

### Important Notice and Disclaimer

This presentation contains summary information about Propel Funeral Partners Limited (ACN 616 909 310) (**Propel**) and its activities current as at the date of this presentation. Propel assumes no obligation to update such information. The information in this presentation is of general background only and does not purport to be complete. It has been prepared for use in conjunction with a verbal presentation and should be read in that context. It should also be read in conjunction with Propel's other periodic and continuous disclosure announcements filed with the Australian Securities Exchange (**ASX**).

This presentation is for information purposes only and is not a prospectus or product disclosure statement, financial product or investment advice or a recommendation to acquire Propel shares or other securities. It has been prepared without taking into account the objectives, financial situation or needs of individuals. Before making an investment decision, investors and prospectus investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek legal, financial and taxation advice appropriate to their jurisdiction. Past performance is no guarantee of future performance.

This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. The securities of Propel have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (**Securities Act**) or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States except in compliance with the registration requirements of the Securities Act and any other applicable securities laws or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any other applicable securities laws.

This presentation may contain forward looking statements, including statements regarding Propel's intent, belief or current expectations with respect to Propel's business and operations. When used in this presentation, the words 'likely', 'estimate', 'project', 'forecast', 'anticipate', 'believe', 'expect', 'may', 'aim', 'should', 'potential', 'target' and similar expressions, as they relate to Propel, are intended to identify forward looking statements. Forward looking statements involve inherent risks and uncertainties, both generic and specific, and there is a risk that such predictions, forecasts, projections and other forward looking statements will not be achieved. A number of important factors could cause Propel's actual results to differ materially form the plans, objectives, expectations, estimates and intentions expressed in such forward looking statements, and many of these factors are outside Propel's control. Forward looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. As such, undue reliance should not be placed on any such forward looking statement.

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation (including forward looking statements). To the maximum extent permitted by law, neither Propel nor any of its related bodies corporates, shareholders, directors, officers, employees, agents or advisors, nor any other person accepts any liability, including, without limitation, any liability for any loss arising from the use of this presentation, or its contents or otherwise arising in connection with it, including, without limitation, any liability from fault or negligence on the part of Propel, its related bodies corporates, shareholders, directors, officers, employees, agents or advisors.

This presentation includes certain financial measures, such as Operating EBITDA, Operating EBIT and Operating NPAT which are not prescribed by Australian Accounting Standards (**AAS**) and represents the results under AAS adjusted for certain non-operating items, such as acquisitions and the non cash net financing charge on pre-paid contracts. The directors consider Operating EBITDA, Operating EBIT and Operating NPAT to reflect the core earnings of the Group. These financial measures, along with other measures, have not been subject to specific audit or review procedures by the Company's auditor, but have been extracted from the accompanying financial statements.

The FY15 to FY18 Operating EBITDA, Operating NPAT and Cash Flow Conversion numbers disclosed in this investor presentation are presented on a pro forma basis (consistent with the Prospectus and FY18 reporting), unless otherwise stated. FY22 is also disclosed on a pro forma basis, as specified. For ease of comparison, 1H FY24 is disclosed on a statutory and pro forma basis, as specified.

Capitalised words and phrases in this presentation will have the meaning given in the Prospectus and the definition slide set out in the Appendix.

All references in this presentation to '\$' are to Australian currency, unless otherwise stated.

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.

#### NOT FOR DISTRIBUTION IN THE UNITED STATES



### Presenters



Albin Kurti Managing Director

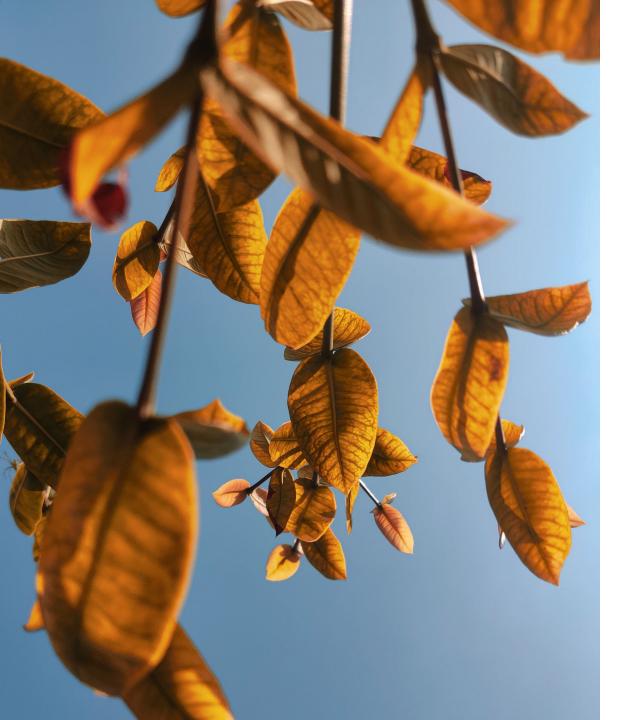


Lilli Gladstone Chief Financial Officer



Fraser Henderson Head of M&A, General Counsel and Company Secretary





# Agenda

- 1. Key highlights of 1H FY24
- 2. Company overview
- 3. 1H FY24 financial results detail
- 4. Industry trends and acquisitions
- 5. Summary, outlook and guidance
- 6. Q&A

**Appendices** 





## Key highlights of 1H FY24

1 TRADING<sup>1</sup>

2 EARNINGS<sup>1</sup>

3 CAPITAL MANAGEMENT<sup>3</sup>

4 GROWTH<sup>3</sup>

5 OUTLOOK

Revenue

\$102.9m

**^** 22.8%

Operating EBITDA

\$27.4m

**18.5%** 

Dividend

**7.2cps** 

1H FY23: 7.1cps

Locations

183

**^** 24

**Funeral Volumes** 

10,637

**∧** 17.4%

Pro forma<sup>2</sup> Operating NPAT

\$11.7m

**∧**6.7%

Gearing Ratio<sup>2</sup>

20%

Net Leverage Ratio<sup>4</sup>: 1.5x

Acquisitions<sup>6</sup>

\$284m

committed since IPO

Average Revenue Per Funeral

\$6,630

**Cash Flow Conversion** 

100.8%

∧ 160 bps

Funding Capacity<sup>5</sup>

\$171.7m

Expansion

**NSW** and NZ

#### **Expecting to benefit from:**

- favourable demographics in Australia and NZ
- its strong funding capacity
- acquisitions completed and announced to date and other potential future acquisitions in a highly fragmented industry



<sup>1.</sup> Movements shown above relate to movements between 1H FY24 and the PCP unless otherwise stated.

