



**OCTOBER 2020**

# **CIRRALTO**

**15 MINUTE OVERVIEW**



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## **MONETARY VALUES**

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# GLOSSARY

## UNDERSTANDING THE NUMBERS IN THIS PRESENTATION

**Total Monthly Customer Addressable B2B Payments Market** - This presentation references a the size of the Cirralto Customer market as \$225m per month. This number is determined by summing the total of all Licensee invoices issued and sent or processed to their customers via our software system. Note this does not represent the value of payments we are processing but instead the existing Cirralto customer network that is directly upgradable from a SaaS style engagement to a merchant engagement. That is, a customer that is using our current SaaS products (POS, Stock, Supply Chain Management, Procurement, Service and Inventory Management tools) who could be converted to also running their payments through our platform.

**Average Revenue Per User ("ARPU")** - is calculated by summing Cirralto's total revenue and dividing this by total licensees on the last trading day of each month.

**Australian B2B Payments Market** - Total Australian B2B payments market as defined by industry research.

**Cash Receipts from customers** - equals the total cash funds received by the Company from Cirralto customers (licensees) as cleared funds.

**Customer** - the term 'customer' or 'licensee' are used interchangeably.

**Customer Growth** - is defined as the total Licensees at the end of a current month subtract the total licensees at the end of the prior month divided by the the total licensees at the end of the prior month.

**Processed customer payments** - Value of customer payments processed through our payments software. Cirralto's typical merchant fee on customer payments processed is 1.5%.

**SaaS Engagement** - SaaS or Software as a Service is a month to month or fixed subscription license for software.

**SaaS** - Software as a Service.



**CIRRALTO LIMITED (ASX: CRO) IS A TRANSACTION SERVICES BUSINESS SUPPLYING INDUSTRIES WITH A BROAD RANGE OF B2B PAYMENT SERVICES, DIGITAL TRADING SOFTWARE AND INTEGRATION SOLUTIONS.**

OUR GOAL IS TO CONVERT EFT PAYMENTS TO CARD PAYMENTS UTILISING OUR ACQUIRING ENGAGEMENT, COUPLED WITH OUR PAYMENTS COLLABORATION FRAMEWORK. OUR COMPETITIVE ADVANTAGES DELIVER CUSTOMERS END TO END E-INVOICING INTEGRATION, RAPID ONBOARDING, DIGITAL TRUST, AND AUTOMATED RECONCILIATION.

# COMPANY OVERVIEW



# COMPANY OVERVIEW

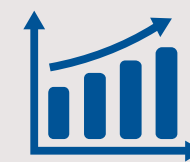
Transaction services business supplying industries with a broad range of B2B payments services, digital trading software and integration solutions. CRO specialises in helping businesses collaborate their products, orders, invoicing and payments with each other.

Core products are Spenda and Synk'd.



## GROWTH VISION

To fundamentally change the way businesses transact by delivering software solutions that enable data sharing and collaboration without error.



## STRONG GROWTH MOMENTUM

- \$225m\* monthly **Total Monthly Customer Addressable B2B Payments Market** in June, up 35% from ~\$150m in April 2020 due to COVID-19.
- **396% increase in average revenue per user (ARPU)** from April to August 2020 across 2.5k licensees.
- **73% growth in cash receipts (between March to June Qtr's).**

*Note:* Revenue declined from \$670,732 in FY2019 to \$341,332 in FY2020. The company's payment platform was launched in April 2020.



## POSITIVE TRANSFORMATION

- Proposed Acquisition of Appstablishment SaaS, which enables small and large businesses to share data across B2B and B2C channels, complementing CRO's existing tech portfolio.
- To deliver in excess of **\$1.5m R&D grants in FY21, ~\$500k in annual revenues and reduction in duplicated overheads.**
- December 2020 - New Mergeco anticipated to be operational, new pro-forma financial data and balance sheet.



## STRONG GROWTH OUTLOOK

- **Large addressable market:** The average Monthly Customer Addressable B2B Payments Market\* is \$210m per month (for the period March - September 2020).
- **Australian B2B Payments Market grew 10.8% in August 2020 (from July 2020),** making the addressable market in Australia worth more than \$100b in merchant payments\*.

