GRIDIZEN

The Property
Super App

Gridizen is a new end-to-end property management platform

The Super App Service Suite

Automation is a key component of our tech

End-to-end Property Management Super App and platform which is both tenant and landlord/agent facing
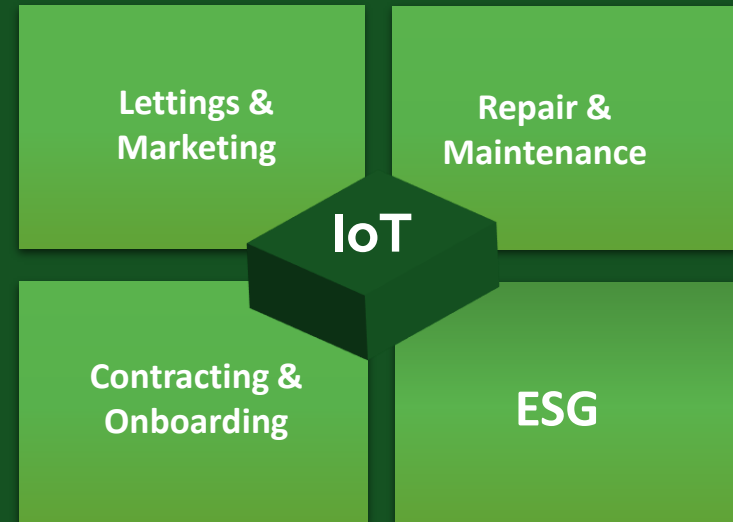
3 Key underpinning processes and interactions to **enhance the service**

Concierge & Community

Accounting & Finance

Cloud Hosting & Storage

4 KEY SERVICE MODULES

Lettings & Marketing

Repair & Maintenance

IoT

Contracting & Onboarding

ESG

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Existing Problems

The demand for rental properties is increasing, but there are still many problems in the **LETTINGS AND MANAGEMENT** process, main ones being:

OLD PROCESSES

The property management process is manual, slow and expensive.

Landlords and tenants are dissatisfied.

POOR TECH INTEGRATION

70% of companies surveyed use 5 or more pieces of software to manage their properties.

There is no end to end platform in the market.

USER FRUSTRATION

Many tenants have poor rental experiences due to inefficient processes and communication.

This leads to higher churn, reduced revenues and more work for landlords/ agents.

Our Solution = The Property Super App

Gridizen is an end-to-end property management platform connecting landlords/agents directly to tenants

PROPERTY MANAGEMENT

LETTINGS PORTAL

IOT / SMART HOME

DIGITAL CONCIERGE

LANDLORD AND TENANT APPS
Direct connection to enable efficient communication and processes

FULLY INTEGRATED TECH
A PropTech solution that provides all processes to manage a property

VALUE ADD SERVICES
across the product suite (see left). We charge a simple subscription cost to the landlord

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Key stakeholders
We cater for all user types

Load and store property details for snagging and practical completion

Developers

Store asset details and manage the block

Block Managers

Track performance and manage properties

Landlords

Let, manage and maintain property portfolio

Estate Agents

Manage and maintain property portfolio

Property Managers

Rent, onboard and make management requests

Tenants

Sell goods and services to the local community

Vendors

Participate in local events and engage with the local community

Community

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Expanding Global Market
with potential for other verticals such as student accommodation and short lets

$ 20B TAM

$ 6.3B SAM

$126M SOM

50 $ Revenue Per property **X** **340 m**

SAM : 340M rental properties OECD, MENA, TURKEY AND PAKISTAN
SOM : 2% of the SAM

*data sourced from data.oecd.org, statista.com, grana.com, weforum.org

Current Metrics

Property Loaded	SAAS Property Management / ESG	Churn
3,000	**$ 2** per property	**ZERO**

