



# SINTELIX

The Text Intelligence Solution



# Overview

1. About Sintelix
2. Advertising Compliance Analyser
3. Our Approach
4. Our Results



# About Sintelix

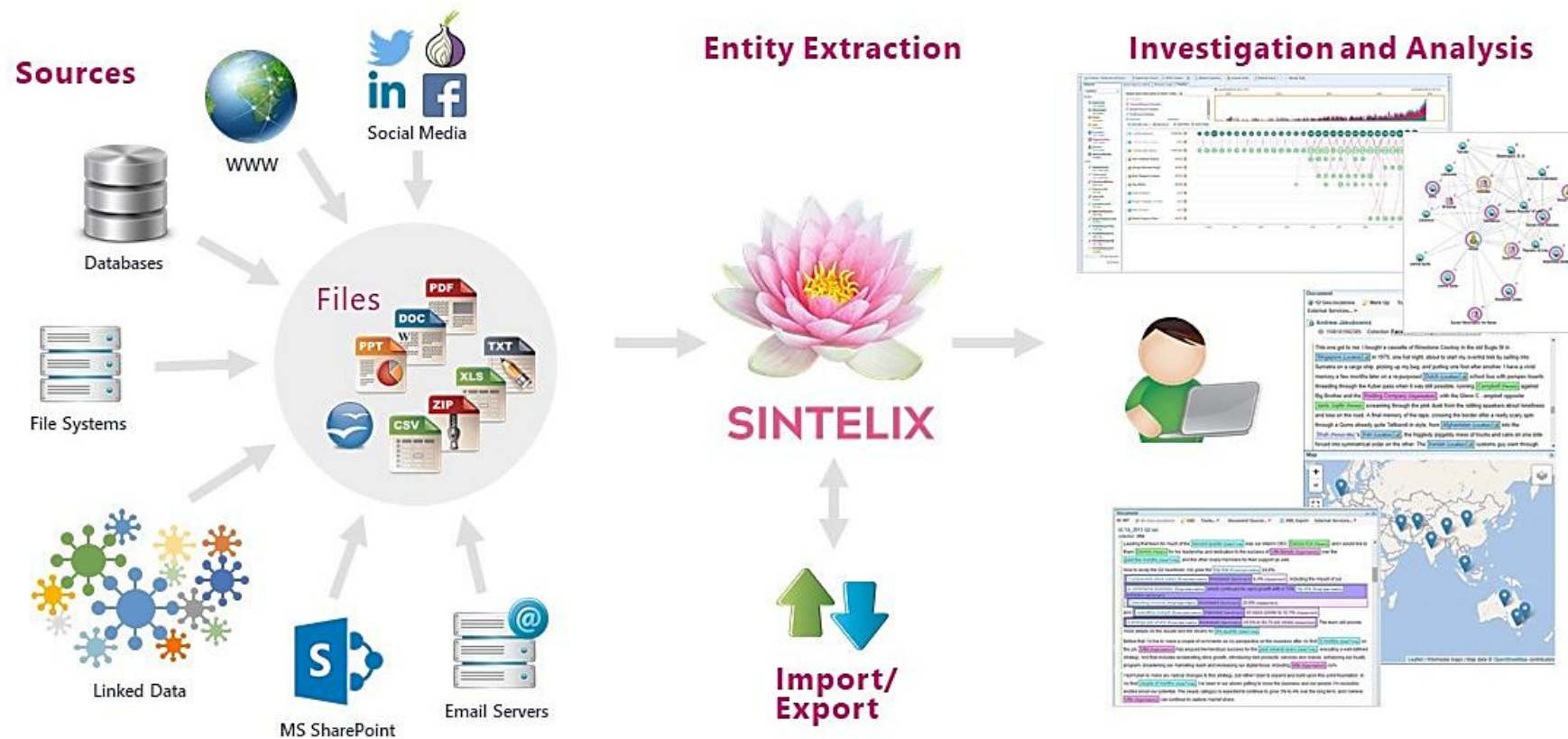
- Founded in 2017 in Adelaide by Dr. Daniel McMichael
- Customer sites across the globe
- Head Office in Adelaide, South Australia
- Offices in North America, South America, UK and USA



