### 2020 Annual Meeting 26 August 2020

# **CEO** Presentation

#### **Grant Straker**





# How we have responded to COVID-19



Supporting our team and moving to remote working

- Implemented HR systems to support workers in hard hit areas (e.g Madrid)
- Easily moved to remote working across the Group
- One Team, One Platform philosophy using RAY made moving to remote working significantly easier



Cash

- Executive reduced remuneration by 18% on average for QI-FY21
- Executing plan to remove \$3-3.5m of operating costs
- Staff and Board reduced remuneration by 10% during Q1-FY21
- \$300k government COVID-19 stimulus



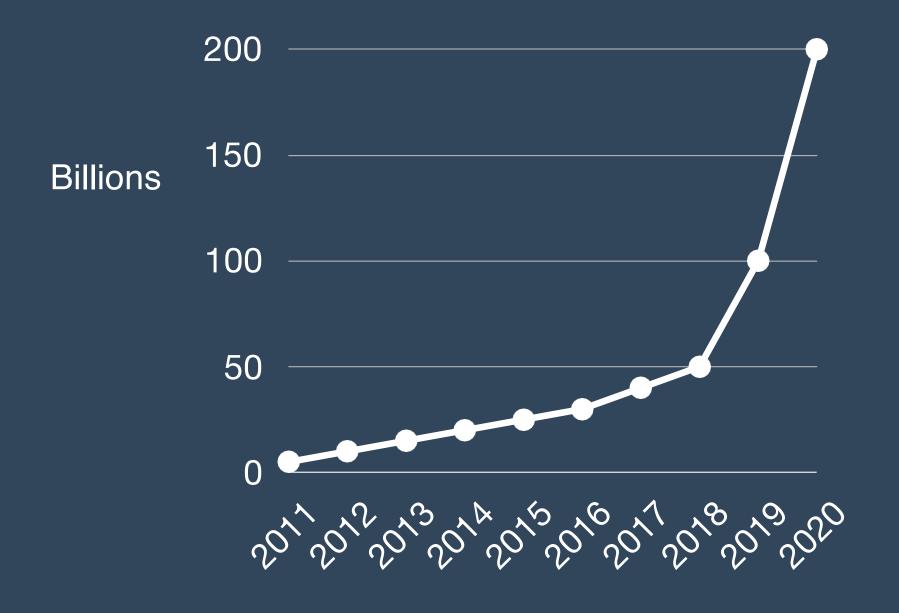
# conservation and right-sizing



### Adapting to deliver on new growth opportunities

- Technology adoption is being accelerated and customers are looking for automation solutions like RAY
- Won some major COVID-19 projects that are leading to ongoing work
- Not all of our competition will come out of the crisis
- New acquisition opportunities

Exponential growth in data assets to drive Al platform



## Released RAY Workbench 4.0 leading the industry with adaptive AI allowing unique productivity based pricing

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# **Executing on Strategic Priorities**

Remain focused on becoming a \$100m revenue company

**Drive organic and** acquisitive enterprise growth



Aim to be a top 10 Media **Localisation company** 

Están parados sin hacer n no lo entiendo.





#### **Become the most** productive Translation company in the world

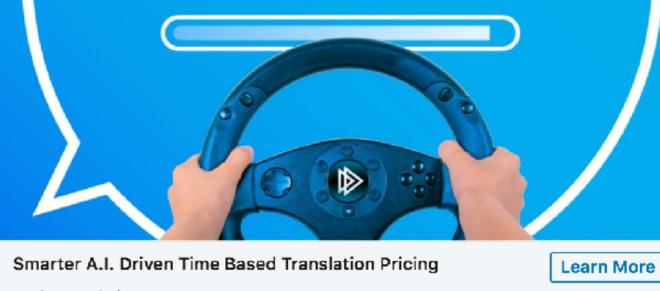




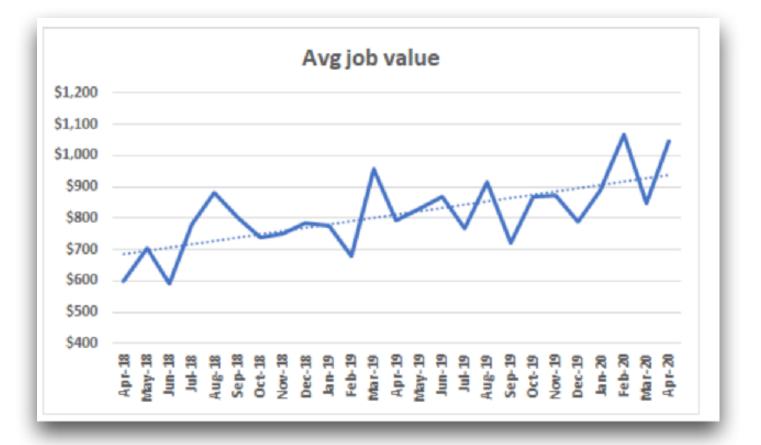
# Aggressively approaching new marketing opportunities

- Enterprise focus gaining traction and significant opportunities in the pipeline
- COVID-19 driving change in purchasing decisions a positive for Straker
- Conferences and customer interactions going virtual
- Online marketing campaigns focused on better value through AI, automation and simplicity





strakertranslations.com



# Successfully acquired two companies

Inal

#### **Expanded reach into** major industrial area in **Europe**

- NZ\$4m revenue
- Ability to further consolidate some of our Spanish operations
- Performing well through COVID-19



#### **Expanded reach into major** industrial area in Europe

- NZ based with major global industrial customers
- Strong interpreting team building out our total capacity
- Performing well through COVID-19

6



7

210

Still a large number of potential		
opportunities	140	
Possible new targets coming to market		
Ability to increase use of earn-outs and use less cash up-front	70	
Our ability to integrate faster proven with NZTC	0	
Will re-engage with all previous opportunities	0 Total oppc	

Advanced stage	
	Current acquisition opportunities around NZ\$200m in total
Mid stage	revenue spread across 30 opportunities

Early stage

revenue of acquisition rtunities in pipeline





\$101 bn

Combined theatrical and home entertainment markets worldwide was over USD 101bn in 2019<sup>1</sup>.

### **Grew Straker** Media Revenue by 55%

Driven by new relationships with production houses and expanded relationships with enterprise customers

Worked on a number of the world's leading box office hits in 2019

<sup>1</sup>Motion Picture Association

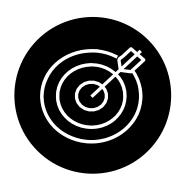
### Launched our RAY Media Platform 1.0

# 物种的回归

# SUMMARY



Strong gross margins due to technology advantage



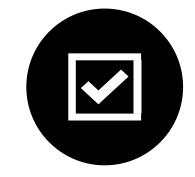
Increase in Enterprise pipeline



Strong financial position to get through COVID-19 and continue to execute growth strategy







Committed to M&A with opportunities now reemerging

Have carried out re-structuring activity to lower cost base moving forward

Repeat revenue customers now comprising 86% of total revenue

