09 June 2022

Morgan Stanley

4th Annual Australia Summit "Disruption Accelerated"
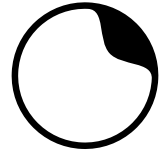
— Investor Presentation

Let's start here:

Whispir was created when a void was identified.

Juggling multiple projects and relationships.

Tracking disparate elements accurately.

Managing complexity, with privacy and simplicity.

# Today those issues have only become more widespread and profound.

Despite – even because of – a proliferation of channels, platforms, solutions, needs, customer profiles, use cases, and more.

Human connection is deeply ingrained in all of us - as individuals and as members of society.

It is how we solve problems, reduce stress, create meaning.

Essentially it is how we thrive and achieve more together.

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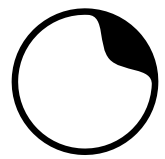
In a world of endless noise, the pressure is to yell even louder.

Conventional wisdom says that to be competitive requires MORE messages on MORE channels to MORE people.

You miss a person/cycle/ channel at your own risk.

Of course, the return on such a strategy is minimal, but it's the only way to play...

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In the attempt to restore control and order, we resort to oversimplification.

All that data...

All those variables....

Are simply ignored when we are past our human processing capacity.

Progress has created a vicious cycle, one that has dehumanised attempts at communicating.

Turns out simplicity isn't always so great - not when it sacrifices accuracy and context.

Meanwhile we generate more and more pointless communication that has less and less chance of being on point.

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Which leads us here:

In a world where data, communications, inputs, information and yes, connections, are all increasing exponentially...

... a beautifully designed whispir algorithm is more capable of nuance, complexity, analysis, sensitivity and range - the preconditions for successful engagement with people at scale.
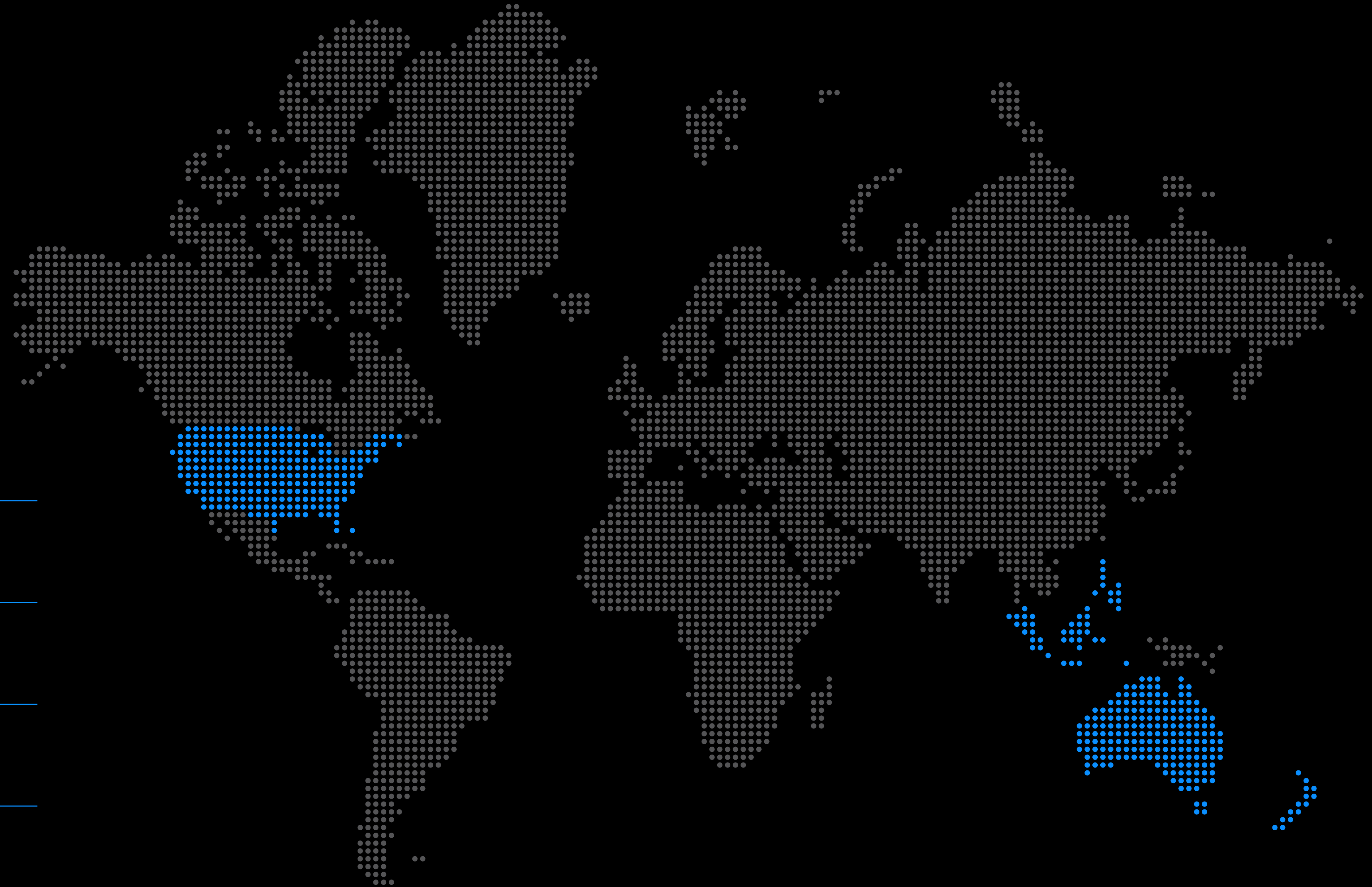
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Whispir today

3 Major Regions
ANZ, Asia and North America

> 1000 customers driving growth

Listed ASX 2019 (ASX:WSP)

Strong revenue and ARR growth

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Strong Performance 2022

Established customer base increasing usage of platform – driving strong revenue growth
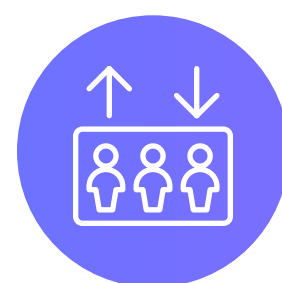
Record Revenue at 1H 2022

– Record half year with $39.4M Revenue - up 70.4% on PCP; 37.7% CAGR (3 yrs)

