



# Quarterly Investor Webinar

21 July 2020

ASX: BID



Helping business do bills better.

## A new name

The new trading name of **bill identity (b.id)** provides a familiar name to existing stakeholders and importantly allows for significant growth across new solutions and customers while remaining anchored to the core offering.

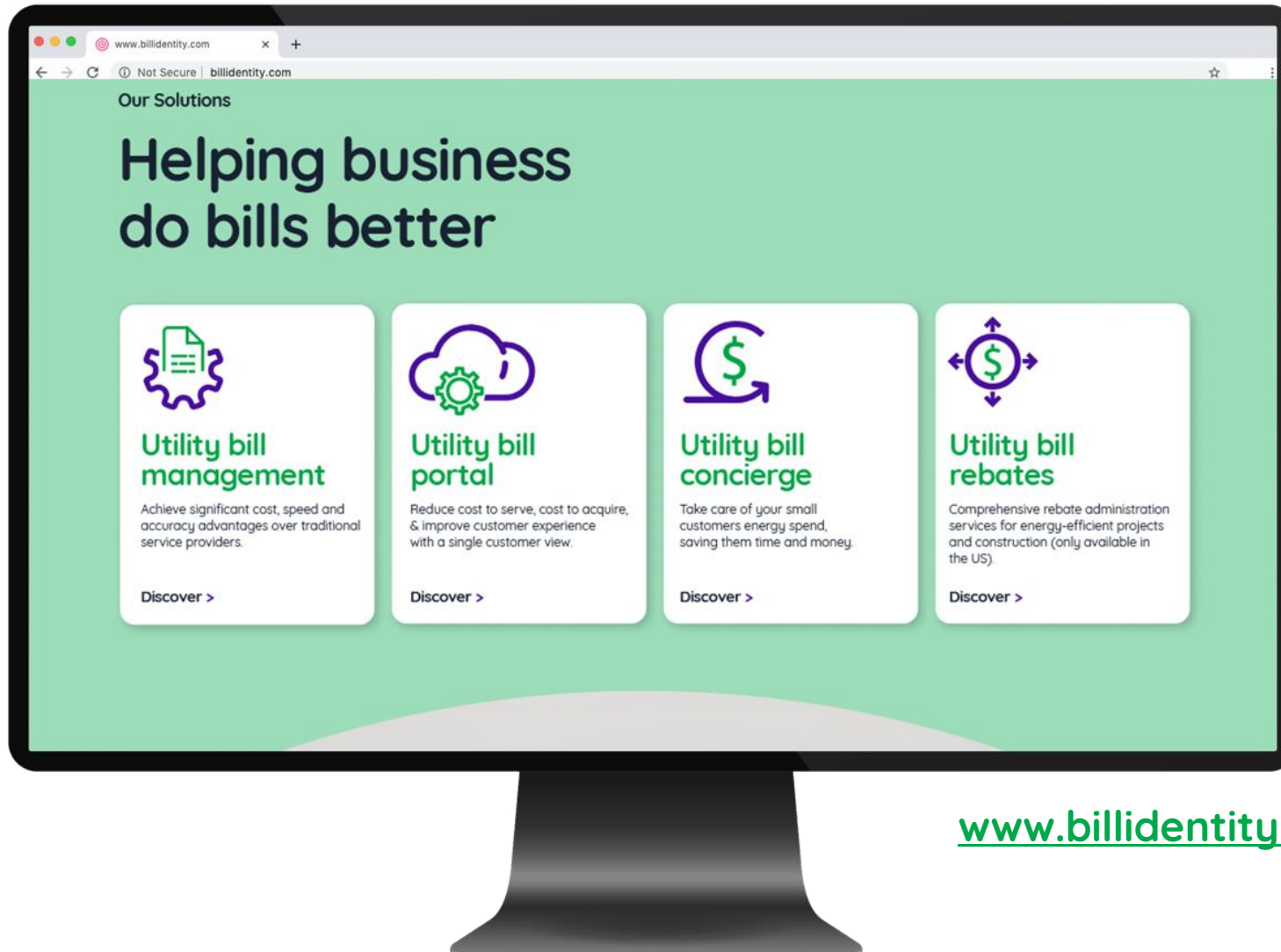
From:

