



12th December 2023

Product Innovation Showcase

Whispir Limited



Agenda

Introducing Whispir

CaaS Platform solving communications challenges for enterprise

Whispir Transact

Driving high-value conversion through digital messaging workflows

Whispir Off-Platform Messaging

Enabling organisation-wide compliant messaging



Jeromy Wells

Founder & Chief Executive Officer



Jon Wilkinson-Baldry

Chief Product & Technology Officer



*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 growing market with our Communications-as-a-Service Platform

The ability of Whispir to embed communication and collaboration into business applications and processes to support enterprise digital transformation requirements is driving future growth. Moreover, the increasing adoption of Omni channel communication models by enterprises offers significant growth opportunities.

IDC forecasts the worldwide CPaaS* market to grow from \$14.3 billion in 2022 to \$29.7 billion in 2026.**

*“CPaaS will continue to grow at a rapid pace (15.8% compound annual growth rate or CAGR for 2022-2027) as many enterprises embrace cloud-enabled communication API solutions and services that help them easy and affordably increase customer engagement and improve operational efficiencies.”***

*Communications Platform as a Service

**Ref: <https://blogs.idc.com/2023/06/05/momentum-is-building-in-the-cpaas-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





Whispir Product

Innovation showcase



Use cases that drive our customers' journey





Whispir Transact

Driving high-value conversion through digital messaging workflows



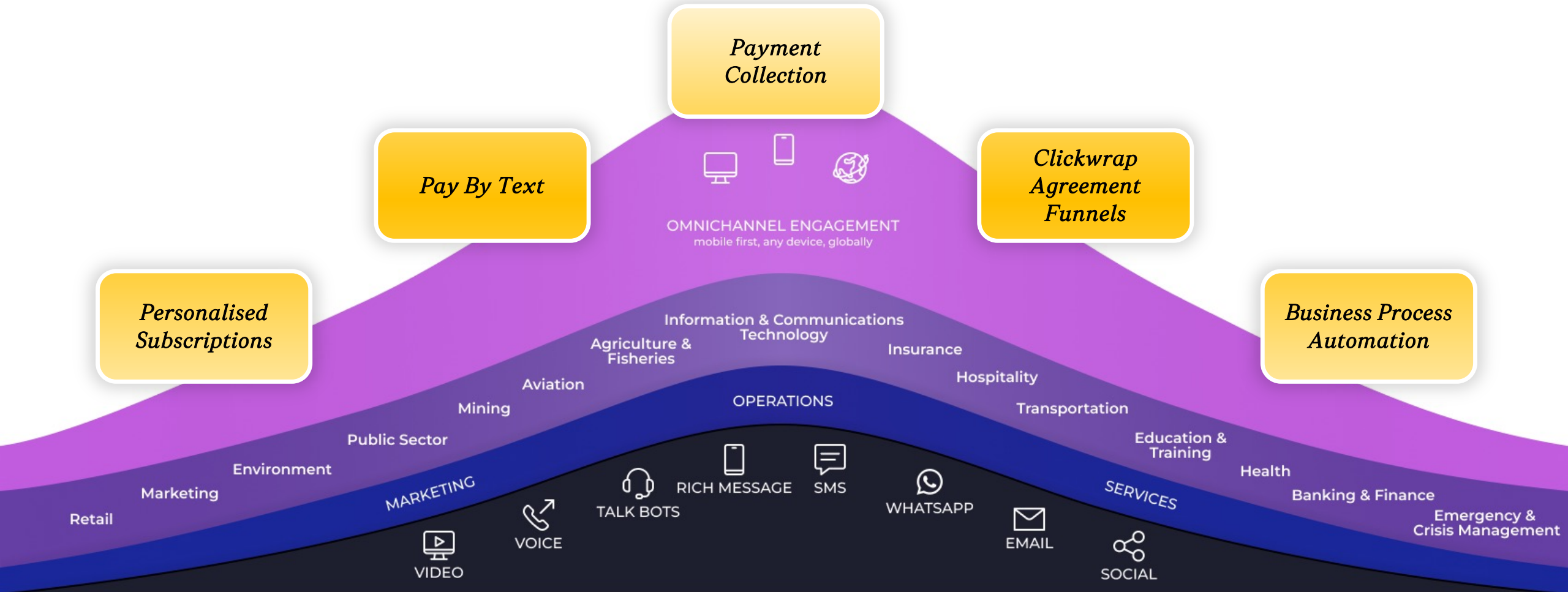
Whispir Transact enables
organisations to complete
personalised, frictionless
business transactions at scale.