\*<https://www.xero.com/small-business-insights/wp-content/uploads/2019/06/xsbi-report-paying-the-price.pdf>



## STRONG FINANCIAL POSITION

- **Strong balance sheet:** Debt funding facilities repaid following completion of \$2.7m capital raise at 1cps. Cash balance of \$1.9m at 29 September 2020.
- **Growing cash receipts:** June Quarter 2020 cash receipts of \$118k, up from \$68k in March Quarter 2020, annualised CY20 \$541k.
- **Capital structure:** 1.59bn shares on issues, 629m options.

\* See Glossary

# STOCK OVERVIEW

SINCE JANUARY 1, 2020, CRO HAS OUTPERFORMED THE ASX SMALL INDUSTRIALS BY 293%

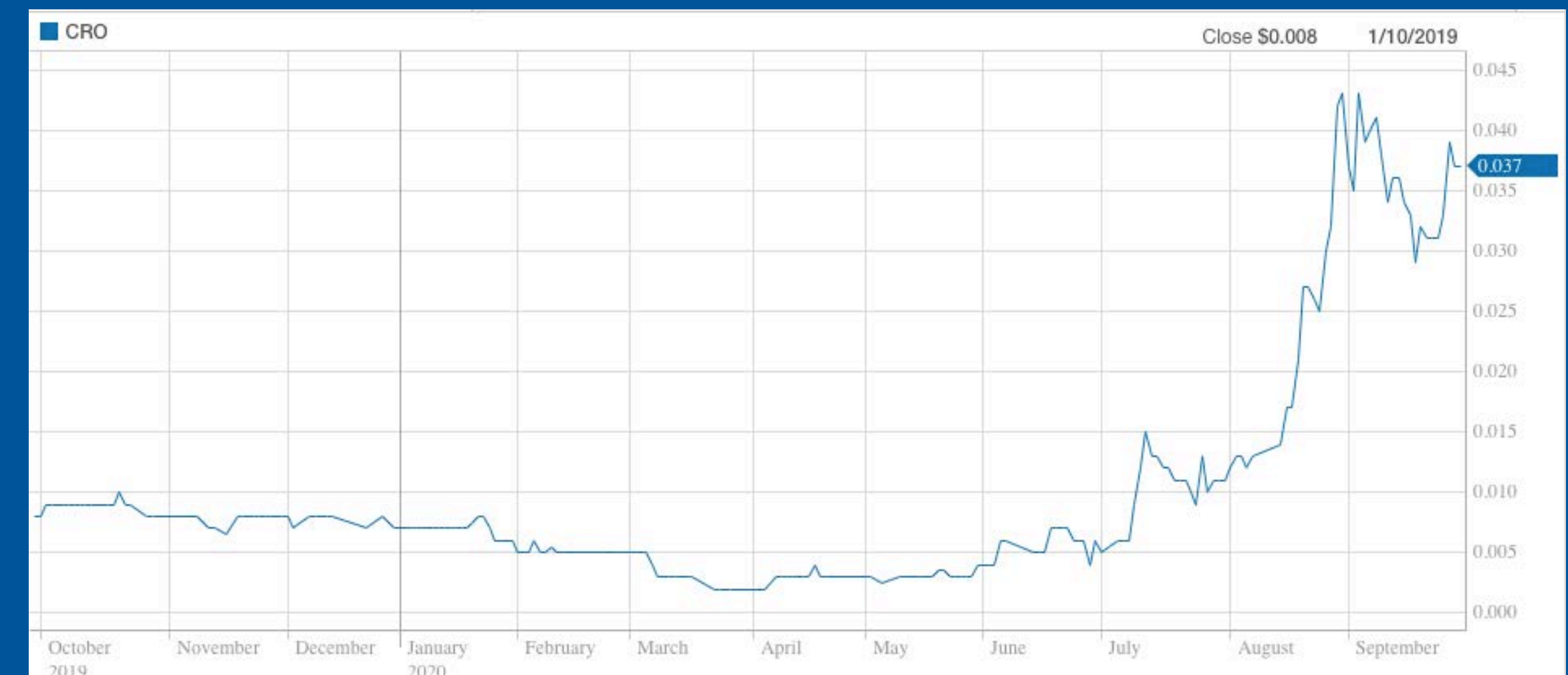
## MARKET DATA

ASX CODE	CRO
Ordinary shares	1.59bn
Market capitalisation	\$63m
Cash on hand (as of 29 September) 2020)	\$1.9m
Listed on ASX	29 May 2002
Last price (29 September 2020)	<b>\$0.038</b>
52 week high	\$0.051
52 week low	\$0.002
Average daily volume (September) 2020)	~46.3m
GICS classification	Software & Services

