



# Investor Presentation

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ASX: CCR  
June 2021



Credit Clear is changing the way organisations manage their receivables through automated digital technology and new generation thinking.

# Investment highlights

- 1 Proprietary tech transforms receivables management**

Credit Clear is a market leading digital communication and payment management platform that automates, streamlines and optimises receivables management.
- 2 Customer focused solutions**

Delivers a superior client experience through an intelligent, convenient and flexible platform; results in high levels of customer engagement (providing client organisations with better collection rates) and happier end customers, validated by a Net Promotor Score of +45.
- 3 Proven client conversion onto digital platform**

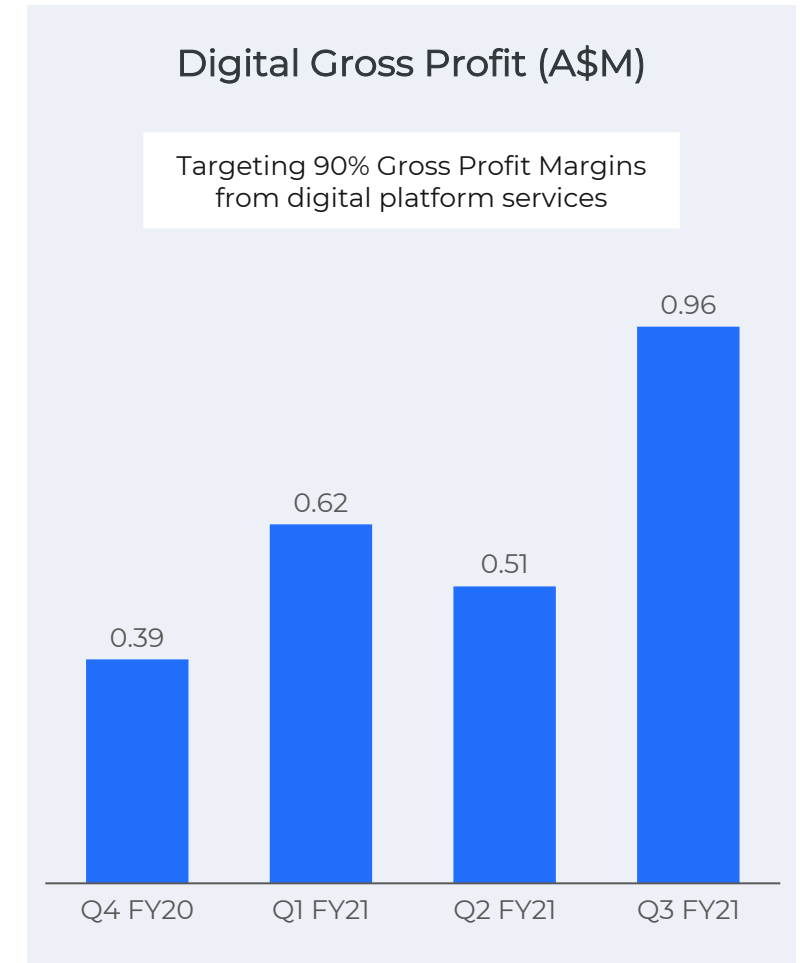
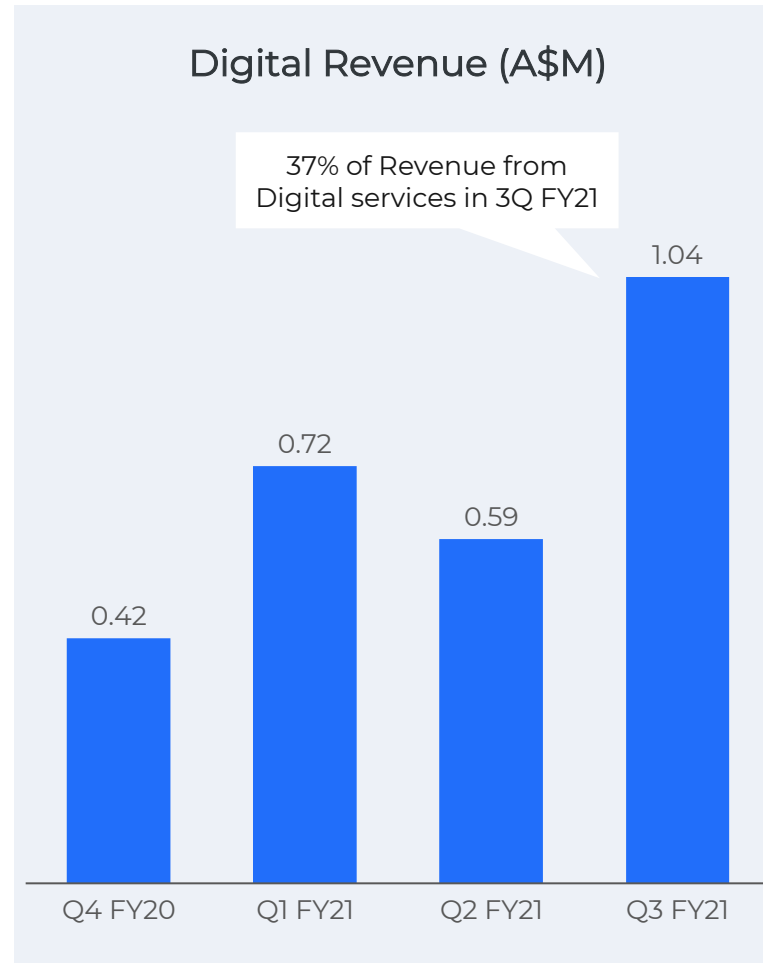
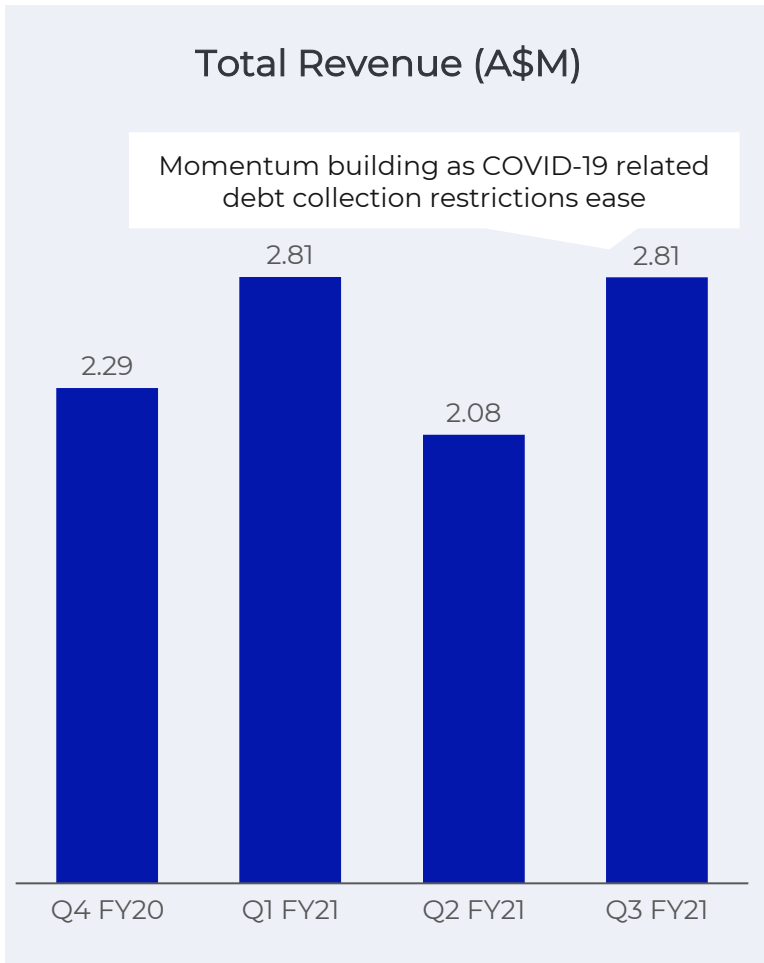
Demonstrated traction with conversion to the digital solution, providing clients with better outcomes and Credit Clear with gross margin expansion (targeting 90% in digital solution).
- 4 Targeting a significant market opportunity**

