



ASX Announcement
24 May 2021

Whispir Limited
(ASX : WSP)

Whispir Investor Day 2021

Whispir Limited (ASX **ASX: WSP, Whispir or Company**), a leading software-as-a-service (SaaS) communications workflow platform that automates interactions between organisations and people, is hosting an Investor Day today, commencing at 9.30am, Melbourne, for investors and analysts.

For those wishing to join the call this morning please see link below:

[Investor Day 2021](#)

A copy of the presentation will be added to the investor section of the website, including a replay of the webcast, later today.

-ENDS-

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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

whispir

24th May 2021

Investor Day

– Investor presentation

A S X W S P



Agenda

1. Welcome and Introduction – Jeromy Wells CEO

2. Regional Business update

- Australian and NZ – Wayne Lee, VP ANZ
 - Asia – Andrew Fry, VP Asia
 - North America – David Gilbert, VP North America
-

3. Product Roadmap – Brad Dunn, CPO

4. Product Demonstration – Brad Dunn, CPO

5. Close – Jeromy Wells CEO

6. Question & Answer

7. Light Lunch

Introduction

Jeromy Wells Chief Executive Officer



Today's Presenters



Jeromy Wells
– CEO



Brad Dunn
– CPO



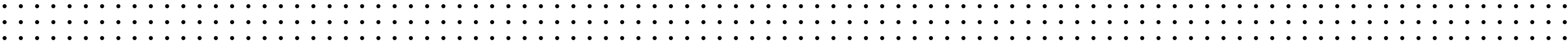
Andrew Fry
– VP Asia



David Gilbert
– VP Americas



Wayne Lee
– VP ANZ



Whispir Today

Profitable ANZ business provides a strong platform for international growth

>2bn Interactions per annum

Products solve a broad range of common business challenges

>750 Blue Chip Customers

Proven scalability globally

>55m Interactions with unique people per annum

Proven product market fit

3 Regions

Operating out of 3 regions and through global industry partners

11,000+ Use Cases

Delivered for customers worldwide

60 Countries

Global customer base

200+ Staff

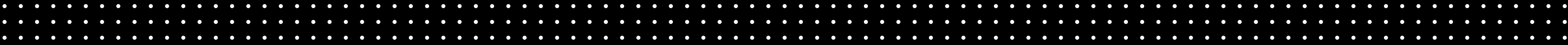
Worldwide and growing

99.95%

Availability

24/7/365

Tech support



Financial Highlights

Funded for future growth

\$50.3m*

Strong ARR growth of 20.3% in Q3FY21 totalling \$50.3m*

\$51.7m

Funding for growth underpinned by cash and equivalents balance of \$51.7 million, following successful \$45.9m capital raising

30%



Australia/NZ business delivering 30% revenue growth in 1H FY21

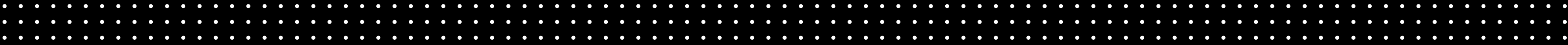
US\$4.7bn

Fast-tracking North America growth with early success with new go-to-market strategy; targeting US \$4.7bn opportunity in target markets

\$4.6m

R&D to deliver Whispir’s 5-year product roadmap totalled \$4.6 million in 1H FY21

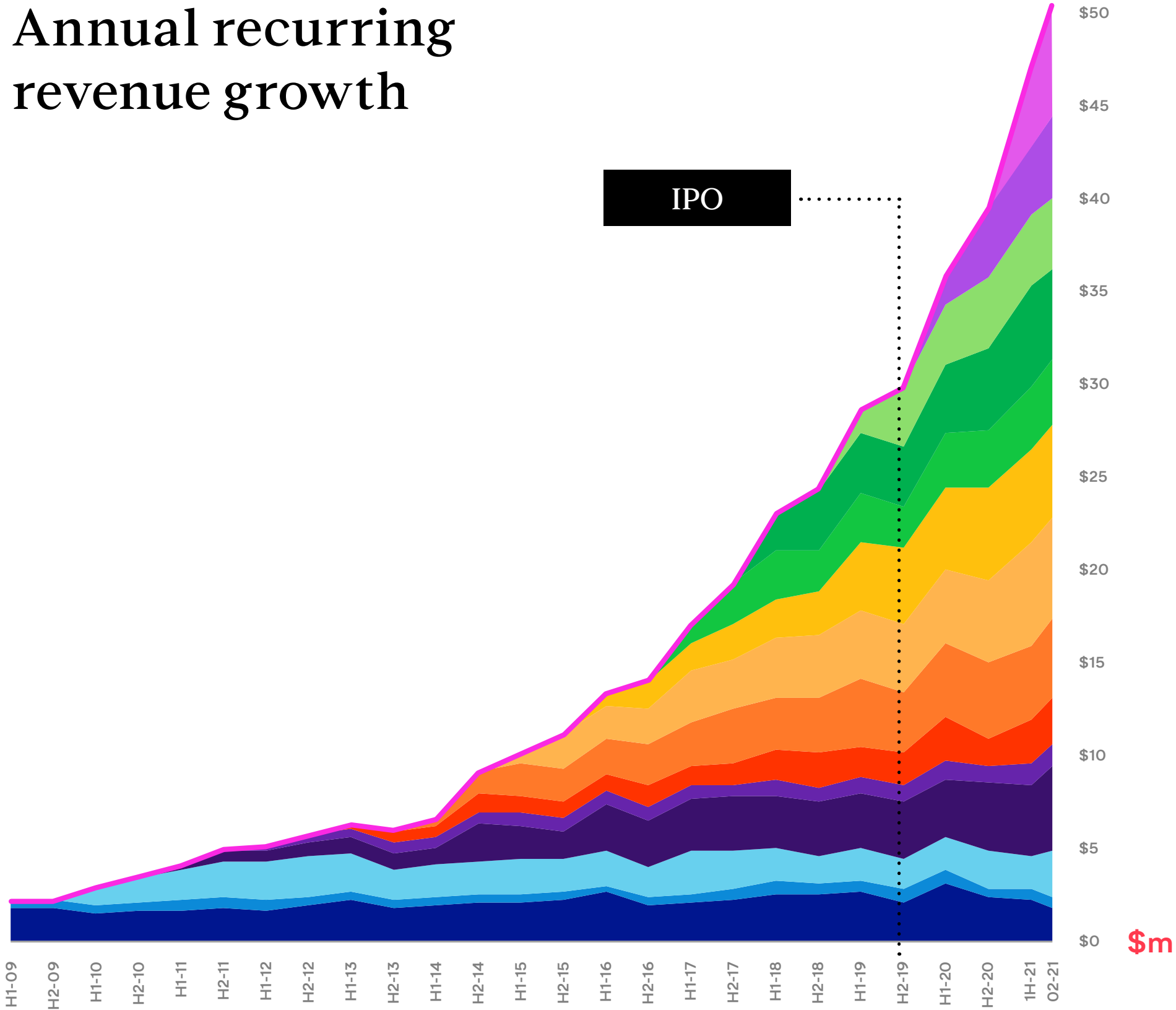
*Based on revised ARR definition that eliminates volatility caused by differing number of days a month



Long term customers provide future revenue surety

New use cases increasing platform usage and revenue contribution from existing customers

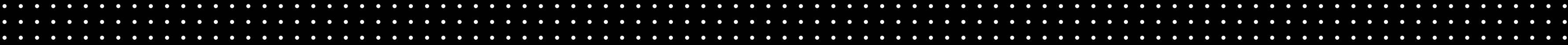
Annual recurring revenue growth



Achievements

Focussed execution of strategic plan delivering results

- | | | | | |
|---|--|--|--|--|
| 1. | 2. | 3. | 4. | 5. |
| 50% customer growth since IPO; 750 customers as at Q3 FY21. | Renewed business partner agreement with Telstra Corporation Limited in Australia for a three-year period in Q3 FY21. | Building strong momentum in North America with 11 new US customers added during Q3 FY21. | Recent product roadmap progress: updates to contacts, new templated buttons for web, AI-inferred recipient report, automated webform response capture. | Employee engagement increased by 55% over the past year. |



