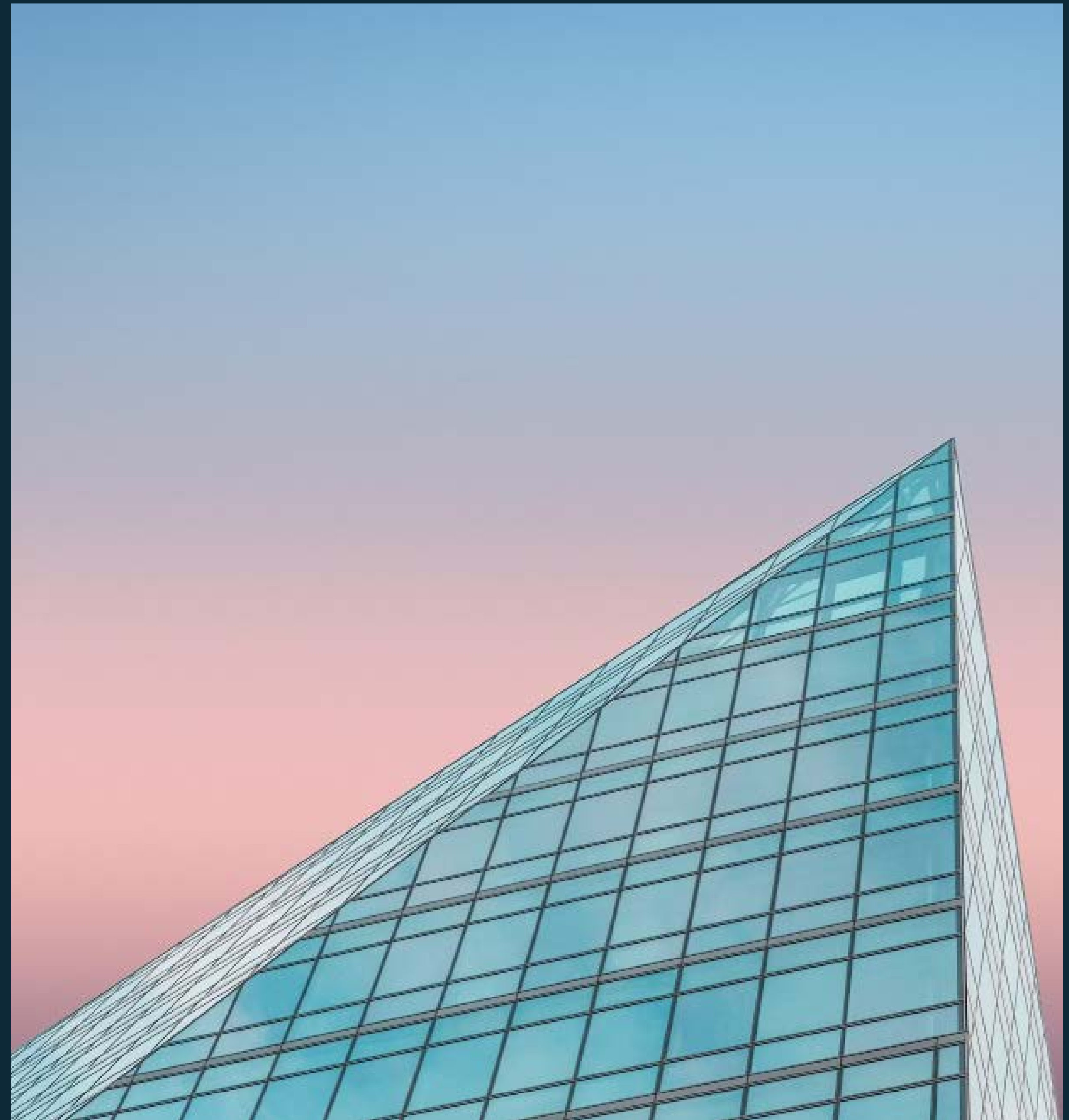




# H1 FY23 Results Presentation

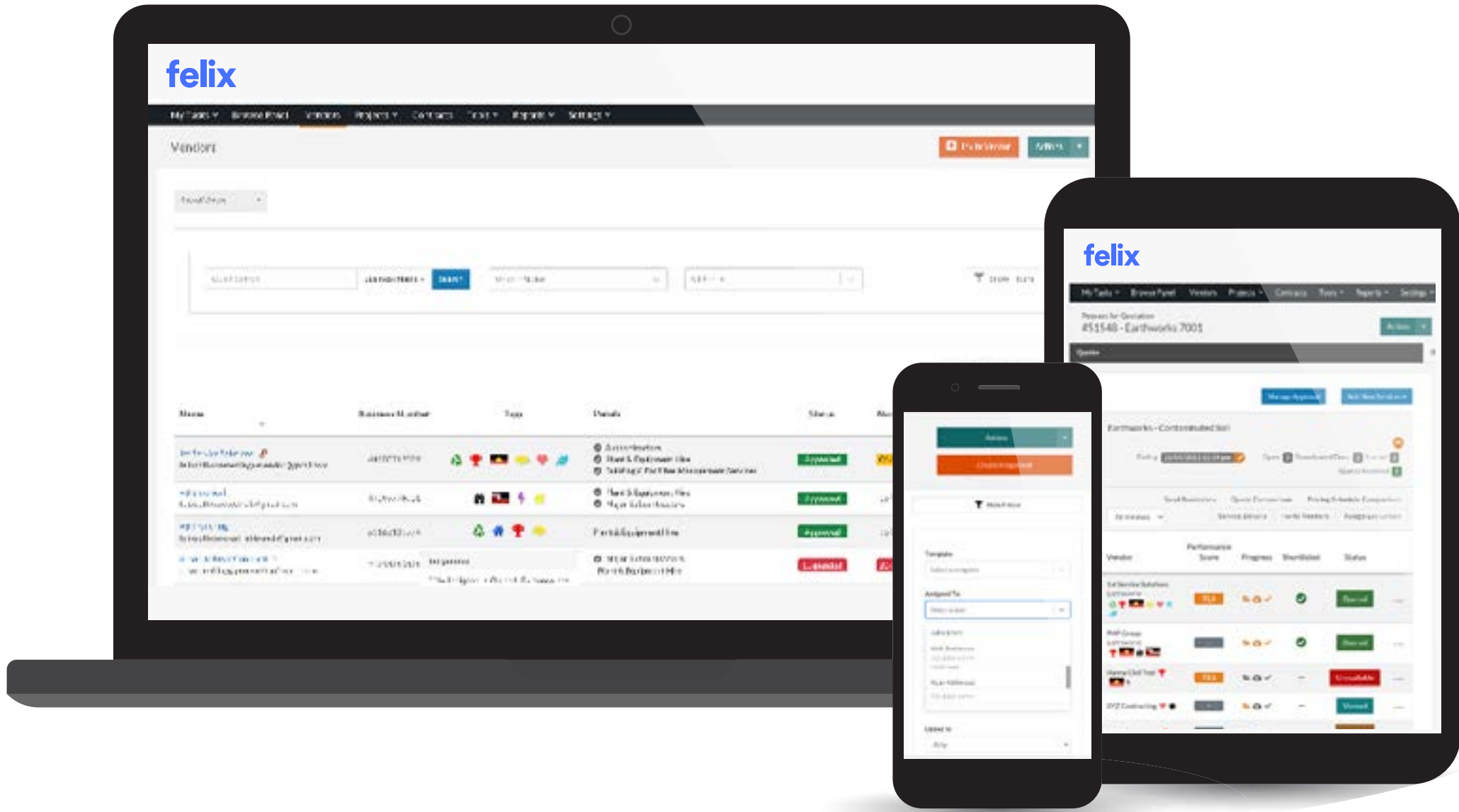
27 February 2023



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# Felix snapshot

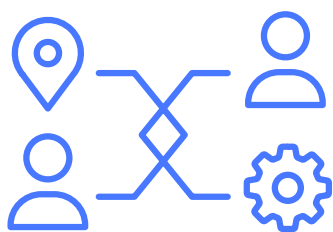


## Leading procurement management and Vendor Marketplace platform

- Established procurement platform linking Contractors and Vendors, digitising and automating complex supply chains
- Trusted by Tier 1 Contractors to manage risk, increase productivity and minimise spend leakage across the procurement cycle
- Rapidly growing Vendor Marketplace for Contractors and Vendors to find, manage and engage each other, accelerated by network effects as Felix scales
- Strategic partnership with InEight, a global leader in construction management technology, providing capital-light entry into targeted international markets
- Structural tailwinds including government infrastructure spending, tightening legislative & compliance environment and ESG requirements supports long-term growth