MRR	CAC	LTV
$1,500	**$ 5**	**$ 40**

Our clients are highly engaged
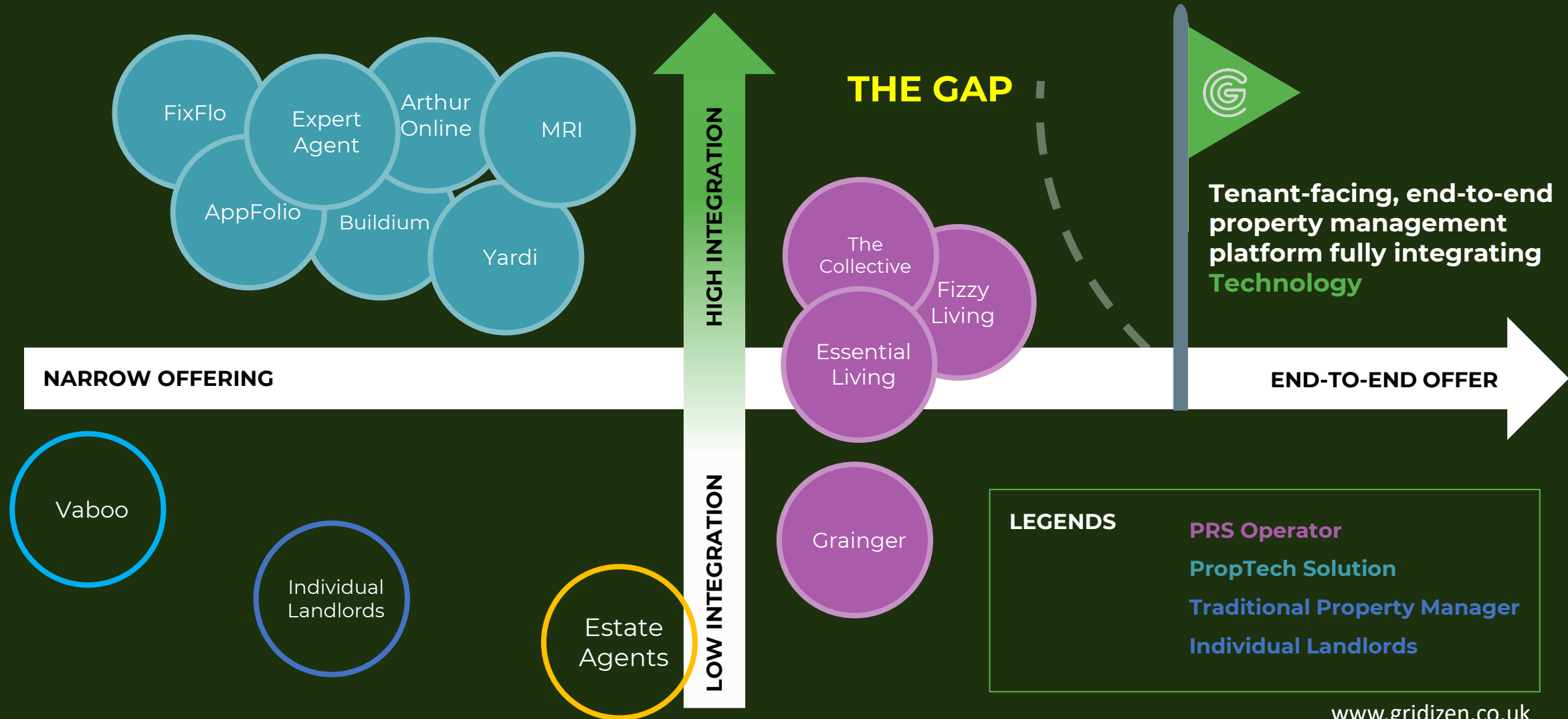
30 %

Average DAU/MAU
(last 30 days)

18 min

Daily time on site
(last 30 days)

0 %

Onboarded client
churn

All our clients **doubled their platform usage** in the last 90-days. We expect usage to increase further.

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Market Positioning

THE GAP

Tenant-facing, end-to-end property management platform fully integrating **Technology**

HIGH INTEGRATION

LOW INTEGRATION

NARROW OFFERING

END-TO-END OFFER

FixFlo

Expert Agent

Arthur Online

MRI

AppFolio

Buildium

Yardi

The Collective

Fizzy Living

Essential Living

Grainger

Vaboo

Individual Landlords

Estate Agents

LEGENDS

PRS Operator

PropTech Solution

Traditional Property Manager

Individual Landlords

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End-to-End Platform

Gridizen stands out from its competitors by offering a complete end-to-end solution: from lettings and marketing, move in and property management, and end of tenancy. We build on the strength of our competitors, and we eliminate their weaknesses

Process	Gridizen	Traditional Agencies	Proptech Companies			Global Companies	
			FixFlo	Arthur	Goodlord	MRI	Yardy
Lettings & marketing	●	●	-	●	●	●	●
Maintenance	●	●	●	●	●	●	●
Move-in	●	-	-	-	-	-	-
Accounting	○	○	-	○	○	○	○
Commercial Space & amenities	●	-	-	-	-	-	-
Automated Rent Collection	●	-	-	-	-	-	-
Digital Concierge	●	-	-	-	-	-	-
Smart Home Integration	●	-	-	-	-	-	-
ESG Reporting	●	-	-	-	-	-	-
End of Tenancy	●	●	-	○	○	○	○
Cost Structure	SAAS + Commissions from Concierge	Up to 20% of rent. Also high one off fees	SAAS	SAAS	SAAS	Enterprise charges	

LEGEND
- ● Entire process supported
- ○ Some support

Our revenue model provides
stable and scalable cash flow

■ SAAS ■ Marketplace ■ Marketing ■ Contracts

- **3.** 4.05%
- **1.** 42.39%
- **4.** 47.67%
- **2.** 5.90%,

$22.5m Year 3
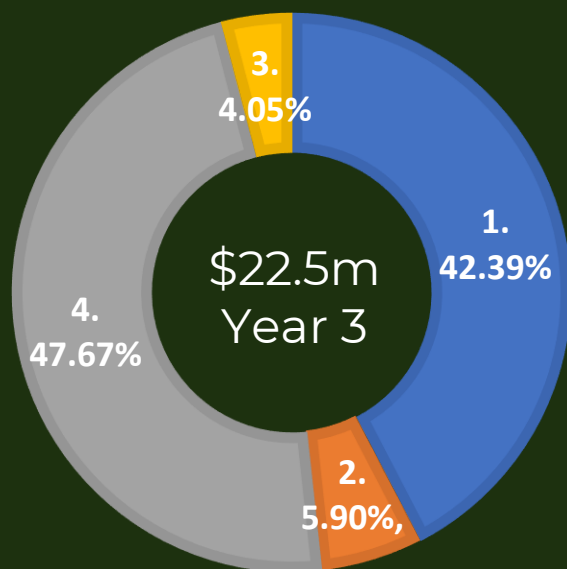
We have multiple revenue streams:

1. SAAS **monthly subscription**
2. Concierge service. A **marketplace** for providing goods/ services to tenants and landlords
3. Contracts and credit checks per tenancy
4. Property Marketing for Lettings

SaaS Billing	Small landlord	Agent	Larger landlord	Institutional
Forecast ARR	$3,600	$4,200	$12,000	TBD*

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The property Super App will accelerate growth over the next 5 years

P&L ($000s)	Y1	Y2	Y3	Y4	Y5
Revenues :					
Subscription	498,640	2,836,088	9,544,990	17,167,558	26,387,362
Concierge	-	118,043	1,329,067	6,176,370	21,281,800
Rental Contracts and ID	33,372	172,951	911,196	2,186,646	1,666,156
Property Marketing	-	2,228,779	10,734,345	27,004,841	59,133,072
Total Revenues	**532,012**	**5,355,861**	**22,519,598**	**52,535,416**	**108,468,390**
Number of Properties	**Y1**	**Y2**	**Y3**	**Y4**	**Y5**
UK	22,300	46,128	79,336	122,180	175,558
Saudi Arabia	5,200	34,320	62,920	93,436	133,233
UAE	2,906	18,306	32,035	45,410	61,808
Pakistan	-	27,563	173,644	303,877	430,745
Turkey	-	18,900	119,070	208,373	295,368
Total	**30,406**	**145,216**	**467,005**	**773,276**	**1,096,713**

