capital, at times, to fund both its operations and its expansion plans. This could affect the Company's profitability, future prospects, and its ability to meet its business objectives.

FUNDING RISK

The Company is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all of the required funding and therefore not achieve all of its business objectives.

The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document or at all. The Company's value may be materially affected if the required additional funding is not available.

KEY PERSON RISK

As an early stage business, the Company is susceptible to the loss of key team members as they are considered critical to the continued success of the Company. If a key team member was lost, due to illness for example, this could affect the Company's ability to continue its operations or achieve its business objectives as the case may be.

TECHNOLOGY RISK

In an online environment, there is a risk of loss, theft or malfunction of customer data. While systems are in place to protect customer data, the failure of these systems, without notice, could interrupt the company's ability to sell or communicate with customers and meet its regulatory obligations.

CYBER RISK

The company is built on a technology platform of custom software and third party services. The information it holds about users must be protected at all times and the services must be always available.

While the company uses industry standard practices for data security and service integrity, attacks by third-parties on the platform are a possibility and pose a risk to business continuity.

STARTUP RISK

The Company has a limited operating history and will continue to build the business with the funds raised through this crowd-sourced funding offer.

As an early stage business, the Company is subject to all of the risks associated with early stage companies, including uncertainty around the volume and origin of revenue streams, size and existence of repeat customers, and risks associated with evolving technology.

The commercial success of the business will depend on many factors including the Company's ability to attract and retain quality staff and loyal users.

INTELLECTUAL PROPERTY RISK

The protection of the Company's intellectual property is critical to our business and commercial success. If we are unable to protect or enforce the Company's intellectual property rights, there is a risk that other companies will copy our product and technology, which could adversely affect our ability to compete in the market.

OUTSOURCING RISK

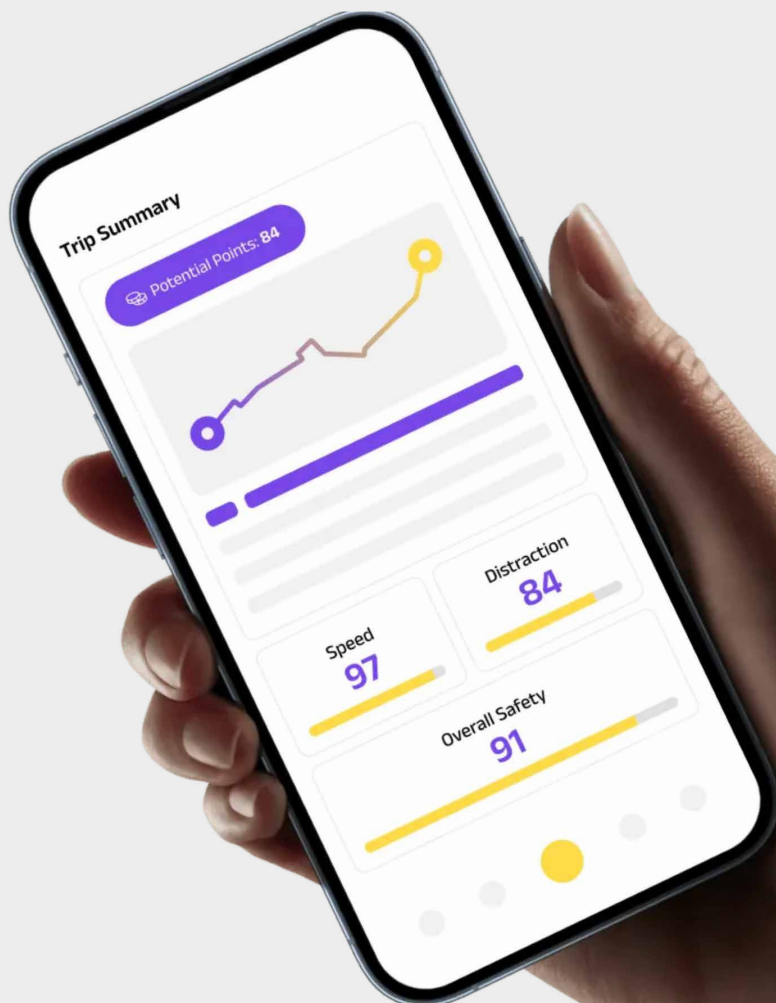
The Company's business structure also involves several outsourced functions. If the providers of these services ceased working with the Company, they would need to be replaced. A failure to replace a suitable provider on suitable terms may have a significant adverse impact on the Company's operations and ability to execute its plans.