# Construction industry is ripe for disruption

Felix is capitalising on a significant digital disruption opportunity across the construction industry



## Supply chain complexity and compliance

Significant reliance by Contractors on third-party Vendors

Current systems increasingly inadequate for managing complex projects

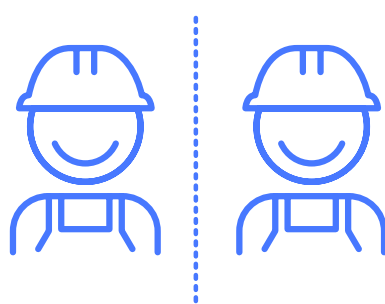
Compliance burden and sustainability targets increasing administrative requirements



## Transparency and oversight

Lack of visibility over previous Vendor interactions, risk profile and performance history

Limited audit capability increasing exposure to compliance risk and disputes



## Siloed critical information

Lack of access to aggregated project data or centralised documentation

Information siloed within business units and limited abilities to share information throughout organisations



## Manual processes

Paper-based workflows and excel processes are time consuming and prone to error

No efficient way to prequalify Vendors and compare like-for-like quotes

Inaccurate, out of date or incomplete compliance and insurance documents creating significant risks for Contractors

# Innovative platform connecting Contractors and Vendors

Felix connects Contractors and Vendors, digitising and automating critical procurement processes

## Contractors

(e.g. CIMIC) engage a supply chain of third-party Vendors to deliver capital projects



## Vendors

(e.g. Boral) are contracted to deliver specific works or supply materials



Subcontractors



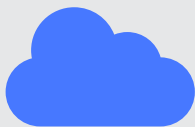
Suppliers



Consultants

## Integration

Felix seamlessly integrates with other business applications



ERP  
Platforms



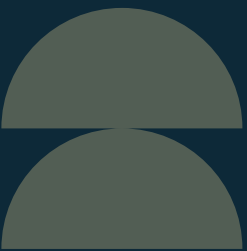
Document  
Management



Compliance  
Tools

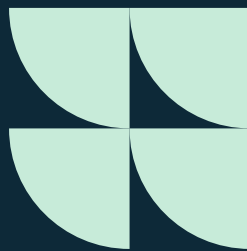
# Established platform connecting industry players

## Contractor modules



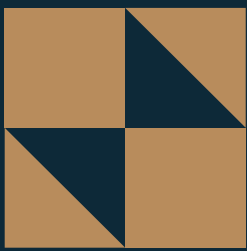
### Vendor Management

Seamlessly manages all tiers of Contractors’ supply chain of third party Vendors



### Sourcing

Enables project teams to manage sourcing activities with centralised documentation



### Procurement Schedule

Streamlines planning, execution and auditing of sourcing activities providing Contractors accurate visibility and control over procurement activities



### Contracts

Stores all contracts and contract summaries in a centralised, secure and easily searchable repository

## Core Focus

Licence fee based on number of modules, user accounts and Vendors

Felix enables Contractors and Vendors to efficiently find, manage and engage each other

## Vendor modules



### Vendor Marketplace

Enables Contractors to discover new Vendors outside of their existing supply chain



### Vendor Wallet & Passport

Streamlines and validates the prequalification process for Vendors

Planned development

## Freemium model for Vendors



# Highly strategic leading Contractors

Tier 1 and leading Contractors trust Felix to automate and digitise high risk procurement supply chains



# H1 FY23 highlights



# H1 FY23

Standout sales momentum and record number of expansion deals signed

\$4.9<sup>m</sup>

Group ARR  
+16% on H1 FY22

\$3.2<sup>m</sup>

Contractor Contracted ARR<sup>1</sup>  
+34% on H1 FY22

\$255<sup>k</sup>

Contractor MRR<sup>2</sup>  
+49% on Jun-22

43

Tier 1 and leading Contractors  
+8% on FY22

5

New Contractors signed  
in H1 FY23

8

Expansion deals signed  
in H1 FY23

79.3<sup>k</sup>

Vendors in the Marketplace  
+34% on H1 FY22

\$5.6<sup>m</sup>

In cash and cash equivalents as at 31  
December 2022

<sup>1</sup> Contracted Contractor ARR is the sum of contracted annualised recurring revenue for all Felix Contractor customers, which includes contracts yet to be implemented  
<sup>2</sup> Contractor MRR represents the monthly recurring revenue as at December 2022

