

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 conservation and right-sizing

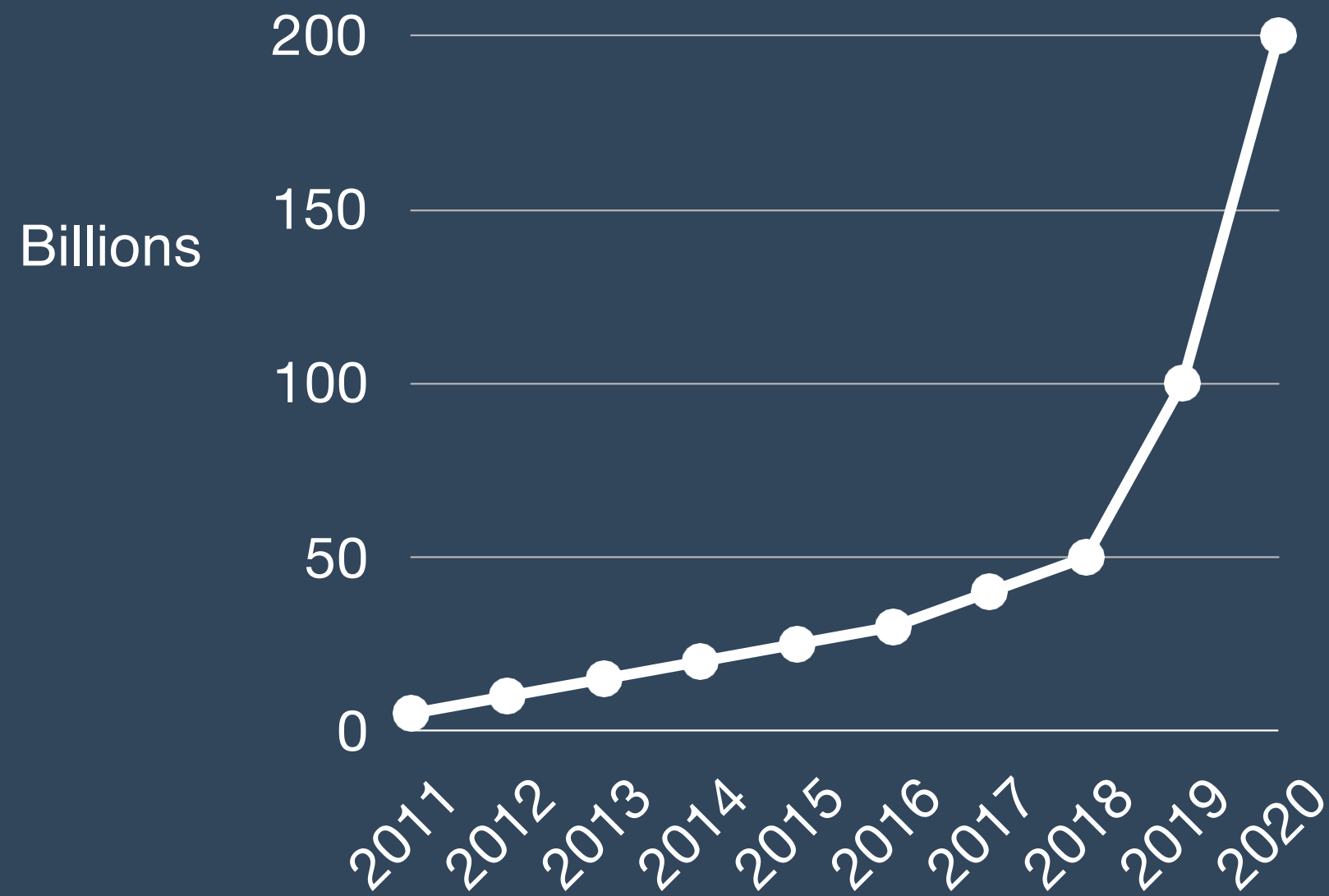
- Executive reduced remuneration by 18% on average for Q1-FY21
- Executing plan to remove \$3-3.5m of operating costs
- Staff and Board reduced remuneration by 10% during Q1-FY21
- \$300k government COVID-19 stimulus



