



NWR Communications Conference - b.id

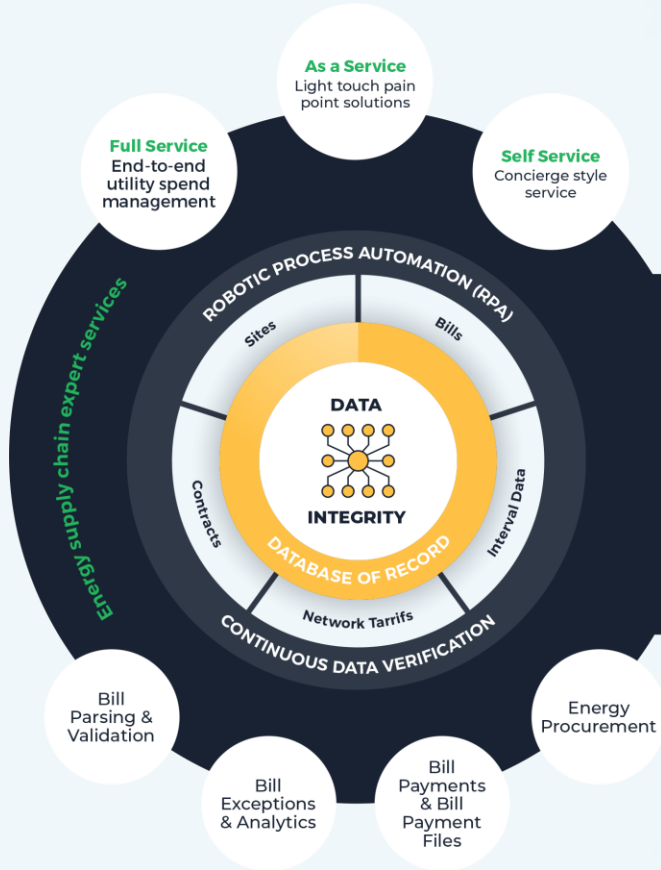
November 2020



Helping business do bills better.

We operate across Australia, New Zealand, the USA & United Kingdom. Our platform offers a complete utility spend management solution that combines intelligent automation and industry expertise to help multi-site businesses minimise cost while maximising their control over the complex utility spend category.