Scalable and industry agnostic digital platform with the ability to leverage technology across multiple sectors; disrupting a significant \$2.5B market in Australia<sup>1</sup>.
- 5 Clear growth strategy**

Accelerating growth of core digital platform and developing product enhancements / capabilities to maintain competitive advantage, while continuing to assess value-accretive opportunities. Growth underpinned by an experienced Board and senior management team.

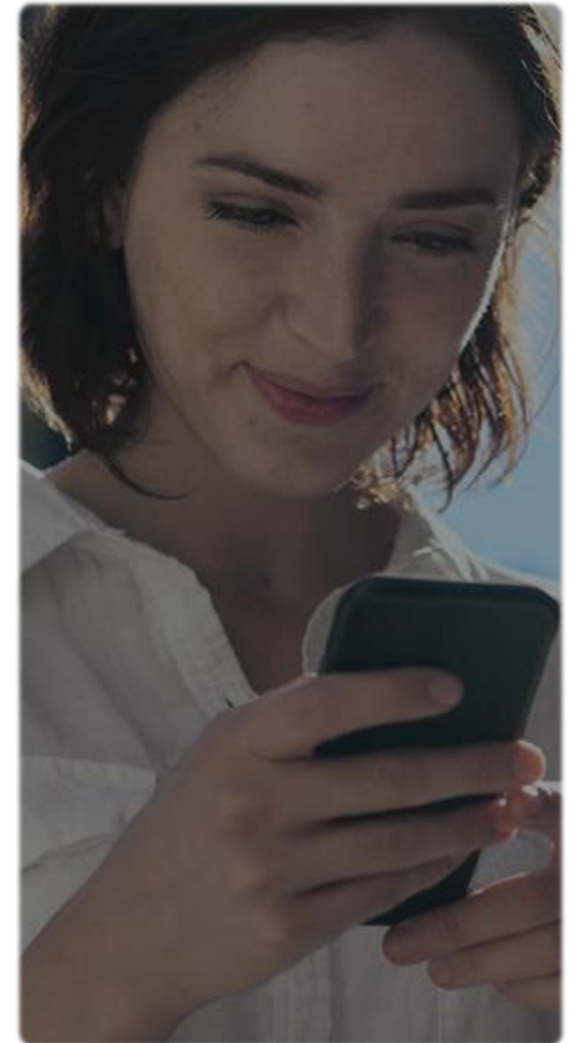
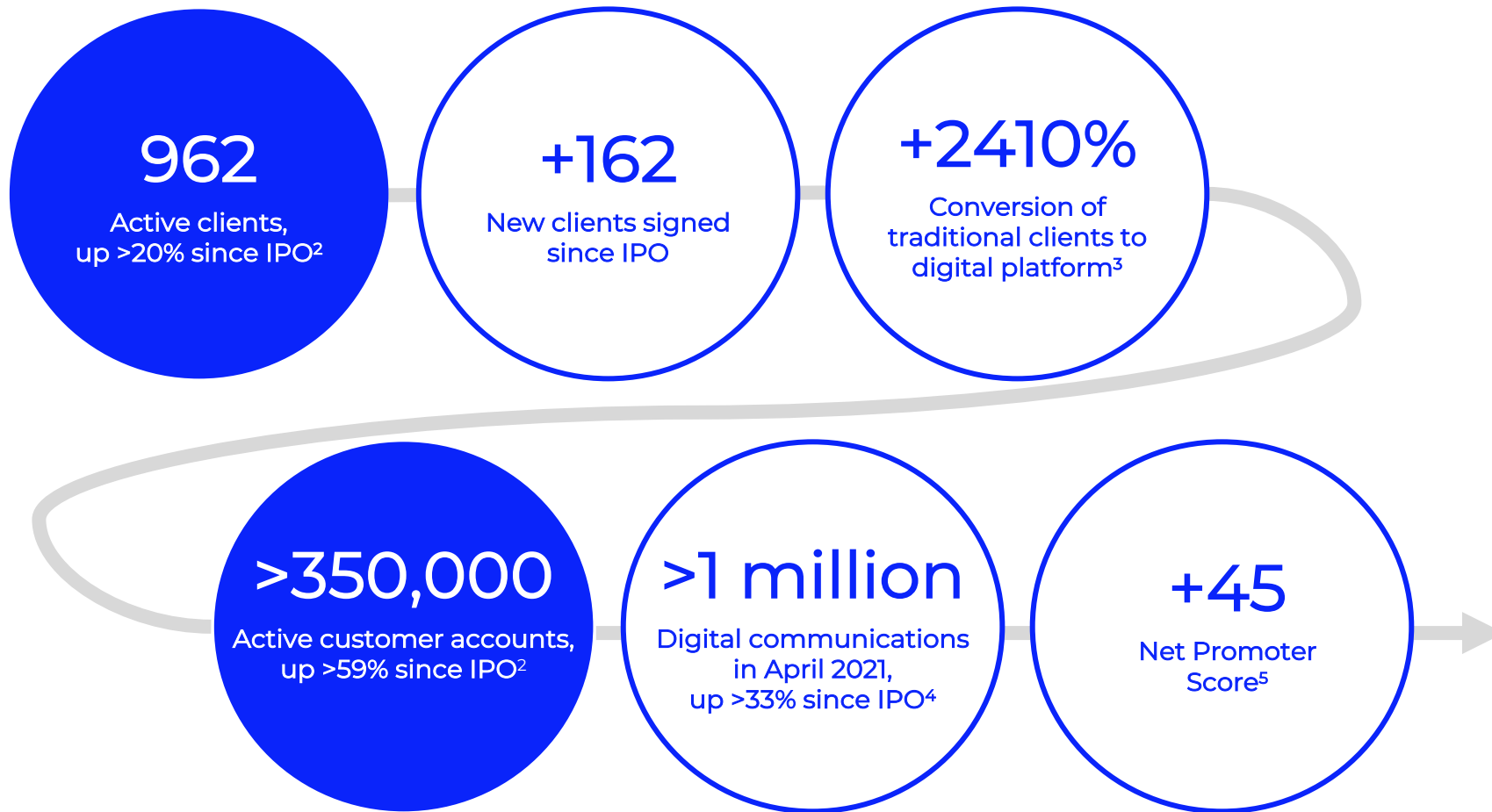
# Financial performance since IPO

Resilient top-line revenue with a focus on conversion to the digital platform to achieve gross margin expansion



# Supported by key operational achievements since IPO

Credit Clear financial achievements are underpinned by strong growth in client base and end customer metrics<sup>1</sup>



1. Latest key metrics correct as at end of May 2021; unless noted otherwise;  
2. Based on 220,000 active customer accounts from a base of 800 clients at IPO (as in the Credit Clear Prospectus);  
3. Conversion is based on revenue of converted clients from previous corresponding period (Q3 FY20 to Q3 FY21);  
4. Compared to 751,620 digital communications in July 2020;  
5. Net Promotor Score (NPS) from 37,774 respondents as at end of May 2021.

# Strong pipeline of opportunities across targeted verticals



## INSURANCE

Leveraging recent precedent client win in Suncorp Group (ASX:SUN) as first insurance client.

In late-stage discussions with tier 1 insurance clients.



## WATER & UTILITIES

Continued penetration into energy and utilities sector with digital solution implementation.

Progressing with other major water and utilities companies.



## AUTOMOTIVE

Advanced discussions with two major automotive brands' finance arms.

Focused on implementing digital solution and expansion into international operations.