Growth strategy

Multiple levers to sustain growth & increase market footprint



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

Regional Business update

Wayne Lee
VP ANZ



Australia and New Zealand

Key Metrics



**10 Sales / 6 Solution
Architects / 5 Customer
Success Manager**



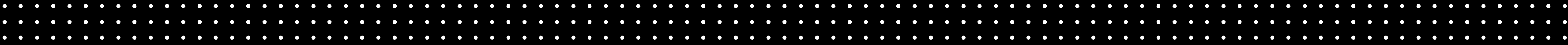
**Australia (Melbourne,
Sydney, Canberra,
Brisbane) & New Zealand
(Auckland)**



**Refreshed Sales
team – Sales
productivity growth**



**608 Customers as at
Q3 FY21 [^28% YTY]**



Customer diversity

Platform supports variety of use cases across business coordination, stakeholder engagement and crisis communications



Financial Services



Emergency Services



Utilities & Infrastructure



Local Government



Federal Government



Education



IT, Telecoms & Media



Healthcare



Transport and Logistics



Resources & Mining



Consumer / Media / Technology



State Government

Market trends / unique market conditions

Covid-19 shaping the way people interact & communicate

- “COVID-19 has forced radical changes in customer behaviour, moved significant portions of the economy online, and increased customers’ comfort and willingness to engage digitally.” – Deloitte, 2021

Accelerated Digital Transformation

- “The impacts of the global pandemic, (...) adoption of digital technologies has advanced 5 years in approximately 8 weeks”
– DTA [Digital Transformation Agency]
- Federal Budget announcement: \$1.2 billion Digital Economy Strategy

Competitive landscape / competitive advantage

Landscape

- Fragmented service providers – technology silos
- Global & local aggregators – commodity volume players
- Enterprise S/W companies – non communication specialist

Our advantages

- Multi-channel portfolio: Single pane of glass for all communication channels
- Deliver business outcome via Use Cases, not just technology: Template library, IP, No code/Low code
- Specialised communication workflow: multi-way, automation, API suites for seamless integration

Regional strategy / key initiatives

- Covid Vaccine Management
- Digital Transformation
- Telstra Partnership 2.0

Key channel partners in this region include:





Chemist Warehouse

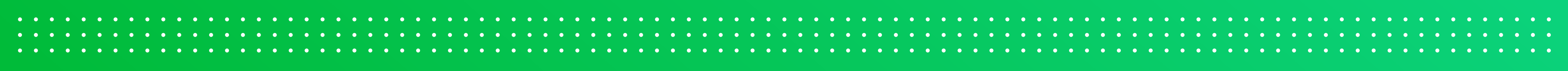
Facilitating mobile-first customer engagement

- Largest pharmacy group in Australia
- Implemented Whispir in 2016 with one use case
 - Use cases increased to 5
 - Click and collect (AU & NZ)
 - Pick-up notifications
 - Customer surveys
 - IT Incident notifications
 - ePrescription
- ARR contribution \$500,000+
- Digitising customer engagement
 - Ongoing automation of operational processes
 - Removing friction from online sales
- Enhanced customer experience now and into the future
- Growth opportunities to do more



Regional Business update

Andrew Fry
VP Asia



Key Metrics – Asia



**11 x Asia-dedicated
GTM Headcount**



**Primary markets
(channel and direct):**
Singapore, Indonesia,
Philippines, Malaysia



**Secondary markets
(channel):**
Rest of ASEAN, India,
Sri Lanka, North Asia



**114 customers
as at Q3FY21
(70% YoY growth)**

Key Customers



Insurance Singapore



Insurance Philippines



IT Managed
Services Singapore



Digital Agency Indonesia



Government Singapore



Education Singapore



IT&T Singapore



Telco Singapore



Retail Singapore



Media Singapore



Marketing Agency Malaysia



Logistics Malaysia

Market trends / unique market conditions

Trends

- Digitalisation & Digital Transformation
- App-centric approach to DX solutions
- Revenue generating projects
- Performance Marketing
- Consolidation from Niche single-channel solutions to multi-servicing platforms
- Drive for deeper customer engagement

Market Conditions

- Complex cross-region communications operating environment for customers
- Relationship-driven business culture
- Commoditization of managed application, infrastructure and agency services providers

Competitive landscape / competitive advantage

Landscape

- Local & regional aggregators moving up the capability stack
- Marketing automation and customer engagement platforms:
 - Global brands -> integrate
 - Local/regional -> displace
- Niche digital forms platforms
- In-house - nearest competitive alternatives

Our advantages

- Structured communications Workflows vs static digital forms
- Enterprise-wide use case applicability
- Contracting & service model expertise
- Diverse Sell-with and Re-sell channel partners
- Outcome focused vs channel/feature focused

Regional strategy / key initiatives

- Scale-out high-value, proven & differentiated use cases in key verticals
- Core communications engine within Managed services providers
- Persona-led Digital Direct lead generation

Re-sell Partners

- StarHub
- Indosat
- IBM
- Local Systems Integrators

Sell-with Partners

- Vonage
- Accenture
- NCS
- AWS
- IBM
- Local Digital Marketing Agencies

Key channel partners in this region include:





Malayan Insurance

Leveraging workflow to digitise organisational communications

- Leading insurance provider in the Philippines
- Customer since 2019
- Use cases increased to 4
 - Marketing
 - Customer communications
 - Internal engagement
 - Event management
- ARR contribution now \$140,000+
- Automated and personalised communications at scale
 - Customer notifications via SMS
 - Directed to personalised rich media landing pages
 - Claims progress
 - Reduced call centre volumes by 70 percent
 - Receipt submissions
 - Automated renewals
 - Customer service queries
- Event communications & smart logistics
 - Digital invites and RSVP prompts
 - Real-time event updates and notifications
- Increasing use cases to include call centre deflection



Whispir Workflow

Digital Marketing to Sale, to Fulfilment within a whispir workflow



Regional Business update

David Gilbert
VP North America



Key Metrics – Americas



**12 Headcount
now based in
North America**



**Roles cover Sales / SDR
/ Partner / Pre-Sales
and Marketing**



**Centrally based location in
Denver region (Boulder, CO)
with office scheduled to
open in mid – June 2021**



**Sales team is
structured around
geography:**
East
Central and Mountain
West

Key customers by industry

Customer focus in the US is based on Persona targeting in the Small and Medium Enterprise environment which has been critical to deliver targeted pain points and jobs to be done.



Local Government



Local Government



Local Government



Local Government



Local Government



Local Government



Marketing – Small and Medium Business



Marketing – Small and Medium Business



Marketing – Small and Medium Business



Marketing – Small and Medium Business



Safety and Compliance (Manufacturing / Utilities / Oil and Gas)



Insurance

Market trends / unique market conditions

- Challenges being posed on how to build trust digitally particularly amongst financial services (insurance / financial planning etc)
- Higher customer and citizen expectations for digital experience across all sectors post COVID
- Strong focus on ROI and Reporting capabilities to reflect value of higher engagement rates

Competitive landscape / competitive advantage

Landscape

- Niche players
- Single Channel Mass players
- Focus on large enterprise

Our advantages

- Two-way automated communication workflows
- Delivery of a multi-channel solution
- Doesn't require code deployment

Regional strategy / key initiatives

- Inbound lead generation through persona focus
- Demand Generation:
 - Digital driven (Website / Adwords)
 - Content driven (reasons to visit the website)
 - Organic driven (SEO)
- Partnership traction

- AWS
- Vonage
- Number of Regional System Integrators (SIs) and Value Added Resellers (VARs)
- Trade Associations in both Local Government (ELGL) and Utilities (APPA)