**BidEnergy**

To:

**bill identity,  
bill id & b.id**

# Bid core offering has evolved through FY20



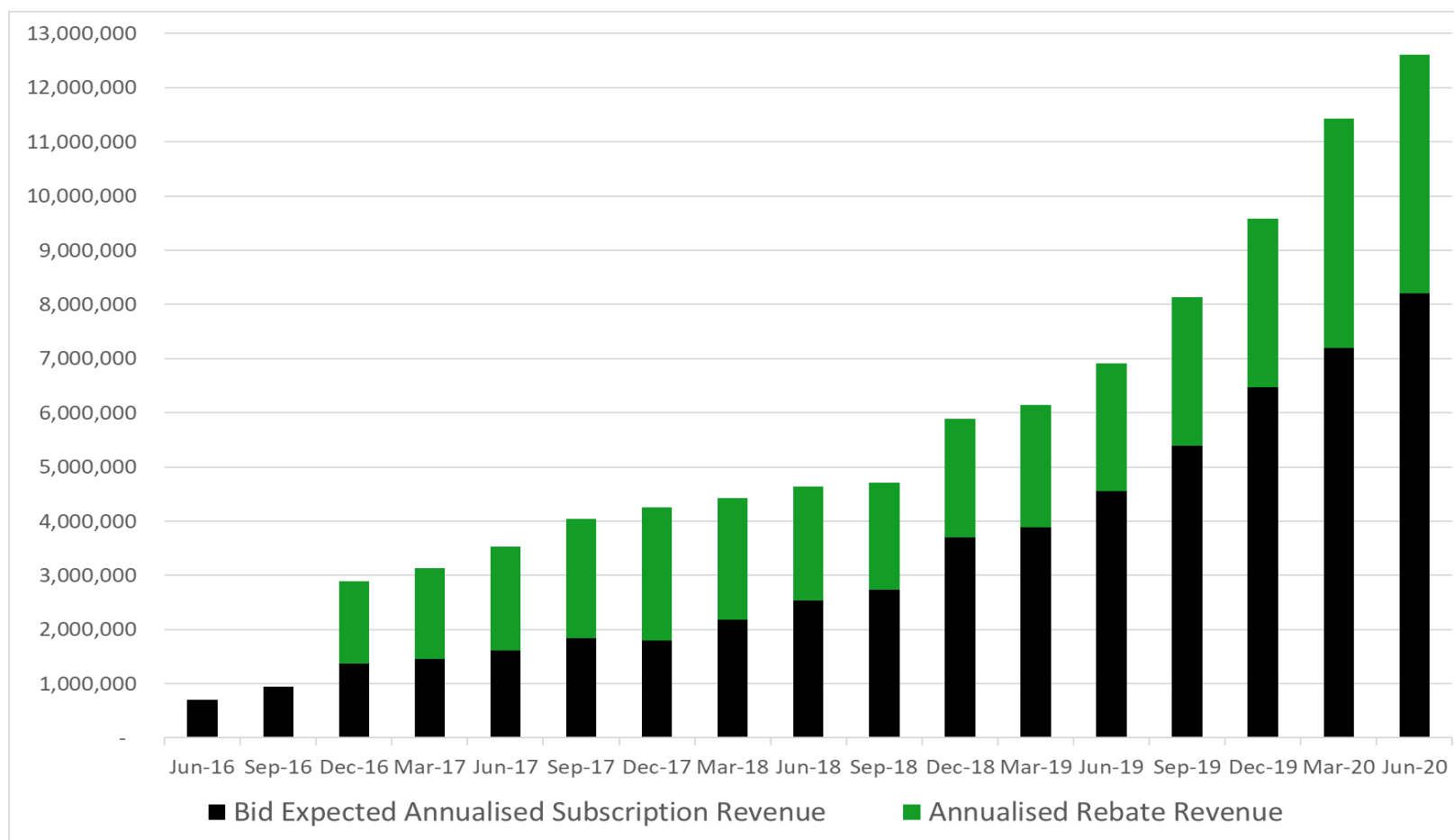
[www.billidentity.com](http://www.billidentity.com)

