

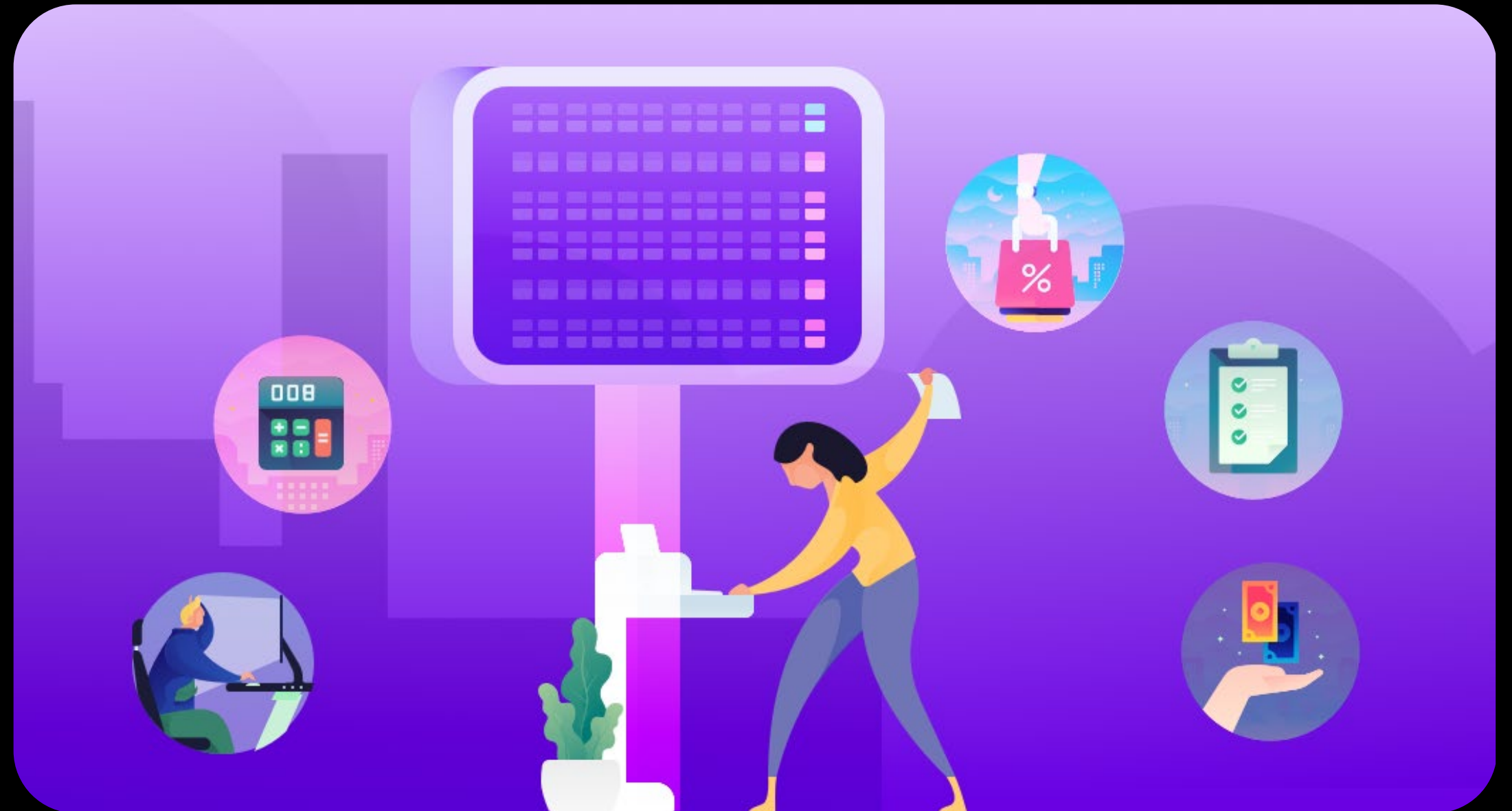
# whispir

21 October 2020

## Q1 FY21 Activity Update

Investor briefing  
materials

A S X W S P



# Strong ARR growth

Increased platform use by existing customers & strongest Q1 new customer growth on record.

