

Bright Innovations

A disruptive open data platform for the world's smart cities

BlueMount Capital is mandated to assist Bright Innovations raise pre-IPO AU\$3,000,000

Overview

Bright Innovations (Company), which is establishing an Australian presence and headquarters, is an Israeli-based technology company focused on delivering a cutting-edge, open and collaborative data technology that seamlessly interconnects and makes available next-generation urban applications and services (System).

The Company's business model is to generate recurring revenue from applications, services including Artificial Intelligence (AI), and Big Data running on the System.

The Company has secured partnership agreements and collaborations signed in key countries (Australia, Singapore, and China), with its first System installations successfully completed in Singapore, and upcoming in Australia and China.

The Company is seeking to raise up to AU\$ 3 million in convertible notes (AU\$ 1.5 million has been raised), which will convert at the upcoming IPO on the Australian Securities Exchange (ASX) planned for Q1-Q2 2019

Investment Highlights

- Disruptive, game-changing smart city technology with an estimated market size worth US\$2.57 trillion by 2025
- Backed by a large, strategic cornerstone investor
- Endless Applications (Apps) possibilities - from security to smart cars and more
- Established commercial and government cooperations
- Target markets: Australia, Singapore and China



Market Opportunity

The world is on the verge of an exponential increase in data generated by the ever-growing number of connected devices in urban areas such as connected cars, video cameras, sensors, mobile data, drones and more. Presently there is no unified data, connectivity and Artificial Intelligence (AI) system that enables the wide array of these existing and future services.

The Company's technology is a unique cutting edge collaborative platform that is aimed to solve this challenge. It provides customers and developers with easy centralized access to untapped scattered data from different sources.

Offer Overview	
Based	Australia and Israel
Industry Sector	Data and Smart city
Amount	AU\$ 3M in convertible note (AU\$ 1.5M has been raised)
Security	Convertible note which will convert at IPO at a 20% discount to the IPO price
Intended Valuation	AU\$ 18M (pre-money)
Use of Funds	Expansion and working capital
IPO	Listing on the ASX by Q1-Q2 2019 Ticker code secured

Applications

The System supports a wide range of ever-growing number of applications developed by 3rd parties in its eco-system.

Few example applications include:

- Connected cars and drones
- Outdoor AI advertising
- CCTV and security
- Electronic vehicle charging
- Traffic control
- Parking

Technology

The System is a revolutionary open data platform that will transform people's lives. It will change the way we interact with each other, with our surroundings and with machines that we use in the urban environment. The System is based on a proprietary open and collaborative platform which allows 3rd party developers to quickly onboard their solutions to “app store of the outdoors”.

The System is comprised of two main technology elements: the Engines, which are miniature computers deployed in large numbers in the urban space, and a cloud-based software platform with AI and big data capabilities.

The Engines are all interconnected by hybrid narrowband/broadband wireless connectivity, and can be easily deployed on street light poles, embedded in street luminaires, or placed at any other location, for example on the side of a building, rooftop, etc. The only requirement is a physical location and availability of electricity (low-power).

The unique System architecture means a cost effective, future-proof platform that will help fulfil the promise of the smart city. The System is highly scalable and can be implemented on a small scale (e.g. university campus or small community), or a large, city-wide deployment.

Engine



Engine embedded in luminaire



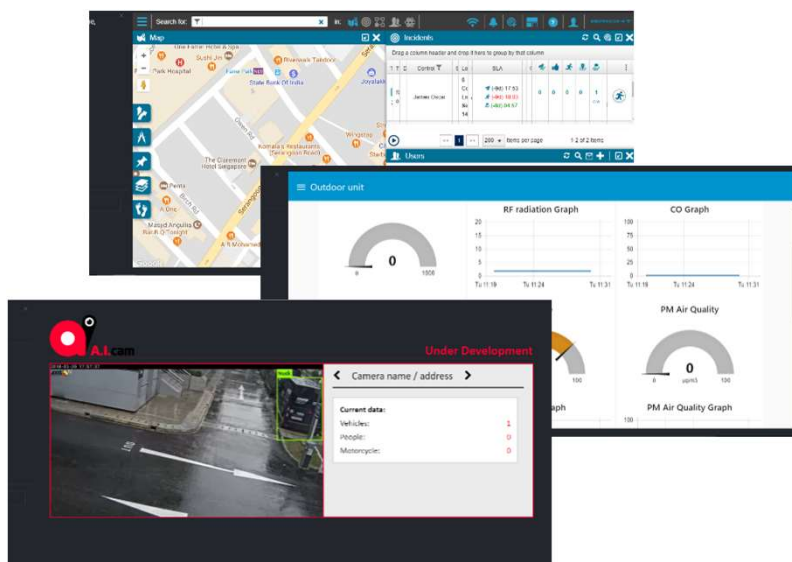
Management Team and Board

- Strong management team with years of experience establishing and growing tech companies globally
- Renowned independent Australian director and chairman appointed for the planned ASX listing

IPO Team

- Corporate Advisor and Lead Manager – BlueMount Capital
- Australian Lawyers – HWL Ebsworth
- Auditor and Investigating Accountant - PwC

Examples of Applications



For a full Investor Presentation please contact:

Eric Sun (Sydney) at eric.sun@bluemountcapital.com (Tel: +61 413 255 516)

David Tsui (Shanghai, China) at david.tsui@bluemountcapital.com (Tel: +86 1851 633 7280)

BlueMount Capital (Sydney) Pty Ltd ACN 098 335 445 Authorised Representative for AFSL 456663