Maximise engagement, minimise
cost of transaction and
accelerate business outcomes





Frictionless, personalised transactions





Digital Payment Conversion



↑ 25%

Sales conversion

Seamless digital payment solutions increase conversions by providing multiple payment options and friction-free consumption of the payment service

↓ 30%

Operational costs

Optimising your payment processes, reducing errors and eliminating manual intervention allows businesses to experience significant cost savings

~40%

Service improvement

Product usage metrics indicate that the incorporation of seamless payments into digital workflows realises significant increases in engagement, retention and satisfaction



Clickwrap Agreements

68%

Abandonment rate

Traditional signature processes suffer from high abandonment rates, averaging 68%. Seamless clickwrap conversion reduces friction and delivers immediate cost reductions, whilst eliminating procedural waste

↓ \$\$\$\$

Technology simplification

Embedding electronic signature capabilities within existing systems is complex and expensive. Whispir's proven integration pattern delivers a seamless extension to your messaging investment.

~60%

Envelope cost reduction

Avoid paying for every send-out of complex contracts, where abandonment is costly. Clickwraps are charged on the acceptance transaction, meaning you're only charged for meaningful conversions.



End-to-End Insurance Conversion

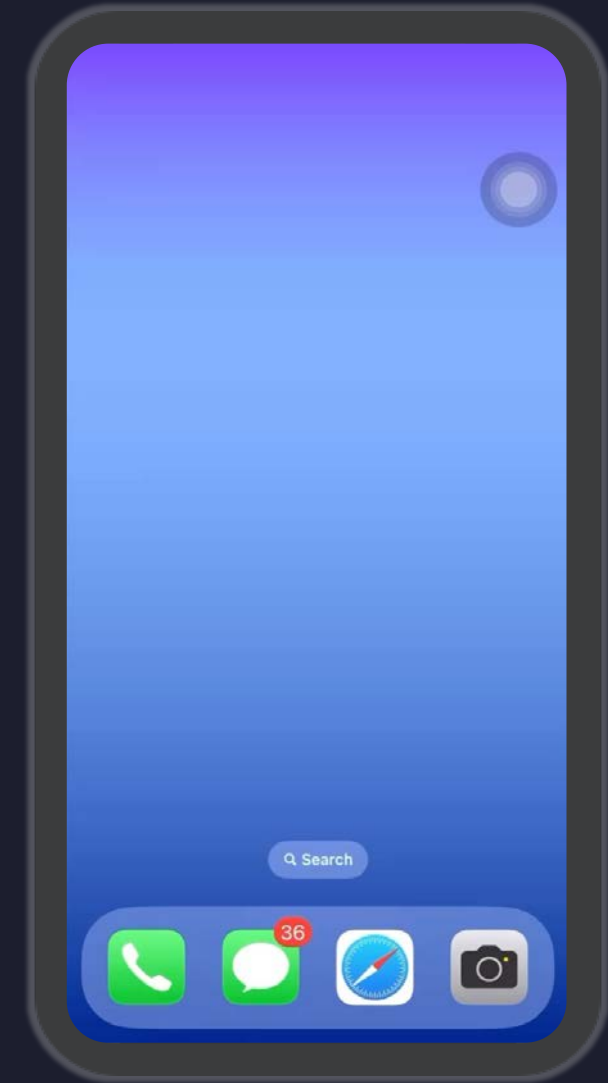
Outreach via SMS

Data collection for policy registration

Online payment in a seamless transaction

Distribution of Policy PDS using multi-channel comms

Personalised acceptance and digital signature





Commercial structure of Whispir Transact



Transaction services are:

- Configured for required use cases, or can be self-serve consumed
- Charged on a “per use” or “monthly commit” basis
- Billed monthly in arrears, in addition to underlying messaging costs



A template library built for end-to-end use cases

Safety

- Are you safe?
- Severe weather notification

Support

- Call center deflection
- Instant teleconf & instance video
- Manage bookings
- Remote working engagement

Training

- Compliance training videos

Forms

- Consent (opt-in/out/unsubscribe)
- Customer Surveys
- Delivery receipts & Approvals
- Referrals
- Travel & Safety checklists

Digital Signature

- Delivery / Drop-off
- Signature request

Payments

- Donations
- Overdue payment / collection
- Payment options / collect by SMS

Report

- Incident reporting
- Outage progress reports
- Telemetry alerts

Events

- Invitations
- Announcements
- Webinar registration

Newsletter

- Video messages
- Wellness campaigns (R U Ok)

Marketing

- Latest offers & specials
- Sales promotions

Booking Management

- Immunisation bookings
- Medical shift fulfilment



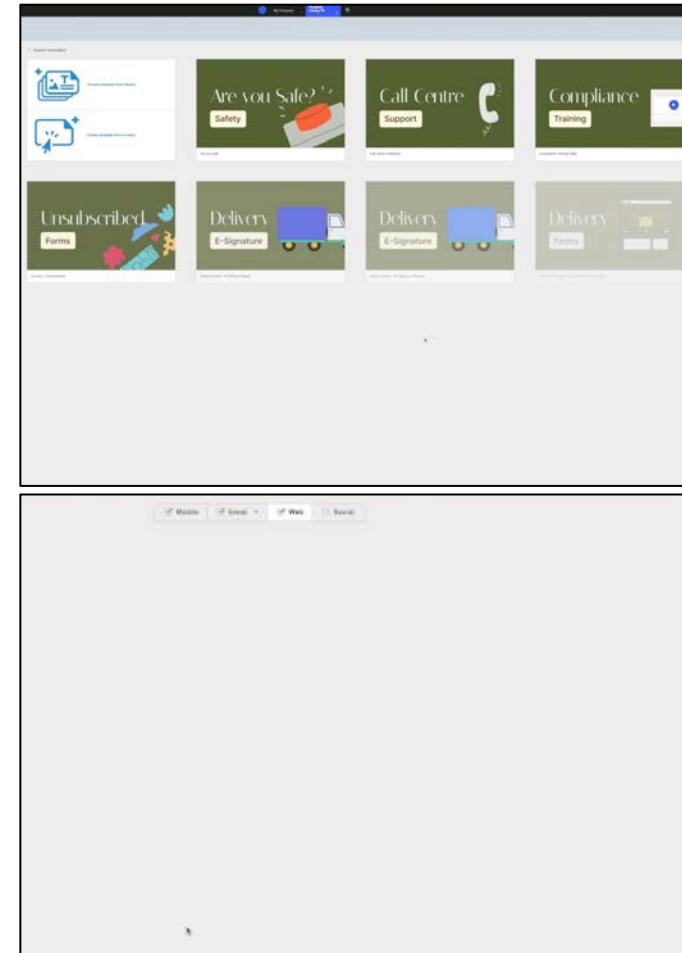
Ready to implement or designed to specification

Template library for all customers

- An on-platform resource to leverage a range of templates, including fields for personalisation, data capture and initiating digital workflows

Template design as a service

- A standard services offering ("Design Services") supporting customers with the creation of engaging templates, optimised for the Whispir platform



