

ASX ANNOUNCEMENT (ASX: LBY)

1 December 2021

Investor Presentation for Laybuy Webinar

Attached is the investor presentation for Laybuy's investor webinar to be held at 11:00 am AEDT / 1:00 pm NZDT today, Wednesday 1 December 2021.

Managing Director, Gary Rohloff, and Chief Financial Officer, Katrina Kirkcaldie, will provide a half year update for the six months to September 2021, as well as a trading update for October and November 2021. This will be followed by a Q&A session.

Event: LBY Investor Webinar

Presenters: Managing Director, Gary Rohloff, and Chief Financial Officer, Katrina Kirkcaldie

Time: Wednesday 1 December 2021 at 11:00 am AEDT / 1:00 pm NZDT

Where: Zoom Webinar, details to be provided upon registration. To register your interest for the webinar please click through to the link below.

Registration Link:

https://janemorganmanagement-au.zoom.us/webinar/register/WN_7tmjjXrdTvGGDSZ0nczQfw

After registering your interest, you will receive a confirmation email with information about joining the webinar. Participants will be able to submit questions via the Panel throughout the presentation, however, given we are expecting a large number of attendees we encourage shareholders to send through questions via email beforehand to jm@janemorganmanagement.com.au

For more information, please contact:

Gary Rohloff

Managing Director

investors@laybuy.com

Katrina Kirkcaldie

Chief Financial Officer

investors@laybuy.com

Jane Morgan

Investor Relations

jm@janemorganmanagement.com.au

ENDS





This announcement was approved for release by Gary Rohloff, Managing Director of Laybuy Group Holdings Limited.

About Laybuy

Launched in 2017, Laybuy is a rapidly growing fintech company providing buy now, pay later services partnering with over 12,000 retail merchants. Laybuy is available in New Zealand, Australia and the UK. The unique, fully integrated payment platform is helping to revolutionise the way consumers spend. Laybuy is simple. Customers can shop now, receive their purchase straight away, and pay it off over six weekly payments without paying interest. For more information visit laybuyinvestors.com.





Laybuy (ASX:LBY)

Investor Presentation

Half year FY22 and operating
performance update

1 December 2021



Important Notice and Disclaimer

The material contained in this document is a presentation of general information about the activities of Laybuy Group Holdings Limited (ARBN 642 138 476) and its subsidiaries (Laybuy) current as at the date of this presentation.

The information is provided in a summary form, does not purport to be complete and should not be relied upon as advice for investment purposes. This presentation is for information purposes only and is not financial product advice or a recommendation to acquire Laybuy shares.

This presentation does not take into account the investment objectives, financial position or needs of any particular investor. Independent advice should be sought before making any investment decision.

The information in this presentation has been prepared by Laybuy in good faith and with due care, but Laybuy does not make any representation or warranty, express or implied, as to the fairness, accuracy, correctness or completeness of the information, opinions or conclusions contained in this presentation.

The information in this presentation is subject to change without notice and unless required by law, Laybuy assumes no obligation to update this presentation or its contents for any matter arising or coming to Laybuy's notice after the date of this presentation.

Certain statements in this presentation may constitute forward-looking statements or statements about future matters that are based on management's current expectations and beliefs. Such statements are typically identified by words such as 'may', 'could', 'believes', 'estimates', 'expects', 'anticipates', 'intends'

and other similar words. These statements are subject to risks and uncertainties that are difficult to predict and are based on assumptions as to future events that may not prove accurate. Actual results may differ materially from what is expressed in this presentation.

To the maximum extent permitted by law, no responsibility for any loss arising in any way (including by way of negligence) from anyone acting or refraining to act as a result of this presentation or its contents is accepted by Laybuy or any of its officers, employees or agents.

The distribution of this presentation outside of Australia may be restricted by law and any such restrictions should be observed.

All numbers are stated in New Zealand dollars (NZ\$) and relate to the six months ended 30 September 2021 (1H FY22) and comparisons relate to the six months ended 30 September 2020 (1H FY21 or "PcP or "YoY") unless stated otherwise.



FY22 Half Year – Performance Highlights

Annualised GMV¹

↗ **60%**

YoY to NZ \$782m

Half Year Income

NZ\$21.2m

Up 60% YoY

Net Transaction Margin

1.5%

or NZ\$5.7m, down from 1.7% YoY

Regional GMV

↗ **95%** UK

↗ **32%** ANZ

Debt facilities

NZ\$ 88.4m

Supporting GMV writing capacity of over NZ\$2.3bn

Statutory Loss

NZ\$(22.6m)

an improvement of 15% YoY

October and November update

2 Months UK GMV

↗ **73%**

YoY

Active Customers²

930,000

Up 43% on November 2020

Active Merchants²

12,500

Up 66% on November 2020

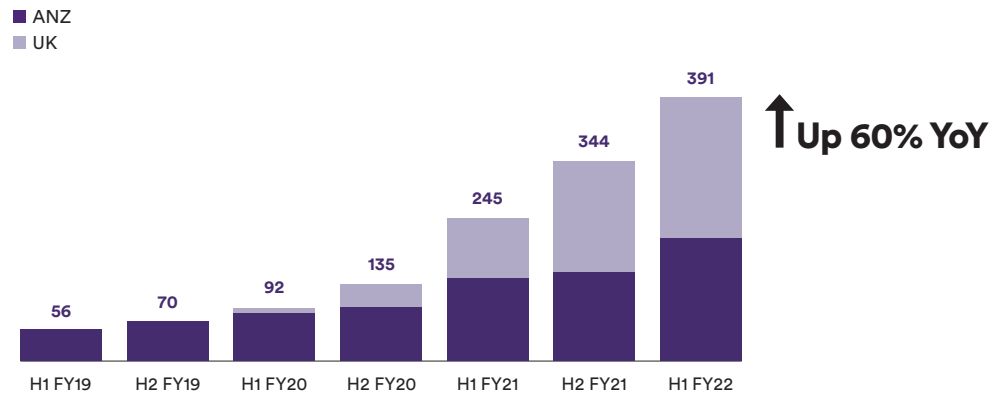
¹ Annualised Gross Merchandise Value (GMV) represents half year GMV multiplied by 2. GBP and AUD denominated metrics are converted at the average historical exchange rates for each of the half year.