Delivering a compelling benefit to customers

Our Business Model



true data integrity



wide variety of utility bills



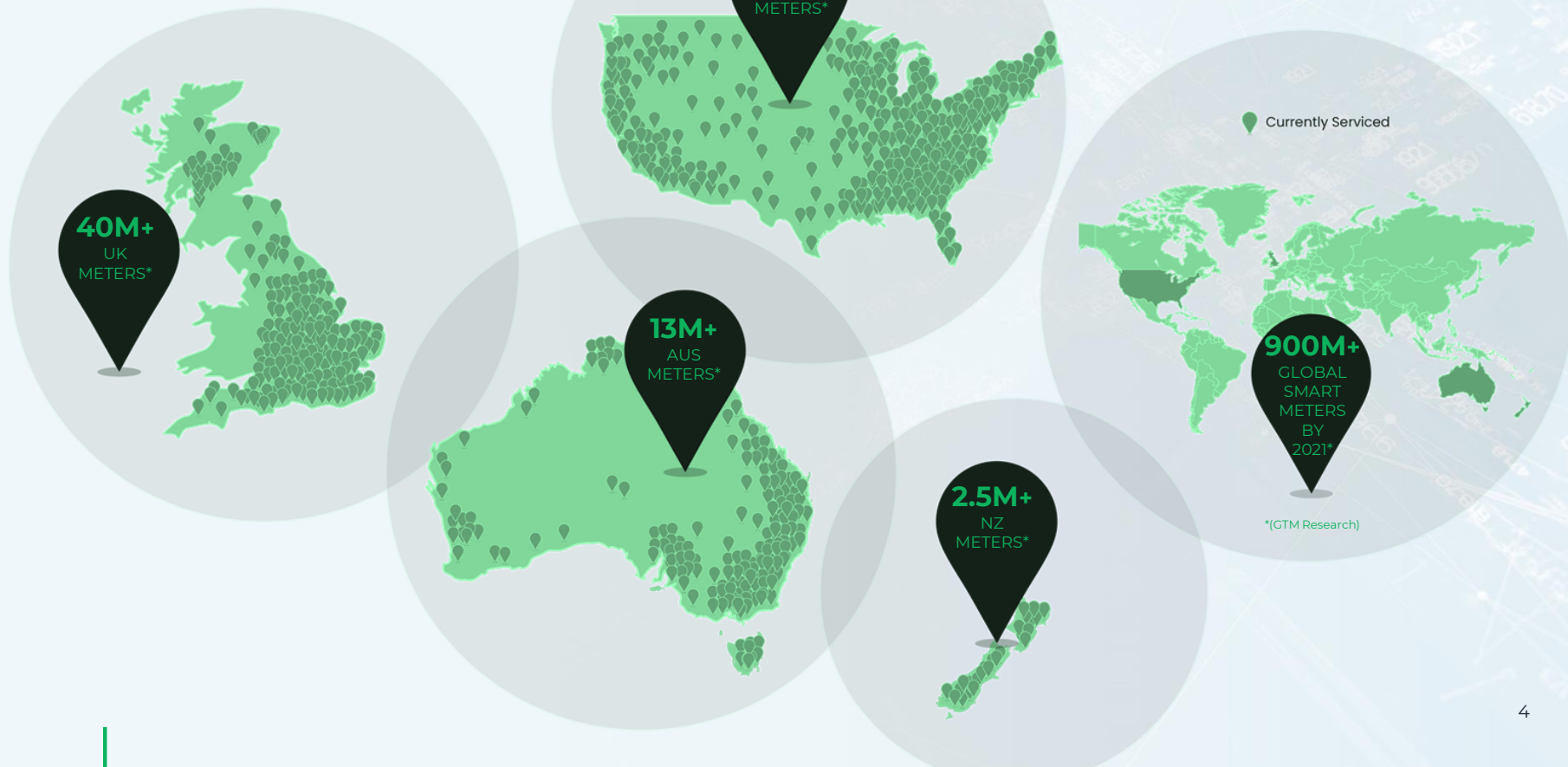
frictionless spend management



agile business decisions

Providing a suite of solutions across a wide variety of commodities and service elements from electricity through to rates and taxes, our core Robotic process automation IP, can not only read structured PDF bills in seconds, but provide an effortless bill management capability from bill issue and capture through to payment. A complete end to end solution, robotic worker tasks include bill validation, exception management, accounts payable, budgeting & forecasting as well as deep performance analytics.