# \$43.7m



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26.7% growth from Q1 FY19

Q1 FY21 annualised recurring revenue (ARR)

# Customer Revenue Retention

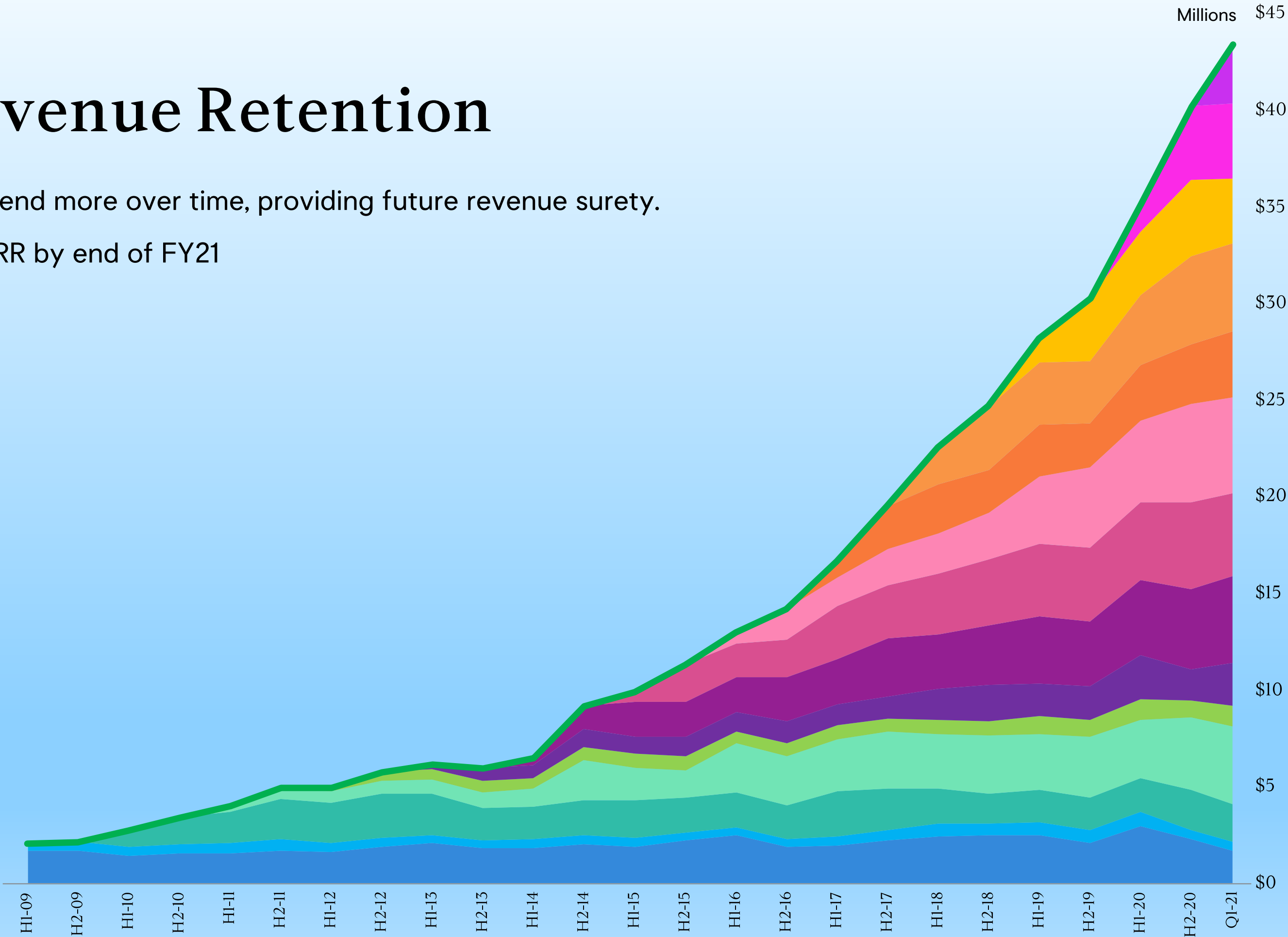
Customers are long-term & spend more over time, providing future revenue surety.

On track to achieve ~ 120% CRR by end of FY21



**Note**

Cohort analysis excludes DBS Bank Singapore as a former customer, fluctuating transactional customers and one-off items such as paid proof of concepts.



# New customer growth

Macro communications trends, remote working  
& stakeholder engagement driving demand.