<sup>2.</sup> Statutory results adjusted for the impacts of the Capital Raising, including lower interest expense (net of tax) relating to the changes in the capital structure as if it had occurred on 1 July 2023.

3. As at 31 December 2023 for Gearing, Net Leverage Ratio, Locations (movement from 30 June 2023) and Expansion.

<sup>4.</sup> Pro forma, as at 31 December 2023, adjusted for the four acquisitions announced and completed or expected to complete in 2H FY24.

<sup>5.</sup> Refer to slide 20.

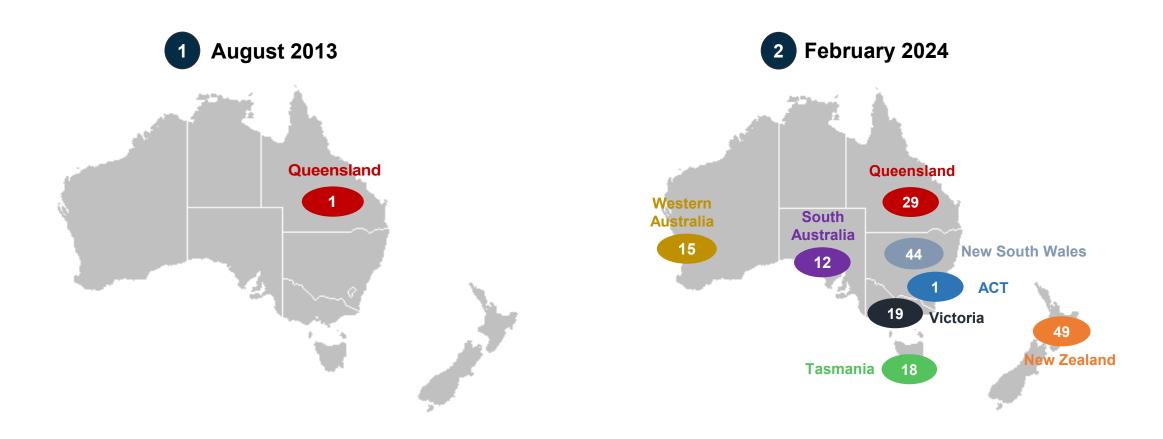
2. Company Overview





# Geographic Presence

187 operating locations<sup>1</sup> (113 owned / 74 leased), including 37 cremation facilities and 9 cemeteries



Geographic footprint is difficult to replicate, with funeral homes dating back to the late 1800s and early 1900s