Key channel partners in this region include:



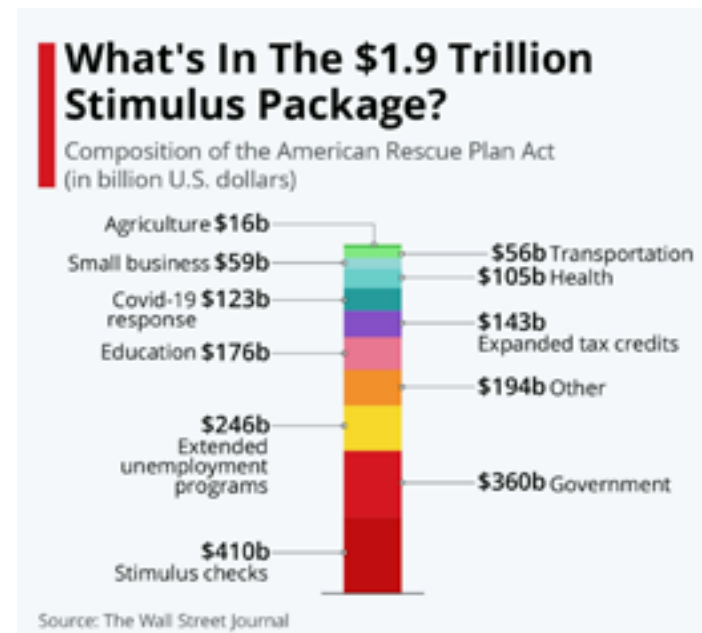
Key area of focus in Local Government

One of the key initiatives is undertaking campaigns to focus on areas where there have been recent substantial funding announcements from the Government. This aligns well with both the local government and the Safety and Compliance Persona.

\$1.9 Trillion Americas Rescue Plan (March 11th 2021)

1) State and Local Govts: \$360BN

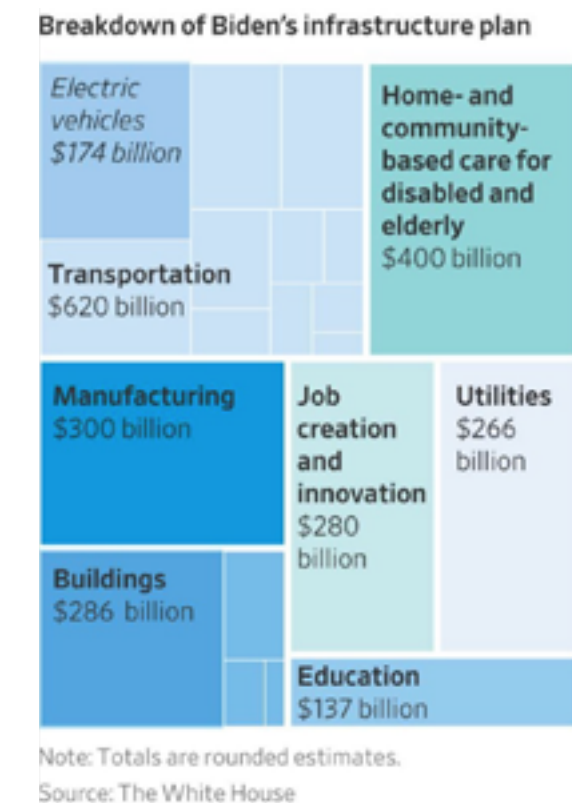
- Regions: Counties and Metro Cities: \$110BN / 36,000 entities
- Uses:
 - Public Health Communications
 - Benefit Communications
 - Water Utilities -focus on securing clean water and sewage controls (joint campaigns with AWS)



\$2 Trillion Infrastructure Plan (TBD)

1) Focus on Safety and Compliance Persona

- Utilities (\$266BN)
 - Partnership with AWS on Water Utilities (launch joint paper on 'Humans as a Sensor')
 - Joined Industry APAA (Power Association) to promote Whispir
- Transportation (\$620BN)
 - Focus on construction organizations that require enhanced communication with a field worker force





Oak Hill Tennessee

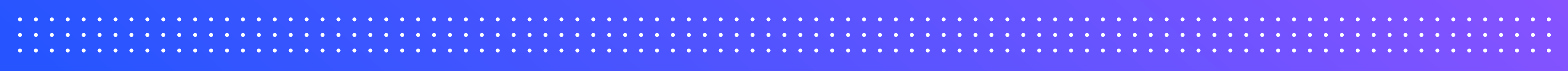
Digitisation and automation to improve community engagement, streamline operational efficiency

- Local government responsible for key municipal services and city maintenance
- Implemented Whispir to streamline reporting, management and resolution of local issues
- Residents use SMS to report potholes, graffiti, rubbish collection, street signage
 - Reduces call centre volumes
 - Automates manual processes
 - Ensures reported issues are acted upon in a timely manner
 - Increases trust in local government
- Workflow then manages communication to external maintenance crews
 - Digitises process of engaging with maintenance providers
 - Log completed repairs/maintenance
 - Speed up invoicing and payment to private sector contractors
- Singular end-to-end solution to improve citizen experience, increase operational efficiency and engagement with maintenance contractors

