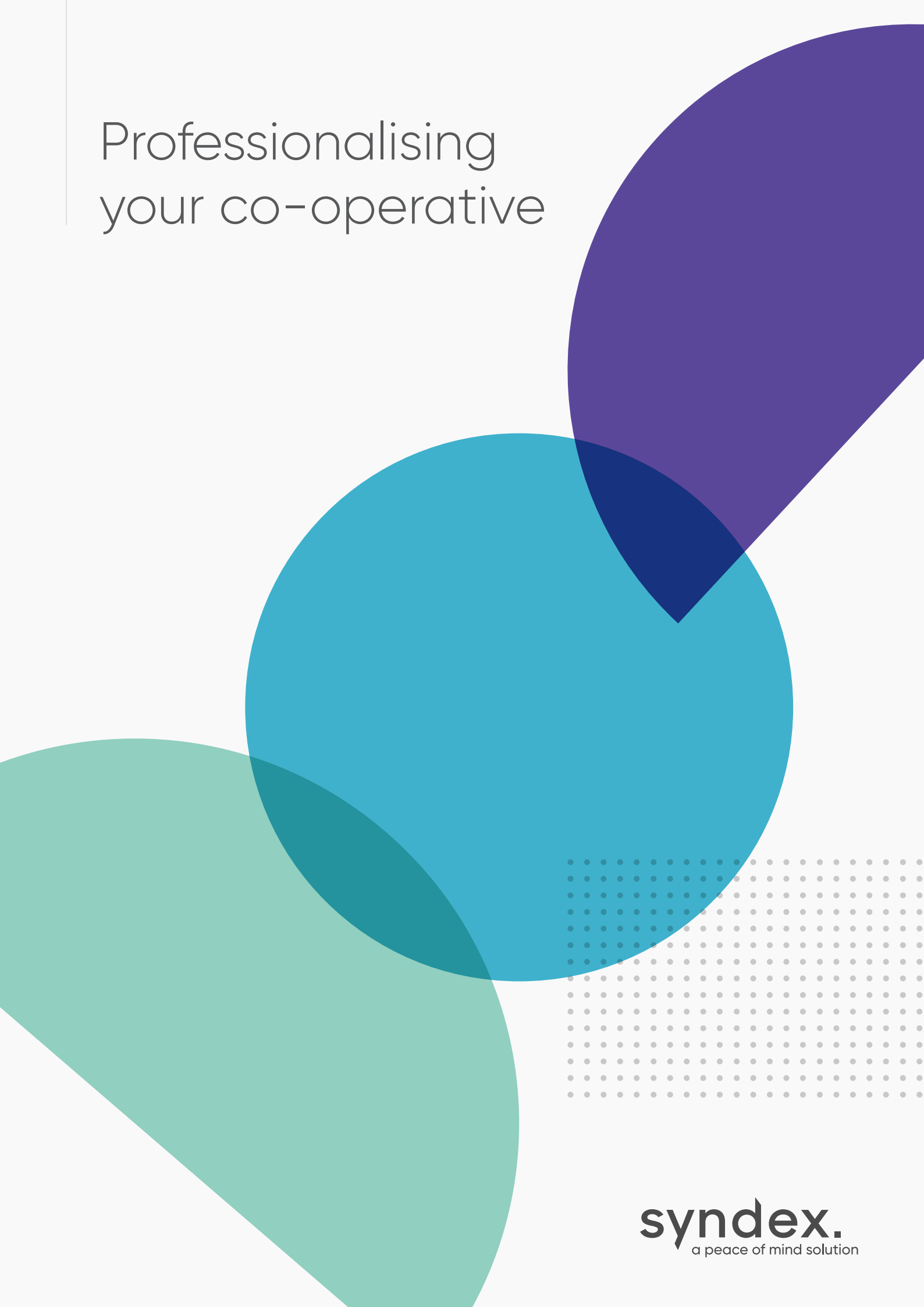# Professionalising your co-operative

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a peace of mind solution

Welcome to Syndex

We know Founders. They're visionaries. They don't build companies to spend their time in the back office, managing admin such as unit registry and reporting. They want that pain point gone. Their passion is building out their dream while having peace of mind that the rest is taken care of.