ABILITY TO SCALE

If costs to achieve the Company's targeted revenue growth are more than estimated, the profitability of the company may be reduced and/or the company may have insufficient cash reserves to achieve its planned product rollout.

DILUTION RISK

If, in the future, the Company undertakes further funding activities, a shareholder's interest may be diluted (if they do not participate in future fundraising).





“

I WON FREE FUEL FOR A YEAR WITH MYDRIVEHERO! THANKS TO MYDRIVEHERO I WAS ABLE TO DRIVE FROM MELBOURNE TO PENRITH TO PICK UP OUR NEW FURRY FAMILY MEMBER WHILE DRIVING SAFELY, SAVING LIVES AND WINNING BIG WITH THEIR AMAZING APP WHILE ALSO HELPING LIGHTEN THE LOAD WHILE I HAVE BEEN OUT OF WORK AND ATTENDING JOB INTERVIEWS THE LAST 4 MONTHS :)

**JAY ELLIS
MYDRIVEHERO USER (PICTURED)**



Individual has provided consent to inclusion of this statement.

2.8 FINANCIAL INFORMATION

In October 2023, the MyDriveHero group completed a group restructure whereby MyDriveHero Holdings Pty Ltd was incorporated as a new holding company and holds 100% of all of the shares in B Safe Australia Pty Ltd. My DriveHero Holdings Pty Ltd holds the IP and B Safe Australia Pty Ltd is the operating entity that enters into contracts with customers, suppliers and employees.

Below are the consolidated financial statements of MyDriveHero Holdings Pty Ltd for the period from the incorporation date to 8 February 2024, which have been prepared in accordance with the Accounting Standards.

In addition, financial statements for B Safe Australia Pty Ltd have been included for the financial years ending 30 June 2023 and 30 June 2022 to illustrate the performance of the business prior to the restructure.

2.8.1 BALANCE SHEET

ACCOUNT	B SAFE AUSTRALIA PTY LTD MYDRIVEHERO HOLDINGS PTY LTD (CONSOLIDATED) YTD - AS AT 8 FEBRUARY 2024	B SAFE AUSTRALIA PTY LTD FY23 - AS AT 30 JUNE 2023	B SAFE AUSTRALIA PTY LTD FY22 - AS AT 30 JUNE 2022
Assets			
Current Assets			
Cash and cash equivalents	489,217	492,546	72,108
Trade and other receivables	7,449	699	-
Other current assets	6,000	6,000	-
Total Current Assets	502,666	499,245	72,108
Non-current Assets			
Intangibles	20,324	5,620	-
Trade and other receivables	34,531	34,531	40,531
Other non-current assets	36,747	14,923	4,324
Total Non-current Assets	91,602	55,074	44,855
Total Assets	594,268	554,319	116,963
Liabilities			
Current Liabilities			
Trade and other payables	28,461	21,720	(296)
Other current liabilities	-	-	(110,103)
Total Current Liabilities	28,461	21,720	(110,399)
Non-current Liabilities			
Financial Liabilities	2,107,200	-	-
Other non-current liabilities	-	1,767,200	707,154
Total Non-current Liabilities	2,107,200	1,767,200	707,154
Total Liabilities	2,135,661	1,788,920	596,755
Net Assets	(1,541,393)	(1,234,601)	(479,792)
Equity			
Paid Up Capital	205,159	158	100
Retained Earnings	(1,746,552)	(1,234,758)	(479,892)
Total Equity	(1,541,393)	(1,234,600)	(479,792)

