



Primary source company data intelligence, delivered smartly.

Investor Overview

This presentation has been authorised for release to ASX by the Kyckr Limited Board of Directors.

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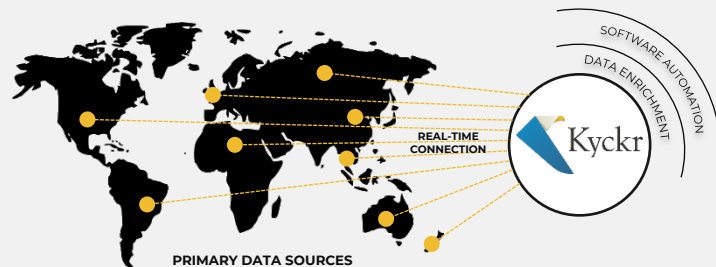
Company Purpose



Kyckr's vision is a world where all organisations can have confidence in their counterparties, through immediate access to accurate, trusted, primary-source company data.

A proven B2B solution with a strong and growing enterprise client base

...in an attractive global market

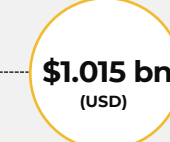


Revenue



Kyckr Annual Revenue 2020

Current market focus



Estimated size of e-KYC market in 2026 (Facts & Factors, 2021)

Total market



Estimated size of Market for Company, Contact & personal Information in 2020 (Outsell, 2017)

Traditional providers of company data do not meet the modern requirements of heavily regulated firms



As a result of the global AML regulations becoming increasingly stringent, it is more important than ever for regulated firms to have access to trusted sources of company data that they can use to verify the identity of corporate customers. Traditional data providers, who acquire large datasets through 'black box' means from multiple third party sources, are often unable to offer the provable provenance and currency of data required by national regulators.



64.4%

of financial services firms experience difficulties with, or don't know the quality of their data¹



Only 23% of AML leaders express extreme confidence in their AML and customer due diligence (CDD) data vendors²

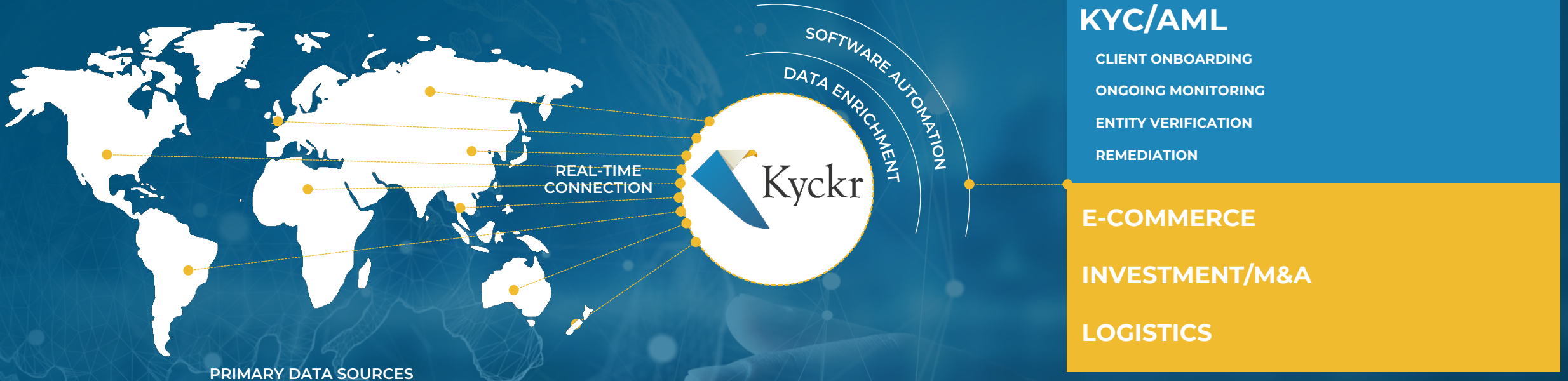


In addition to accuracy and currency, 'Coverage gaps in certain regions' are one of the leading causes of doubt.²

Our Proposition

Kyckr has built a unique network of over 180 international corporate registries in 120 countries, providing a single access point for regulated businesses to access company information that is current, accurate and compliant.

CURRENT GTM FOCUS



KYC/AML

CLIENT ONBOARDING
ONGOING MONITORING
ENTITY VERIFICATION
REMEDATION

E-COMMERCE

INVESTMENT/M&A

LOGISTICS

MARKET EXPANSION OPPORTUNITIES

We create value for enterprise customers through three primary activities:

1. Aggregation of primary data sources, with real-time connection.
2. Data normalisation and enrichment – standardising structured data and combining multiple sources into a single customer view.
3. Embedding our network into enterprise processes through software automation.

Target Market



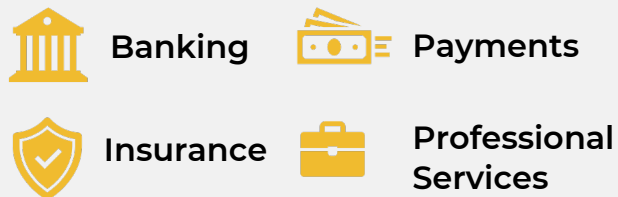
Our current segmentation approach for end clients is based on two criteria:

1. Number of corporate clients a firm onboards annually.
2. Degree to which the firm is subject to AML legislation, including regulatory scrutiny.