### **Brand Portfolio**

Diversified single and multi-site brands with strong local community awareness

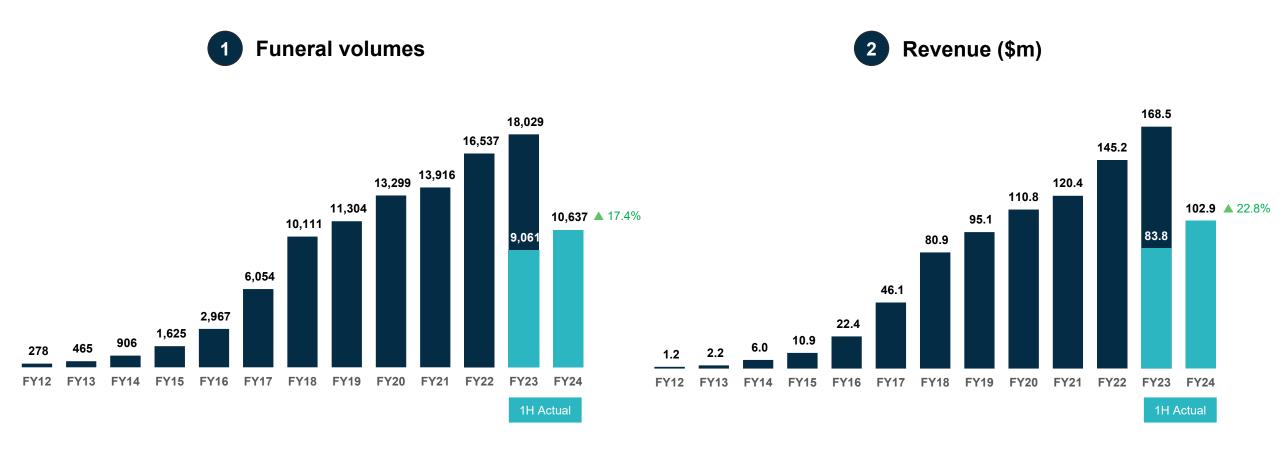






### Volume and Revenue Growth

Propel has maintained a strong growth trajectory

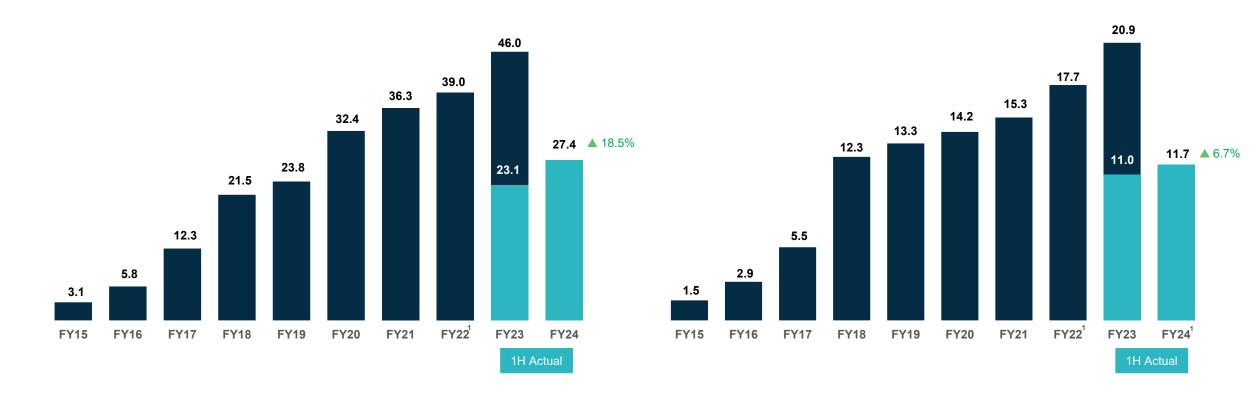


## **Earnings Growth**

Propel has maintained a strong growth trajectory

1 Operating EBITDA (\$m)

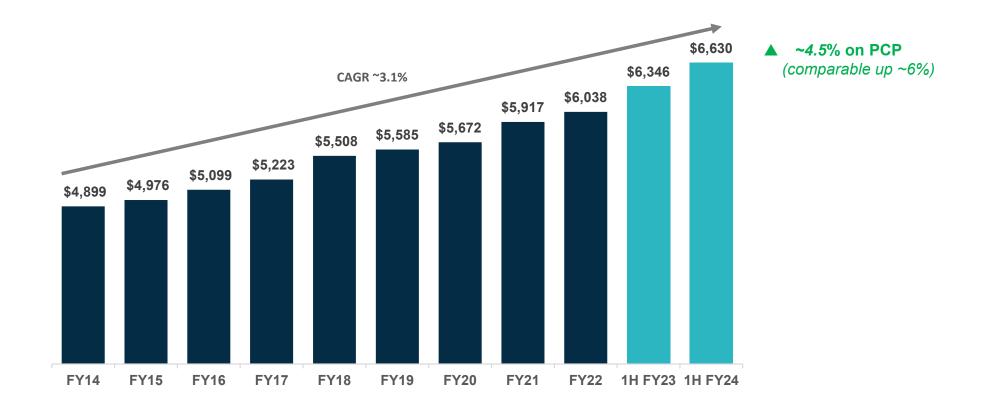
2 Operating NPAT (\$m)





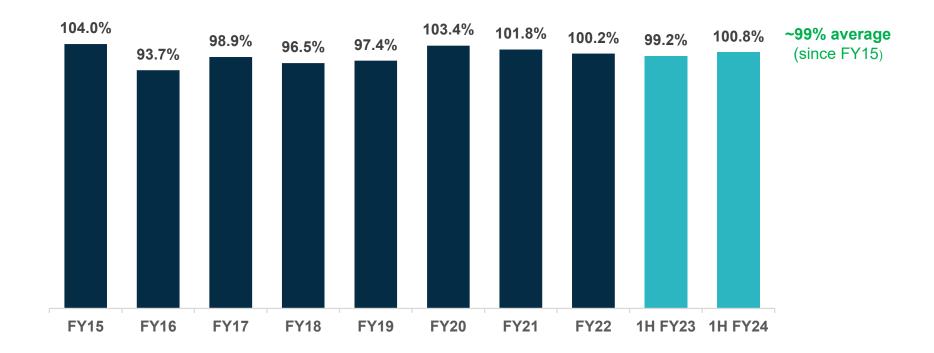
### Average Revenue Per Funeral Growth

Compound annual growth rate (CAGR) of ~3.1% since FY14



### **Cash Flow Conversion**

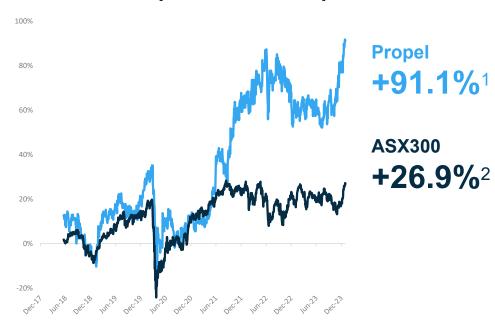
Consistently strong and has averaged ~99% since FY15



## Performance Summary Since IPO

Propel's share price has outperformed the ASX300 since the IPO in November 2017

#### Relative share price and index performance



Total shareholder return<sup>3</sup>

~107%

Total shareholder value accretion4

~\$368m

Material growth in key financial and operating metrics

<sup>1.</sup> Propel's IPO issue price on 23 November 2017 was \$2.70 and its closing share price on 29 December 2023 was \$5.16.

<sup>2.</sup> The ASX300 Index closed at 5,940.5 on 22 November 2017 and at 7,535.9 on 29 December 2023.

<sup>3.</sup> Total shareholder value accretion (including total dividends paid (grossed up)) divided by the total value (at cost) of shares issued at and since the IPO, as at 31 December 2023.

<sup>4.</sup> Propel's closing market capitalisation plus total dividends paid (grossed up) since the IPO, less the total value (at cost) of shares issued at and since the IPO, as at 31 December 2023.

3. 1H FY24 Financial Results Detail





## **Financial Summary**

#### Pro forma Income Statement<sup>1</sup>

| \$ million                                 | 1H FY24 | 1H FY23 |
|--|---------|---------|
| Total revenue                              | 102.9   | 83.8    |
| Gross profit                               | 71.4    | 58.6    |
| margin                                     | 69.4%   | 70.0%   |
| Total operating costs                      | (44.0)  | (35.5)  |
| Operating EBITDA                           | 27.4    | 23.1    |
| margin                                     | 26.6%   | 27.6%   |
| Depreciation                               | (7.1)   | (5.5)   |
| Operating EBIT                             | 20.3    | 17.6    |
| margin                                     | 19.8%   | 21.0%   |
| Net interest expense                       | (3.6)   | (2.0    |
| Operating NPBT                             | 16.7    | 15.6    |
| Income tax expense                         | (5.0)   | (4.6)   |
| Operating NPAT                             | 11.7    | 11.0    |
| Operating EPS (cps)                        | 8.6     | 9.3     |
| Non-operating items:                       |         |         |
| Acquisition costs                          | (1.9)   | 8.0)    |
| Net financing charge on pre-paid contracts | (0.2)   | (0.3    |
| Net other income and expenses              | 0.0     | 0.3     |
| Tax effect of adjustments                  | 0.2     | 0.1     |
| Net profit after tax                       | 9.9     | 10.2    |