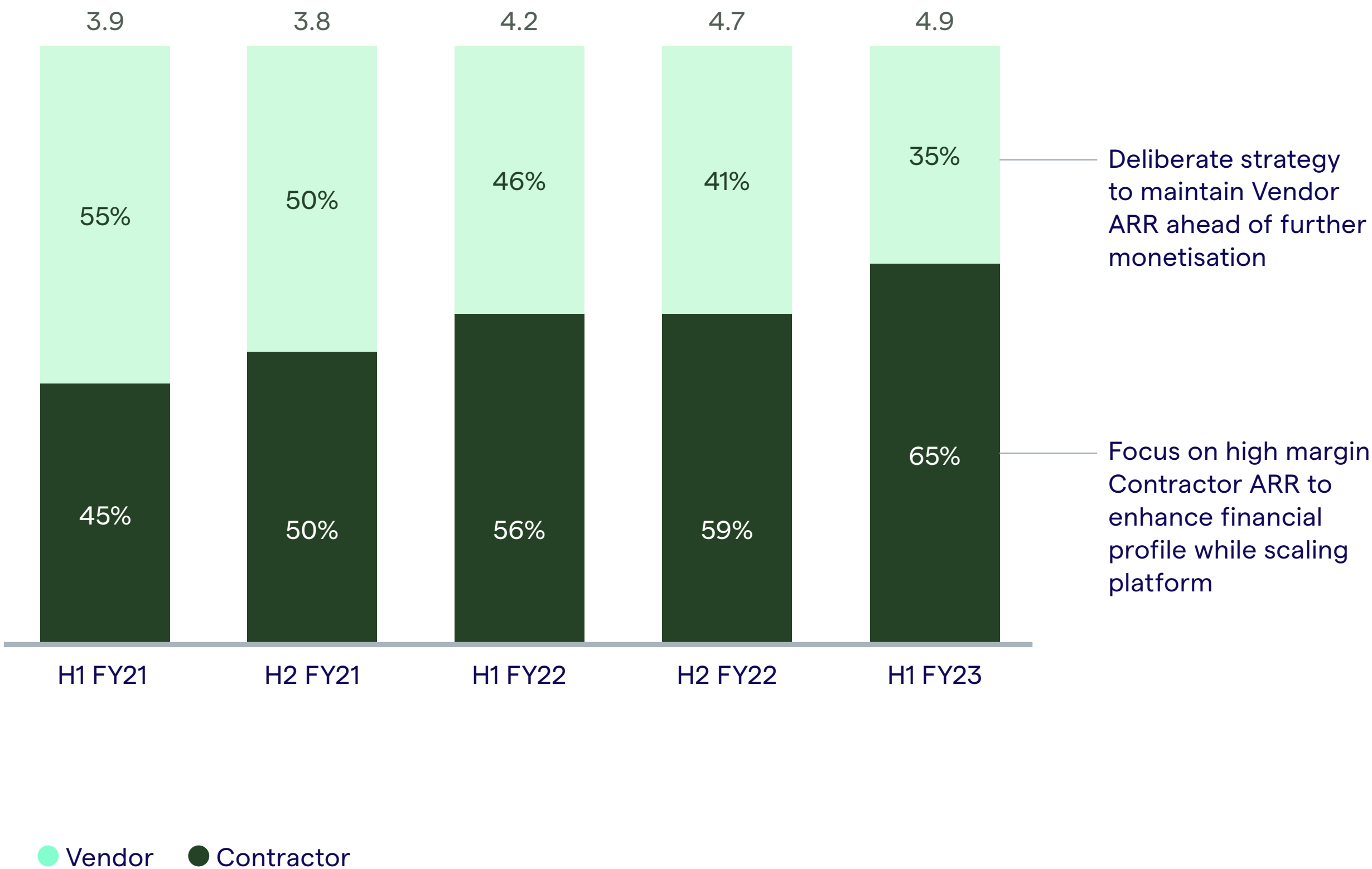
# Group ARR

Focused on driving Contractor ARR as priority:

- ✓ Contractor license fees represent high margin opportunity relative to current Vendor ARR
- ✓ High strategic value placed on Contractors given onboarding of their respective third-party Vendors at no acquisition cost to Felix
- ✓ High Contractor net revenue retention of 98.8% highlights stickiness, Felix’s attractive proposition and module expansion opportunities
- ✓ Contractor uptake facilitates Felix to be deeply embedded in mission critical procurement processes, driving long-term engagement
- ✓ Adoption by new Contractors reinforces and accelerates network effect, attracting more Vendors to the marketplace to bid for opportunities

Contractor-led strategy significantly enhances the strategic and financial value of the Vendor Marketplace ahead of transition to new Vendor monetisation model

## Group ARR breakdown

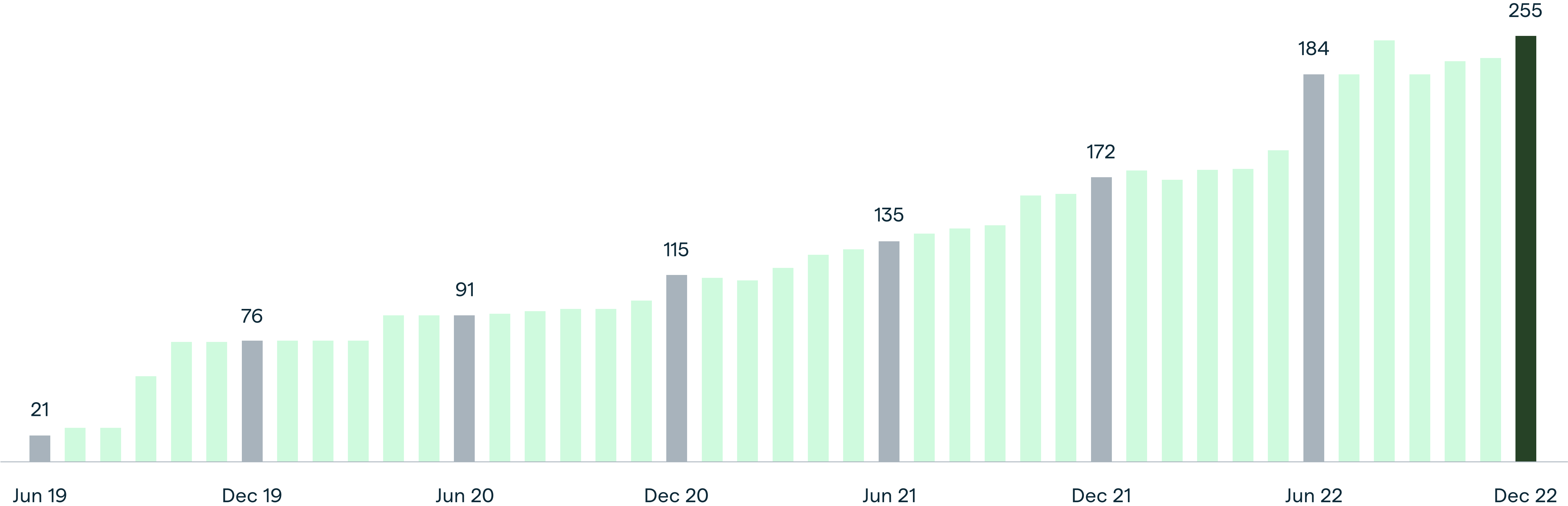


# Monthly recurring revenue momentum

Contractor MRR growth providing further platform validation

Contractor MRR<sup>1</sup> (\$'000)

