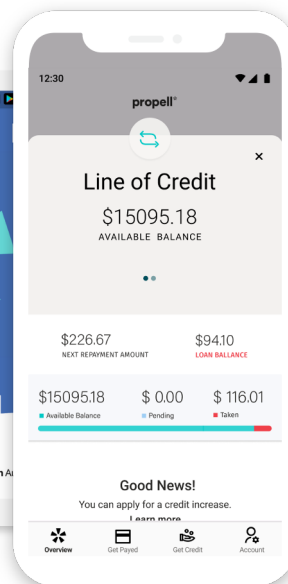
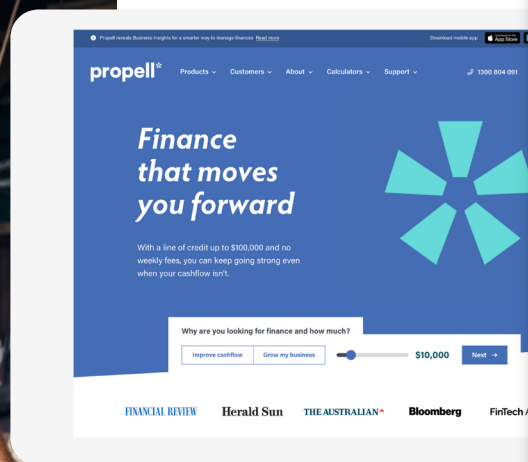




## The intelligent finance solution for Small Business

August 2021 Investor Presentation



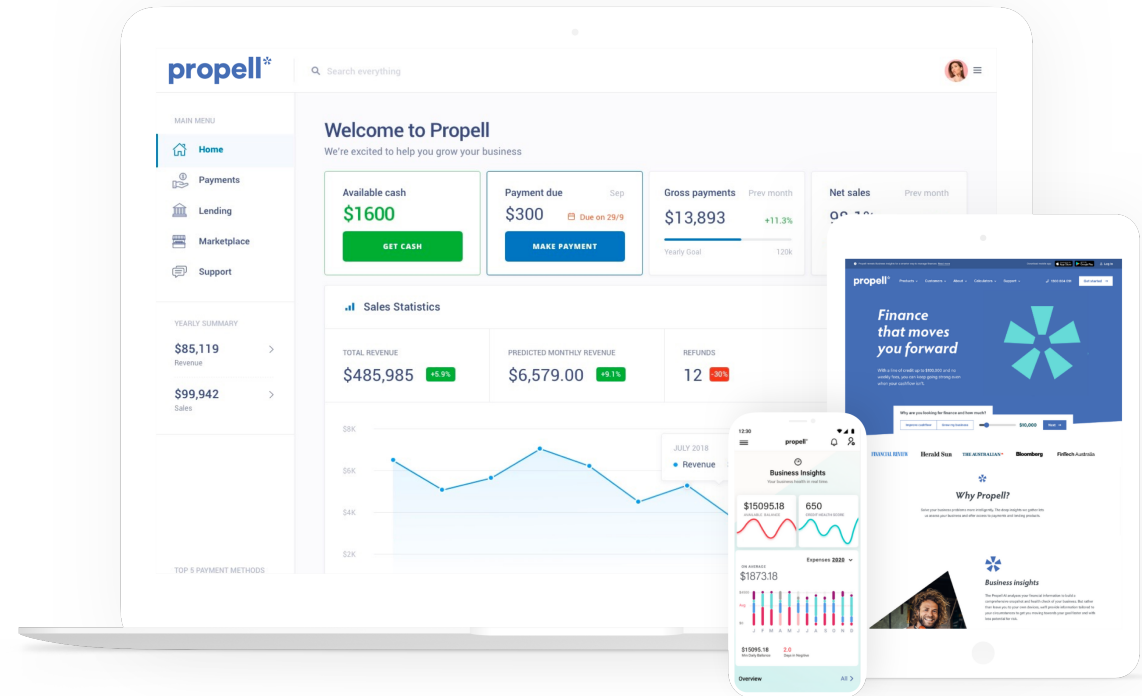
Ben Harrison | Executive Chairman

Michael Davidson | CEO

L11 82 Eagle Street Brisbane | [investor@propellme.com.au](mailto:investor@propellme.com.au) | 1300 804 091

