

# Investor Presentation FY21 Results

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Aug 2021



**PROPTECH GROUP**

ASX:PTG



## General

This presentation should be read together with PropTech Group Limited's (PropTech Group) annual report for the 12 months ended 30 June 21, prior annual and half year reports, its quarterly cash flow statements and other market releases on the ASX.

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## Financial Information

This presentation includes non-IFRS financial measures which PropTech Group believe provides useful information to for the readers to assist in understanding PropTech Group financial performance.

Due to rounding, numbers in this presentation may not precisely reflect the absolute number.

All currency amounts are in Australian dollars, unless otherwise stated.

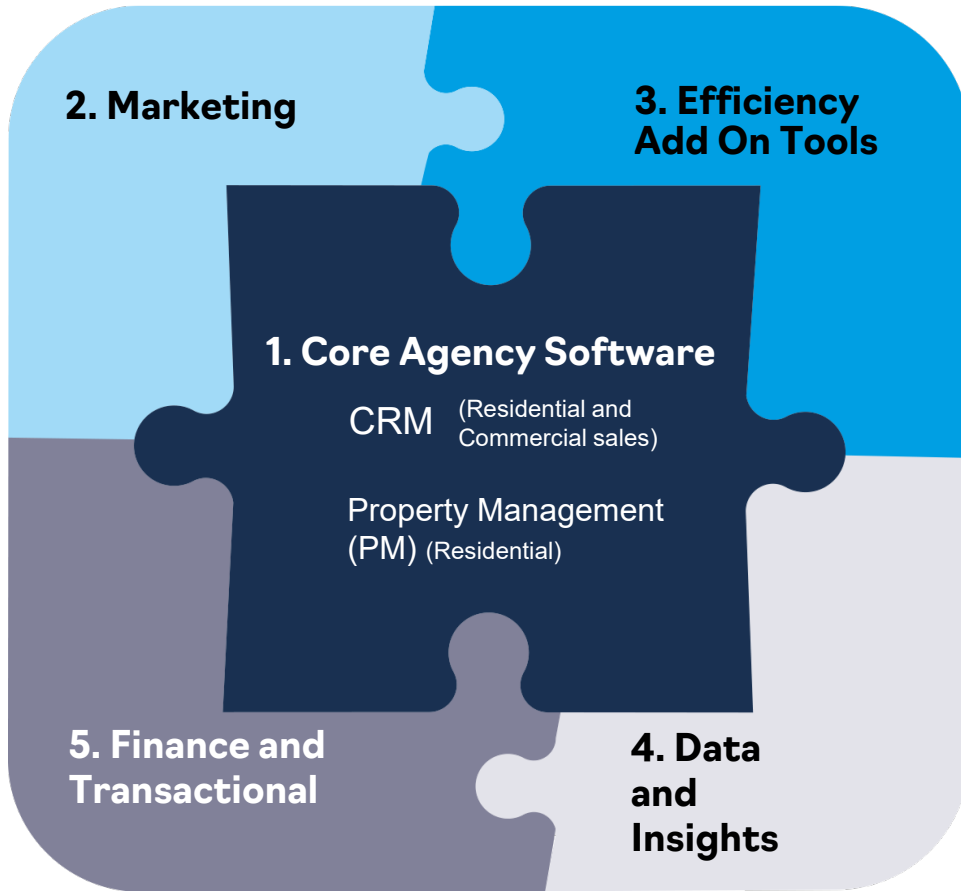


## Powering the Real Estate Industry

Our mission is to be the leading investor in and operator of PropTech companies that streamline, optimise and automate residential and commercial sales and rental real estate business operations primarily in Australia, New Zealand and the United Kingdom



# Business Overview – Key Capability



**Objective is to “own the desktop” of our customers and then expand by offering a broad range of additional integrated products and services.**



## Core Agency Software

  
CRM + PM

Next-gen all in one real estate platform including residential and commercial sales CRM and Property Management modules.  
[ANZ and UK](#) [Product overview Video \(click here\)](#)



Leading provider of CRM, listing management and website solutions to independent, boutique and small multi-office real estate agencies

Acquired July 2021 [ANZ](#) [Product overview video \(click here\)](#)



Legacy sales CRM platform acquired from Domain Holdings Group (ASX.DHG) in 2020 being migrated to and replaced by VaultRE  
[ANZ](#)

H1

Harcourts' legacy CRM system being migrated to and replaced by VaultRE  
[ANZ](#)



## Marketing



Enterprise marketing asset and campaign creation and management platform.