Size of Market

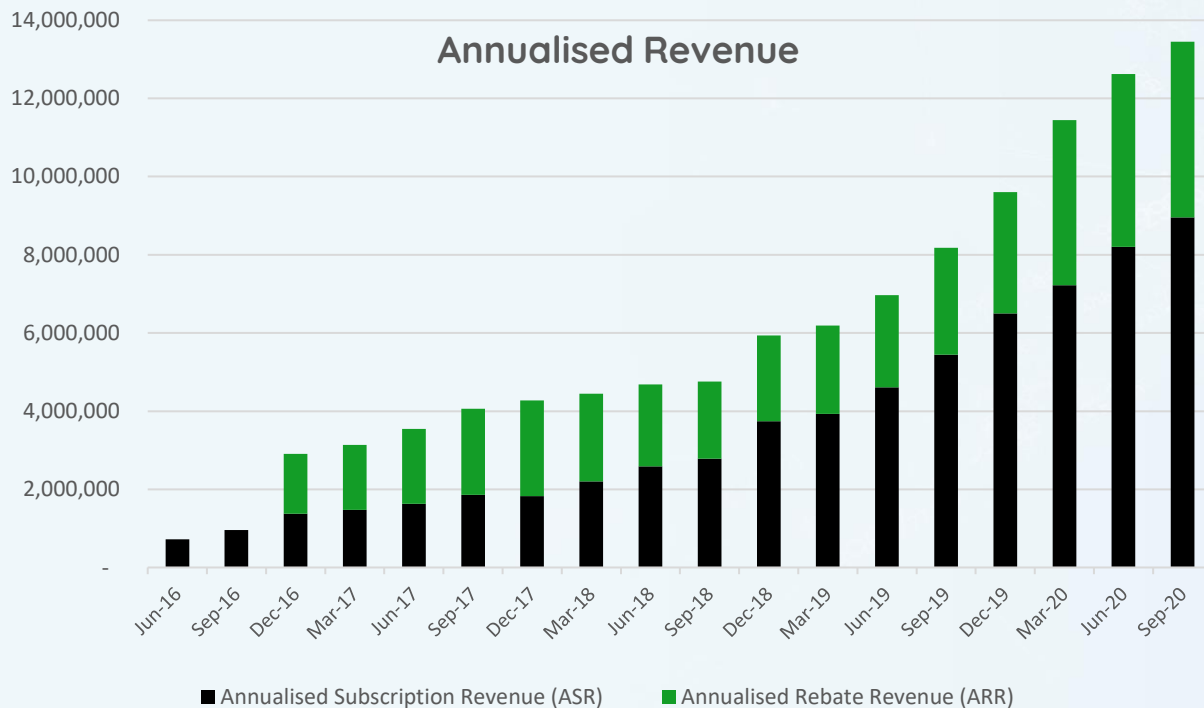


Strategy remains on track

- Continue to grow the multisite heartbeats
- Grow the revenue verticals - FM's, TPI's, Retailers
- Seek scale and margin in new growth channels
- Accelerate growth in key markets (Aus/USA/UK)
- Cross sell in the USA from rebates, Upsell elsewhere
- Grow commodity verticals - more than just electricity
- Maintain customer loyalty
- Invest in the platform Dev for expansion for scale



How are we going?



Annualised Subscription Revenue and Rebate Revenue growth of 82% for FY20, maintaining positive growth into FY21 despite COVID-19 challenges, with very low churn.

Australia and the UK carried the Sept. Qtr. With the US slowly emerging from first wave lockdown

Expected Group Revenue

\$13.5M

up \$0.9M Quarter on Quarter (7%)

Annualised Subscription Revenue

\$9.0M

up \$0.8M Quarter on Quarter
(10%)

Annualised Rebate Revenue

\$4.5M

up \$0.1M Quarter on Quarter
(2.3%)

Meters

159,400

up 11,500

Clients

143

(up 15)

Share of ASR growth



40% 18%



42%

Net Upsell

11%

(up 1%)

Churn

3.5%

(up 0.5%)

Helping Businesses do bills better



Utility Bill Management

Improve data integrity, bill validation, streamline the procurement process, and reduce the overall category bottom line.

Bid's digitized Utility Bill Management (UBM) is the only energy management platform with full Robotic Process Automation (RPA), capable of processing thousands of utility bills per minute.

Core subscription product with good growth

Over FY20, more than 30 new clients are benefiting from the Utility Bill Management platform, 15 of these were welcomed in the June quarter alone. These enterprise multi-sites clients remain a key focus across all global geographies.



Utility Bill Portal

Reduce your cost to serve, cost to acquire, improve client experience, and get closer to the customer with Bid's Utility Bill Portal.

Bid's Utility Bill Portal is a perfect solution for water utilities, energy retailers, telecommunication companies looking to digitalize their platforms or client journey and gain a competitive edge by improving their end-user client experience.

Good traction - helping Energy Retailers get closer to their customers

Marquee clients - Origin Energy and Momentum added in Australia, and with pilots already underway in the UK, the business sees solving large scale client data challenges a core focus and new revenue driver for FY21.



