

September 2023

# ASX Small and Mid-Cap Conference

Whispir Limited



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### Presentation of information

- Currency All amounts in this presentation are in Australian dollars unless otherwise stated.
- FY refers to the full year to 30 June.
- Rounding Amounts in this document have been rounded to the nearest \$0.1m. Any differences between this document and the accompanying financial statements are due to rounding.

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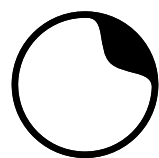
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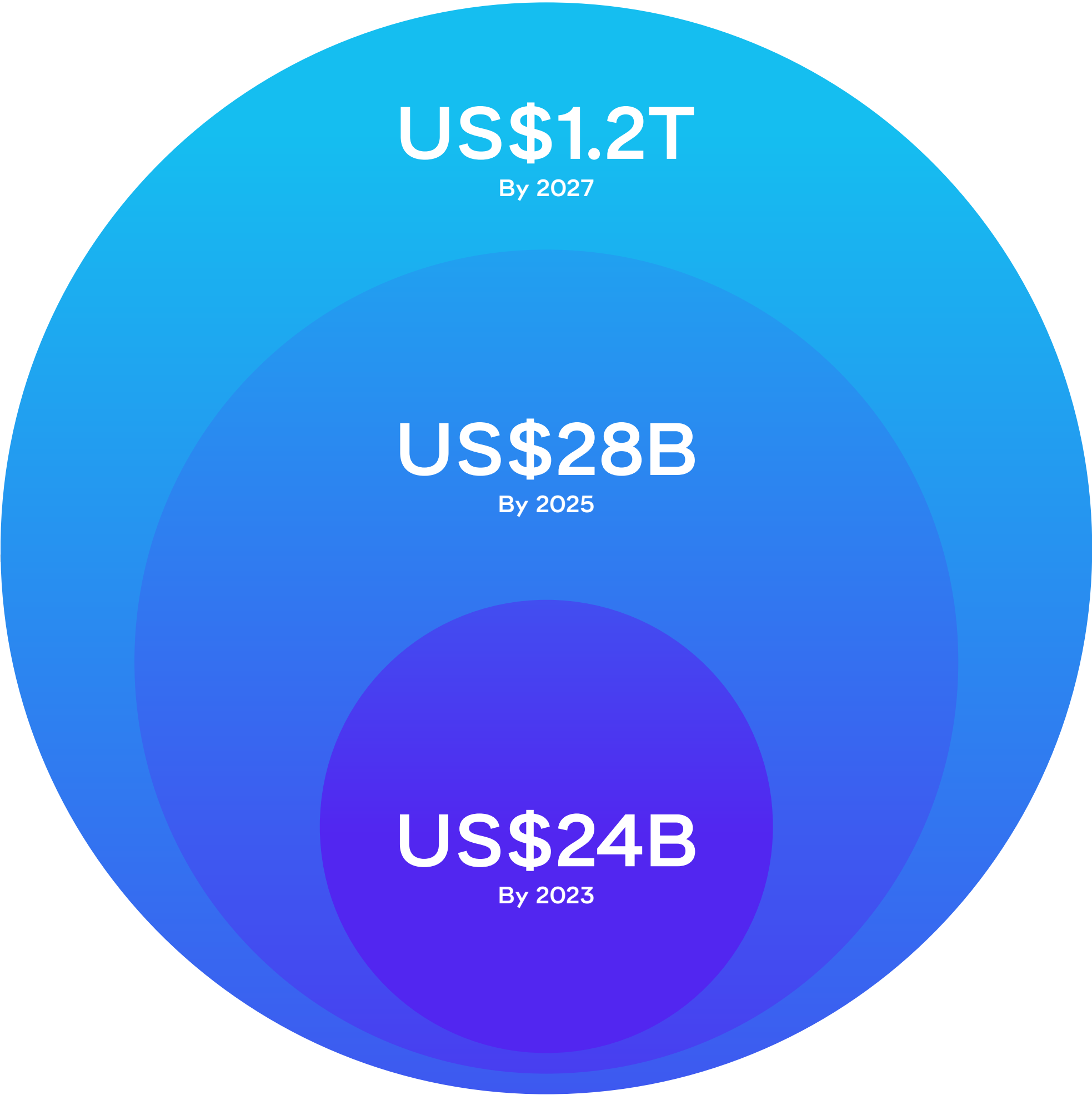
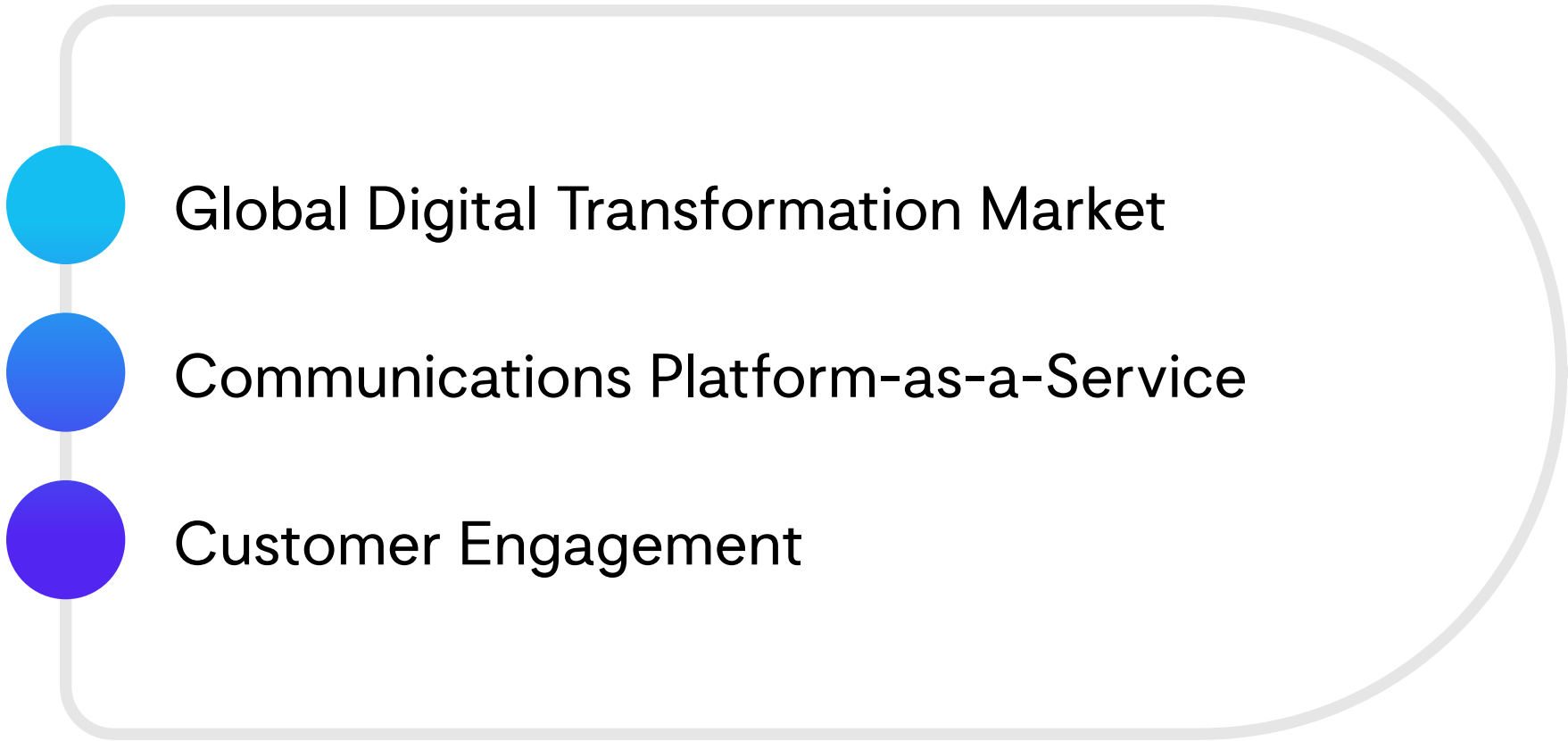
*Effective customer and employee engagement  
has never been more important.*