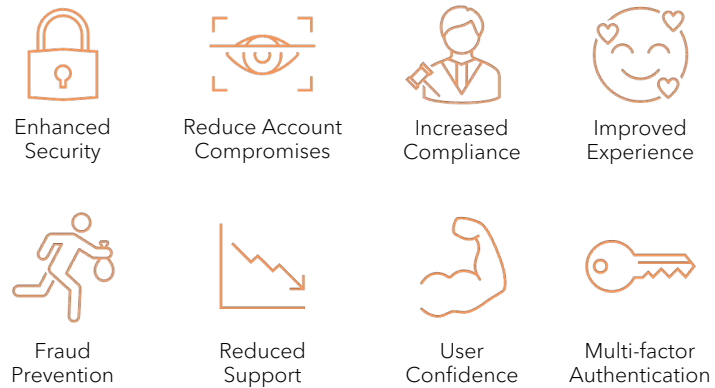


Whispir Transact + Whispir Verify

The next authentication revolution – Silent & Seamless



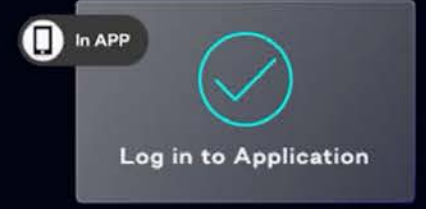
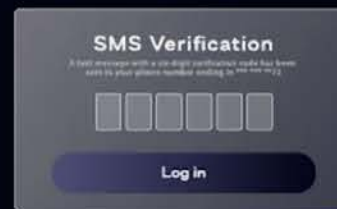
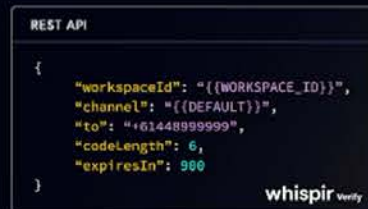
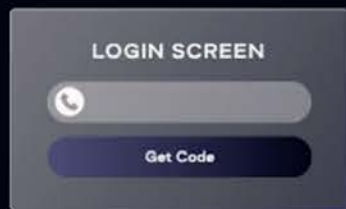
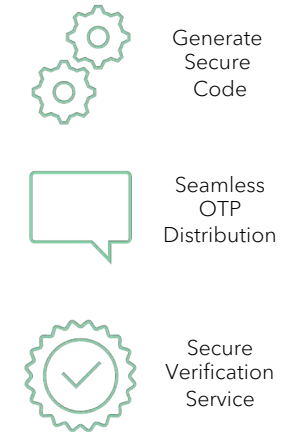
Whispir Verify delivers OTP security