## OTHER SECTORS

A big four bank has committed to a pilot.

Focus on education sector is paying off.

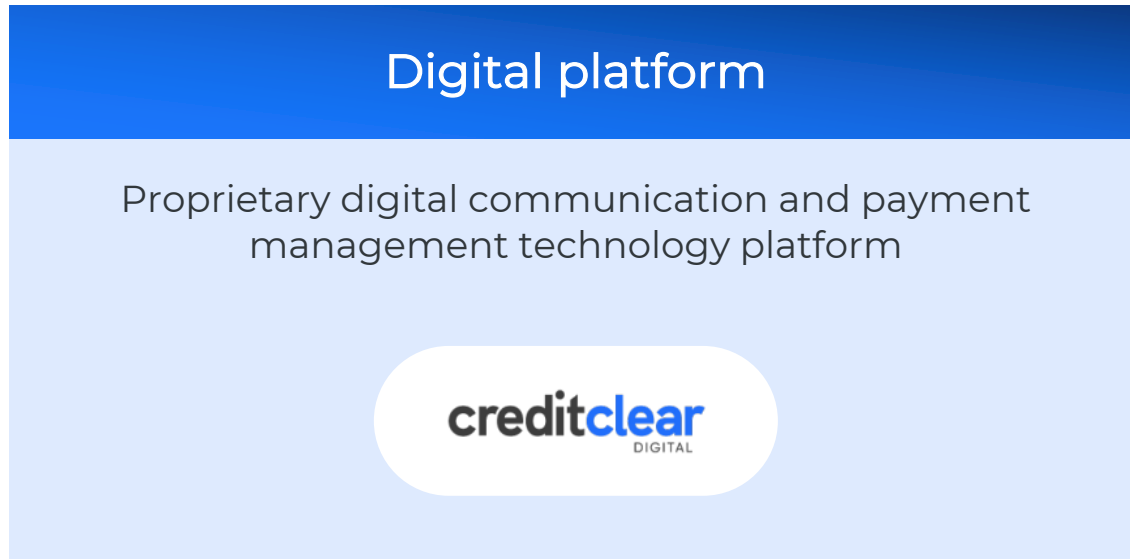
Industry agnostic platform presents opportunities across multiple sectors.



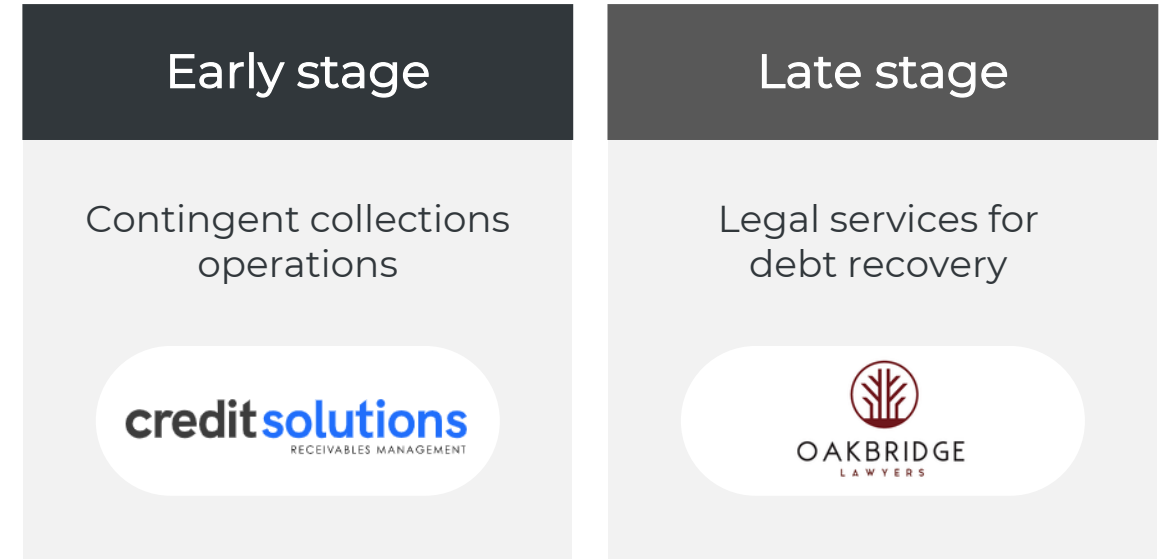
# BUSINESS OVERVIEW

# Credit Clear provides an end-to-end, full-service solution

## Strategic and long-term focus



## Completes the full-service offering



Receivables Management timeline (illustrative)



Credit Clear has proven capability to enhance outcomes for clients and provide a better end-user experience



# Achieving better outcomes for clients through a white labelled digital solution

Convenient and intelligent digital platform that enables clients to better manage communications and payment arrangements with their customers.



## Reduces client operating costs

Of managing accounts receivables collections through the use of digital automation, when compared to traditional collection methods



## Improves cash flows

Through improved collection effectiveness and faster customer payment reconciliations, directly with client



## Improves customer's positive relationship with clients' brand

Through better user experience – including early and personalised digital communications in a white-labelled solution



## Provides deep customer insights and business intelligence delivered

In a single debtor file through a full service solution underpinned by AI and data repository, enabling granular customer targeting

Servicing a broad and blue-chip client base, with benefits validated by a client retention rate >99%



# Superior user experience validated by our clients' customers

Digital platform uses dynamic data, predictive analytics, artificial intelligence and machine learning to enhance customer experience and engagement.



