

31 March 2022

Capital Raising to drive next phase of growth for BID

Bill Identity Limited (ASX: BID) (“**Bid**” or “**the Company**”) is pleased to announce it has received commitments to raise a total of A\$6.0m through a non-underwritten two-tranche placement to sophisticated and institutional investors (“**Placement**”) at an offer price of A\$0.105 per share with Attaching Options (as described below), which will be followed by a share purchase plan (“**SPP**”) to eligible shareholders to raise up to a further A\$1.0m at the same price per share as the Placement (the Placement and SPP together, the “**Capital Raising**”). Funds raised under the Capital Raising will be used to fund Bid as it enters a new and exciting phase of growth.

Key highlights

- **Bid has received binding commitments to raise \$6.0m at \$0.105 per share, via a two-tranche placement to sophisticated and institutional investors (with the issue of the second tranche and Attaching Options subject to shareholder approval)**
- **Bid is undertaking a SPP to raise up to a further A\$1.0m (with the ability to accept over-subscriptions), with eligible shareholders offered the opportunity to acquire up to A\$30,000 of shares at the same offer price per share as the Placement**
- **Proceeds will be used to focus Bid’s SaaS technology platform on High Quality Source Data products, launch channel partner networks in the UK, Australia and New Zealand and execute on sustainability use cases**

Michele Garra, Bid’s CEO & Managing Director said:

“I would like to thank all our shareholders for their patience and support over recent months as Bid undertook an extensive strategic review, and began to execute on significant operational change. This work has set the foundation to position Bid to drive revenue growth and improve profitability moving forward.

Funds raised under the Capital Raising are primarily intended to enable us to unlock the core value of Bid’s SaaS technology platform – our High Quality Source Data proposition – while moving away from providing low margin services. In addition, funds have been earmarked for Bid to expand in the UK and Europe via channel partners, and to focus our data extraction and validation expertise on a growing number of reporting and compliance ESG use cases.

We are encouraged by the strong participation in the Capital Raising from many of our longstanding institutional and sophisticated shareholders and are pleased to offer a Share Purchase Plan to eligible shareholders. We look forward to executing on our stated strategy.”

Details of the Capital Raising

The Capital Raising consists of a Placement to institutional and sophisticated investors to raise A\$6.0m, and a SPP to eligible shareholders to raise up to an additional A\$1.0m. Bid intends to use the proceeds from the Placement and SPP to refocus products on High Quality Source Data, launch channel partner network in UK, Australia and New Zealand (with Europe to follow) and execute on sustainability (ESG) use cases. Funds will be used to invest in:

- Technology, product capability and sales and marketing across UK / EU / AU / NZ businesses
- Finance system and brand promotion

- Working capital and transaction costs

The offer price for the Capital Raising is A\$0.105 ("**Offer Price**") per new fully paid ordinary share in Bid ("**New Shares**"), which represents:

- 19.2% discount to the closing price of Bid shares of A\$0.130 per share on Monday, 28 March 2022 (being the last trading day prior to announcement of the Capital Raising);
- 19.0% discount to the 5-day Volume Weighted Average Price ("**VWAP**") of A\$0.1297 per share for the period ending on Monday, 28 March 2022
- 3.9% discount to the 15-day VWAP of A\$0.1093 per share for the period ending on Monday, 28 March 2022

Vesparum Capital and Grove End Advisory & Capital are acting as independent capital market advisors and Lander & Rogers as legal advisor to Bid in relation to the Capital Raising.

Placement

Investors have agreed to subscribe for approximately 57.6m New Shares at the Offer Price to raise gross proceeds of A\$6.0m (before transaction related costs), which represents 34.9% of Bid's existing issued capital.

The Placement will be completed in two tranches:

- **Tranche 1 Placement:** issue of 38.1m New Shares to raise A\$4.0m – under Bid's existing placement capacity under ASX Listing Rule 7.1 and 7.1A
- **Tranche 2 Placement:** issue of 19.5m New Shares to raise A\$2.0m – subject to shareholder approval at the extraordinary general meeting of BID (discussed below) ("**EGM**")

The subscribers to the Placement will receive options ("**Attaching Options**"), subject to Bid obtaining the necessary shareholder approvals. The Attaching Options will be issued in two tranches:

- **Subscription Options A:** one option for every three New Shares issued in the Placement (total of up to 19.2m Options), exercisable at A\$0.13 with an expiry date of 31 January 2023
- **Subscription Options B:** one option for every three New Shares issued in the Placement (total of up to 19.2m Options), exercisable at A\$0.18 with an expiry date of 31 March 2024

The Attaching Options will otherwise be on standard terms (as will be set out in the EGM notice) and will not be listed on ASX.

New Shares issued under Tranche 1 Placement are expected to settle on Thursday, 7 April 2022 and commence trading on Monday, 11 April 2022. Bid has received binding commitments for Tranche 2 Placement with New Shares issued under Tranche 2 Placement and Attaching Options expected to settle approximately one week following the EGM, subject to shareholder approval at that EGM.

In addition, Directors and Management of Bid have agreed to subscribe for 6.1m New Shares (with Attaching Options) as part of the Placement for A\$0.6m ("**Directors and Management's Placement**"). As per the ASX Listing Rule 10.11, Bid will seek shareholder approval for the New Shares and Attaching Options to be issued to Directors under the Directors and Management's Placement at the EGM.