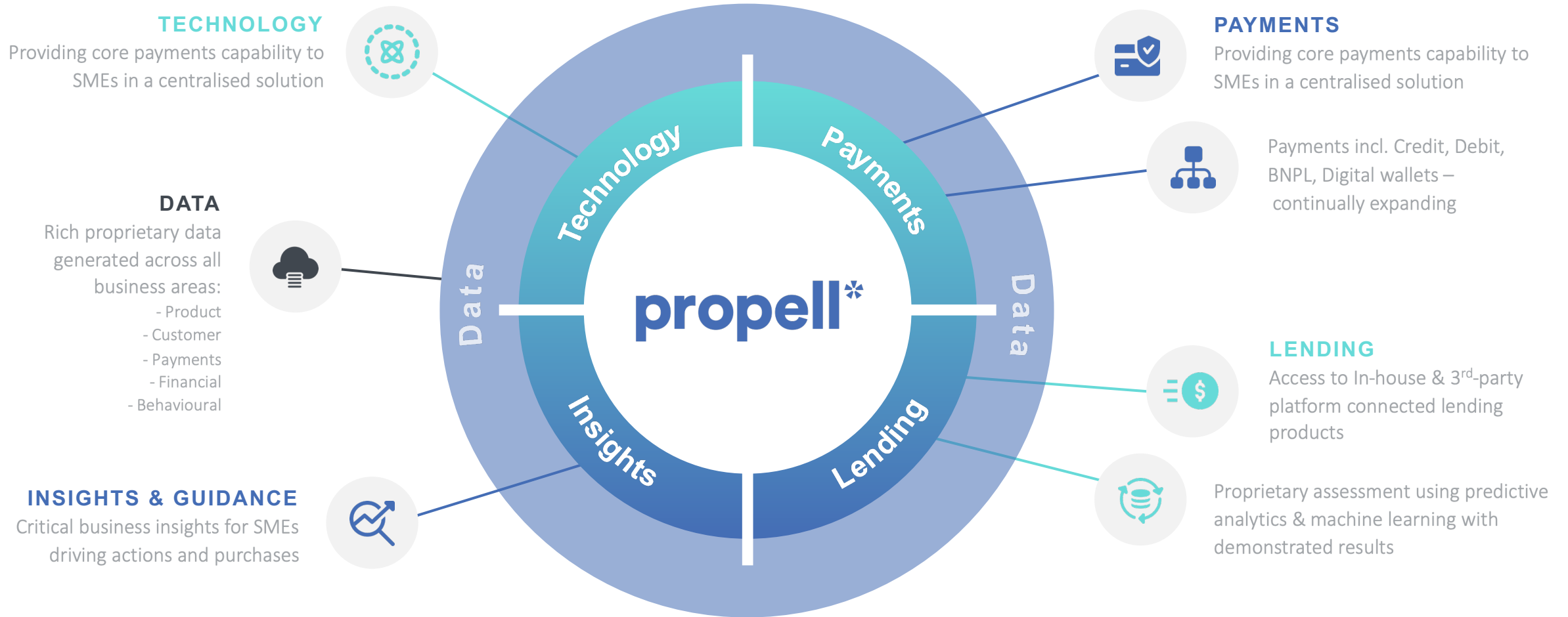
# Propell, the Digital Finance Platform for Small Business

- A tailored finance solution to help SMEs manage and optimise their finances, with products including:
  - Business Insights for knowledge and guidance
  - Lending for operating and growth
  - Payment acceptance for cash flow and consumer experience
- We're on a mission to simplify and open up access to finance for small business
- We've built our platform to digitise the process, capturing and connecting to extensive customer data, allowing us to then automate their journey moving forward (Signup, Assessment, Onboarding and Utilisation)
- Completed IPO in April 2021 raising \$5m. Ticker PHL.ASX



[Video link here](#)

# The Propell platform is a unique proposition for SMEs



# Propell at a glance



>200% increase in customers,  
>145% increase in lending  
on platform since IPO



Multiple platform developments  
delivered on or ahead of  
schedule since IPO



Solid pipeline of partnerships  
and platform developments  
planned for Q1 FY22



Large addressable market  
with >2.1m SMEs in Australia  
>55 million SMEs in key Western  
markets (US, UK, Europe)



Unique platform and proposition  
combining in-house and 3<sup>rd</sup>  
party products for payments  
and lending



Well defined product and customer  
growth strategy delivering growth  
in customer numbers and  
revenue per customer