Actionable, convenient communication in customers' preferred time, language and channels including SMS, email, and WhatsApp



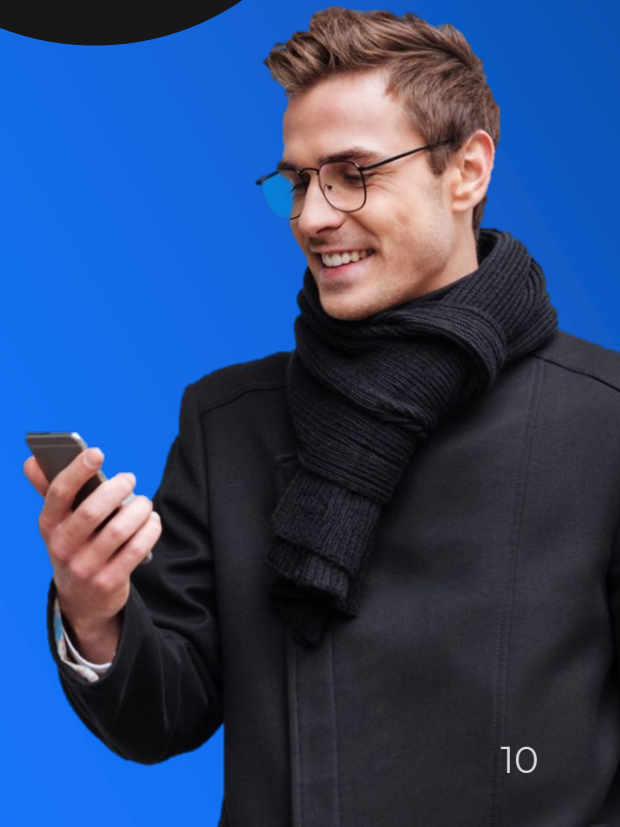
Frictionless, fast, easy and flexible payments options with adaptive workflows that respond to the behaviour of the customer



Customer friendly and device agnostic functionality, with convenient features including time based incentives