2.8.2 PROFIT AND LOSS STATEMENT

ACCOUNT	B SAFE AUSTRALIA PTY LTD MYDRIVEHERO HOLDINGS PTY LTD (CONSOLIDATED)	B SAFE AUSTRALIA PTY LTD	B SAFE AUSTRALIA PTY LTD
	YTD - ENDING 8 FEBRUARY 2024	FY23 - 12 MONTHS ENDING 30 JUNE 2023	FY22 - 12 MONTHS ENDING 30 JUNE 2022
Sales			
Sales	28,016	18,336	-
Total Sales	28,016	18,336	-
Operating Expenses			
Accounting Fees	24,595	17,940	1,400
Advertising & Marketing	117,662	92,018	17,338
Amortisation	2,196	377	-
App Development	45,546	195,220	262,872
App Management	7,079	20,645	398
Bank Fees	70	-	-
Consultancy	-	29,521	62,114
Contractors	47,569	90,332	1,600
Depreciation	2,509	2,624	1,536
Director Fee	-	-	3,000
Donations	-	1,780	2,500
eGift Card/Vouchers	39,874	42,150	-
Entertainment	572	315	5,544
Filing Fees	-	290	276
Insurance	6,942	12,097	-
Investments written off	-	-	49,081
Legal Expenses	36,881	5,063	1,160
Loan write off	-	-	3,813
Networking Events & Misc	-	2,425	-
Office Expenses	3,320	6,234	13,989
Subscriptions & Memberships	9,490	7,327	1,027
Superannuation	19,208	20,919	8,869
Team Development	327	3,177	1,034
Token Development & Maintenance	-	25,256	50,512
Travel	4,758	1,467	11,814
Wages & Salaries	174,615	199,231	88,689
Website Development	2,473	1,008	1,440
Total Operating Expenses	545,686	777,416	590,005
Other Income			
Government Grants	-	1,200	-
Interest Income	1,473	3,014	10
Other Income	4,404	0	-
R & D Tax Offset Received	-	-	110,103
Total Other Income	5,877	4,214	110,113
Net Profit	(511,794)	(754,866)	(479,892)

2.8.3 CASH FLOW STATEMENT

ACCOUNT	B SAFE AUSTRALIA PTY LTD MYDRIVEHERO HOLDINGS PTY LTD (CONSOLIDATED) YTD - ENDING 8 FEBRUARY 2024	B SAFE AUSTRALIA PTY LTD FY23 - 12 MONTHS ENDING 30 JUNE 2023	B SAFE AUSTRALIA PTY LTD FY22 - 12 MONTHS ENDING 30 JUNE 2022
Operating Activities			
Receipts from customers	21,266	19,995	-
Payments to suppliers and employees	(544,864)	(830,307)	(621,916)
Cash receipts from other operating activities	28,802	74,452	110,025
Net Cash Flows from Operating Activities	(494,795)	(735,860)	(511,891)
Investing Activities			
Proceeds from sale of property, plant and equipment	(69,879)	223,100	288,573
Payment for property, plant and equipment	-	(233,699)	(292,897)
Other cash items from investing activities	541	(6,261)	(40,531)
Net Cash Flows from Investing Activities	(69,338)	(16,860)	(44,855)
Financing Activities			
Other cash items from financing activities	560,804	1,173,158	628,853
Net Cash Flows from Financing Activities	560,804	1,173,158	628,853
Net Cash Flows	(3,330)	420,438	72,108
Cash & Cash Equivalents			
Cash & cash equivalents at beginning of period	492,546	72,108	-
Net change in cash for period	(3,330)	420,438	72,108
Cash and cash equivalents at end of period	489,217	492,546	72,108

2.8.4 STATEMENT OF CHANGES IN EQUITY

B SAFE AUSTRALIA PTY LTD MYDRIVEHERO HOLDINGS PTY LTD (CONSOLIDATED)	ISSUED CAPITAL	RETAINED EARNINGS	TOTAL EQUITY
Balance at 1 July 2021	100	0	100
Comprehensive Income			
Loss for year		(479,892)	(479,892)
Total Comprehensive Income (loss) for year		(479,892)	(479,892)
Issue of share capital			
Share based payment expense during the period			
Balance at 30 June 2022	100	(479,892)	(479,792)
Balance at 1 July 2022	100	(479,892)	(479,792)
Comprehensive Income			
Loss for year		(754,866)	(754,866)
Total Comprehensive Income (loss) for year		(754,866)	(754,866)
Issue of share capital	58		
Share based payment expense during the period			
Balance at 30 June 2023	158	(1,234,758)	(1,234,600)
Balance at 1 July 2023	158	(1,234,758)	(1,234,600)
Comprehensive Income			
Profit for year		(511,794)	(511,794)
Total Comprehensive Income (loss) for year		(511,794)	(511,794)
Issue of share capital	205,001		
Share based payment expense during the period			
Balance at 8th February 2024	205,159	(1,746,552)	(1,541,393)

2.8.5 MANAGEMENT COMMENTS ON HISTORICAL PERFORMANCE AND OUTLOOK

After a successful launch of our MVP (Minimal Viable Product) in June 2022, MyDriveHero grew much faster than anticipated. As a result, we made the strategic decision to prioritise the next phase of app development and implement multiple revenue streams on the platform. We invested extra capital in three streams in order to capitalise on our growth at the time, these being: premium subscription, in-app purchases, and programmatic reward advertisements.