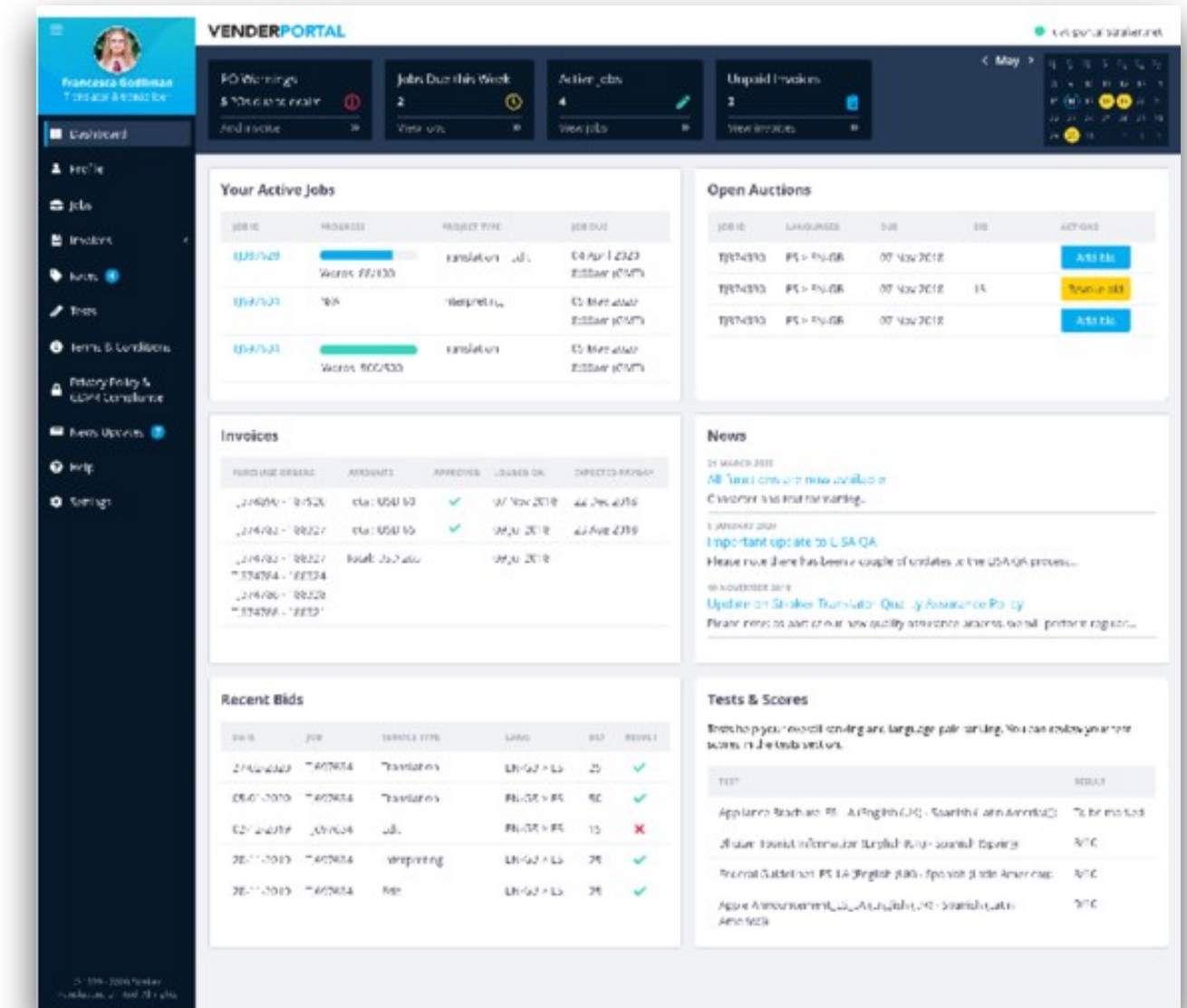
Adapting to deliver on new growth opportunities