Consistent ARR growth

– 29.4% CAGR –June 2019 to Dec 2021
– ARR $62.4M at Q3 2022

Low Revenue Churn

– 1.8% at 31 December 2021

High Net Revenue Retention

– 122.4% at 31 December 2021

Well Funded

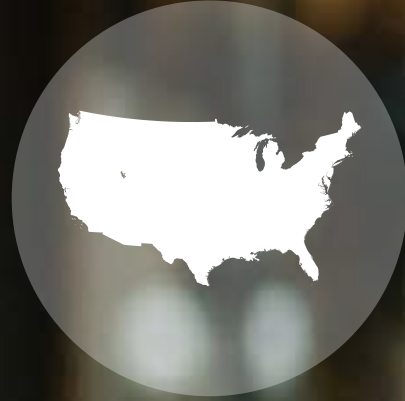– Cash reserves of $31.2M at Q3 2022
– No debt

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Global technology mega trends provide strong and enduring tailwinds

Whispir is addressing a large and fast-growing global market that is in the relatively early stages of a significant digital transformation and digitisation. Effective engagement with people has never been more important.
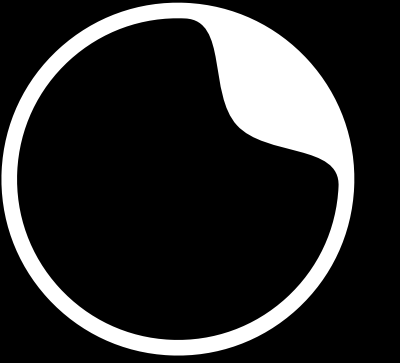
A human-to-human future

DefendEdge - Illinois

Real-time cyber security

DefendEdge has provided its cyber security protections to numerous industries, including financial services, energy, and government. Over time, their platform has grown to offer state-of-the-art AI in order to help stop cyber threats in real-time.

Whispir saves DefendEdge 10 hours each month with its automated messaging capabilities, bringing customer response times down to minutes instead of hours.

Initial use cases

– **Outage alerts:** When an outage occurs, Whispir automatically sends a text and/or email to the client, which they can then action on and move forward toward a resolution.

– **Automated SMS:** Whispir adds SMS functionality to DefendEdge's product software. Now, the client can automatically send and receive messages based on triggers — without the need for an employee to monitor 24/7.

Customer benefits

– **Real-time alerts:** Whispir seamlessly integrates with DefendEdge's ticketing system to ensure stakeholders are made aware of any outages in real-time.

– **Save time and effort:** With end-to-end automations, manual intervention and round-the-clock monitoring is not required and action is taken immediately — removing room for error and additional staffing needs.
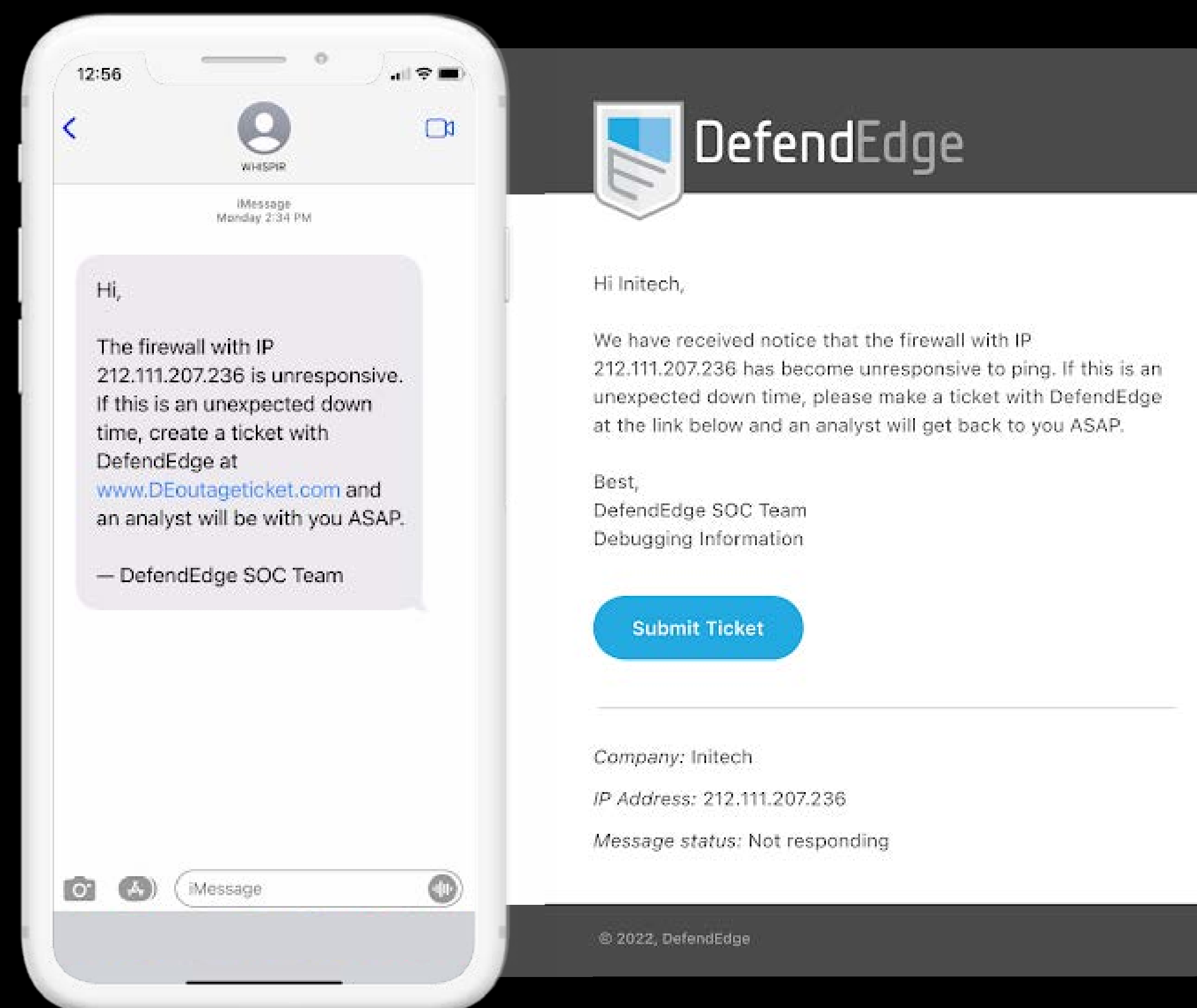
– Case Study

DefendEdge - Illinois

Meaningful, timely alerts across multiple channels

With Whispir, DefendEdge provides an unparalleled customer experience while saving time and effort internally:

– DefendEdge customers receive real-time SMS and email notifications the moment there's a cybersecurity alert or update.