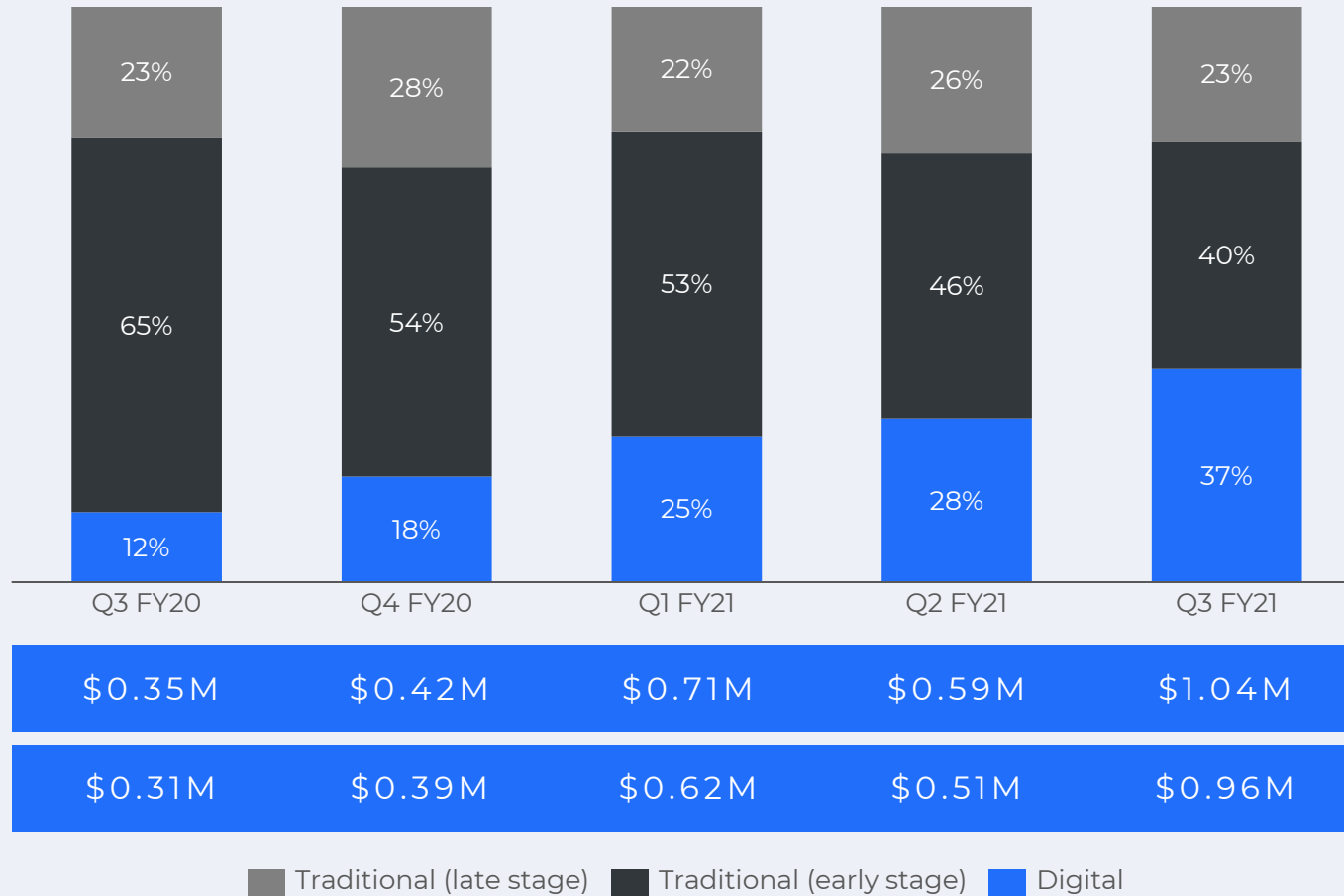
+45

Net Promotor  
Score from ~38k  
customers<sup>1</sup>



# Growing conversion from traditional collections to digital platform

## Revenue Mix (%)

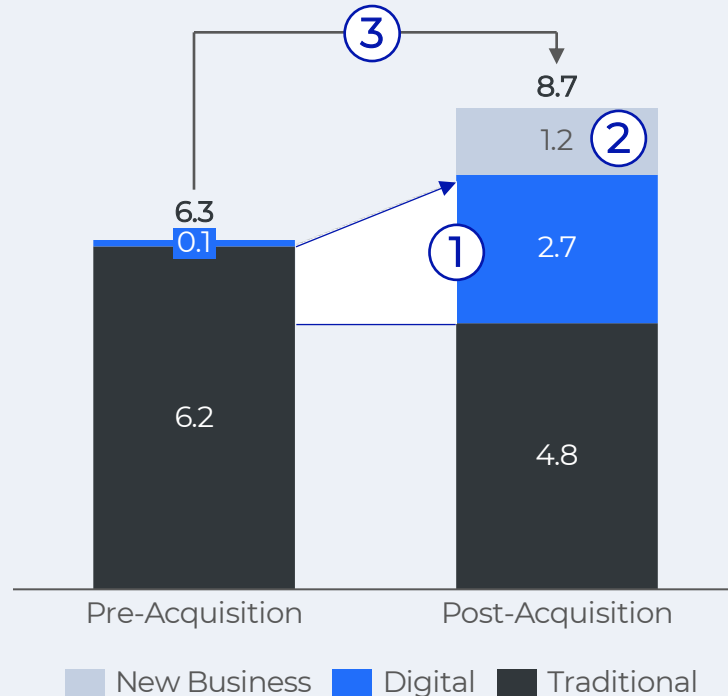


- Credit Clear continues to successfully convert clients from traditional collection methods to digital platform. To achieve enhanced outcomes for clients, end customers and gross margin expansion
- Targeting 90% gross margins from digital services
- Digital revenue CAGR of +198% achieved from Q3 FY20 to Q3 FY21
- Strong acceptance of digital capability from clients previously using traditional methods (including clients from the Credit Solutions acquisition in Dec 2019)
- Momentum building in top-line revenue growth as COVID-19 related debt collection restrictions ease

# Credit Solutions acquisition demonstrates ability to successfully acquire traditional RM company & create value with significant gross profit uplift

Successful integration provides direct access to a quality traditional client base and margin expansion

Credit Solutions<sup>1</sup>: Gross Profit Pre vs Post Acquisition<sup>2</sup> (\$M)



- ① 86% gross profit uplift from conversion of 22% of Credit Solutions existing traditional collections to Credit Clear's higher margin digital solution<sup>3</sup>
- ② Cross-selling existing clients additional or expanded services has created ~\$1.2M in New Business gross profit
- ③ Total gross profit uplift of ~\$2.4M post-acquisition, with further growth potential

Characteristics of the traditional debt collections market makes M&A an attractive pathway for growth:

**Low technology adoption**, providing Credit Clear with a first mover advantage to scale with superior technology

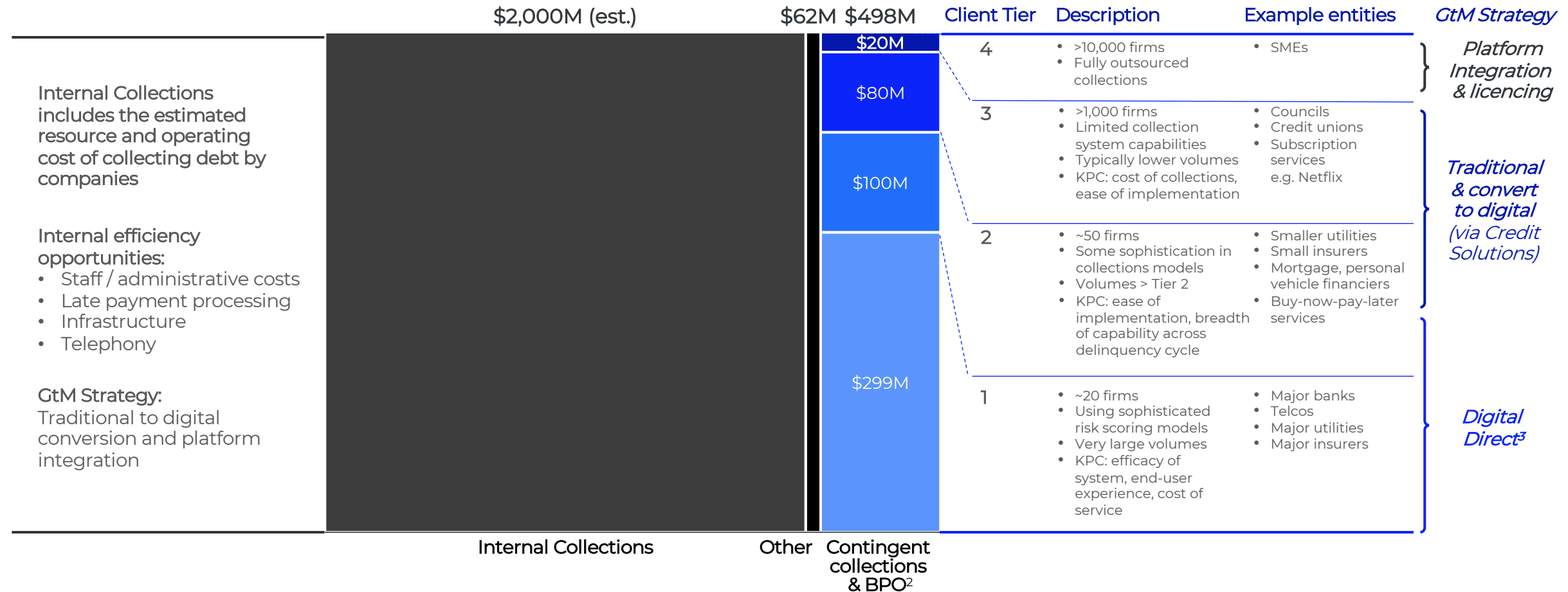
**Revenue up-sell**: Opportunity to offer adjacent solutions and expand revenues from each client

**Sticky industry**: Growth through M&A builds sustainable market share which optimises position for new opportunities

Success of acquisition validates strategic M&A as a value and growth accelerator

# Credit Clear is transforming the traditional \$2.5B debt collections market

Australian Debt Collection Indicative Market size<sup>1</sup> (2020)



# Executing on a clear growth strategy to scale operations



## ACCELERATE CORE GROWTH

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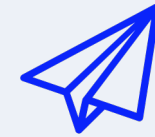
Expand client base and accelerate top-line growth organically, with a focus on converting traditional services to the digital platform to capture margin expansion



## ENHANCE DIGITAL CAPABILITIES

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Significant investment into platform to further improve digital capabilities - focused on portfolio optimisation module, performance analytics and reporting, and AI capabilities.



## TRANSFORMATION

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Seek growth opportunities to leverage proprietary technology locally and internationally, and leverage into other adjacencies (e.g. Electronic billing; Data Bureau)

Actively assessing value accretive strategic M&A opportunities to support and accelerate growth



# APPENDIX



9:41

XYZ

\$50.00

per week

Monday 14 Feb

You'll pay \$300.00 Over 6 weeks.  
Starting on Monday 14th Feb, 2019

Next

Powered by creditclear

# Experienced Board and leadership team

## Board



**Gerd Schenkel**  
Chairman

- Extensive experience as a management consultant with The Boston Consulting Group, with successful executive appointments at NAB, Citigroup and Telstra.
- Formerly the CEO of Tyro Payments and also served on the Federal Government of Australia's task-force for small business digitisation.



**Marcus Price**  
Non-Executive Director

- Over 25 years' experience building successful businesses and maximising shareholder returns.
- Previously CEO of Property Exchange Australia Limited (PEXA), and he developed and exited financial services businesses as the CEO and Executive Director for both Equifax and Dun & Bradstreet.



**Christine Christian AO**  
Non-Executive Director

- Over 35 -year track record as a business executive and entrepreneur across financial services, investment, private equity, credit risk and media.
- Currently holds non-executive board roles in Humm Group Ltd, Lonsec, MaxCap Group and Auctus Investments .
- Previously CEO of Dun & Bradstreet (1997-20110). In 2005 appointed additional roles of Chair D&B Consumer Credit Bureau and Executive Director, D&B India.



**Mark Casey**  
Director & Co-Founder

- Over 30 years' experience in property development, funds management and investment in early stage technology ventures.
- Credit Clear's cornerstone investor (Casey Capital).



**Lewis Romano**  
Executive Director & Co-Founder

- Lewis is a key driver of many fundamental client and strategic relationships for the business.
- Prior to founding Credit Clear in 2016, he was the founder and MD of Australia's third largest job site, spotjobs.com.

## Senior Management Team



**Brenton Glaister**  
Chief Executive Officer

- Industry experience: 35 years
- Previous: Credit Solutions, Hudson Lawyers, Thorn Group, NCML and Tradehouse Limited.



**Victor Peplow**  
CFO

- Industry experience: 30 years
- Previous: Finance consultant, Morgan Stanley, Citigroup and ANZ Bank.



**Jason Serafino**  
Chief Technology Officer

- Industry experience: 20 years
- Previous: Intraverse Technology, Liberty Financial, Sunsuper, Intelligent Enterprise Systems.



**Veronica Johns**  
Head of Customer Success

- Industry experience: 15 years
- Previous: Fiat Chrysler.