#### **Comments**

#### Revenue

- Increased 22.8% on the PCP to \$102.9m, primarily due to:
  - comparable Average Revenue Per Funeral growth of ~6%
  - contributions from 9 acquisitions completed during FY23 and 1H FY24,

partially offset by a material contraction in industry death volumes

#### **Gross profit margin**

- · Impacted by lower gross margins of acquisitions completed during FY23 and 1H FY24
- Comparable gross profit margin exceeded 70%

#### **Operating EBITDA**

- Increased 18.5% on the PCP to \$27.4m, primarily due to:
  - contributions from 9 acquisitions completed during FY23 and 1H FY24
  - good cost control, despite the higher inflationary environment,
     partially offset by a material contraction in industry death volumes

#### Other operating items:

- Includes \$2.2m relating to AASB 16 (Accounting for Leases) (1H FY23: \$1.9m)
- Depreciation increased primarily due to acquisitions
- Net interest expense was circa \$1.6m higher than the PCP, reflecting higher drawn debt and interest rates
- Average Effective Interest Rate on drawn debt was 6.1% in 1H FY24 (1H FY23: 4.2%)
- Adjusted Effective Tax Rate of 29.6% (1H FY23: 29.6%)
- Operating NPAT increased 6.7%, due to contributions from acquisitions, partially offset by a material contraction in industry death volumes and higher interest rates

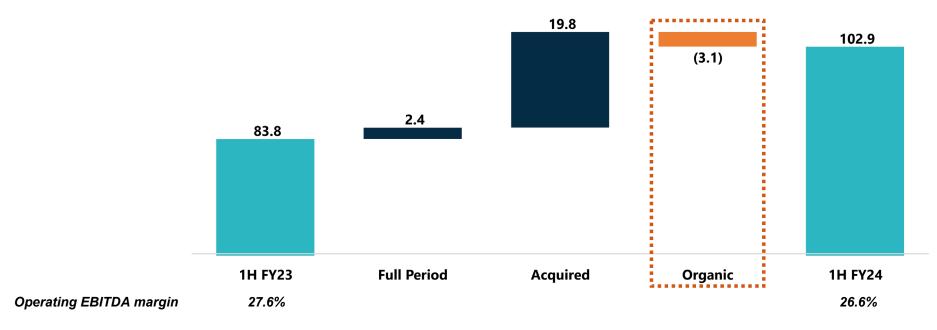
#### Non-operating items:

· Largely related to acquisition costs and the net financing charge



## Revenue Bridge and Operating EBITDA Margin

Resilient Operating EBITDA margin despite lower industry death volumes (expected to be temporary)



#### **Comments**

#### Total:

Funeral Volumes

▲ 17.4% on PCP including contributions from acquisitions

Average Revenue Per Funeral

▲ 4.5% influenced by recent acquisitions and pricing

#### Organic:

Funeral Volumes

▼ 9.8% on PCP

Average Revenue Per Funeral

▲ ~6% on PCP

#### **Operating EBITDA margin:**

Resilient Operating EBITDA margin of 26.6% (PCP: 27.6%), reflective of:

- lower industry death volumes (expected to be temporary)
- Average Revenue Per Funeral growth
- good cost control, notwithstanding the inflationary environment



### Cash Flow

#### Statutory actuals<sup>1</sup>

| \$ million   | 1H FY24 | 1H FY23 |
|--|---------|---------|
| Receipts from customers (inc GST)                      | 113.1   | 91.6    |
| Payments to suppliers and employees (inc GST)          | (86.8)  | (69.7)  |
|  | 26.3    | 22.0    |
| Income taxes paid                                      | (4.4)   | (4.6)   |
| Interest paid  | (5.4)   | (2.0)   |
| Interest received                                      | 0.2     | 0.1     |
| Net cash provided by operating activities              | 16.8    | 15.6    |
| Payment for purchase of business, net of cash acquired | (79.9)  | (12.8)  |
| Net payments for property, plant and equipment         | (8.2)   | (12.8)  |
| Other investing cash flows                             | (0.1)   | (0.0)   |
| Net cash used by investing activities                  | (88.2)  | (25.6)  |
| Net (repayment)/proceeds from borrowings               | 42.8    | 18.9    |
| Dividends paid   | (8.2)   | (7.4)   |
| Other financing cash flows                             | (2.1)   | (3.5)   |
| Net cash provided by financing activities              | 32.5    | 8.0     |
| Net (decrease)/increase in cash during the year        | (38.9)  | (2.0)   |
| Cash at the beginning of the year                      | 46.9    | 7.9     |
| Exchange rate effects                                  | 0.0     | 0.1     |
| Cash at the end of the year                            | 8.0     | 6.0     |
| Cook flow comparaing 0/                                | 400.00/ | 00.20/  |
| Cash flow conversion %                                 | 100.8%  | 99.2%   |

#### **Comments**

#### Operating activities

- Operating Cash Flow increased 19.7% on PCP
- Cash Flow Conversion remained strong at 100.8%

#### **Investing activities**

- Includes acquisitions (\$76.2m), acquisition costs (\$1.9m) and earn out payments (\$1.8m)
- Maintenance capital expenditure amounted to 6.0% of revenue (1H FY23: 3.9%)
- Acquired one freehold property, previously tenanted.