**Common
Security
Drivers**

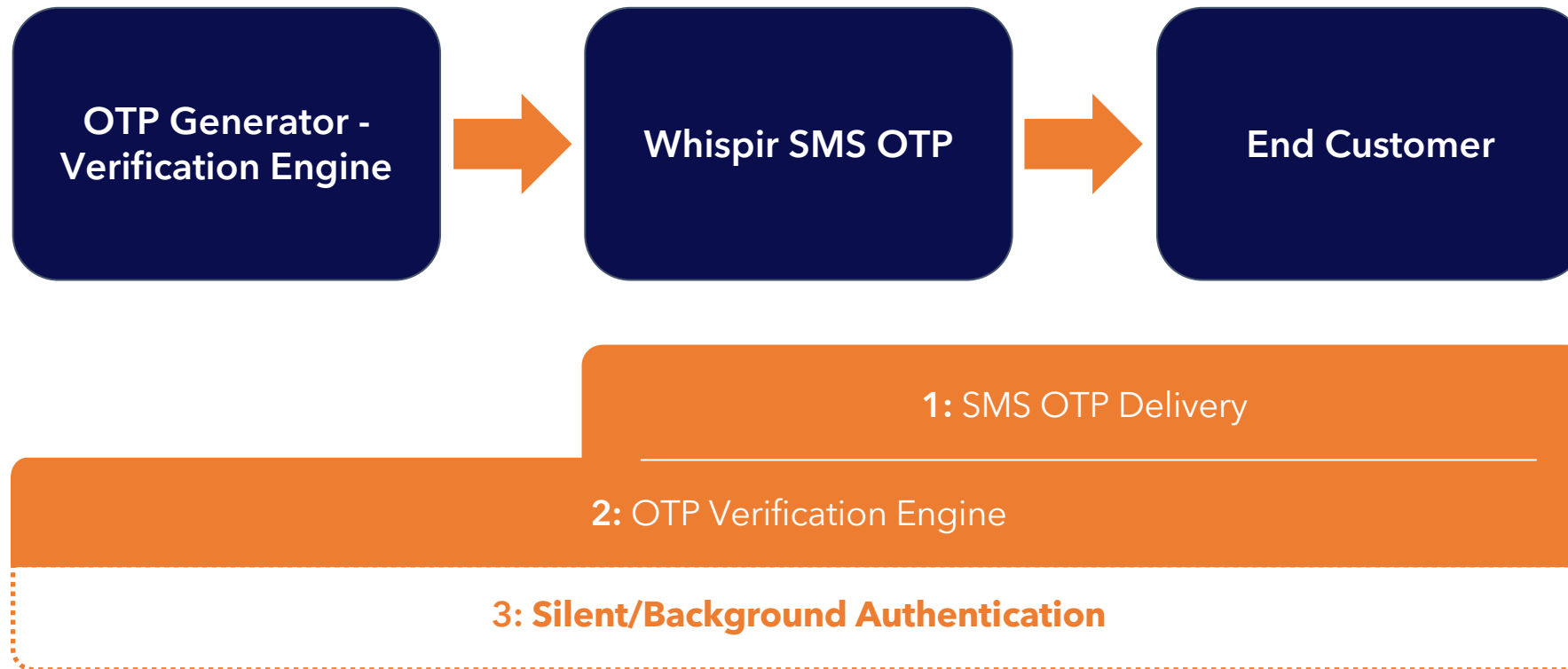



Whispir Verify



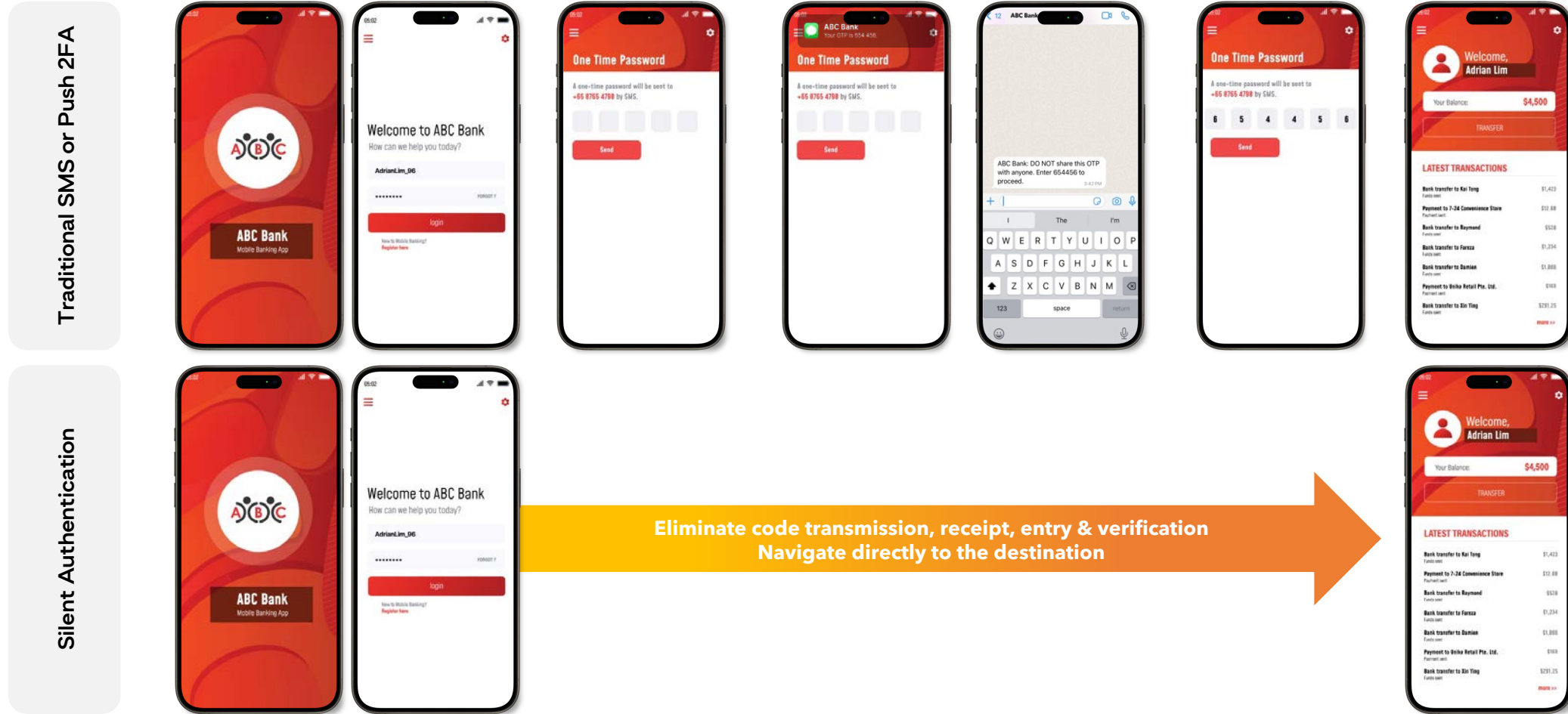


...with silent authentication as the next revolution





Increased security & even better experience





Verification silently via telco network APIs

Silent Verify - Mobile Authentication



Mobile Identity Verification Service:
basket of APIs through which an enterprise can “look up” to identity digitally



Silent calls offering seamless experience
Verify users without jumping through multiple interfaces or hoops



Mobile Network led Risk Profile Tool
build risk profile of users and transactions; & provides user insights such as transactional trends and behavior. API calls include verification of MSISDN, IMSI, IMEI, location and line status etc.

Network API roadmap (CAMARA Alliance)



Number Verify API
