



Investor Presentation
December 2018

ASX: CRO

BUSINESS SNAPSHOT

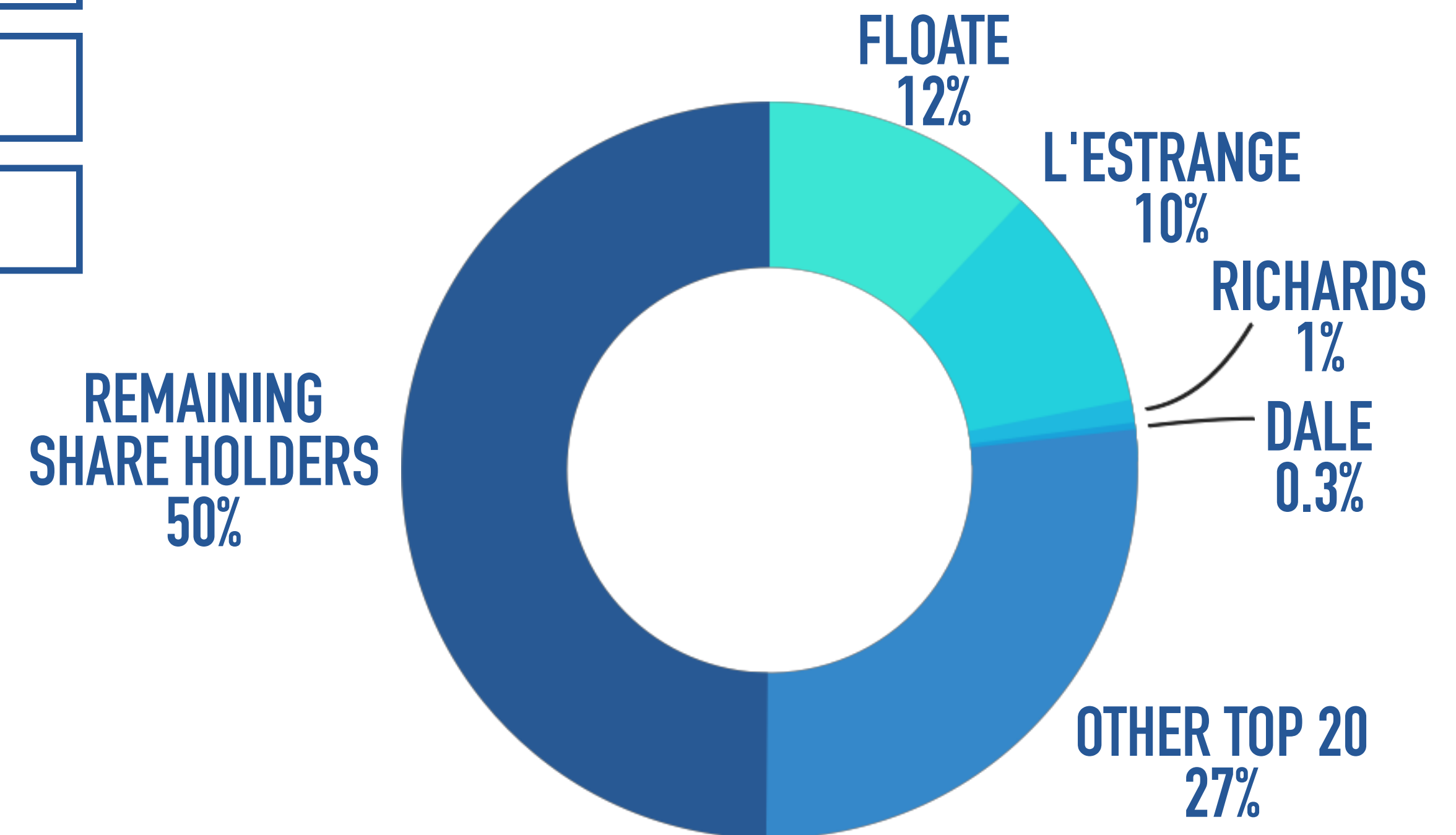
CURRENT BOARD MEMBERS:

NON-EXECUTIVE CHAIRMAN:	PETER RICHARDS
MANAGING DIRECTOR:	ADRIAN FLOATE
NON-EXECUTIVE DIRECTOR:	MARCUS L'ESTRANGE
NON-EXECUTIVE DIRECTOR:	STEPHEN DALE

OVERVIEW:

CURRENT SHARE PRICE:	\$0.015
CURRENT MARKET CAPITALISATION:	~\$5.8M
CURRENT SHARES ON ISSUE:	393.65M

SIGNIFICANT SHARE HOLDERS



BUSINESS OVERVIEW

OUR CUSTOMERS WANT OUR TECHNOLOGY SOLUTIONS BECAUSE WE **DELIVER OPERATIONAL EFFICIENCY, OPTIMISE RESOURCE UTILISATION AND IN TURN DRIVE PROFITABILITY...**



TODAY

Cirralto is a software and services business that specialises in:

- ◆ The modernisation of operational software systems.
- ◆ The integration of operational software systems with financial software.
- ◆ The migration of on-premise small business accounting software data to cloud based small business accounting software.

IN THE FUTURE

We will build on these core capabilities and Cirralto will become a diversified software vendor that supplies subscription software applications and transactional technologies to business customers.

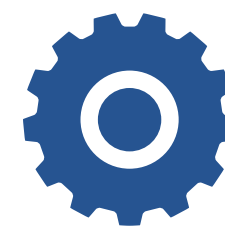
With time, Cirralto will be a supplier to thousands of customers and be a dominant player in several markets.



REVENUE FUNDAMENTALS



CIRRALTO HAS 3 REVENUE STREAMS:



**SOFTWARE
SUBSCRIPTIONS**



**RECURRING SUPPORT
FEES**



**IMPLEMENTATION &
MIGRATION FEES**

IN FUTURE, WE WILL EXPAND OUR REVENUE SOURCES TO INCLUDE:

- ◆ Merchant fees from online bookings,
- ◆ Merchants fees from payment transaction processing,
- ◆ Merchant fees from marketplace and e-commerce services.

TYPICAL POOLBOX CUSTOMER PROFILE



AUSTRALIAN POOLBOX CUSTOMERS ARE:

- ◆ Small to medium sized service retailers with 5 - 25 staff;
- ◆ Spread all over Australia with significant concentrations in Far North Queensland, Brisbane, Gold Coast, NSW Central Coast, Sydney, Melbourne & Perth;
- ◆ Have a turnover of AUD\$1 - 10M/Yr;
- ◆ Use small business accounting software to manage their financial affairs (Xero, MYOB ARL, QuickBooks Online);

THERE ARE APPROXIMATELY 1200 BUSINESSES THAT FIT THIS PROFILE.



UNITED STATES POOLBOX CUSTOMERS ARE:

- ◆ Small to medium sized service retailers with 10 - 50 staff;
- ◆ Located in Southern California, Texas, Nevada, Arizona and Florida;
- ◆ Have a turnover of USD\$2 - 40M/Yr;
- ◆ Use a QuickBooks product to manage their financial affairs;

THERE ARE APPROXIMATELY 8000 BUSINESSES THAT FIT THIS PROFILE.

POOLBOX CUSTOMER REVENUE PROFILE

Australian customers typically pay \$7,500 for implementation and \$549/month for software.