#### Financing activities

- Draw down of debt in connection with acquisitions and property purchases
- · Reflects the dividends paid during the period



### **Balance Sheet**

#### Statutory actuals<sup>1</sup>

| \$ million                    | 31-Dec-23 | 30-Jun-23 |
|-------------------------------|-----------|-----------|
| Cash and cash equivalents     | 8.0       | 46.9      |
| Contract assets               | 75.7      | 64.5      |
| Other current assets          | 20.6      | 17.9      |
| Total Current Assets          | 104.4     | 129.3     |
| Property, plant & equipment   | 266.9     | 216.2     |
| Right-of-use assets           | 31.0      | 31.1      |
| Goodwill                      | 190.2     | 155.4     |
| Other non-current assets      | 7.6       | 8.0       |
| Total Non-Current Assets      | 495.6     | 410.6     |
| Total Assets                  | 600.0     | 539.9     |
| Trade and other payables      | 16.0      | 11.9      |
| Borrowings                    | 24.8      | 19.8      |
| Contract liabilities          | 82.5      | 69.5      |
| Lease liabilities             | 4.0       | 3.5       |
| Other current liabilities     | 10.8      | 12.4      |
| Total Current Liabilities     | 138.0     | 117.1     |
| Borrowings                    | 157.6     | 119.7     |
| Lease liabilities             | 30.0      | 30.5      |
| Other non-current liabilities | 19.1      | 19.2      |
| Total Non-Current Liabilities | 206.8     | 169.4     |
| Total Liabilities             | 344.8     | 286.5     |
| Net Assets                    | 255.2     | 253.3     |
| Total Equity                  | 255,2     | 253.3     |

#### **Comments**

#### Cash and net debt position

- \$8.0m of cash (30 June 2023: \$46.9m)
- \$175.4m of net debt<sup>2</sup> (30 June 2023: \$93.7m)
- \$183.4m of drawn senior debt (30 June 2023: \$140.6m)

#### **Pre-paid contracts**

- · Largely held with third party friendly societies
- Asset increases by investment returns
- Liability increases by non cash financing charge
- · Asset and liability derecognised when the contract turns at need
- Pre-paid contracts that turned at need in Australia accounted for less than 10% of the Group's Australian funeral volumes in 1H FY24, consistent with the PCP

#### Property, plant and equipment

 Includes land and buildings at cost (less depreciation) of \$216m as at 31 December 2023, noting an additional ~\$7m of land and buildings have been acquired subsequent to period end

#### Goodwill

- Represents purchase price of acquisitions less fair value of net tangible assets acquired
- No impairment



<sup>1.</sup> Excludes impacts of the Capital Raising. Refer to slide 35 for the Pro forma balance sheet as at 31 December 2023, including impacts of the Capital Raising

<sup>2.</sup> Senior debt less cash and cash equivalents.

## Capital Management

### Available funding capacity of ~\$172 million and significant debt covenant headroom

| Funding | Capa | city |
|---------|------|------|
|---------|------|------|

| - ananig capacity                            |            |            |
|--|------------|------------|
|  | \$ million | \$ million |
| Senior debt facility limit                   |            | 275.0      |
| Net Debt as at 31 December 2023 <sup>1</sup> |            | (175.4)    |
| Net proceeds from Capital Raising            | 87.2       |            |
| Acquisition cash commitments <sup>2</sup>    | (15.1)     | 72.1       |
| Net Debt                                     |            | (103.3)    |
| Funding capacity <sup>3</sup>                |            | 171.7      |

#### Pro forma debt covenant summary<sup>4,5</sup>

| Net Leverage Ratio (must be < 5.0x)        | 1.5x <b>√</b> |
|--|---------------|
| Fixed charge cover ratio (must be > 1.75x) | 4.5x <b>√</b> |

#### Dividend summary (cps)6

|                                 | 1H FY24 | 1H FY23 |
|---------------------------------|---------|---------|
| Fully franked dividend (cps)    | 7.20    | 7.10    |
| Dividend payout ratio (rounded) | 83%     | 75%     |

#### Comments

#### **Funding capacity**

- Increase in senior debt facility limit to \$275m (previously \$255m)
- Estimated net proceeds from the Capital Raising of ~\$87m
- · Binding acquisition cash commitments, subsequent to 31 December 2023
- Funding capacity of ~\$172m

#### Covenants

- The Group remained comfortably in compliance with its reported debt covenants as at 31 December 2023.
- Pro forma Net Leverage Ratio was 1.5x.

#### Dividend

Dividend payout ratio of ~83% of Pro forma Distributable Earnings



<sup>1.</sup> Senior debt less cash and cash equivalents.

<sup>2.</sup> Cash paid on completion of IC Mark, Penhall Funerals and Howard & Gannon. Cash payable on completion of Southern Funeral Home, announced, but not yet completed, and the purchase of a freehold property. Excluding transaction costs and subject to exchange rate movements.

3. Undrawn debt and cash at bank, as at 31 December 2023, plus estimated net proceeds from the Capital Raising, less the estimated cash that will be required to fund commitments relating to acquisitions. Excluding transaction costs and subject to exchange rate movements.

<sup>4.</sup> The Net Leverage Ratio for covenant purposes includes adjustments – for example: (1) the Group's \$25m working capital facility is excluded from net debt; and (2) Operating EBITDA includes the annualised impact of acquisitions and is calculated on a pre AASB16 basis.

<sup>5.</sup> Pro forma, as at 31 December 2023, adjusted for the four acquisitions announced and completed or expected to complete in 2H FY24.

<sup>6.</sup> Refer to slide 36.

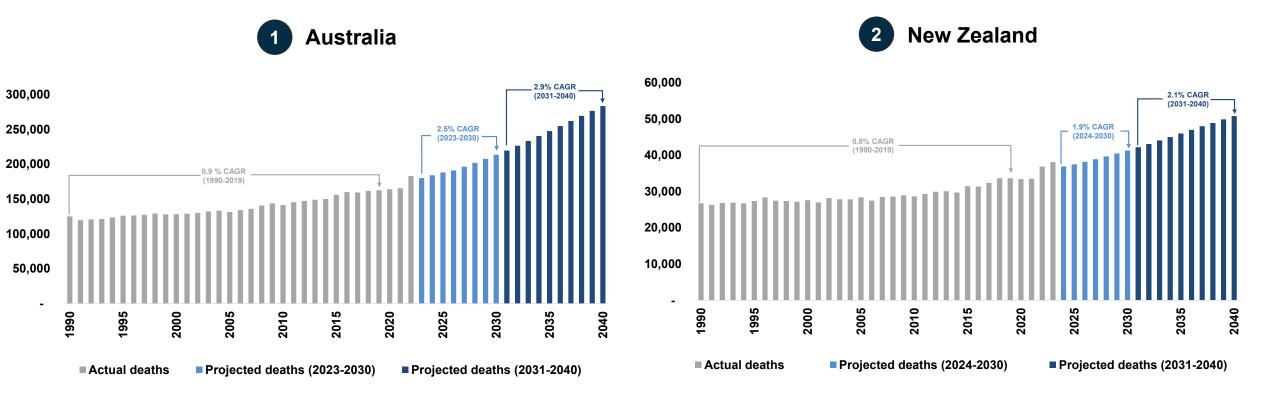
4. Industry Trends and Acquisitions





### Increasing Number of Deaths

Number of deaths is the most significant driver of revenue in the death care industry