**David Hentschke**  
Group GM, Technology & Strategy

- Industry experience: 30 years
- Previous: PEXA, M-H Group, Australian Steel Institute, Telstra, Equifax and The Boston Consulting Group.



**Mike Tauschek**  
General Counsel & Company Secretary

- Industry experience: 10 years
- Previous: Leading boutique litigation law firms; Atanasokovic Hartnell, Sarvass Clappara and Watson Mangioni.



**Piero Gross**  
Chief Operations Officer

- Industry experience: 19 years
- Previous: Credit Solutions, NEXXA, Thorn Group, NCML, Collection House and Telstra.



**Stella Hulm**  
Director – Client Services

- Industry experience: 20 years
- Previous: Credit Solutions, Creditsoft, Thorn Group, NCML, SME Invoice Finance Limited (UK).



# Corporate overview

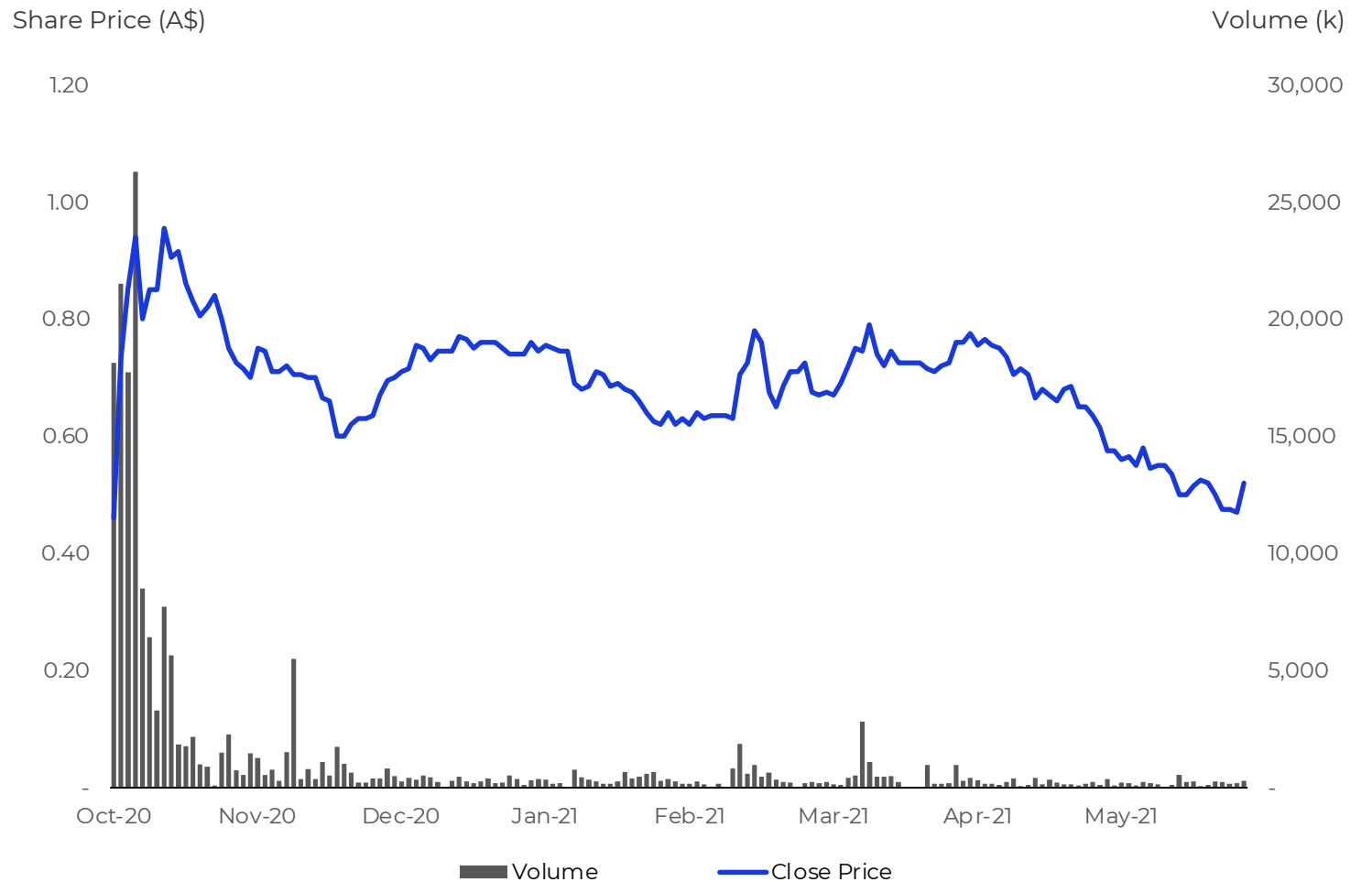
## Capital Structure

ASX Code	CCR
Shares on issue	225.69m
Share price <sup>1</sup>	52.00c
Market capitalisation	~\$117.4m
Cash at bank (Mar '21)	\$11.6m
Options & Rights	27.98m

## Substantial Shareholders

Casey Consulting Services	13.67%
Thorney	9.11%
Board and Management <sup>2</sup>	7.21%

## Share Price Performance (since IPO)



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