# 665 Customers

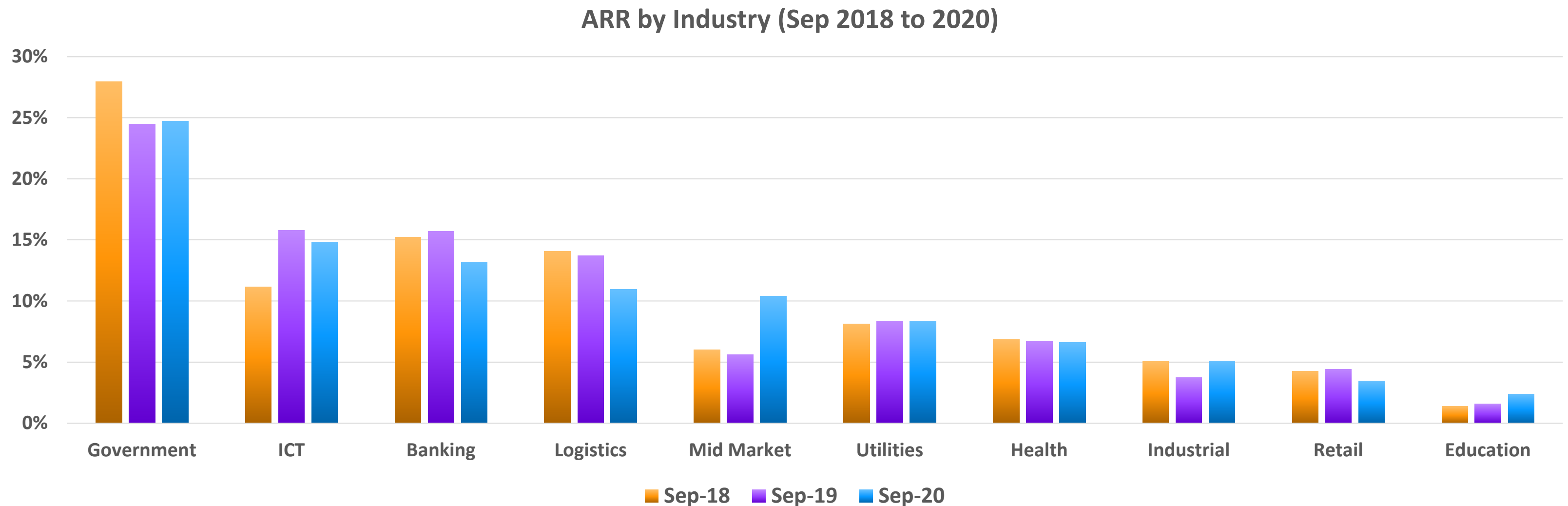


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35 net new customers in Q1 FY21

# Industry diversity & growing mid-market opportunity

Reduced reliance on individual sector, unique cross-selling opportunities.



# Strongest Q1 on record

- Second strongest quarterly cash receipts since listing
- Ongoing tight cost management
- Cash balance ahead of FY21 expectations
- New appointments to significantly increase R&D in Q2