If you are interested in the upcoming IPO then please contact BlueMount Capital

DISCLAIMER

BlueMount Capital (Sydney) (ACN 098 335 445, AR under AFSL 456663) is acting as Lead Manager of the AU\$3M pre-IPO raising by the Bright Innovations (Placement). Neither, BlueMount Capital (Sydney), Bright Innovations(Company) or any of their respective directors, employees, agents, officers, advisers or related bodies corporate (Relevant Parties) make any recommendation as to whether you should participate in the capital raising by the Company nor do they make any recommendation or warranty concerning the securities, or accuracy, reliability or completeness of the information provided or the future performance of the Company. This publication is intended to provide background information only and does not purport to cover all information relevant to a potential investment in the Company. It should not be relied upon by the recipient in considering the merits of the Company or the acquisition of securities in the Company.

This publication does not make any recommendation upon which you may rely without taking further and more specific advice. Potential investors must make their own independent assessment and investigation of the opportunity and should not rely on any statement or the adequacy or accuracy of the information provided by any of the Relevant Parties. Small to mid-sized companies typically involve a higher degree of risk compared to securities of larger and more established companies. As such, an investment in the Company must be considered as speculative. BlueMount Capital (Sydney) and persons associated with them may have an interest in the securities of the Company and may earn fees and other benefits and advantages, whether pecuniary or not and whether direct or indirect, in connection with the Placement. This publication is confidential and no part of it may be reproduced or distributed in any manner without permission of BlueMount Capital (Sydney).

This publication is not a disclosure document under Chapter 6D of the Corporations Act 2001 (Cth) (Corporations Act) or a PDS under Part 7.9 of the Corporations Act and has not been lodged with the Australian Securities and Investments Commission (ASIC). This publication is only for persons who are Sophisticated Investors or Professional Investors for the purposes of section 708 of the Corporations Act and is not for distribution to any other person.

This publication contains summary information about Company, and is current as at 30 January 2019. It has been prepared based on information available at the time of preparation. The information in this publication is subject to change without notice. Neither the Company nor BlueMount Capital are obliged to update this publication.

Any opinions, forecasts or recommendations reflects the judgment and assumptions of Company as at the date of the publication and may change without notice. The information in this publication is of general nature only and does not purport to be complete. To the maximum extent permitted by law, the Relevant Parties make no representation or warranty, expressed or implied, is made as to the fairness, accuracy, completeness, timeliness or reliability of the information, opinions and conclusions contained in this publication. This publication is not and should not be construed as an offer to sell or the solicitation of an offer to purchase or subscribe for any securities in the Company or any other investment product. Any securities recommendation contained in this publication is unsolicited general information only. The Company is not aware that any recipient intends to rely on this publication or of the manner in which recipient intends to use it. This publication does not purport to contain all the information required to evaluate a potential investment in the Company and does not take into consideration the investment objectives, financial situation or particular needs of any individual recipient. Investors should conduct their own independent review, investigation, due diligence and analysis and obtain their own professional advice before making an investment decision. The information in this document does not constitute financial product advice (nor investment, taxation or legal advice).

Some of the statements appearing in this publication are in the nature of forward-looking statements. Forward-looking statements can generally be identified by the use of forward-looking words such as "expect", "should", "could", "may", "predict", "plan", "will", "believe", "forecast", "estimate", "target" and other similar expressions. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. You should be aware that such statements are only predictions and are based on assumptions concerning and are subject to inherent risks and uncertainties, many of which are beyond the control of the Company. Those risks and uncertainties include factors and risks specific to the industry in which Company operates as well as general economic conditions, prevailing exchange rates and interest rates and conditions in the financial markets.

Forward-looking statements including projections, guidance on future earnings and estimates are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Actual events or results may differ materially from the events or results expressed or implied in any forward-looking statement. None of the Relevant Parties or any person involved in the preparation of this publication makes any representation or warranty (expressed or implied) as to the accuracy or likelihood of fulfilment of any forward-looking statement, or any events or results expressed or implied in any forward-looking statement, except to the extent required by law. No independent third party has reviewed the reasonableness of any such forward-looking statements or assumptions.

To the maximum extent permitted by law, the Relevant Parties do not accept any responsibility or liability including, without limitation, any liability arising from fault or negligence on the part of any person, for any loss whatsoever arising from participation in the Placement, the use of the publication or its contents, or the information in this publication being inaccurate or incomplete in any way for any reason, by negligence or otherwise, or otherwise arising in connection with it.

This document is not a prospectus, pathfinder document or any other disclosure document for the purposes of the Corporations Act and does not contain all of the information which would be required to be disclosed in a prospectus or other disclosure document prepared in accordance with the Corporations Act. It has not been, and is not required to be, filed or otherwise registered with ASIC, ASX or any other regulatory authority and is not approved by any such authority.

JURISDICTIONAL DISCLAIMER

This publication is not an offer of securities, and does not apply in any jurisdiction where, or to any person to whom, it would not be lawful to issue securities. If you access this Publication or our websites from locations outside Australia, you do so at your own initiative and are responsible for compliance with local fundraising laws. No action has been taken to register or qualify the securities of companies published in this publication or our websites or otherwise to permit a public offering of the securities on offer in any jurisdiction.

Further, this publication and our website www.bluemountcapital.com do not constitute an offer to sell, a solicitation of, or an invitation to subscribe for or to buy, securities in the United States or in relation to any U.S. person (as defined in Regulation S under the U.S. Securities Act of 1933, as amended).