

ASX:AND Ansarada Group Limited Annual General Meeting - 21 November 2023

Sam Riley, CEO Presentation

Ansarada Group Limited (ASX: AND), a global information governance software provider, is pleased to present Sam Riley's CEO presentation for Ansarada's FY23 Annual General Meeting.

Sam Riley CEO, "Thank you Peter and I'd like to publicly acknowledge the immense contribution and support you and the entire Ansarada Board have given to me, the Ansarada leadership team and all our stakeholders. It's been a great year working together.

It's a privilege to stand before you today to share our journey, our achievements, and our vision for the future. Our continued success is a testament to the hard work of our team, the trust of our customers, the contributions from our suppliers and the unwavering support of our investors.

At Ansarada, we are driven by a singular purpose: to bring order to the chaos organizations face, enhancing their business value. We believe in the power of structured information and processes to provide insights and confidence for better business outcomes. Our values – Care, Courage, Curiosity, and Change – are the cornerstones of everything we do, guiding us in our mission to deliver exceptional service and innovative solutions.

Our suite of products is designed to simplify and secure critical business processes, from corporate deals and high stakes procurement to risk, governance and sustainability management. We're proud to serve over 10,000 customers¹ across 180 countries, helping them achieve efficiency, order, and control.

Our global presence, including offices in key markets like Sydney, London, Amsterdam, Ho Chi Minh City and Chicago, underlines our commitment to being a dominant player in our industry.

A few stories of our customers that come to mind are:

Deals: ISPT, The Industry Super Property Trust is all about creating Better Futures and they recently signed onto an Ansarada Deals Enterprise ARR agreement.

Procure: The \$20bn Sydney Metro Project is revolutionising public transport in Sydney, Ansarada was engaged from the start and we continue to support the initiative.

GRC: We recently won two new customers who are both foreign banks operating in Australia.

ESG: We helped leading childcare provider NIDO establish their Sustainability strategy and engage with their stakeholders, also in their recent IPO process.

Reflecting on FY23, despite continued challenges with lower volume in M&A markets, I'm pleased to report we delivered profitability and positive free cash flow, with a net cash balance of \$21.6 million and a strengthened EBITDA margin. We've shown resilience and strategically navigated through a challenging economic environment. These results speak to the dedication of our team, quality of our solutions and the robustness of our business model.

¹ Total Customers refers to active customers and includes consolidated customers numbers for both Ansarada NewCo Pty Ltd and Ansarada Group Limited (formerly thedocyard) including periods prior to the merger plus TriLine GRC from Q2 FY22 onwards. Total customers includes any subscription/contract with an active platform. Customers may have more than one deal platform, board portal or governance solution open at any given time. Customer numbers include customers acquired through the freemium strategy.

FY23 was remarkable for our Annual Recurring Revenue (ARR²) growth. Our focus on expanding our product offerings and improving our sales, marketing and customer success functions has led to significant gains in ARR. This is a clear indication that our strategies are resonating with the market, and our solutions are delivering real value to our clients.

In FY23 we established five key focus areas to execute on. These areas are foundational to our aspiration of achieving \$100m in ARR. This includes converting freemium customers to paid subscribers, expanding our GRC & ESG products, and investing in operational efficiency. Each of these areas is crucial for our sustainable growth and continued success.

1. Converting Freemium to Paid Subscriptions

Firstly, our strategy to convert freemium customers to paid subscribers is pivotal. We've successfully introduced a freemium model that allows potential clients to experience the value of our solutions firsthand. This model is not just about attracting new users; it's a strategic pathway to nurture these relationships and demonstrate the indispensable benefits of our full offerings. By focusing on user engagement and delivering exceptional service, we're confident in converting these users to loyal, paying subscribers, thereby boosting our recurring revenues.

2. Expanding GRC & ESG Product Offerings

Secondly, we're expanding our Governance, Risk and Compliance solutions and our Environmental, Social, and Governance (ESG) product offerings too. In today's world, GRC and ESG considerations are not just a trend but a critical component of sustainable, responsible and resilient business practices. We're enhancing our platform to provide comprehensive solutions, helping businesses develop and execute on a sustainability strategy, meet their sustainability goals, comply with evolving regulations and be operationally resilient against a variety of scenarios that could affect them. This expansion not only aligns with global priorities but also opens up new market segments for us, ensuring long-term growth and differentiation in the market.

3. Investing in Operational Efficiency & Cash Flow positivity

Our third area of focus is investing in operational efficiency. We have been, and aim to continue, self funding our growth strategies. Efficiency is the backbone of profitability and growth. We are streamlining our operations, optimizing our processes, and leveraging technology to reduce costs and enhance productivity. This strategic focus will not only improve our bottom line, but also allow us to be more agile and responsive to market changes, ensuring we deliver the best value to our customers and stakeholders.