With our evidence-based results in improving road safety, our popularity in market and steady growth increase, we received national coverage on 9News, 7News, Daily Telegraph, and the Herald Sun, which further accelerated our reach and active user base. Partnering with National Road Safety Week was an additional significant milestone in our journey, which both strengthened our industry credibility, whilst also pairing with the launch of our rebrand from “KSafe” to “MyDriveHero”.

At this point, with our significant increases in user base, revenue streams and proven concept in market, we moved internally from MVP phase to focusing on a “Full Version Phase 1” of the MyDriveHero ecosystem. This began with a significant review of the existing app, including collating data to determine where the app needed improvement, such as churn, onboarding, and accessibility, whilst also determining where the app was excelling - safety, data, & the rewards marketplace. Feedback from the MDH community was also sought during this process. This review then provided the framework for the next version upgraded app, which was released on October 30th, 2023. As a result, we've since seen a 303% increase in Active Subscribers since the latest app release!

One of the key areas for improvement in the original MVP app was the onboarding experience for new users, and understanding how to use the app to their best advantage. As a result, while the upgraded app was being developed,

the strategic decision was made to pause all paid acquisition marketing activity until the new app was launched (a 4-month period from May-August 2023). Instead, the budget originally allocated to paid acquisition was refocused to target retention, winning dormant users back, and providing a better experience for existing active users with more Reward options in the marketplace.

In line with the new upgraded app launch was a renewed investment in marketing and growth, and as a result MyDriveHero's first full-time marketing resource was recruited for a newly created Head of Marketing role (Ryan Dhillon). With Ryan's appointment came a streamlined and strategic approach to growing the business, by expanding on our successes to date while adding multiple new user growth channels and driving CAC down to sub \$3.

While we first launched in June 2022, we have only had revenue-generating streams available in the app for less than 12 months; the ability to buy Boosters, our first revenue-generating stream, was first launched in March 2023. Despite this, there are now five different revenue-producing streams, and a key focus of the coming 12 months is growing these streams.

With the launch of the new app on October 30th, 2023, the Company saw an immediate increase in revenue. Active premium subscribers jumped by 110% in under 30 days as the onboarding experience had been improved and users could easily understand the value of the app and the opportunity to increase value through more frequent use.

In Financial Year 2024, MyDriveHero's Q1 to Q2 revenue increase surpassed 180%, with all indications of the growth trajectory continuing into Q3. With a renewed strategic focus across paid marketing channels, the app has also acquired over 8,000 new users in just 60 days.

With our business goals for H2 FY24 focused on expanding our user base, expanding our reward partnerships and offerings to keep our users coming back, and enhancing app functionality to

stay at the forefront of successful gamification platforms, we anticipate that the growth we've seen in H1 FY24 is likely to continue on a similar trajectory in the second half of FY24.

For MyDriveHero, reaching breakeven marks a key milestone in our journey towards sustainable growth. With our current revenue streams, we estimate that achieving a user base of 200,000 will allow us to break even. It's important to note that this figure is based on our current financial model and revenue streams. As we continue to introduce new revenue streams and optimise existing ones, we anticipate these breakeven points to become attainable quicker. Our commitment to innovation and diversification ensures that MyDriveHero remains adaptable to market dynamics, enabling us to achieve profitability while delivering exceptional value to our users.

To date, being an early-stage business we have been financed through a combination of recent revenue-producing activities, Australian Government grant funding for R&D, and Founders Loans (which will not be repaid with the funds raised under the Offer and do not attract any interest or have a set repayment date).

All points earned from users are not a financial liability to the business therefore do not appear on the balance sheet.

Comments on revenue outlook are inherently uncertain and should not be solely relied upon as they are subject to change, uncertainty and unexpected events, many of which cannot be controlled. Accordingly, actual results are likely to differ from the forecasts. No representation or assurance is or can be given that the forecasts will be achieved. Past performance is no guarantee of future performance. This revenue outlook has been prepared by the Company and has not been validated by an independent third party.





