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Global brand repositioning to Optima Technology

Bill Identity Limited (ASX: BID) (“Bid” or “Company”) is pleased to announce a repositioning of its global go-to-market (“GTM”) brand from Bill Identity to Optima Technology Group (“**Optima Technology**”) effective immediately.

Key highlights:

- Bid is repositioning its GTM brand from Bill Identity to Optima Technology, globally
- The branding change more appropriately positions Bid to execute on its revised growth strategy, announced 24 February 2022, to become the most accurate SaaS solution for Net Zero reporting
- The repositioning leverages Optima UK’s already well-established and highly regarded brand, developed over 30+ years of operations
- The Company has launched a new website <https://optimattech.io/>

In its revised growth strategy, announced on 24 February 2022, Bid sought to reposition its SaaS business to now also meet the growing market demand for Net Zero reporting data management and services.

As the Company expands its SaaS solutions into the broadening ESG landscape, with an initial emphasis on the United Kingdom and Europe (which are, when combined, 12 times larger than the Australian market), it was felt that the previous “Bill Identity” brand was limiting GTM strategy given its sole reference to bill management.

Not only does the Optima Technology name better position the Company to execute on its growth strategy, it also leverages the highly regarded “Optima” brand that has developed in the United Kingdom over 30 years via the provision of secure energy data management services. The Company acquired Optima Energy Systems in December 2020. The new Optima Technology brand, strategic Net Zero positioning, and UK website was recently launched in the UK by Managing Director & CEO Michele Garra at a global Net Zero Conference.

The rebranding to Optima Technology enables a global alignment of the Company’s GTM messaging across Australia, the UK and Europe to more appropriately service the sizable global Net Zero reporting opportunity that has a Total Addressable Market of \$6.4b in those markets.

The GTM focus on Net Zero reporting solutions will be executed via a channel partnership model. This model is intended to provide reach, penetration and relevance, and allows the Company to be a partner to energy brokers, energy specialists, managed services professionals and ESG accounting consultants. The Company’s operations in the US remain focused on rebate consulting, and licensing micro services such as data extraction and validation.

The Company has launched a new website - <https://optimattech.io/> and intends to formally change the name of the listed entity at the Annual General Meeting (expected to be held in late November). Until such time, the Company will continue to be listed under the ‘BID’ ticker, and the formal name of the listed entity will remain Bill Identity Limited.

Bid looks forward to updating shareholders on progress of the execution of its new strategy via a webinar to be held at the end of July.

Michele Garra, Bid's CEO said:

"We are delighted to reposition Bid under the Optima Technology brand. The Optima brand has already carved out a unique and highly valuable proposition in the UK over 3 decades. With this global repositioning to Optima Technology, we intend to also drive increased penetration into Net Zero data management in the UK, Europe and Australia. On my recent visit to our primary European markets I witnessed firsthand the strong industry tailwinds and demand drivers, such as increasing regulatory requirements and demand for high quality Net Zero reporting data, that underpin the rationale for our strategic pivot and this branding change. The Company continues to work towards being the most accurate SaaS solution in market for Net Zero reporting."

Authority: This announcement was authorised for release by the CEO and Managing Director of Bid.

– ENDS –

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ABOUT

Optima Technology Group (the trading name of Bill Identity Limited) is a software technology company that offers accurate, automated and secure energy data management solutions now focused on Net Zero reporting as well as Bill Management and Procurement Planning.

Optima Technology is an Australian based SaaS company with offices in Australia, the United States, and the United Kingdom.

For more information about the Company, please visit www.optimatech.io