As the backbone of our economies we are big supporters of private businesses. We acknowledge the importance of this opportunity to fire up smart, well-positioned, experienced and innovative companies that are primed for growth. If we can raise their status and earnings, then we all stand to benefit from a healthy and productive economy.

What we do

Syndex is an investment management solution that supports the growth and professionalism of private companies, co-operatives, market issuers, their shareholders, investors and intermediaries.

Our system provides

- Registry management
- Reporting and communications to members
- Digital member relations management
- Member share scheme management and trading
- Member portfolio portal

The problems we solve

If you are preparing to raise capital, the way you report and communicate to your members has never been more important.

Syndex takes day-to-day essential, but often manual processes, that are prone to error and migrates them along with your proprietary information across to an easy-to-use software solution. We then enable your team to retain control of your relationships, rather than handing them over to a third-party provider.

Member relations management and reporting

Syndex is an ideal solution for co-operatives in need of professionalising their operations, member communications and reporting management systems.

Registry

Syndex can help you manage your member register, whether you're paying dividends, rebates or issuing statements to hundreds of members, or to just a few.

Capital raising

If you are looking for a new way to raise capital from private markets, Syndex offers a proven platform to do so. Since 2018 we have helped almost 100 businesses, across many sectors such as property, horticulture, private equity and technology, facilitate raising more than $100m AUD from individuals investing into private markets.

AML / KYC Compliance

Syndex provides one of the most reliable customer due diligence processes that includes an intuitive biometric smartphone application, with a face matching error rate of less than 0.04%, coupled with an electronic identity verification engine that works across many OECD jurisdictions. What sets the Syndex process apart from the crowd, is that it has both ISO and SOC internationally recognised certifications.

Secondary markets

We offer liquidity solutions to enable your members to trade among themselves.

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The Syndex eco-system

We offer an independent, cloud-based platform enabling member-owed businesses, business-owners and syndicators to issue, invest, manage and trade their private or alternative assets.

Our three core modules work together (or as stand-alone options) to enable growth, through efficiencies, ease of scalability and connection to capital.

See the modules below and in more detail on subsequent pages.

Investment management

Registry management, plus regulatory support, member relationship management, centralised documentation management, analytics, bid management and reporting.

Read more

Member portal

Where it's easy to access & gather information on investments held (financial and operational, trading history) and to support new investment decisions.