² Active is defined as having transacted at least once in the last 12 months.

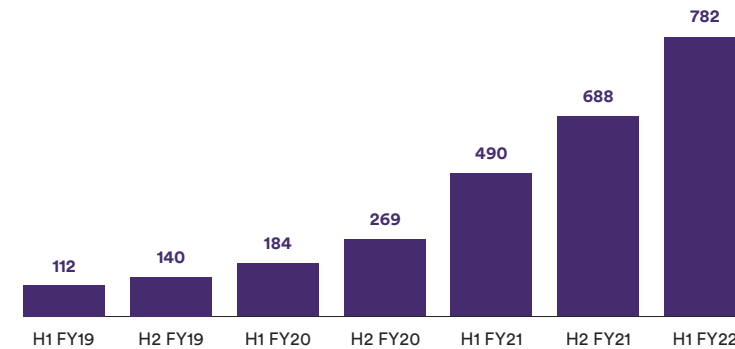


Strong upward momentum across operating metrics

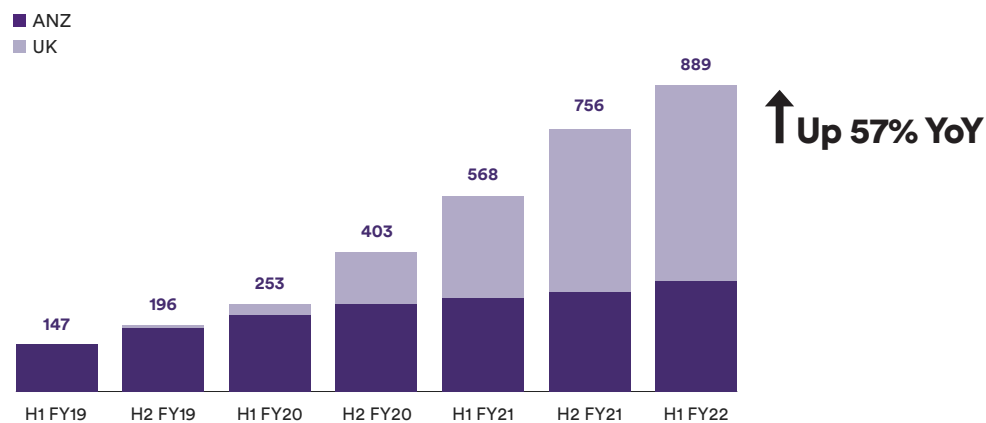
GMV half year (NZ\$m)



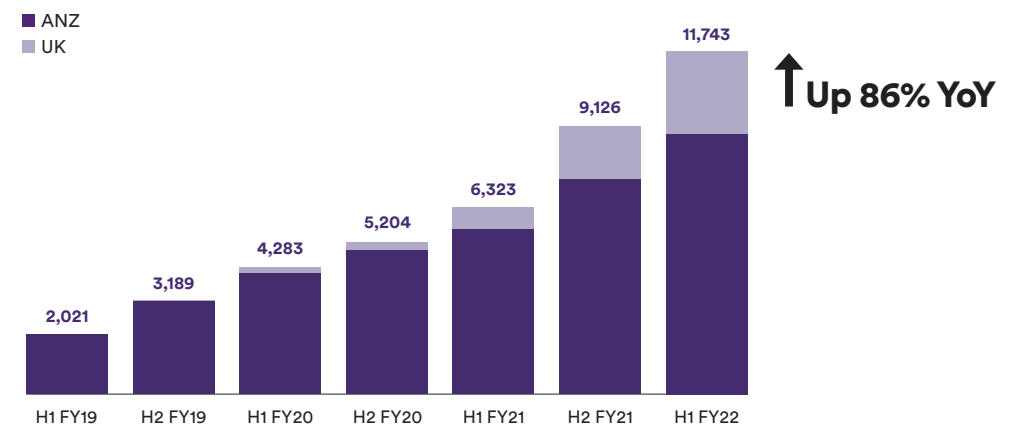
Annualised GMV half yearly (NZ\$m)



Active Customers ('000)