Allow businesses to confirm the phone number a customer provides is the same as the one they’re using to access the online service or app



SIM Swap API
Businesses can verify if the SIM card has not recently been swapped and hence is still in the possession of the genuine customer



Device Location API
Enable businesses to check if a mobile device is within the predefined radius of the last known location of the device



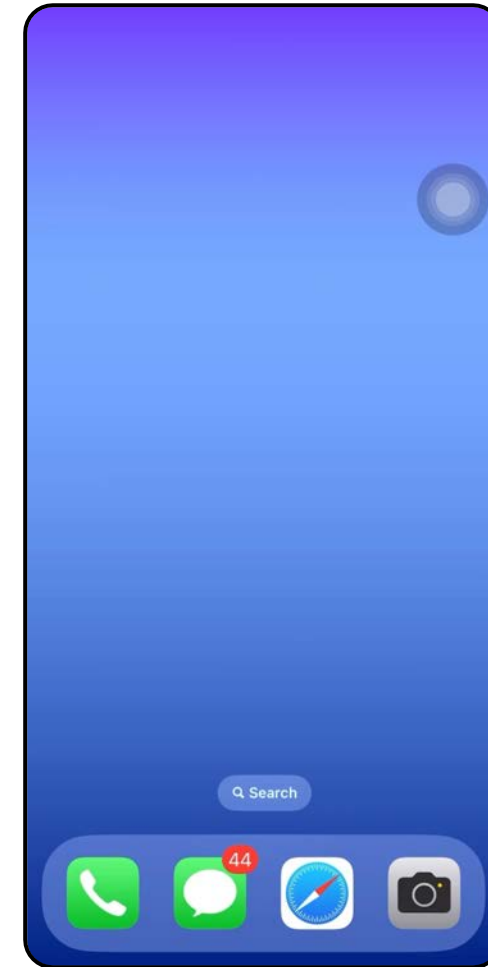
Device Status API
Businesses can find out the connectivity status of a mobile device – whether if the device is connected to the network and/or is roaming



Seamless digital flow

Improved security:

- Leveraging telco network data for auth
- APIs to support challenging device authentication, ownership, location and state
- Mitigate human risks by eliminating potential hijack points for bad actors