We are raising $4.0m to accelerate growth, secure and defend first-mover advantage

$4.0m

- R&D 16%
- G&A 33%
- Sales & Marketing 51%
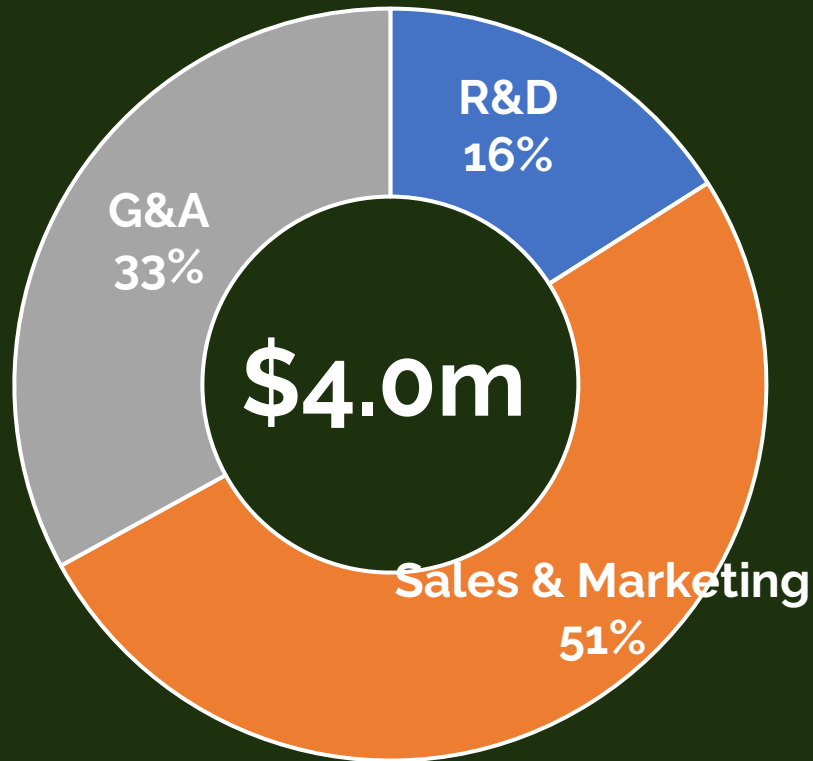
Previous acquisitions in this space:

hometrack — Property analytics, £120m in 2017 (14.7x EBITDA multiple)

ARTHUR — Property management, c£17m in 2021, 145k+ units*

Fixflo — Maintenance management, c£35m in 2021, 1m+ units*

| Inception 2019 | Friends and Family $180k, 2020 | Friends and Family $360k, 2021 | Seed $4.0m, 2023 | Future Series A, Q1 2025 |

Overall Market | sizing and revenue

Gridizen proposes to operate in 5 countries within 2 years to maximize first mover advantage in growing economies

There are **36m rental properties** in these countries. We aim to have **c1,1m units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	30k	145k	467k	773k	1,097k
REVENUE	532k	5.36m	22.52m	52.54m	108.47m
GROSS PROFIT	524k	5.32m	22.39m	52.33m	108.20m
EBITDA	(1.55m)	(2.19m)	5.74m	24.33m	63.14

Our vision

Gridizen the super app to become the PROP-TECH leader globally with cutting edge processes and technology

Gridizen has UK product-market fit, This knowledge will be applied globally.

- **3.25m million** users
- Generating **9 million dollars** revenue per month
- In **five years**

Automated ESG reporting

Better health and safety via smart-home devices

Improved landlords & tenants relationships
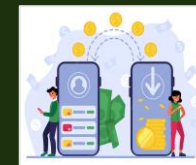
Independent security deposit process to reduce conflicts

More efficient and automated process to save time and money
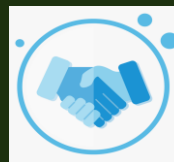
Enhanced community engagement

1 million smoke detectors and carbon-monoxide sensors installed

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Partners

we have a number of committed relationships and are in advanced discussions with several exciting companies

COMMITTED

ADVANCED DISCUSSIONS

Product Roadmap

Available: today

Property management

Community engagement

Rent payments

Smart calendar

Mobile apps for landlord and tenant

MyDeposits integration

Centralised document library

IOT Integration - leak detectors

Pipeline

Estate agent functionality

Accounting software integration

Predictive analytics driven reporting

Block management

More IoT hardware including smart locks, air quality sensors etc.

Market place /concierge

THANK YOU

GRIDIZEN

CONTACT DETAILS

Kamran Mahmood
Founder
Mob: +44 (0) 753 812 7688
Mob: +92 (0) 332 300 5154
Email : **km@gridizen.co.uk**

Lady Eve Laws
Founder
Mob: +44 (0) 779 220 3891
Email : elaws@gridizen.co.uk

Waqas Muhammad
CPO & Country Manager
Mob: +92 (0) 334 329 7873
Email : waqas@gridizen.co.uk

https://Gridizen.co.uk

APPENDIX

We have onboarded clients across
different landlord segments in the UK

|	Small landlords	Agents	Larger landlords	Institutional landlords
	Imani HOUSING CO-OP LTD	Panayi Group	ForeverGood	Cynon Taf Community Housing Group
Current ARR	$3.6k	$4.2k	$12k	TBD*
Properties	54	90	723	TBC
*Properties in segment***	2m	3.5m	800k	4m

Go To Market: Focus on agents/larger landlords as they have a higher revenue per property and shorter sales cycles