“

KEN MUSTON MG IS PROUD TO PARTNER WITH MYDRIVEHERO OFFERING REWARDS TO EVERYDAY AUSSIES FOR SAVING LIVES. TOGETHER WE ARE MAKING A DIFFERENCE IN COMMUNITIES AROUND AUSTRALIA AND BRINGING OUR LOVED ONES HOME SAFE

KEN MUSTON MG SHEPPARTON (JAMES WHITE)

Ken Muston MG



Individual has provided consent to inclusion of this statement.

SECTION 3: INFORMATION ABOUT THE OFFER

3.1 TERMS OF THE OFFER

The Company is offering up to 1,142,857 shares at an issue price of \$0.35 per share to raise up to \$400,000. The key terms and conditions of the Offer are set out below.

TERM	DETAILS
Shares	Fully-paid ordinary shares
Price	\$0.35 per share
Minimum Subscription	\$100,000
Maximum Subscription	\$400,000
Opening date	20th February, 2024
Closing date	29th February, 2024

A description of the rights associated with the shares is set out in Section 3.3.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer at www.birchal.com.

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Retail investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten and there is no guarantee that these funds will be raised.

3.2 USE OF FUNDS

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts.

INTENDED USE	MINIMUM SUBSCRIPTION	MAXIMUM SUBSCRIPTION
Marketing	\$73,000 (73%)	\$292,000 (73%)
Working Capital	\$18,200 (18.2%)	\$80,000 (20%)
Offer costs	\$8,800 (8.8%)	\$28,000 (7%)
Total	\$100,000	\$400,000



MARKETING:

USER ACQUISITION

A significant portion of the funds raised through this CSF campaign will be strategically allocated to marketing, with a primary focus on user acquisition. Marketing efforts are designed to aggressively attract new users to our platform and amplify the MyDriveHero brand.

This will involve a comprehensive digital marketing campaign, including targeted advertising on social media and search engines, content marketing, and engagement through influencers and key opinion leaders.

By increasing our marketing budget, we aim to enhance our visibility, reach a wider audience, and ultimately grow our user base significantly, within the next 12 - 18 months.

REWARDS OFFERINGS AND GIVEAWAYS

Another key area where the funds will be utilised is in enhancing our rewards offerings and hosting giveaways. By expanding our rewards program and offering more attractive giveaways, we aim to increase user interaction and retention.

Funds will be allocated to creating new partnerships for our rewards program, including new prize giveaways, ensuring that we offer a diverse and appealing range of rewards to our users.



WORKING CAPITAL:

An allocation of the funds raised will be dedicated to bolstering our working capital, particularly focusing on expanding our internal team and increasing contractor hours for all facets of the business. This investment is critical to support the scaling of MyDriveHero's operations and to effectively implement our growth strategies.

Increasing contractor hours will allow us to access specialised skills and expertise on a flexible basis. Contractors play a pivotal role in supplementing our in-house capabilities, particularly in areas requiring niche expertise or additional support during peak project phases. This approach provides the agility needed to respond to dynamic market demands and ensures that critical projects are executed effectively and timely.

We also intend to allocate a portion of the funds to product development, prioritising user experience upgrades and continuing research and development on integrating with in-car telematics.



OFFER COSTS:

The Offer costs includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 6% of all funds raised by the Company through Birchall Financial Services Pty Ltd (Intermediary), plus \$2,800 for administration and setup costs. The offer costs excludes GST.

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

We expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next 12–18 months.

If this CSF Offer is unsuccessful, or if only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 12-18 months. In such circumstances, the Company may consider alternative sources of funding, such as undertaking a further CSF offer under the CSF regime or other debt or equity funding. Until additional funding is obtained, we will scale back marketing and contractor hours costs and continue to focus our cash resources on maintaining the existing user base, rewards base, giveaways and reduced marketing spend.

“

HERE AT MILKRUN WE ARE ALL ABOUT PROMOTING SAFETY, AND THERE'S NO BETTER WAY TO REWARD SAFE DRIVING THAN GETTING HOME AND LETTING US DO THE GROCERY SHOPPING FOR YOU!

WOOLWORTHS MILKRUN (MARIAH POULLOS)



Individual has provided consent to inclusion of this statement.