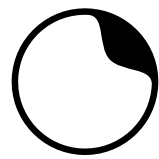


*The Whispir platform makes communicating  
and engaging with people at scale – faster, smarter  
and more productive.*



We are addressing a large and fast growing market...





# Our customers

Diverse blue chip customer base with substantial opportunities for growth

A sample of customer logos:

Consumer



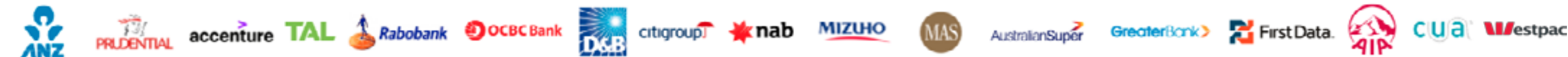
Education



Emergency Services



Finance, Insurance & Legal



Government



Healthcare



IT, Telecommunications & Media



Resources Mining



Transport Logistics



Utilities Infrastructure





*Positive cash flow is imminent with restructured cost base and strengthened gross margins. Revenue (post-pandemic\*) shows signs of regrowth, supported by a robust sales pipeline. Whispir is in a sound position to continue executing its strategic priorities in FY24.*

\*pandemic is referred to through-out this presentation and means the global COVID-19 (also known as "corona virus") pandemic



# Growth strategy

FY24 is all about transitioning to profitable, self-sustaining growth with growth coming from the following key areas:

1

Increased utilisation of the Whispir Platform by existing customers via sales & customer success teams.