[ANZ and UK](#)



Leading provider of real estate agency/agent websites and marketing solutions

[ANZ and UK](#)



## Efficiency Add Ons Tools

Extend product capabilities to improve operational efficiency and reduces clients total technology spend.  
Over 700 3<sup>rd</sup> party integrations [ANZ and UK](#)



Digital property inspection tool for agents

[ANZ and UK](#)



## Data and Insights

PropTech Group Franchise Management System (FMS) provides franchisors and multi office groups with advanced reporting, industry benchmarks and insights into the performance of their network. [ANZ](#)



## Finance and Transactional



Joint Venture

Intersection of FinTech and PropTech. Payments platform that will allow real estate agency operators and third-party platforms to offer payments and buy now pay later (BNPL) solutions to their customers for real estate related services. (August 2021) [ANZ](#)



## FY21 Key Highlights

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## 1. Grow Market Share

Market share of agencies that use at least one PropTech Group product or service



- Acquired Website Blue / Desingly, H1, and Eagle Software (July 2021)
- New products including launch of Property Management and Commercial CRM opening new markets
- Launch new business team to drive organic growth
- Major client wins: Ray White, Harcourts

## 2. New Product Range

Acquire, develop and partner to offer new products that build on PropTech Group's core agency software platforms



- Acquired Website Blue/Designly marketing products
- Launched Property Management, Commercial and workflow automation tools to upsell existing customers
- Grew third party integrations from 300 to over 700
- Introduction of payment platform through PropPay JV (August 21)

## 3. Grow ARPA<sup>1</sup>

Centralised new business, account management and marketing teams focused on upselling and cross selling suite of PropTech Group products to existing customers



- Upselling, bundling and cross selling multiple PropTech products through a consultative sales and marketing approach at a higher yield
- Rolled out price increase across all products bringing pricing closer to competitors while retaining a competitive market position

## 4. Open New Markets

A focus on new geographical markets including scaling up in the UK and a review of potential merger and acquisition opportunities



- Reorganised UK operations
- Secured franchise groups including Century 21 and Experts in Property

1. ARPA – Average revenue per agency office per month



## FY21 Financial Highlights

**\$11.6 million**

Total Revenue Other Income

 29% H2 vs H1

**\$1.9 million**

Underlying EBITDA

17% margin

**\$2.3 million**

Underlying Operating  
Cash Flows

**\$12.4 million<sup>1</sup>**

Annualised Recurring  
Revenue - ARR

 25% H2 vs H1

**\$6.6 million**

Net Cash Position

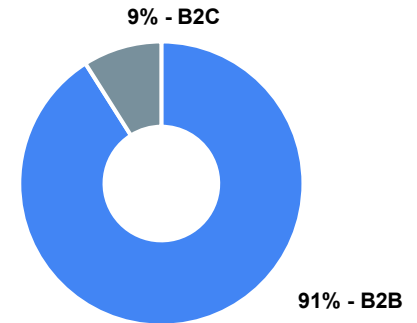
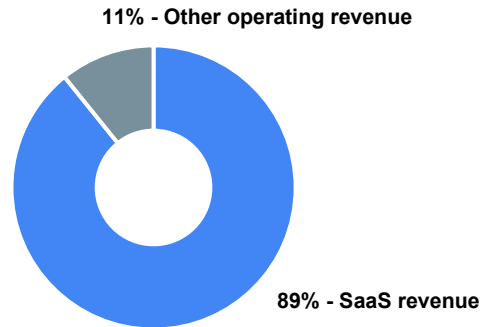
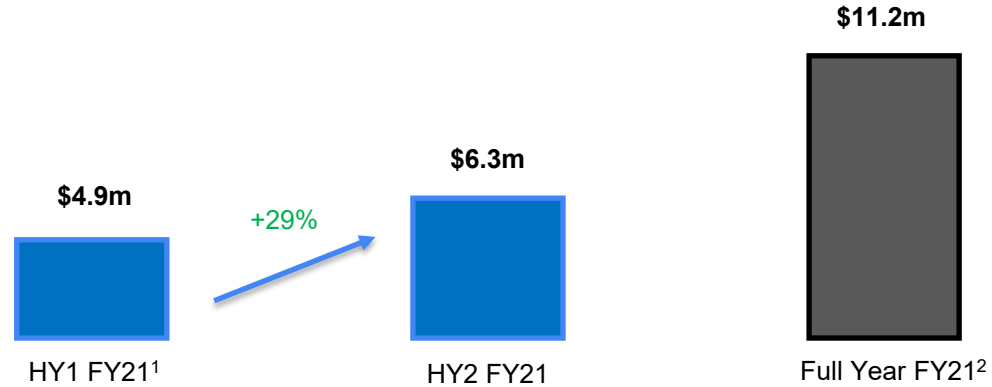
**\$28.9 million**