- Death volumes in Australia grew by 0.9% pa between 1990 and 2019<sup>1</sup>
- Death volumes are expected to increase by 2.5% pa from 2023 to 2030<sup>1</sup> and 2.9% from 2030 to 2040<sup>1</sup>

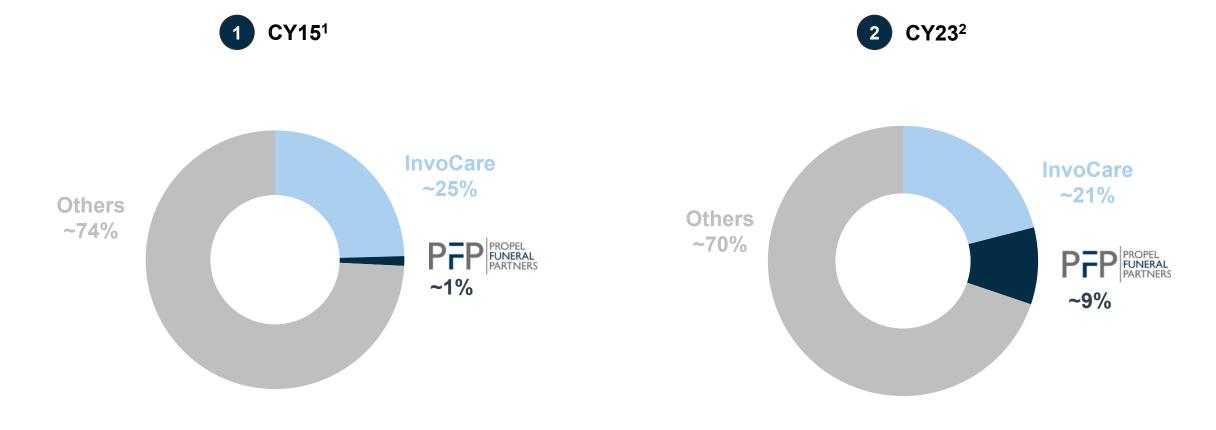
- Death volumes in New Zealand grew by 0.8% pa between 1990 and 2019<sup>2</sup>
- Death volumes are expected to increase by 1.9% pa from 2024 to 2030<sup>2</sup> and 2.1% from 2030 to 2040<sup>2</sup>

<sup>1.</sup> Source: ABS, Dataset: Deaths and Infant deaths, Year and month of occurrence, Sex, States, Territories and Australia for actual deaths by financial year. 3222.0 Population Projections, Australia, 2022 (base) – 2077, Table 1 Projected population, Australia, Medium, for projected deaths by financial year (released in November 2023). 2020-2022 has been excluded from the historical CAGR due to COVID impacts on death volumes.

<sup>2.</sup> Source: Stats NZ's data which are licensed by Stats NZ for re-use under the Creative Commons Attribution 4.0 International licence. Population, Deaths - VSD, Table: Month and year of death (Monthly) for actual deaths by financial year and National population projections, characteristics, 2022(base)-2073) for projected deaths by financial year (released in July 2022). 2020-2023 has been excluded from the historical CAGR due to COVID impacts on death volumes.

## Market share estimate (funeral volumes)

Propel has increased its market share in the highly fragmented Australian funeral industry





<sup>1.</sup> Note: 159,052 actual deaths (ABS data) for market size, 1,920 funerals performed by Propel and 39,050 funerals performed by InvoCare (Appendix D of InvoCare's Results Presentation dated 23 February 2017) in Australia in CY15.,

<sup>2.</sup> Note: 182,842 annualised deaths (ABS provisional mortality statistics from January 2023 to September 2023, annualised funerals performed by Propel (including annualised funerals relating to acquisitions completed in CY23) and an estimated 38,000 funerals performed by InvoCare in Australia in CY23 (page 7 of InvoCare's 1HY23 investor presentation to shareholders dated 28 August 2023, annualised and rounded up to the nearest thousand).

### Acquisitions

Propel has committed ~\$92 million<sup>1</sup> on acquisitions YTD in FY24 (~\$284 million<sup>1</sup> since its IPO)

| 1H FY24:  1. Olsens Funerals                  | Jul-23             | Sydney, NSW                    | Consideration:                        | ~\$78 million                  |
|---|--------------------|--------------------------------|---------------------------------------|--------------------------------|
| 2. J Fraser & Sons                            | Jul-23             | Southland, NZ                  | Revenue <sup>3</sup> :                | ~\$30 million                  |
| 3. Harbour City Funeral Home                  | Aug-23             | Wellington, NZ                 | Locations:                            | 24 (19 freehold                |
| 4. Terry Longley and Tong & Peryer            | Sep-23             | Hawkes Bay, NZ                 | <b>Cremation facilities:</b>          | 2                              |
| S SONS Figure 4 PAGE 1                        | ilson TERRY LONGLE | TONG PERYER  FUNERAL DIRECTORS |                                       |                                |
|   | ERAL HOME          |                                |                                       |                                |
| YTD 2H FY24:                                  | Jan-24             | Levin, NZ                      | Consideration:                        | ~\$14 million                  |
| YTD 2H FY24:<br>1. IC Mark                    |                    | Levin, NZ<br>Orange, NSW       | Consideration: Revenue <sup>3</sup> : | ~\$14 million<br>~\$7 million  |
| YTD 2H FY24:  1. IC Mark  2. Penhall Funerals | Jan-24             | ,                              |                                       |                                |
|   | Jan-24<br>Feb-24   | Orange, NSW                    | Revenue <sup>3</sup> :                | ~\$7 million<br>9 (6 freehold) |

Propel continues to explore other potential acquisitions in what is a highly fragmented industry, however, the timing associated with any future acquisitions is uncertain

<sup>1.</sup> Upfront cash and equity consideration paid/payable. Excludes properties purchased subsequent to completion of a relevant business acquisition totalling \$28.7 million (excluding stamp duty). Subject to completion adjustments and exchange rate movements

Annual revenue prior to acquisition.

