

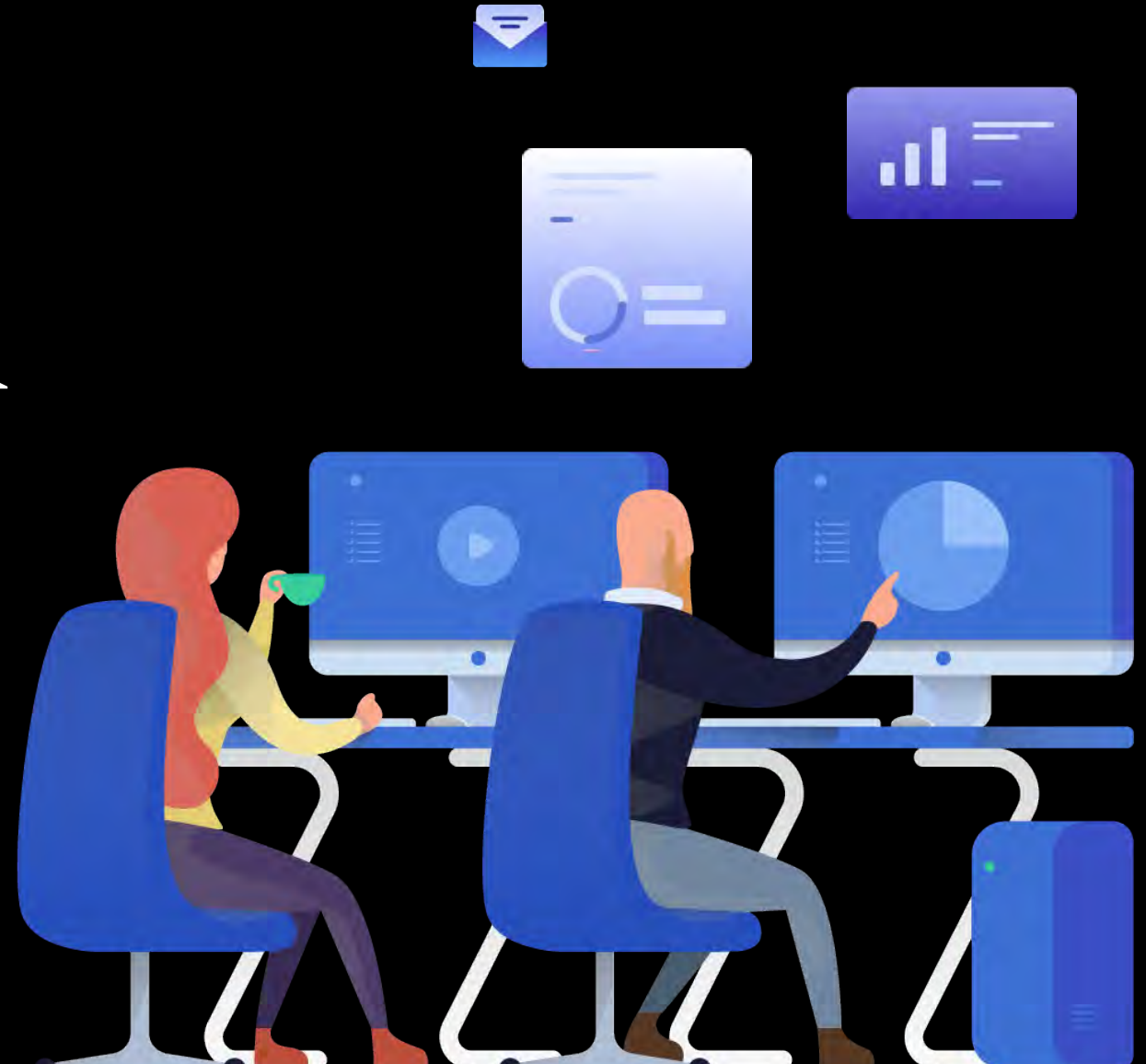
whispir

23 November 2020

CEO Presentation

Annual General Meeting

A S X W S P



Introduction to Whispir

Whispir is a global scale SaaS company, providing a communications workflow platform that automates interactions with people across diverse communications channels

Our products and services ensure people everywhere receive accurate, timely, useful and actionable insights in a manner that is sensitive to individual contexts and preferences



Our platform delivers repeatable products and services to a broad range of organisations, across multiple industries



Our growth is leveraged to the significant global shift to cloud-based communications