Constantly growing  
proprietary data to add  
further value

# Most common problems faced by SMEs

Large  
Target  
Market

2.1million SMEs  
in Australia

Over 1million  
loan of < \$2m

>55 million SMEs in  
key Western markets  
(US, UK, Europe)

Estimated >300  
million SMEs globally

## Problems

**#1** Cashflow represents the most common problem

**#2** Limited financial knowledge & experience

**#3** Difficulty accessing financial products & services

## Solutions

Paid Expert Advice

Unsecured SME Finance

Invoice Finance

Secured Finance

Traditional Payments

Financial Guidance

Buy-now Pay-later

Bank Account & Card

**propell\***

Propell allows SME's to manage all financial operations on one platform

# A well-defined strategy to better serve SMEs through partnerships

## propell\* Today

### TOOLS & SERVICES

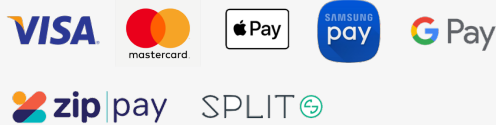
✦ BUSINESS INSIGHTS

### LENDING

✦ 6-MTH LOC

### PAYMENTS

✦ PAYMENTS



## propell\* Future

### TOOLS & SERVICES

✦ BUSINESS INSIGHTS ✦ FINANCE GUIDANCE

✦ ACCOUNT & CARD



### LENDING

✦ 6-MTH LOC ✦ 12-MTH LOC ✦ OVERDRAFT



### PAYMENTS

✦ PAYMENTS ✦ BNPL



# Delivering on well defined growth strategy

Increasing customer numbers & revenue



## PHASE 1

- Business Insights beta launch
- Invoice payments
- Zip BNPL

Since IPO

## PHASE 2

- Business Insights with automated guidance
- Longer duration, larger sized lending
- Customer-present payments incl. terminals
- Additional payments schemes BNPL's, AMEX, International, Digital wallets
- Business Account & Card