<sup>2.</sup> Splinds dailing despetation paraphysise. Excludes properties purchased subsequent to completion of a relevant business acquisition totaling \$20.7 minion (excluding start) duty, subject to completion adjustments and excluding rate movements.

5. Summary, Outlook and Guidance





### Summary

Growth track record, stable management, defensive market position and sector thematic are attractive characteristics

- Long term growth profile
  - Strong growth track record (>15 fold increase in Revenue and Operating EBITDA since FY15)
  - Consistent growth in key operating metrics (funeral volumes, Average Revenue Per Funeral and network size)
- 2 Founder led management with significant ownership and industry experience
  - Proven management team (>17 years funeral industry experience) and NEDs who own ~16%¹ of the Company's issued capital
  - Built the business from the ground up (from 1 funeral home in 2013 to a network of 187 locations<sup>2</sup> over the last 11 years)
- 3 Attractive industry dynamics
  - Growing and ageing populations in Australia and New Zealand (provide favourable demographic 'tail winds' over the long term)
  - Stable industry with high fragmentation (leading to acquisition opportunities)
- 4 Consistently high cash conversion and stable operating margin
  - Strong Cash Conversion (averaging ~99% since FY15)
  - Stable Operating EBITDA margin (above 25% since FY15)
- 5 Defensive footprint, strong asset backing and funding position support growth strategy
  - Diversified network of 187 locations<sup>2</sup> (113 owned properties held at depreciated cost of ~\$223 million) is difficult to replicate
  - ~\$172 million available funding capacity for growth through acquisitions and other initiatives
- 6 Value creation<sup>3</sup>
  - Total shareholder value creation of ~\$368 million and total shareholder return of ~107% since IPO



<sup>2. 183</sup> operating locations as at 31 December 2023 plus 4 operating locations added during YTD 2H FY24.

<sup>3.</sup> Refer to slide 14.

### Outlook

#### Demand for funeral services in underpinned by favourable demographics

- Expected growth drivers for the remainder of FY24:
  - · favourable demographics in Australia and New Zealand
  - its strong funding position
  - acquisitions completed and announced to date and other potential future acquisitions in what remains a highly fragmented industry
- 2 Historical experience suggests the material contraction in industry death volumes in CY23 should be temporary, given:
  - prior period declines have rebounded quickly
  - the unusually benign winter flu season
  - the growing and ageing populations in Australia and New Zealand
- 3 Propel has started 2H FY24 with positive trading momentum in the month of January 2024<sup>1</sup>, revenue growth over the PCP exceeded 25%, reflecting:
  - strong growth in total funeral volumes, including contributions from acquisitions and positive comparable funeral volume growth
  - higher Average Revenue Per Funeral



## FY24 guidance

Propel reaffirms its FY24 guidance range<sup>1</sup> for Revenue of \$200m-\$220m and Operating EBITDA of \$54m-60m



#### It should be noted that:

- death volumes fluctuate over short time horizons
- inflation is expected to impact funeral related pricing and costs



6. Q&A





# Appendices





### **Definitions**

Adjusted Effective Tax Rate means income tax expense divided net profit before tax, adjusted for non deductible and non assessable items.

Average Effective Interest Rate means the average interest rate on senior debt, including the interest rate swap (where relevant) and establishment fees but excluding the commitment fee on undrawn debt.

ARPF means Average Revenue Per Funeral.

Average Revenue Per Funeral means revenue from funeral operations, excluding direct disbursements (such as third party cemetery fees and third party cremation fees) and delivered pre-paid impacts, divided by the number of funerals in the relevant period.

Bps means basis points.

Capital Raising means the placement of new shares and follow on SPP, announced on 31 January 2024, raising estimated net proceeds of ~\$87.2m.

Cash Flow Conversion % means the percentage of Operating EBITDA converted to ungeared, pre-tax operating cash flow, adjusted for cash flow timing differences relating to Executive bonuses.

Cps means cents per share.

CY means calendar year.

Distributable Earnings means NPAT adjusted for the non-cash net financing charge on pre-paid contracts and acquisition costs.

FY means financial year.

Gearing Ratio means net debt divided by net debt plus total equity.

Group means Propel and its wholly owned subsidiaries.

IPO means initial public offering.

**NEDs** means non-executive directors.

Net Leverage Ratio for covenant purposes includes adjustments – for example: (1) the Group's \$25m working capital facility is excluded from net debt; and (2) Operating EBITDA includes the annualised impact of acquisitions and is calculated on a pre AASB16 basis.

NPAT means net profit/(loss) after tax.

NZ means New Zealand.

Operating Cash Flow means ungeared, pre-tax operating cash flow.

Operating EBIT means Operating EBITDA less depreciation.

Operating EBITDA means earnings before interest, tax, depreciation, amortisation and certain non-operating items, such as acquisition and transaction costs.

Operating EPS means Operating NPAT divided by the weighted average number of ordinary shares on issue.

Operating NPAT means NPAT adjusted for certain non-operating items, such as acquisition costs and the non cash net financing charge on pre-paid contracts.

PCP means prior corresponding period.

Pro forma means statutory results adjusted for the impacts of the Capital Raising, including lower interest expense (net of tax) relating to the changes in the capital structure as if it had occurred on 1 July 2023.

Prospectus means the prospectus prepared by Propel in connection with the IPO.