Whispir Today



**1.5B interactions
per annum**

Products solve a broad range
of common business challenges



3 regions

Operating out of 3 regions and
through global industry partners



165 + Staff

Worldwide and growing



**>665 blue chip
customers**

Proven scalability globally



11,000 + use cases

Delivered for
customers worldwide



99.95%

Availability



**Interactions with >55m
unique people per annum**

Proven product market fit



60 countries

Global customer base



24/7/365

Tech support



Outperformed FY20 forecast

Strong revenue growth and optimised management of operating expenses

\$42.2m

FY20 Annualised Recurring Revenue

34% Growth YOY

630

Customer numbers as at 30 June 2020

72 net new customers
in Q4 FY20

\$379m

Lifetime value of customer cohort as at 30 June 2020

115% Growth on FY19 & up
60% on Prospectus forecast

\$39.1m

FY20 Revenue

25.5% Growth from FY19

\$(5.6m)

FY20 EBITDA excluding non-cash share-based payments

50% ahead of FY19

62.5%

FY20 Gross margin

Customer Revenue Retention of 124.1%

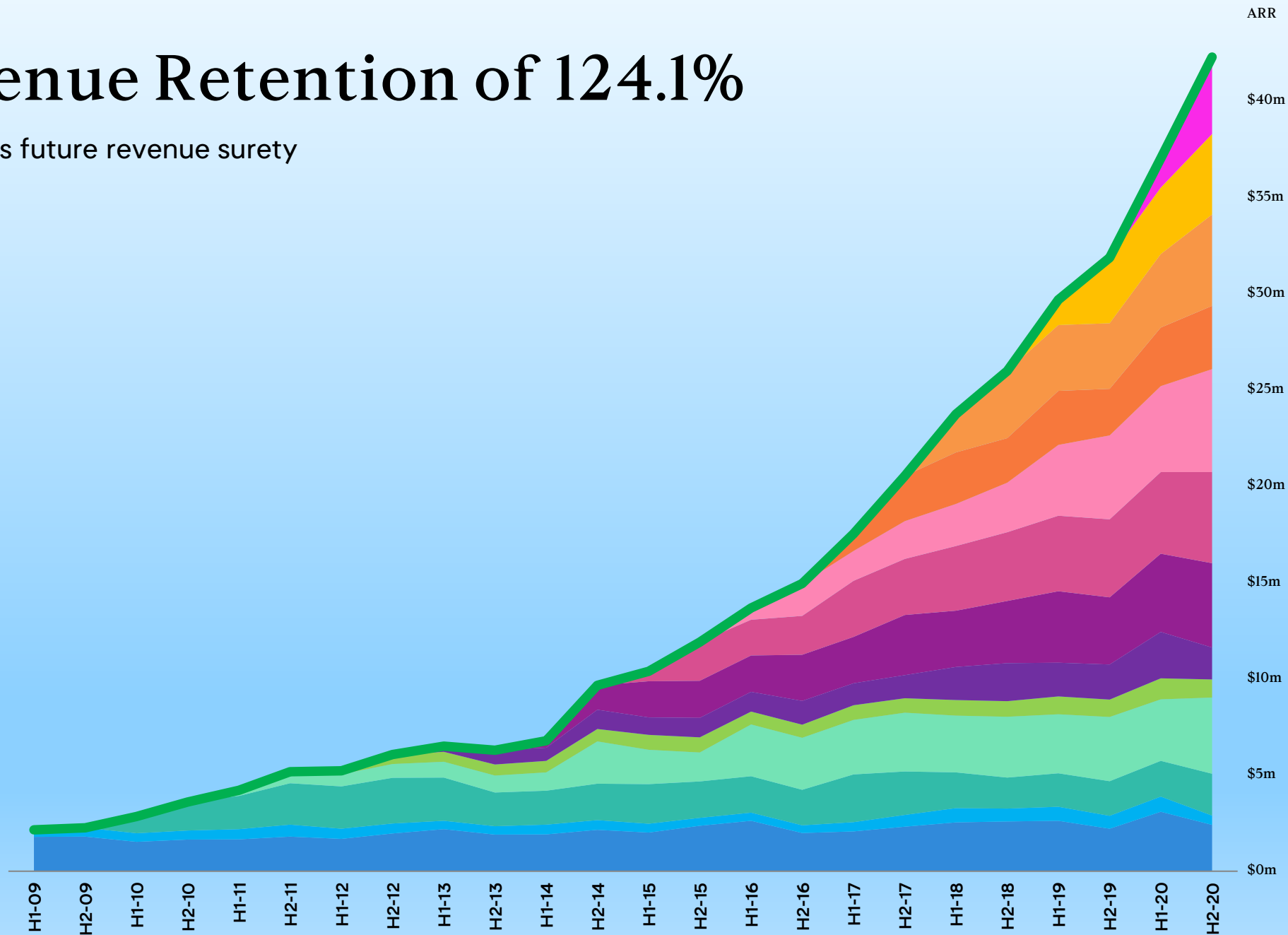
Best in class performance provides future revenue surety