## MAJOR SHAREHOLDERS

Rare Air Nominees Pty Ltd	2.69%
Comsec Nominees Pty Limited	2.12%
Keiran James Slee	1.92%
Citicorp Nominees Pty Limited	1.52%
HC Investment Holdings Pty Ltd	1.13%
Mr Adrian Jason Floate	1.04%

## SHARE PRICE PERFORMANCE



# WHAT WE DO

## HELP BUSINESSES TRADE BETTER

Buying an item in store or online is a relatively straight forward and simple transaction. It involves a buyer and a seller engaging in a transaction to exchange a product for a payment.

Advancements in technology may have changed the way buyers and sellers transact, but the transaction itself remains unchanged.

Transactions are more than an exchange between a buyer and a seller; they are an exchange of information, or data, between people at a point in time.

At Cirralto, we specialise in helping businesses collaborate their products, orders, invoicing and payments with each other.

Our goal is to change the way people trade by delivering and integrating real time ordering, invoicing and payments from source (buyer) to destination (seller).

Our software is designed for viral acquisition up and down the value chain, offering expansive and quick market adaption.





# B2B PAYMENT PROFILE

## WHAT DO OUR CUSTOMERS PROCESS TODAY

It is pleasing to see that our customers are bouncing back from the economic effects of Covid-19.



Increase in Average Revenue Per User (2.5k licenses)

April 2020 - August 2020



Total Transactions Processed by our software

Jan 2020 - June 2020 see Glossary Total Customer Addressable B2B Payments Market



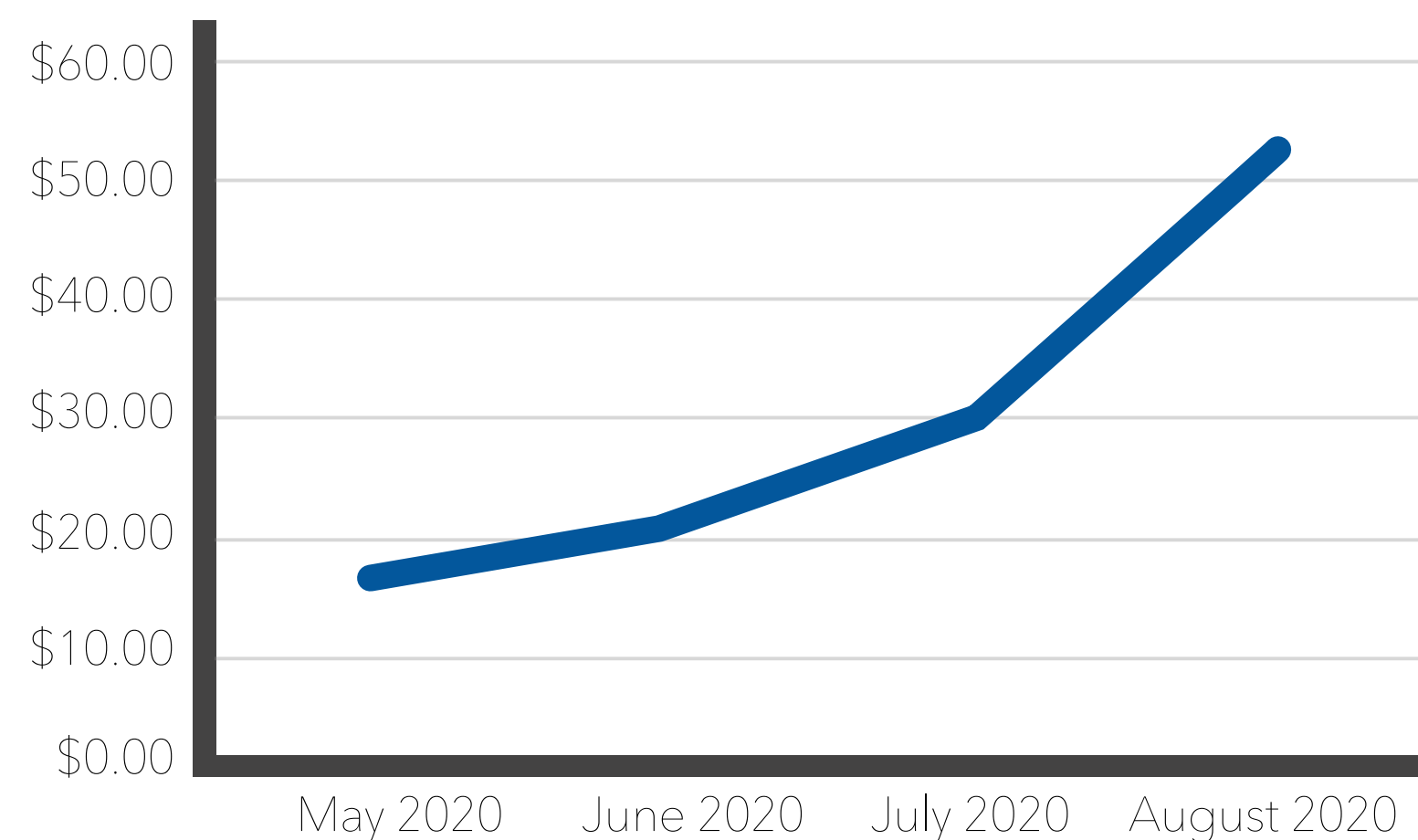
Total Monthly Customer Addressable B2B Payments Market



