

Presentation Update

27 March 2024

Please see attached presentation to the ASX Small & Mid-Cap Conference on 27 March 2024.

Approved for release by the Board of Smartpay Holdings Limited.

For further information contact:
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ASX: SMP
NZX: SPY

SHARE INFORMATION

Issued Shares: 238,284,963

BOARD OF DIRECTORS

Independent Chair:
Gregor Barclay

Managing Director:
Martyn Pomeroy

Independent:
Matthew Turnbull

Independent:
Geoffrey Carrick

Non-Executive:
Carlos Gil

www.smartpayinvestor.com

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Smartpay Holdings Limited

INVESTOR INTRODUCTION

ASX Small and Mid-cap Conference

27 March 2024



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Non-GAAP measures

This presentation contains references to Non-GAAP measures including EBITDA and adjusted NPAT.

Because Smartpay complies with accounting standards, investors know that comparisons can be made with confidence between reported profits and those of other companies. These non-GAAP figures are provided as a supplementary measure for readers to assess Smartpays performance alongside NZ GAAP reported measures.

Some reported measures have been amended from those previously reported due to the implementation of the IFRS Interpretations Committee (IFRIC) agenda decision which has resulted in a change in accounting policy in the year ended 31 March 2023.

Welcome to Smartpays Investor Introduction

PRESENTED BY:

Marty Pomeroy

Chief Executive Officer and Managing Director

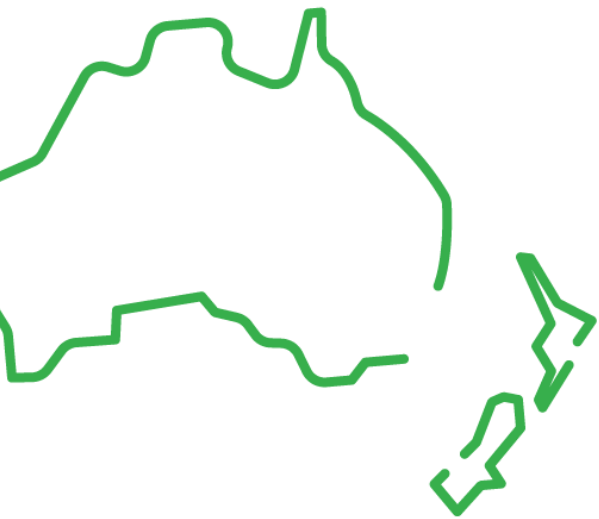
Cherise Barrie

Chief Financial Officer

- 1 Who we are
- 2 Key Metrics
- 3 Strategy Update
- 4 Sustainability at Smartpay

Who We Are, How We Are, What We Do

Smartpays Strategic Goal is to be recognised as the most reliable, capable, agile and innovative omni-channel payments provider in Australia and New Zealand



Smartpay designs, develops and implements innovative payment solutions for customers in New Zealand and Australia.

Our vision has been and remains to be **The Payments Partner of Choice.**



One Team

We will work together to create an inspiring company that we are all proud to work for



Fearless

In our approach to our focus on our customer



We Deliver

By listening, engaging and being held accountable

A Trans-Tasman Payments Business The Headlines



Terminals in Market

48,000+



Smartpay People

180+



- Profitably growing revenue, generating positive cashflows from operations, funding investment in capital assets, and delivering free cashflow
- 31 March balance date reporting in May and November
- NZX listed with foreign exempt listing on the ASX, with 68% of shareholders in Australia
- In business since 1986
- Offices in New Zealand and Australia supporting ~35,000 SME's
- Merchant led with 24/7 support
- Inhouse sales, marketing, customer care and engineers
- Long-term partnerships support the business operations
- A payment facilitator

Our Products

Our Purpose

Our purpose is to make payments easy
ensuring businesses are paid
everywhere, anytime, everytime



SmartCharge
A Zero Cost EFTPOS solution



Simple Flat Rate
Simplified monthly statements



Retail Radio
A compliant instore music
and signage solution



Merchant Portal
Summary of transactions
across all payment types, by
day, week, month and year.



SmartConnect
Integrations to third party
applications



EFTPOS Terminal
A compliant rental EFTPOS
terminal for New Zealand
customers



An Experienced Team **Leading the Business**

Marty Pomeroy

Chief Executive Officer and
Managing Director
~ 11 years

Cherise Barrie

Chief Financial Officer
~ 2 years

Aidan Murphy

Chief Business Officer
~ 12 years

Andrew Davies

Chief Revenue Officer
~ 1 year

Lucy Williams

Chief Customer Officer
~ 5 years

Peter Thomas

Chief Product and
Marketing Officer
~ 7 years

Denise Doyle

Chief People Officer
~ 1 year

Arron Paterson

Chief Technology Officer
~ 6 months

KEY METRICS

“Vision without execution
is hallucination”

– Thomas Edison

The Business Drivers

(at 30 September 2023)



Terminals in Market

48,000+

Australia

Terminal rental plus transactional revenue
~ **\$400 per month**

New Zealand

Terminal Rental
~ **\$40 per month**

No of Transactions Processed

15.8m per month

Total Transaction Value

\$539.2m per month

Transacting terminals

17,700+

Smartpay People

180+

NPS – Australia

70

NPS – New Zealand

49

Managing the Business Fundamentals – Building a Sustainable Business

(unaudited)