If the issue of all New Shares under the Tranche 2 Placement are approved at the EGM, approximately 19.5m New Shares will be issued under the Capital Raising (for the Tranche 2 Placement). Additionally, up to approximately 38.4m new shares may be issued via the exercise of the Attaching Options to raise up to an additional A\$6.0m.

All New Shares issued will rank equally with existing Bid ordinary shares on issue at the time of issue.

Extraordinary General Meeting

Bid intends to call a general meeting of shareholders to be held within 45 days of the close of the Placement. The purpose of the EGM will be to vote on resolutions relating to the Capital Raising, and such

other resolutions recommended by the Board. Shareholders will receive materials regarding the EGM in due course.

Share Purchase Plan

In addition to the Placement, the Company is pleased to offer a SPP to raise up to A\$1.0m (with the discretion to accept a larger amount if oversubscribed). The SPP will be offered to shareholders of fully paid ordinary shares in Bid as at 5:00pm (AEDT) on Wednesday, 30 March 2022 who have a registered address in Australia or New Zealand ("**Eligible Shareholders**"). The SPP recognises the ongoing support of Bid's retail shareholders and has been sized taking into consideration the make up of Bid's share register. Bid reserves the right to increase the size of the SPP or to scale back applications in its absolute discretion.

Eligible Shareholders will have to opportunity to subscribe for up to A\$30,000 worth of New Shares at the A\$0.105 per share free of any brokerage, commission and transaction costs. **The SPP offer is expected to open on Wednesday, 6 April 2022.** Further details about the SPP will be set out in the SPP offer booklet (**Offer Booklet**), a copy of which Bid expects to lodge with ASX and send to eligible shareholders on Wednesday, 6 April 2022. The Offer Booklet will contain instructions on how to participate in the SPP. Application forms and payments are due by no later than Thursday, 28 April 2022, subject to Bid's right to close the SPP offer early or extend it.

Indicative Capital Raising timetable*

Record date for SPP	5pm AEDT, Wednesday, 30 March 2022
Announcement of Capital Raising, trading halt lifted	Thursday, 31 March 2022
SPP offer opens and Offer Booklet dispatched	Wednesday, 6 April 2022
Settlement of Tranche 1 Placement	Thursday, 7 April 2022
Allotment of New Shares under the Tranche 1 Placement	Friday, 8 April 2022
SPP offer closes	Thursday, 28 April 2022
Announcement of SPP results	Tuesday, 3 May 2022
Allotment of New Shares under the SPP offer	Thursday, 5 May 2022
Indictive settlement of Tranche 2 Placement (pending shareholder approval)	Thursday, 2 June 2022
Indictive allotment of New Shares under Tranche 2 Placement, and Attaching Options (pending shareholder approval)	Friday, 3 June 2022

*All dates are subject to change without notice and are indicative only. The commencement of trading and quotation of New Shares issued under the Placement and SPP is subject to confirmation from ASX. Unless otherwise specified, all dates and times refer to time in Melbourne, Australia. Bid reserves the right to amend any or all of these dates and times, subject to the *Corporations Act 2001* (Cth), the ASX Listing Rules and other applicable laws and regulations. In particular, Bid reserves the right to extend the closing dates for the SPP, to accept late applications under the SPP (either generally or in particular cases) and to withdraw the SPP without prior notice. Any extension of the SPP offer closing date may have a consequential impact on the date that New Shares are issued and commence trading on the ASX. Bid also reserves the right not to proceed with the SPP in whole or in part at any time prior to allotment and issue of the New Shares. In the event, the relevant application monies (without interest) will be returned in full applicants. Applicants are encouraged to submit their personalised acceptance forms as soon as possible after the SPP offer opens.

Further information

Further information on Bid's business and the Capital Raising are set out in the Investor Presentation lodged separately with the ASX today. The Investor Presentation contains important information that shareholders should consider including key risks and foreign selling restrictions with respect to the Capital Raising. Any person considering an investment in Bid shares should read the investor presentation and seek their own independent advice before making any decision in this regard.

Authority: This announcement has been approved by the Board of Bid.

– ENDS –

Contact

Bill Identity Limited

Lior Harel
General Counsel & Company Secretary
Phone: +61 3 8608 0781
Email: cosec@billidentity.com

Investors

Stefan Jacobs
Vesparum Capital
Phone: +61 3 8582 4800
Email: billidentity@vesparum.com

About

Bid is an Australian-founded technology company with offices in Australia, New Zealand, the USA and the UK. Bid's cloud-based platform simplifies the complex utility bill management process by using automation, enabling organisations to have complete control over their utility spend and reporting. Unlike many manual consulting and business services, the platform automates the management of almost every component of the process for multi-site companies. By automatically capturing and validating invoices and meter data, Bid clients can streamline their accounting and payments processes, go to market at short notice to optimise their supply contracts, and reduce billing charges using sophisticated analytics and reporting. Bid's platform automatically captures and validate invoices, automating the payable function, discovering cost reduction opportunities and providing real-time energy information and accurate financial capabilities at the touch of a button, as and when they need it. For more information, visit www.billidentity.com