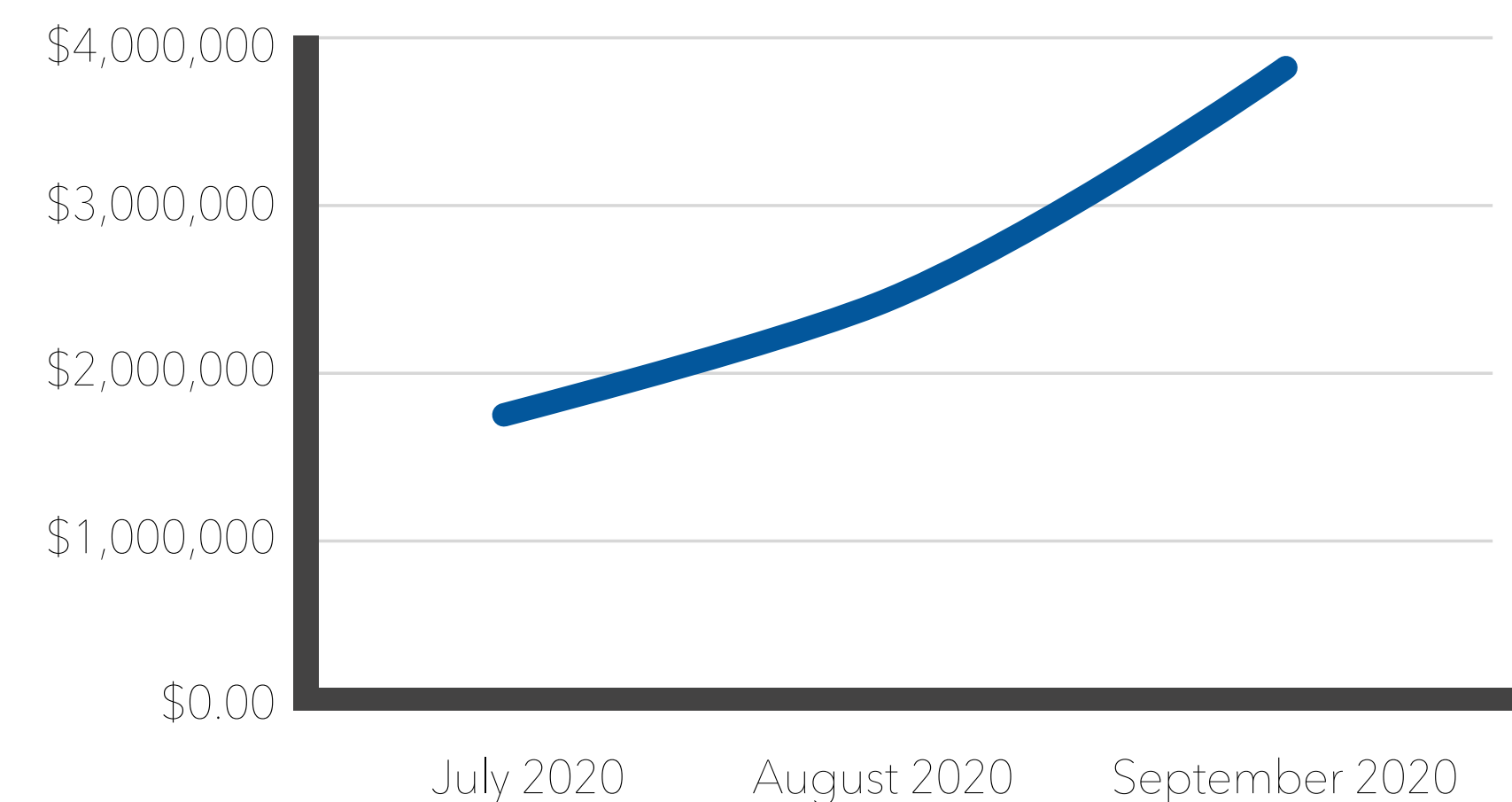
Increase in our Addressable Market

Jan 2020 - June 2020

### AVERAGE REVENUE PER USER\*



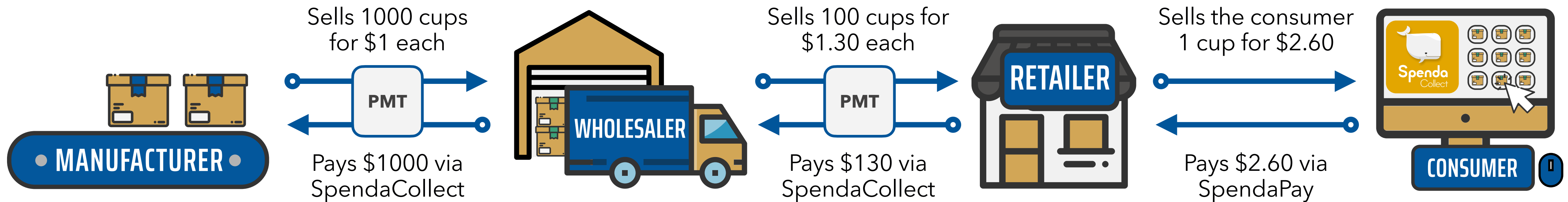
### PROCESSED CUSTOMER PAYMENTS\* (ACTUAL)