- 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 AI platform



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



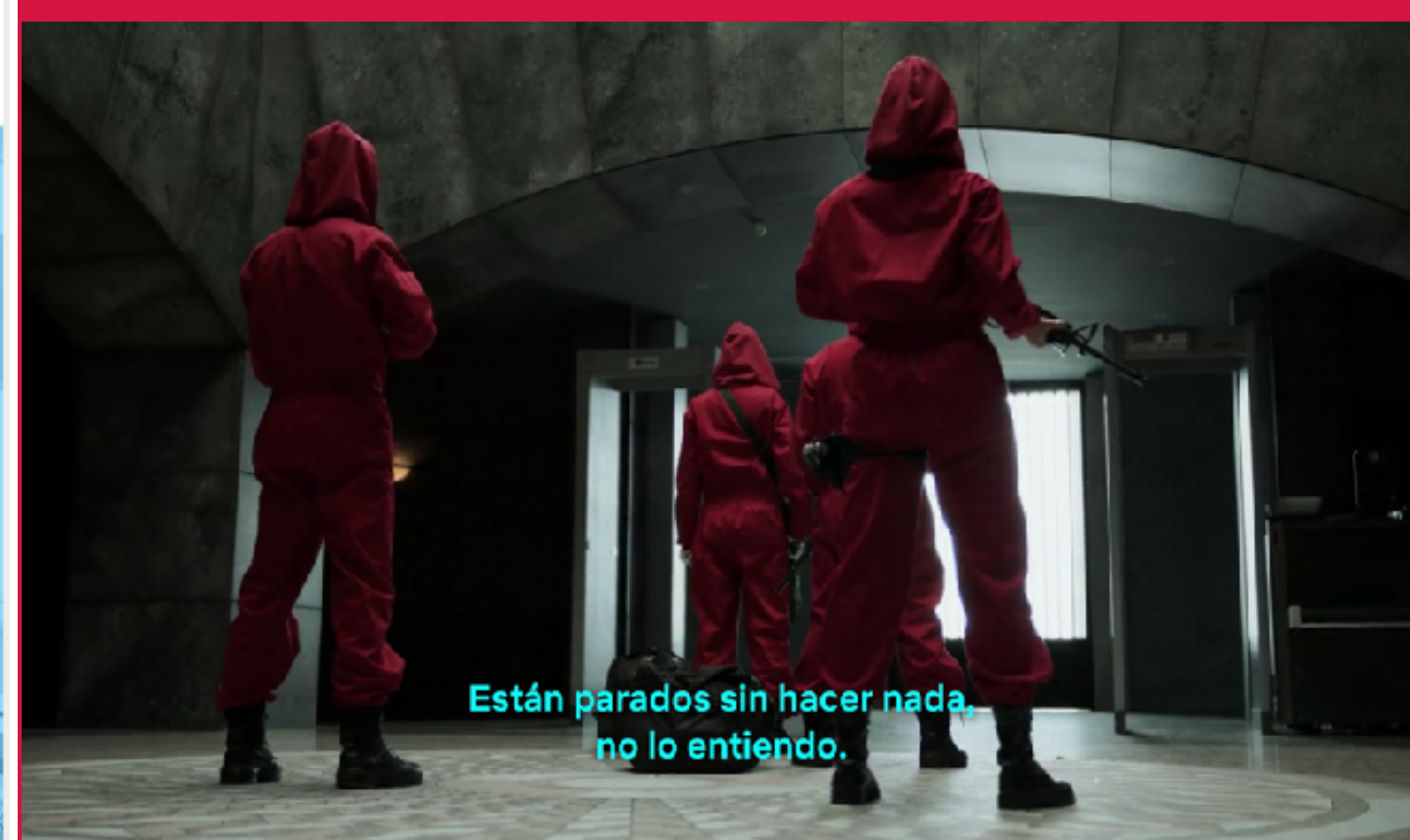
Executing on Strategic Priorities

Remain focused on becoming a \$100m revenue company

Drive organic and
acquisitive enterprise
growth

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