Kyckr's current core focus is with enterprises that onboard a significant (>1000) number of customers (driving the need for efficiency benefits created through data aggregation) and are under pressure to adhere to new regulatory obligations (creating demand for data with provable accuracy and provenance).

As the global trend towards better data quality for counterparty verification increases, lucrative new use cases are emerging across other non-financial sectors, including logistics, e-commerce, and supply chain.

Primary sector focus:



Expansion sectors:



Our client base includes:

5

of the world's 10 largest banks by market cap – providing data and software to support KYC onboarding

2

of the world's top 5 payment companies by transaction volume – enabling fast entity verification in the account opening process

1

of the big four professional services providers, for whom we are the primary data supplier for KYC

Where we are going



In 2020, the strategic decision was taken to pivot Kyckr towards an Enterprise SaaS model.

Our goal was to drive transformative growth in annual recurring revenue (ARR) by innovating Kyckr's service offering and business model – from commoditised data vendor to a modern, technology-enabled B2B Information business.

Nearly every aspect of Kyckr's strategy has been significantly overhauled, including; pricing model, sales approach, product strategy and commercial model.

Results to date:

- 30 June 2021 - A\$1.5m ARR
- Partner integrations now being customer driven
- Circa 20% plus growth with existing customer usage

Value Proposition



API-first
Development
Approach



Focus on Value-
add Productivity
Solutions



Data Enrichment
& Normalisation



Simplified Product
Hierarchy &
Naming

Business Model



Value-based Pricing



ARR Focus



Subscription
Revenues



Higher Margin

GTM Approach



Partnerships



Diversified Targeting



Clear
Enterprise
Focus



Repeatable, Process-
Driven Sales

Achievements Since Last Raise



- Refined go-to-market strategy
- Shifted strategy to ARR, higher margin, recurring subscription revenue
- Built Enterprise Pipeline with new prospects and contract renewals
- Built Partner strategy, increased the volume of partners to create new revenue channel
- Ongoing cost management leading to more cost-effective arrangements – e.g. sourcing tech support from more cost-effective partners
- Extended target sector beyond Financial Services resulting in winning clients in the Insurance, Legal and Professional Services sectors
- Enhanced Sales & Marketing capabilities to increase the quality and quantity of leads, resulting in various lead generating activities (i.e. targeted campaigns, webinars, thought-leadership content, joint partner promotions)

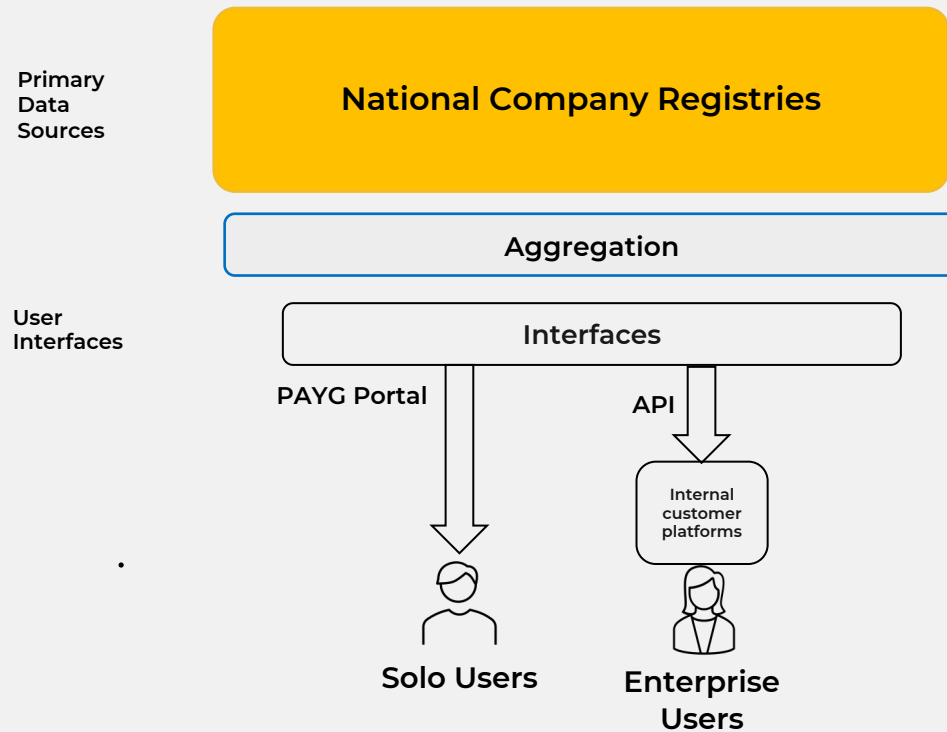
Resulting in Quarter-on-Quarter ARR Growth Q2-Q4 FY21