\$10.5m

Customer Cash Receipts

35% growth from FY19

\$12m

Cash & Equivalents balance

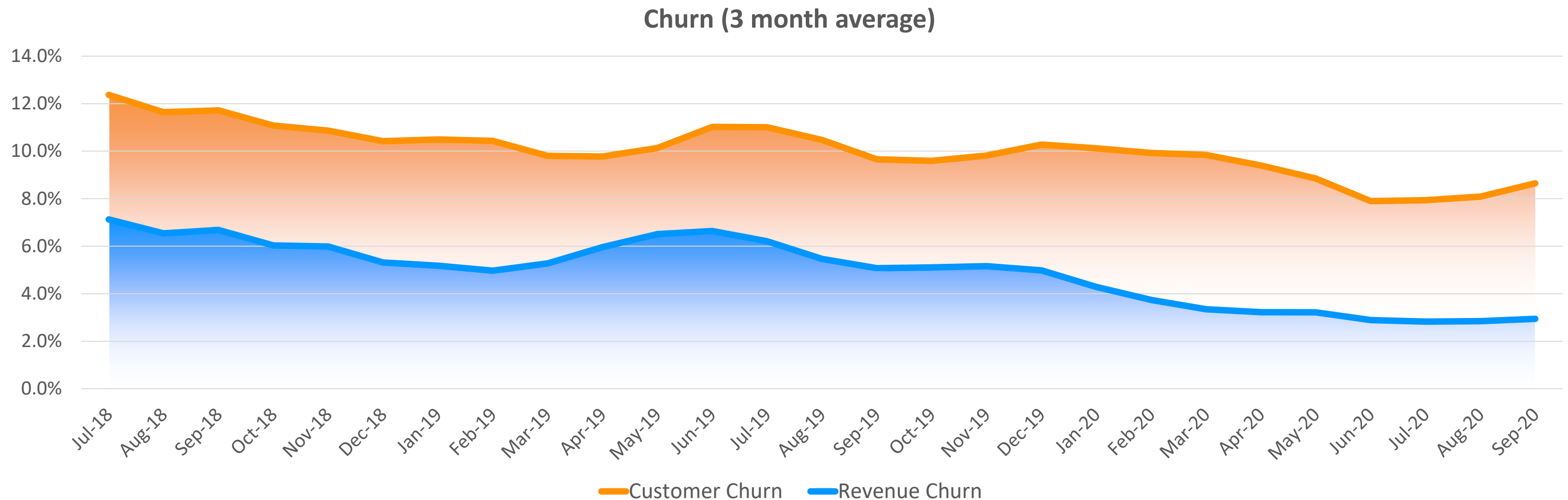
Forecast: \$11m

\$1.1m

Research and Development

# Revenue churn below 3%

Gross revenue churn at historic lows, reflecting stickiness of platform.



# Macro communications trends

## Accelerated digital transformation

### Digital transformation projects fast-tracked by years

- Digital channels becoming main form of customer engagement during COVID–19
- Process automation increasing organisational productivity

### Increased budgets for digital transformation

- 80% of companies increased budgets due to COVID-19

### Enduring trend for many years

- 90% to continue digital transformation post COVID

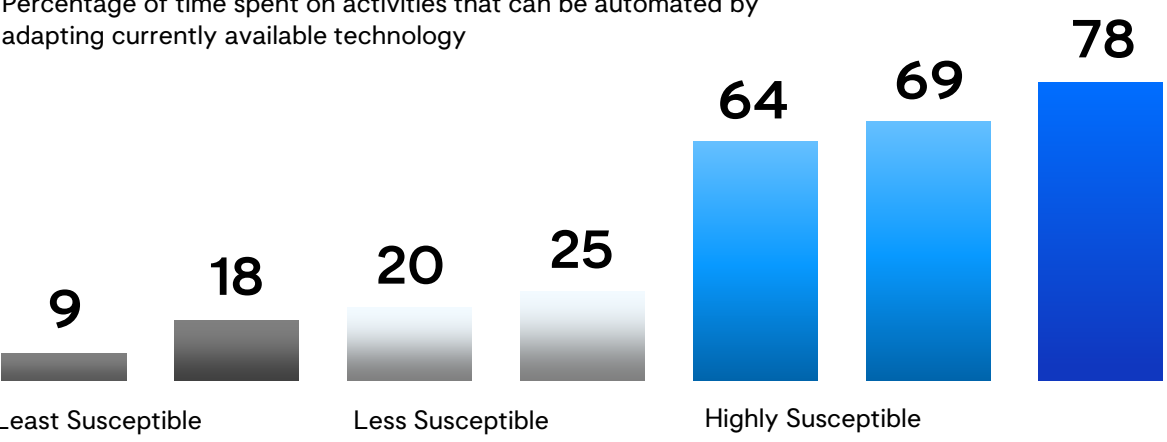
### Substantial long-term growth opportunity for Whispir



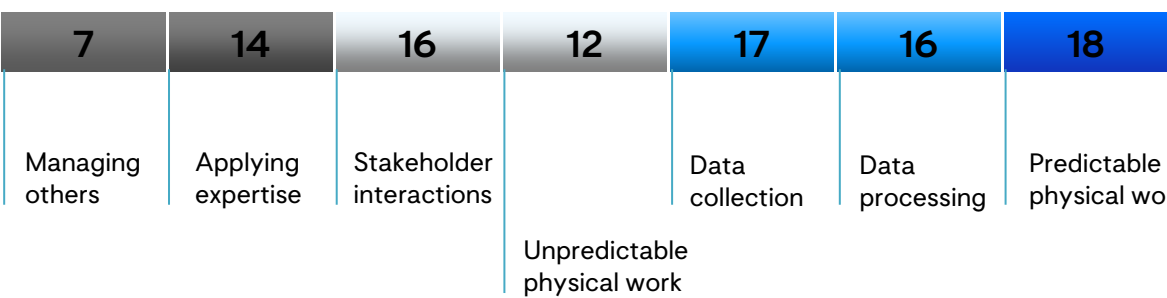
Analysing work activities rather than occupations is the most accurate way to examine the technical feasibility of automation

