



Investor Webinar: Strategy Update

31 March 2021

Agenda



- Strategic Context
- Product Development
- Sales & Business Development
- Partner Strategy



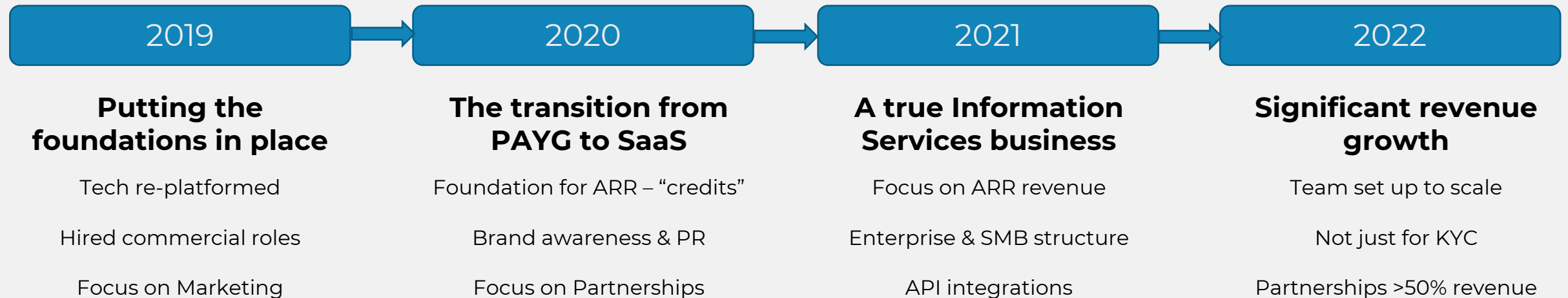
Strategic Context



Strategic Journey



We transform outdated KYC processes, providing firms with real-time access to over 180 company registries. Our solutions help businesses succeed in the fight against fraud, money laundering and financial crime.





Product Development



Product Vision



CURRENT GTM FOCUS

KYC

VALIDATION
ONBOARDING
DATA CLEANSING

OWNERSHIP
DISCOVERY

COMPLIANCE

COUNTERPARTY
/ SUPPLIER
VALIDATION

PERPETUAL DATA
QUALITY
MAINTENANCE

How do we create **value** for customers?

1. Sourcing and aggregating primary source data, with real-time connection
2. Normalisation and structuring of documents & data (enrichment)
3. Embedding our network into enterprise processes through automation



Market Trends from Product Research

Demand for broader and deeper structured data increasing

Verifying UBOs remains top pain point post-5AMLD

CLM adoption accelerating at pace due to COVID-19

Specialist data vendors being selected over 'jack of all trades'

