

Firing up  
private  
market  
investing



**syndex.**

# 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 fund members, shareholders and/or clients
- ✓ Digital investor relations management
- ✓ Online trading market opportunities
- ✓ Employee share scheme management and trading
- ✓ Investor portfolio portal





## The problems we solve

If you are preparing to raise capital, or even IPO your business, the way you report and communicate to your investors, clients and or shareholders 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.



### Investor relations management and reporting

Syndex is an ideal solution for growing businesses in need of professionalising their operations, client communications and reporting management systems.



### Investing

Syndex has over 2,000 investors who actively invest via our platform in interesting private market opportunities and proportionally-owned assets they are unlikely to find elsewhere.



### 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.



### Unit registry

Syndex can help you manage your capital table and unit registry requirements, whether yours is a privately owned business with few existing investors and shareholders, or you're a publicly listed company paying dividends and issuing unit statements to hundreds or even thousands of investors.



### Secondary markets

Are you a co-operative with a number of members, a private company with numerous investors or a start-up with employee share options? We offer an exchange, providing the liquidity to enable your members, shareholders or employees to trade amongst themselves.



### 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.





## The Syndex eco-system

We offer an independent, cloud-based platform enabling investors, 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 business 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, customer relationship management, centralised documentation management, analytics, bid management and reporting.

[Read more](#)



### Investor 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 Issuers to raise capital and investors to trade or access new opportunities, including a direct-trading secondary market offering liquidity.

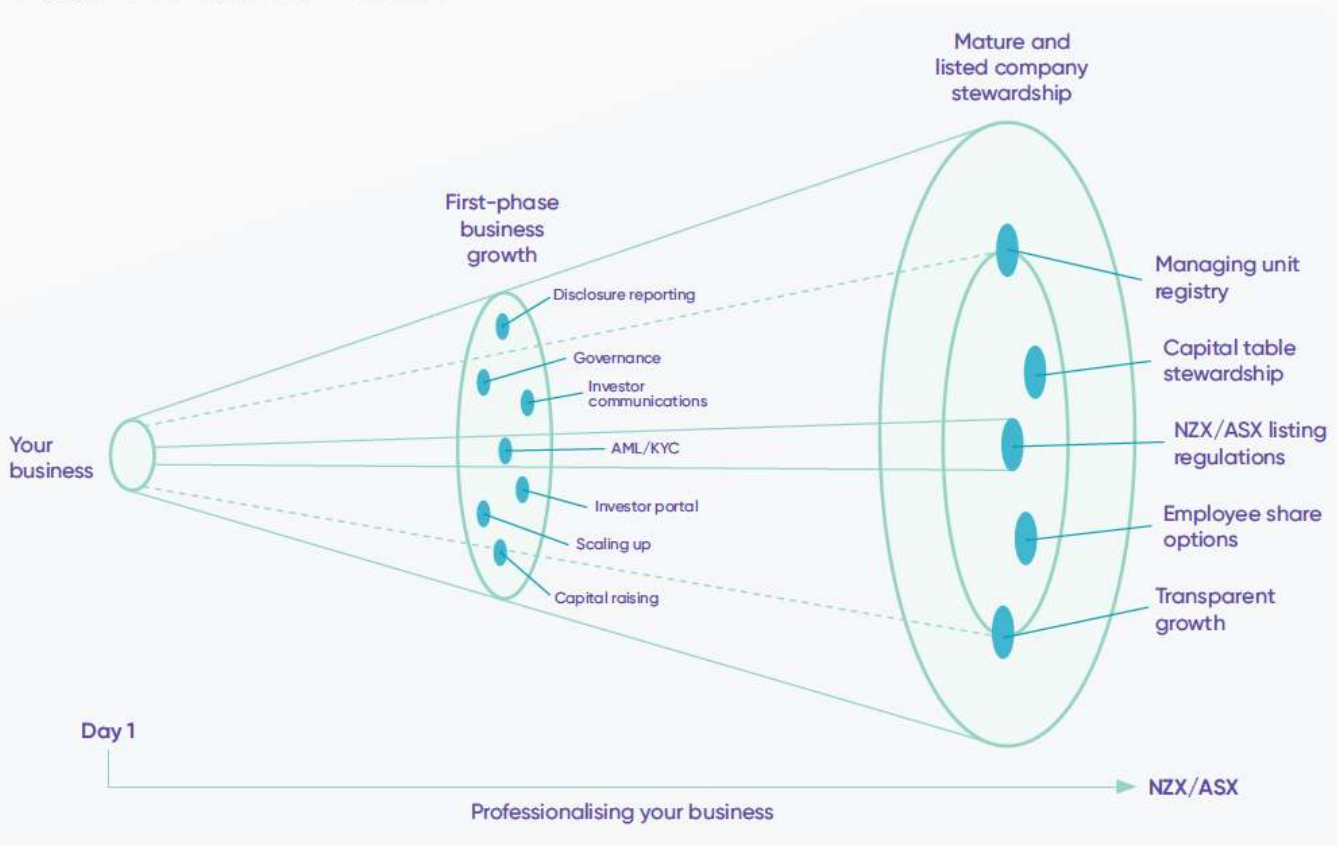
[Read more](#)

"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."



