

# Strategic Plan



## EXECUTIVE SUMMARY

### Consolidation, Diversification & Expansion → IPO/Trade Sale

#### BACKGROUND

MyStay International Pty Ltd (MSI) is an Australian-based technology and business solutions company.

Since 2008, our world-leading homestay (hosted accommodation) programs predominantly delivered through the Australian Homestay Network (AHN) have placed more than 67,000 international students from 185 countries across Australia (~62,000) and the USA (~5,000) through the American Homestay Network.

We have built what is considered the world's first proprietary Homestay Management System (HMS), a cloud based automated platform which serves front-office and back-office needs for professional hosted accommodation operations.

**Our innovative technology is industry leading and we will grow our market substantially by aggregating services and providing a single point marketplace for student accommodation.**

AHN standards have been commended by the Australian Government at both a National and State level.

COVID-19 has had a disruptive effect on our business and our strategy has been developed to maximise success during recovery and post-COVID.

This strategy allows us to expand beyond the international student homestay market into other markets such as the National Disability Insurance Scheme (NDIS) short term accommodation program and helping with accommodation shortages across Australia.

#### THE HIGH LEVEL STRATEGY

- Offer internal networks a ground floor investment opportunity
- Leverage off our globally scalable technology
- Implement a strong multi-market diversification plan
- Build off our proven business models
- Ensure a strong exit strategy plan for shareholders

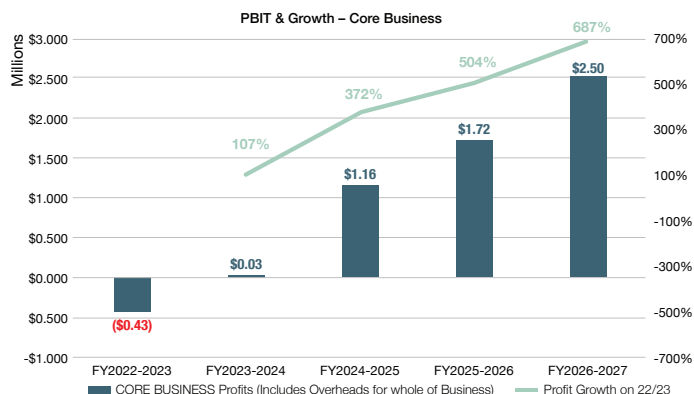
**In less than 5 years, MSI is planning for an Exit strategy via IPO listing, Trade Sale or equivalent to target a minimum 5x return for our shareholders.**

## BELOW SUMMARISES OUR 5-YEAR GROWTH PLAN FROM JULY 2022:

### CORE BUSINESS GROWTH PLAN (graph below)

MSI is projecting rapid organic growth as illustrated below over the next 5 years.

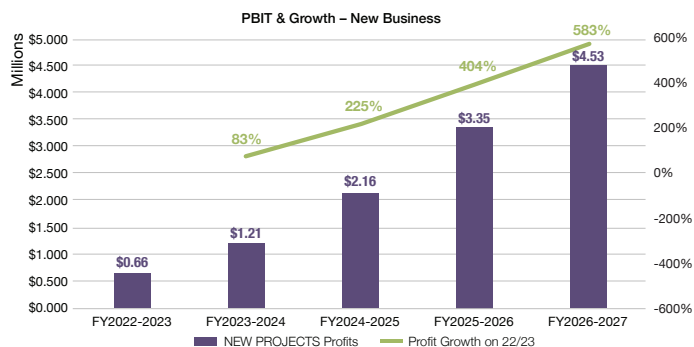
- This includes opportunities coming to us from competitor homestay operations permanently closing due to COVID related travel restrictions
- Hosted accommodation for students is expected to be more popular post-COVID, than pre-COVID due to higher safety expectations of customers



### NEW BUSINESS GROWTH PLAN (graph below)

Our new projects are designed to overtake our core business profits over the next 5 years. Key to this is our entry into:

- the short-term accommodation space for eligible NDIS participants
- the student room rental space which is much larger than the traditional homestay market



The company plans to rise from COVID with both strong and profitable international and domestic programs.

### KPI: GROWTH

- Core business profit over 5 years: > \$5M
- New business profit over 5 years: > \$10M
- Projected accumulated 5-year profit: > \$15M

### HEADLINE PROJECTION NUMBERS

GROUP HIGH-LEVEL SUMMARY					
	2022/23	2023/24	2024/25	2025/26	2026/27
Revenue	53,744,80	76,353,400	119,795,60	150,443,200	185,916,000
NET Revenue	3,559,382	5,142,706	8,169,051	10,405,175	12,898,744
Overheads	1,410,664	1,797,897	2,538,014	2,797,121	3,070,680
S&W	1,910,294	2,101,324	2,311,456	2,542,602	2,796,862
Profit before interest & tax	238,424	1,243,485	3,319,581	5,065,453	7,031,202

### UPSIDE

Proven business model and technology with scalable opportunities in new markets.

Opportunity to expand to jurisdictions outside Australia not included in current projections.

Strong shareholder connections and representation with:

- USA (largest student destination market)
- China (largest student origin market)

### CRITICAL SUCCESS FACTORS

- Human resource assets retained during COVID
- Controlled rapid growth plan in multiple markets
- Market share growth opportunity identified
- Solid diversification plan in place

### CURRENT STATUS

- Capital raising documentation completed
- Core business growth plan completed
- New business growth plan completed
- Comprehensive diversification strategy plan completed

### REPUTATION, EXPERIENCE & TEAM

- Very strong industry reputation
- Government and Industry recognition
- Core team has been in place for 10 years
- Successful business model
- Extensive networks and relationships

### MSI TECHNOLOGY

As a key part of our strategy we have engaged consultants to help us value our intangible assets such as our technology, our extensive database of hosts, and our national and global network of industry partners. This in the past has been undervalued and further commentary is provided in our [Strategic Plan](#).

### CURRENT STATUS OF CAPITAL RAISE PLAN

- Rights Issue, May 2021: \$100k - ACHIEVED
- Private Offer, July-September: \$200k-\$500k
- Public Offer, September-October: \$200k-\$400k
- Major Equity Partner, July-September: \$2m-\$4m
- Full and detailed [Strategic Plan](#) incorporating growth plan and solid diversification strategy completed

### CAPITAL RAISING TARGETS

#### Equity

Rights Issue	\$100k	May 2021	Fully Subscribed
Private Offer	\$200k-\$500k	Jul-Sep 2021	Launch 7 July 2021
Public Offer	\$200k-TBA	Sep-Oct 2021	Documentation Underway
Major Equity Partner	\$2m-\$4m	Jul-Sep 2021	Documentation Underway
Planned Exit - Minimum	5X Share Value 2021	IPO/Trade Sale or equivalent by 26/27	Strategic Plan Completed

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