Additional use cases for primary source company data opening up

Product Overview

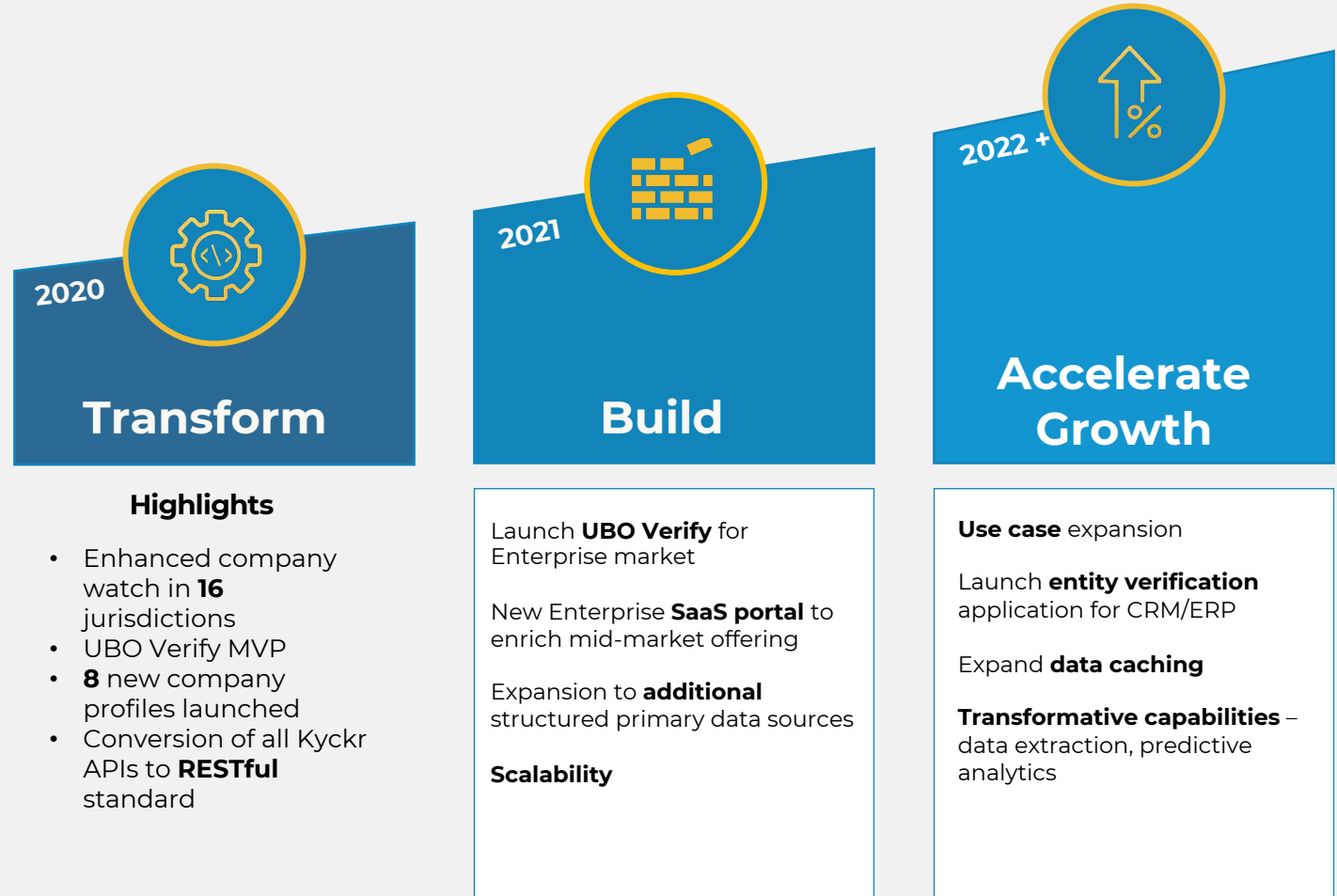


The Journey:

From Transformation

To Capability Build

To Accelerated Growth



Portfolio Breakdown – Use Cases



Onboarding/CDD

ENHANCED PROFILES

REGISTRY DOCUMENTS

UBO VERIFY

84%

of total annualised revenue

Objectives

- Deepen and broaden value proposition through launch of **UBO Verify** and additional data sources.
- Increase collection and enrichment of **structured data**, to address enterprise needs.
- Continue to reaffirm role as **'registry experts'** through additional 'intelligence layer'.

Entity Verification

LITE PROFILES

12%

of total annualised revenue

Objectives

- Broaden positioning and expand marketing to target **additional market segments** beyond financial services with high counterparty volume (e.g. logistics).
- Launch a **CRM application** to drive adoption at scale with low customer acquisition cost.

Monitoring

COMPANY WATCH

(DATA CLEANSE)

4%

of total annualised revenue

Objectives

- Still **early in lifecycle** – with opportunities in pipeline.
- Identify **profitable targets** and pursue with account-based marketing.
- **Pricing** to be addressed – review of value proposition and bundling.

Roadmap Objectives – FY22



Operational focus on **scalability** – in expectation of increased API volumes due to new use cases



Broaden target markets through source expansion (e.g. stock exchanges, regulators)



Launch new enterprise portal UX to integrate full Kyckr solution, reduce customer friction and facilitate subscription pricing & packaging



Software development focus: **UBO Verify**, to address clearest market pain point and biggest revenue opportunity beyond current feature set



Continue efforts to expand availability and depth of **structured company data**

Beyond FY22



Beyond road-mapped development activity in the next FY, our strategic focus is on building enhanced capabilities in **3 primary areas**:





Sales & Business Development

Team Focus



Enterprise

5000+
Employees

- Avg. 6-12 month sales cycle
- \$100k+ deals
- Marketing focus
- Outbound focus

Mid Market

100 – 4999
Employees

- Avg. 2-6 months sales cycle
- Avg. \$20k - \$100k deals
- Inbound focus

SMB

1 – 99
Employees

- Push to website in first instance
- Up to \$20k annual spend
- Tech-first approach

Partnerships

Tech & Data
Providers

- API Integrations
- Sell-to and Sell-with

Marketing Strategy



Primary

- Position Kyckr as a **thought leader** within our target industries
- Increase the quality & quantity of relevant **inbound Enterprise leads** with specific focus on Financial Services, Investment Management, Payments, Insurance
- Promote our **Partner** offering
- Assist with the **upsell** of *Company Watch & UBO Verify* to existing customers



Secondary

- Raise **awareness** about Kyckr and our offerings within the Financial Services, Investment Management / Other FI, Payments, Insurance sectors
- Raise **awareness** about Kyckr in our Partner ecosystem
- Improve customer **retention**
- Increase **engagement** across email campaigns, social channels and in the media



Partner Strategy



Partnerships Overview



Existing Partners

- Number of Partnerships has grown from 20 to 24
- Signed 4 new partners:
 - Info Track
 - NameScan
 - BAE Systems
 - FrankieOne
- 36% Revenue growth from Q1 to Q2 of financial year
- Continued opportunity creation from key partners

Contract Discussions

- Currently in discussions with 5 new Partners
- Through Partner integrations 4 new client sales opportunities are progressing

Pipeline

- 15 Live Partner Opportunities not yet at contracting stage

Partnership Growth Plan



Build (2021)

- Growing the number of relationships
- Focus on signing key Tier 1 partners
- Identifying new target segments
- Improving the value proposition for the Partners



Growth (2022)

- Focus on growing business sourced from existing Partners
- Extend Reach to Tier 2 Partners – eg SME-focused



Expansion (2023)

- Build out Team
- Implement Partnership Management Tools
- Focus on finding Partners in new segments



Thank You

www.kyckr.com
info@kyckr.com

Sign up / Login:
app.kyckr.com