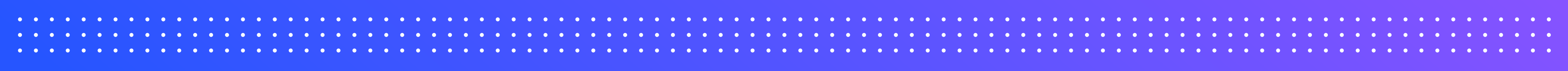


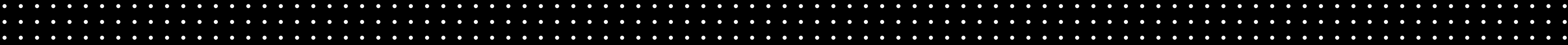
Product Roadmap

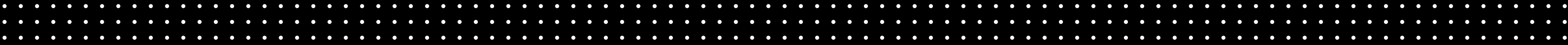
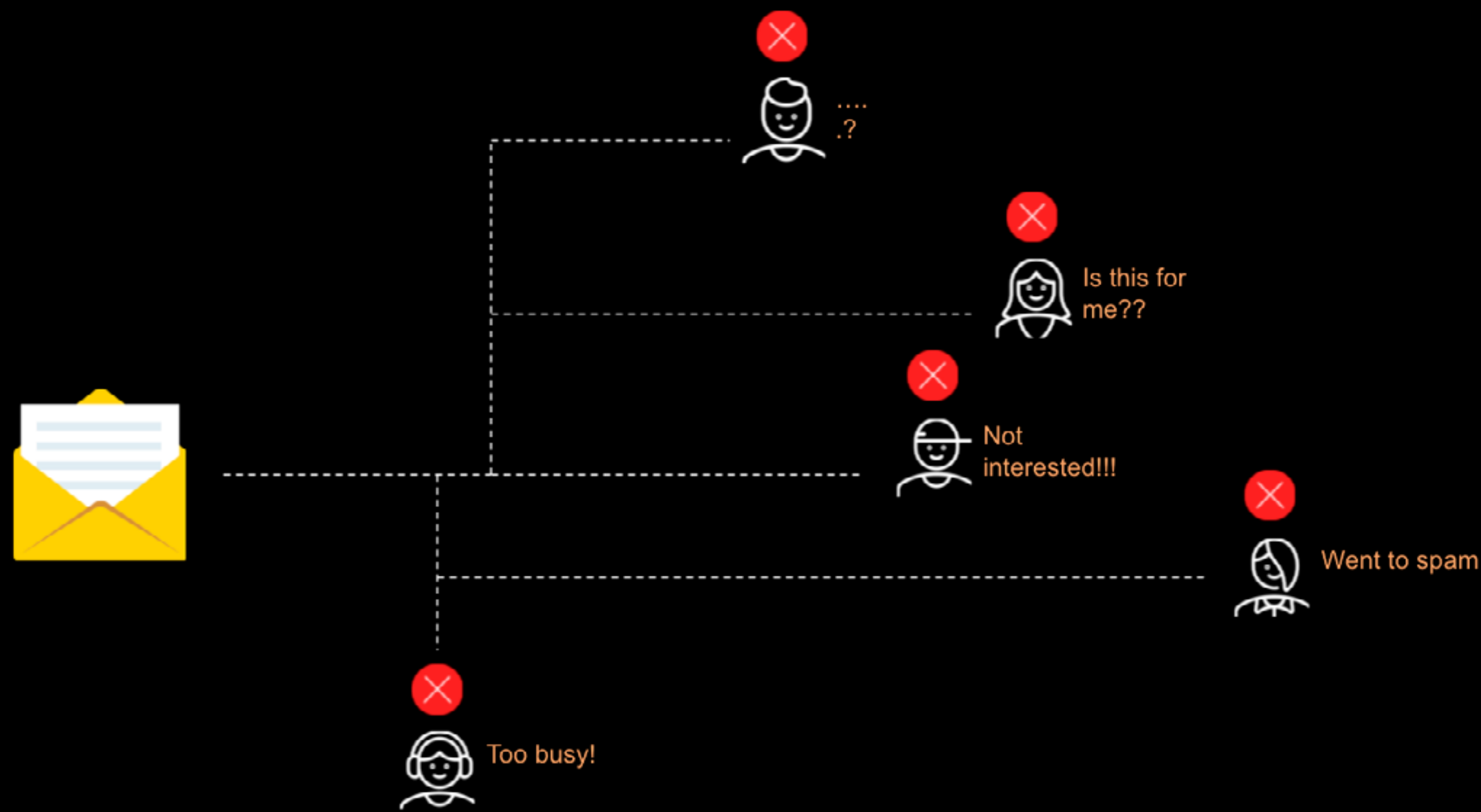
Brad Dunn
Chief Product Officer