3.3 RIGHTS ASSOCIATED WITH THE SHARES

Immediately after issue, the shares under this Offer will be fully-paid ordinary shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue.

The rights associated with the shares are set out in the Company's constitution. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

3.3.1 VOTING RIGHTS

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

3.3.2 DIVIDENDS

All shareholders have a right to receive any dividends declared and paid by the Company. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

The Company has no set dividend policy.

3.3.3 GENERAL MEETINGS AND NOTICES

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting.

3.3.4 ELECTION AND REMOVAL OF DIRECTORS

Shareholders may vote to elect and remove directors

at a general meeting by way of ordinary resolution (>50%). However, shareholders may not remove a director appointed by one of the Founders in accordance with the Founders' director appointment rights in the Constitution.

3.3.5 WINDING-UP

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company. Holders of fully-paid ordinary voting shares rank equally with all other classes of shares currently on issue.

3.3.6 RESTRICTIONS ON SALE AND TRANSFER

Drag along and tag along rights

The Constitution contains drag and tag-along rights, as follows:

- Drag rights - If Shareholders who together hold 75% of the shares on issue propose to sell all of their shares to a third party, they can 'drag' the remaining 25% to sell their shares on the same terms. The pre-emptive rights process does not need to be undertaken in order for the drag along to be triggered.
- Tag rights - If Shareholders who together hold 50% or more of the shares on issue propose to sell their shares to a third party under one transaction (or series of transactions) and a Drag Along Notice has not been issued in respect of that sale, those Shareholders must give a notice to the remaining 50% inviting them to also 'tag'-along and sell their shares on the same terms.

If the Company has no CSF shareholders and is regulated under Chapter 6 of the Corporations Act, the Constitution contains a mechanism to 'turn off' the drag along and tag along provisions (as these provisions cannot functionally apply if the Company is regulated by Chapter 6 of the Corporations Act).

Exit provisions

The Board may propose an Exit Event including an IPO, share sale, asset sale or another transaction which results in a change of control, or which the Board determines is an Exit Event. A Substantial Shareholder Majority must approve the Exit Proposal. If an Exit Proposal is approved by a Substantial Shareholder Majority, all Shareholders (and Directors) must exercise all rights and do all things to enable the Exit Event to occur.

Pre-emptive rights on transfer

If a Substantial Shareholder wishes to sell or transfer its shares (other than as a permitted disposal in accordance with the Constitution), they must provide a notice to the Company, and the Company must first offer each other Substantial Shareholder the right to purchase those shares. The Board may vary this procedure, provided that each Substantial Shareholder has an opportunity to acquire their pro rata entitlement to the Sale Shares and there is no material adverse impact on a Substantial Shareholder.

Escrow arrangements in an IPO

If an Exit Proposal is approved under the Constitution and that Exit Proposal involves an IPO, each shareholder agrees to enter into any required escrow arrangements as may be required by law, the rules of the relevant stock exchange, or as may be recommended by the relevant financial adviser to enable the success of the IPO.

Discretion to refuse to register a transfer of shares
The Board has a limited power to refuse a transfer of shares if certain circumstances apply, as detailed in the Constitution.

On-sale restrictions under the Corporations Act
Shares acquired under the Offer may not be on-sold within 12 months of their issue without a prospectus or other disclosure document, unless an exemption under section 708 of the Corporations Act 2001 (Cth) applies (e.g. sales to sophisticated or professional investors) or unless ASIC gives relief from the requirement to provide such prospectus or other disclosure document.

3.3.7 PRE-EMPTIVE RIGHTS / ANTI-DILUTION ON ISSUE OF SHARES

If the Board resolves to issue new shares, options, warrants, convertible notes or any other instrument convertible into shares (Equity Securities), it must first offer the new Equity Securities to each Substantial Shareholder (as defined in the Constitution) unless one of the following exceptions apply:

- the Board resolves to make a CSF Offer in accordance with rule 26;
- the issue of Equity Securities is a public offer of securities;
- the Board resolves to issue up to 10% in aggregate of the issued share capital of the Company, provided such issuances are not exercised more than once in any 12 month period;
- the Equity Securities are issued as part of an ESOP approved in accordance with the Constitution;
- the Equity Securities are issued pursuant to the terms of an agreement, option or warrant or other security convertible into or exercisable in exchange for an Equity Security that existed before the date of the Constitution or was entered into in accordance with the Constitution;
- the Equity Securities are issued as part of an Exit Event in accordance with the Constitution;
- the Equity Securities are issued as part of an arm's length commercial agreement, provided that such issuances in any 12 month period are in aggregate not more than 5% of the issued share capital of the Company; or
- the Equity Securities are issued as part of the consideration for the acquisition by a Group Company of an interest in any business, entity or company approved of by the Board by Special Resolution Vote (within the meaning of the Constitution).