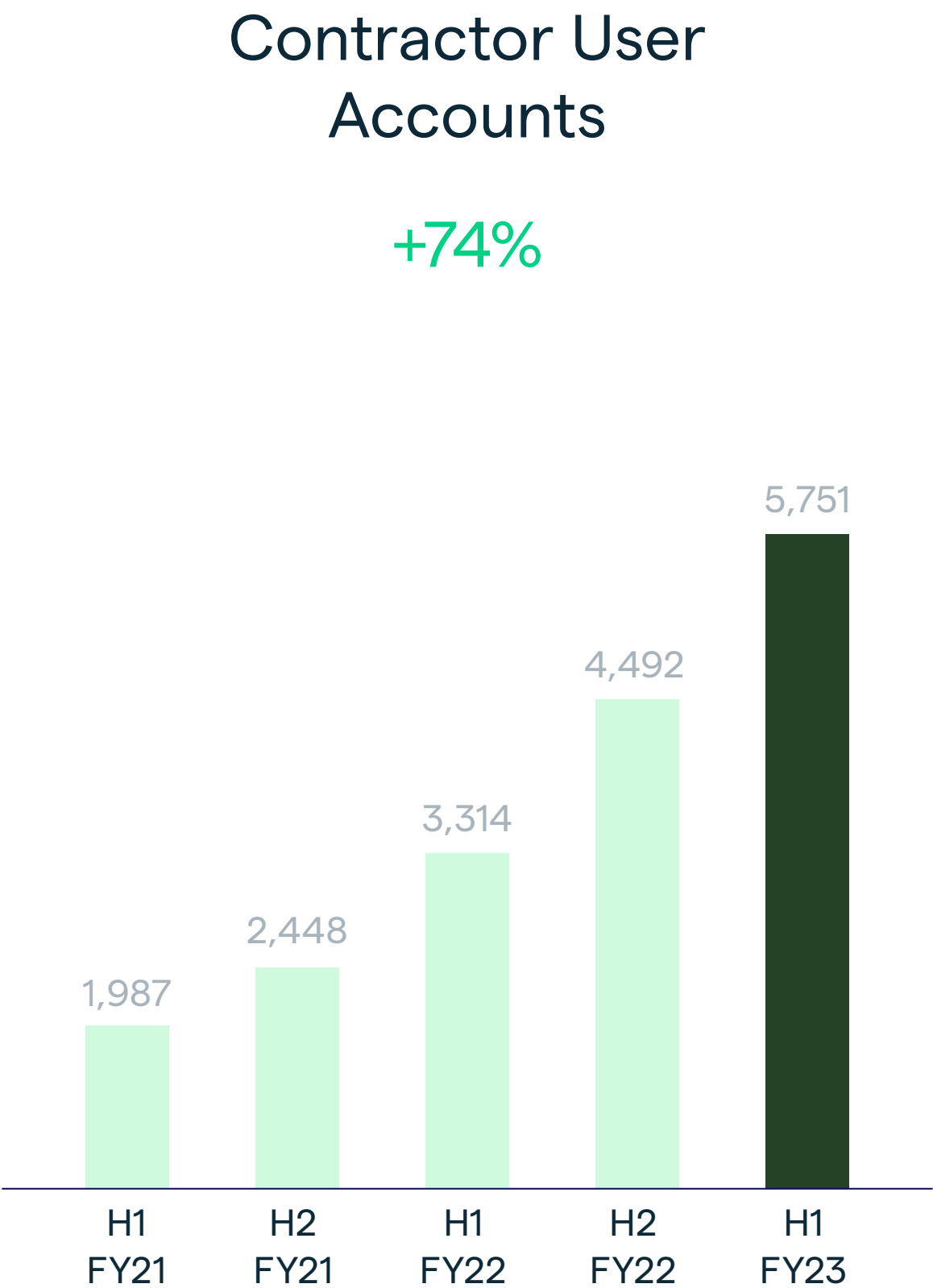
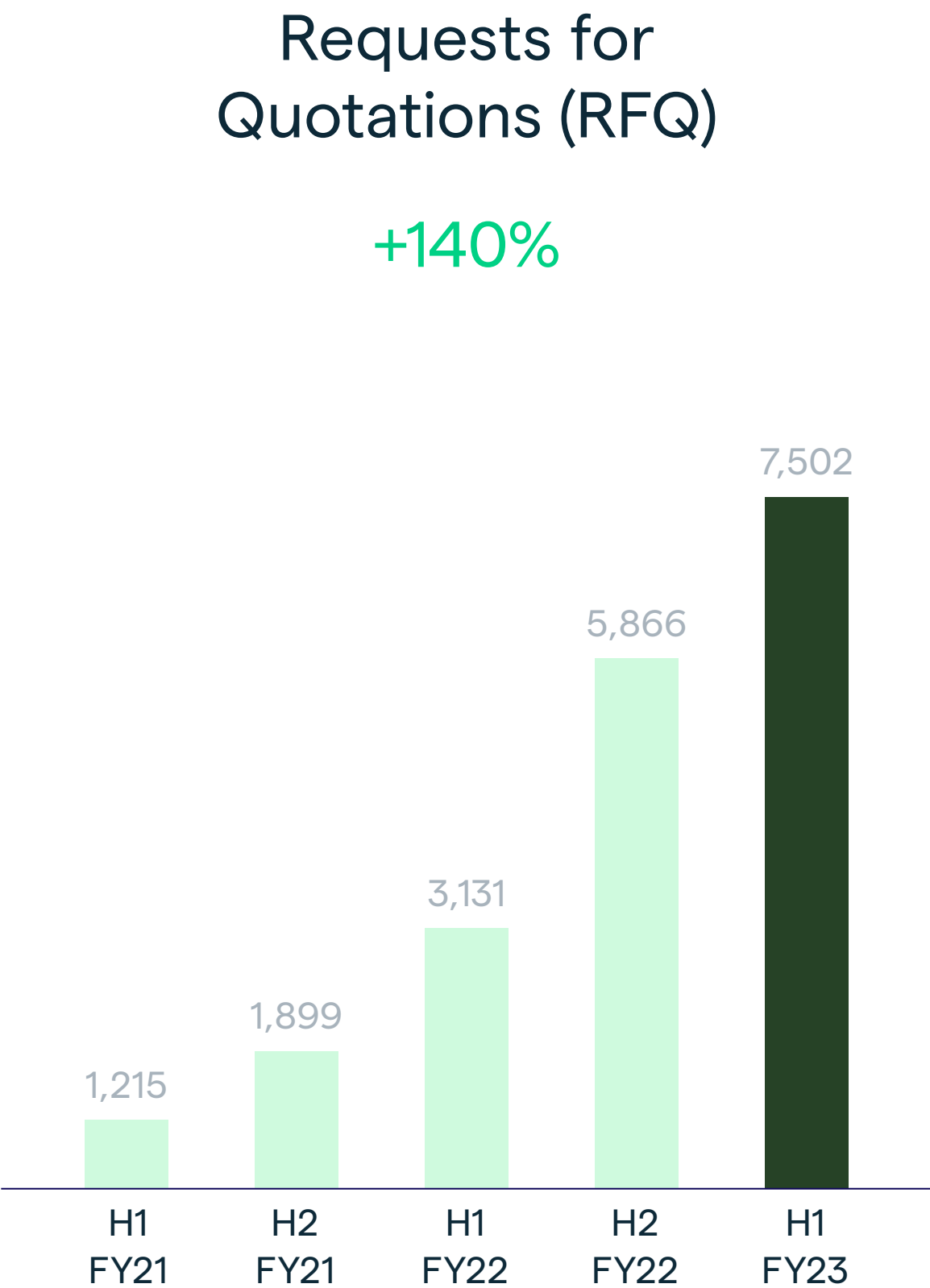
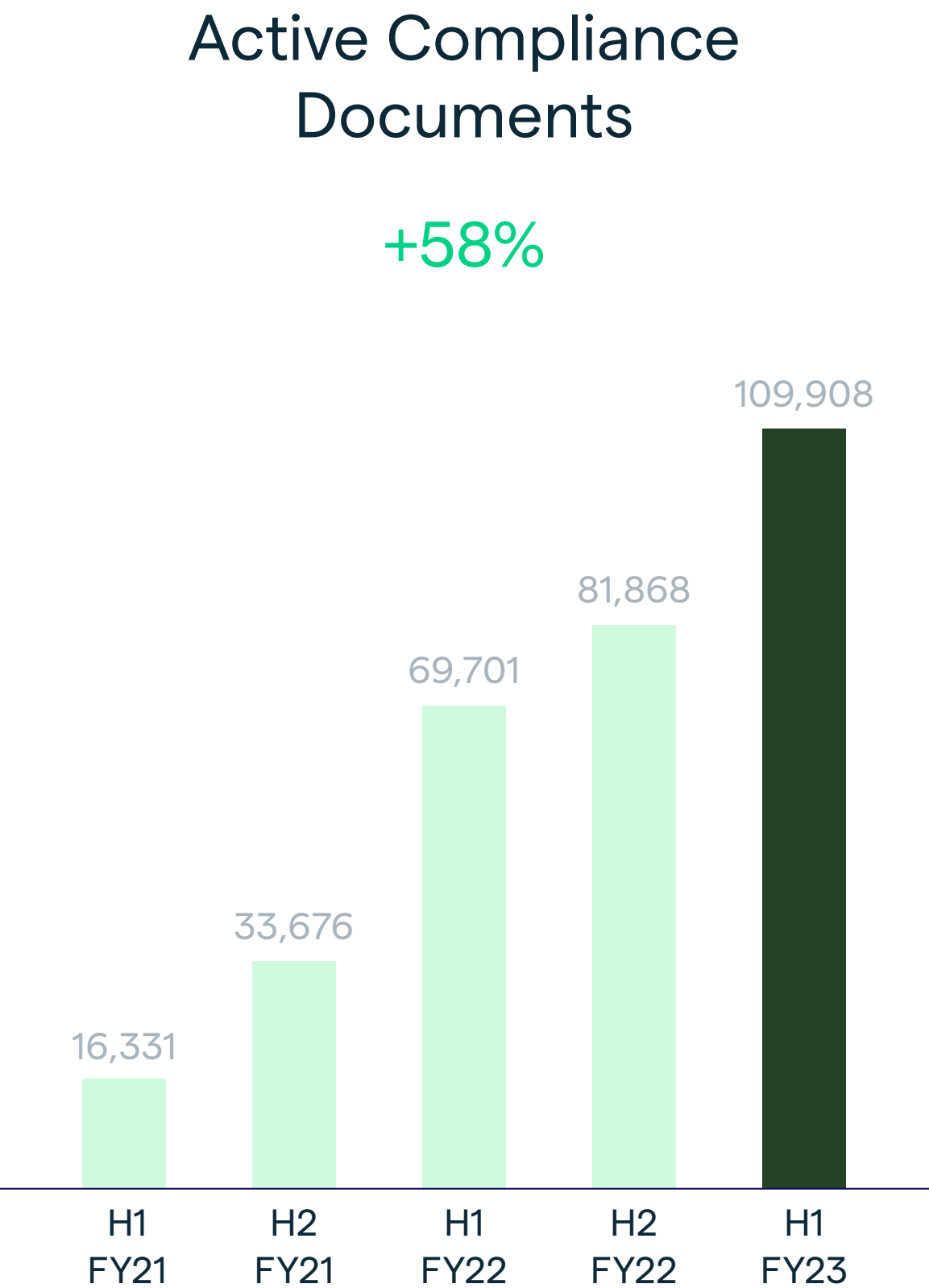
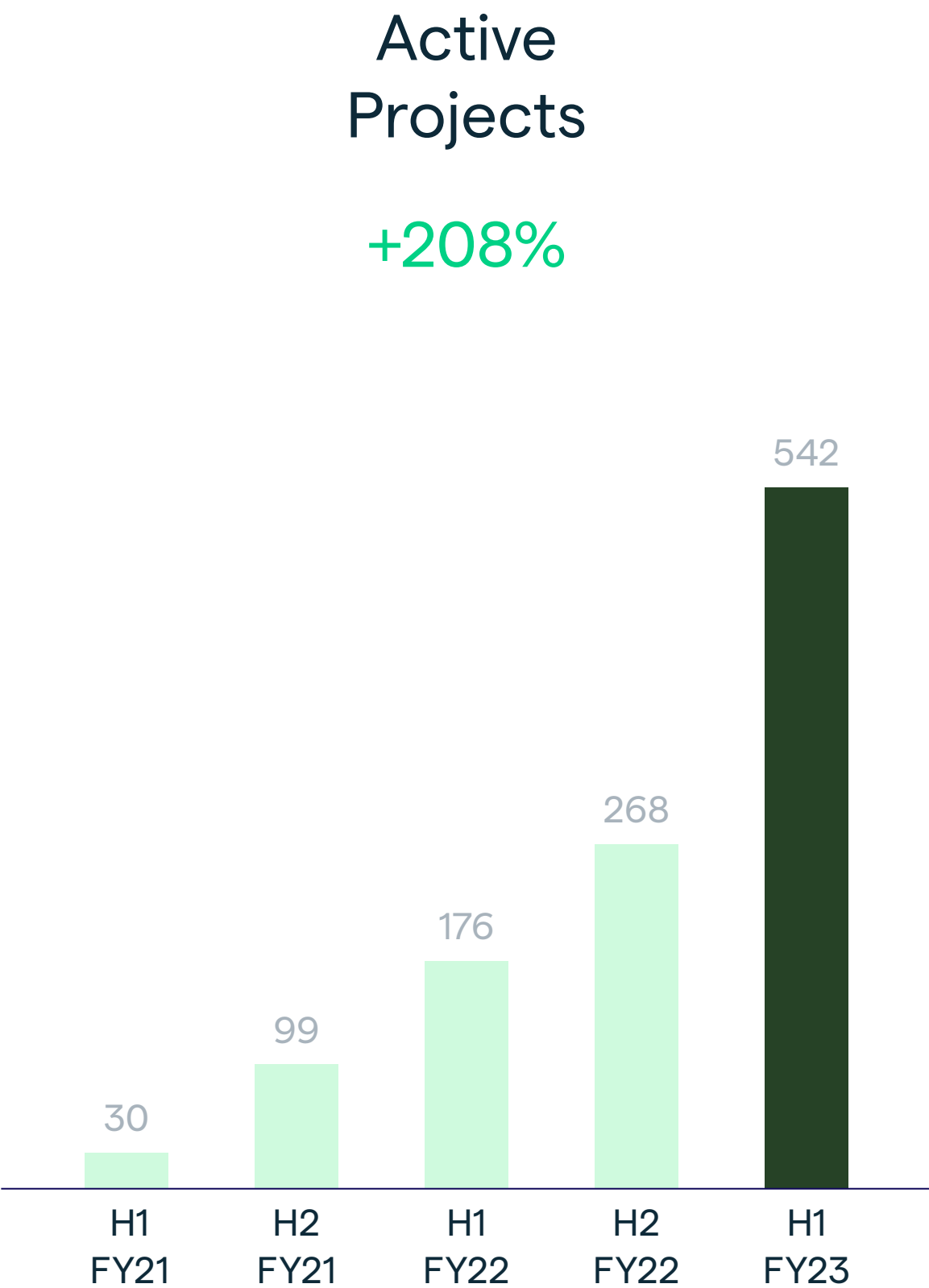
6.1% CMGR<sup>2</sup> (Jun-19 to Dec-22)