*TBD as rollout is still being agreed
** Gridizen analysis using UK gov data sources: Homes & Communities Agency, UK Parliament, Regulator of Social Housing, Ministry of Communities, and Local Government
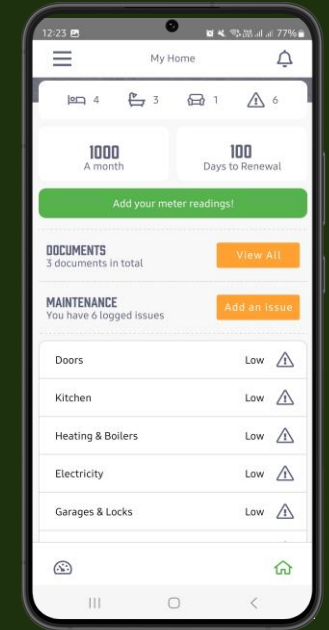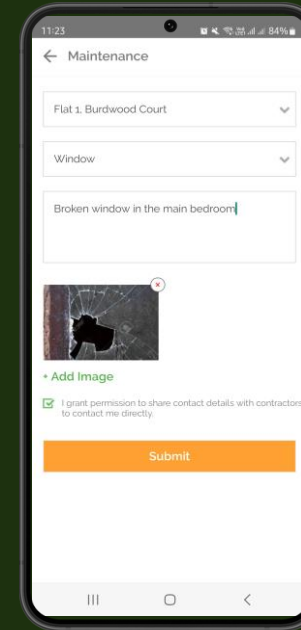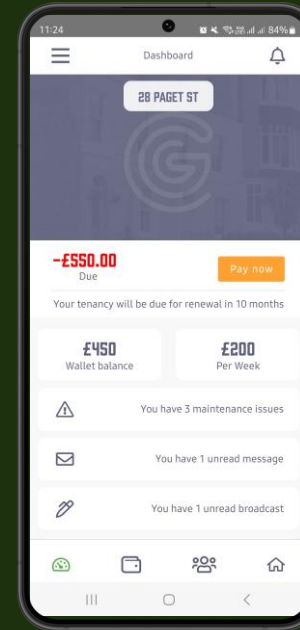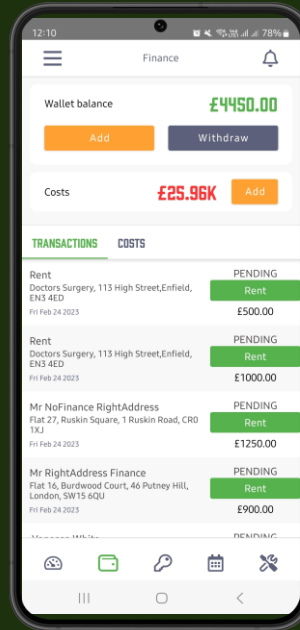
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Screenshots of App and Portal
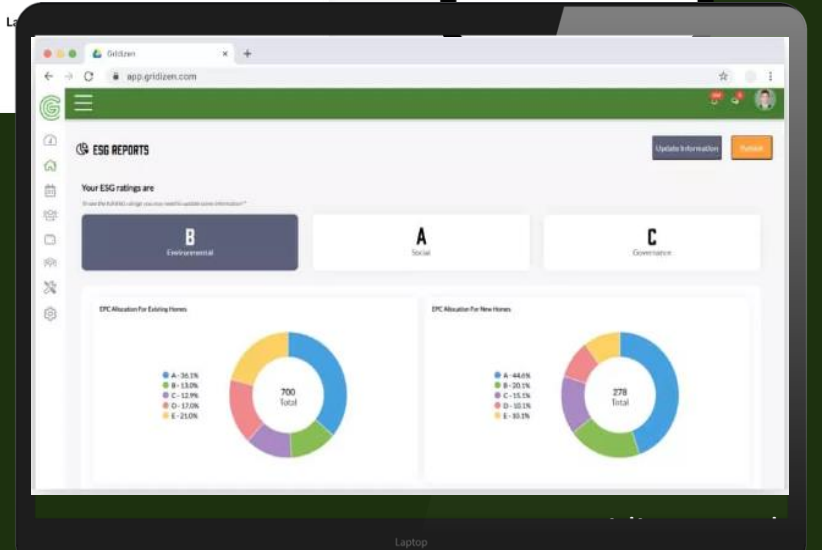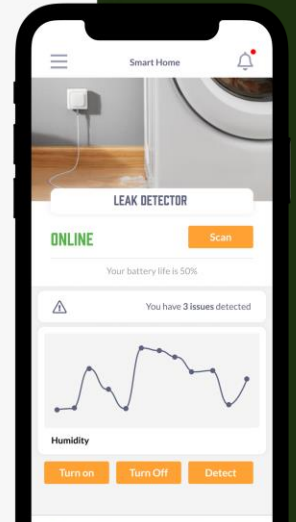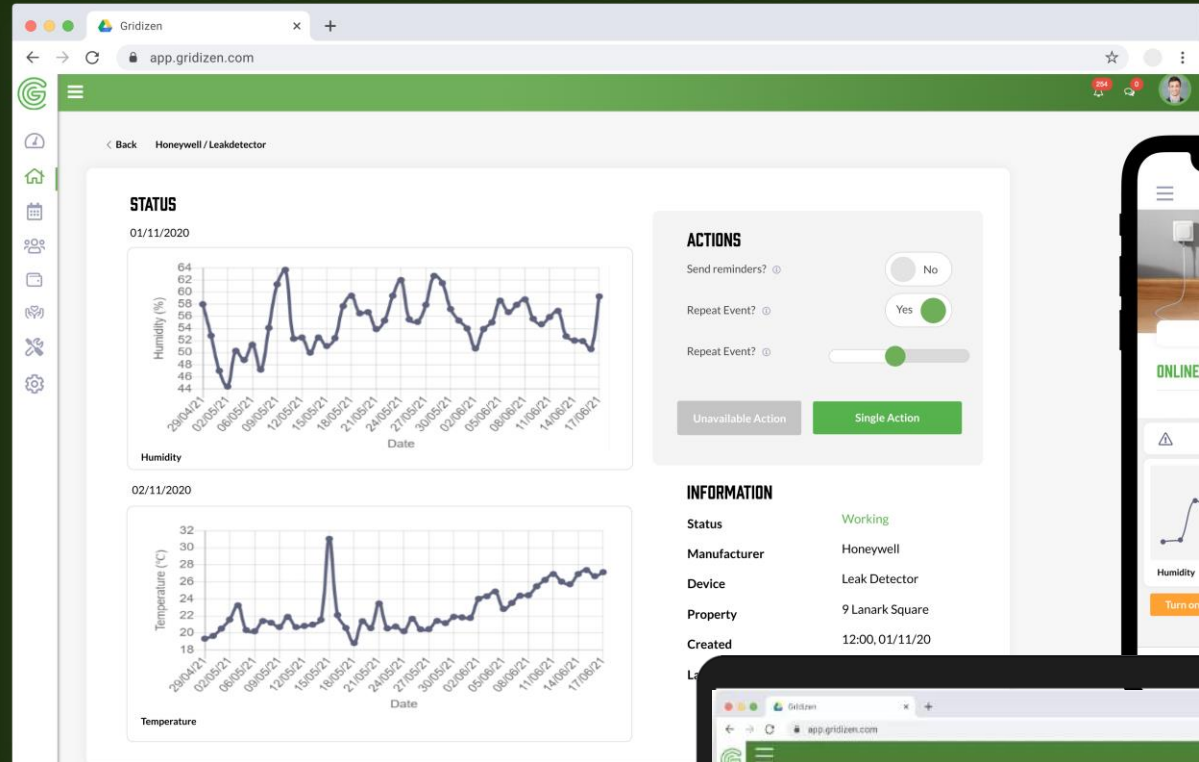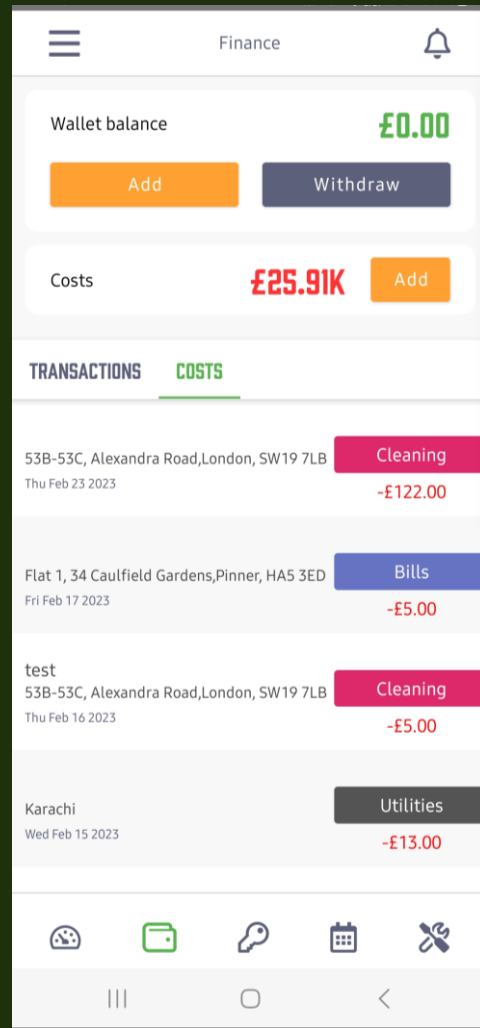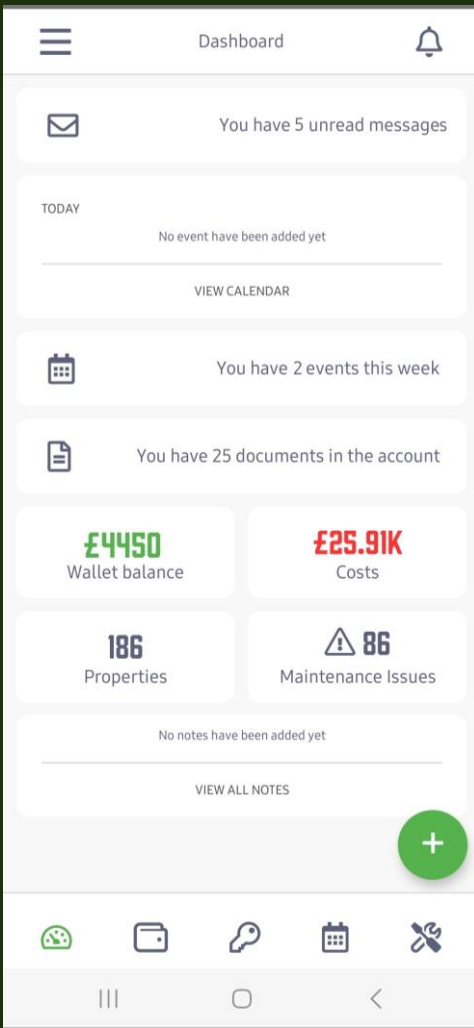
User journey examples