\* See Glossary

# HOW WE MAKE MONEY

## WE ARE A VALUE CHAIN PAYMENTS PROVIDER

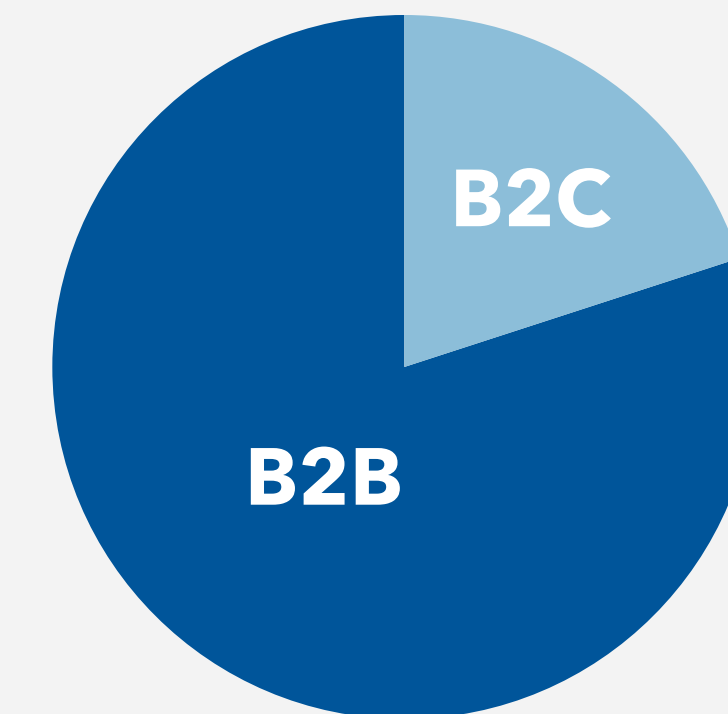


**CIRRALTO'S TYPICAL MERCHANT FEE IS 1.5% OF EVERY PAYMENT