Prospectus Forecast CRR 121.5%



Note

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



FY20 highlights

- Met or exceeded all key FY20 Prospectus forecast targets
- Increased platform utilisation by existing customer base
- Expanded market presence within Asia
- Deepened channel partner relationships in all three regions
- Attracted new key senior personnel to drive growth
 - CFO Justin Owen
 - Head of Marketing Ben Erskine
- Leveraged our crisis experience to assist customers during COVID-19



FY20 tech highlights

- Split technology and product functions
- Enhanced product offering
 - New functionality, user interfaces, delivery channels
 - 81 new features added
- Commenced 5-year product roadmap
 - AI & machine learning foundations
- Launched Whispir Store
 - First stage of digital direct offering direct
 - Increased self-discovery
- New tech stack
 - Increased reliability
- New senior appointments
 - CPO Brad Dunn
 - CTO Matt Lambie
 - Head of Data & AI Fiona Milne



Asia market expansion

Significant growth from existing customer base, large market opportunity

Revenues

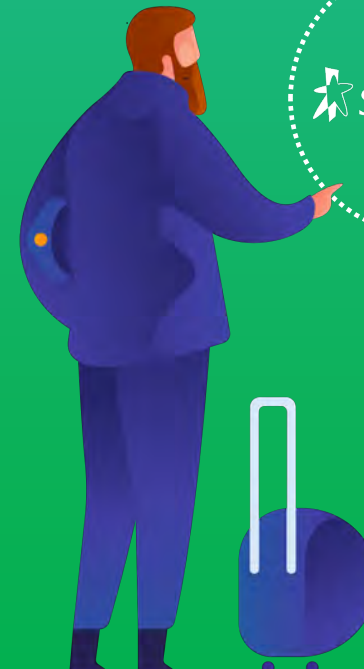
- Fastest growing region
- \$6.8m in FY20
- Annual growth of 44%

Geographic

- Manila now second largest centre of operations globally
- Focus on Philippines, Singapore and Indonesia
- Increasing market presence in Thailand

Partnerships

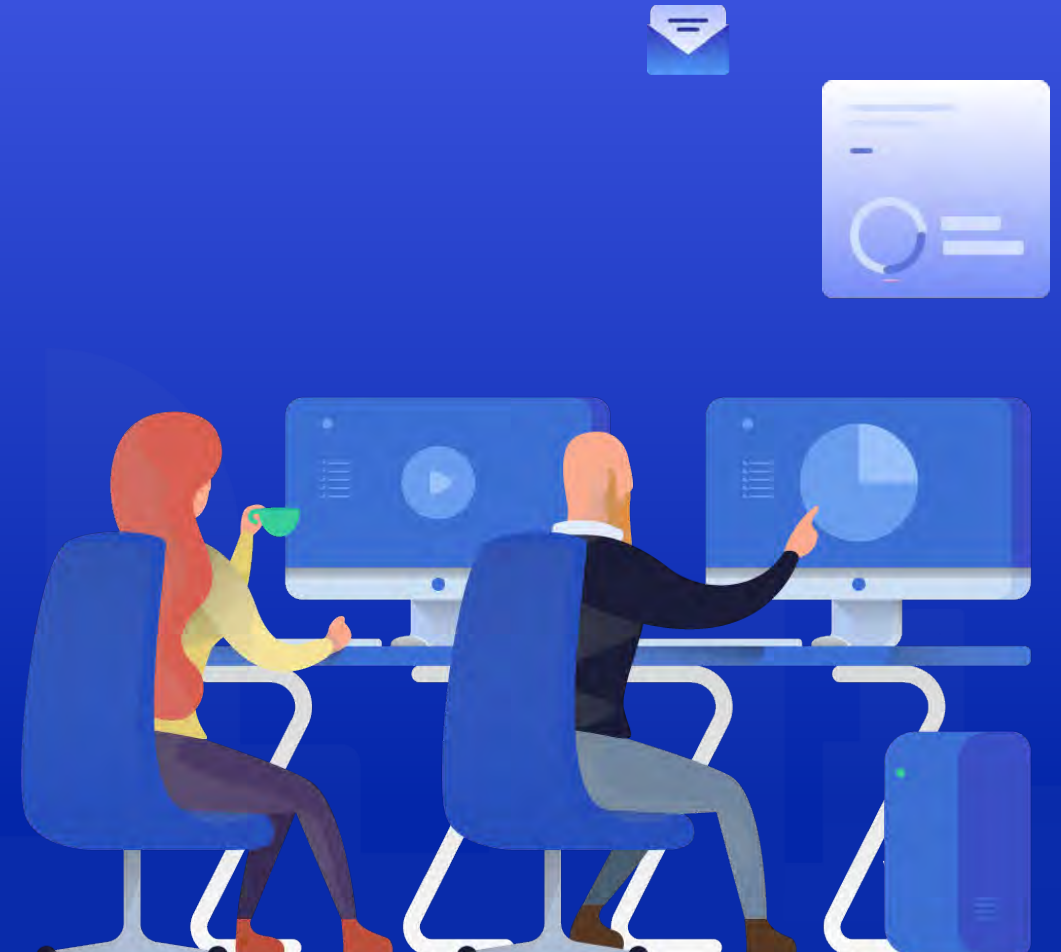
- Joint COVID-19 go-to-market strategy with StarHub
- Indosat has hard bundled Whispir with their iCanvas product
- Partnering with Accenture on digitisation projects
- Vonage APAC partner of the year award
- High quality channel partners
 - Cost-effective acquisition of new customers
 - Channel diversification
- Investment in Customer Success Management function and dedicated head of services Asia