	1H FY24	1H FY23*
EBITDA to revenue	↓ 22.5%**	22.8%
Operating cost to revenue	↓ 35.5%**	39.9%
PBT to revenue	↑ 10.1%**	8.0%
Gearing ratio	↓ 20.7%	28.5%
Headcount	↑ 179	151
Revenue per head	↑ \$262k	\$234k
Marketing investment	= \$3.3m	\$3.3m

	30 SEPT 23	31 MAR 23
Trans-Tasman terminal fleet	↑ 48,000+	46,000+
Transacting terminals	↑ 17,700+	15,700+
Share of Australian addressable market	↑ 7.1%	6.3%
Monthly acquiring revenue	↑ \$7.1m	\$6.2m

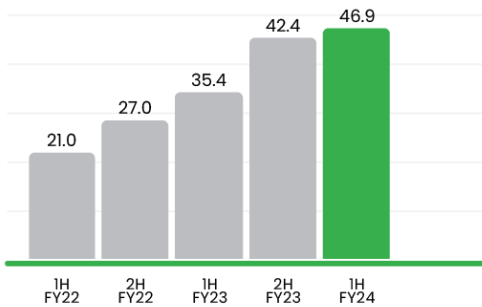
	1H FY24	2H FY23
Total transaction value	↑ \$3.0b	\$2.7b