– 24/7 monitoring coupled with automated messaging removes the need for manual, round-the-clock staffing and on-the-fly message building that leaves room for human error.

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Grant County Public Utility District - Washington

Delivering utilities to nearly 100,000 citizens

Grant County Public Utility District has been serving the citizens of Grant County since 1938. To continue serving timely and relevant notifications, they now leverage Whispir SMS to streamline the citizen experience with personalised and highly-customisable messaging that is triggered automatically to save time and money.

Initial use cases

– **Emergency SMS alerts:** Notifications are fully customisable down to the geolocation attached to a citizen's contact information. This targeted approach reduces overall costs by eliminating the amount of unnecessary SMS being sent to large, unaffected populations.

– **Dynamic distribution lists and geofencing:** Ensure only affected communities are receiving emergency alerts. If a single zip code is affected, automated notifications are sent only to phone numbers in that zip code.

Customer benefits

– **Rich Messaging:** Whispir's Rich Messaging capabilities allow the client to minimise expenses by reducing the amount of SMS sends that require language translation. Unique links are provided within the SMS that recipients can click on to read the alert in their preferred language.

– **Save on SMS costs:** By leveraging Rich Messaging, Grant County isn't sending multiple text messages, but can consolidate this information within a single, personalised outreach.

– Case Study

Grant County Public Utility District - Washington

Grant County keeps the lights on with Whispir

With Whispir, Grant County provides a hyper-personalised citizen experience, leveraging geolocation information, multilingual capabilities, and Rich Messaging to get alerts out quickly – while saving on SMS costs:

- Citizens receive emergency SMS alerts that are customised to their location information via Whispir's Dynamic Distribution Lists

- Citizens receive Rich Messages with unique links that enable them to pay a bill, learn more about an outage, and more.

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SA Education

Enhancing communications for schools throughout South Australia

The Department for Education provides a range of integrated education, training, health and child development services to benefit children, young people and families. The department works to improve children's and young people's education, safety and developmental outcomes from birth through their transition to adulthood.

The Department of Education, and 900 schools throughout the State, will have access to Whispir to fulfill a variety of communication needs. The Department will be able to leverage the contact lists of each school to communicate during emergency situations.

Initial use cases

– **900 locations:** With Whispir, each school in South Australia – over 900 locations – has their own unique workspace within the platform to best communicate with educators, parents, and students.

– **Multi-channel communications:** Each school can communicate directly with caregivers to arrange Parent/Teacher interviews, Sports and absentee notifications, and send newsletters and surveys – across SMS, email, voice, video, social, and more.

Customer benefits

– **Enhanced safety and feedback:** Whispir helps schools and The Department enhance community safety with up-to-date communications and provides a feedback loop, assisting in the improvement of services.