Net Assets

1.As at 30 June 2020

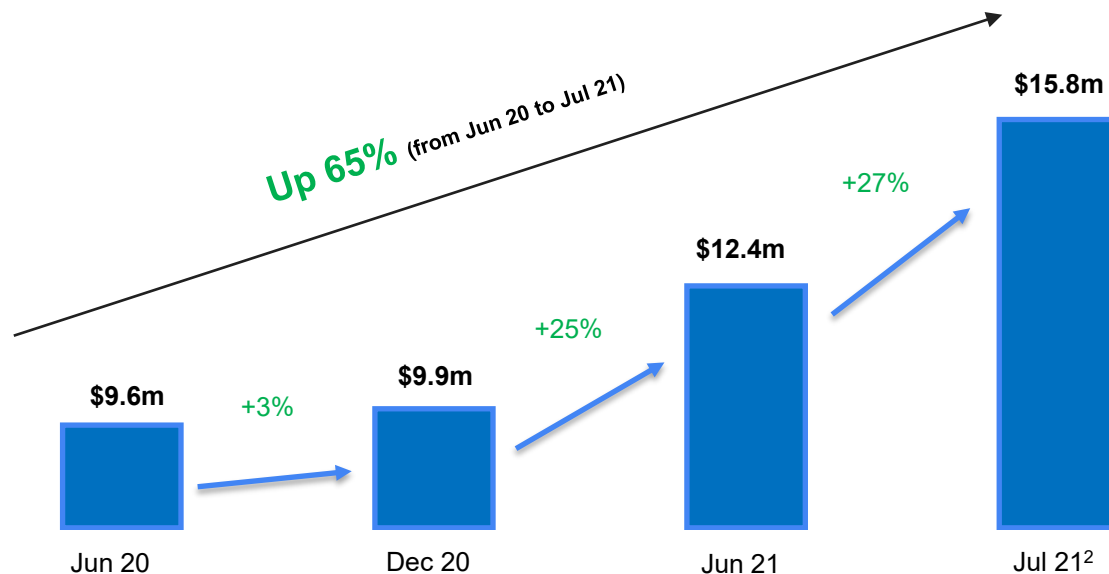
# Operating Revenue

- HY on HY growth of **29%** driven by an increase in market share and ARPA
- SaaS revenue made up **89%** of total revenue for FY21. As at July 21 SaaS revenue has reduced to **84%** of total revenues, with the Group introducing additional revenue streams via transactional products
- B2B contributed **91%** of all revenue for FY21



1. As per half year reviewed results for the 6 months to December 2021, which includes Real Estate CRM Pty Ltd for 6 months and PropTech Group Limited for November and December 2021, see Basis of Preparation slide for further information.  
2. As per full year audited financial report for financial year 2021, refer Basis of Preparation slide for further information.

- For the period of 13 months (June 20 to July 21) ARR has increased **65%**
- **25%** Increase from December 20 to June 21, which was driven by additional products being offered to the current customer base and an increase in market share.
- **27%** Increase from June 21 to July 21, this was mainly due to the acquisition of Eagle Software which was finalised in July 21.



1. ARR is calculated as at a point in time (for this slide June 2021, December 2021, June 2021 and July 2021) recurring SaaS revenue, multiplied by 12 (i.e. June 2021 run-rate). It provides a 12 month forward looking view of recurring revenue if all factors such as new, churn, pricing and foreign exchange were to remain the same for that period. This excludes non recurring revenue (i.e. other operating revenue)
2. ARR as at Jun 20, includes PropTech Group Limited and Real Estate CRM Pty Ltd combined recurring revenue on a pro-forma amalgamated basis.
3. ARR as at Jul 21, includes Eagle Software Pty Ltd as at effective date of 01 July 2021, July figures are based on of unaudited actuals.