Lastly, all of these combined strengthen our ability to achieve our \$100m ARR growth ambition. The next milestone for us is to move from today's ARR levels of around \$12m ARR to \$30M ARR. As your CEO, I am committed to executing these strategies with precision and care.

We have outlined the high level the path required to achieve \$100 million in ARR. FY23 was a fantastic year executing on the foundations stage, and we find ourselves sitting more in the expansion phase right now. Our product-led digital culture and global go-to-market channel investments are key to this journey and achieving our next ARR milestone of \$30m.

I'm also excited to announce our first ever Annual Sustainability Report will be released very soon, a testament to our commitment to improve our sustainable business practices and "walk the talk". This report was produced in collaboration with our Non-Executive Director, Nancy Hobhouse who joined us this year and is a world leader in establishing and executing on ESG. I'd like to welcome Nancy to briefly speak about our efforts in creating a sustainable and responsible culture and business at Ansarada."

Nancy Hobhouse, Non-Executive Director, "Thank you for the opportunity to join Ansarada board. I have worked or studied in the ESG space for over 2 decades. One of the key needs for business is the ability to address the ESG drivers without being paralysed by the complication and jargon aspects of the ESG world. Companies are being forced to face ESG due to legislation, client and/or investor requirements. However,

² ARR or Annual recurring revenue refers to revenue, normalised on an annual basis, that Ansarada expects to receive from its ARR Subscribers for providing them with Ansarada's products or services. It is calculated by annualising MRR: Monthly Recurring Revenue (MRR) x 12.

companies also benefit from OpEx savings and revenue opportunities. All software currently in the market is complicated to understand. This is one of the main reasons I was hugely excited about Ansarada developing into the ESG market. Ansarada has a proven track record of bringing order to chaos with intuitive software systems that lead customers through to being compliant. I look forward to the chance to help continue to shape this product offering and make it the go-to software solution for businesses to manage their ESG strategies and reporting requirements.”

Sam Riley CEO, “Whilst it is our FY23 AGM, we are talking to you in November and it’s a good opportunity to update you on FY24 trading, including October.

We put our Q1 results out last month and they highlighted that the positive trends from Q4 FY23 continued into Q1, where we delivered positive cash flow and profitability, with \$2.9m EBITDA³, a 22% margin.

Our non-deal revenues were 28% up, another clear indication of our strategy to build a stronger and more diversified Ansarada offering. Once again, we saw an increase in ARPA and we expect that to continue increasing modestly and consistently over the next 12 months.

We added subscribers in Q1, which was the third quarter in a row we have added net subscribers.

So that was Q1; how has Q2 started? We saw momentum increase in October and some encouraging trends emerged.

We continue to track the trends in our new subscriber and new contract wins. From July 21 to January 23, there was a drop off in deal volumes due to the macro-economic environment affecting our ability to generate new subscriber wins. However, over the last 6 months we’ve seen positive trends with new wins increasing substantially year on year.

These tailwinds helped contribute to Record Monthly Billed Revenue⁴ in October and we saw a 100% increase in new wins coming out of Europe. I’m pleased to say this contributed to positive October cashflow, increasing on October results prior year.

There is still plenty left in the quarter and we will keep our heads down on execution and report on the full quarters results in January.

Before we move to the Q&A session, I want to express my deepest gratitude to our Board of directors, our team, our customers, and our investors. Your belief in our vision and strategy fuels our journey. Thank you for your support and trust in Ansarada.

In closing, the journey we’re on at Ansarada is not just about growth; it’s about creating sustainable value for our customers, our people, and our stakeholders. Good Growth. We’re excited for the future and look forward to continuing this journey together. Thank you for your time today.”

-ENDS-

This announcement was authorised for release by the Board of Ansarada Group Limited.

About Ansarada (ASX:AND)

Ansarada is a SaaS Platform with products used by the world’s top companies, advisors and governments to govern their most critical information and processes in Deals and Transaction Management, Board

³ EBITDA represents earnings before interest, tax, depreciation and amortisation. Adjusted EBITDA (“EBITDA (ADJ)”) equals EBITDA excluding non-cash shared based expense, business combination costs, capital raising and restructure expenses

⁴ Billed Revenue is the sum of all invoices sent in the month of October related to contracts signed less any credits from prior periods credited in October 2023.

Management, Compliance and Procure. Ansarada enables organisations across the globe to be run more efficiently, with reduced risk and an increased ability to make fast confident decisions.

Ansarada is purpose-driven with a mission to help organisations be confident in every critical decision throughout their lifecycle so they can fully realise their potential.

For more information please visit www.ansarada.com or email at investors@ansarada.com