Read more

Marketplace

For co-operatives to raise capital and members to trade or access new opportunities, including a direct-trading secondary market offering liquidity.
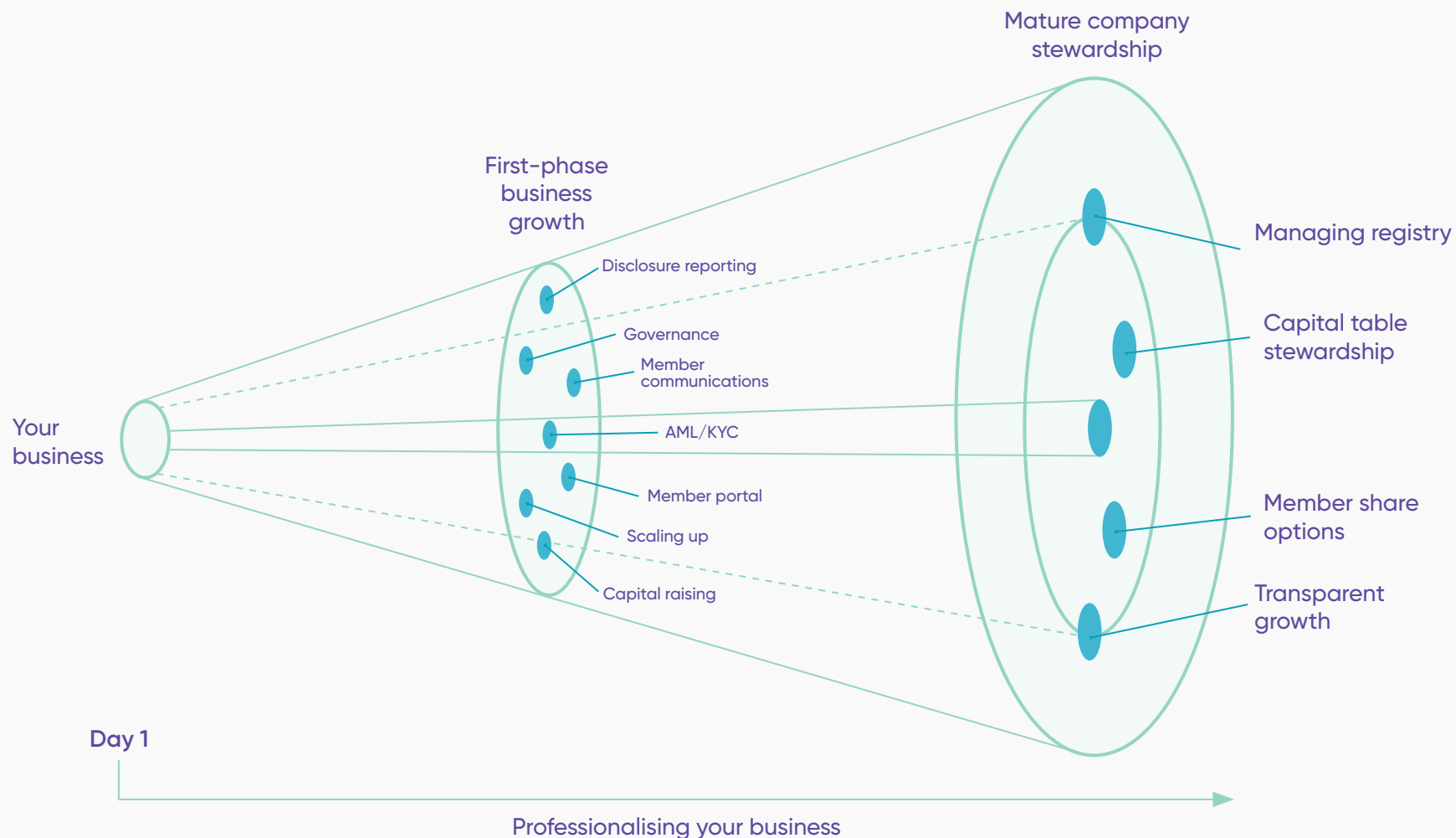
Read more

"The time-saving is significant - we've reduced administration by at least 60%. Since introducing the Syndex platform we've taken on nearly double our business, but with minimal impact on our administrative demands."

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Investment Management

Old legacy, manual systems are replaced with automated operations that bring efficiencies and ease of scalability. The management toolbox has solutions for compliance, governance, corporate actions, member engagement & registry administration.

Mature company stewardship

First-phase business growth

Your business

Disclosure reporting

Governance

Member communications

AML/KYC

Member portal

Scaling up

Capital raising

Managing registry

Capital table stewardship

Member share options

Transparent growth

Day 1

Professionalising your business

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Paying distributions

Here's an example of an automated operation - paying distributions in a matter of clicks.

Pay distributions to members with ease via direct payments to bank files. Concise and quick reporting keep you in control.

View and execute distributions

New Farm Fund : Distribution Metrics

Generate Report | Complete Distribution Process

Gross Distribution Amount	Distribution Amount Not Taxable	Distribution per unit per day	Tax Already Paid ($)	Period Start	Period End
100,000	0	$0.0476	0	1/02/2021	28/02/2021

Payment Date	Number Of Days	Consolidate by Account Holder
1/03/2021	28	✔

Download Bank File | Process Reinvestments | Download Reconciliation Report | Download IRD File | View Issue Performance | Send Email

Investor Name	IRD Number	Total Distribution
Bob Thomas		$20,000.00
John Peter Smith	116-672-995	$26,666.67
Peter Johnson		$40,000.00
Test Trust	123-456-789	$5,333.33
Trading Holdings Limited		$8,000.00

Pay distributions direct to bank file

New Farm Fund : Distribution Metrics

Edit Details | Complete Distribution Process

Gross Distribution Amount	Distribution Amount Not Taxable	Distribution per unit per day	Tax Already Paid ($)	Period Start	Period End
$100,000.00	$0.00	$0.0476	$0.00	1/02/2021	28/02/2021