## B2B Business Metrics as at July 2021<sup>1</sup>

**41%**

Market Share<sup>2</sup>  
34 as at June 2021

**\$230**

ARPA<sup>3</sup>  
210 as at June 2021

**8 Years**

Average Tenure<sup>4</sup>

**\$189 billion**

Property TTV<sup>5,6</sup>  
173 billion as at June 2021

**\$4.6 billion**

Gross Sales Commissions<sup>6</sup>  
4.4 billion as at June 2021

**266 thousand**

Properties Sold<sup>6</sup>  
245 thousand as at June 2021

All information presented on this slide relate to Australia and New Zealand only

1. Metrics as at Jul 21, includes Eagle Software Pty Ltd as at effective date of 01 July 2021, July figures are based on of unaudited actuals.

2. Market share of agencies paying for one or more PropTech Group products, ANZ total market size is 12,200 agencies as per the Frost & Sullivan market report (October 2020) included in the PropTech Group's prospectus

3. ARPA – Average revenue per agency office per month

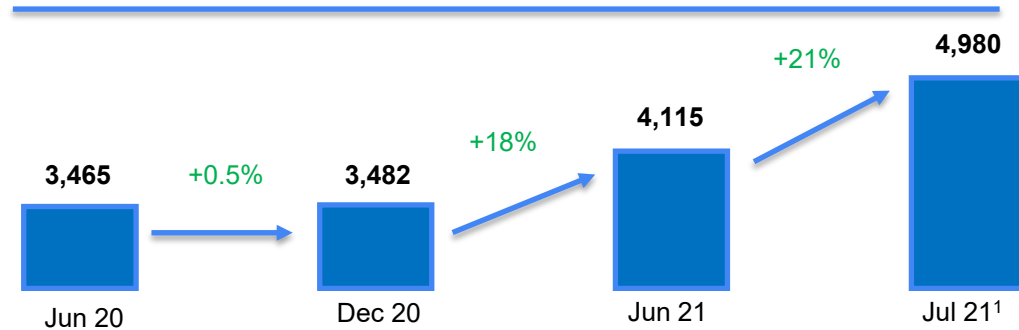
4. Average tenure is based on the last 12 months

5. TTV – Total transactional value

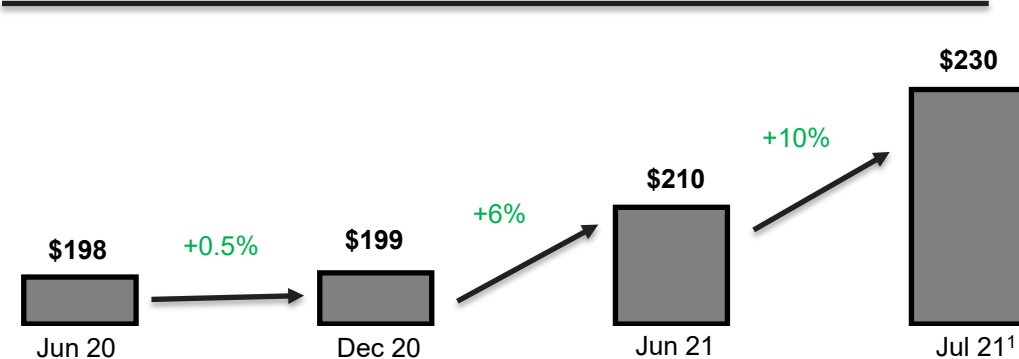
6. Information presented is for a period of 12 months trailing that have been processed through PropTech Group CRMs

- For the period of 13 months (June 20 to July 21), unique number of offices has increase by **44%**, the key drivers have been the retention and signing of key customers (Ray White and Harcourts), the introduction of a centralised sales and marketing team and the acquisition of Eagle Software.
- ARPA has grown **6%** from December 20 to June 21 and **10%** from June 21 to July 21 , ARPA growth has been attributed to additional products and services offered to customers (Designly and Website Blue) standalone or bundled and price increases across all products

## Unique No office (B2B ANZ)



## ARPA (B2B ANZ)



1. Metrics as at Jul 21 , includes Eagle Software Pty Ltd as at effective date of 01 July 2021 , July figures are based on of unaudited actuals



Introducing PropPay Holdings Joint Venture.