*Restated

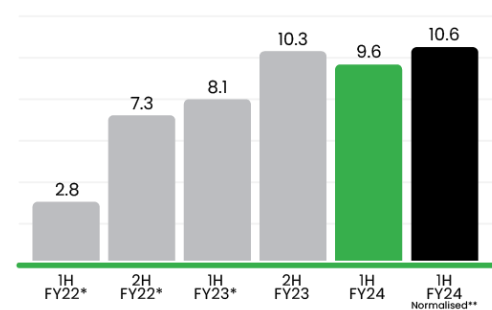
**Normalised for cyber incident

Maintaining Our Strong Operating Leverage Whilst Growing and Investing

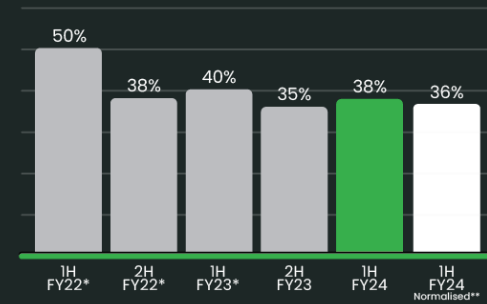
\$'m
Revenue



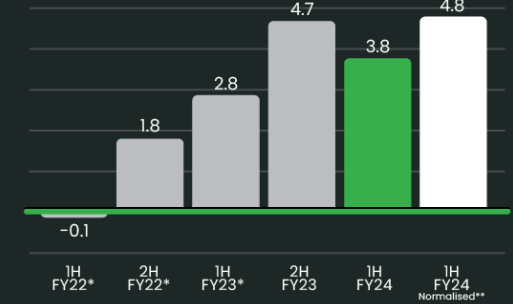
\$'m
EBITDA



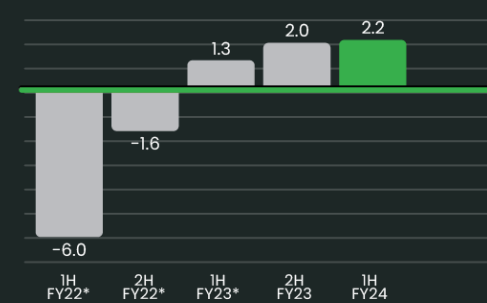
%
OPEX*** to Revenue



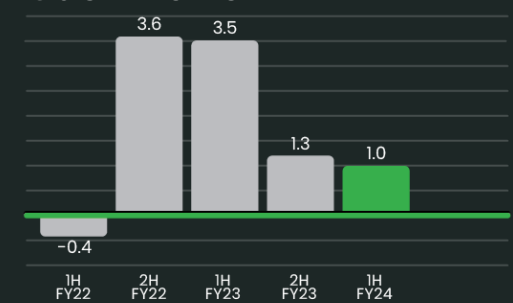
\$'m
Profit Before Tax



\$'m
Net Debt to Net Cash



\$'m
Generating Free Cash Flows



*Restated
**Normalised for cyber incident
***OPEX excludes cost of goods sold



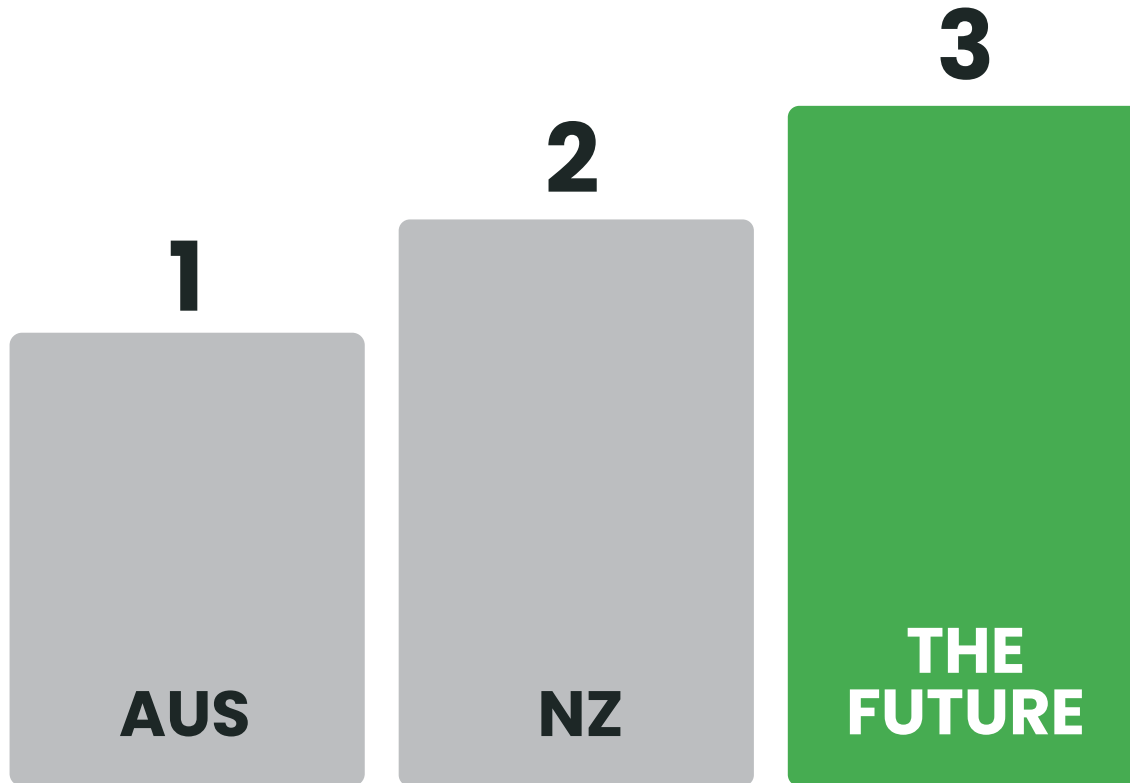
Smartpay Holdings Limited

STRATEGIC UPDATE



PHASE 1, 2 and 3

The Network Effect – A Truly Trans-Tasman Payments Provider



Phase 1: Australia

Continued to grow market share

- Expanding verticals

Leveraging one-team one-organisation

- Mature the Australian business to have a focus on customer growth and customer retention

Phase 2: New Zealand – Aligning the Two

Unlocking New Zealand Acquiring – ETA Calendar Year 2024

- Android terminal tested and Certified
- New Zealand only development is underway
- Developing product offering
- Cuscal
 - Commercials finalised
 - Draft agreements received
- Preparing for execution

Continued strengthening and maturing of Smartpay

Measured and disciplined investment together with continuous improvement

Phase 3: The Network Effect

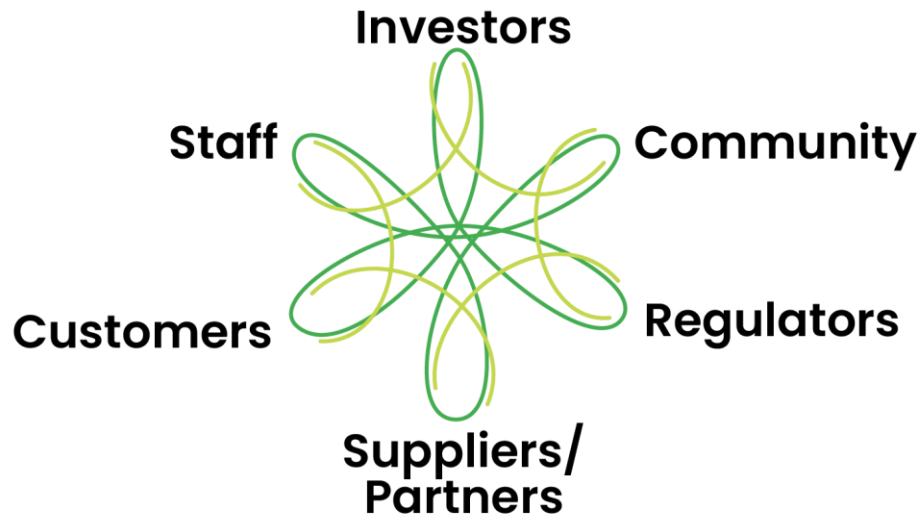
SUSTAINABILITY AT SMARTPAY

“We are who we are – we just
Do the right thing – by our
team, our customers, our
community, and our
environment”

– Marty Pomeroy

Sustainability

Progressing ESG at Smartpay



Environment

- Climate Impact

Socially

- Employment
- Living wage employer
- Accredited Work Visa employer
- Community impact and charitable giving

Governance

- Board Governance and transparent reporting
- Balance sheet strength and measured investment





Smartpay Holdings Limited

**THANK
YOU**