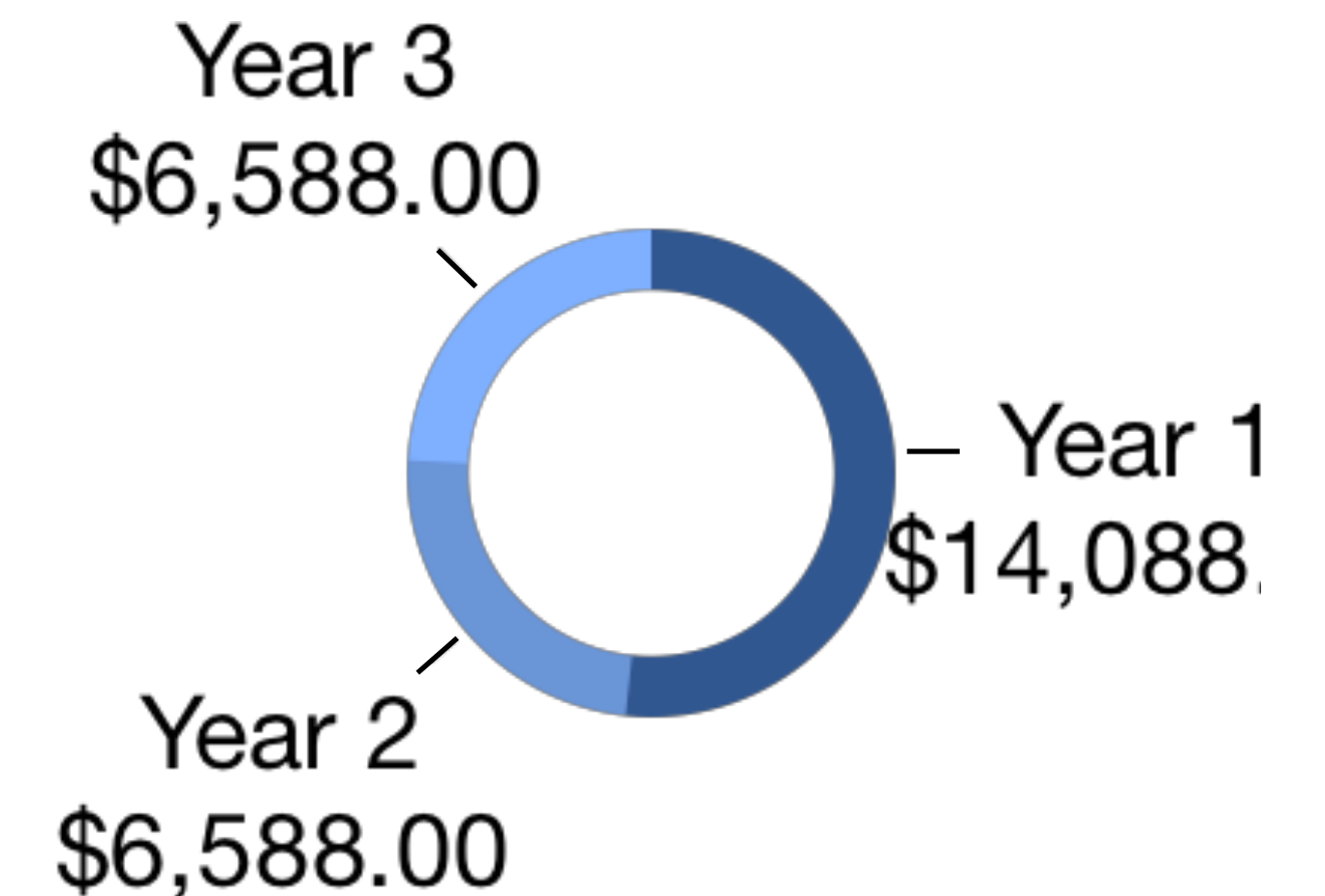
US customers pay similar subscriptions rates in USD.

Presently, CRO will enjoy a currency advantage from US customers.

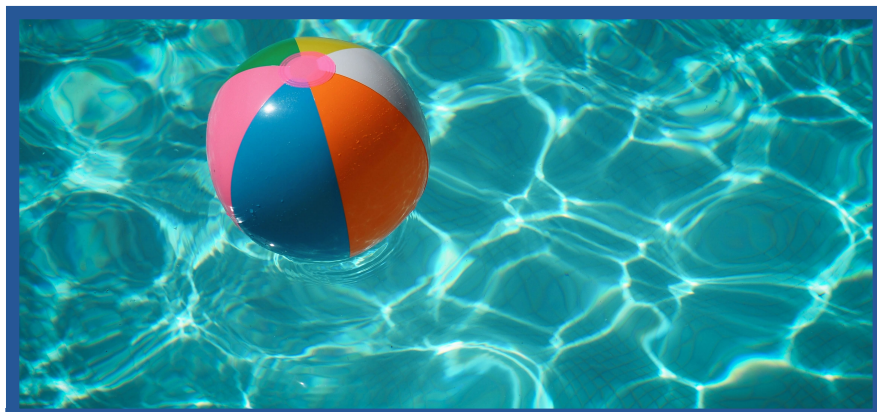
GP on subscription revenue is ~40%.

The company expects to deliver a minimum of 300 Australian PoolBox sites in 2019.