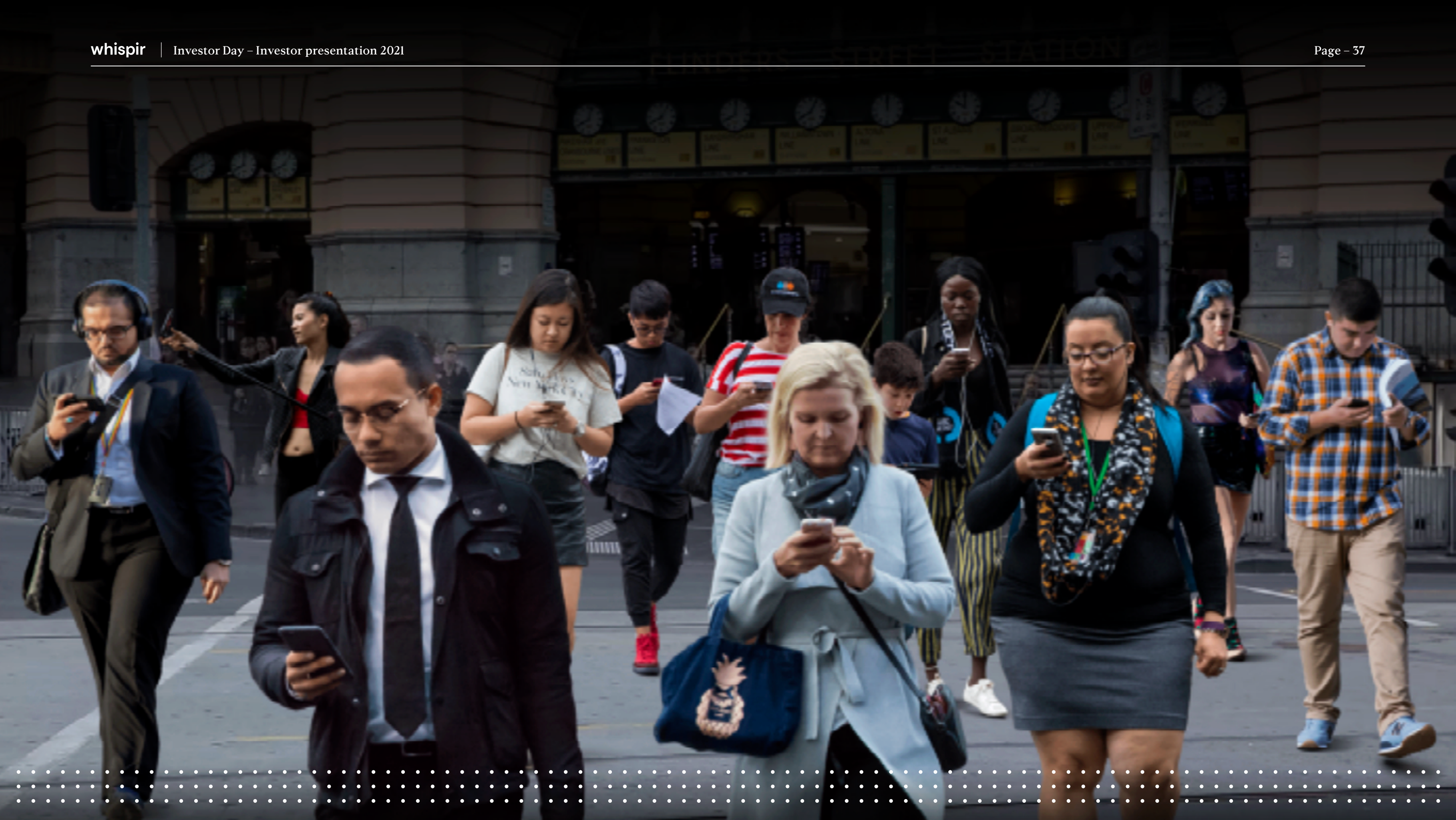


Two Big Problems









3 Promises

**World's highest
engagement rates**

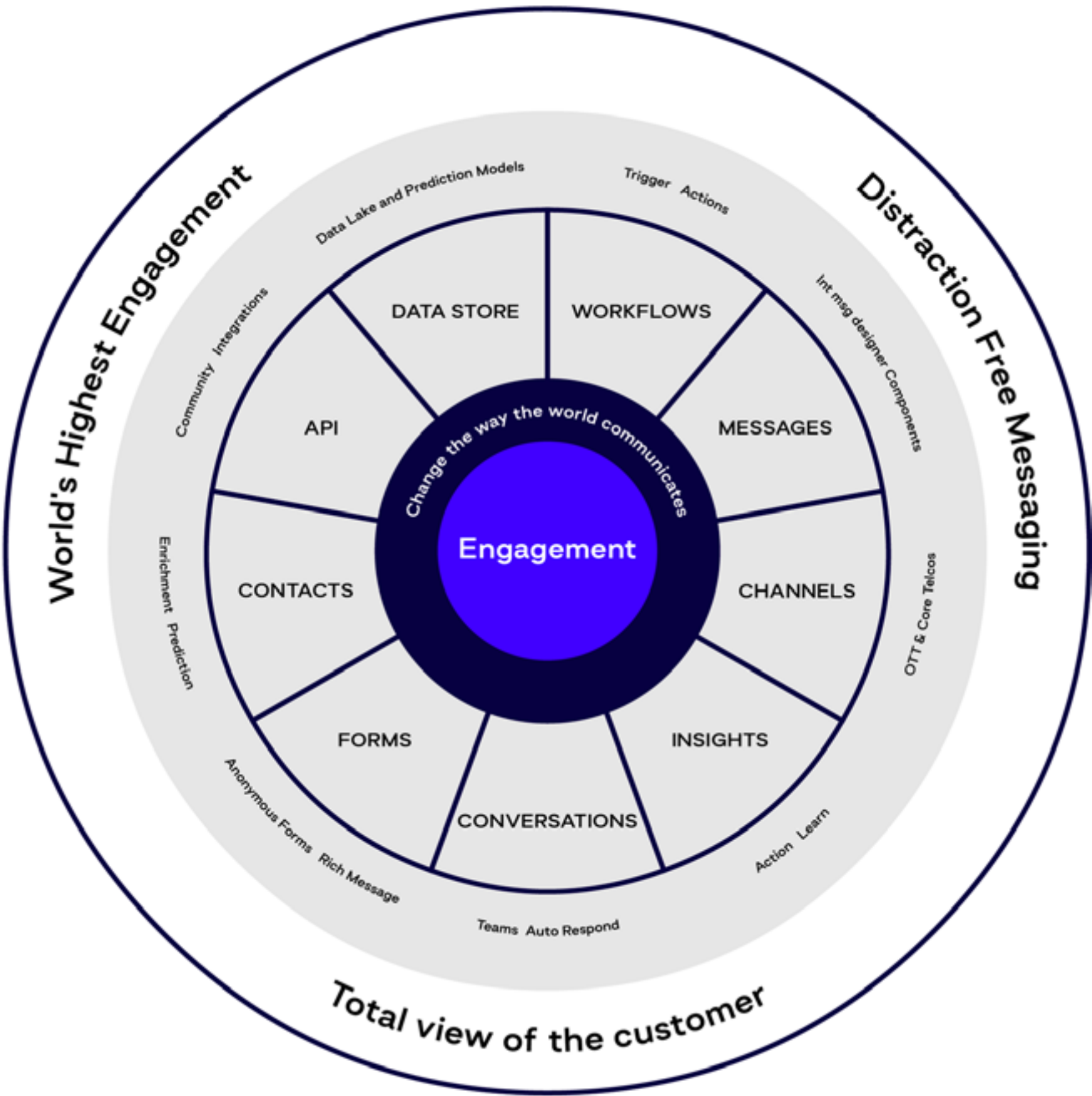
Highest ROI for customers

**A complete &
actionable view
of the customer**

A deeper understanding

**Distraction free,
highly targeted
messaging**

Better customer relationships



HR

Human Resources

Insights

Activity

Engagement

Recipient

Recipient Insights

Messages

Call for Blood Donation

ALL RECIPIENTS

28 Average score

| Name | Destination | Status | Time | Engagement |
|--------------------|---------------------------|----------|--------------------|------------|
| Julia Lambert | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Gustavo Siphron | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Phillip Kenter | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Rayna Aatosh | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Brandon Carder | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Brandon Carder | brandoncarder2@hello.com | Replied | Yesterday, 2:34 PM | 60 |
| Mira Workman | 61423455677 | Replied | Yesterday, 2:34 PM | 60 |
| Martin Dokidis | 61423455677 | Received | Yesterday, 2:34 PM | 60 |
| Maren Gouse | 61423455677 | Received | Yesterday, 2:34 PM | 60 |
| Rayna Culhanei | rayna.culhanei65891@gm... | Sent | Yesterday, 2:34 PM | 60 |
| Janice Sarah Gouse | 61423455677 | Failed | Yesterday, 2:34 PM | 60 |

Rows per page: 20

Displaying 1-20 of 57

View Engagement

TOTAL RECIPIENTS
5,000

Distribution List

DL Name (2,000)

DL Name (2,990)

Contacts

Jo Waith

Peggy Darbin

Lillian Rivers

Ding San


Adhoc Input


041234567

olineradmi@gmail.com

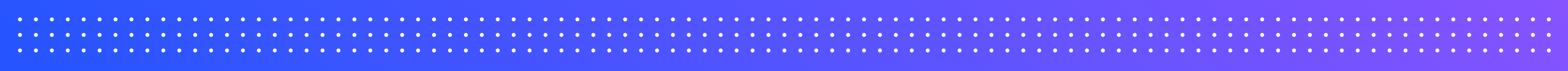
whispir

Marketing 
$$P(\textit{Conversion} \mid x, w) = \frac{1}{1 + e^{-(w_0 + \sum_{i=1}^N w_i x_i)}}$$

Crisis 
$$R_x = \left(\frac{T_{open} - T_{sent}}{(\sum_{i=1}^N \Delta T_i)/N} \right) + Urgency_x$$

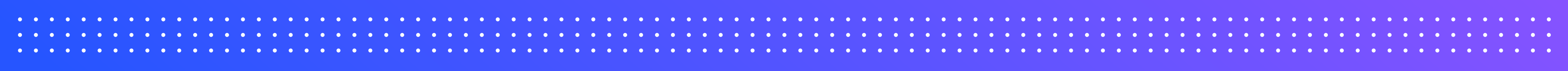
Real Estate 
$$E_x = \frac{1}{\left(\frac{T_{open} - T_{sent}}{(\sum_{i=1}^N \Delta T_i)/N} \right)}$$

Progress so far





Empirical science meets machine learning



VIP exclusive: take a further 20% off storewide

All Changes Saved Confirm X

Base Variant + Add

SAYLA

This Survey is only available to customers in Australian and New Zealand.
If you have problems viewing this email, please [view here](#).

Take the Survey

Terms and conditons

*20% off VIP discount is exclusively available to new and existing Sayla VIP members. Discount is off the reduced price and is inclusive of existing 10% VIP discount. Excludes gift cards. Offer available from Thursday 28nd January 2021 until close of business Tuesday 4th February 2021, or offer may be extended, end earlier or change.

*Discount is off the stated RRP, some items may not have been sold at the RRP by us or anyone else. Excludes red ticket styles & gift cards. Offer available until close of business 4th

Take an Additional
20% off

Content Smart Review

Actionable insights and tips on how to better engage your audience with language and layout.

OVERALL SCORE

Prediction of likely Open Rates based on your language, layout and past messages

62

Tone of Voice Matched to your industry preferences

Layout Based on design principles and big data

TONE OF VOICE

Humor

Respectful

Display in Text

LAYOUT

Variant A Variant B

Customers no longer actually read your marketing emails or communications.

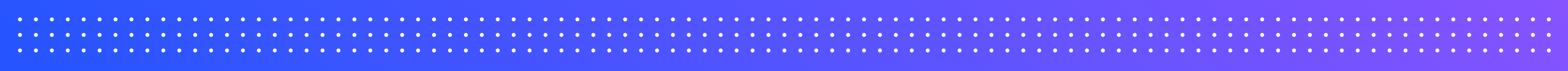
They scan them for meaning then escape back to what they were doing.