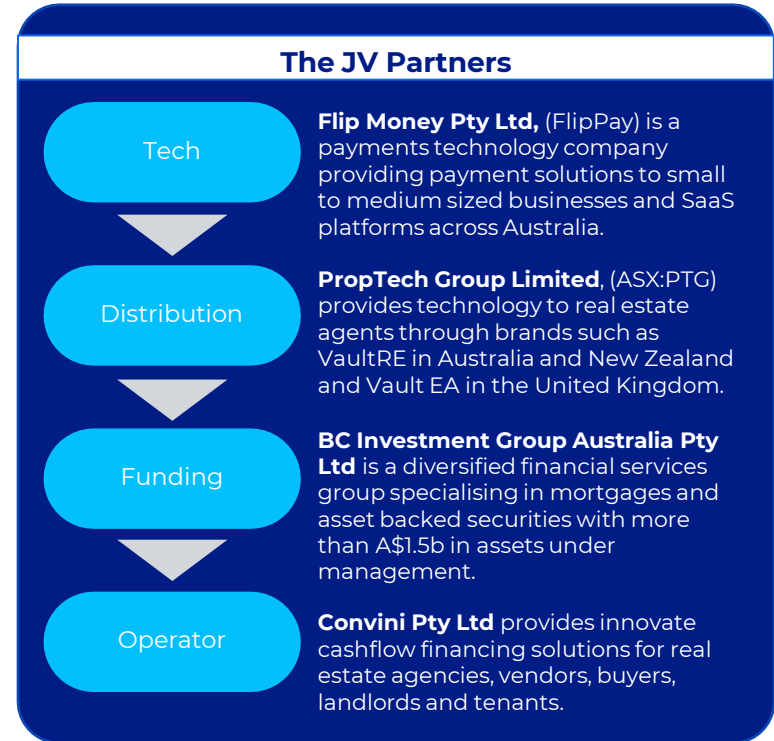
**Intersection of FinTech and PropTech** simplifying the payment experience when buying, selling or renting a property.



# Executive Summary

## Pay Now, Pay in Instalments or Pay Later

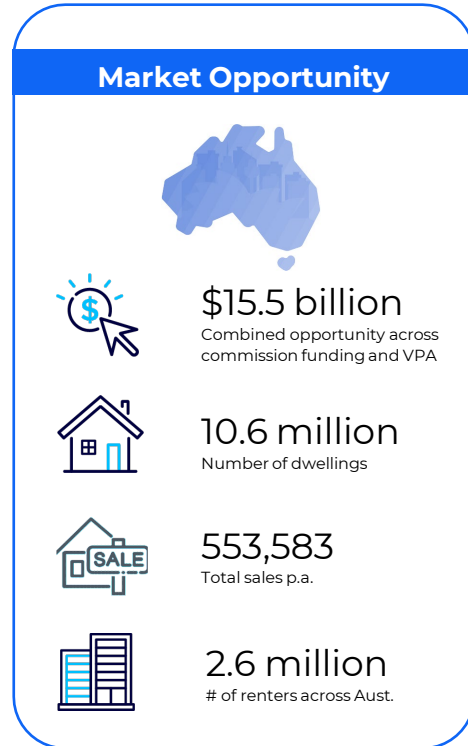
- > PropPay is the **intersection of FinTech and PropTech** to simplify the payment experience when buying, selling or renting a property.
- > We will provide real estate agency operators, CRMs and other property platforms with **payment services**.
- > The platform will enable agencies and platform partners to offer multiple payment options for **any real estate related transaction**.
- > PropTech will initially hold a 20% shareholding with the right to **earn in additional equity** based on its revenue contribution performance





# Why this makes sense

PTG provides has access to 260K+ property sales p.a. w/ average VPA of \$4,500



## PropPay will

- > access a **\$1.5B- \$2B addressable market for vendor paid advertising** (“VPA”) with Pay Now and Pay Later options to vendors
- > offer early pay options to Agents to access the **\$14B market for commission funding** market
- > **enter market with the #1 player in sales CRM** ... and have an exclusive payments integration to access 4,900+ Agencies across Australia & NZ
- > **access a mature and growing base of agencies** with multiple repeat transactions over a customer lifecycle with adjacent opportunities across property management

Source: IBIS World Residential Real Estate Advertising in Australia 2020, Core-Logic, and management estimates





# PropPay Payments Services

What does a Real Estate Agency get with PropPay?