Active Merchants

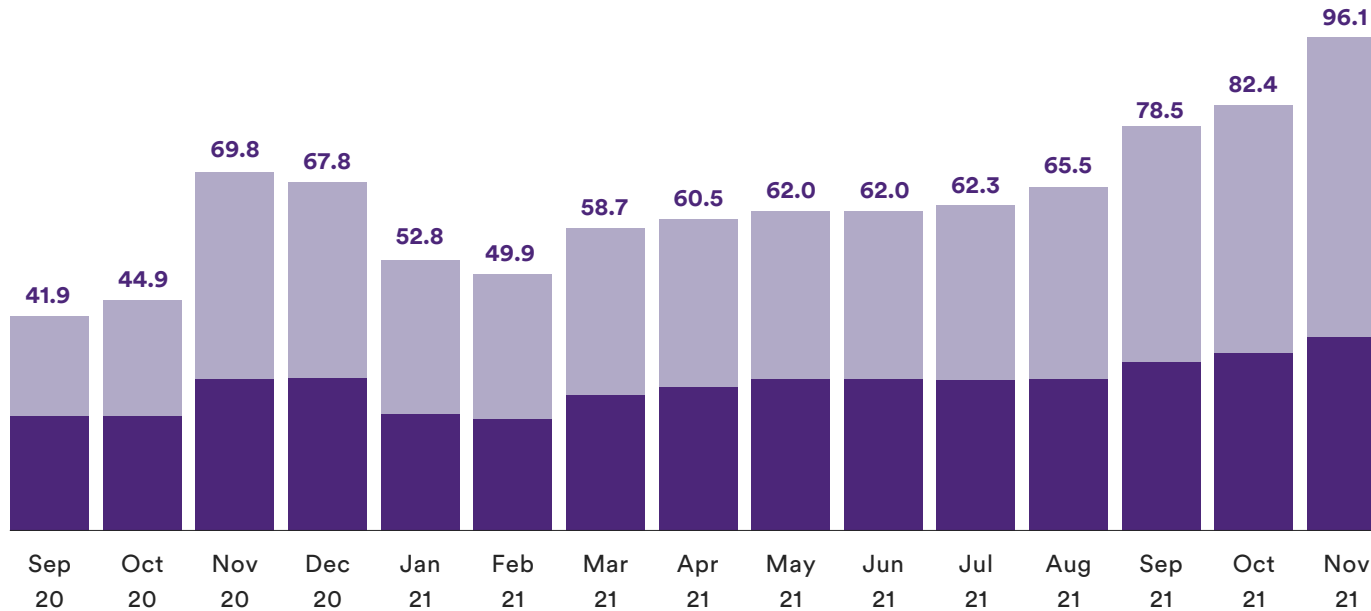




October and November delivering record growth

GMV monthly by region (NZ\$m)

■ ANZ
■ UK



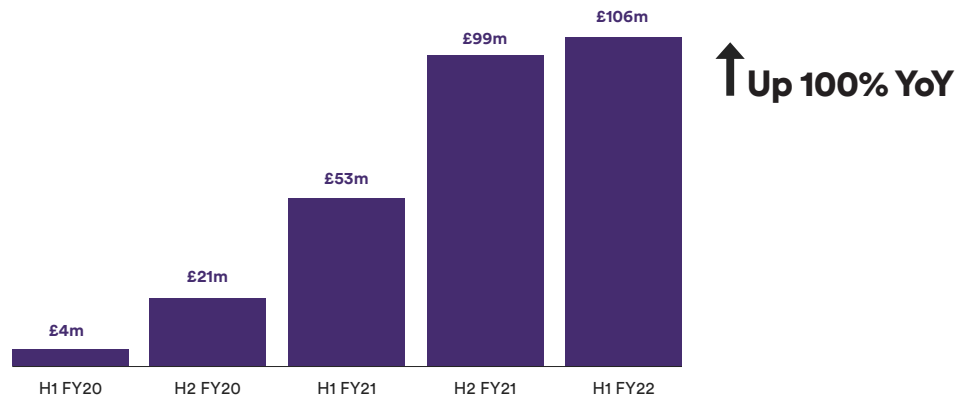
↑ Oct and Nov
UK up 73% YoY
ANZ up 35% YoY

**On track for
\$1bn annualised
GMV during
FY22**

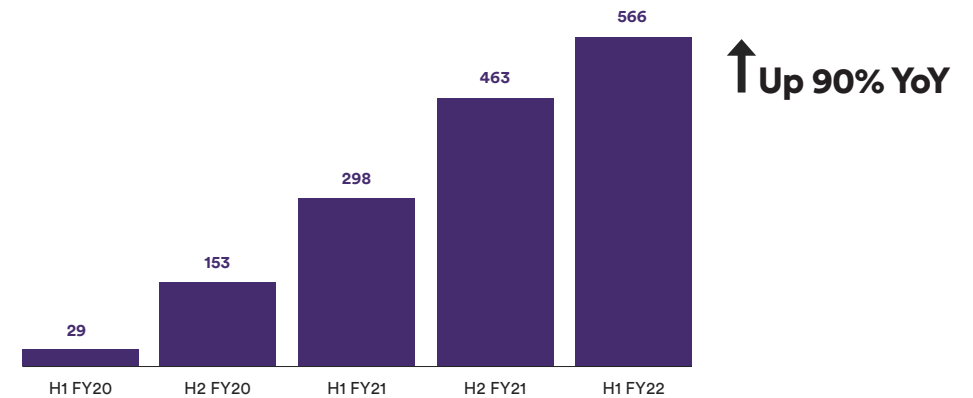


United Kingdom

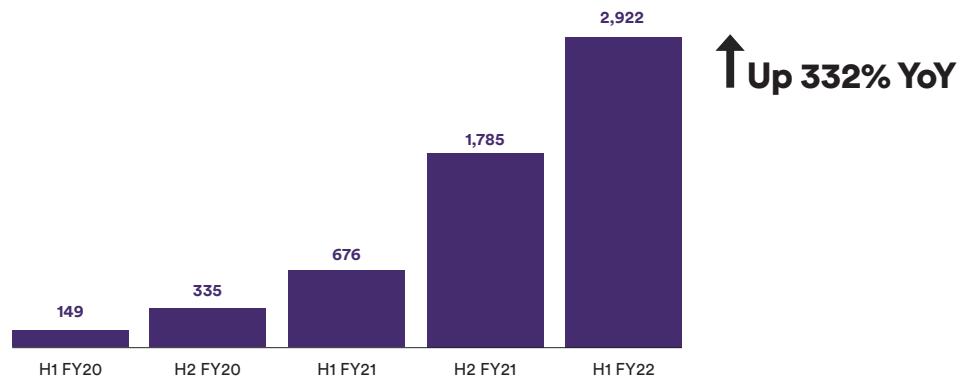
UK half yearly GMV (£m)



UK active customers ('000)