2

Four new product releases planned delivering new revenue streams.

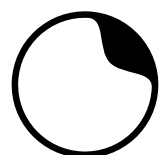
3

Leveraging our Channel Partners for capital efficient go-to-market.





















4

More integrations with 3rd party software solutions.

Implemented with a commitment to deliver positive free cashflow in FY24



# Large and growing channel and partner ecosystem

Channel Partners*	Consulting Partners*		Platform Partners*	Technology Partners*
<p><b>Telcos</b></p> <p>Large scale, capital efficient market reach, where Whispir’s unique value proposition differentiates and creates new revenue generation opportunities.</p>	<p><b>Systems Integrators</b></p> <p>Rapid ROI for large customers leveraging Whispir’s pre-built capabilities/functionality to quickly deliver customer value and impact.</p>	<p><b>Resellers</b></p> <p>Resell Whispir to particular segments and geographies including commercial and public sector entities.</p>	<p><b>Platform Partnerships</b></p> <p>Platform partners drive co-innovation on solutions and extend Whispir’s unique value proposition with cloud marketplaces.</p>	<p><b>Independent Software Vendors (ISV)</b></p> <p>ISV Partners integrate with the Whispir Platform, or embed Whispir capabilities into their product, or extend rich comms and engagement capabilities.</p>
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\*Representative list of partners



# Channel partners expand our reach

## Dual Go-To-Market Strategy

### Direct (internal) Sales Team

Some customers simply prefer to go direct to Whispir. In emerging markets Direct Enterprise Selling has been a good way to validate product- market fit to establish proof points and referenceability.

**~25%**

Direct sales

### Channel Partners

Network of Top-Tier Telco and channel partners.

**~75%**

Channel sales

## The benefits of channel partners are substantial

- Improved marketing efficiency – partners provide qualified leads
- Higher client conversion and retention rates
- Integrated telco/partner solutions provide greater customer value
- Faster sales cycles with less procurement friction
- Access to sophisticated, large & complex, whole of business deals
- Opportunities to bundle solutions
- Telco partners act as a barrier to new market entrants
- Supports global expansion and reduces market entry costs by working with subsidiaries
- Access to more competitive wholesale rates which improve Gross Margin.



## Value proposition

- 1. Leadership position serving a large and growing addressable market for digital communications*
- 2. Established track record of securing new customers through telco partnerships alongside a sophisticated direct sales capacity provides for a capital efficient go to market*
- 3. Quality install base of blue-chip companies across a diversity of sectors and geographies provides a de-risked pathway to organic growth*
- 4. Strengthening operating leverage via improving gross margins and reset cost base*
- 5. Positive free cash flows during FY24.*



# Product Innovation Showcase

Wednesday, 27 September 2023



## Whispir Talkbots

Drive conversion with Voice AI

Launching Whispir's AI-powered voice solution that extends communication use cases and drives tangible business value.



## Whispir Compose AI

Harnessing GenAI to optimise content

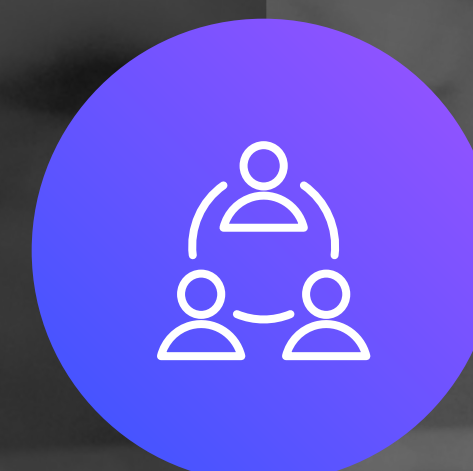
Launching Whispir's Generative AI service, increasing the efficiency of knowledge workers and driving effective, outcome-oriented communication.



## Whispir Compliance Automation

Cross-border messaging compliance

Learn how Whispir mitigates compliance risk with our software approach to emerging regulations across multiple territories.

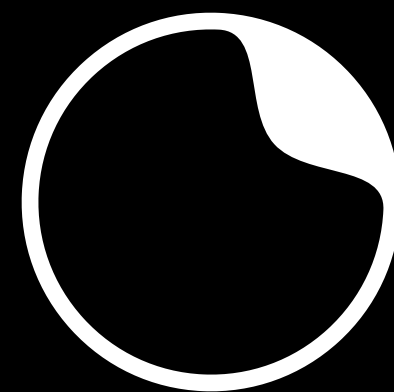


## Whispir Verify

Secure E2E Identity Verification

Enhancing our security focus with the launch of a new standalone offering for identity challenge and verification.

**Register here:** [https://whispir.zoom.us/webinar/register/WN\\_-uCi0nPhSZGhpmJLB0z8yA](https://whispir.zoom.us/webinar/register/WN_-uCi0nPhSZGhpmJLB0z8yA)



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