<sup>1</sup>Contractor MRR represents the monthly recurring revenue as at month-end  
<sup>2</sup>Compound monthly growth rate

# Platform engagement metrics

Engagement across key platform metrics reflects Felix becoming entrenched in Contractor operations



Rapid penetration of platform across Contractor projects

Reflects growing usage of Vendor Management module, providing significant opportunity to automate document workflows

Demonstrates growing use by Contractors to source quotes from Vendors, incentivising Vendors to join the Marketplace to access new projects

Driven by expanding usage across Contractors internal workstreams and new Contractors

# Summary H1 FY23 financials

	H1 FY23 (\$000)	H1 FY22 (\$000)	Change (%)
REVENUE			
1 Contractor revenue	1,453	920	58%
2 Vendor revenue	920	948	(3%)
Other income	96	70	38%
TOTAL REVENUE	2,469	1,937	27%
OPERATING EXPENSES			
Employee benefits	(3,776)	(3,364)	(12%)
3 Advertising and marketing	(100)	(137)	27%
4 Share based payments	(88)	(454)	81%
5 Other operating expenses	(1,671)	(1,263)	(32%)
TOTAL OPERATING EXPENSES	(5,635)	(5,217)	(8%)
6 EBITDA	(3,166)	(3,280)	3%
Depreciation & amortisation	(146)	(390)	62%
Finance costs	(6)	(5)	(39%)
LOSS BEFORE INCOME TAX	(3,319)	(3,675)	10%

- 1 Strong growth in Contractor revenue driven by five new contract wins and a record eight expansion deals signed during H1 FY23. Note this figure excludes the BMD Group and Laing O’Rourke enterprise contracts signed subsequent to period end, which will contribute \$154k and \$249k in Contractor ARR respectively
- 2 Small decline in Vendor revenue in line with deliberate strategic shift towards scaling Contractor revenue
- 3 Focus on advertising and marketing efficiencies throughout H1 FY23 in line with financial discipline and cost optimisation objectives
- 4 Reduction in share-based payments largely driven by no payments associated with employee salary sacrifice options due in H1 FY23
- 5 Other operating costs include increased subscription costs driven by data hosting expenses, increased project costs associated with configuring new customers, partially offset by a reduction in professional fees
- 6 Slight improvement in EBITDA despite challenging business environment, with this expected to improve in H2 FY23 in line with FY23 budget, implementation of new contracts signed in early H2 FY23 and a robust pipeline

