



ASX Announcement

23 November 2020

Whispir Limited

(ASX:WSP)

Chairman's Address – 2020 Annual General Meeting

Whispir has had an exceptional first year as a listed company, delivering all key FY20 Prospectus targets despite unprecedented global operating conditions.

COVID-19 highlighted the essential nature of our versatile and easy-to-use communications software, with customers leveraging our two decades of crisis communications experience to keep their stakeholders informed.

Whispir's many competitive advantages, such as easy integration with existing IT systems, low code/no code software designed for use without IT expertise, and rapid deployment capabilities, delivered a record number of net new customers in the second half of the year.

And as our customers adapt to the 'new normal', Whispir will continue to play an important role in solving complex communications challenges through automated workflows that facilitate personalised and contextually relevant communications at scale and across multiple delivery channels.

Our Company is also well-placed to capitalise on long-term macro communications trends with the pandemic fast-tracking the digitisation of operations and stakeholder communications. This has increased organisational adoption of cloud-based systems and accelerated digital transformation projects to automate processes and increase productivity. As Whispir's cloud-based platform enables organisations to quickly implement tools that facilitate these trends, digital transformation offers short and long-term growth opportunities for the business.

Demand for data-driven intelligence to improve the efficiency of stakeholder engagement is driving the need for AI and machine learning functionality. As Whispir utilises the same technology stack that our customers use, our five-year platform development strategy is focused on significantly increasing our AI and machine learning capability. This enhanced functionality will provide our customers with data-driven insights into individual recipient preferences and facilitate behavioural communications at scale based on indispensable datasets.

Development of AI-driven intelligence is already well underway, and we are on track to introduce conversational messaging for our customers in the near future. This platform evolution will see our transition to a communications intelligence company, providing new future revenue streams.

We recently welcomed industry specialist Aled Miles to the Board as our US-based Non-Executive Director. Aled has more than three decades' experience within the US and UK technology sectors, including 20 years at NASDAQ-listed Symantec. His extensive software expertise, gained in multiple senior leadership roles including CEO of global CPAAS provider Telesign, will be invaluable as we increase our footprint in the region. I'd also like to acknowledge and thank our recently retired Director Shane Chesson for his significant contribution to the Board over the years and particularly over the past 18 months. This was a pivotal period for Whispir, which saw us list on the ASX and achieve our key objectives in our first year as a listed company.

On behalf of the Board, I'd like to thank the entire Whispir team for their expertise and significant contribution over the past year.

I'd also like to acknowledge our CEO, Jeromy Wells, and his leadership team for navigating a challenging and uncertain global business environment to deliver on Whispir's FY20 objectives. This included the ability to ensure Whispir protected the safety of all its employees by pivoting to provide services remotely.

Our valuable relationships with our channel partners across ANZ, Asia and North America are an important contributor to our success. Thank you for your support, collaboration, and commitment over the past year. We look forward to working closely with you in future as we continue to develop growth initiatives and opportunities to add value for our shared customers. Thanks also to our valued customers, many of whom are long-term, for their continued support during FY20.

And finally, thank you to our shareholders for their ongoing support of Whispir. We enter FY21 with momentum in the business and multiple growth drivers to achieve our FY21 targets and deliver sustained value creation for you.

-ENDS-

Authorised by the Disclosure Committee

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About Whispir

Whispir is a global scale SaaS company, founded in 2001 to provide a communications workflow platform that automates interactions between organisations and people.

Our products enable organisations to improve their communications through automated workflows to ensure stakeholders receive accurate, timely, useful and actionable insights in a manner that is sensitive to individual contexts and preferences. Our customers use Whispir's software to create interactive, multi-party and omnichannel communications from templates, solving simple to complex communications workflow tasks. Whispir operates across three key regions of ANZ, Asia and North America.

More information www.whispir.com/coronavirus-au