Channel partners in this region include

Digital direct and 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 in FY20
 - Improving process, reducing friction
 - SME & SMB market launch in FY21
- Complements channel partner distribution model for enterprise



FY21 Strategic Focus

Scaling to support business growth,
market expansion and platform innovation



Strong start to FY21

Second strongest quarterly cash receipts since listing, ongoing tight cost management

\$43.7m

Q1 FY21 Annualised Recurring Revenue

665

Customer numbers as at 30 September 2020

35 net new customers
in Q1 FY21

\$12m

Cash & Equivalents balance

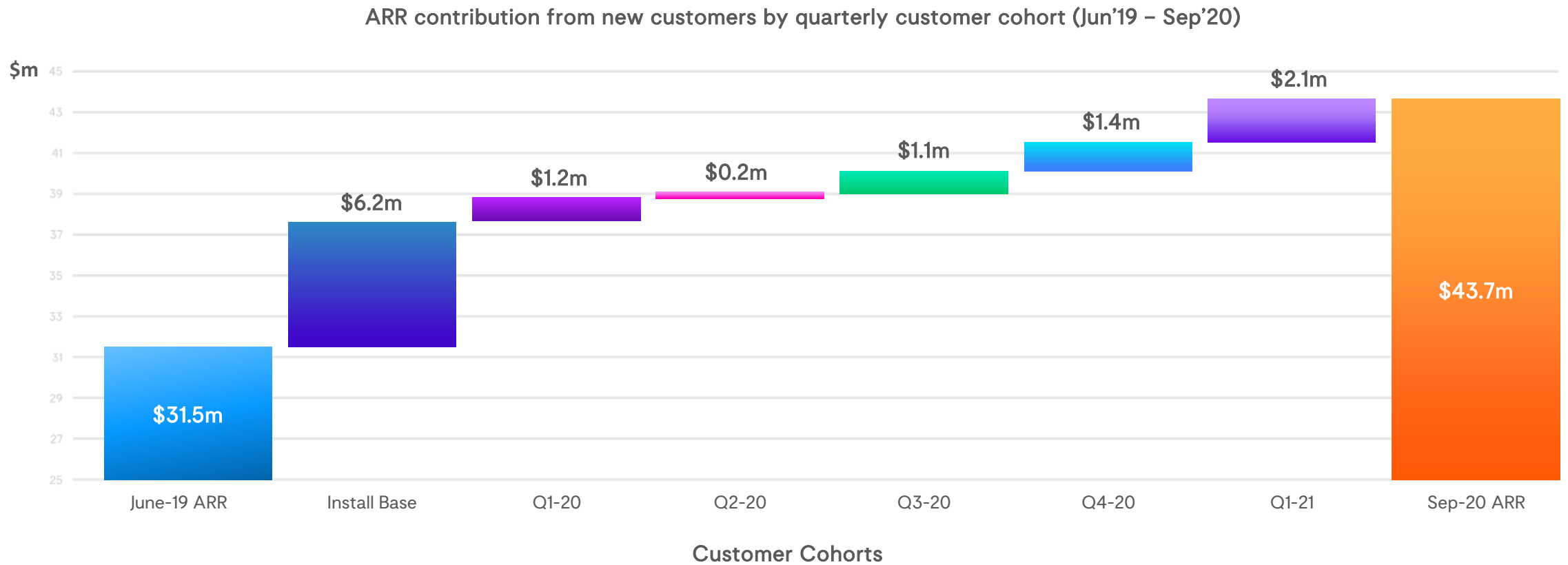
\$10.5m

Q1 FY21 Customer cash receipts

\$1.1m

Research & Development

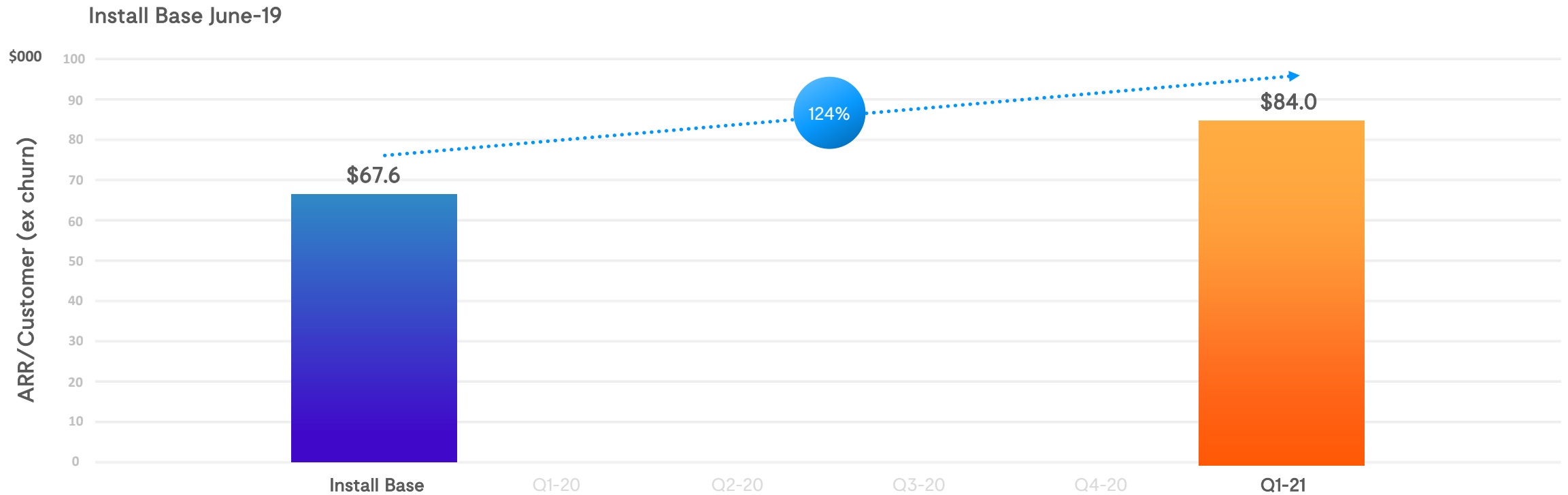
ARR Contribution by Quarterly Customer Cohort