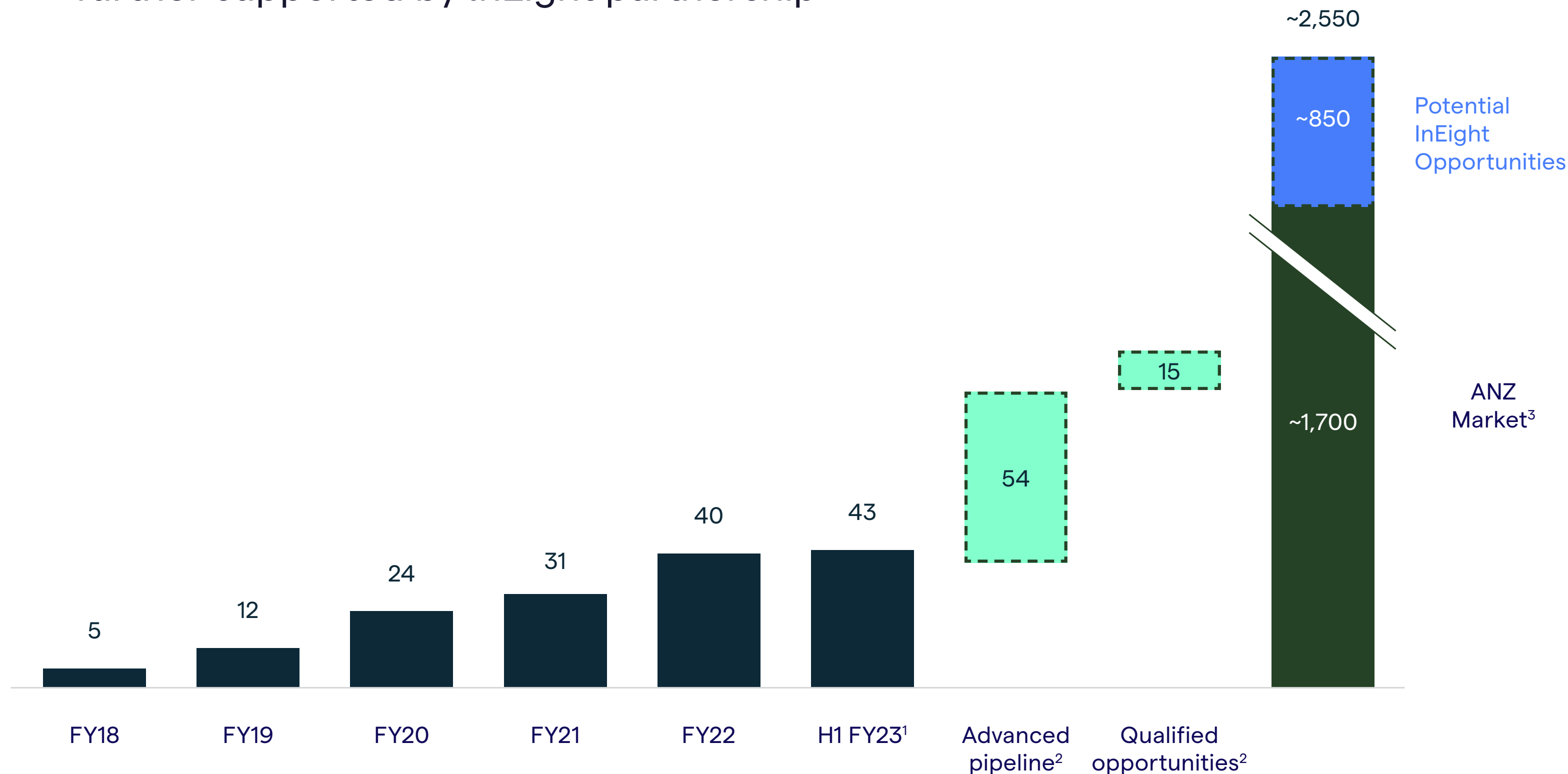


# Growth Strategy

- Large Contractor pipeline and expansion into adjacent sectors
- Capitalise on expansion opportunities within existing customers
- Focus on targeted international expansion
- Unlock the value of Felix's Vendor Marketplace
- Strategic platform development

# ● Large Contractor Pipeline

Growth potential underpinned by validated platform and significant Contractor pipeline, further supported by InEight partnership



Conversion approach and focus:

- Build on strong sales and expansion momentum from H1 FY23 to continue driving adoption of Felix in both target and adjacent sectors
- Execute on active joint-bid opportunities with InEight for major blue-chip Contractors, who operate in Felix's target international markets
- Leverage recent Tier 1 contract wins to highlight value of Felix's platform to other Contractors working on significant infrastructure projects such as the North East Link project

<sup>1</sup> H1 FY23 does not include BMD Group contract win which was won subsequent to period end

<sup>2</sup> Number of advanced and qualified prospective Contractors as at 25/2/2023

<sup>3</sup> Based on management estimates

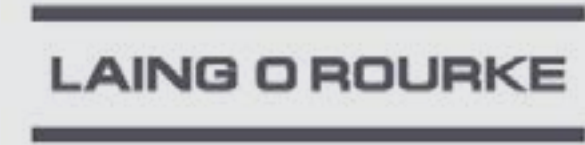


# ● Penetration of new high value sectors

➤ Continued focus on and traction across initial target sectors



Government & Infrastructure



December 2022



Engineering & Construction



January 2023



Energy & Utilities



November 2021



Diversified Real Estate



January 2022



Commercial Construction



June 2022



Resources, Oil & Gas



December 2022

Strong track-record in existing high value sectors, supported by industry tailwinds, fueling growth opportunity

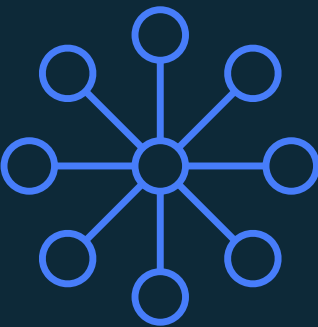
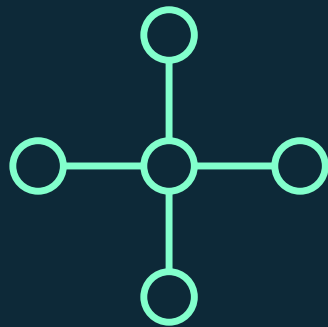
➤ Cornerstone customer wins and early traction in adjacent sectors highlight broad applicability of Felix



# ● Land and expand opportunity

Compelling module suite unlocks further high margin / low CAC revenue opportunity within existing customers

○



Land

Expand

Scale

Single module, project or small number of user accounts

Multiple projects, additional models, expanded user accounts or new regions

Enterprise agreement, licensing all relevant modules across multiple teams and regions

~50%

Of existing customers licence 2 of Felix’s 4 modules

24

Contract expansions under discussion

ARR expansion from existing ASX-listed Enterprise customer

\$36k  
2018

\$100k  
2020-2021

\$210k  
2022+

\$6.6m

Vendor Management (Divisional)

Vendor Management (Full Enterprise)  
Sourcing (Divisional)

Vendor Management (Full Enterprise)  
Sourcing (Full Enterprise)  
Procurement Schedule (Full Enterprise)  
Contract Management (Full Enterprise)

Potential expansion revenue opportunity across all existing customers<sup>1</sup>

<sup>1</sup> Management estimates including potential opportunities to move upstream into parent entities of existing customers.