LANDLORD

TENANT

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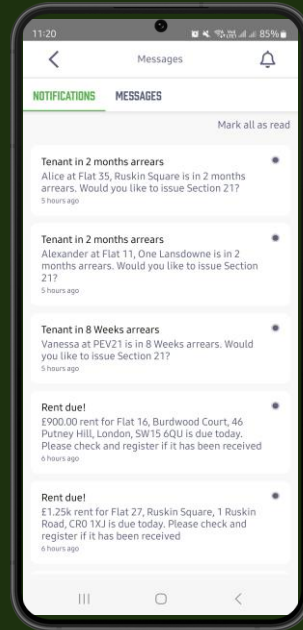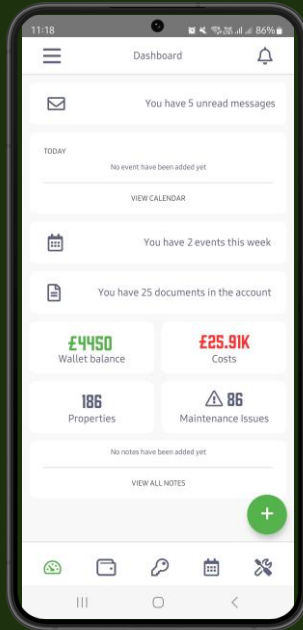
Revenue Model

Gridizen will generate revenues through the Digital Concierge, Property Management, Portal and Smart Home modules
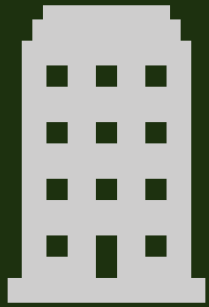
Property Management

Description
▪ Tenant/LL automated tenant onboarding, rent payments etc.