MADE BETWEEN THE PLAYERS**

Consumer to Retailer = **\$0.039**

Retailer to Wholesaler = **\$1.96**

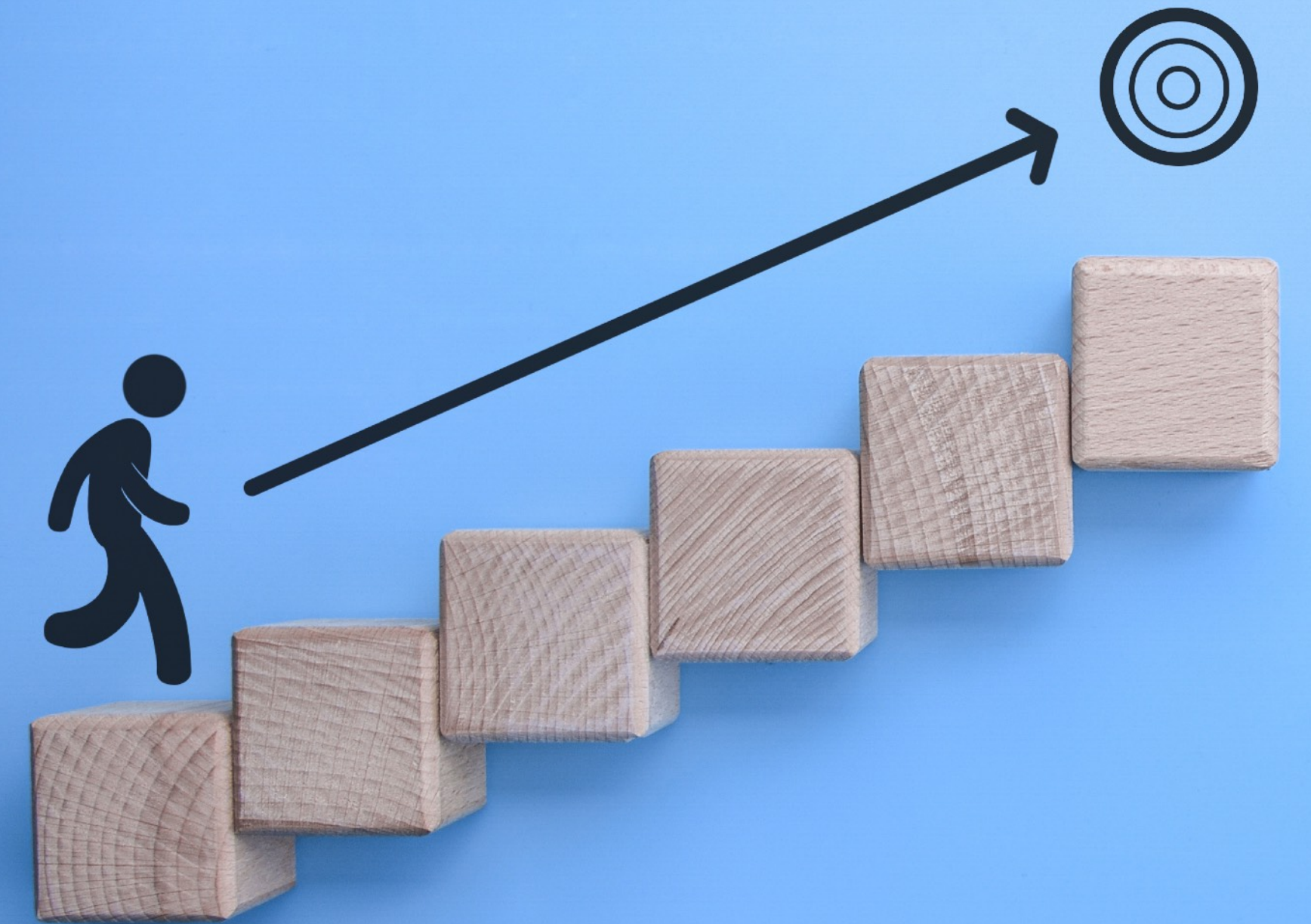
Wholesaler to Manufacturer = **\$15.00**