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





Organic Growth

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

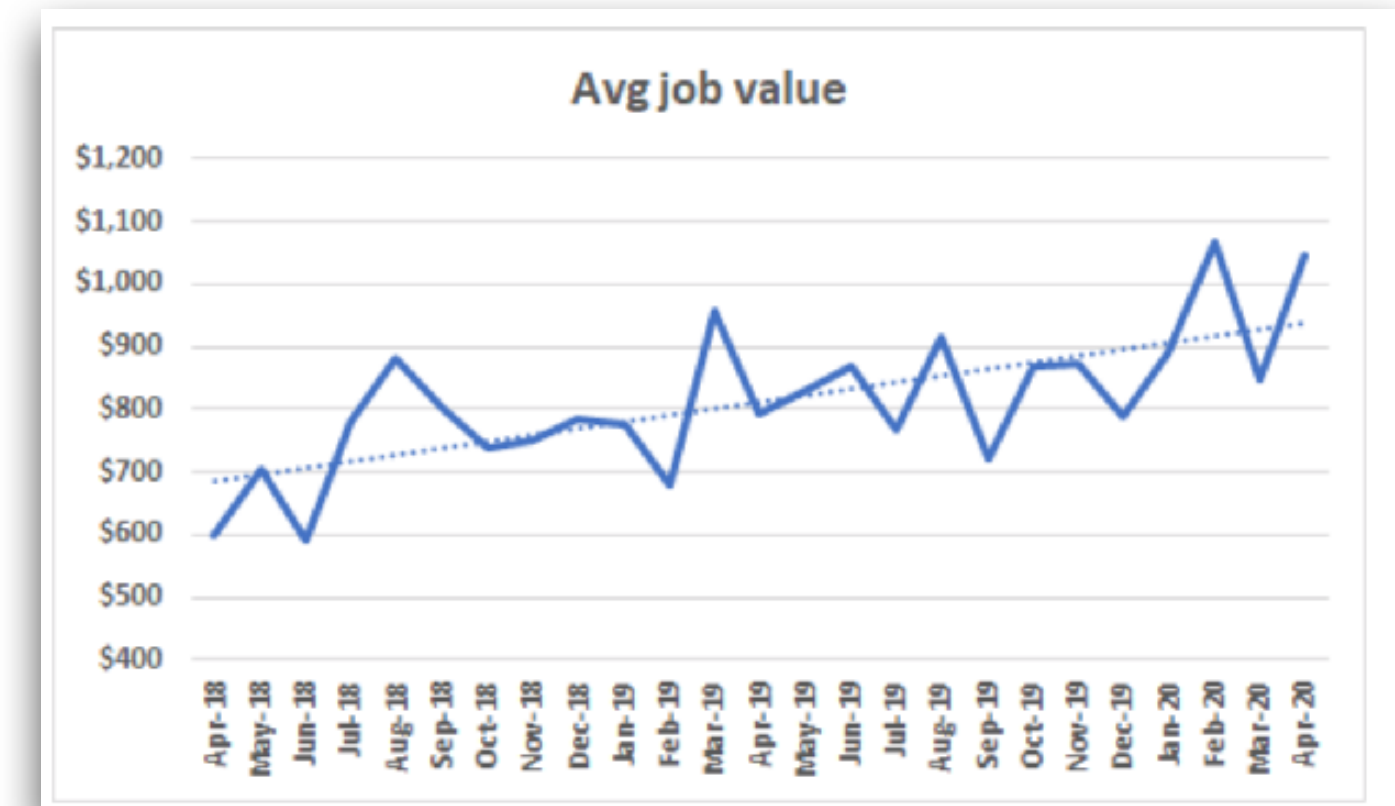
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Successfully acquired two companies



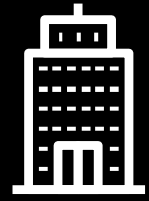
Expanded reach into major industrial area in Europe

