

# Collaborate mobilises the sharing economy

## Partnership with global risk management giant Aon will provide safer asset sharing

**Sydney, Australia, 18 October 2016** - [Collaborate Corporation](#), Australia's only ASX-listed operator of peer-to-peer marketplaces, today announced it will launch [mobilise.com](#), a new marketplace enabling individuals and companies to rent their idle assets — from household items to heavy industrial equipment — to others to generate income.

Collaborate has partnered with Aon Risk Solutions, a subsidiary of Aon Plc, a leading global provider of risk management, insurance and reinsurance brokerage services, to launch Mobilise to the Australian market in 2017. Aon will market Mobilise to its wide base of clients providing them with an effective platform to monetise idle assets and also gain temporary access to assets to grow their businesses.

The launch of Mobilise comes at a time when the Grattan Institute predicts that the rise of the sharing economy can save Australians more than \$500 million and help them to put underused property and other assets to work.

### How Mobilise works:

Renters will be able to search Mobilise for whatever the items they need and book them online. They will be able to filter by category and location and the items available will range from household items up to more sophisticated industrial and construction equipment. As part of the hiring agreement, Aon will automatically provide renters with insurance coverage for damaged or stolen items. In addition, Mobilise will provide owners with marketing assistance for their assets, verify potential renters through Collaborate's proprietary [PeerPass](#) platform and manage payments to provide an extra layer of trust and security in the sharing economy.

John Tolmie, former Group CEO of Kennards Hire, has been appointed a strategic advisor to the Collaborate board, bringing a wealth of logistics, rental industry and business development experience to the company's sharing economy marketplaces.

### Chris Noone, CEO of Collaborate Corporation:

"Rather than buying new assets, Mobilise is unlocking the power of the sharing economy by allowing renters to access items at an affordable price on an as-needed basis. Simultaneously, we're giving asset owners the opportunity to make money from their assets, which would otherwise be sitting idle and depreciating in value.

"We have the experience and success in creating similar marketplaces like [DriveMyCar](#) and [MyCaravan](#), which provide an affordable and accessible solution to renting cars and caravans respectively, so the next step for us was to extend that offering to a wider range of assets.

"We are privileged to be working with a company of the stature of Aon to enable asset owners and renters to take advantage of the enormous potential of under-utilised assets, through the launch of Mobilise.



“I am also pleased to welcome John Tolmie as strategic advisor and look forward to leveraging his insights and connections to build Mobilise to be the key platform for the monetisation of under-utilised assets.”

**Lambros Lambrou, Chief Executive Officer of Aon Risk Solutions Australia:**

“As the sharing economy continues to evolve, trust becomes a key element to addressing the new and emerging risks it presents – and insurance plays a big part in this.

“With our partnership with Collaborate, Aon has worked closely with the insurance market to create a new and innovative insurance proposition that protects owners’ interests in their assets and enhances the trust and functionality of the Mobilise platform.

“Through Mobilise and together with our clients, we are embracing the opportunities the sharing economy has to offer, providing us with a competitive edge in the marketplace.”

Mobilise will replace Collaborate Corporation’s existing Rentoid platform with a more viable scalable peer-to-peer proposition that will provide opportunities for both private and business customers to benefit from the sharing economy.

For more information, visit: [www.mobilise.com](http://www.mobilise.com)

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**About Collaborate Corporation Limited**

Collaborate Corporation Limited is listed on the Australian Securities Exchange (ASX:CL8). It is Australia’s leading listed company focused on ‘collaborative consumption’, ‘peer-to-peer’ or ‘sharing economy’ businesses. Collaborate currently has three core business segments: [www.DriveMyCar.com.au](http://www.DriveMyCar.com.au) Australia’s leading peer-to-peer car rental business; [www.MyCaravan.com.au](http://www.MyCaravan.com.au) Australia’s leading peer-to-peer caravan rental business and will launch [www.Mobilise.com](http://www.Mobilise.com) in 2017, a rental marketplace for under-utilised assets. Collaborate has a material investment in FundX, a peer-to-peer invoice discounting and SME lending platform. Through the proprietary trust and reputation platform, [www.peerpass.com.au](http://www.peerpass.com.au) they create ‘trust’ between individuals and make it possible for people to safely transact with each other in the sharing economy.

**About Aon**



Aon plc (NYSE:AON) is a leading global provider of risk management, insurance and reinsurance brokerage, and human resources solutions and outsourcing services. Through its more than 72,000 colleagues worldwide, Aon unites to empower results for clients in over 120 countries via innovative and effective risk and people solutions and through industry-leading global resources and technical expertise. Aon has been named repeatedly as the world's best broker, best insurance intermediary, reinsurance intermediary, captives manager and best employee benefits consulting firm by multiple industry sources. Visit [www.aon.com](http://www.aon.com) for more information on Aon.