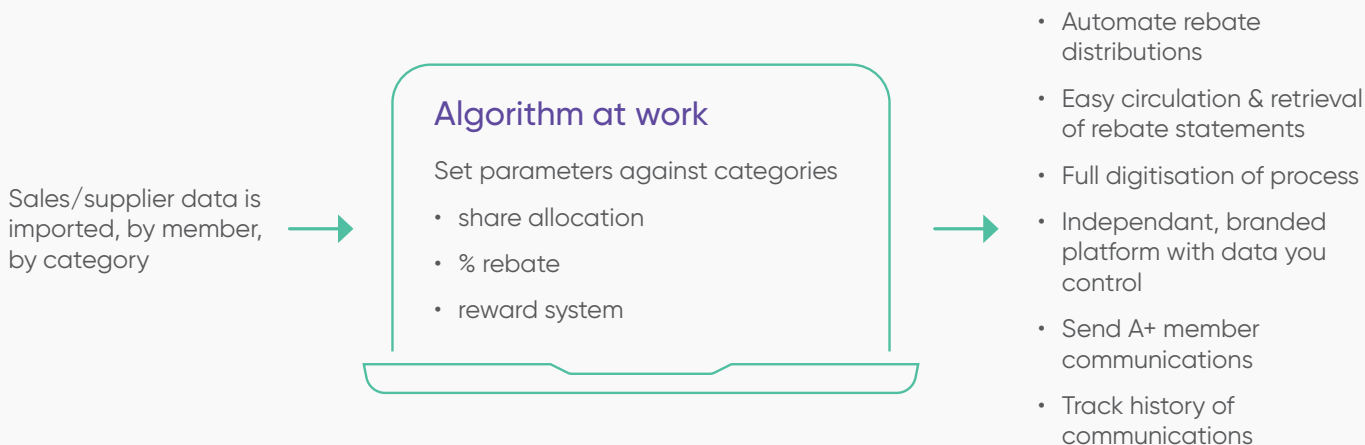| Payment Date	Number Of Days	Consolidate by Account Holder
1/03/2021	28	✔

Reconcilation Report

Download Reconciliation Report

Investor Name	Unit No	Quantity	Payment Preference	Period Start	Period End	NZ Bank Account Name	NZ Bank Account No.	#Days	Gross Distribution Amount
Bob Thomas	ACME-U-010145	15000		2021-02-01	2021-02-28	Bob Thomas	01-0008-0100081-000	28	$20,000.00
John Peter Smith	ACME-U-010144	20000		2021-02-01	2021-02-28	John Peter Smith	01-0004-0100041-000	28	$26,666.67
Peter Johnson	ACME-U-010146	30000		2021-02-01	2021-02-28	Peter Johnson	01-0001-0100011-000	28	$40,000.00
Test Trust	ACME-U-010149	4000	Cash	2021-02-01	2021-02-28	Test Trust	02-0002-0100022-000	28	$5,333.33
Trading Holdings Limited	ACME-U-010142	6000		2021-02-01	2021-02-28	Trading Holdings Limited	01-0009-0100091-000	28	$8,000.00
									$100,000.00

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Optimised rebate technology

Syndex uses a unique algorithm to offer a flexible, cost-effective and professional rebate processing system.

Sales/supplier data is imported, by member, by category →

Algorithm at work

Set parameters against categories

- share allocation
- % rebate
- reward system

→

- Automate rebate distributions
- Easy circulation & retrieval of rebate statements
- Full digitisation of process
- Independant, branded platform with data you control
- Send A+ member communications
- Track history of communications

Mini-case study

Paul at NSW Traders Coop managed their registry, including rebate and dividend processing for many years. He used an in-house proprietary application to crunch the numbers and paper mail to communicate over 3,000 letters (per rebate).

A switch to using Syndex's registry, including rebate technology, has resulted in:

- ✓ A digital overhaul that significantly reduces paper usage
- ✓ A modern professional look and feel for communications
- ✓ Minimised maintenance of data
- ✓ Data security peace of mind
- ✓ $7,000 saving on the annual rebate and distribution processing alone (paper, envelopes, postage and employee hours)

"Pulling together all the data, templated letters and forms is fantastic. To get to a state of readiness to press 'go' is a result of simple steps with so much time saved."