Utility Bill Concierge

Driving on-line acquisitions for residential focused B2C clients such as iSelect and SME targeted acquisition campaigns for Energy retailers like TOTAL gas & power (UK), our Utility Bill Concierge is an extends our Enterprise capability into mass markets for SME's and Residential customers. Utility Bill Concierge is able to replace manual and call-centre focused operating models with web based end-to-end self-service RPA driven capabilities, and these services can drive down energy costs for end users, leveraging existing energy procurement, bill validation and bill exception capabilities.

Increasing our reach into Global SME Mass Market.

Leveraging the capabilities of Utility Bill Concierge in FY21, Bid intends to increase our global reach further into the mass SME market.



Utility Rebates

Comprehensive rebate administration services for energy efficiency. Available to clients across the United States and Canada, Bid's Rebates services can eliminate the complex and time-intensive rebate acquisition process, from early-stage guidance during CapEx budgeting through to pre-approvals, site inspections, final applications and check expediting.

Strong organic growth with opportunities to Utility bill management

Our USA team in Philadelphia, continue to deliver with substantial gains in rebate revenues. Throughout FY20, a number of Fortune 500 companies started using our services. The team are achieving success cross-selling to these client to drive uptake in Utility Bill Management services with a number of new clients and acceleration of SAAS revenue. The USA offers a very large and less sophisticated market, where RPA can make a huge difference.



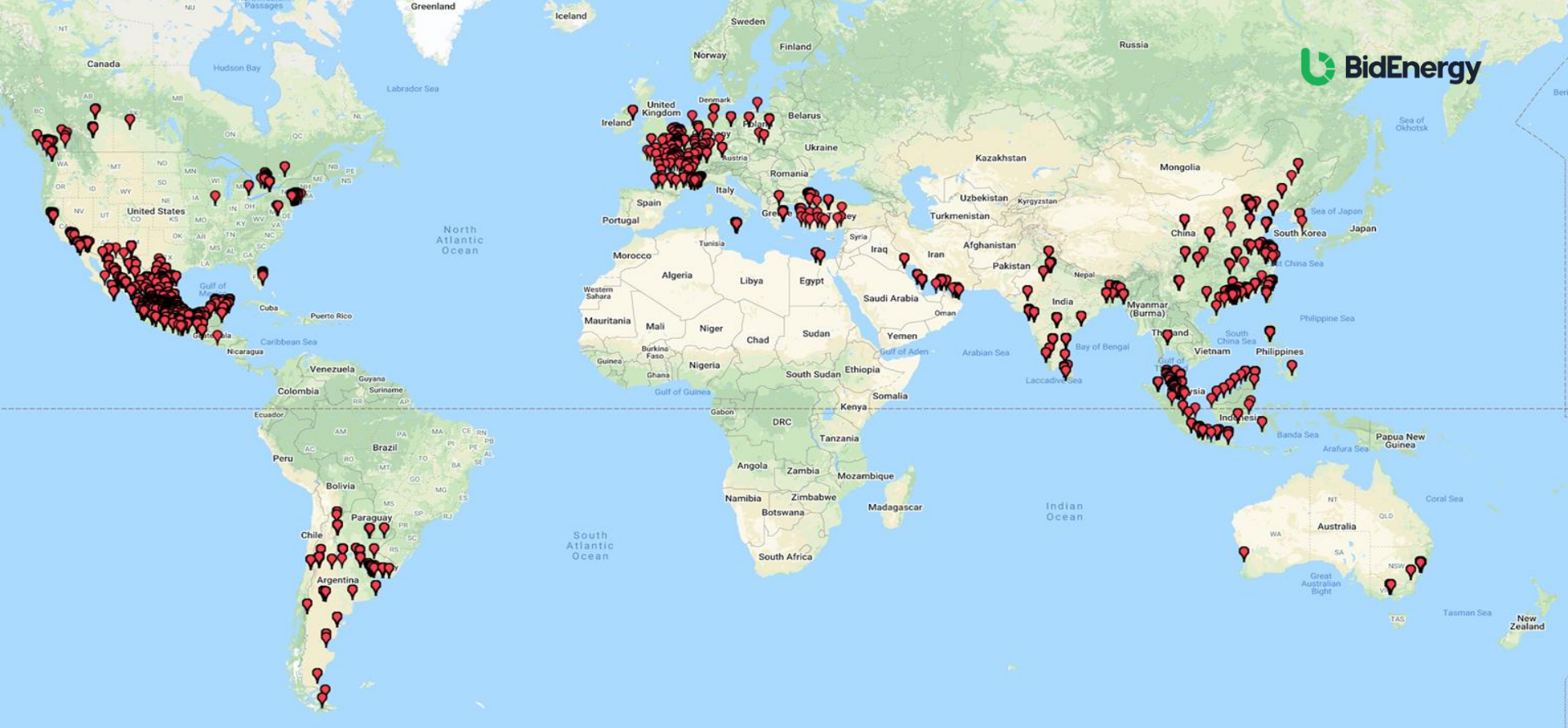
Announced the
winner Best
Customer
Innovation 2020