- 1 Integrated and stand-alone online payments capability for any real estate transaction type
- 2 Pay Now + Pay Later for Marketing Costs
- 3 Deep two way integrations with the CRM to automate payment services
- 4 Next day settlements for online payments and pay later payment plan activations
- 5 Access to early pay commissions through automated workflows and market leading pricing



# The Payment Services Available to Agencies

All on 1 Platform for Real Estate ... deep integrations underway with VaultRE and Eagle

## Payment Services



Pay Now

**Payment Method**

Saved payment method

**New payment method**

Credit card
  PayPal
  Apple
  WeChat Pay

VISA
  Mastercard
  American Express
  Discover
  JCB

Name on card

Card number

16 digits with no spaces or dashes

Expiry date  
 /

CVC

By pressing the button below, you warrant that you are duly authorized to agree to the debiting of the above payment(s) to the nominated payment method, you also acknowledge and agree to our [terms & conditions](#) and [privacy policy](#).

**Pay Now**



Pay in Instalments

**Payment options**

**Pay Now**

\$10,000 paid today

**Pay Later**

5 interest-free payments of \$2,000  
 Payable every 2 weeks  
 First payment taken today

**Amount**

Purchase amount \$10,500  
 Fees \$200

**Total (incl. GST) \$10,700**

Your payments include all applicable fees and surcharges, depending on the payment method used.

**Payment options**

**Pay now**

\$10,000 paid today

**Pay Later**

5 interest-free payments of \$2,000  
 Payable every 2 weeks  
 First payment taken today



Pay Later

**Payment plan**

Payment date	Amount
12 Feb 2021	\$2,000.00
26 Feb 2021	\$2,000.00
12 Mar 2021	\$2,000.00
12 Mar 2021	\$2,000.00
09 Apr 2021	\$2,000.00
<b>Total (incl. GST)</b>	<b>\$10,000.00</b>

Your payments include all applicable fees and surcharges, depending on the payment method used.







Early Pay



# PropPay: Pay Now

What Agencies get when signing up for payment services: their own branded secure online payments platform

 <b>Pay by link</b>	 <b>Hosted payments page</b>	 <b>Single payments dashboard</b>	 <b>Pay by QR Code</b>
<p>Debit and Credit Card via push payment tool (SMS/email)</p> <p>Secure and compliant acceptance of payments</p> <p>Agencies can add a <b>“Pay Now”</b> and <b>“Pay Later”</b> button/link to each outgoing invoice</p>	<p>Branded payment gateway to accept multiple card payment types for each Agency</p> <p>Accept all major debit and credit cards from customers 24/7</p> <p>Certified PCI compliance</p>	<p>A single dashboard to keep track of all payment requests and payments</p> <p>Real time transaction data with payments settled within 24 hours</p>	<p>Accept card and contactless payments in-person or on-the-go with QR Codes</p> <p>Your Pay QR code takes your customers to your branded payment gateway to pay using any browser on their own device</p>



# Appendix

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On 19 November 2020, PropTech Group Limited completed the acquisition of 100% of the shares in Real Estate CRM Pty Ltd ('RECRM') and its wholly owned subsidiaries ('Acquisition').

The Acquisition has been accounted for using the principles for reverse acquisitions in AASB 3 *Business Combinations*, as a result of the Acquisition, the former shareholders of RECRM (the legal subsidiary entity) obtained accounting control of the Company (the legal Parent entity).

Accordingly, this consolidated financial report of PropTech Group Limited for the year ended 30 June 2021 represents a continuation of the financial statements of RECRM (on the basis that RECRM is the deemed accounting acquirer), together with the results of PropTech Group Limited from the Acquisition date of 19 November 2020.

**It should be noted that the results of the previous corresponding period for the year ended 30 June 2020 ('PCP') are only for a portion of the year as it was incorporated on the 13 February 2020, any comparatives in these financial statements are only the financial results of RECRM pre relisting.**

