



Honk Oz

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HonkOz replicates the success of HonkHonk in the UK.

Starting life in 2016 as **Wizzle.co.uk** it was so successful CarWOW purchased the platform which now powers a large part of their revenue.

Relaunched in 2023 as **HonkHonk** as a £4M startup it enters its 2nd year of operation as the UK's most profitable online car sales platform exceeding the 3 year valuation target of £120M.

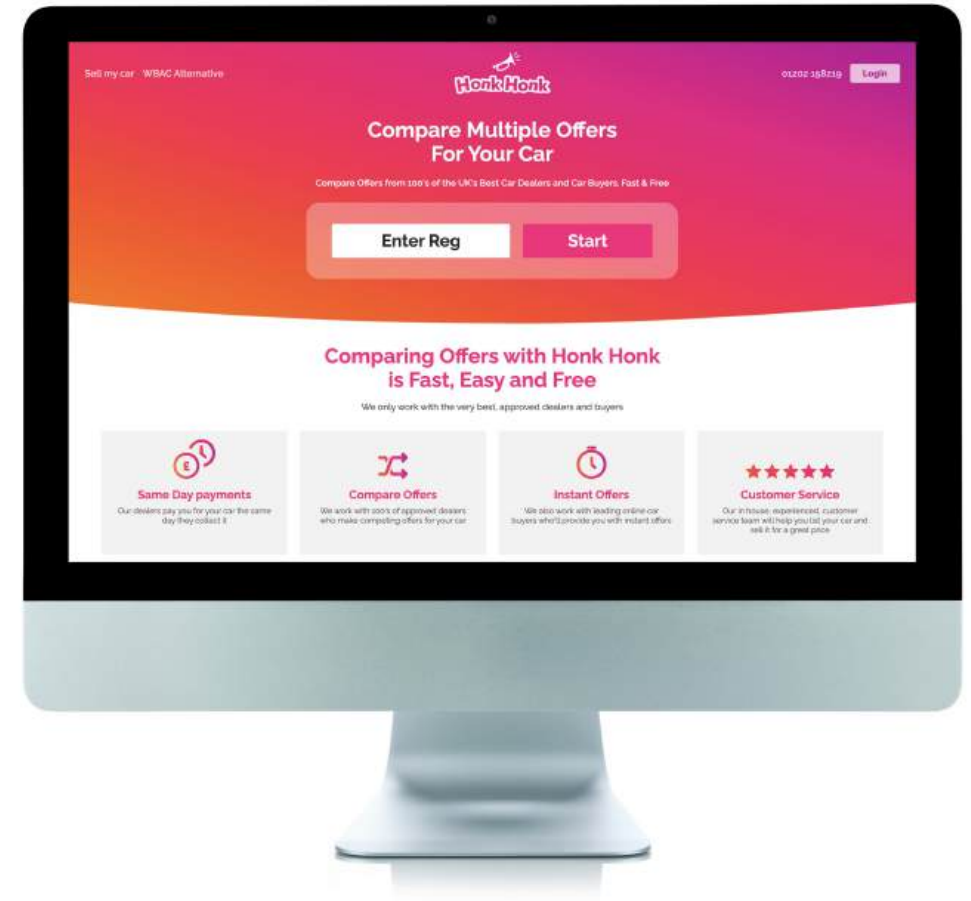
HonkHonk has signed deals in 2024 with major finance and insurance companies with 10's of thousands of monthly customers added overnight.

HonkOz has entered into an agreement to purchase the platform used by HonkHonk in the UK which will fast track its entry into the Australian market and minimise development time and cost.

HonkOz will gain significant benefit from the Founder of Honk Honk UK being on the board and having HonkHonk as a shareholder.

HonkOz provides consumers' choice, convenience and a market leading experience.

HonkOz aims to launch in Australia in late 2024 – with ambitions to move into other car market segments and also regionally in the AsiaPacific.



What is HonkOz about?

HonkOz compares offers from car dealers for car owners to sell their cars in a fast, easy and free manner. It guarantees the security and payment of transactions using its own payment gateway. All of this means that the consumer doesn't need to shop around themselves.

HonkOz brings consumers to approved car dealers so they don't have to waste resources attracting them and in real time checks the car registration, any finance still owing and any insurance claims to protect them during the transaction.

HonkOz has an experienced team behind it that can help both buyers and sellers and will hold no vehicle stock, no depreciating assets and hold no risk from any transactions.



Why is HonkOZ attractive for investors?

HonkOz has a clear pathway to develop based on the success of Honk Honk in the UK – originally started as wizzle.co.uk and then sold to Carwow for a 1600% return.

HonkOz already has a strong management team, led by experienced former ASX listed executives and the HonkOz CTO was a founding investor in Honk Honk (UK)

HonkOz has already secured the ownership of an independent payment platform ADP Technology Payments Platform (to be rebranded Adaptive Payments). Ownership of this payments platform moves HonkOz into the fintech arena in addition to saving up to \$250,000 per year on financial transactions costs.