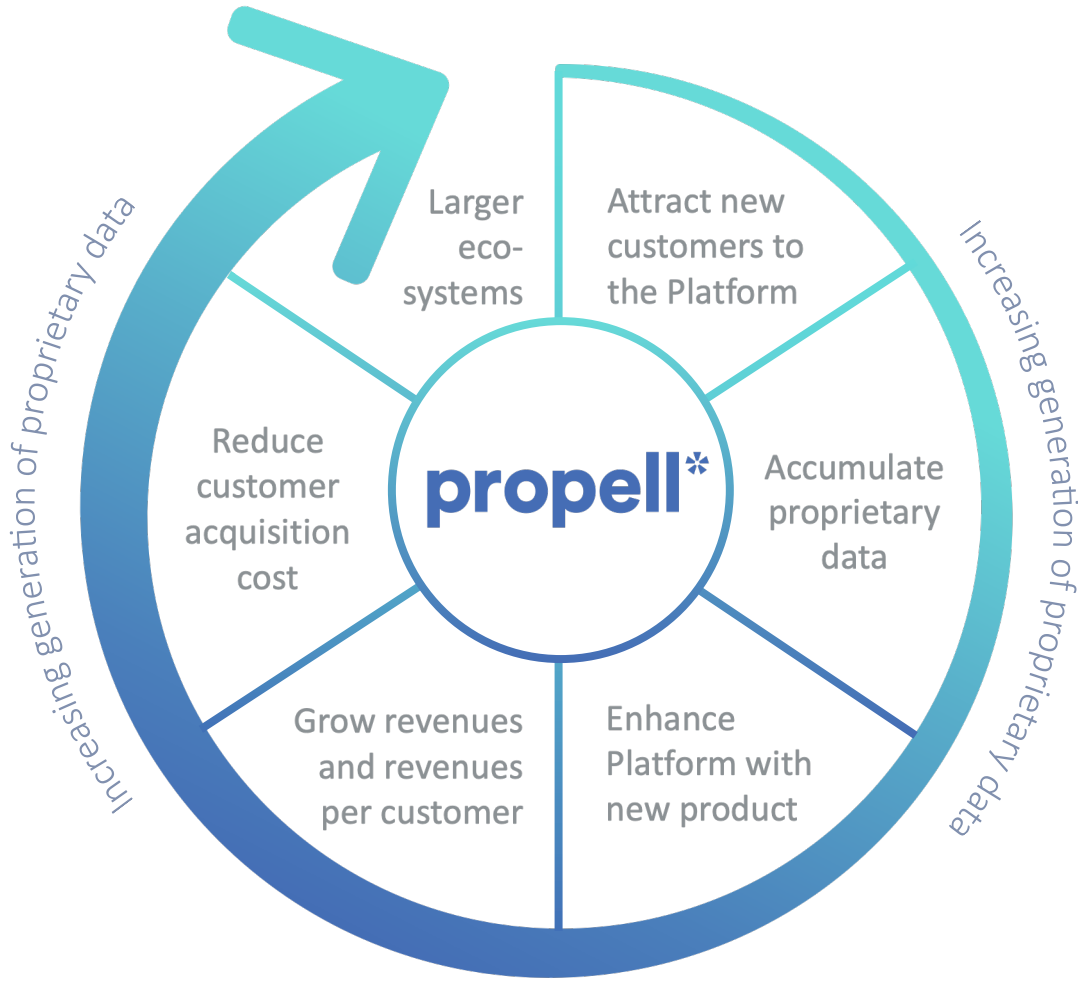
Next 12 months

## PHASE 3

- Business Insights with automated actions and product discovery
- Premium subscription-based Business Insights
- Broad range of proprietary and platform-connected products and services
- International market expansion

12 - 24 months





# Virtuous cycle of growth



*“Propell is delivering on its growth strategy to attract customers, adding new products and features to enhance the platform, resulting in increased revenues while continually generating valuable proprietary data”*



# Revenue model

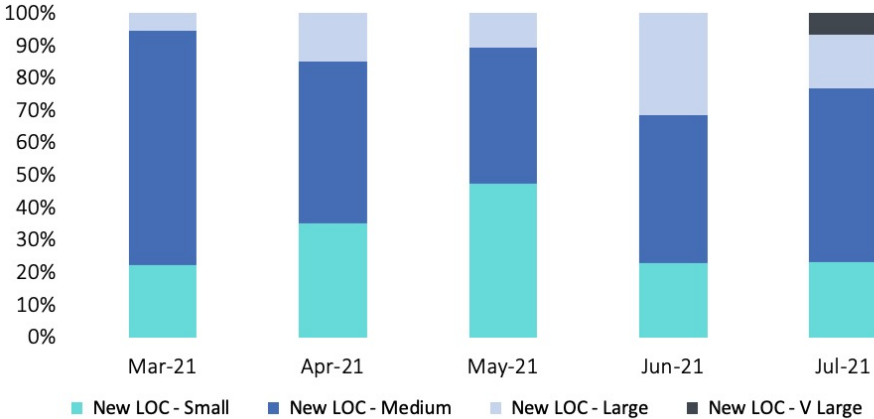
	 <b>PAYMENTS</b>	 <b>LENDING</b>	 <b>SAAS</b>	 <b>ACCOUNTS &amp; CARDS</b>
FY21	Transaction processing fees on customer card transactions	Interest income on 6-mth Line-of-Credit		
H1 FY22	<ul style="list-style-type: none"> <li>Buy-Now Pay-Later transaction processing fees</li> <li>Invoice payment processing fees</li> <li>Subscription for full-suite payment service</li> </ul>	<ul style="list-style-type: none"> <li>Interest income on expanded lending product range (12-mth LOC, Commercial Overdraft)</li> <li>Revenue-share on 3<sup>rd</sup> party product (Invoice Financing)</li> </ul>	Business Insights led platform product acquisition	
H2 FY22	Expanded acceptance of payment providers (BNPL, Digital wallet, International) and payment types (Pay-on-phone, Card-present)	Expanded lending product range (Merchant Cash Advance, Asset-backed)	Subscription fees for premium Business Insights & Guidance	Subscription fees for Propell SME Account & Card