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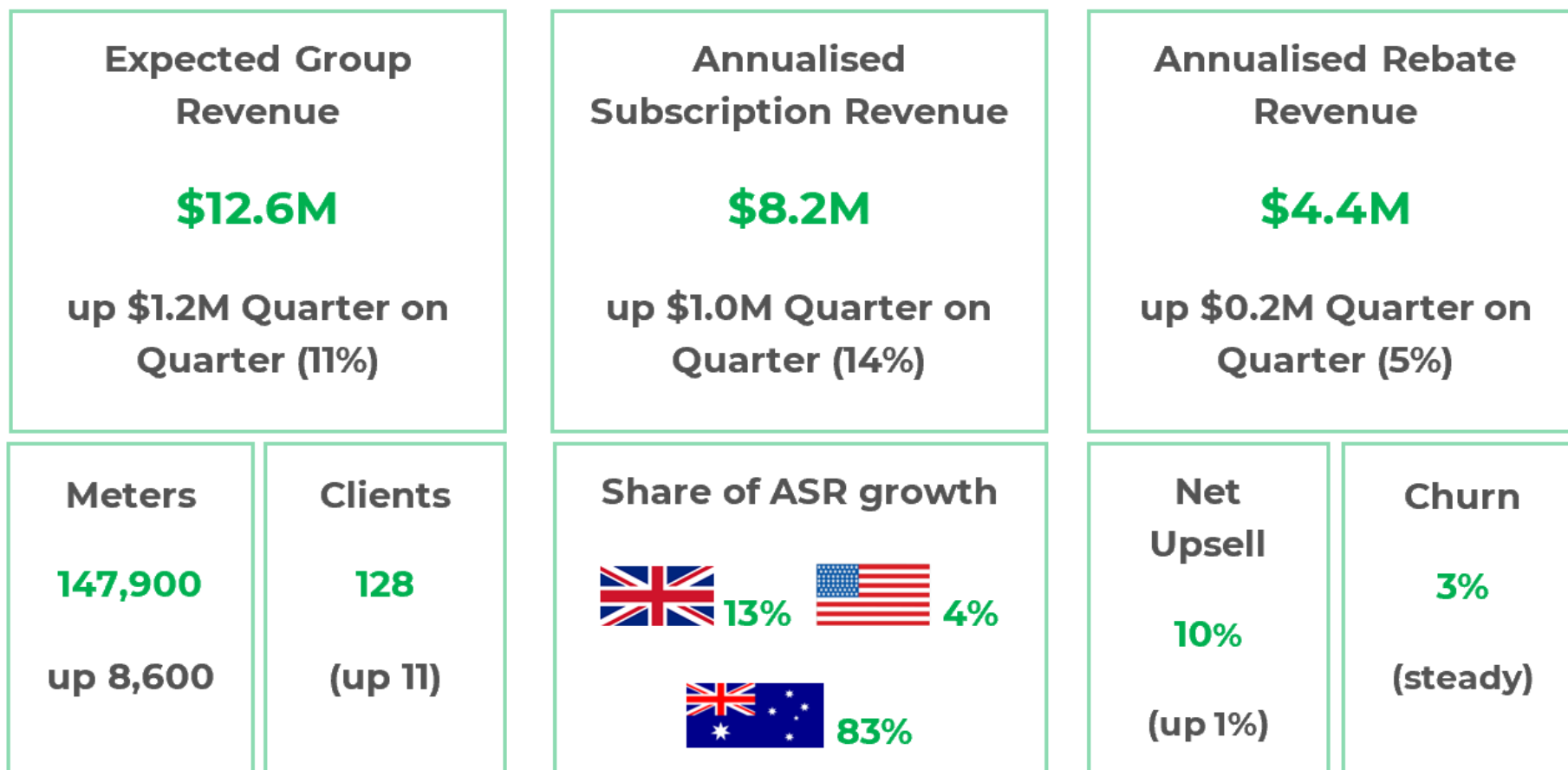
## June Quarterly – what we focused on