# ● International expansion

## Opportunity in target international markets

- Near-term focus on growing ANZ Contractor base, while partnering in key international markets to expand Felix's global market opportunity
- Flexible platform and common Contractor processes across regions makes Felix easily deployable to international markets
- Referral opportunities being explored from existing Australasian customers introducing Felix to offshore markets through international projects – compounding Vendor Marketplace engagement as well

## InEight partnership

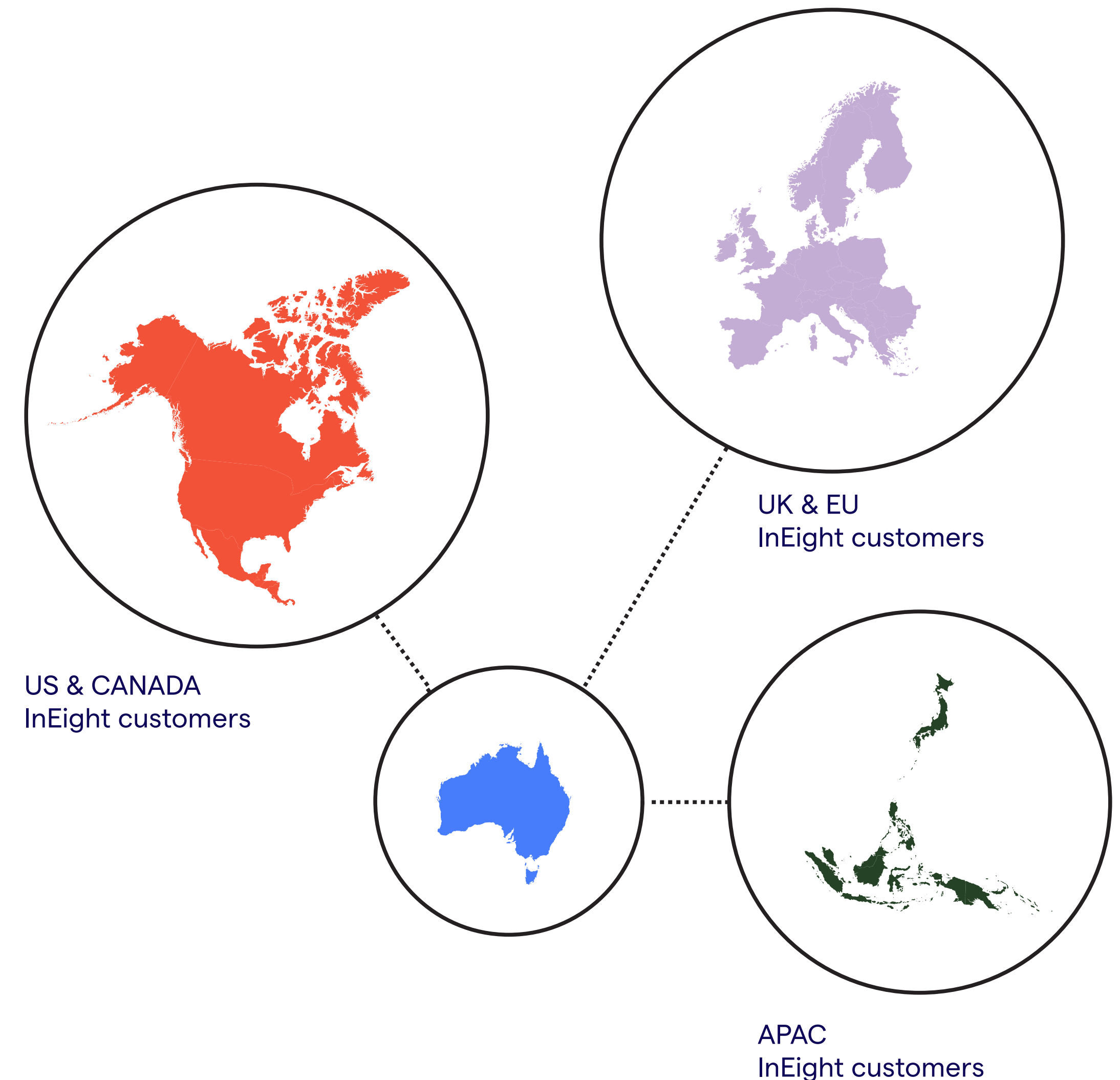
- Enables capital-light expansion into international markets, with an initial focus on North America and Europe, leveraging InEight's sales force, relationships and established infrastructure
- Commercial framework for go-to-market strategy with InEight agreed, with active discussions ongoing with joint-bid Contractor prospects
- Completed first native integration with InEight, ensuring thousands of documents exchanged throughout the procurement phase remain synchronised and controlled across both platforms

## Platform internationalisation

- Development of integrations with InEight and Felix platform updates to further expand international opportunity

For further details see ASX releases, InEight International Strategic Partnership, 8 February 2022 and Capital raising investor presentation, 4 May 2022