# Traction with SMEs

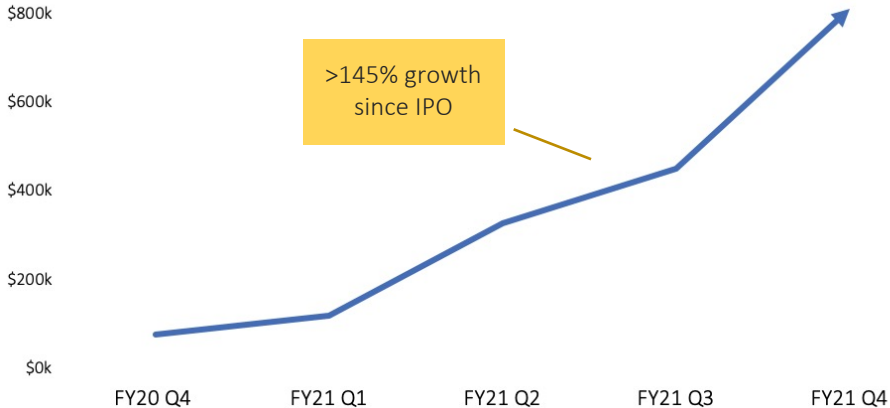
**PLATFORM CUSTOMERS**



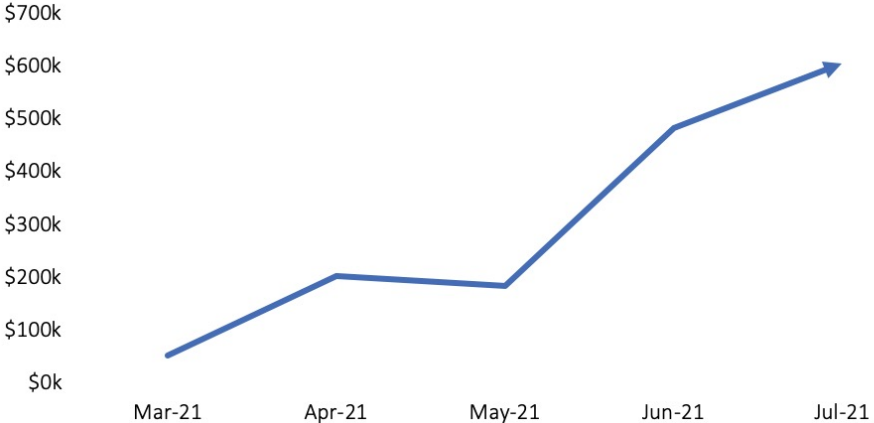
**IMPROVED CUSTOMER QUALITY**



**GROWTH IN NEW LENDING**



**GROWTH IN APPROVED FACILITY**



# Targeted marketing strategy

## Targeted Digital Focus

Digital marketing forms the backbone of Propell's marketing program, including:

- Outbound – Paid search, Search retargeting, Social media advertising & Social post promotion
- Inbound – Sophisticated lead nurture system, Referral program

Propell takes a data driven approach to digital marketing incorporating real-time analytics to optimise the type & quality of applications, with over 85% of customers applying for, & using the platform, via a mobile device.

★★★★★  
Propell is the best option to grow your business. Get funds quickly and great service.  
- Gurpreet -  
★ Trustpilot

**propell\***

Line of credit up to \$100K

Apply in 7 minutes  
No paperwork required

[Apply now >](#)

Line of credit up to \$100K

[Apply now >](#) No paperwork required

**propell\***

**propell\***

*Small business finance that moves you forward*

Apply for line of credit in 7 minutes  
No paperwork required

[Apply now >](#)



★★★★★ Trustpilot

*The service is quick and efficient.*  
- Terry -

**propell\***

*Sort your business cash flow in under 10 minutes.*

**propell\***

*We don't just back small businesses, we propel them.*

★★★★★  
The service is quick and efficient.  
- Terry -  
★ Trustpilot

**propell\***

*Finance that moves you forward.*

**propell\***

# Propell at a glance



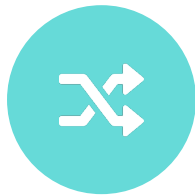
Unique, in-demand proposition  
in the chronically  
underserved SME segment



Demonstrated strong growth  
of key drivers,  
product and customer growth



Strong pipeline of developments  
... Will continue to demonstrate  
the validity of strategy



Rapidly growing sector  
undergoing generational shift  
from traditional institutions



High level of activity in fintech  
with fund-raising and acquisitions  
expected to accelerate



Propell's valuation well positioned  
to peers from development  
and growth perspective

# Experienced team



**MICHAEL DAVIDSON**  
FOUNDER / CEO

Michael found his passion for technology & small enterprise early in his career in Australia & UK. He has been CEO of a leading SME payments provider for 5 years, growing the business from mobile payments to in-store payments as well as expanding the alternative payment methods offering. Michael was integral in securing service provider deals with large Australian banks



**BRETT WAYNE**  
CFO

Brett is a highly experienced and strategic finance executive having spent over 25 years in financial services and the insurance sectors across Europe and Australia. Brett has managed all aspects of finance including financial performance & reporting, strategy development, reinsurance and key stakeholder relations.