New Customer Cohort ARR Trends

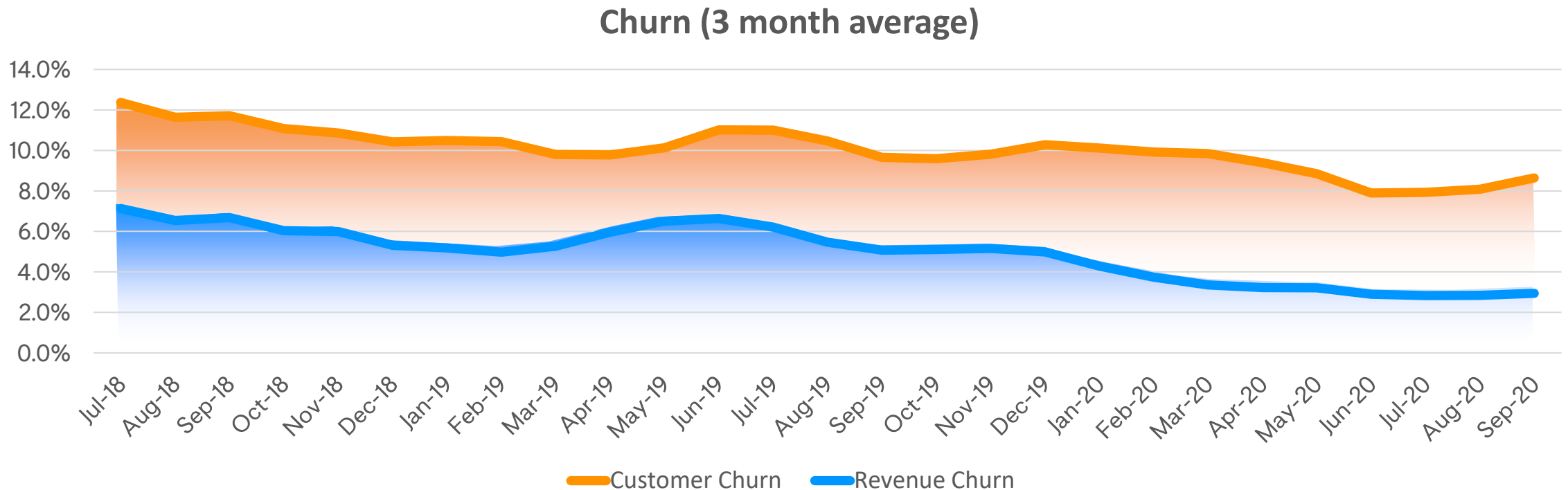


Install Base June '19 to Sept '21 - ARR / Customer



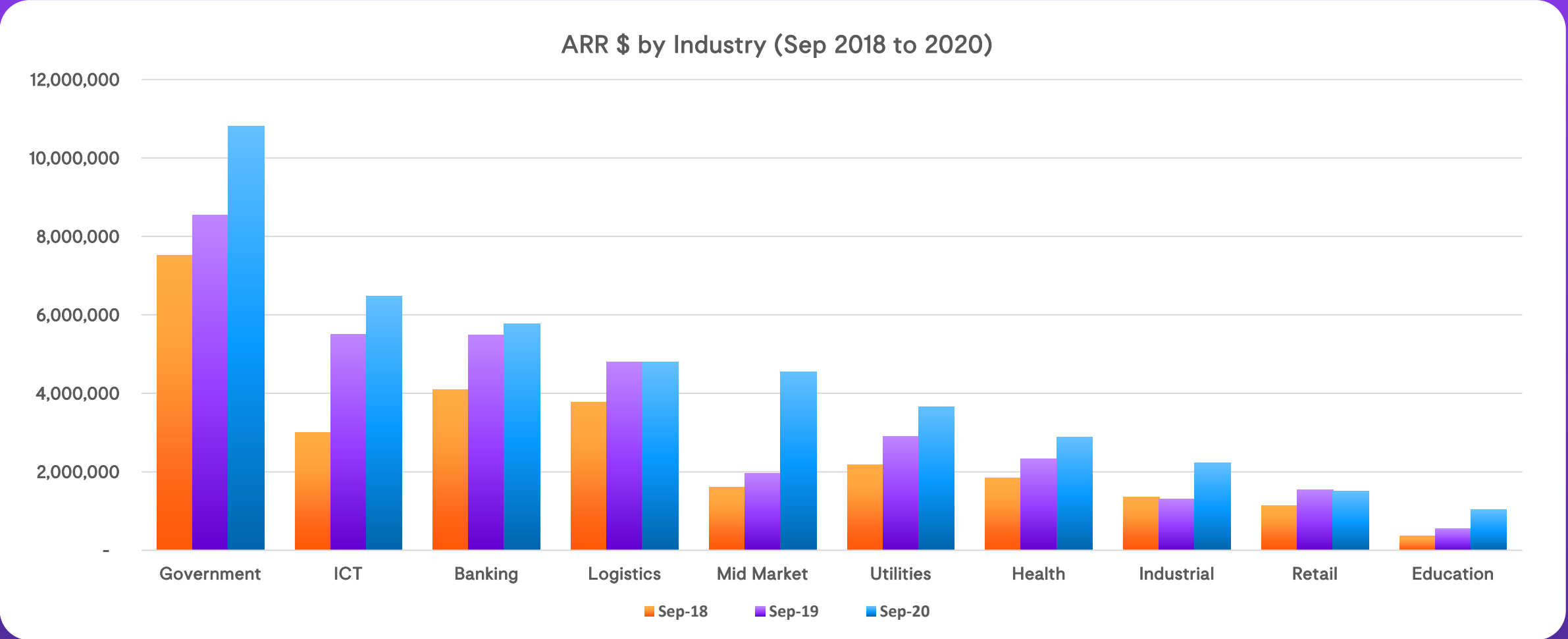
Revenue churn below 3%

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



Industry diversity & growing mid-market opportunity

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



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

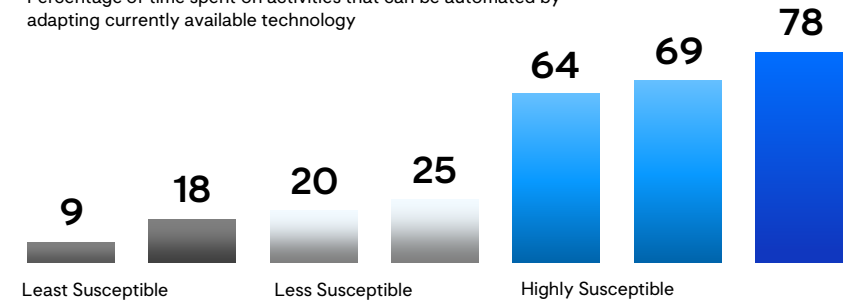
Substantial long-term growth opportunity for Whispir



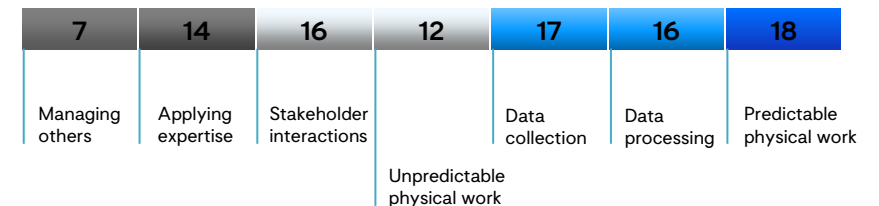
Analysing work activities rather than occupations is the most accurate way to examine the technical feasibility of automation

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_{bn}

(USD) Market size value in 2020

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



\$1,393_{bn}

(USD) Revenue forecast in 2027

Long-term, growth driver



22.5%

CAGR from 2020 to 2027



North America growth strategy

- Optimising operations to scale faster, acquire customers & revenue
- Targeting high-value SME and SMB customers
 - Aligns with low code/no code capability
 - Demand for single, multi-purpose tech solution
- SMEs
 - Annual revenue of US\$100m – US\$1bn
 - 50-1000 employees
 - Initially targeting 11,700 companies
- SMBs
 - Annual revenue of US\$10m – US\$100m
 - 10-50 employees
 - Initially targeting 133,700 companies
- Persona-based targeting
- Digital marketing investment
- New senior leadership and investment in personnel
- Resources to develop channel partnerships
 - Increased alignment
 - Industry-based GTM