## Investor 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, investor engagement & registry administration.





## Paying distributions

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

Pay distributions to investors 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	<input checked="" type="checkbox"/>			

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	<input checked="" type="checkbox"/>			

**Reconciliation 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
									<b>\$100,000.00</b>



## Investor Portal

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

**Portfolio Snapshot**

**\$10,008,000 Total Portfolio (Amount Invested)**

**\$508,000 Personal Account Portfolio**  
**\$9,500,000 Other Accounts Portfolio**

**My Messages**

- NZ EG - Ordinary Shares 1 Mon 3 May 11 at 11:55AM  
Good morning, please find enclosed...
- NZ EG - Ordinary Shares (L-1771) Mon 3 May at 10:26 AM  
The listing owner has accepted the hi...
- NZ EG - Ordinary Shares (L-1771) Mon 3 May at 10:26 AM  
The listing owner has accepted the hi...

[View all my messages](#)

**My Portfolio**

Richard Karetu 5%  
 Karetu Family Trust 10%  
 Kaimai Limited 30%  
 St James Nominees Limited 55%

**My Listings**

Issue	Amount	Status
Rototo Park Scheme	NZD 1,275,000.00	Selling

**My Bids**

You have no existing bids

**Reports and Documents**

Kaimai Doc1 Kaimai Doc2 Kaimai Doc3 Kaimai Doc4 Kaimai Doc5 Kaimai Doc6 Kaimai Doc7 Kaimai Doc8 Kaimai Doc9 Kaimai Doc10

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



## 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.

### Markets

OPPORTUNITIES :: PRIMARY SECONDARY

**Vegas Creamery**  
Private Equity

MIN INVESTMENT: NZD 45,000

[Find out more](#)

**Mission Point Properties LP**  
Commercial Property

MIN INVESTMENT: NZD 100,000

[Find out more](#)

**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.

[Register your interest](#)





## Extending growth options for all businesses

### Our partnership with NZX

Connecting private enterprises with the right kind of investor is a powerful part of what we do and despite our allegiance to the private markets, sometimes the right kind of investor is in the public markets. So, we're working with NZX to make sure businesses have all the growth options available to them.

Syndex has long been disrupting the private markets, with efforts to make it more transparent, liquid and independent, bringing it closer in alignment with the public markets. Ultimately Syndex has made the private markets more interesting and accessible for investors and more efficient and advantageous for Issuers. These digital solutions now have a further reach into

the public markets. The Syndex platform is perfectly placed to offer a seamless transition from one market to the next.



This is an opportunity to support and nurture private companies through their full lifecycle; from the first capital raise all the way through to a public listing, with the full continuity in infrastructure.

This is a logical step for the capital markets ecosystem and offers alternative and sustainable growth narratives to businesses in a climate where debt structuring is becoming less desirable.

## Safe passage to the public markets

Don't let admin slow your businesses innovation and growth

### Starting your business

Start a business, with low overheads:  
You likely manage your customers and targets on an Excel spreadsheet

### First phase business growth

Your business is growing and associated admin is getting more onerous:

- time to shift your Excel into an automated CRM and platform.
- partner with **Syndex**.

### Professionalising your business

Fast growth sees you eyeing a potential IPO.  
Running a listed or soon to be listed company requires timely, accurate and well managed communications and reporting to the indices, broader market and your shareholders. Syndex's platform can help you adhere to and in some cases automate this;

- set prompts, reminders.
- dividend payments.
- as a listed company, you have an auditable, clear history of all your corporate actions and communications.

### Mature & listed company stewardship

As you expand, raising alternate capital helps you go further; time to use more of Syndex's capability.  
Take advantage of the primary exchange in NZ to raise wholesale funds;  
Use the unit registry and capital table management functionality.

- automatically pay dividends.
- complete client reporting.
- empower your sales team with a central client and prospects management tool.
- manage KPIs.
- offer employee share options and manage them centrally.
- and more...