Whispir Off-Platform Messaging

Enabling organisation-wide compliant messaging



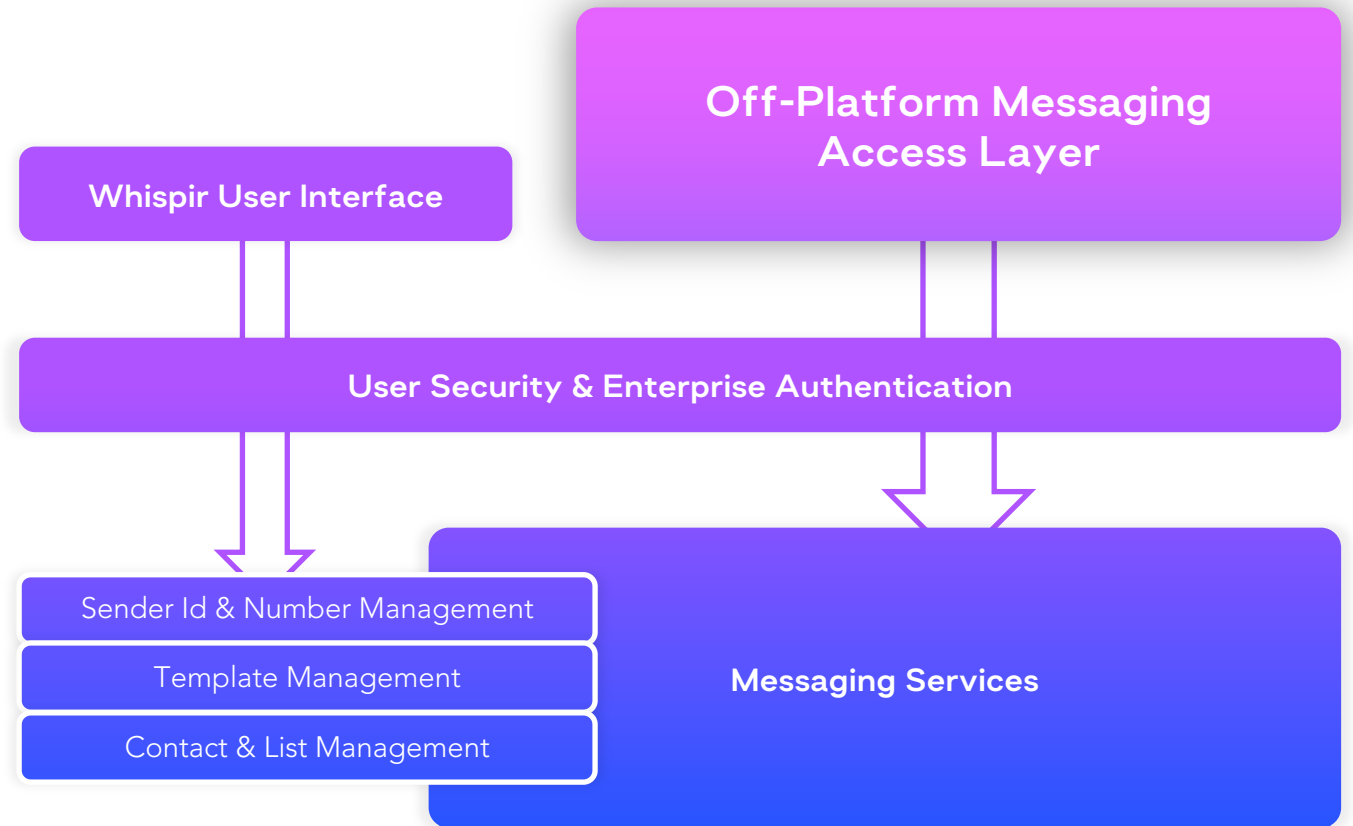
Secure, compliant messaging for large user bases

Full Whispir users control the message configuration and recipient experience

- Manage sender id aliases and numbers
- Design & manage message templates
- Load & manage contacts and distribution lists

Off-Platform users consume standard messaging services securely, across the entire business

- Select recipients & templates
- Compose ad-hoc messages
- Initiate message send-out





Increased engagement and ROI

1

Low-cost deployment
and user licensing

2

Maximise adoption
with minimal learning

3

Communicate
when and where
it matters

4

Maintain brand,
security and
compliance

Prevents the burden of licensing, training and software management, whilst delivering consistent, high-quality, end-to-end digital messaging workflows



Digital messaging in business operations

↑ 20%

Increased conversion

Leveraging SMS communication from the desktop can deliver over 20% improved conversion rates than email communications.