Sintelix Video

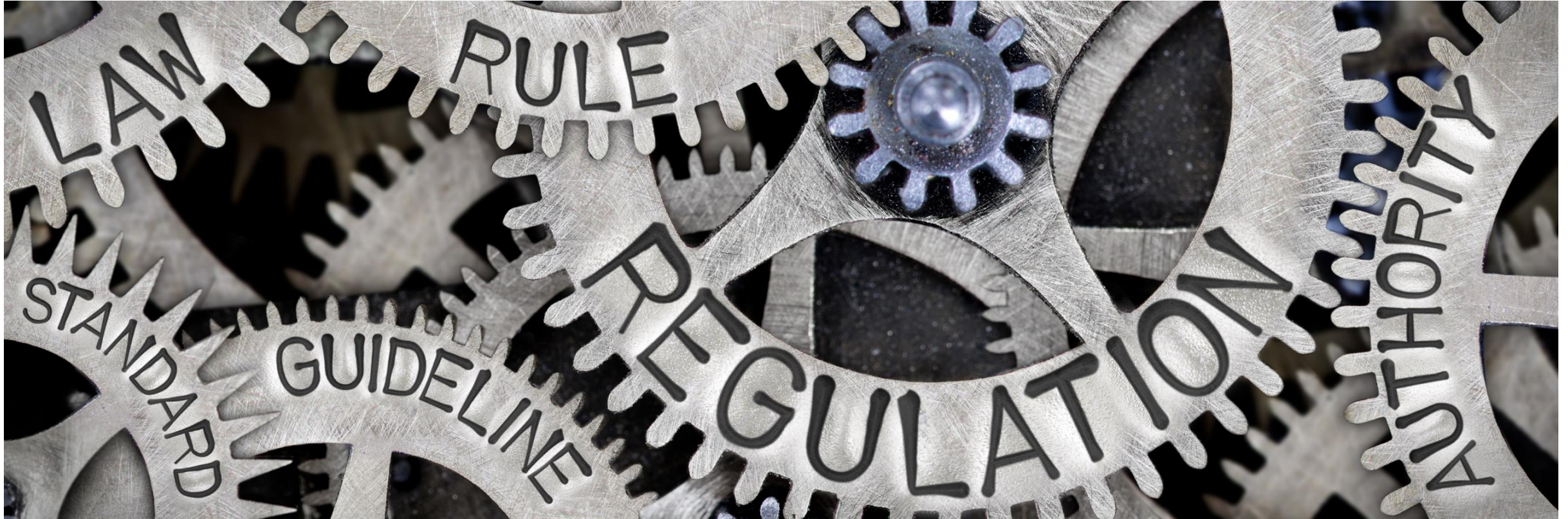
<https://www.youtube.com/watch?v=EdImWNVsyp8>