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



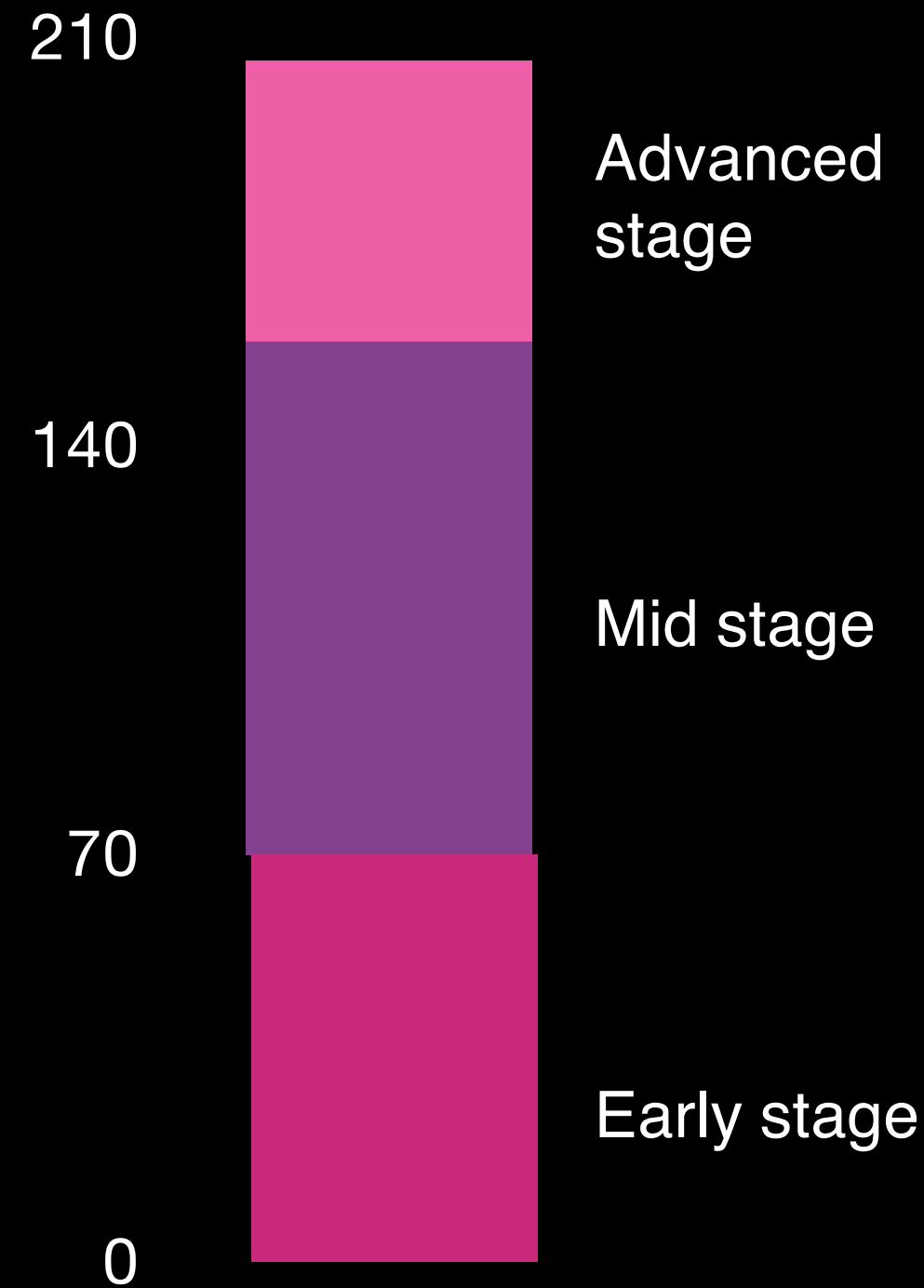
Expanded reach into major industrial area in Europe

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



M & A

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



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

Total revenue of acquisition opportunities in pipeline



MEDIA

**\$101
bn**

Combined theatrical and home entertainment markets worldwide was over USD 101bn in 2019¹.

Grew Straker Media Revenue by 55%

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

Launched our RAY Media Platform 1.0

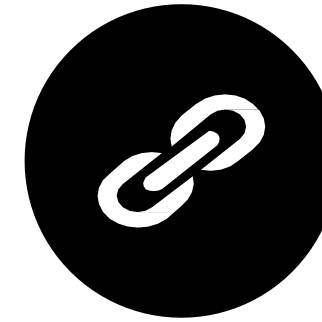
Worked on a number of the world's leading box office hits in 2019

超级物种的回归

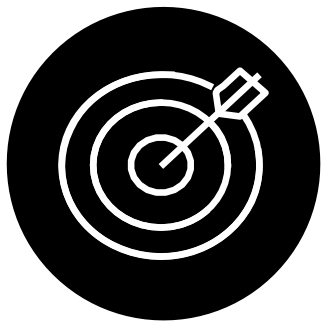
SUMMARY



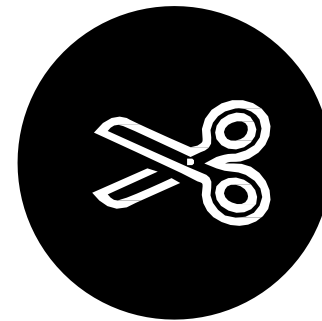
Strong gross margins due to technology advantage



Committed to M&A with opportunities now re-emerging



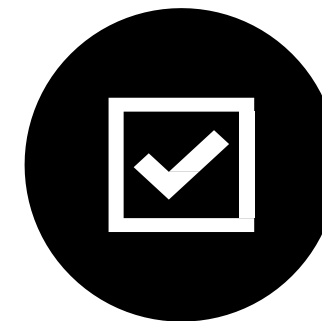
Increase in Enterprise pipeline



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



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



Repeat revenue customers now comprising 86% of total revenue