UK active merchants



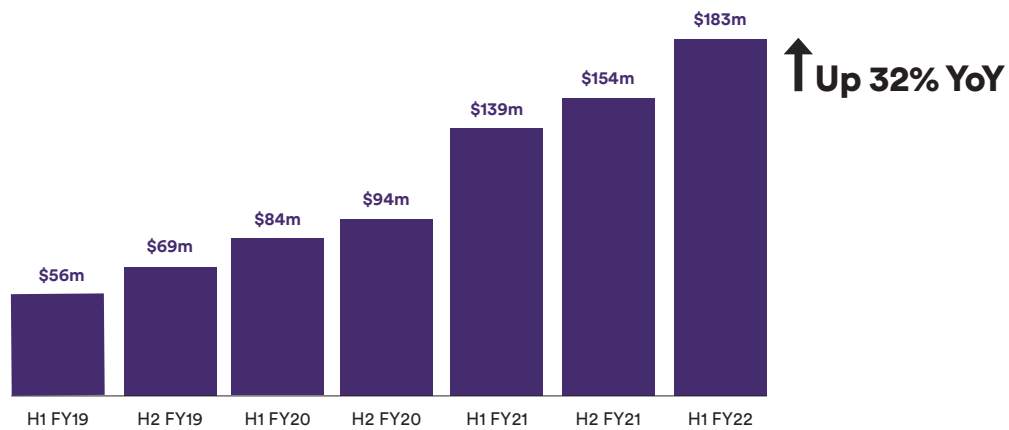
Key Merchants



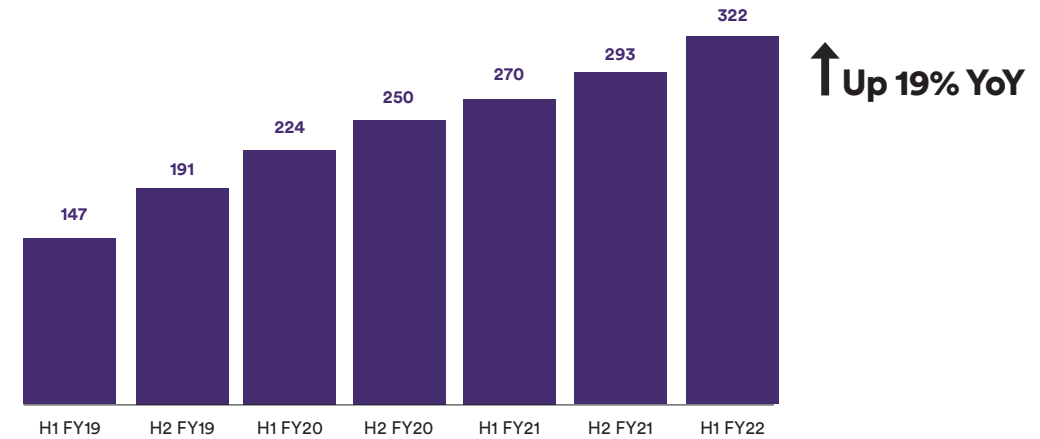


Australia & New Zealand (ANZ)

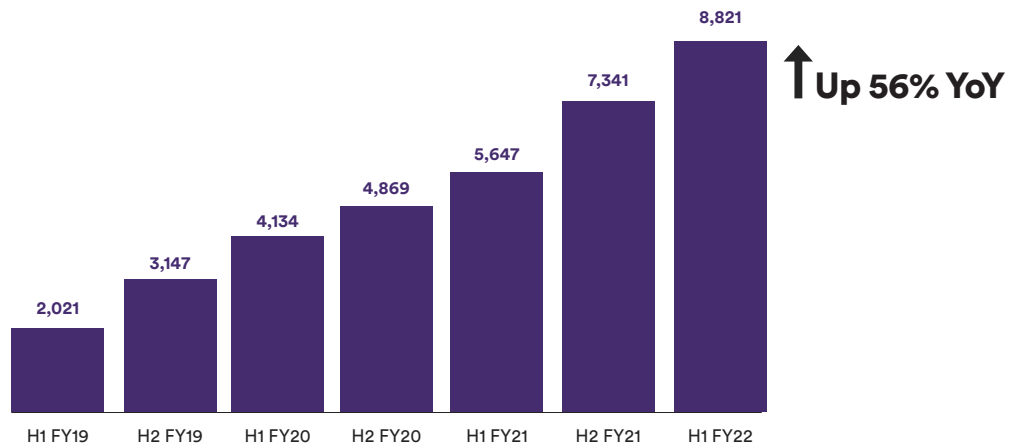
ANZ half yearly GMV (NZ\$m)



ANZ active customers ('000)



ANZ active merchants



Laybuy H1 FY22

Key Merchants





Card technology enabling growth

Tap to Pay

- Seamless in-store checkout
- Enable 1000's of stores instantly
- Laybuy Card found natively in digital wallet
- Omni-channel experience, wherever a customer shops

Tap to Pay with Laybuy is here.

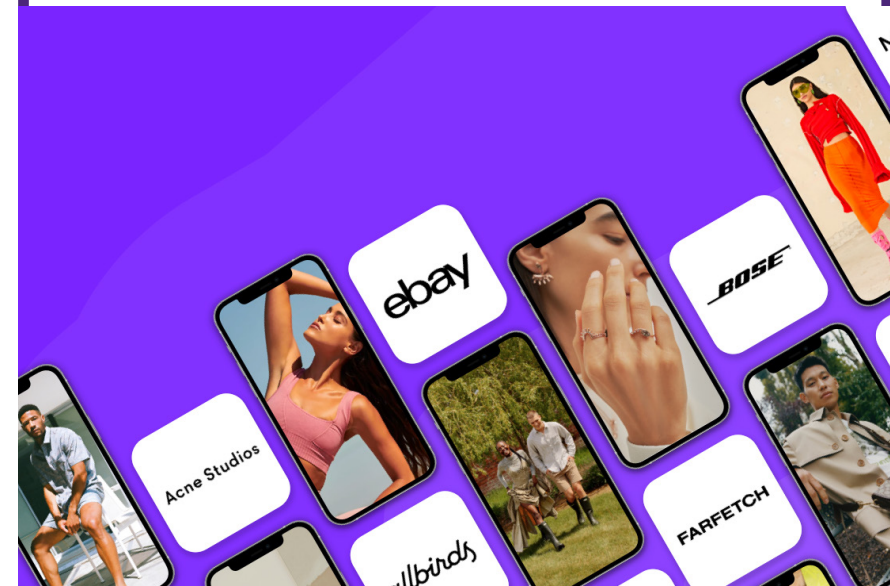
Got the Laybuy app? Pay it in 6 with one tap at selected stores.