SPP means share purchase plan announced on 31 January 2024. Assumes \$10 million is raised in connection with the SPP at an issue price of \$5.15 per share.



# **Statutory Financial Summary**

#### **Income Statement**

| \$ million                                 | 1H FY24   | 1H FY23   |
|--|-----------|-----------|
|  | Statutory | Statutory |
| Total revenue                              | 102.9     | 83.8      |
| Gross profit                               | 71.4      | 58.6      |
| margin                                     | 69.4%     | 70.0%     |
| Total operating costs                      | (44.0)    | (35.5)    |
| Operating EBITDA                           | 27.4      | 23.1      |
| margin                                     | 26.6%     | 27.6%     |
| Depreciation                               | (7.1)     | (5.5)     |
| Operating EBIT                             | 20.3      | 17.6      |
| margin                                     | 19.8%     | 21.0%     |
| Net interest expense                       | (6.0)     | (2.0)     |
| Operating NPBT                             | 14.4      | 15.6      |
| Income tax expense                         | (4.3)     | (4.6)     |
| Operating NPAT                             | 10.1      | 11.0      |
| Operating EPS (cps)                        | 8.5       | 9.3       |
| Non-operating items:                       |           |           |
| Acquisition costs                          | (1.9)     | (0.8)     |
| Net other income and expenses              | 0.0       | 0.3       |
| Net financing charge on pre-paid contracts | (0.2)     | (0.3)     |
| Tax effect of adjustments                  | 0.2       | 0.1       |
| Net profit after tax                       | 8.3       | 10.2      |

## **Income Statement Analysis**

| \$ million                                | 1H FY24 | 1H FY23 |
|---|---------|---------|
| Funeral operations                        | 91.7    | 73.7    |
| Cemetery, crematoria and memorial gardens | 10.2    | 9.0     |
| Other trading revenue                     | 1.0     | 1.0     |
| Total revenue                             | 102.9   | 83.8    |
| Cost of sales                             | (31.5)  | (25.2)  |
| Gross profit                              | 71.4    | 58.6    |
| Employment costs                          | (32.1)  | (26.4)  |
| Occupancy and facility costs              | (5.3)   | (4.1)   |
| Advertising costs                         | (2.4)   | (1.7)   |
| Motor vehicle costs                       | (1.5)   | (1.2)   |
| Other operating costs                     | (2.8)   | (2.1)   |
| Total operating costs                     | (44.0)  | (35.5)  |
| Operating EBITDA                          | 27.4    | 23.1    |

#### Comments

#### Revenue segments:

- 89.2% generated from funeral operations (1H FY23: 88.0%)
- 9.9% generated from cemetery and memorial gardens (1H FY23: 10.8%)
- 0.9% from other sources (including coroners contracts) (1H FY23: 1.2%)

#### **Employment costs:**

• 31.2% of revenue (1H FY23: 31.5%)

#### Occupancy and facility costs:

• 5.1% of revenue (1H FY23: 4.9%)

# NPAT to Operating NPAT Reconciliation

| \$ million   | 1H FY24<br>Pro forma | 1H FY23<br>Statutory |
|--|----------------------|----------------------|
| Statutory net profit after tax                         | 8.3                  | 10.2                 |
| Add: Interest expense (tax effected)                   | 1.6                  |                      |
| Pro forma net profit after tax                         | 9.9                  |                      |
| Add: Acquisition costs                                 | 1.9                  | 8.0                  |
| Add: Net other income and expenses                     | 0.1                  | 0.2                  |
| Add: Net financing charge on pre-paid contracts        | 0.2                  | 0.3                  |
| Less: Net gain on disposal of assets                   | (0.1)                | (0.5)                |
| Less: Tax effect of certain Operating NPAT adjustments | (0.2)                | (0.1)                |
| Operating NPAT   | 11.7                 | 11.0                 |

### Pro forma Balance Sheet

| \$ million                    | 31-Dec-23 | 30-Jun-23 |
|-------------------------------|-----------|-----------|
|                               | Pro forma | Statutory |
| Cash and cash equivalents     | 9.6       | 46.9      |
| Contract assets               | 75.7      | 64.5      |
| Other current assets          | 20.6      | 17.9      |
| Total Current Assets          | 106.0     | 129.3     |
| Property, plant & equipment   | 266.9     | 216.2     |
| Right-of-use assets           | 31.0      | 31.1      |
| Goodwill                      | 190.2     | 155.4     |
| Other non-current assets      | 7.6       | 8.0       |
| Total Non-Current Assets      | 495.6     | 410.6     |
| Total Assets                  | 601.6     | 539.9     |
| Trade and other payables      | 16.0      | 11.9      |
| Borrowings                    | 24.8      | 19.8      |
| Contract liabilities          | 82.5      | 69.5      |
| Lease liabilities             | 4.0       | 3.5       |
| Other current liabilities     | 10.8      | 12.4      |
| Total Current Liabilities     | 138.0     | 117.1     |
| Borrowings                    | 70.4      | 119.7     |
| Lease liabilities             | 30.0      | 30.5      |
| Other non-current liabilities | 19.1      | 19.2      |
| Total Non-Current Liabilities | 119.6     | 169.4     |
| Total Liabilities             | 257.6     | 286.5     |
| Net Assets                    | 344.0     | 253.3     |
| Total Equity                  | 344.0     | 253.3     |

# Distributable Earnings and Dividend

#### Reconciliation

| \$ million  | 1H FY24<br>Pro forma | 1H FY23<br>Statutory |
|---|----------------------|----------------------|
| Net profit/(loss) after tax   | 9.9                  | 10.2                 |
| Distributable Earnings calculation  |                      |                      |
| Acquisition costs   | 1.7                  | 0.6                  |
| Net financing charge on prepaid contracts                                     | 0.2                  | 0.3                  |
| Distributable Earnings  | 11.7                 | 11.1                 |
| Dividend payout ratio (rounded) Actual number of shares on issue <sup>1</sup> | 83%<br>135,838,993   | 75%<br>117,959,990   |
| Dividend per share  | 7.20                 | 7.10                 |