Revenue:
▪ PMS subscription fee
▪ Upsell on value add services (VAS)

IoT / Smart Home

Description
Products offered through the Property Management platform

Revenue:
▪ IoT subscription fee
▪ Upsell on VAS (software, etc.)

Lettings Portal

Description
Landlords can market vacant properties, offer other services such as floor plans and photography

Revenue:
▪ Portal subscription fee
▪ Upsell on VAS (photography, floor plans, etc.)

Digital Concierge

Description
Tenant and community marketplace for local and national products and services such as cleaning, laundry, gym membership, utilities, etc.

Revenue:
▪ Revenue share from local and national vendor discounts

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Pricing Strategy

Item Description	1-3 Units	4-100 Units	101-300 Units	301-10,000 Units	Enterprise
Setup/Implementation Cost	Free	Custom Pricing	Custom Pricing	£2,500	£2,500
Core Features	£1.75 p/u/m	£1.75 p/u/m	£1.50 p/u/m	£500 p/m + £0.1 p/u/m	Custom Pricing
Gridizen Finance	£1.50 p/u/m	£1.00 p/u/m	£1.00 p/u/m	£300 p/m + £0.1 p/u/m	Custom Pricing
Credit Checks & Agreements	£20 per check	£16 per check	£16 per check	£16 per check	£16 per check
ESG Reporting	N/A	N/A	£500 p/m + £0.1 p/u/m	£500 p/m + £0.1 p/u/m	Custom Pricing
Engagement and Surveys	Free	£500 p/m + £0.1 p/u/m	£500 p/m + £0.1 p/u/m	£500 p/m + £0.1 p/u/m	Custom Pricing
Smart Home	£5 p/u/m	£2 p/u/m	£2 p/u/m	£600 p/m + £0.1 p/u/m	Custom Pricing
Team Members	1-10: £0 11-50: £10 p/m/m 51+: £7.5 p/m/m	1-10: £0 11-50: £10 p/m/m 51+: £7.5 p/m/m	1-10: £0 11-50: £10 p/m/m 51+: £7.5 p/m/m	1-10: £0 11-50: £10 p/m/m 51+: £7.5 p/m/m	Custom Pricing

Market Place

Gridizen works with local businesses to create a marketplace

- Local businesses offer exclusive discounts to Gridizen users at no additional cost

- You and your tenants can take advantage of these offers

- We offer you a revenue share* – you receive a proportion of all of your tenants' spend

Community

Gridizen connects residents to their local community

- Gridizen creates local forums for all our users at no cost to the user

- These forums can be used to plan events, share knowledge and meet new people

- Happier tenants are better tenants

Portable

Our mobile apps give you control wherever you are

- We give you access to a web–based platform and our mobile apps as standard

- Our mobile apps have our full functionality, meaning you can manage your properties from anywhere

- Respond to problems faster than your competitors

Dashboard

Quickly review your portfolio with the Gridizen dashboard

- Our dashboard shows you everything you need to know about your portfolio

- You can access it anywhere from any device

- Your dashboard can be tailored specifically for you*

Repairing & Maintenance

Gridizen offers a repair management system

- Our repair management system allows your tenants to report any issues immediately, at no additional cost

- The repair management system means you can track all repairs and issues across your portfolio

- You can use the repair management system to find quotes from local contractors, and pay them through Gridizen

Smart Home

**Control your property with internet of things technology**

- Gridizen integrates with various smart home products - control your lighting, temperature, door locks and more

- Smart homes have been shown to reduce operating costs – for example you can detect leaks early and resolve them before they escalate

- This is a free service, and Gridizen sells the necessary smart home technology

Portal

Automatically market your properties on Zoopla & right move

- Gridizen has integrated with Zoopla & Rightmove, ensuring that vacant properties can be marketed as quickly as possible

- This can be done easily through the Gridizen platform, keeping your void periods low

- This costs £10 per month for each integration
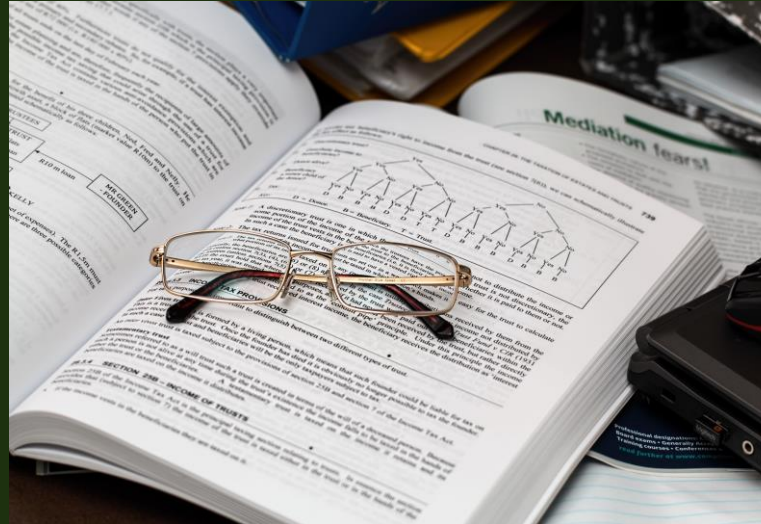
Landlord Checking

Quickly verify potential landlords with Gridizen

- Gridizen can reference check potential landlords as part of your due diligence

- Our checks include property ownership (using the Land Registry), KYC and more

- This costs £XX per check

Tenant Onboarding

**Onboard your tenants faster and for less with Gridizen**

- Gridizen can provide comprehensive tenant references in 24 hours for £15 per reference

- Standard tenancy agreements can be generated instantly, and signed electronically. An electronic agreement costs £2

- Some tenants may not need to pay a traditional security deposit, and instead pay a smaller premium*

Finance Integration

Collect fees through Gridizen and track your financials

- Gridizen comes with its own payment platform. Rent is paid through this platform, and your fees are automatically taken

- You receive notifications when your tenants pay their rent – there's no need to check your bank statements daily