Communications Intelligence



Prediction

Reduce waste



Detection

Better moves / less mistakes

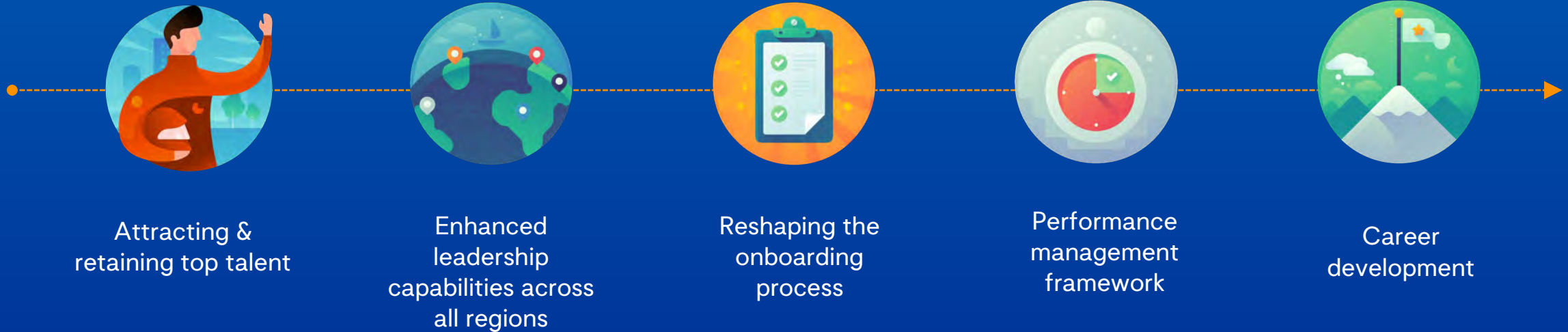


Automation

Save time / speed up value

Building a high performance culture

Investing in people & culture



Investing in senior leadership

New bench strength to drive future growth

Executive leadership



Jeromy Wells
CEO
and Founder



Justin Owen
CFO



Tobias Brix
COO

Senior leadership team



Matt Lambie
CTO



Brad Dunn
CPO



Fiona Milne
Head of AI & Data



Wayne Lee
VP ANZ



Andrew Fry
VP ASIA



David Gilbert
VP Americas



Dave Everett
Director, Sales &
Channel Partnerships
Manager Americas



Patrick Armitage
US Digital Go-to-Market
Strategy



Daniel Cherin