The easy way to buy now and pay later just got easier. Tap to Pay with Laybuy at selected stores.



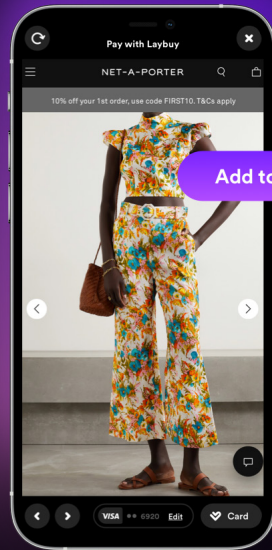
App Exclusives

- Access 100's of the worlds best brands
- Virtual Card available exclusively in the App
- New revenue opportunities through affiliate marketing and card interchange
- Rapid deployment into new merchants and verticals
- Ability to scale quickly to 5000+ stores



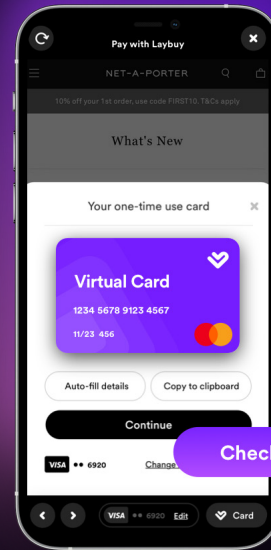


App Exclusives with hundreds of leading retailers



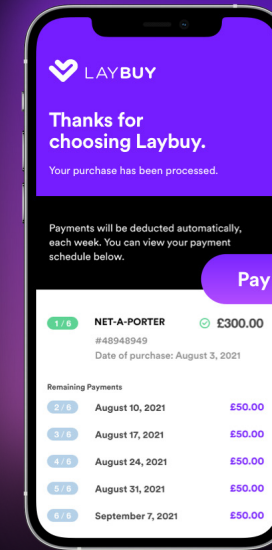
Step 1: Shop

Okay, we're pretty sure you've got this covered. Simply shop through the Laybuy app and checkout as normal.



Step 2: Checkout

Select 'Credit/Debit Card' at checkout. Laybuy will fill in your payment details with your virtual card. Easy.



Step 3: Pay in 6

Your order will be processed like normal, but you'll only be charged for your first instalment today.

Mastercard® is a registered trademark, and the circles design is a trademark of Mastercard Incorporated. The Laybuy Card is issued by EML Money DAC pursuant to licence by Mastercard International Inc. The e-money associated with your card is issued by EML Money DAC, authorised by the Central Bank of Ireland under the European Union (Payment Services) Regulations 2018 (Ref C95957).



Partnerships with sports clubs

Official partner

and exclusive
BNPL provider

Access

to over a billion fans

Raising

brand awareness

Spread the cost

of tickets and
merchandise over six
interest-free weeks





1H FY22 Financial Information





Key financial and operational metrics

Record GMV and income supported by strong growth in the UK and ANZ

	1H FY22	1H FY21	% increase YoY
Group (NZ\$m)¹			
GMV	\$391m	\$245m	60%
Annualised GMV ²	\$782m	\$490m	60%
Active Customers ³	889,000	568,000	57%
Repeat Customers	66%	63%	300bps
Active Merchants ⁴	11,700	6,300	86%
Income	\$21.2m	\$13.3m	60%
Annualised Income	\$42.4m	\$26.6m	60%
NTM % of GMV	1.5%	1.7%	(20bps)
Defaults % of GMV	(2.6%)	(2.5%)	(10bps)
UK (NZ\$m)			
GMV	\$207m	\$106m	95%
Annualised GMV	\$415m	\$212m	95%
Active Customers	566,100	297,900	90%
Repeat Customers ⁵	62%	56%	600bps
Active Merchants	2,900	676	332%
ANZ (NZ\$m)			
GMV	\$183m	\$139m	32%
Annualised GMV	\$367m	\$277m	32%
Active Customers	322,400	270,000	19%
Repeat Customers	73%	70%	300bps
Active Merchants	8,800	5,647	56%

¹ FX rates used to calculate UK/AU results to NZD equivalent: converted NZD/GBP at 0.51 and NZD/AUD at 0.95

² Annualised GMV multiplies the current half year by two

³ An 'Active Customer' is a customer who has made a purchase through the Laybuy platform within the last 12 months

⁴ An 'Active Merchant' is a merchant who has received payment for a purchase through the Laybuy platform within the last 12 months

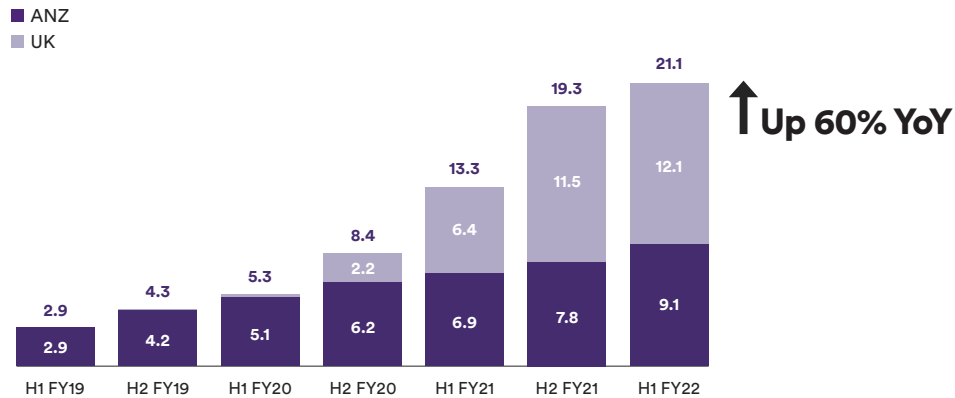
⁵ A customer who has made more than one purchase through the Laybuy platform within the 12 months prior to the end of the relevant period