– **Smart automations:** Whispir removes the need to manually call parents of each child, saving time while allowing parents to receive and action information in real-time.
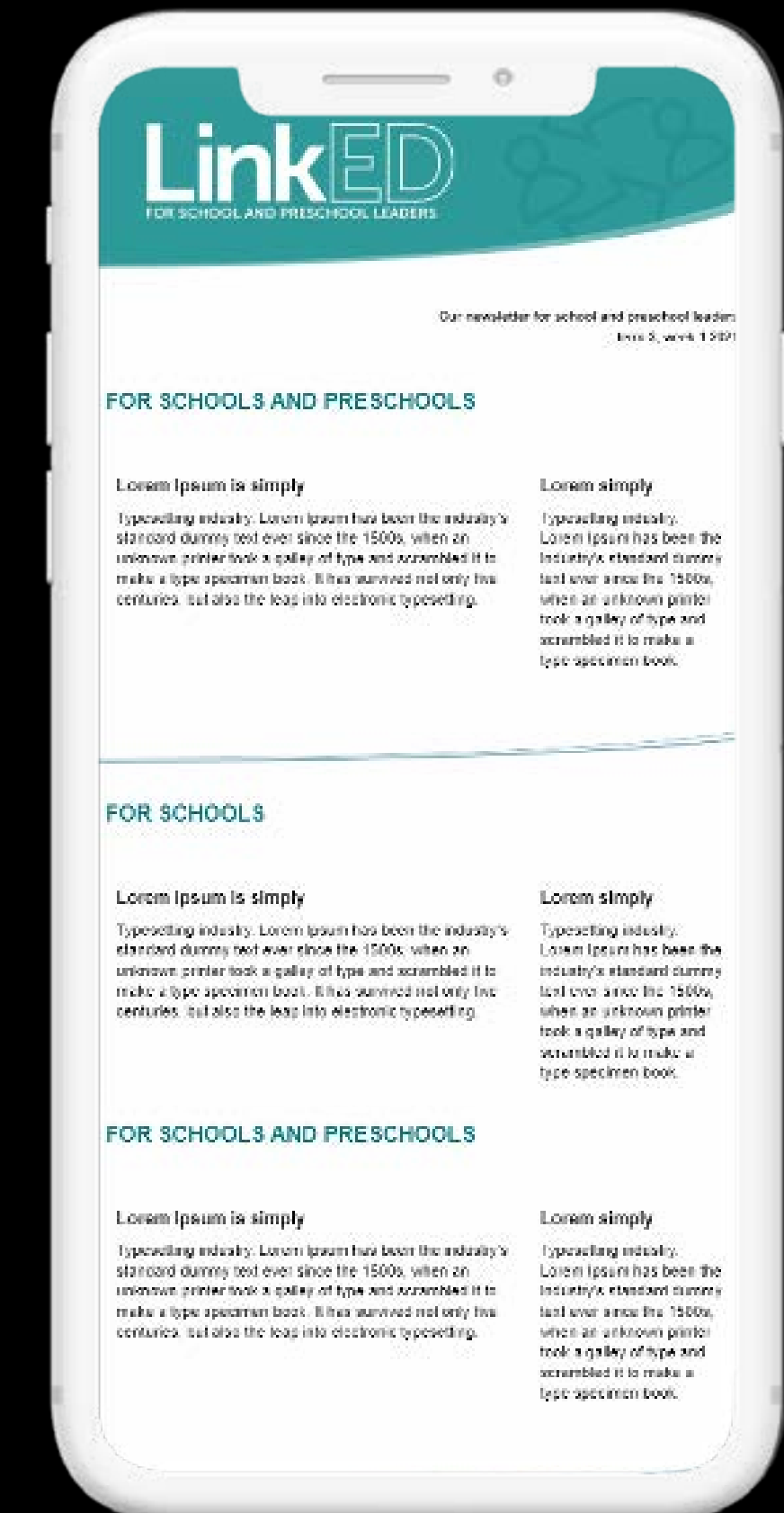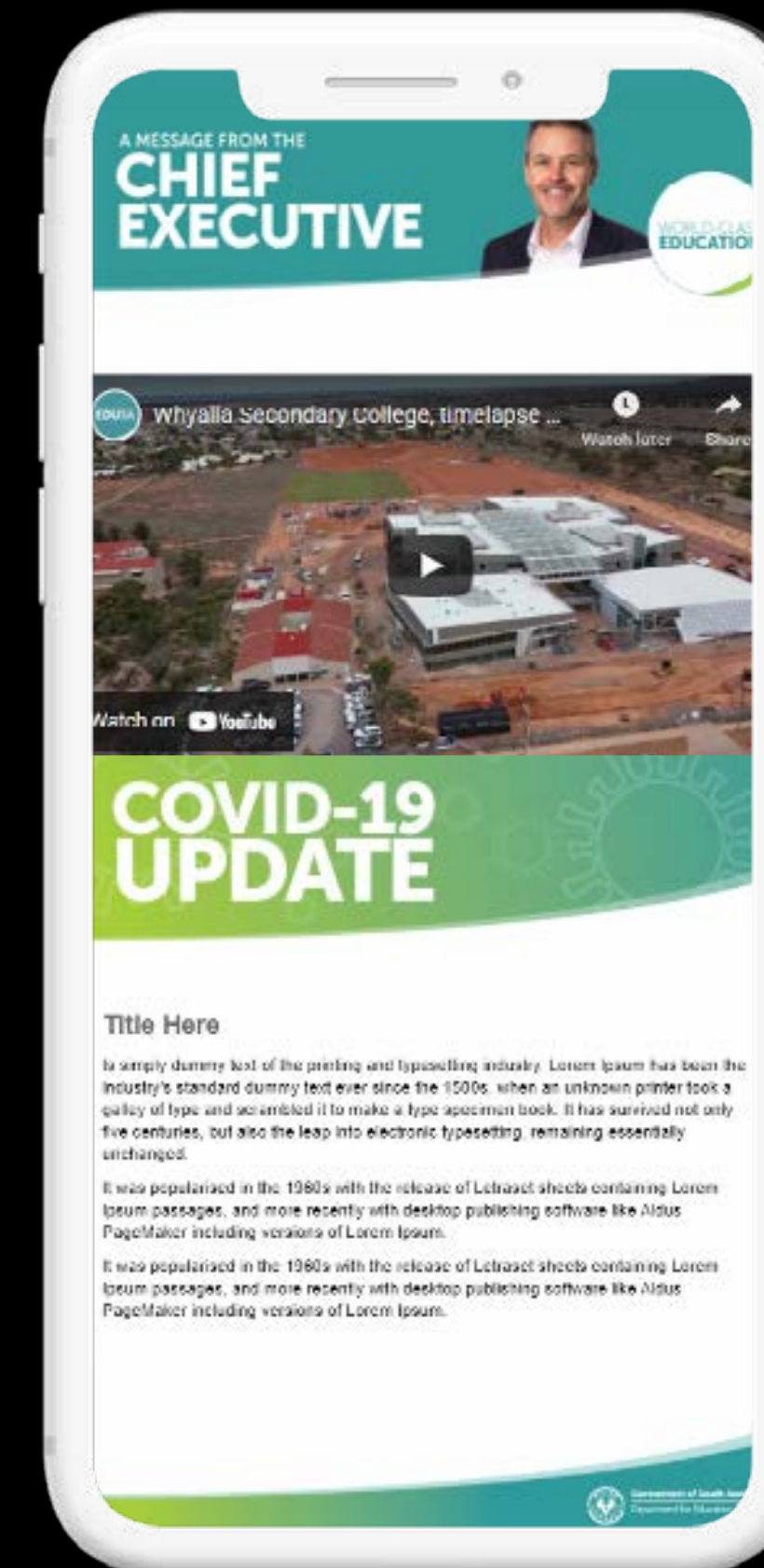
– Case Study

SA Education
– internal communications

Staff, parent, and student communications made easy

The Department sends internal communications to staff via email. With the ability to load pre-approved templates, sending crucial messaging in a time efficient manner has never been easier.

Benefits for The Department and schools throughout South Australia:

– An easy platform for schools to communicate to stakeholders

– A single platform for The Department to send statewide messages

– Consolidation of other providers into reliable "single pane of glass"

– A platform that provides future proofing as communication preferences change.

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DHost Pte Ltd

Retail rejuvenation for the win in a post-pandemic world

DHost is a venue connectivity systems integrator specialising in driving innovative technology implementation for various vertical markets and industry throughout the Asia Pacific region. DHost helps Lippo Mall – owned by one of Indonesia's largest listed property company – to lead with a digital approach to bring footfall back to stores.

Using Whispir, DHost enables a performance enhancement for Lippo Mall, securing the rollout of public Wi-Fi across 40+ super malls, with Whispir as a core part of the value proposition to help retailers create new ways to engage with their customers more effectively.