# Syndex - since 2014

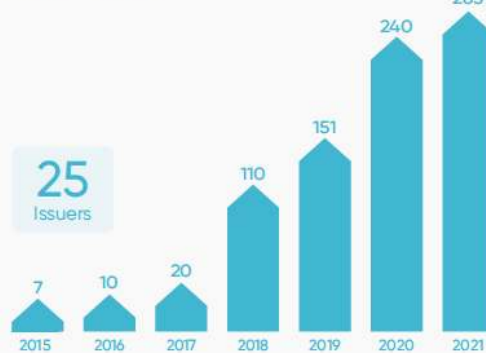
Syndex.Exchange | info@Syndex.Exchange

2014/2015	2016/2017	2018	2019	2020	2021
<p>The Registry Management module and Investor Portal 'go - live'.</p> <p>MyFarm joins Syndex, bringing 6 Issues in agri &amp; horticulture.</p>	<p>Silverfin Capital joins Syndex bringing a new sector of commercial property.</p>	<p>The platform's third and final module is launched: the Syndex Marketplace.</p>	<p>US broker partnership brings big-scale household names to the Markets: Airbnb, Impossible Foods, SpaceX etc.</p>	<p>Syndex joins forces with NZX to connect the private and public markets. NZ businesses now have more growth options.</p> <p>Australian presence begins.</p>	<p>Watch this space...</p> <ul style="list-style-type: none"> <li>✓ Platform development</li> <li>✓ New partnerships</li> <li>✓ New offices</li> </ul>

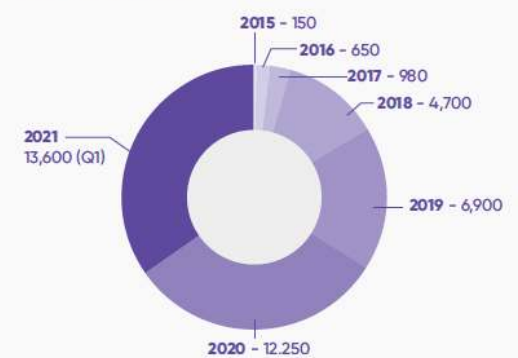
## Assets Under Administration



## Number of Issues



## Account Holders



**\$30m** raised on the marketplace for the private economy in 2019.

**Scaling up with ease:** a syndicate quadrupled their Issues in 2 years, up from 15 Issues to 61.

**Our Opportunities Market** saw nearly **600 investors** express interest in 2020.

Partnering with the best

MYFARM INVESTMENTS | NZX | Pledge Me | CRAIGMORE | NZPM co-operative | Syndex powered by Salesforce Keeping data security a priority | salesforce | syndex.



## Fact file: Onboarding



**Falesha Kidd**  
Syndex's Customer Experience Specialist

"There is a lot of back and forth throughout the process. We want everyone to have comfort, even at times of madness."

Falesha Kidd is Syndex's Customer Experience Specialist and has completed the platform's onboarding process with over 10 companies. As each new company that joins Syndex has its differences, we spoke to Falesha about how she views this important part of welcoming our newest partners.

### Onboarding with Syndex - what's it like?

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

The **registry management module** is often the biggest component. The aim with our onboarding process is to move through a number of roll-out phases ending with the customer being confident and comfortable with using the platform. We really 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 a great level of service to their investing customers.

### What is the roll-out process?

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.

### How long does the process take?

This is subject to a number of factors, but somewhere around 8-10 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 on-going support do you offer?

We are always available to our users for support. At any one time we could be helping newer users recalling how to send a report, to long time users who are interested to know what functionality they haven't yet taken advantage of. We are always working on building new functions so we could be showing these off to our user community. On occasions, we could answer a query with a video demo that displays the relevant functionality, that you can save for reference. We're busy building a library of content so users can search for answers or browse to see what else they could be accessing on the platform.

#### 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'.



## 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 business to develop and manage. They include:

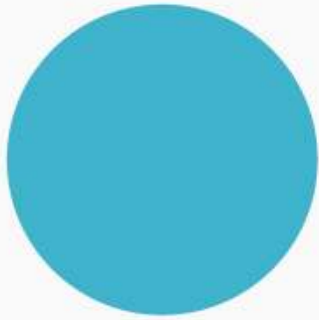
- ✓ Regulatory support
- ✓ Investor relations management
- ✓ Centralised documentation management
- ✓ Analytics
- ✓ Bid management and reporting



## 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 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 \$4 billion NZD 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](mailto:Info@Syndex.Exchange)

[Syndex.Exchange](https://Syndex.Exchange)



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