**SHAWN LOY**  
CTO

Shawn has over 20 years' global experience in technology generating real business value through varying IT executive & management positions. He oversaw the launch of a new digital banking platform across three major clients, including core banking, internet banking & loan origination services & led the IT transformation at RACQ Bank



**JEREMY LOFTUS**  
DIRECTOR

Jeremy's experience spans more than 20 years & has included several ASX listed companies as well as multiple start-ups. Within a diverse range of sectors in Australia, he has contributed in early growth phases through to public listing & beyond, capturing opportunities in equity & debt funding to sustain high growth



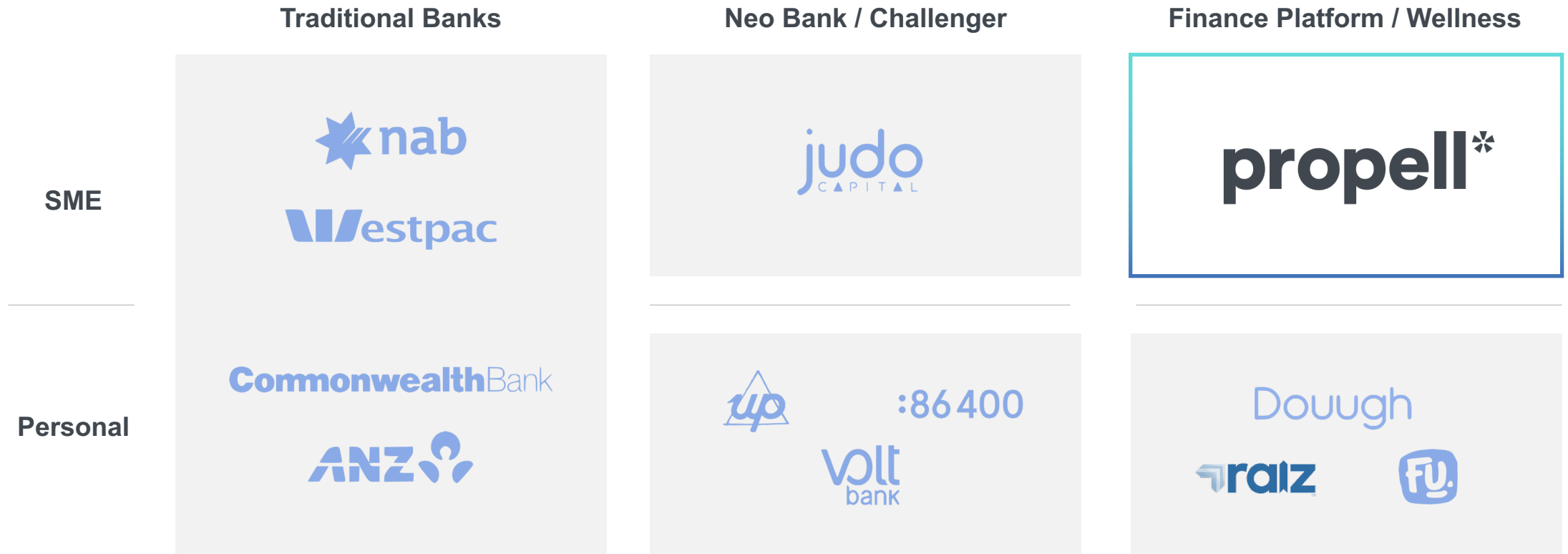
**BEN HARRISON**  
EXECUTIVE CHAIRMAN

Ben has broad experience in advising & investing in companies. He is CIO of alternative asset manager Altor Capital. Ben has been instrumental in numerous successful exits & is actively involved at the board level of investee companies



# Propell is focused on supporting SMEs

Several consumer lead FinTechs exist, aiming to help manage personal finances, however none of these are focused on serving the needs of small business