Initial use cases

– **Customer engagement:** Facilitated via SMS-triggered incentives, personalised loyalty programs, and mall event announcements

– **SMS and Rich Message:** Used to help manage events and gain feedback through surveys

– **QR codes:** These make for easy form completion

Customer benefits

– **Higher conversions:** 9 - 12 million: projected annual footfall as malls reopen fully + additional insights to fuel visitorship

– **Enhanced reporting:** real-time insights into how features are working and how they can be improved

– **Multi-channel communications:** more ways to reach customers

– **Improve reputation:** accomplished through engaging and tailored content
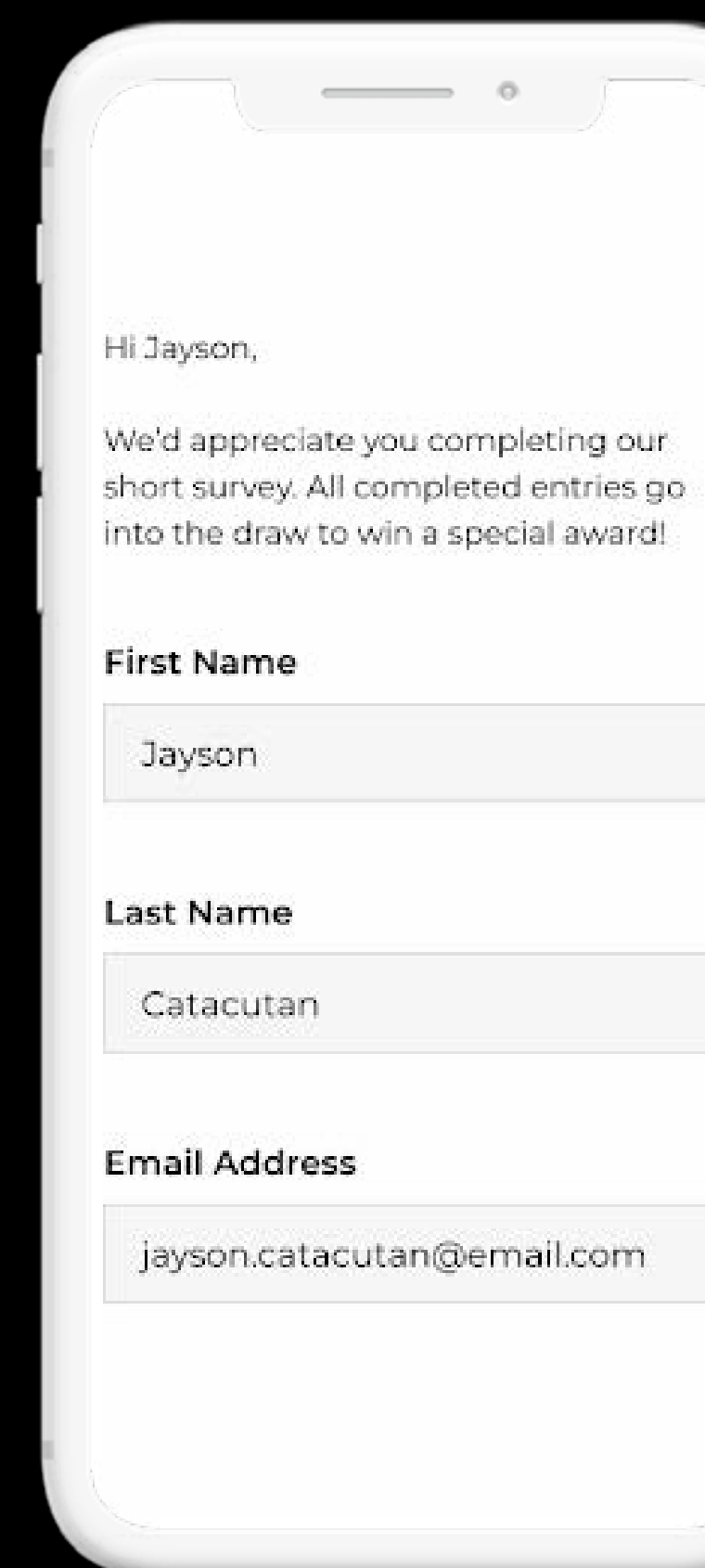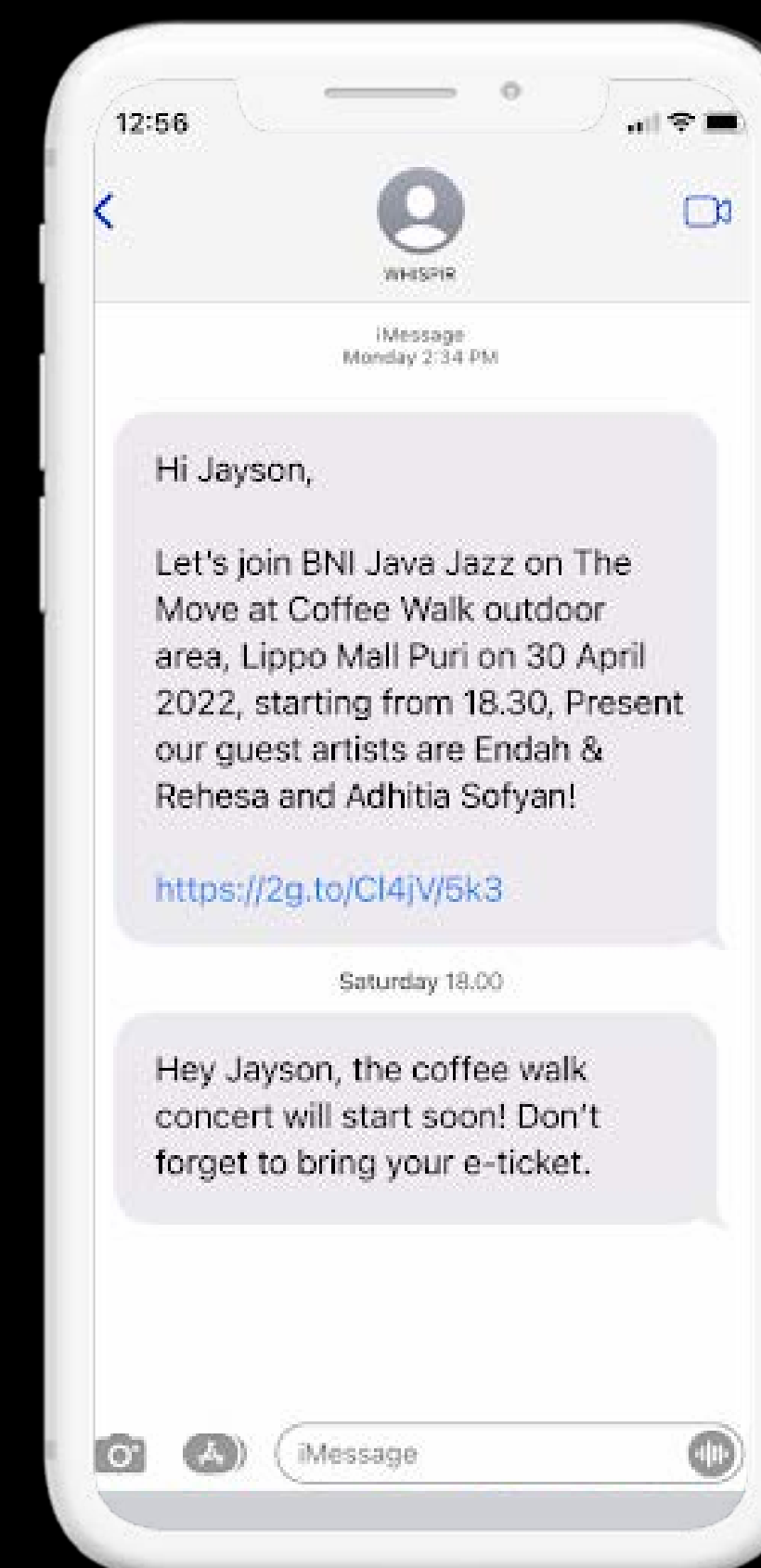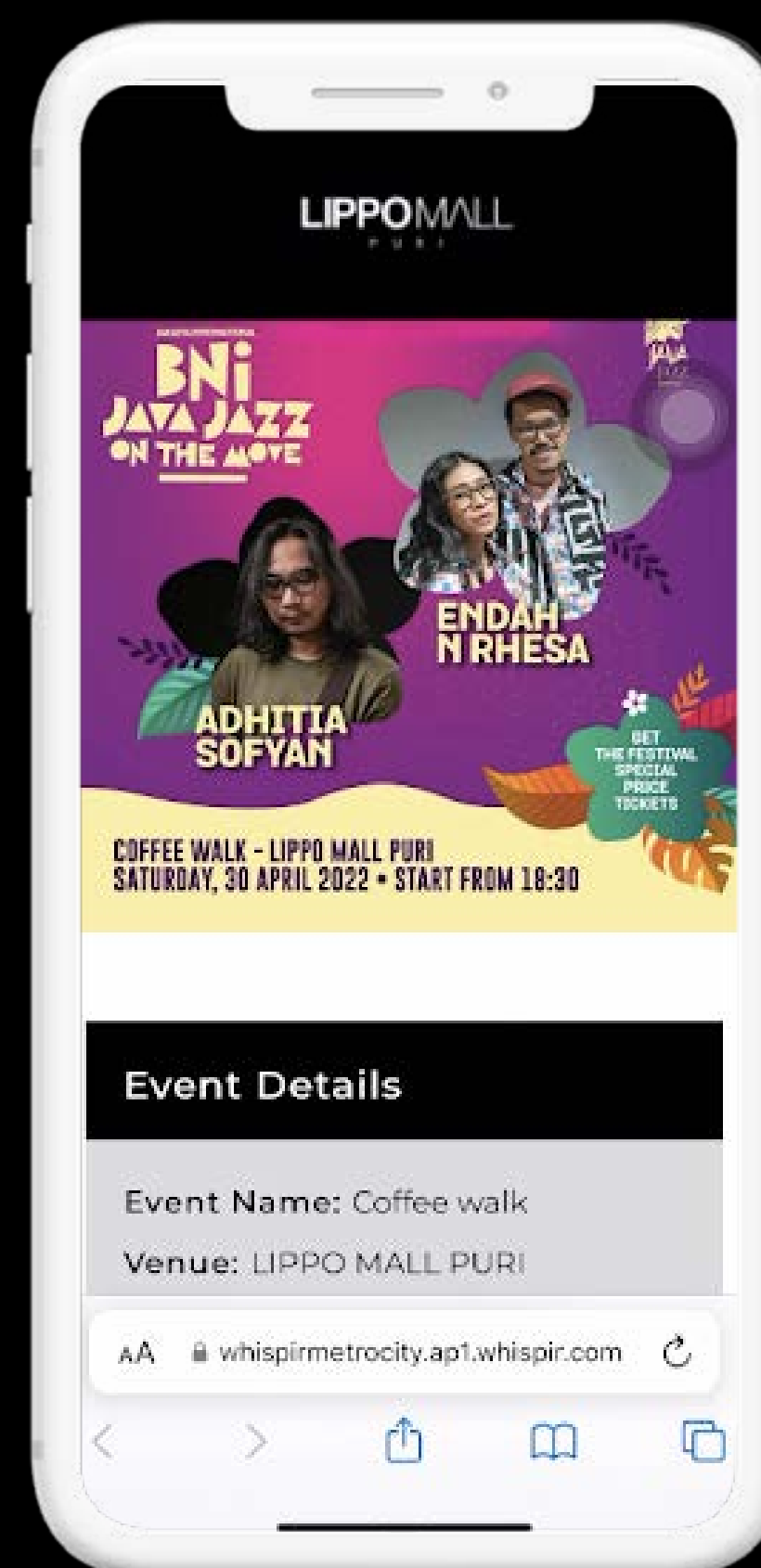
– Case Study