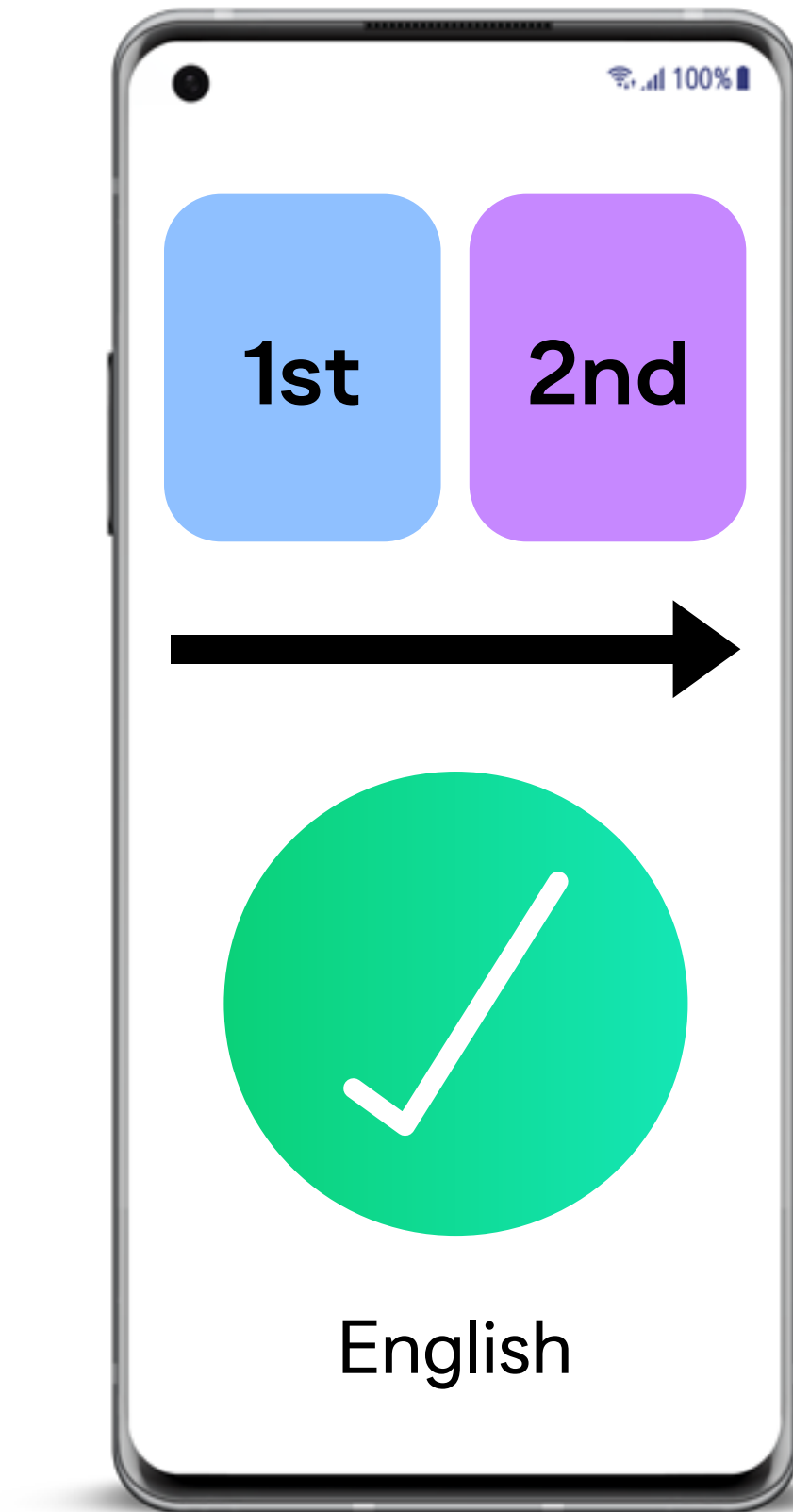
F-shaped Pattern



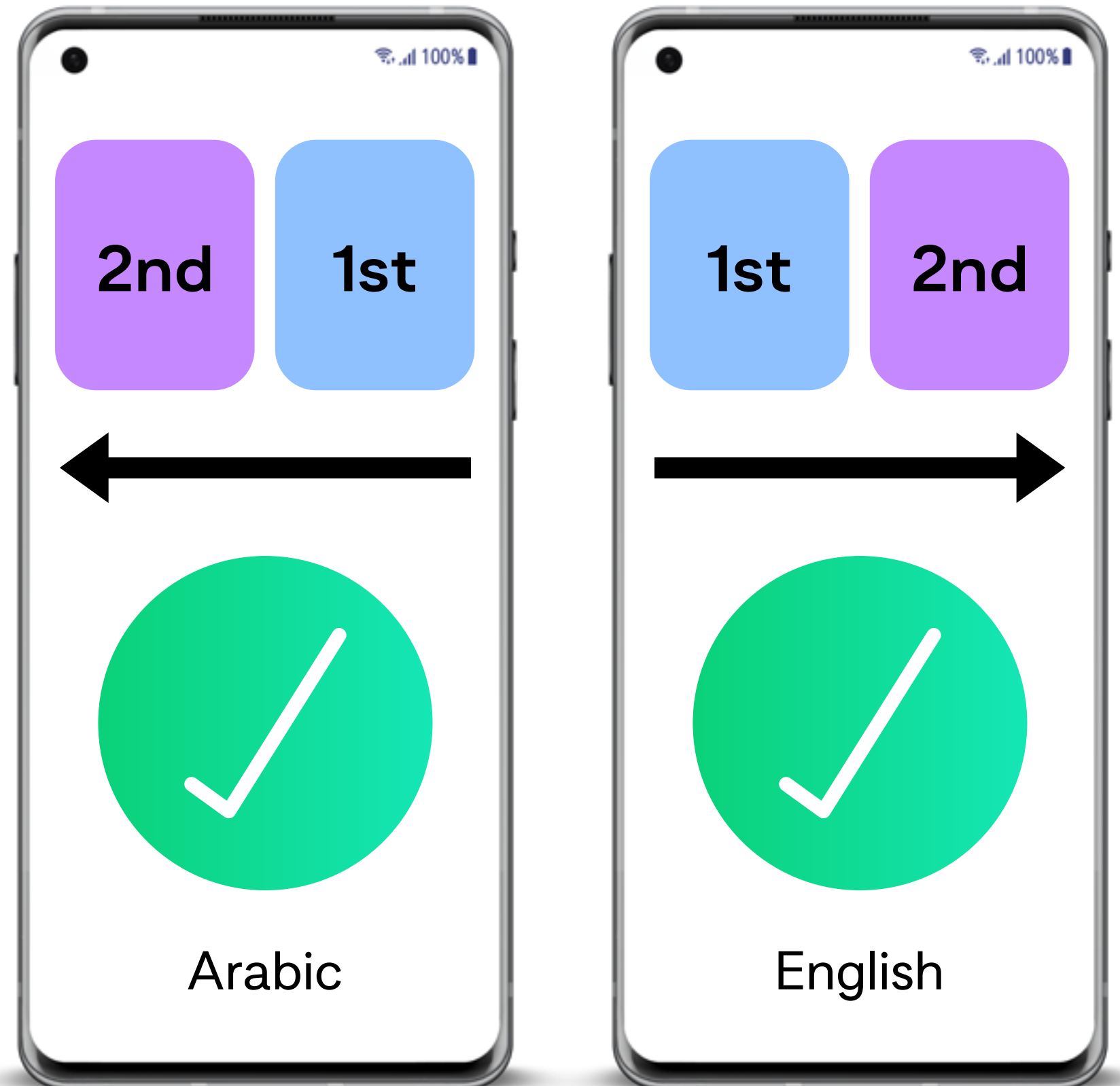
Bob hands Alice
a bunch of flowers



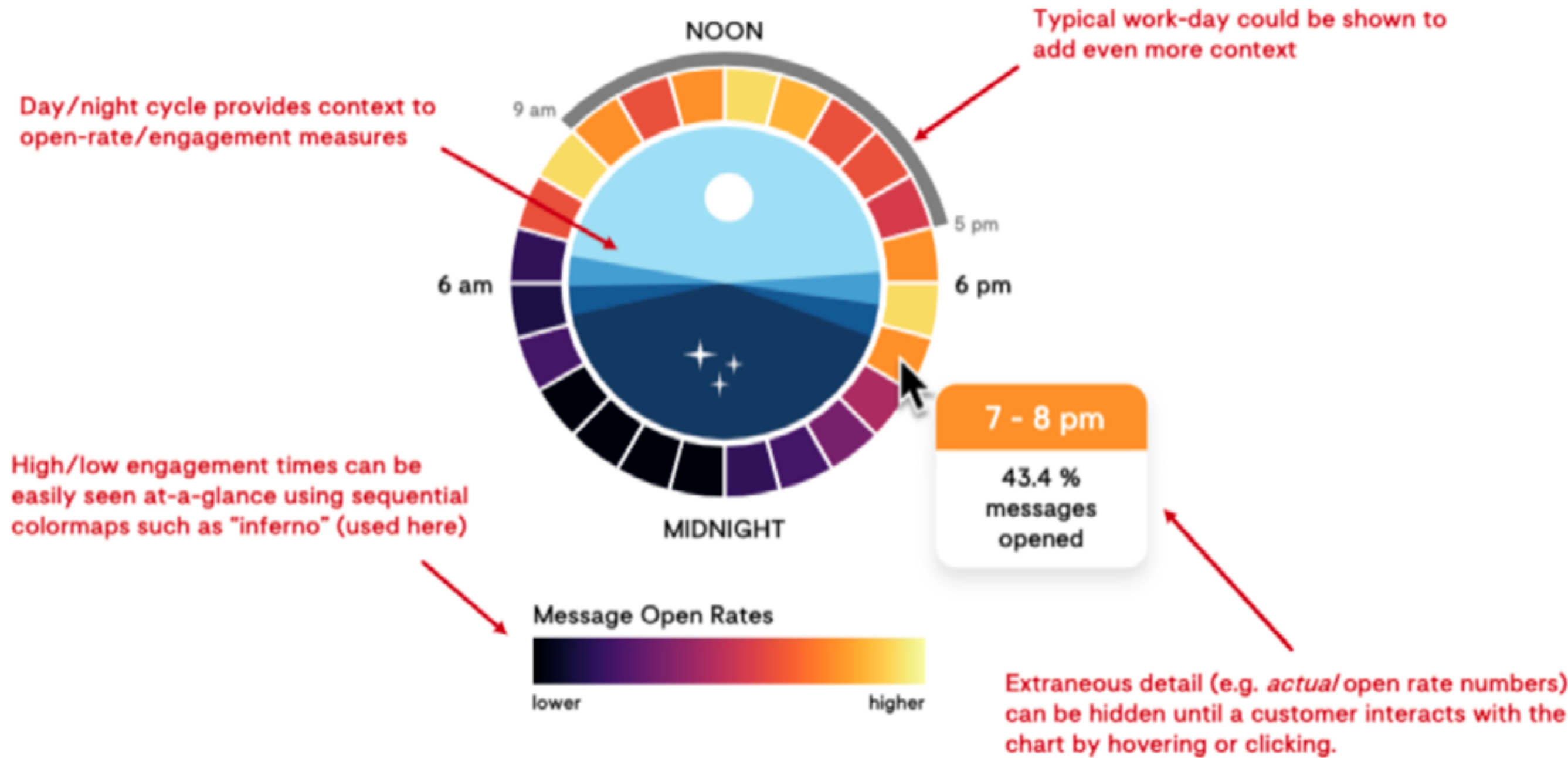
Arrow of time

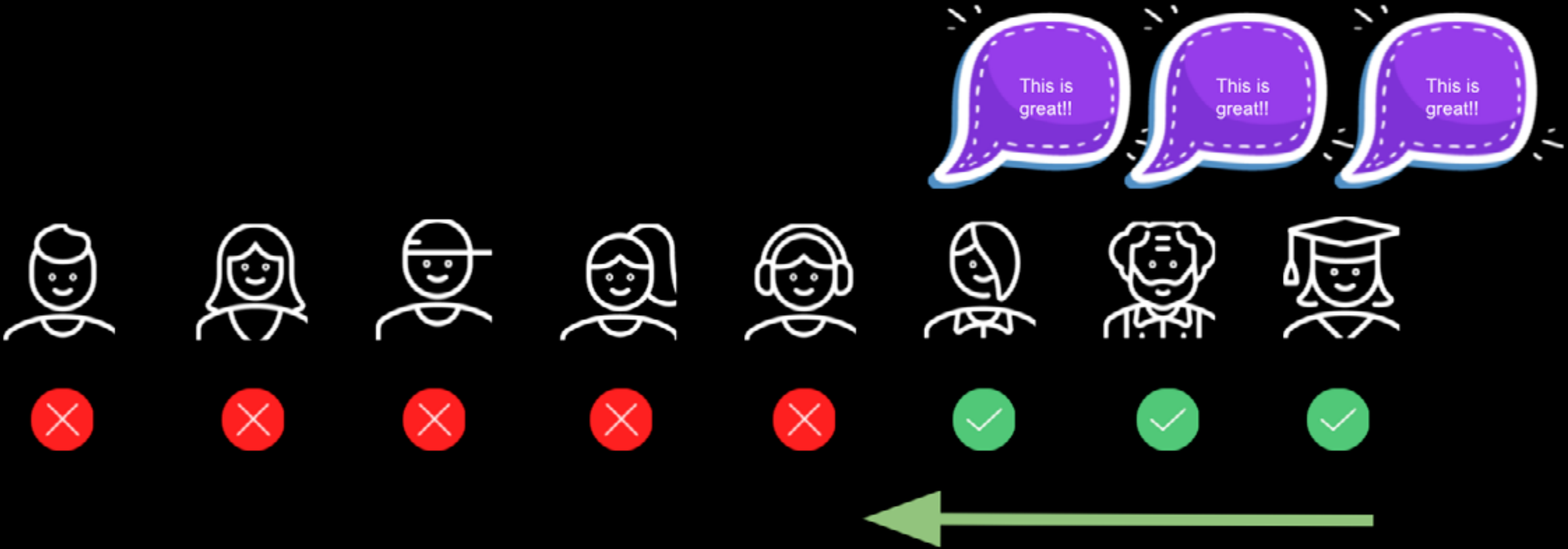


The arrow of time flows in different directions based on the language you spoke growing up as a child.



Radial Heatmap





PM

Product Marketing

New Message

All Changes Saved

Finish Later

Send

X

New Message


Outbox

Templates

Send

How and when will you reach your audience?

X



Save with Distraction Free Messaging