# Enterprise Workflow





# Advertising Compliance Analyser



# Our Approach

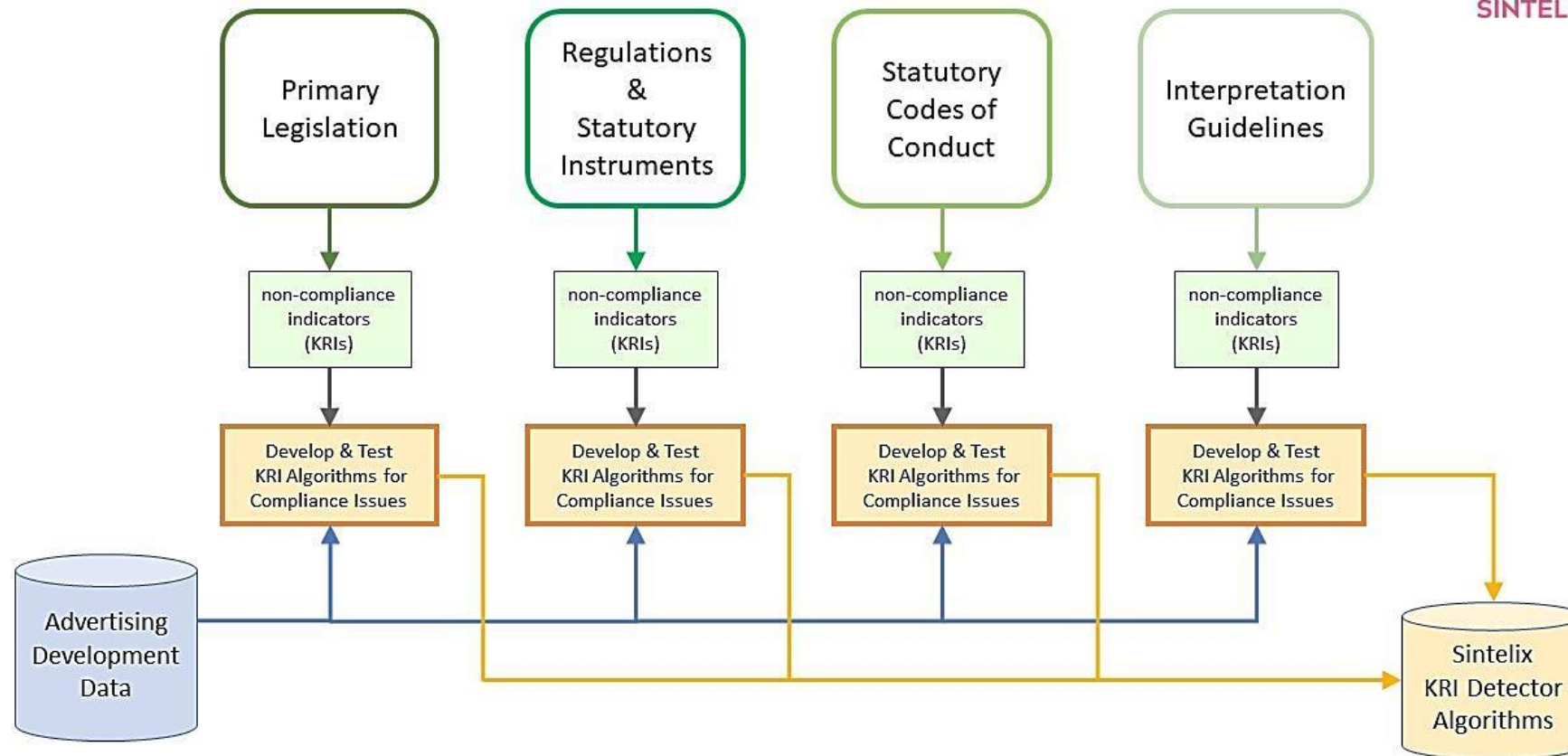




# Principled Approach to KRI design



SINTELIX





# Specific KRIs

- Returns, Benefits & Risks
- Warnings, Disclaimers, Qualifications & Fine Print 234.53
- Fees & Costs
- Comparisons
- Past performance & forecasts
- Use of certain terms and phrases
- Target Audience
- Consistency with disclosure documents
- Photographs, diagrams, images & examples
- Nature of scope of financial advice & credit assistance
- Media specific

RG 234.33 – RG 234.46  
RG 234.47 – RG

RG 234.54 – RG 234.71  
RG 234.72 – RG 234.86  
RG 234.87 – RG 234.90  
RG 234.91 – RG 234.104  
RG 234.105 – RG 234.117  
RG 234.118 – RG 234.121  
RG 234.122 – RG 234.127  
RG 234.128 – RG 234.131  
RG 234.132 – RG 234.154