**B2B DIGITAL PAYMENTS ARE ESTIMATED TO BE WORTH \$100BN ANNUALLY\* IN AUSTRALIA**

\* <https://www.xero.com/small-business-insights/wp-content/uploads/2019/06/xsbi-report-paying-the-price.pdf>

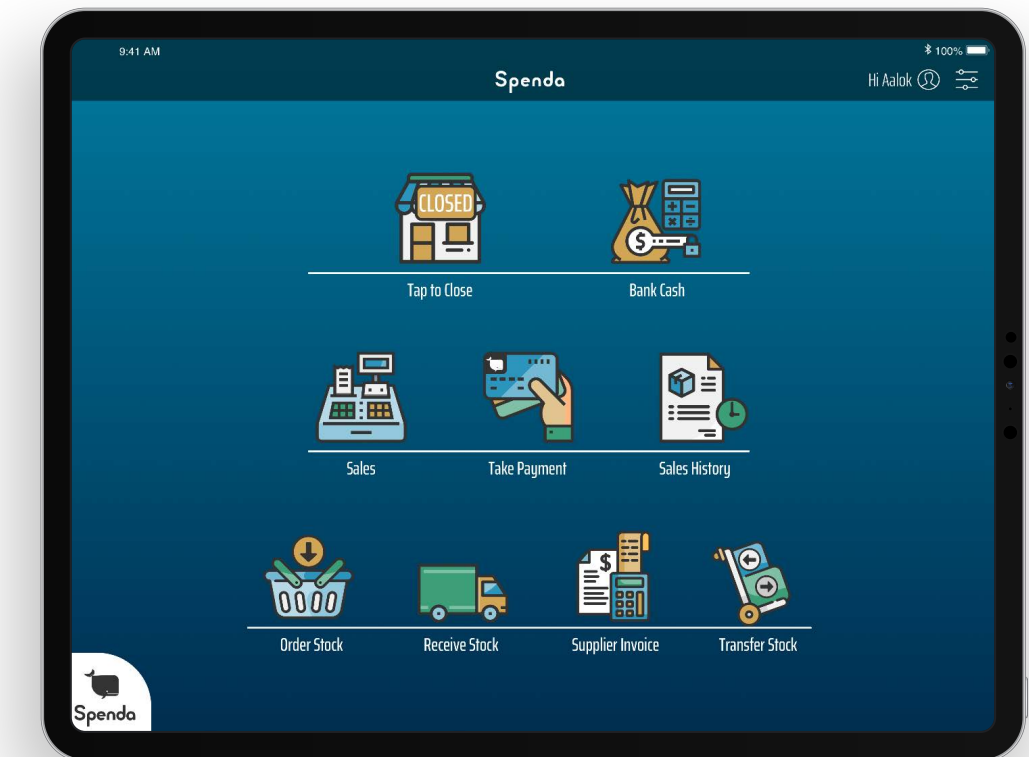
# THE OPPORTUNITY



# OUR COMPETITIVE ADVANTAGE

## SAAS + PAYMENTS COMBINED

- Our payment solutions is horizontal in application, enabling us to focus on direct growth in recurring revenue from a broad cross-section of industries.
- While the payments space has a lot of players, most are focusing on the same slice of the market. The payment technology we have created allows us to focus on the B2B market which has very few advanced payment competitors.
- Given the diversity in both capability and industry application, the Company is being disciplined in its market approach with a clear focus on distributors in verticals with retailing customers that are a direct fit for our POS + eCommerce + payments bundles.
- Because our business model focuses on the revenue derived from our payment technology we can give all our software away for free whenever a business moves their payments to our platform.
- This creates a unique position in market and allows us to push the "Free with Payments" message to customers.