Based on our algorithms, it looks like **51/1,018** of recipients have a high chance of ignoring this message.

Reduct cost by **\$35.00** and send to **967** in this message to increase engagement by **0.05%**.

Ignore and Send Message

Remove 51 Recipients and Send Message

Smart Scheduling

Each user will receive the message at the optimal time and channel they are most likely to enagage.

30 Apr

3am

6am

9am

12pm

3pm

6pm

9pm

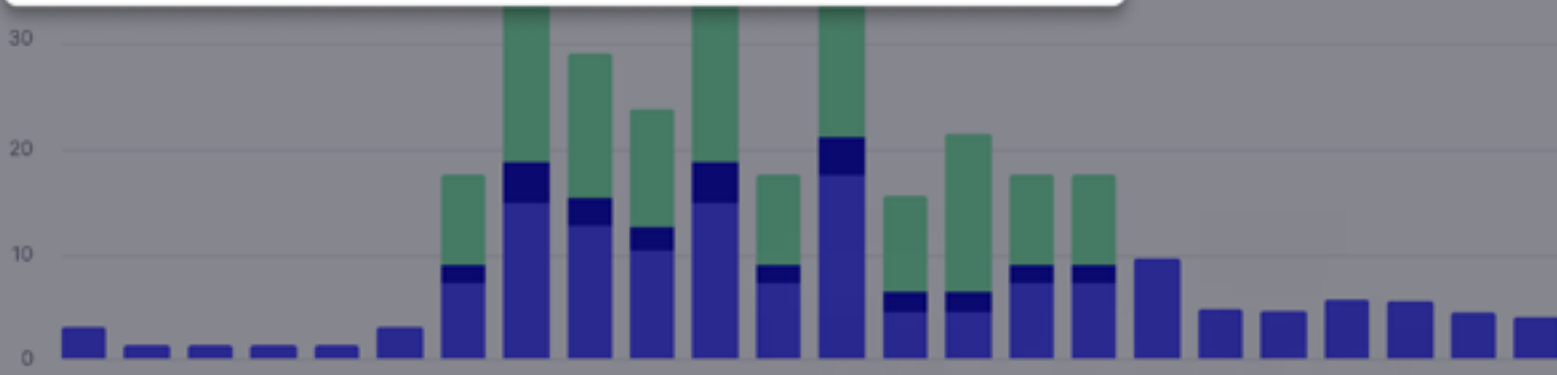
1 May

0


10

20

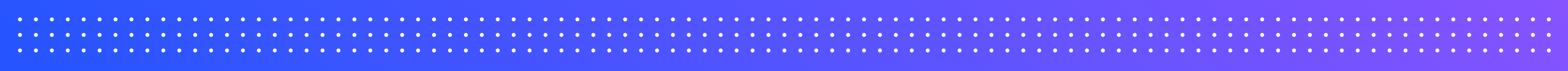
30



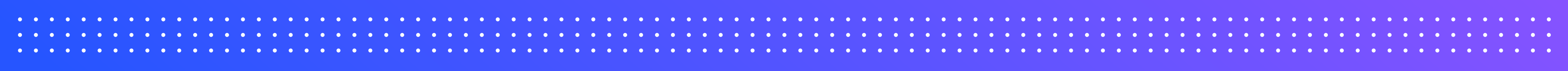
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Product Demonstration