+



2020
DIGITAL
UTILITY
AWARDS
WINNER



JLL win cements the global opportunity with a world renowned brand in 37 countries
 Bid will be at 79% automation at launch, with expectations of full capability with 3 months

Rodney Frye joins Bid to lead US expansion

President – Bid USA

- To lead the USA drive, Bid has recruited Rodney Frye - an experienced senior executive in US software sector has joined BID on 15th October
- Thunderhead Inc: 2006-2015; built & managed the US business for UK based tech start-up.
- Intelledox Inc : 2015-2020; built & managed the US business for Aust based software start-up.
- Rodney has years of sales & leadership experience which will clearly benefit BID US expansion, and
- His focus will be to build on the early “proof-points” of product market fit in the USA to date, re-prioritise and build out the team to focus on SAAS revenue growth, and drive scale through a strong second half.

Experience

Rodney Frye

Intelledox, Inc (2015 – 2020)

- President, North America
- Brought Australian based startup company to North America
- Built complete organization in North America
- Recognized as an industry leader by Aragon Research
- Grew business 21x
- Signed on DocuSign as a reseller of the Intelledox platform
- Grew customer base to over 250 customers
- Was part of M/A team that sold Intelledox after 4 years



Thunderhead, Inc (2006 – 2015)

- Vice President, North America Sales
- Brought UK-based startup company to North America
- Built complete organization in North America
- Grew customer base to over 350 customers
- Recognized as an industry leader by Forrester and Gartner

Previous Employers/Role

- Pitney Bowes ([Group1](#) Software), Sales Leadership / Sales – part of startup division
- Image Sciences, Technical and Client Services leadership, professional services – startup company

Significant Market opportunity with US expansion



With over 300M meters just for electricity, the US opportunity is large, with additional opportunities to leverage accounts payable outsourcing over many different utility bills



The market place is fragmented, and the management of bills proving a logistical challenge which bid is uniquely positioned to exercise technology platform leadership



Recent clients additions highlight a 4-5 bill average per location, providing further revenue leverage than other countries, with large US based multi-sites averaging 50,000 to 150,000 bills per month.



Key to the growth opportunity will be bringing on large reference clients that provide the marketplace confidence in our solution in UBM – JLL is a significant step in that direction



Targeting large Utility retailers, with our portal and customer acquisition solutions (e.g. Origin) can fast track growth, given the lack of digitisation currently seen in the US customer journey



We will continue to develop the SAAS capabilities in our US based team to further realise our potential. Two new recent sales additions will further assist our growth profile. We are only at the very beginning of our USA journey

BID well positioned for growth – FY21