- Gridizen also integrates with Xero, QuickBooks and other accounting software*, ensuring your accounts are always easy
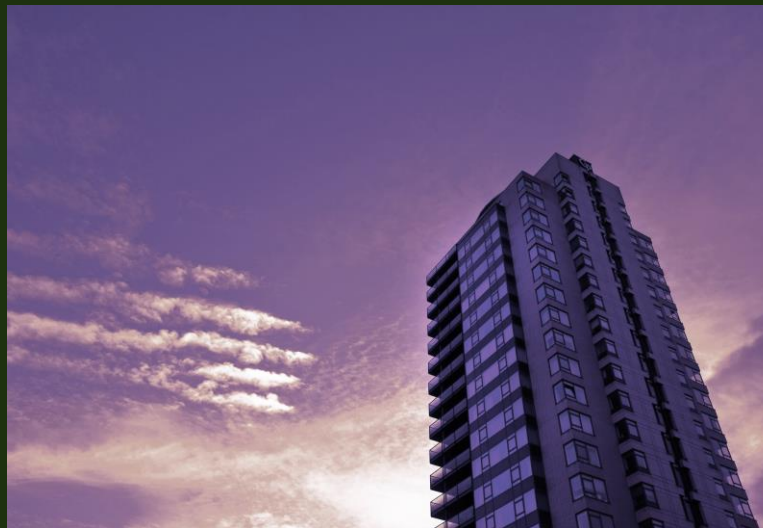
Block Management

Manage service charges, ground rents, and your block managers

- Your freehold can be added to Gridizen and assigned to a block manager of your choice

- You and your block manager can set and collect service charges and ground rents

- Gridizen can handle: health and safety inspections, maintenance requests and more

Smart Deposit

Simplify the deposit process

- Gridizen will integrate with MyDeposits

- Security deposits will automatically be registered under the custodial deposit scheme

- We will also offer deposit scheme alternatives
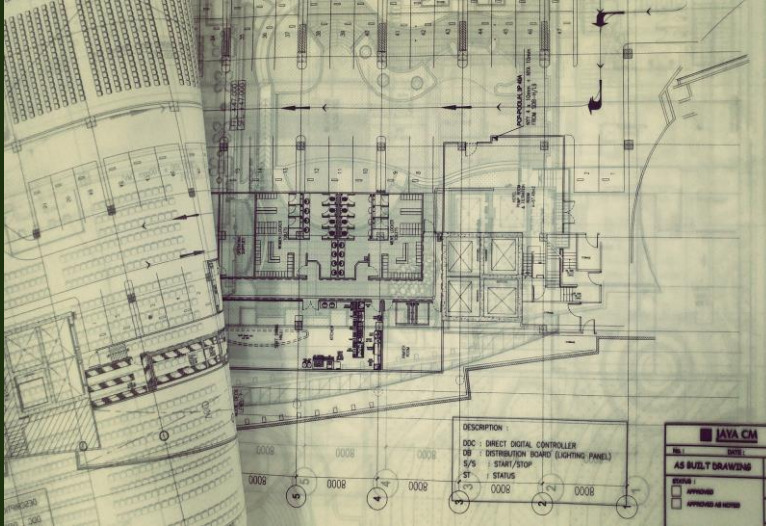
Developer

Manage snagging, document handover and more

- Developers and builders can use Gridizen to simplify their handover process

- Gridizen keeps track of their snagging, leaseholder details and more

- This will integrate with our block manager and document engine functionality

Document Engine

Keep track of all your paperwork and documentation

- Store user manuals, floor plans, energy performance certificates and more in one place

- Accessible to you, your tenants, your landlords and any other stakeholders

- The relevant documents will always be there – from the developer all the way to the tenant
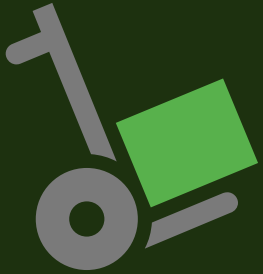
IoT & property management

Our property management platform integrates with 3rd party smart devices to save landlords and tenants time and money
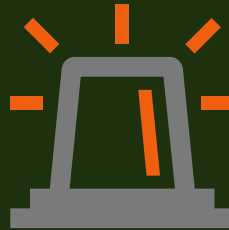
LEAK DETECTOR EXAMPLE:

1 We integrate with existing 3rd party IoT leak detectors. Landlords **purchase** them from us and **install them.**

2 We **notify** the landlord and tenant when a leak is detected, and **automatically book a contractor**
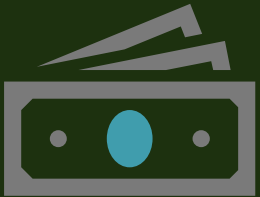
3 Leak damage is the biggest source of UK home insurance claims[1]. By detecting and fixing the leak early, we save the landlord **time and money**

4 We have **temperature and humidity** detectors. These give the landlord and tenant alerts to **avoid mould or fuel poverty**

HOW IT WORKS

Our IoT integrator lets different devices speak to each other, to Gridizen, and to our users.

THE FUTURE

Connect with **more devices** e.g. air quality detectors, smart heating and smart locks.

Integrate **machine learning** to enable our devices to **spot** potential maintenance issues **before they happen**.

Sources: 1. https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/home-insurance/burst-pipes-and-water-leaks/

Automated ESG Reporting

Gridizen has the UK's **first** and **only automated ESG report** for property.