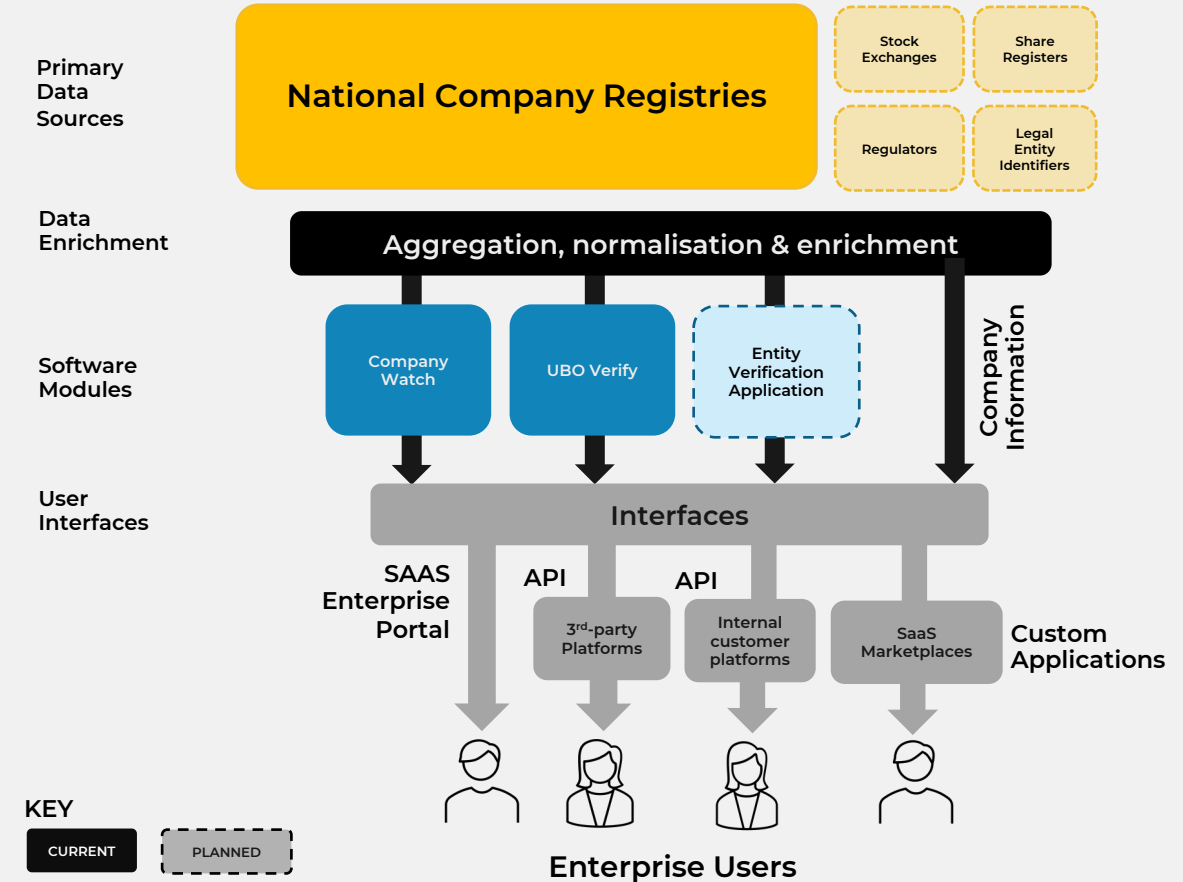
Product Strategy



The Old Kyckr









The New Kyckr



FY 22 Product Roadmap



Focus Area	Data Sourcing & Enrichment			Software & Automation		
Workstream	Data Sourcing 	Data Enrichment 	Expansion Data Sources 	UBO Verify 	SAAS Enterprise Portal UX 	Entity Verification Application 
Objective(s)	Enterprise fit – continue acquisition drive of more comprehensive digital data sources	Extraction of data from unstructured documents through OCR into usable digital formats	Expand network through new jurisdictions and additional primary data sources	Launch UBO Verify for API and Portal covering key EU and APAC financial centres	Launch new portal experience with integrated UBO, monitoring and structured data functionality	Design and build entity-verification application for CRM marketplaces

Go-to-Market Strategy



Subscription contracts to generate predictable accretive revenue

- SaaS auto-renewing contracts model
- Enhanced revenue and cash flow predictability



New pricing model to improve margin

- Value-based pricing
- Bundle sales approach – high-margin software with ongoing data requirement



Refocusing direct sales on enterprise market – higher Lifetime Value and lower Customer Acquisition Cost

- Targeted direct sales effort on most profitable segments
- Low spend mid-market customers now self-serve



Increased distribution through key partner channels

- Establishment of commercial partnership with key downstream platforms, including Fenargo, Experian, FrankieOne
- Integration creates ‘system lock-in’ benefits – enhanced stickiness and improved value generation



Diversification into non-Financial Services markets

- New products enable branch out into other markets requiring primary source data

Use of funds



Continuing innovation around new data sources and structured data products



Launch of new SAAS platform focused on mid-tier enterprise customers



Integration to new marketplaces to increase distribution



Expansion of the enterprise and partnership business development teams



Expansion of the customer success team



Enhanced marketing activities

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