Consolidated statement of:	For the year ended 30 June 2021	Previous corresponding period ('PCP')
Profit or loss and other comprehensive income	<ul style="list-style-type: none"> <li>RECRM: 1 July 2020 to 30 June 2021.</li> <li>PropTech Group: 19 November 2020 to 30 June 2021.</li> </ul>	<ul style="list-style-type: none"> <li>RECRM only for the period from 13 February 2020 to 30 June 2020.</li> </ul>
Financial position	<ul style="list-style-type: none"> <li>RECRM and PropTech Group consolidated as at 30 June 2021.</li> </ul>	<ul style="list-style-type: none"> <li>RECRM only for the period from 13 February 2020 to 30 June 2020.</li> </ul>
Changes in equity	<ul style="list-style-type: none"> <li>Equity balances of RECRM as at 1 July 2020, their results for the year and transactions with equity holders for the year.</li> <li>PropTech Group transactions with equity holders since 19 November 2020 and its results for the period from 19 November 2020 to 30 June 2021.</li> </ul>	<ul style="list-style-type: none"> <li>RECRM only for the period from 13 February 2020 to 30 June 2020.</li> </ul>
Cash flows	<ul style="list-style-type: none"> <li>RECRM: 1 July 2020 to 30 June 2021.</li> <li>PropTech Group: 19 November 2020 to 30 June 2021</li> </ul>	<ul style="list-style-type: none"> <li>RECRM only for the period from 13 February 2020 to 30 June 2020.</li> </ul>

# Profit and Loss Summary

- Total operating revenue up **291%** up YoY and **29%** when comparing half year on half year.
- Gross profit was **89%** consistent with prior periods
- Operating expenses as a percentage of operating revenue was flat when compared to FY20, but higher when comparing half year performance with the key driver being the investment into future growth initiatives and the inclusion of corporate and listing costs from November 2020.
- Depreciation and amortisation costs increased due to the assessment of the acquisition accounting and the purchase price allocation of the RECRM acquisition as per AASB 3, which resulted in a \$1.2m impact, additionally \$0.5m of transaction and relisting expenses were incurred during the financial year which has a one off impact on Profit / (loss) after income tax.

As per full year financial report	Half Yearly Performance		Full Year Performance	
	31-Dec-20	30-Jun-20	FY20	FY21
	\$'000	\$'000	\$'000	\$'000
SaaS revenue	4,488	5,479	2,649	9,967
Other operating revenue	384	822	212	1,206
<b>Total operating revenue</b>	<b>4,872</b>	<b>6,301</b>	<b>2,861</b>	<b>11,173</b>
Cost of sales	(471)	(716)	(309)	(1,187)
<b>Gross profit</b>	<b>4,401</b>	<b>5,585</b>	<b>2,552</b>	<b>9,986</b>
<b>Gross profit margin %</b>	<b>90%</b>	<b>89%</b>	<b>89%</b>	<b>89%</b>
Other income	159	298	141	457
Operating expenses	(3,146)	(5,370)	(2,171)	(8,516)
<b>Underlying EBITDA</b>	<b>1,414</b>	<b>513</b>	<b>522</b>	<b>1,927</b>
<b>Underlying EBITDA margin %</b>	<b>29%</b>	<b>8%</b>	<b>18%</b>	<b>17%</b>
<b>Profit / (loss) after income tax</b>	<b>522</b>	<b>(1523)</b>	<b>(385)</b>	<b>(1001)</b>

# Financial Position Overview

- Cash balance as at 30 June 21 was **\$6.6m** , during the year \$10.6m was raised as part of the relisting. In July 21 the Company completed a capital raise of \$ 15.5m (before share-issue costs) by the issue ordinary shares at an issue price of \$0.72 each
- Vendor payables reduced from **\$9.0m** due at 30 June 2020 to **\$4.0m** due as at 30 June 2021 of which \$3.4m is due in the next 12 months
- Deferred tax liabilities relate to the acquisition accounting and the purchase price allocation of the RECRM acquisition as per AASB 3
- Net assets increased from **\$15.8m** to **\$28.9m**

Financial Position	30-Jun	30-Jun
	2021	2020
	\$'000	\$'000
Cash and cash equivalents	6,582	2,475
Other current assets	1,372	351
<b>Total current assets</b>	<b>7,954</b>	<b>2,826</b>
Other non-current assets	799	576
Goodwill & intangibles	29,410	24,530
<b>Total non-current assets</b>	<b>30,209</b>	<b>25,105</b>
<b>Total Assets</b>	<b>38,163</b>	<b>27,931</b>
Other current liabilities	3,477	1,349
Vendor payables	3,375	6,000
<b>Total current liabilities</b>	<b>6,852</b>	<b>7,349</b>
Vendor payables	675	3,000
other non current liabilities	250	111
Deferred tax liabilities	1,457	1,683
<b>Total non-current liabilities</b>	<b>2,382</b>	<b>4,793</b>
<b>Total liabilities</b>	<b>9,234</b>	<b>12,142</b>
<b>Net assets</b>	<b>28,929</b>	<b>15,789</b>
<b>Total equity</b>	<b>28,929</b>	<b>15,789</b>