DHost Pte Ltd
– event management

Lippo Mall events were facilitated through SMS messaging to ensure recipients were receiving the invites and which type of action they had taken.

– Registration and referrals

– Reminders as the event date drew closer

– Survey for event participation and/or declines

Objectives and impact

– Brand introductions and retention

– Ability to take immediate action in order to streamline event requirements including attendee count

– Trackability for future event planning purposes and follow-up correspondence with attendees and non-attendees


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– Case Study

DHost Pte Ltd – membership promotion

Lippo Mall loyalty card promotions created a fast and simple way for brand ambassadors to interact with the company.

– Messaging delivered to multiple channels simultaneously

– A convenient method for contacts to register for loyalty cards

– Capture and retain member registration information

Objectives and impact

– Increased membership engagement

– Drive immediate brand relatability and retention via personalised outreach

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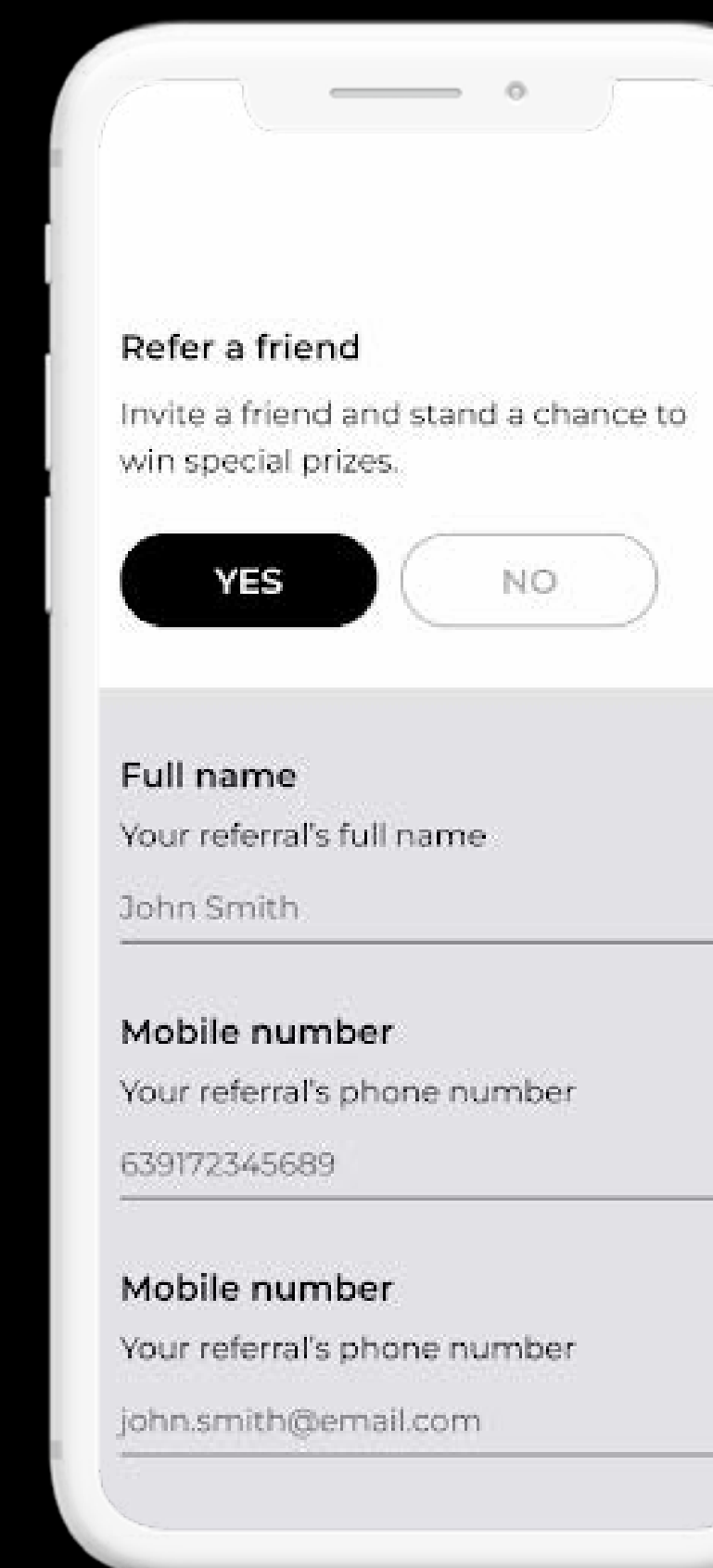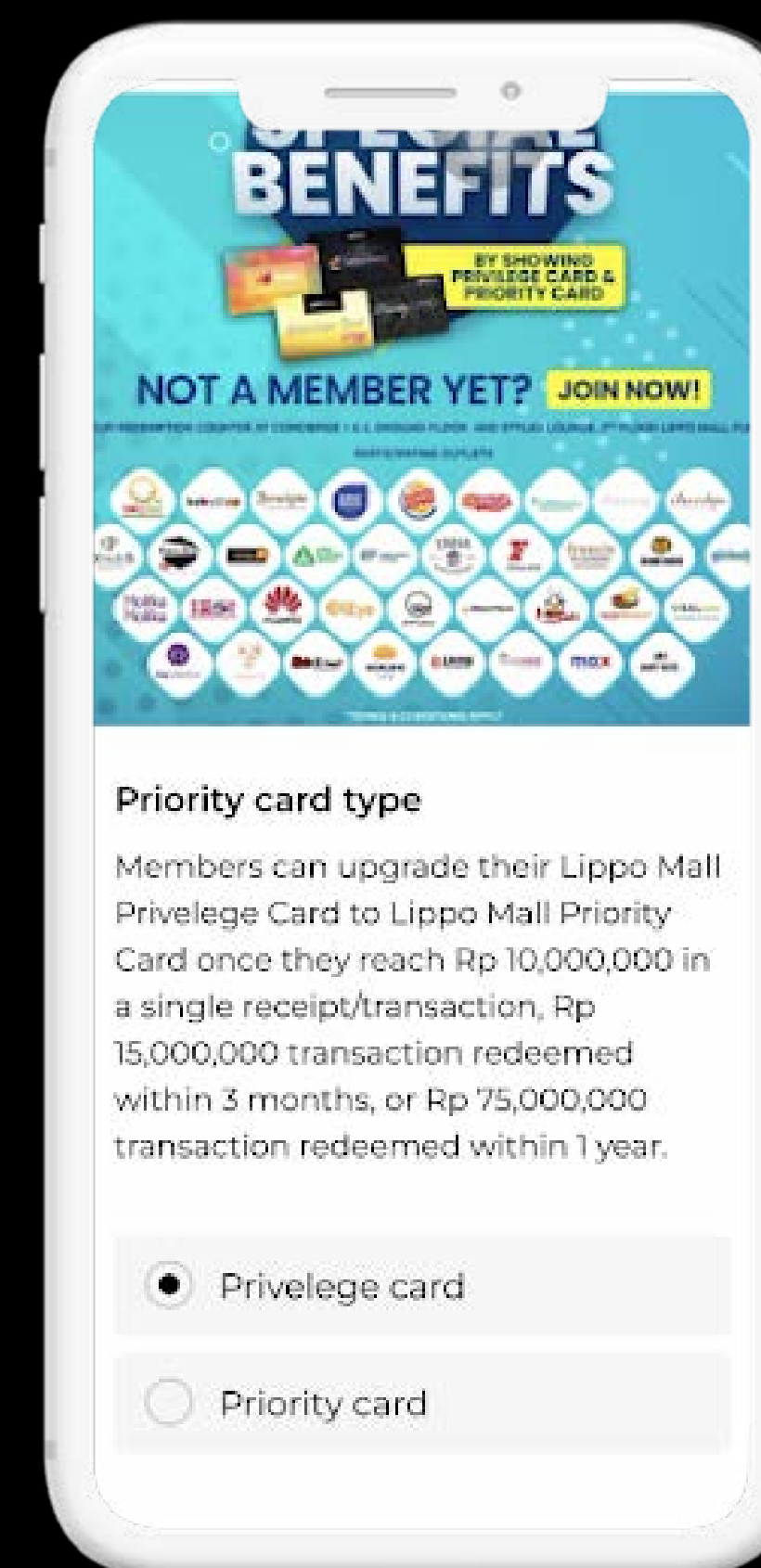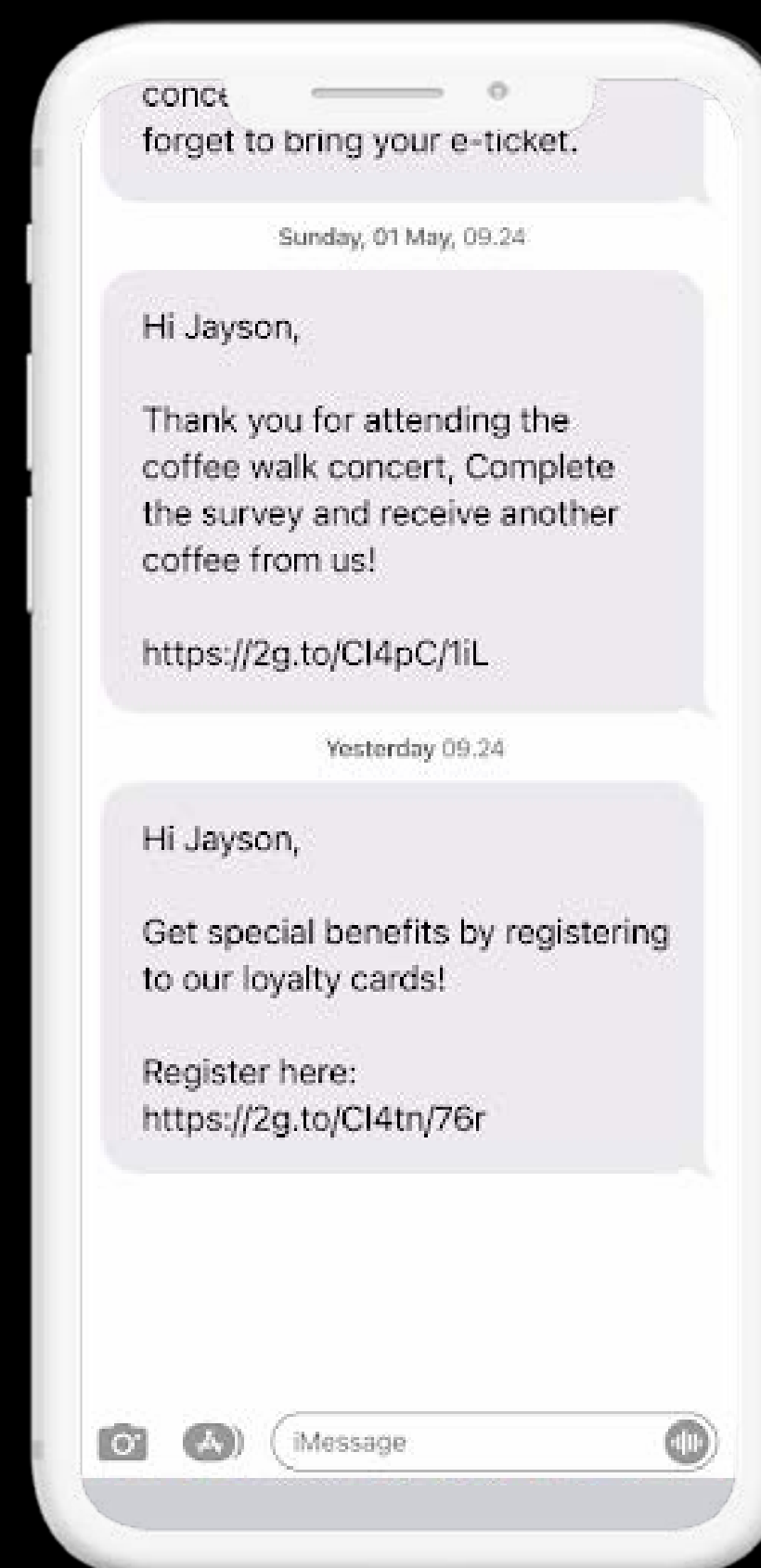
– Case Study