MARK KEBBELL, EXECUTIVE OFFICER, DFMC

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Member portal

Empower your members and reduce administration demands in one go. The portal displays all the members private investments; a centralised view with easy document storage, communications and access to markets 24/7. Members self-manage their files, statements and trade history, meaning you don't have to!

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| Dashboard | My Investments | Markets | Communications |

Market Activity

3 Oct 2022

Hello Jordan

Notifications

Auctions

Event	Starting In	Launch
2022 Quarter 4 Trading	Ongoing	

| Account | Manager | Type | Currency |

Due on: 3 Oct 2022

Buyer's Acceptance of Transfer - Jordan Best

Applications

Name	Quantity	Amount	Created Date
Sweet 100s LP (A-024539)	10	$ 100,000.00	13/06/22

Due on: 5 Sept 2022

Announcement

$ 361,459.28
NZD

Messages

Listings

Name	Listing Price	Highest Bid	Expiry Date
5 High Street LP (L-3843)	$ 100,000.00	$ 0.00	13/09/23

| Sheepshape Woollen Mills (L-4095) | 30 Sept 2022 |

A bid has matched the...

| Sheepshape Woollen Mills (L-4095) | 30 Sept 2022 |

1 units in Sheepshape Woollen...

■ Best Family Trust
■ Jordan Best
■ Jordan & Alex Best

| Impact Innovations Fund IV | 13 Jun 2022 |

Dear Investors, Save the Date:...

Live Markets

View Portfolio

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"Formerly (administrative) tasks were handled by 1 person working 20 hours per week, now it takes 1 person 2 hours per month."

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Marketplace

Businesses are connecting with our investment-ready community for an easier way to raise capital on the private markets

Present and promote your share proposal to a database of interested investors within the Primary Market or Expressions of Interest Market. The secondary market adds price discovery and enhanced liquidity.

A public facing and Issuer led marketplace is coming to Australia soon. Private markets, including secondary trading is operational in Australia now.

Markets

OPPORTUNITIES :: PRIMARY SECONDARY

Vegas Creamery
Private Equity

MIN INVESTMENT: NZD 45,000

Find out more

WHOLESALE
Mission Point Properties LP
Commercial Property

MIN INVESTMENT: NZD 100,000

Find out more

WHOLESALE
Wairau River Vineyard
Horticulture

MIN INVESTMENT: NZD 50,000

Find out more

WHOLESALE

HORT VALLEY FUNDS MANAGEMENT

Register your interest in Wairau Valley Vineyard

Horticulture

Thanks for your interest in this investment.

Email

Register your interest

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Working with BCCM

We are proud technology partners of BCCM. We see close up the strong advocacy that BCCM promote and the positive change they are building on for cooperatives and mutuals in Australia.

We have partnered since 2021 to bring a new range of co-op-informed digital registry solutions to the Australian co-operative sector. Digital management of registries is an important baseline for co-operatives seeking to maintain strong relations with members and for raising capital from members or non-members by way of shares, debentures or Co-operative Capital Units (hybrid securities).

As part of the Commonwealth Government-funded Co-operative Farming program, the BCCM worked with us in 2021 on a pilot project to tailor registry services for Australian agricultural co-operatives. The pilot was a response to the many queries the BCCM had received from co-operatives about finding appropriate registry services that can handle unique co-operative requirements such as managing active membership rules, paying rebates, raising capital and allocating bonus shares to members. We were able to bring prior experience working with co-operatives and unlisted companies in New Zealand to the fore, demonstrating a clear understanding of the purpose and principles of the co-operative sector and the ability to adapt services to the Australian co-op context.

Since then, we have successfully onboarded a number of cooperatives. Highlights for these co-ops are the automated dividends and rebate system Syndex provides, with the ability to calculate, manage, report on and complete rebate payments via bank files to members' bank accounts.

Another simple concept, but one that has been lacking in many systems used by this sector, is group member communications, including to members' related parties, such as trustees, accountants and lawyers. This sending and tracking of bulk emails breaks through laborious and manual administration. Importantly, at least one client has said Syndex's automation functionality in the area of registry, reporting and communications has removed a 4-day-a-week job from their headcount and instead that admin manager has been able to retrain and upskill in other vital areas of the business. You can read case studies with DFMC and Yenda on our website.