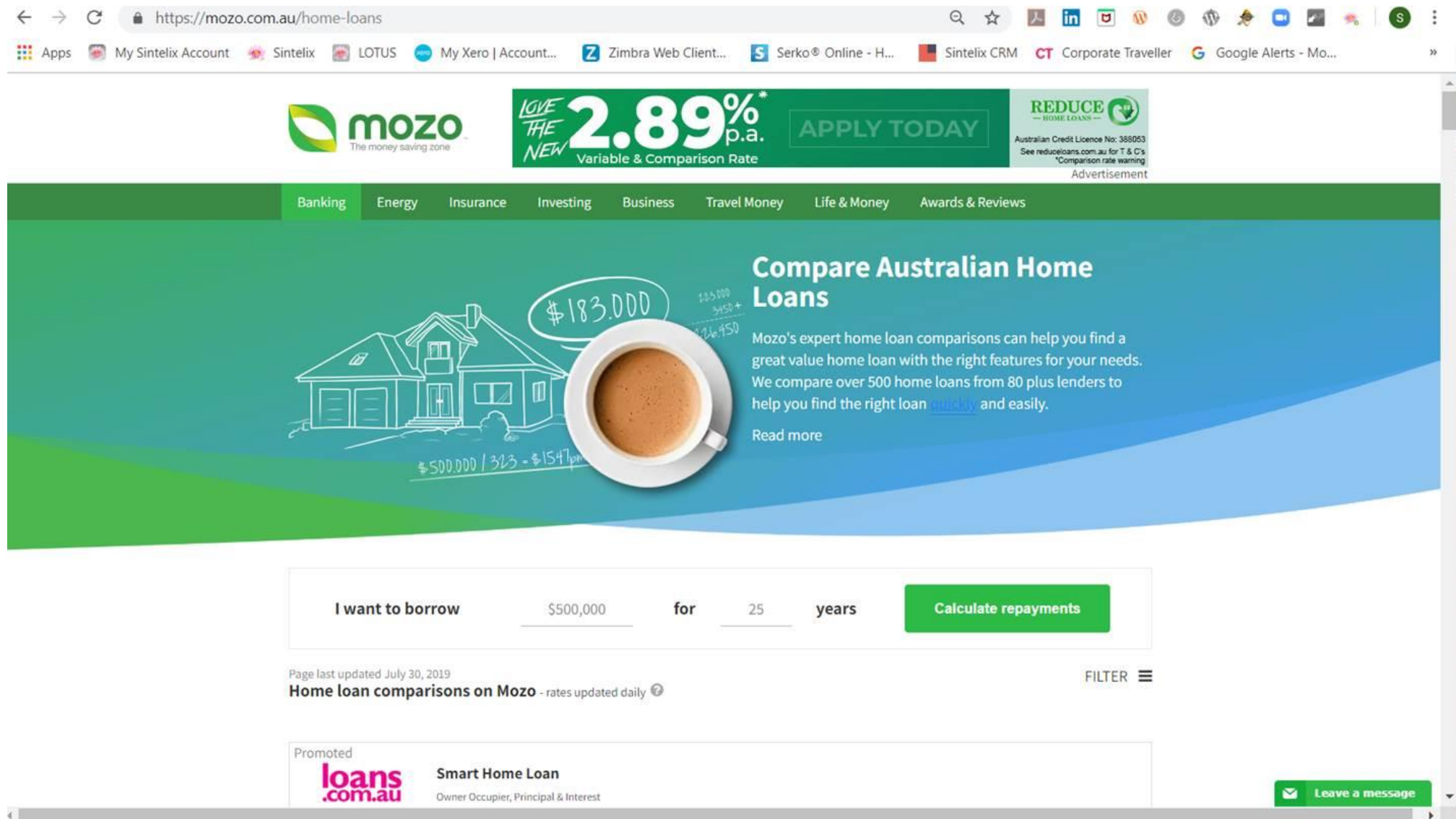
# Our Results



# Video with Results



We sourced this advertisement from the internet using our software.  
We will be using this as an example for what we can do





We have used ASIC dataset for the audio – changed the name of the company and the ACL for the purpose of the demonstration. We are also only playing the section that refers to conditions apply during the presentation

Multimedia

Audio only

0:00 / 0:33

Speakers | Speaker 1

Document

368s

ID: 352187318401 Collection: Combined Data Word Count: 104

Media Player Text Direction Text References 22 / 196

Ingestion Properties (click to expand)

Document Properties (click to expand)

Content

If your dream of buying your first time still feels like just a dream it's time to wake up because with home solution by Our Build even just a 2k deposit plus the 20 grand First Home Owners Grant could have you on your way.

Call home solution by Our Build on 13 10 55 and we'll show you how.

That's 13 ten fifty five

But hurry the twenty thousand dollar (Money) government grant ends Dec 31 (Date/Time) to k on your way.

Conditions apply (with Target Audience) selected a state only subject to lender's approval.

Credit assistance by Company X Australian credit licence (Finance Advice Industry) 456789 (Credit Licence Number)



This is self sourced and will be used as an example of Sintelix being able to find financial ads on the web, look at it and then only refer it for further analysis if it is in breach of the KRIs. This case it does not breach any

The screenshot shows the Canstar Car Loans Compare website. The main heading is "Compare Car Loans". Below this is a search form with the following fields:

- Loan amount:
- Loan duration:
- Age of the car:
- State:

Below the form is a checkbox labeled "Only show results which link to a lender's website" and a button labeled "Compare Loans". Below the button is the text "No contact details needed".

On the right side of the page, there is a "Credit Concierge" section with the heading "Car Loan Special Offer" and the text "Rates from 4.79%, Comp 5.34%". Below this is a button labeled "Get Your Special Rate Offer" and the text "Australian Credit Licence #611803".

At the bottom of the page, there is a "Learn" section with the text "View all Car Loans FAQs" and two links: "What is a car loan?" and "Types & Applying".



# Proactive Monitoring



# The Sintelix Difference



Fast and Accurate Results



Actionable Reports



Improved Risk Profile



Monitor at Scale



Continuous Intelligence



Proactive Monitoring





# Questions





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