Something special



Untitled 13 Mar - 11:15am

Save

Continue

Create SMS

Hi there, welcome to Chilo Organics! 🍌

You can now get the latest updates of your orders via text. If you feel like spoiling yourself with the good stuff, visit <http://chilo.com/deals> for exclusive deals.

Joyful

Surprised

STRONG

LOW

Preview

Smart Review

TONE DETECTOR

BETA

SCORE

This score represents how well your message text reflects your desired Tone of Voice.

64

Recalculate

Here's how your message sounds. Select a tone below to highlight where in your message the tone has been detected.

Edit Desired Tone

😊 Joyful

Perfect, you nailed it!

😮 Surprised

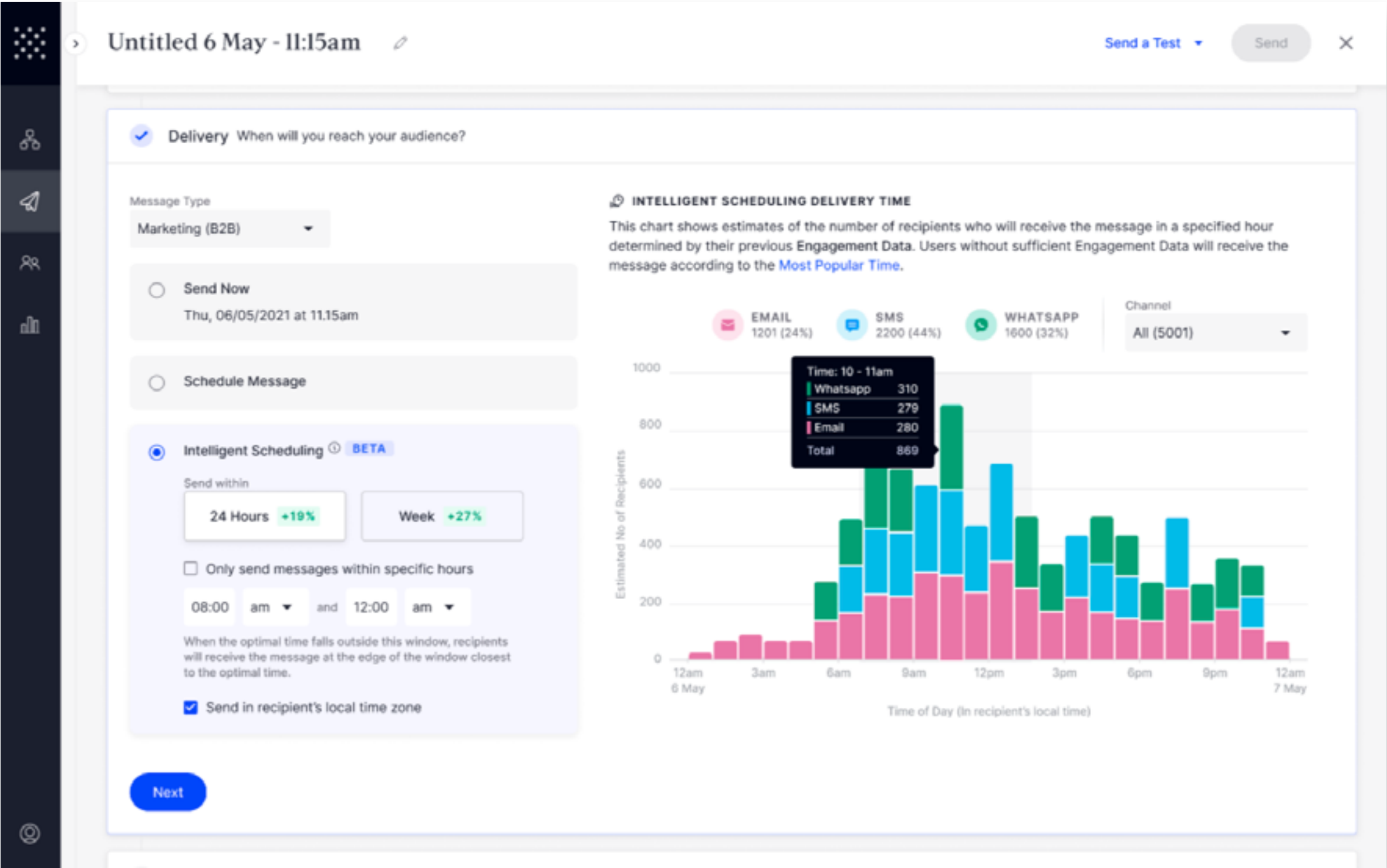
You've hit your target for this tone.

😞 Sad

You've hit your target for this tone.

🔥 Warm

Consider using more friendly language to increase intensity.



PM

Product Marketing

Conversations

All Conversations10

SMS3

Email4

Voice3

Inbox Preferences

Start Guide

Inbox

+ Add Filter

Latest

Cheyenne Kenter

Hi there, I'd like more info

12s

Jordyn Botosh

Great, thanks for your help it was re...

16m

AD Ashlynn Donin

Heya folks, what about you start addi...

1d

Roger Bergson

My name in Mr Bergson. Glad to talk y...

2d

AD Aspen Dokidis

Great, we'll be in touch about the thin...

2d

Leo Dorwart

Yes, I can be in the office for that matt...

2d

Cheyenne Kenter

JS John Smith

Twitter

Phone

Chat

Email

WhatsApp

Hi there, I'd like more info

6.10pm

In particular, I'd like to know how I get enterprise pricing for your great product

6.11pm

Hi Cheyenne.

6.12pm

Can I call you to talk through this?

6.12pm

00:00

Hi, great to hear from you. I'd like to learn more about how many users an enterprise account would give our growing start-up...

6.14pm

Reply

Note

Message Cheyenne Kenter

B

Cheyenne Kenter

Company

ACMI Industries

Role

Marketing Executive

Phone

61455 555 555

Email

fake@acmi.com

Location

Sydney, Australia

Lists

List 1

List 2

All Details

NOTES

MESSAGES & CONVERSATIONS

AD

Hi, happy to help. Hope we described everything that you n...

1d

AD

Yes, we're launching the new product next month. Glad you il...

1d

whispir

Close

Jeromy Wells

Chief Executive Officer

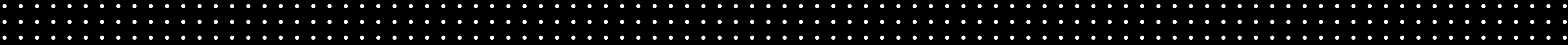


Summary

Well-funded to fast-track product roadmap and drive customer growth in key regions

- Accelerated “DX” in Australian/NZ market since Covid has led to strong customer growth as organisations look for platforms that can quickly digitise their business communications
- Operations in Asia focussed on increasing platform usage and scale with new customers in key verticals
- Continuing to pursue a highly targeted approach to significant opportunity in North America target markets across four key personas

Questions



Connect Engage Thrive