"The Syndex registry is gold"

MARK KEBBELL, EXECUTIVE OFFICER, DFMC

FACT FILE

Onboarding

We enjoy meeting our new partners. Our team have the opportunity of getting to know a new business; how it works, its structure, its teams, visions and goals.

Each new company has its differences and this extends to how the onboarding progresses and is accomplished. Here we run through this vital part of welcoming our newest partners.

Onboarding with Syndex - what's it like?

Each onboarding experience is different and is dependent on several factors. Firstly, companies take on different parts of the SaaS platform, tailoring the product to their specific needs. The components, and their preparation for use, differ.

The registry management module is the biggest component and the prerequisite to having the investor portal and access to markets. Our onboarding process aims to move through a number of roll-out phases ending with our partner being confident and comfortable with using the platform. We believe in our product and want our users to get the most out of it, using all the functionalities and to appreciate the simplicity of what's been built. Ultimately it's the simplicity that will reduce their administrative time and provide great service to their investing customers.

What are the phases?

We have 4 phases in the roll-out. Prior to these, contracts are signed and a new Salesforce environment unique to the new partner is created. This can take 2-3 weeks, inclusive of testing, and then the data load can commence.

1 › Introducing the data

Once we've discussed and gained a good understanding of the data and its sources, the crunching of data can commence. This is the most painful part of the process as data is recovered, reconciled, checked and double-checked. The timeline here depends on the number of Issues or schemes to be loaded, the quality of the data and the need for loading historical information and transactions.

2 › Meet your new registry management system

At this stage, we get to introduce the user to their new unique space on the Syndex platform. We walk the user through the platform, pointing out basic navigation as well as some hidden gems. This session is easily done remotely and offers the opportunity for the user to ask questions and to some extent lead the 'tour' according to what is of most important to them. There is an option to record this session so the user can refer back to it.

3 › Productivity begins

This is an exciting stage where the user gets their hands onto the keyboard and ownership journey begins. Reports can be run, new Issues loaded and business information and insights start to bubble to the surface. We might also be orchestrating the investor portal roll-out to investors. It's a brave new world, but with Syndex there to hand-hold as required.

4 › Independence gained

The final stage is where we witness our users taking full control of the system, with comfort and flair. We provide on-going support so we are never too far away, but ultimately this is the time we see our users 'go solo'.

How long does the process take?

This is subject to a number of factors, but somewhere around 5-10 weeks. It's obvious to state that the cleaner the data the quicker the upload, but bumps in the process are also ironed out quicker when the liaison person has a good knowledge of the data and their current business processes.

What ongoing support do you offer?

Support is never far away! We've built a comprehensive help centre with over 100 articles, with a search function that quickly gets you the help you are looking for. For technical queries there is a group email monitored by our operations team and for other queries, such as platform add-ons, our partners contact their dedicated account manager. We send quarterly newsletters to update users on platform enhancements and new features.

"The data gathering and uploading can be painstaking, but by phase 3 I'm the office saviour - giving admin hours back with 'click-of-a-button' functionality" – Syndex team member

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Where we win our most loyal customers

Any growing company knows that secure and comprehensive registry management is absolutely key to reaching the next leg of funding and growth. Our service includes things that may take a team of people in your co-operative to develop and manage. They include:

- ✓ Regulatory support
- ✓ Member relations management
- ✓ Centralised documentation management
- ✓ Analytics
- ✓ Bid management and reporting

Like what you see, but you only need one or two of our solutions?

We can tailor the platform to suit your business. This means you can select the solutions that allow you to continually offer a high level of client service and we price our offer accordingly.

A bit about us

Syndex is a 100% privately owned and operated business, with origins in New Zealand, and now Australia. Since 2015 we've been connecting investors to private businesses and co-ops, and bringing digital efficiencies to the latter, staying with them as they grow, professionalise and sometimes IPO.

Our technology, together with our ongoing commitment to servicing our clients has helped us secure over $6.5 billion in assets under administration. We think this is proof that our customers' satisfaction is everything to us.

Please get in touch for more information on how we can help support your business.

Info@Syndex.Exchange   Syndex.com.au

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