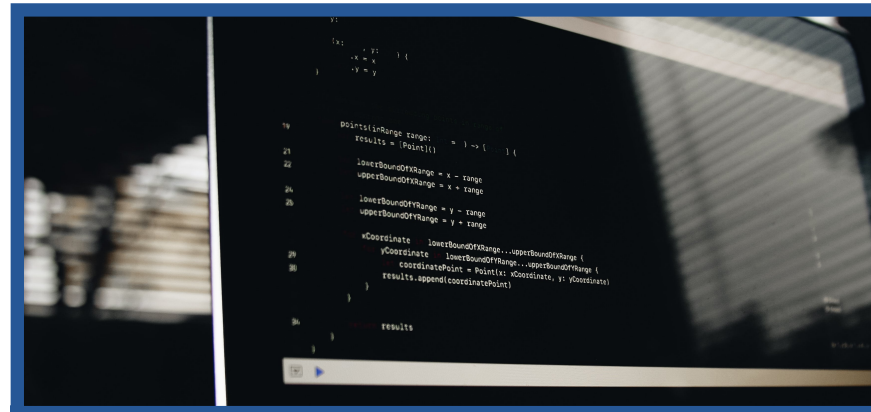
A TYPICAL CUSTOMER IS WORTH 27K OVER 3 YEARS, WITH INCOME FALLING AS FOLLOWS:



POOLBOX AU UPDATE



The pool season is now in full swing with temperatures in South East Queensland already hitting 35°C.



The Cirralto team has been progressively releasing new features into the Australian customer base to address both direct market requests and strategic components that will enable us to grow incremental revenues.



Direct billing relationships have now been put in place with all customers.



The company is focused on readying itself for an assault on the market in April 2019.



We expect to sell and deliver 40 - 50 sites per month during the winter of 2019.

IN 2019, WE WILL RELEASE SEVERAL NEW SERVICES INTO THIS CUSTOMER BASE TO GROW AVERAGE MONTHLY INCOME.

POOLBOX US UPDATE



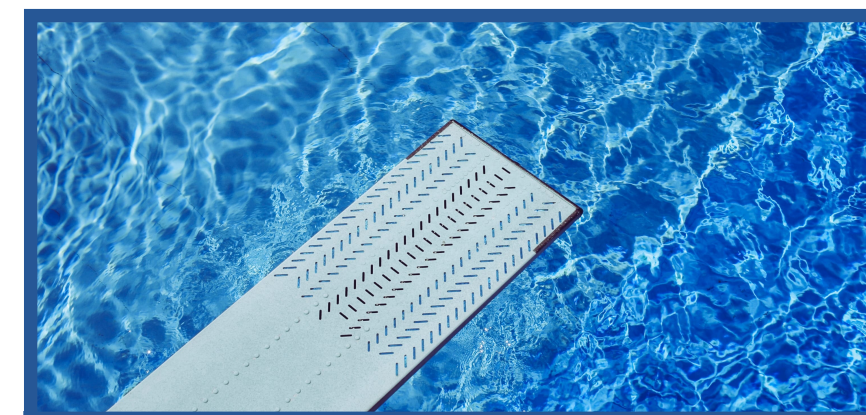
During the US winter, pool businesses are now looking to upgrade their software systems. This presents Cirralto with the opportunity to start working with US customers.



We are currently planning our first implementations in the US market with early revenues expected in December 2018.



Our expectation is that the Australian solution will deliver 95% of the requirements of US customers, with Cirralto developing and integrating the 'last mile'.



We will use the US pilots to stress test our market assumptions and new implementation processes.



The US pilots will form the reference site base required for a market launch in the broader market in Q4 2019.

THE PILOT PROGRAM WILL INCLUDE 10 SITES IN 3 STATES AND UTILISE OUR AUSTRALIAN IMPLEMENTATION TEAM FOR 6 WEEKS

WESTPAY UPDATE



THE CREATION OF CIRRALTO PAY IS NOW A REALITY.

The WestPay team have been extremely easy to work with and we have been able to expand our product scope and commence building the payment innovations that attracted us to bring this technology to life.