- **Annualised GMV of NZ\$782 million, up 60%** on 1H FY21, with the UK up 95% YoY.
- **Annualised income of NZ\$42.4 million, up 60%** YoY, supported by strong growth in GMV through increased active customers and active merchants. Revenue as a % of GMV remained consistent YoY at 5.4%.
- **Net Transaction Margin (NTM) of 1.5%** was 20bps lower than 1H FY21 as a result of an increase in defaults and a higher contribution of the UK market compared to ANZ.
- **Active customers** increased by more than 320,000 and eclipsed 920,000 by November.
- **Active merchants** increased by over 5,000 and eclipsed 12,500 by November.
- **Repeat customer** use continued to improve YoY, up 300 bps from 1H FY21.

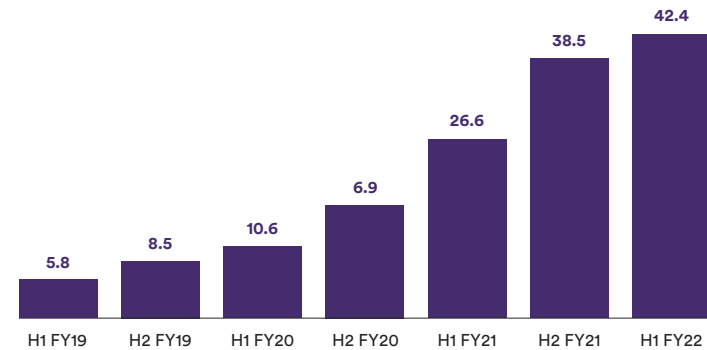


Revenue momentum continues in line with record GMV

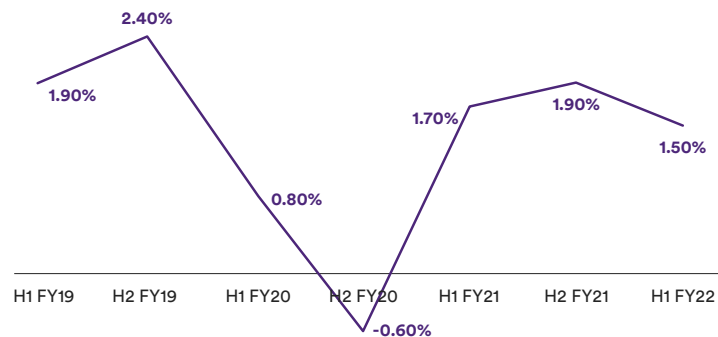
Income by region half yearly (NZ\$m)



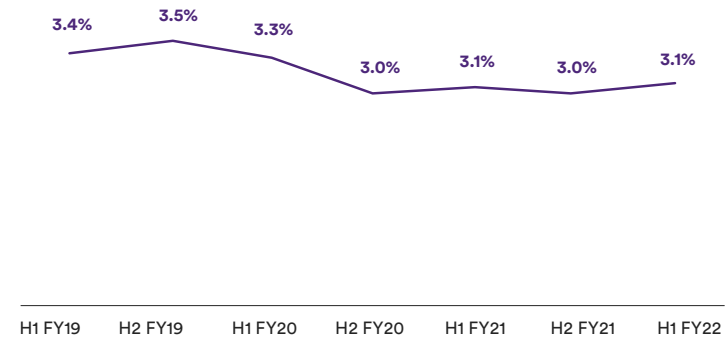
Annualised income half yearly (NZ\$m)



NTM as % of GMV – half yearly



Commission as % of GMV – half yearly





Statement of Comprehensive Income

Record GMV and income supported by strong growth in the UK and ANZ

Statement of comprehensive income (NZ\$m)	Statutory accounts		Change	
	1H FY22	1H FY21	NZ\$m	%
Total income	21.2	13.3	7.9	60%
Merchant and marketing expenses	(8.5)	(4.3)	(4.2)	(98%)
Employment expenses	(6.9)	(4.4)	(2.5)	(55%)
Transaction expenses	(4.9)	(2.9)	(2.0)	(69%)
Consumer receivables impairment expenses	(10.0)	(6.5)	(3.5)	(54%)
Platform development and hosting expenses	(0.9)	(0.5)	(0.4)	(94%)
Other operating expenses	(7.5)	(7.0)	(0.5)	(142%)
Other gains/(losses)	0.9	(5.4)	6.3	116%
Net finance expense	(5.0)	(8.3)	3.3	(40%)
Depreciation and amortisation	(0.8)	(0.3)	0.5	(142%)
Income tax benefit/(expense)	-	-	-	-
Loss after tax	(22.6)	(26.4)	3.8	15%

(NZ\$m)	Non-statutory accounts		Change	
	1H FY22	1H FY21	NZ\$m	%
Net transaction margin	5.7	4.1	1.6	38%
Normalised EBITDA	(16.3)	(8.1)	(8.2)	(103%)

- **Total Income** continues to grow in line with strong GMV growth, increasing 60% compared to prior comparative period.
- Increase in **merchant and marketing expenditure** includes \$0.3m in share based payment expenses in relation to external unrelated parties. Other marketing expenses include sponsorship payments made to Manchester United and Manchester City football clubs, as well as Super Rugby Clubs.
- **Staff numbers** have increased from 76 to 125 supporting the scaling global operations and roles to support the change to ASX listing status (includes contractors).
- **Transaction expenses** relate to payment processing fees and increase in line with GMV.
- **Consumer receivables impairment expenses** include a provision on undrawn balances (for IFRS reporting purposes), this is not included in the management reporting of defaults.
- **Other OPEX** includes \$1.0m of one-off related cost.
- **Normalised EBITDA** excludes one-off expenses including such as share-based payments, expansion cost and cost associated with IPO (non-capitalised) and convertible note conversion in 1H FY21 (refer to slide 17). It also excludes fair value gains and losses.