Group People &
Culture Manager



Ben Erskine
Head of Marketing



Dima Vovchak
VP of Group Services



FY21



FY20

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

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.

OUR PURPOSE

Change the way the world communicates



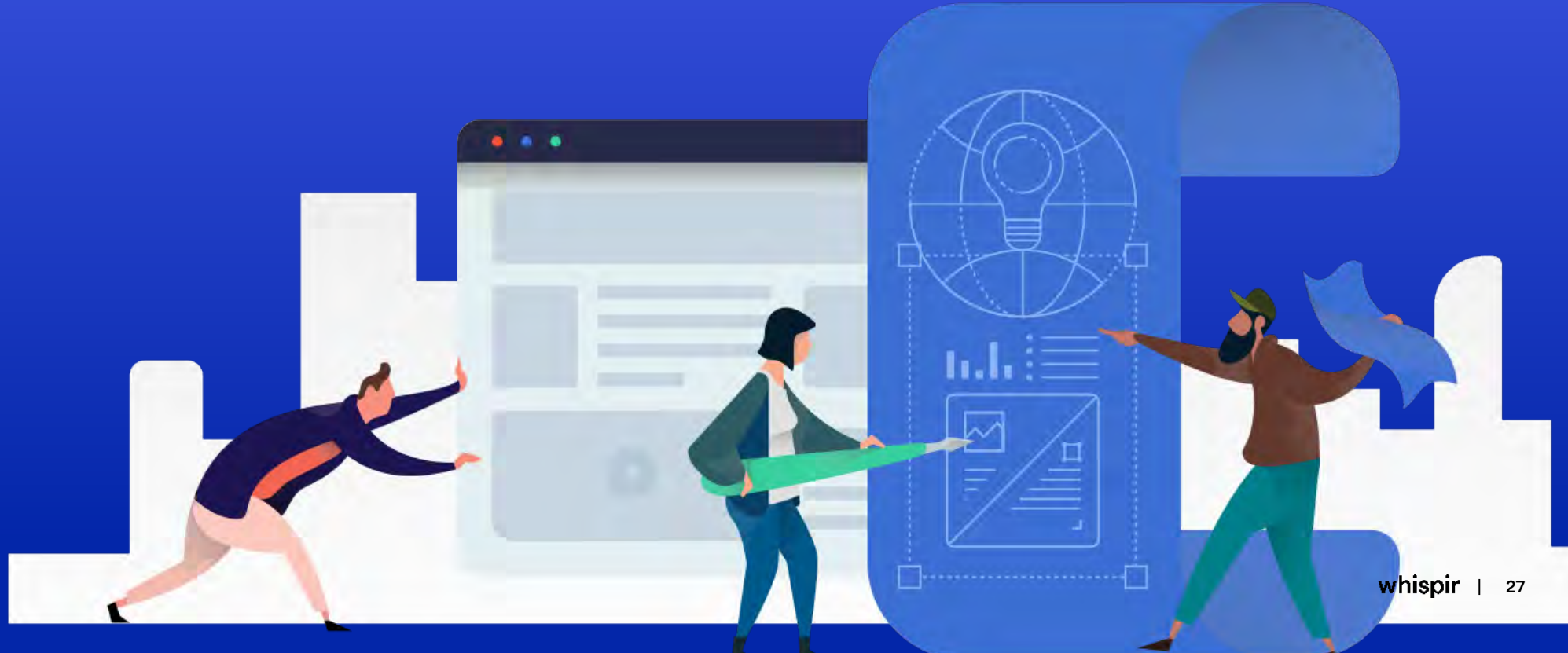
OUR VISION

A world where organisations communicate like people



WE BELIEVE

Value is created, when people are engaged



OUR PROMISE

Enabling you to master connection and engagement with other people at scale



We believe that when organisations engage
with people *effectively*, value is *created*.

Connect Engage Thrive

whispir

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