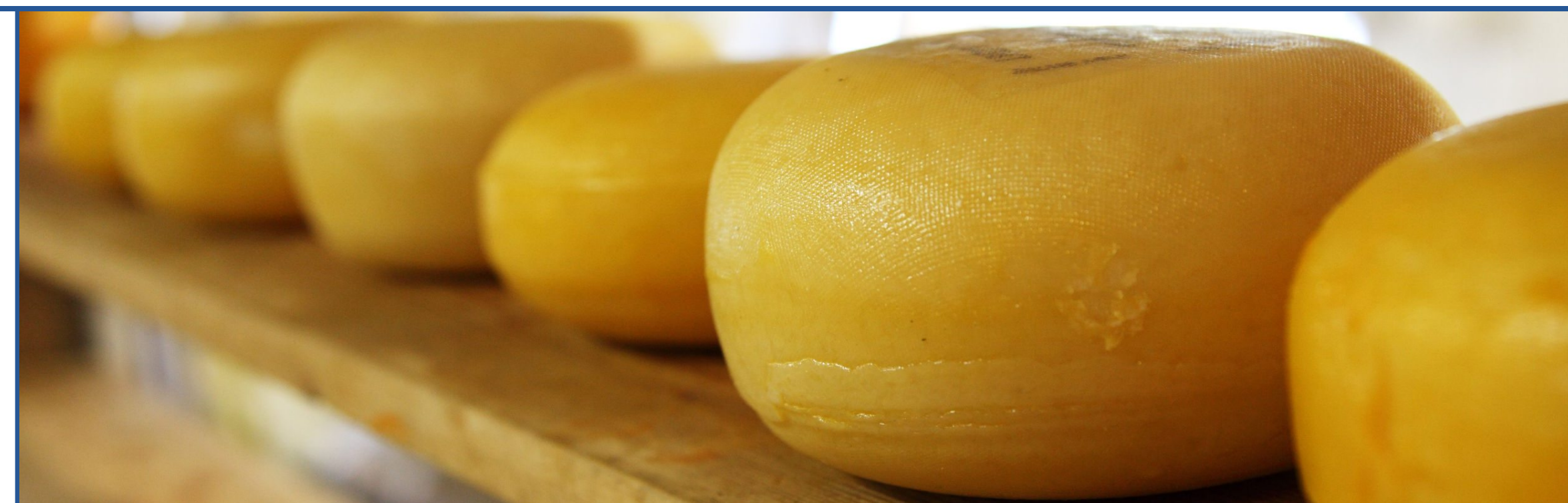
- ◆ Product development has now kicked off with the WestPay team.
- ◆ Cirralto Pay will be anchored by the newly released WestPay Carbon terminal products. Carbon delivers CRO and its customer a best in class mobile and desktop terminal solution that will enable us to launch in Q3 2019.
- ◆ At launch we will extend existing customer engagements with the payment service offering and compete with incumbent players by offering superior merchant reconciliation and financial software integration capabilities.
- ◆ Following the terminal launch, we will bring to market 3 additional products in each of Q4 2019 and Q1 & 2 2020. Further details will follow on these products as we are closer to launch.
- ◆ Cirralto Pay is an opportunity to increase average monthly revenue per customer by between 43% & 60%.

FOOD INDUSTRY WORK

WORK HAS COMMENCED WITH THE VICTORIAN GOVERNMENT AND LA TROBE VALLEY AUTHORITY ON THE DELIVERY OF A SERIES OF BUSINESS MODERNISATION PROJECTS WITHIN THE REGION.



The first customer is a gourmet meat producer. Cirralto will supply a paddock to plate solution that combines consumer meat labelling with provenance (source), quality breed and kill date information with direct to consumer integrated e-commerce. To do this the CRO team will modernise a series of data systems and integrate various government data sources.



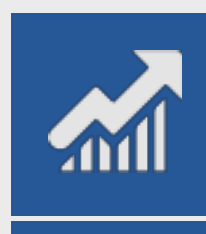
The second customer in the region is a cheese producer. This project will connect the producer with the customers both domestically and internationally.

CRO EXPECTS TO DO SEVERAL OF THESE PROJECTS IN 2019.

2019 AND BEYOND



The events that transpired in the middle of the 2018 have placed the company 12 months behind original plans.



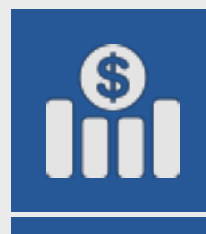
We are progressively cutting our burn rate each month with both positive revenue growth and sustained cost management.



2019 is the year of great expectation. Cirralto is well positioned to supply solutions that are not just good but are best in class.



The foundations are in place to achieve profitability Q2 2019.



As a company we have great expectations for our commercial performance next year and beyond. We are focused on increasing customer acquisition for growth and sustainable profitability.

The background features a glowing network globe composed of white nodes and connecting lines, held gently by two hands in silhouette against a warm, orange-hued sunset sky. The overall aesthetic is modern and digital.

cirralto

Transforming Digital Business.

SHAREHOLDER RELATIONS

WANT TO KEEP UP TO DATE WITH WHAT IS HAPPENING AT CIRRALTO:

Visit: www.cirralto.com.au/news

Email: shareholders@cirralto.com.au

Call: 1300 682 108