Statement of Financial Position

Statement of financial position	Statutory accounts	
NZ\$m	30 Sep 21	31 Mar 21
Cash and cash equivalents	23.0	15.5
Consumer receivables	34.8	27.4
Other current assets	10.3	9.4
Current tax receivables	-	0.2
Prepayments	7.9	5.2
Property, plant and equipment	0.2	0.2
Intangible assets	1.8	2.1
Right-of-use assets	0.1	0.2
Total assets	78.1	60.1
Trade and other payables	10.5	9.1
Borrowings	11.4	11.4
Current tax payables	0.1	-
Other liabilities	0.5	1.3
Provisions	1.2	1.3
Lease liabilities	0.1	0.2
Total liabilities	23.8	23.3
Net assets/(liabilities)	54.3	36.7
Total equity	54.3	36.7

Net debt		
NZ\$m	30 Sep 21	31 Mar 21
Cash and cash equivalents	23.0	15.5
Kiwibank Loan drawn	(11.5)	(9.2)
Victory Park Loan drawn	-	(6.4)
Partners for Growth Loan drawn ¹	-	-
Net cash	11.5	(0.1)

Note: Debt above does not reconcile to the borrowings line in the balance sheet due to Capitalised Establishment Fees and VP warrant costs which has been excluded for the purpose of net debt.

Liquidity available (proforma) ^{1,2}		
NZ\$m	30 Sep 21	31 Mar 21
Kiwibank facility capacity ²	18.5	10.8
Victoria Park facility capacity	-	151.0
Partners for Growth facility capacity ¹	58.4	-
Facility capacity	76.9	161.8
Cash and cash equivalents	23.0	15.5
Cash and available to draw on facilities ¹	18.7	18.9

- **Cash position of NZ\$23.0 million** following a capital raise in Q1 and drawdown of the Kiwibank facility of \$11.5m. No draw down was made on the new Partners for Growth facility at 30 September¹.
- **Consumer receivables** have increased due to an increase in GMV.
- **Borrowings** at 30 September 2021 only included a drawdown on the Kiwibank loan. The new Partners for Growth facility was signed in October 2021 and a draw down was made in November 2021.
- The **facility capacity** is the difference between the facility limit and the drawn amount, and its availability is **linked to the size of the receivables book**. (Total facility limits combined NZ\$88.4m)

¹ Partners for Growth facility signed in October 2021. First drawdown made in November 2021. Proforma available to draw of NZ\$17.4 million included in the Cash and available to draw on facilities above.

² Kiwibank facility was increased from NZ\$20 million to NZ\$30 million in October 2021.



Statement of Cash Flows

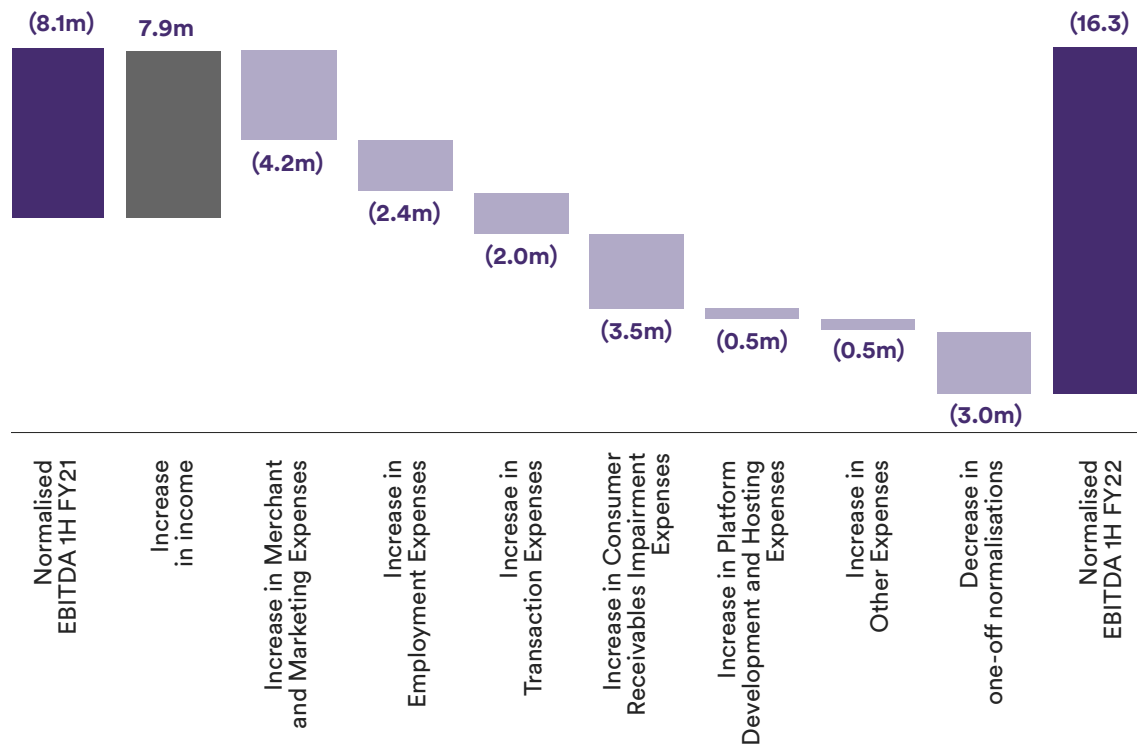
Cash flow statement (NZ\$m)	Statutory accounts	
	1H FY22	1H FY21
Operating activities		
Receipts from consumers	303.6	186.4
Payments to merchants and suppliers	(325.6)	(203.0)
Payments to employees	(6.0)	(3.7)
Net interest received / (paid)	(0.5)	(0.3)
Income tax refund received / (paid)	0.3	(0.3)
Convertible note transaction cost paid	-	(0.6)
Receipts from debt issue costs	(0.5)	(2.0)
Net cash flows used in operating activities	(28.6)	(23.5)
Investing activities		
Purchase of property, plant and equipment	(0.1)	(0.1)
Payments for development of intangible assets	(0.3)	(1.1)
Net cash flows used in investing activities	(0.4)	(1.1)
Financing activities		
Proceeds from issue of shares	43.1	43.4
Principal payments for lease liabilities	(0.1)	(0.1)
Net proceeds (repayment) from borrowings	(4.1)	(1.1)
Proceeds from issue of convertible notes	-	11.3
Payment of share issue costs	(2.1)	(6.6)
Net cash flows from financing activities	36.8	47.0
Net increase in cash and cash equivalents	7.7	22.4
Net foreign exchange difference	(0.2)	(0.5)
Cash and cash equivalents at 1 April	15.5	9.9
Cash and cash equivalents at 30 September	23.0	31.8