## Targeted and capital-light expansion strategy



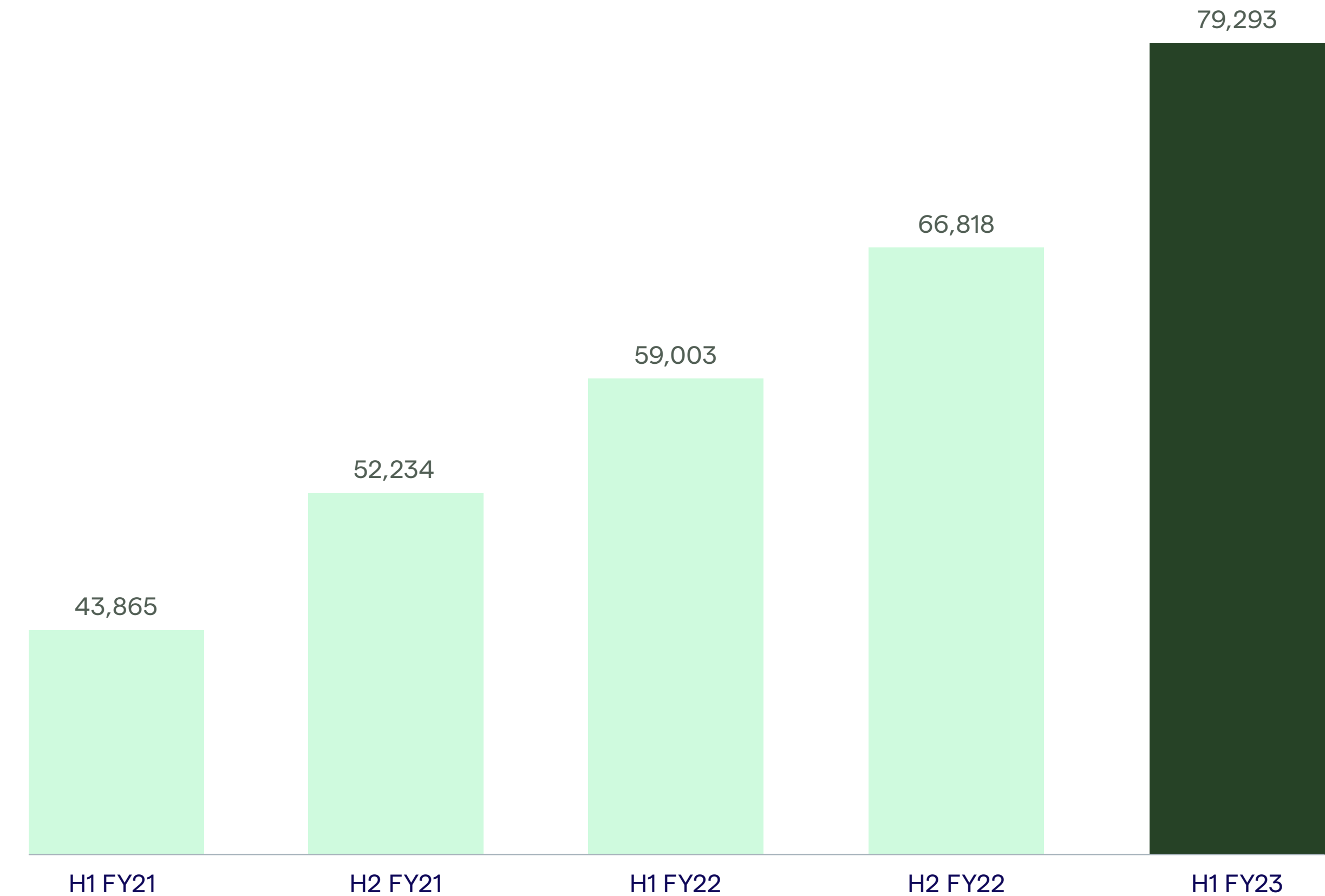


# ● Vendor Marketplace monetisation

- Contractor-led strategy is accelerating the scale of the Vendor Marketplace as new Contractors mandate usage of Felix and onboard their entire third-party supply chains of Vendors onto the platform
- Each new Contractor effectively builds the Vendor Marketplace at no direct acquisition cost to Felix
- Staged approach to growth focuses on enhancing the scale and value of the Vendor Marketplace ahead of monetisation in the medium-term:
  - 🔄 Increase the number of Contractors on the platform to grow the number of Vendors and request for quotes submitted by Contractors on the platform
  - 🔄 Develop new functionality for Vendors including AI-powered Vendor compliance document automation to significantly streamline qualification process for projects
  - Release new modules to significantly enhance the value proposition and drive Vendor conversion and retention
  - Transition to new subscription revenue model, once Marketplace has reached sufficient scale

Long-term growth underpinned by significant opportunity to unlock the value of the Vendor Marketplace

Vendors in the Vendor Marketplace



# ● Strategic platform development

Investment to expand markets, unlock the value of the InEight partnership and enhance platform value

## Current Focus

- 🕒 Architecture updates to facilitate local hosting in new regions to support Felix's growing number of existing Contractors with international operations
- 🕒 Data compliance certifications for US and Europe
- 🕒 Development of AI-powered document information extraction and validation to provide significant operational and strategic benefits for Vendors and Contractors

## 12 months

- Integrated ecosystem including an expanded InEight Connected Solution along with fraud detection and risk monitoring partnerships
- Core module enhancements to that provide expanded supply chain coverage and increased capability of Sourcing module
- Ongoing security investment for Vendors and Contractors

## 12 months +

- Vendor modules, including Compliance Passport with a long-term view towards significant Vendor monetisation opportunity
- Project compliance benchmarking and reporting functionality
- Additional partner integrations for an expanded integration ecosystem
- Expanded Contract Management capability

# Outlook

# 2023 Priorities

## Scale Contractor revenue

Focus on near-term high value Contractor opportunities in the pipeline and leverage existing customer relationships to expand accounts

## Secure first international customer

Deliver first Contractor win in targeted international markets

## Unlock value of InEight partnership

Convert ~3 significant opportunities through InEight partnership and expand new Contractor prospects leveraging joint go-to-market strategy

## Execute on planned platform development

Investment to expand markets, unlock the value of the InEight partnership and enhance platform value

## Focus on capital efficiency

Execute on FY23 budget focused on prioritised strategic investments, optimised costs and progress towards cash flow break even







Compliance

Increasing legislative requirements, like the Modern Slavery Act 2019, and supply chain complexity create significant risk for Contractors



ESG & CSR

Contractors are pursuing initiatives to improve ESG performance including sustainable materials sourcing, raising female participation and supporting Indigenous engagement requiring firms to source and engage appropriate Vendors



Digitisation

Errors, delays, disputes and rework – caused by ineffective supply chain management – have significant impacts on overall project costs, loss of reputation and penalties driving Contractors to adopt technology to ensure accurate, real-time and comprehensive data flows.



Infrastructure spending

Government initiatives to stimulate economies post-COVID-19 include prioritised spending on a range of infrastructure-led construction projects. For example, the Australian Government’s A\$110bn land transport infrastructure program<sup>1</sup>.

<sup>1</sup> Australian Government 2020-21 Budget, The Department of Infrastructure, Transport, Regional Development and Communications, Oct 2020



# Additional Information

# Corporate Overview

## Share price performance (Last 6 Months)



## Substantial Shareholders

David Williams	14.4%
Thorney Investment Group	9.1%
Salter Brothers Emerging Companies	9.0%
George Rolleston (NED)	6.9%
Mike Davis (Co-Founder & CEO) and Michael Trusler (Co-Founder & NED)	6.4%
Perennial Value Management	5.7%
InEight (Strategic partner)	4.9%

## Financial information

Share price (24-Feb-23)	\$0.17
52-week trading range (low / high)	\$0.10 / \$0.37
Shares on issue	156.7m
Market capitalisation (24-Feb-23)	A\$26.6m
Cash (31-Dec-22)	A\$5.6m
Debt (31-Dec-22)	N/A
Enterprise value	A\$21.0m

## Research Coverage

## CCZ Equities

# Board and Management



**Michael Bushby**  
Chairman

- 30 years’ experience in Government including former Chief Executive of Roads & Traffic Authority in NSW
- Senior experience in the transport infrastructure sector
- Previous Chairman of transport technology company EROAD Ltd (NZX:ERD) and Board member and President of Roads Australia



**Joycelyn Morton**  
Non-Executive Director

- Extensive corporate experience in Australia and internationally across a variety of industries
- Currently serves as a non-executive director of Argo Global Listed Infrastructure (ASX:ALI), Argo Investments (ASX:ARG), and Beach Energy (ASX:BPT).



**Michael Trusler**  
Non-Executive Director & Co-Founder

- Co-Founder of Felix
- Over 5 years’ of experience as a civil engineer with MCG Group, Leighton and Inten Constructions
- Holds a Bachelors’ degree in Engineering



**Mike Davis**  
CEO, Managing Director & Co-Founder

- Co-Founder of Felix
- Over 15 years’ experience in running technology companies, including founding and leading global e-commerce business Canvas & Canvas



**Rob Phillpot**  
Non-Executive Director

- Global Construction Tech leader with over 20 years' experience
- Co-founded global leading collaboration platform Aconex (ASX:ACX), which was acquired by Oracle in the largest tech acquisition in Australian history at the time



**James Frayne**  
Chief Financial Officer

- Former Senior Accountant at Grant Thornton in the privately held business and taxation divisions
- Holds a Bachelor’s Degree in Business and an MBA from QUT
- Member of the Institute of Chartered Accountants Australia and New Zealand



**George Rolleston**  
Non-Executive Director

- Over 15 years’ transactional and advisory experience across a range of industries
- Sits on a number of boards in industries ranging from tourism, finance, software and medical technology, including MHM Automation Ltd (NZX:MHM)



**Steve O'Keeffe**  
Chief Technical Officer

- 15 years’ experience working with enterprise software systems in mining, construction and services sectors
- Extensive experience in the configuration and implementation of third-party ERP software platforms, before moving to roles overseeing development and commercialisation of software

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