ESG REPORTS

Your ESG ratings are

To see the full ESG ratings you may need to update some information**

B	A
Environmental	Social

EPC Allocation For Existing Homes

- A - 36.1%
- B - 13.0%
- C - 12.9%
- D - 17.0%
- E - 21.0%

700 Total

EPC Allocation For New Homes

- A - 44.6%
- B - 20.1%
- C - 15.1%
- D - 10.1%
- E - 10.1%

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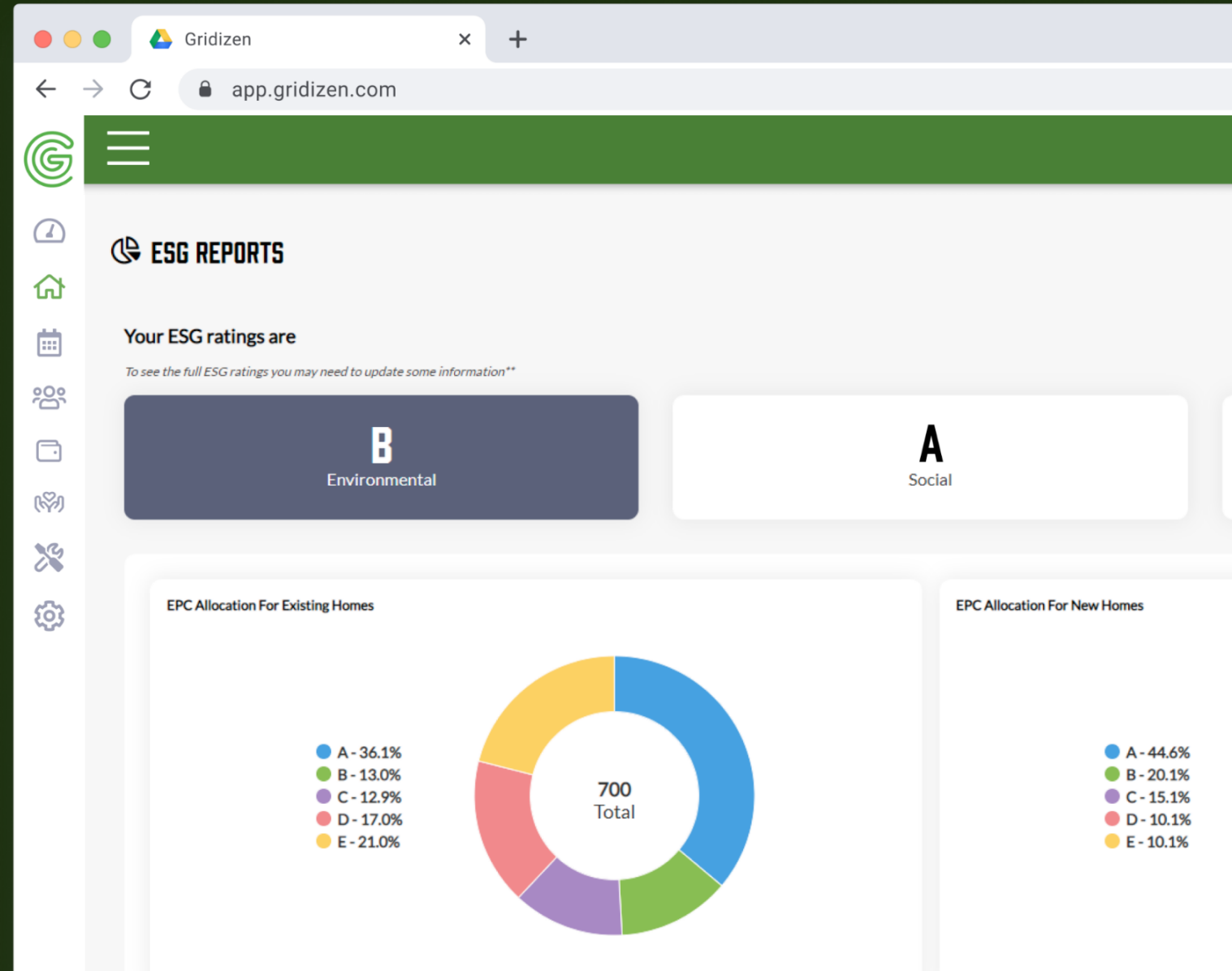
UK Market | sizing and revenue forecast

GRIDIZEN IS ALREADY GENERATING REVENUE , AND WILL BE PROFITABLE BY YEAR THREE

There are **9.8m rental properties** in the UK, of which 5.4m are private and 4.5m are social. We aim to have **c.175k units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	22k	46k	79k	122k	175k
REVENUE	393k	2.00m	5.00m	11.49m	25.57m
GROSS PROFIT	388k	1.99m	4.98m	11.46m	25.52m
EBITDA	(946k)	(45k)	2.03m	6.61m	17.17m

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KSA Market | sizing and revenue

GRIDIZEN aims to open an office in Riyadh and will start offering our services from month 7

There are **2.6m rental properties** in the KSA. We aim to have **c133k units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	5k	34k	63k	93k	133k
REVENUE	101k	1.31m	3.21m	6.44m	13.04m
GROSS PROFIT	99k	1.30m	3.19m	6.42m	13.00m
EBITDA	(403k)	(431k)	900k	3.14m	8.00m

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UAE Market | sizing and revenue

GRIDIZEN aims to open an office in Dubai and will start offering our services from month 7

There are **1.5m rental properties** in the UAE. We aim to have **c62k units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	3k	18k	32k	45k	62k
REVENUE	38k	551k	1.34m	2.67m	5.37m
GROSS PROFIT	37k	546k	1.33m	2.66m	5.36m
EBITDA	(202k)	(322k)	228k	1.03m	2.78m

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Turkiye Market | sizing and revenue

GRIDIZEN aims to open an office in Istanbul and will start offering our services from month 13

There are **9m rental properties** in the Turkiye. We aim to have **c295k units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	-	19k	119k	208k	295k
REVENUE	-	604k	5.27m	12.99m	26.23m
GROSS PROFIT	-	599k	5.24m	12.93m	26.16m
EBITDA	-	(574k)	1.17m	6.03m	15.60m

Pakistan Market | sizing and revenue

GRIDIZEN aims to open a sale office in Karachi and will start offering our services from month 13

There are **13.1m rental properties** in the Pakistan. We aim to have c**431k units under management within 5 years**. We charge SAAS **subscription per unit**, and offer additional services. Our revenue forecast is as follows.

	2023	2024	2025	2026	2027
UNITS	-	27k	174k	304k	431k
REVENUE	-	882k	7.69m	18.94m	38.25m
GROSS PROFIT	-	874k	7.64m	18.86m	38.15m
EBITDA	-	(822k)	1.42m	7.51m	19.58m

www.gridizen.co.uk