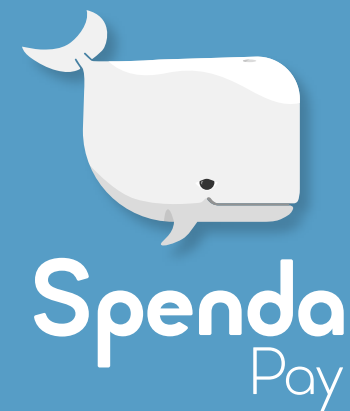


# OUR PRODUCT SUITE

APPS DESIGNED TO STAND ALONE OR CONNECT TO FORM A COMPLETE ERA SYSTEM



Our cloud-based Point of Sale system allows businesses to quickly process a transaction while offering them complete access to an impressive data set.



A fully integrated payment solution that can take payments 24/7 in any currency, wherever and whenever your customer requires.



An integrated Inventory Management solution that empowers businesses to view, track and control their products across multiple warehouses in real-time.



SpendaService is a customisable Field Service Management tool that allows businesses to control their entire internal operations from one location.



SpendaBuy is a procurement tool that automates the purchasing process and allows businesses to send purchase orders directly to their suppliers.



Complete business-to-business management software. Control sales and orders 24/7 with a simple, personalised user-experience and fast financial integration.



SpendaCollect is the crown in our payments stack and enables any business to collect debt from any customer.



Spenda-eCom provides your business with a highly functional online sales portal for customers to purchase goods and services.

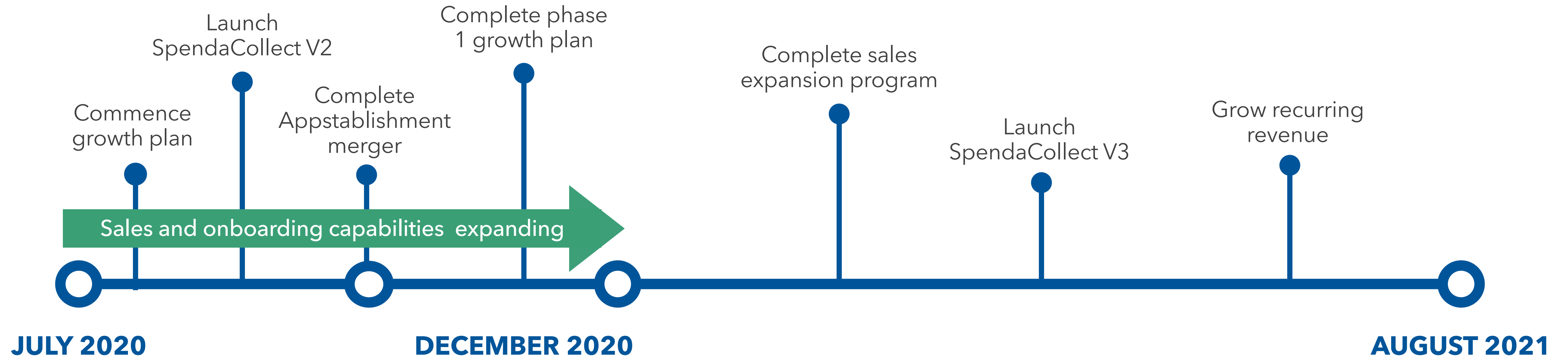
# 2020 OUTLOOK



# 2020/2021 WILL BE A BIG YEAR

## FOCUSED ON GROWING PAYMENTS REVENUE WITH OUR B2B CUSTOMER BASE

- We are firmly focused on sustainability and annual revenue per user growth.
- We plan to grow core capabilities enabling faster customer acquisition.
- The Appstablishment merger will create operational efficiencies and align all IP.
- Product launch will enable ARPU growth and new markets.



Authorised by the Board of Directors



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