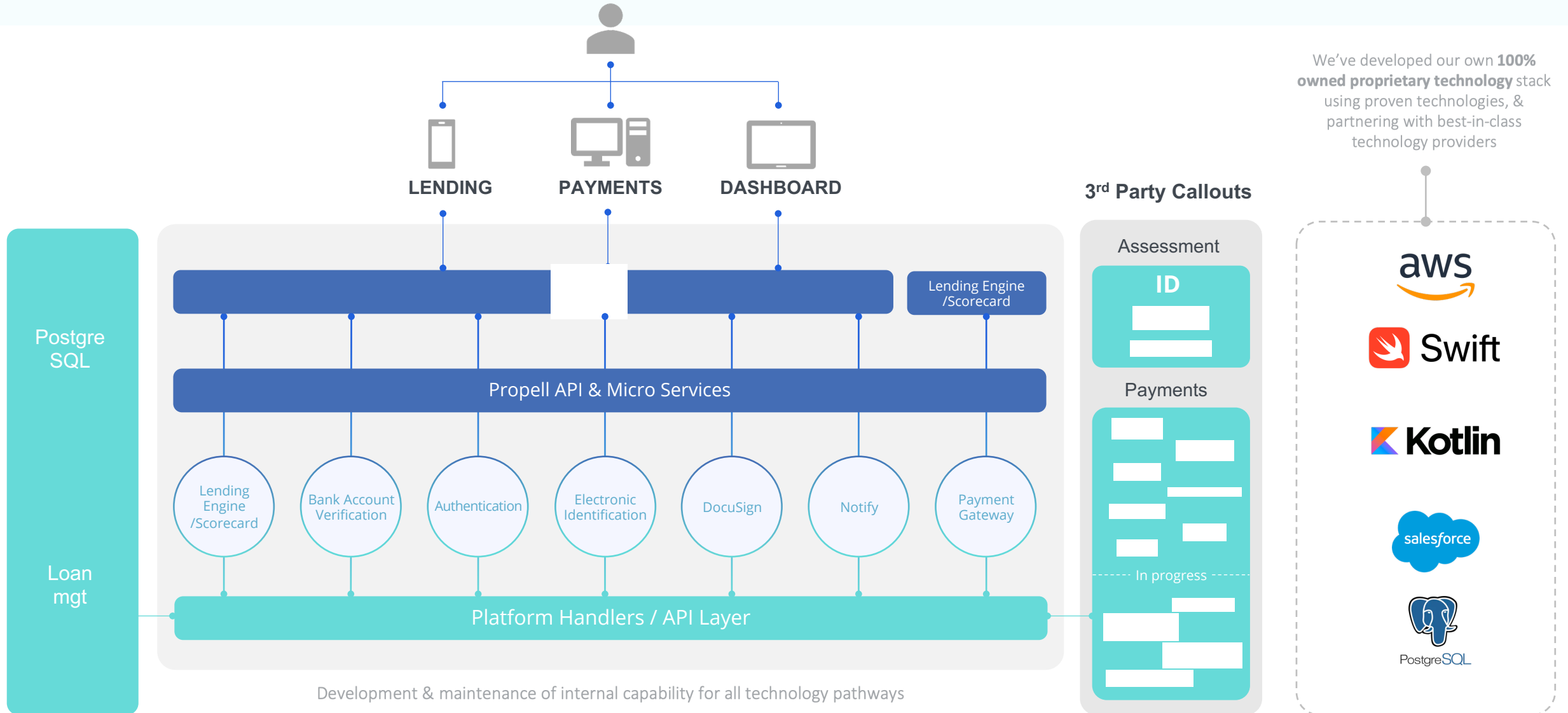


# Propell has the most comprehensive offering

	Capital light (no banking licence)	Lending	Payments	Financial wellness	Digitally focussed	Bank account functionality
<b>propell*</b>	✓	✓	✓	✓	✓	✓ (1)
<b>prospa</b>	✓	✓	✗	✗	✓	✗
<b>Moula</b>	✓	✓	✗	✗	✓	✗
<b>tyro</b>	✗	✓	✓	✗	✗	✓
<b>nab</b>	✗	✓	✓	✗	✗	✓
<b>Westpac</b>	✗	✓	✓	✗	✗	✓

Notes: (1) Feature in development

# Existing platform architecture



Development & maintenance of internal capability for all technology pathways



# The case for fintech solutions for SMEs is gathering momentum

**With open banking on the horizon, the fintech-SME love story is just beginning**



**Fintech has a role to play in SMEs' post-pandemic recovery**



New study reveals the struggles many businesses face in getting paid during the COVID-19 pandemic

LATEST | PRODUCTIVITY

**Pandemic highlights inefficiencies of Aussie SMEs**



**With open banking on the horizon, the fintech-SME love story is just beginning**



**Join Extra Crunch**

**With open banking on the horizon, the fintech-SME love story is just beginning**



**Why it's time for Aussie SMEs to up the quality of their automated experiences**



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