## Technical feasibility

Percentage of time spent on activities that can be automated by adapting currently available technology



## Time spent in all US occupations %





# Digital Transformation market size

Global technology investment rapidly increasing

Whispir is broadly applicable to much of this digital transformation

\$336<sub>bn</sub>

(USD) Market size value in 2020

DX accounts for the majority of global  
information & communications tech investment



\$1,393<sub>bn</sub>

(USD) Revenue forecast in 2027

Long-term, growth driver



22.5%

CAGR from 2020 to 2027



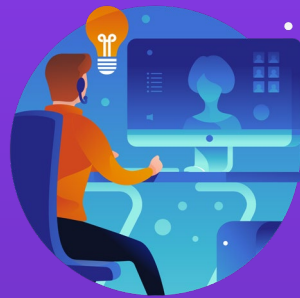
# Digital Transformation expertise certified by AWS

- AWS Digital Workplace Competency
  - Launched 30 Sept
  - One of only 18 companies globally
  - First in Australia to be awarded new certification
- Demonstrated deep domain expertise as a collaboration platform
  - George Weston
  - M1
  - Changi Airport
- Complements AWS Advanced Partner Certification & AWS Digital Customer Experience Competency

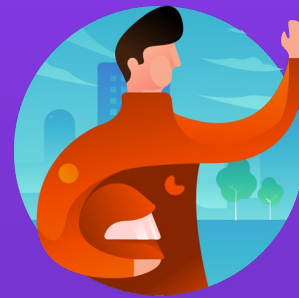


# Growth strategy

Multiple levers to sustain growth & increase market penetration



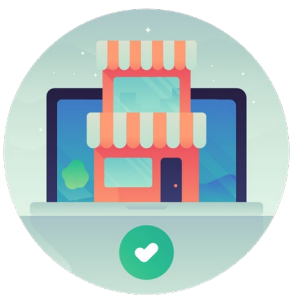
Increasing platform use  
with existing customer base



Acquiring new  
customers



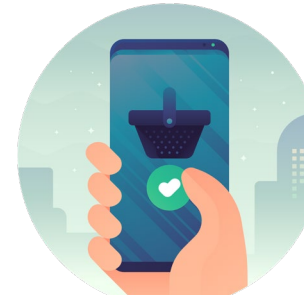
Diversification of  
channel partners



New Digital Direct  
go-to-market strategy



Increasing presence  
within three key markets  
– ANZ, Asia and US



Increasing product  
offering to drive adoption

# Digital direct & new markets

- Cost-efficient access to SME market segment
- Enables SMEs to self-discover and implement at an attractive price point
  - Automate manual processes
  - Improve customer communications and experience
  - Increase productivity
- Stage One launched to existing customers last year
  - Improving process, reducing friction
  - SME market launch within next year
- Complements channel partner distribution model for enterprise





## Communications Intelligence



### Prediction

Reduce waste



### Detection

Better moves / less mistakes



### Automation

Save time / speed up value

# Functionality, features & enhanced UX

- Infrastructure upgrades
- New API features for developers
- Enhancing message sending user experience, preview & flow
- Interactive web form components
- Dynamic capture of recipient information
- Production ready templates
- New engagement metrics & reporting functionality



# FY21 expectations\*

Momentum to drive growth in FY21 & beyond

FY21 EBITDA

**\$(6.23m)-\$(4.76m)**

14-35% improvement on FY20

FY21 ARR

**\$51.1m-\$55.3m**

21-30% Growth on FY20

FY21 Revenue

**\$47.5m-\$51.0m**

21-30% Growth on FY20

R&D Cash Investment

**\$9.2m-\$9.8m**

8-15% Growth on FY20

\*We are providing a range given the current global situation; which provides many opportunities for Whispir, but makes planning and forecasting with certainty – challenging.

# Connect Engage Thrive

**whispir**