The non-IFRS financial measures and pro-forma results provide useful information about the financial performance of the Group, they should be considered as supplements to the financial statements that have been presented in accordance with AAS and IFRS and not as a replacement for them. As these non-IFRS financial measures are not based on AAS or IFRS, they do not have standard definitions, and the way the Group has calculated these measures may differ from similarly titled measures used by other companies. Investors and readers of this financial report should therefore not place undue reliance on these non-IFRS financial measures.

Non-IFRS financial measure	Definition
AMRR or ARR	Annualised monthly recurring revenue (AMRR) or Annualised recurring revenue (ARR) represents monthly recurring revenue for the relevant month, multiplied by 12 (i.e. June 2021 run-rate). It provides a 12 month forward looking view of recurring revenue if all factors such as new, churn, pricing and foreign exchange were to remain the same for that period.
ARPA	Average Revenue Per Agency per month.
ARPU	Average Revenue Per User per month.
EBIT	Earnings/ (losses) before interest (net finance income) and taxation.
EBITDA	Represents earnings before interest, income tax expenses, depreciation, and amortisation.
Underlying EBITDA	Underlying EBITDA has been adjusted to eliminate the effects of interest, tax, depreciation and amortisation, fair value adjustments, impairment expenses, loss on disposal on assets and any other non-operating items (Share based payments, bad debts, transactions and acquisition costs, relisting and capital raise costs, foreign currency translation differences and any other one-off transaction).
Underlying net cash flows from operating activities	The Underlying net cash flows from operating activities provides a better view of the operating performance of the business by eliminating one-off costs that would not have usually occurred during the period, such costs relate to historical payables, transaction and acquisitions costs and relisting costs.





**SIMON BAKER** – Non-Executive Chairman

Simon is a 25-year digital industry expert. He is a thought-leader, investor, presenter & adviser across the proptech sector globally. Simon was the founding MD of realestate.com.au (REA.ASX) at its IPO on ASX. He was also the Chairman of Mitula (MUA.ASX) and iProperty (IPP.ASX) before they were acquired. Prior to the RECRM Acquisition, Simon was the Non-Executive Chairman of REV and a Non-Executive Director of RECRM.



**JOE HANNA** – Executive Director and Group Chief Executive Officer

Joe has 20 years' experience in proptech & digital classifieds. He has been a founder & director of a number of start-up technology companies including LatamAutos (LAA.ASX), Mitula (MUA.ASX), PredictiveMatch and xLabs. Earlier in his career, Joe held various senior management & technology roles at Fairfax Digital (FXJ.ASX) for 8 years'. Prior to the RECRM Acquisition, Joe was an Executive Director of both REV and RECRM.



**SCOTT WULFF** – Executive Director and General Manager – CRM

Scott has over 30 years' corporate and propetch experience. He was the co-founder and developer of MyDesktop in 1997 (with Adam Campbell) before the buisness was acquired by Fairfax/Domain in the late 2000s. After leaving Fairfax/Domain in 2016, Scott & Adam developed VaultRE as a next-generation real estate CRM and PM platform. Prior to the RECRM Acquisition, Scott was an Executive Director of RECRM.



**SAM PLOWMAN** – Non-Executive Director

Sam has over 25 years' corporate experience across proptech, fintech and the digital sector. He is the current CEO and co-principal at Payment Logic. Earlier in his career, Sam held senior positions at ANZ, NAB, Sandstone Technologies and Fairfax/Domain, where he led the acquisition of MyDesktop in the late 2000s. Prior to the RECRM Acquisition, Sam was a Non-Executive Director of both REV and RECRM.



**GEORG CHMIEL** – Non-Executive Director

Georg has over 25 years' experience in growth businesses, especially in the real estate and proptech sectors. He is currently the Executive Chairman of Juwai-IQI and iCarAsia (ICQ.ASX), and a Non-Executive Director of Centrepoint Alliance (CAF.ASX). Georg was previously the MD of iProperty and a Non-Executive Director of Mitula. Prior to that, he was global MD of the LJ Hooker Group and CFO at realestate.com.au (REA.ASX).



# PROPTech GROUP

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