HonkOz after a successful demonstration of the software at London Fintech 2023, is in the final stages of entering an agreement with a London Technology Consultancy to partner in the sales and distribution of Adaptive Payments as a wholesale payments platform to hedge and pension funds – in London alone, there is an estimated market of 15-25 sales with an estimated value per sale in the range of \$A2m to \$A10m depending upon functionality and scale.

HonkOz will operate as a separate corporate entity to Honk Honk UK but be able to utilise its expertise and market knowledge to grow – with no ongoing fees after set-up costs.



What are the pathways forward for HonkOz?



HonkOz doesn't need to develop its technology platform from scratch – it will piggyback the platform from Honk Honk UK and fast track entry to market for only \$1 million plus development costs.



HonkOz has access to industry experts and the latest marketing algorithms to reduce set-up costs.



HonkOz will set achievable and conservative growth targets of achieving just 1 per cent of the used car market within 12-18 months of start-up to become profitable.



HonkOz will manage all transactions internally without third-party involvement, reducing costs and enhancing compliance.



HonkOz will look for fast-tracked opportunities to cross sell in the future as the vast majority selling a car are then buying another, including offering car finance.



HonkOz's business model will be easily exported into overseas regional markets or fast growing specialized car segments like classic cars.

What's different about HonkOz's business model?

HonkOz is a simple and straight forward platform for both buyers and sellers – it runs a transparent bidding system so sellers can quickly see what dealers are offering and dealers get real time checks in 30 seconds on:



1. Car listed, photos uploaded etc
2. Registration checked
3. VIN/Police checked
4. Finance checked
5. Insurance claims against checked
6. Scrapage listings checked (write offs)
7. Check against taxi registration list
(to ensure vehicle has never been an uber or minicab)
8. Redbook price obtained
9. Checked against Autotrader / Carsales recommended price
10. Registered dealers contacted by text / messaging.

HonkOz keeps its costs down to focus on by being a dedicated fintech marketplace with inbuilt payments system – running highly automated and requiring only a small dedicated support team.

HonkOz can dedicate funds to marketing to build a brand in the marketplace quickly.

What are HonkOz's growth targets?

HonkOz knows there are 3 million used cars sold each year in Australia – gaining just 1 per cent of this market within 3 years or 2,500 transactions monthly makes the company highly profitable.

HonkOz projections only include the sale of 6 Adaptive Payment Platforms during the first three years.

HonkOz knows, once established, it can cross sell and help sellers purchase cars as well and look for other profitable segments of the market, while facilitating transactions such as car finance with an appropriate finance partner.

HonkOz has the rights to establish the business model in the Asia-Pacific region and has already established interest in two markets where it sees first mover advantage – the Philippines and Indonesia – with the aim to launch in 2025.


HonkOz sees opportunities in other growing global segments of the car market such as classic cars.



What are HonkOz's financial projections?

HonkOz has taken a conservative approach to its financial forecasts in its first three years of financial operations.

- (i) To gain ~1% market share in 3 years (approx. 2,500 transactions per month).
 - (ii) Projected 6 sales of Adaptive Payments Platform during first 3 years
- Revenue from dealers on cars purchased from consumers.
 - 86% of car purchased are financed.
 - Cross Selling - 82% of people selling are buying another car.
 - No physical stock held - no depreciating assets.



Financial Projections Summary	Setup	Year 1	Year 2	Year 3
Revenue		3,900,000	9,900,000	20,700,000
Costs #	-1,900,000	-2,050,000	-4,200,000	-6,600,000
NPBT	-1,900,000	1,850,000	5,700,000	14,100,000
# Includes acquisition of existing software platform from HHUK				

Who are HonkOz's management team?

CEO	Mark Spralja acting CEO / CTO	John Darcy Evans CFO	Head of Communications	Seb Duval Corporate Advisor
	Mark is an honours engineering graduate of RMIT. He has extensive experience with global NASDAQ companies. Currently he is an early investor in HHUK. He is the senior engineer and coordinating manager and CTO of Mercury Communications and Mozaik US.	Experienced Accountant with more than 25 years as Partner in Mid Tier Accounting Firm and CFO for a number of start up businesses.		Founder and CEO of Wizzle.co.uk and Honk Honk and proposed board member of HonkOz.



What is the start-up investment required for Honk Oz?

HonkOz is seeking:

- Total funding of A\$3,000,000 to be used as follows:
 - (i) Acquisition of software operating platform from Honk Honk UK and to customise for the Australian Market
 - (ii) Working capital – estimated breakeven profit by end of year 1.
- Minimum investment of \$25,000 only available to Wholesale Investors
- Appropriate discussions in respect to the issue of equity in the company will be held with parties interested in a larger investment.
- Subject to achieving projected financial results, it is anticipated that dividends will be payable during year 2.



**Honk Oz**

Key Contacts and follow-up

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