1. Growth in **multisite enterprise contracts** and pipeline, executed through our growing direct sales team based in Australia, the USA & the UK
2. **Targeting strong revenue growth in all regions** by executing new customer wins, cross sell, upsell, ASR to revenue conversion, with a relentless focus on existing customer service to minimise Churn<sup>6</sup>
3. Continued focus on our existing growth channels to market i.e. (1) **Facilities Management** (2) **Energy brokers** (TPI's in the UK), and (3) **Energy Retailers**
4. **Continued investment in our platform** which will support the acceleration of growth into FY21, with a particular focus on automation in the USA with PDF & OCR parsing further rollout
5. Leveraging our **core platform IP** across all channels to maximise opportunities and group margin.

## How are we going? - Annualised Subscription Revenue and Rebate Revenue growth of 85% for FY20.



## BID June Quarterly – solid result across core metrics



Refer to annexure A for glossary of terms. All numbers shown are rounded.

# June Quarterly key highlights

1. Momentum Energy signed to BID portal solution for C&I customers, validating the replicability of our energy portal solution
2. Signed agreement to be e-billing solution for a large global energy company to cover their electricity retailing rollout in the UK. Expected rollout in 2021.
3. Additional paid pilots of BID portal solution underway globally. So far two successful pilots have resulted in 2 contracts
4. Launching Utility Bill Management (UBM) in Germany with existing partner, after launching with Hungary.
5. 16 new Multi-site Clients, 11 upsells / renewals, with low churn (3%) and overall 14% SaaS QoQ growth through the COVID-19 upheaval.
6. Platform revenue (SAAS) our most valuable revenue source still grew in the June Qtr to \$1.5M, against a backdrop of COVID-19 related impacts in the USA

7. Total Gas & Power launched online customer acquisition tool, creating online pricing solution for SME. First phase live in UK.

The screenshot displays the Total Gas & Power website's online quote tool. The header includes the Total logo and navigation links for Business Gas & Electricity, Information Centre, Quick Links, Help & Support, and Get a Quote. A search bar is also present. The main heading reads "GET A BUSINESS GAS OR ELECTRICITY QUOTE ONLINE". Below this, a large image shows a woman working on a laptop, with a red overlay that says "JOIN US ONLINE TODAY!". To the right, a red box contains the text "GET A COMPETITIVE ONLINE QUOTE" and instructions to have a PDF copy of the latest bill ready. A "Proceed to quote" button is visible. At the bottom, a three-step process is outlined: 1. Upload your latest gas or electricity bill to see how much your business could save with us; 2. Select the business energy quote that works best for you; 3. Complete your details and you can get a business energy contract with Total Gas & Power today.

# FY21 Focus Points







## FY21 - Focus

1. Stick with the strategy: Small and Large multi-sites with TPIs & Brokers, Facility Managers, Energy Retailers, & Concierge as the growth accelerators
2. Continue to drive automation in the USA to unleash the potential, now that product market fit is achieved
3. Push further into the UK & European markets with existing client growth plans
4. Convert existing pilots to full agreements, in-line with previous success. (2 pilots for 2 wins so far!)
5. Launch a concierge (nee Billy) pilot in the Australian market, focused on the large SME marketplace
6. Continue to scale Platform Revenue (SaaS) with stable cost base

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