3.3.8 AMENDMENTS TO THE CONSTITUTION

To vary the Constitution or adopt a new constitution, the Company must pass a special resolution at a general meeting. A special resolution requires at least 75% of the votes cast in the meeting to be in favour of the resolution.

3.4 WHAT CAN I DO WITH MY SHARES?

Shares in the Company are considered illiquid as they cannot easily be transferred or sold.

However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company. These include:

- A trade purchase of the Company
- A listing on a registered stock exchange (eg the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.



SECTION 4: INFORMATION ABOUT INVESTOR RIGHTS

4.1 COOLING-OFF RIGHTS

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (Cooling-off Period).

You must withdraw your application via the Intermediary's platform. You will be able to withdraw your application within the Cooling-off Period by following the link and the instructions within your portfolio on the Intermediary's platform.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

4.2 COMMUNICATION FACILITY FOR THE OFFER

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

4.3 PROPRIETARY COMPANY CORPORATE GOVERNANCE OBLIGATIONS

4.3.1 ANNUAL REPORT

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

4.3.2 DISTRIBUTION OF ANNUAL REPORT

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report on the Company's share registry website at the following address [insert link to website] (free of charge) or can purchase the report from ASIC.

4.3.3 RELATED PARTY TRANSACTIONS

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

4.3.4 TAKEOVERS

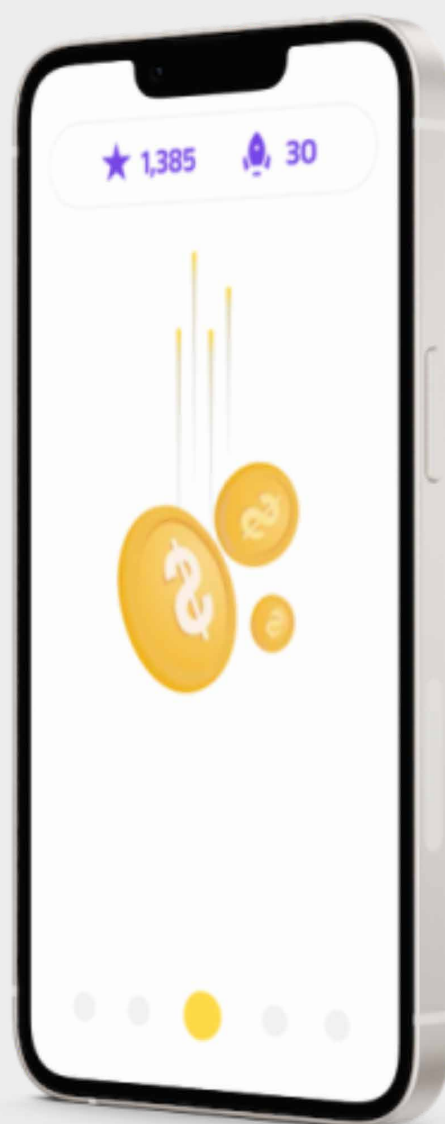
If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means

you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.

4.4 COMPANY UPDATES

The Company will provide regular updates to investors via the Company's website at the following address mydrivehero.com.au.



GLOSSARY

Company means MyDriveHero Holdings Pty Ltd ACN 646 787 751

Cooling-off Period means the period ending five business days after an application is made under this Offer, during which a retail investor has a right to withdraw their application and be repaid their application money

CSF means crowd-sourced funding under Part 6D.3A of the Corporations Act

Intermediary means Birchall Financial Services Pty Ltd ACN 621 812 646 AFSL 502618

Maximum Subscription means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer. The Maximum Subscription is subject to rounding based on the share price of the Offer.

Minimum Subscription means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer. The Minimum Subscription is subject to rounding based on the share price of the Offer.

Offer means an offer of fully-paid ordinary shares by the Company under this CSF offer document

Retail investor has the meaning given to the term “retail client” under the Corporations Act

THANK YOU!