DHost Pte Ltd
– QR code for forms

By allowing current and future customers to quickly access important forms and information via QR code, Lippo Mall was able to decrease lead conversion time and reduce the need for custom messages to varying audience types.

Objectives and impact

– Created a faster turnaround for form completion by recipients

– Increases the reach of Lippo Mall by opting users in via smartphone rather than traditional (email) methods

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Tokio Marine
– Indonesia

Enabling digital transformation...

Tokio Marine Indonesia is one of the largest general insurance companies Indonesia
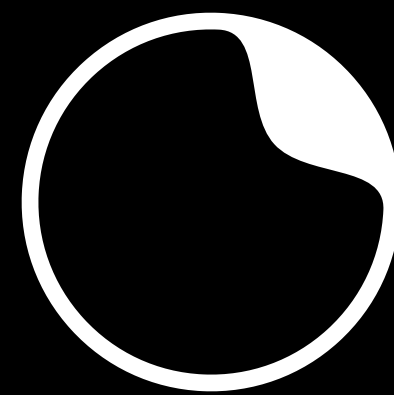
Tokio Marine Indonesia has extensive experience in the field of loss insurance such as fire, engineering, motor vehicles, transportation, personal accidents, and variant other insurances.

Initial use cases

– Renewal notifications: Automated per customer and/or policy

– Marketing campaigns: Leveraged to existing customer for upsell and/or cross-sell opportunities

– Automated follow ups: Delivered to users in order to introduce the new website (after reach out via voicebot)

Customer benefits

– Increased brand awareness: Recurring messages allow Tokio Marine to reach new audiences and retain current ones

– Streamlined renewal process: Retain and nurture customers with automated, simple-to-use messages

– Increase product adoption: Across new and existing customer base

– Reduced hours: Saves time when manually and individually contacting customers

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