- **Net cash increased by NZ\$7.7m**
- **Cash position** driven by cash inflows from capital raise in Q1, offset by growth in receivables book
- **Uplift in receipts from customers** and payments to merchants due to increased GMV
- Investment in **intangible assets** relates to the Mastercard project
- **Finance expense** includes NZ\$3.7m of release of capitalised borrowings costs (associated with Victory Park warrants) as well as interest expense on draw debt.
- **Net receivables growth** was NZ\$7.5m from 31 March 2021 to 30 September 2021, with net cash outflows used in operating activities excluding the growth in the receivables ledger being NZ\$21.1m.



Normalised EBITDA loss reconciliation

1H FY21 vs 1H FY22



- **Total Normalised EBITDA Loss** increased from NZ\$-8.1m in 1H FY21 to NZ\$-16.3m in 1H FY22.
- **Normalisations in 1H FY21 (NZ\$8.3m)** included losses associated with convertible notes conversion and debt facilities, as well as IPO cost (non capitalised expenses) which did not repeat in 1H FY22. 1H FY22 normalisations (NZ\$1.3m) included share-based payments to merchants (NZ\$0.2m) and to employees (NZ\$0.1m), expansion costs (NZ\$0.7m) to scale the business and consulting and other one-off related cost (NZ\$0.3m).
- **Normalised EBITDA** excludes fair value gains and losses.



Funding our growth ambitions

Partners for Growth

New debt facility to support the UK loan book

- £30 million facility
- 75% Loan to Value ratio
- Maturity date October 2024
- First draw down was made in November 2021

Supporting over £800 million of GMV in the UK region

Kiwibank

Improvements to existing ANZ facility

- Facility increased from \$20m to \$30m
- Loan to Value ratio increased from 75% to 80%
- Maturity date extended to July 2023, evergreen facility

Supporting over \$750 million of GMV in the ANZ region

Facility	Facility limit	Drawn at 30 Sep 2021	Available to Draw ¹	Maturity date
Kiwibank	NZ\$30.0m	NZ\$11.5m	NZ\$1.3m	July 2023
Partners For Growth	NZ\$58.4m / £30.0m	NZ\$0.0m	NZ\$17.4m	October 2024
Total	NZ\$88.4m	NZ\$11.5m	NZ\$18.7m	

¹ Pro-forma drawdown amount assuming all conditions to drawdown of the new PFG facility have been satisfied and reflecting increased advance rate with Kiwibank effective 30 September 2021.



Outlook



Singles day and Cyber Week

↑ **41%**

Singles day up YoY

↑ **30%**

Cyber week up YoY

Black Friday Deals Loading...

26.11.21

Switch on the savings and switch off the interest.

[LEARN MORE](#)

Cyber Monday

No hidden fees. More time to pay.

Fave brands

Pay in 6

LAYBUY

[SHOP NOW](#)

GLAMOUR WEEKENDER

POWERED BY

LAYBUY

WIN TICKETS FOR YOU & YOUR BFF

[GET THE APP](#)

T&C's apply. Eligibility criteria, credit check & T&Cs apply. 18+. Late payment fees may apply.



UK continuing to deliver

New sectors

Airlines
& Health

App Exclusives

>196 merchants

Launched Ad Marketplace

Tap to Pay merchants increasing

- **Direct new business:** Strategic partnerships in new UK sectors including airlines and health
- **App Exclusives:** 196 merchants now live, a further 25 over the coming weeks
- **Increased commission rates** on a number of App Exclusive Merchants
- Expanding Laybuy's **Tap to Pay** in-store solution across more merchants in the UK
- Launched **Ad Marketplace** to help monetise our App
- Implemented **rule based fraud tooling** for real time monitoring
- **UK team expanding**, with critical hires in commercial, client facing roles across sales and customer success
- **100% GMV growth** 1H FY21 vs 1H FY22
- Recognised as a **Top 3 BNPL provider** in the UK
- **UK BNPL** still in its infancy compared to the more mature ANZ region



Outlook

FY22 Guidance

Expected to achieve annualised GMV of NZ\$1 billion for FY22 (up 60-70% on FY21)

Revenue expected to grow in line with GMV (60-70% on FY21) with the UK growth at 75% - 85% YoY

Accelerate

growth in the UK

Continue to tap into enormous opportunity in the UK market

Set up dedicated team to focus on maximising commercial arrangements and optimising revenue

Building

awareness through partnerships and affiliate marketing



Thank You



Gary Rohloff
Co- Founder & Managing Director



Katrina Kirkcaldie
Chief Financial Officer

investors@laybuy.com | laybuy.com