>45%

Desktop email clients

Microsoft Outlook & Office 365 account for the majority of the business workforce, with Gmail making up an additional 36%. Consolidated messaging via desktop & web brings campaign capability to large audiences.

↑ 209%

Response rate over email

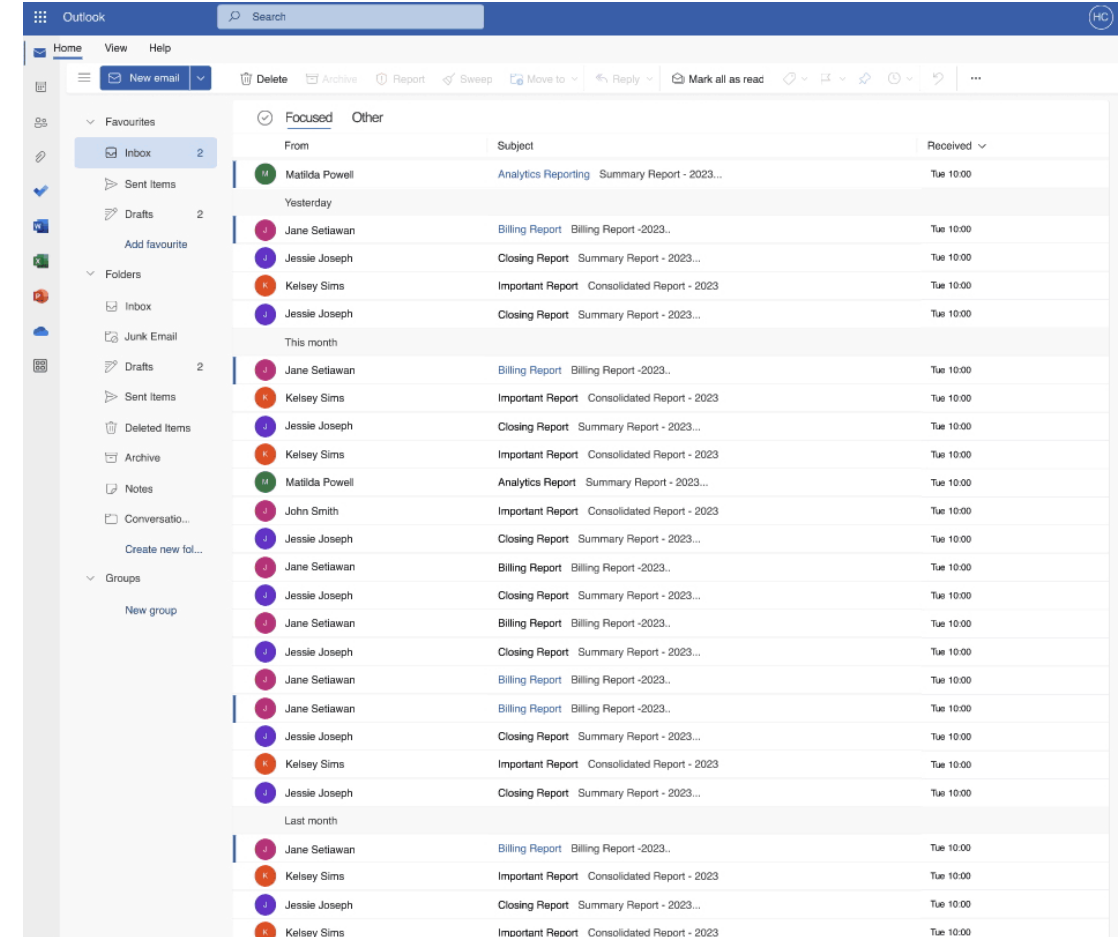
The enviable open rate of SMS communication can be harnessed as part of everyday business operations.



Messaging via MS Outlook

A sidebar plugin to access Whispir directly from your desktop email client

- Leverage the template design, centralised contacts & distribution lists, personalisation of content and managed compliance to send operational or engagement comms directly from your daily corporate email application
- or
- Compose ad-hoc messaging to augment use cases such as call response and agile business workflows, without compromising security, compliance and privacy obligations



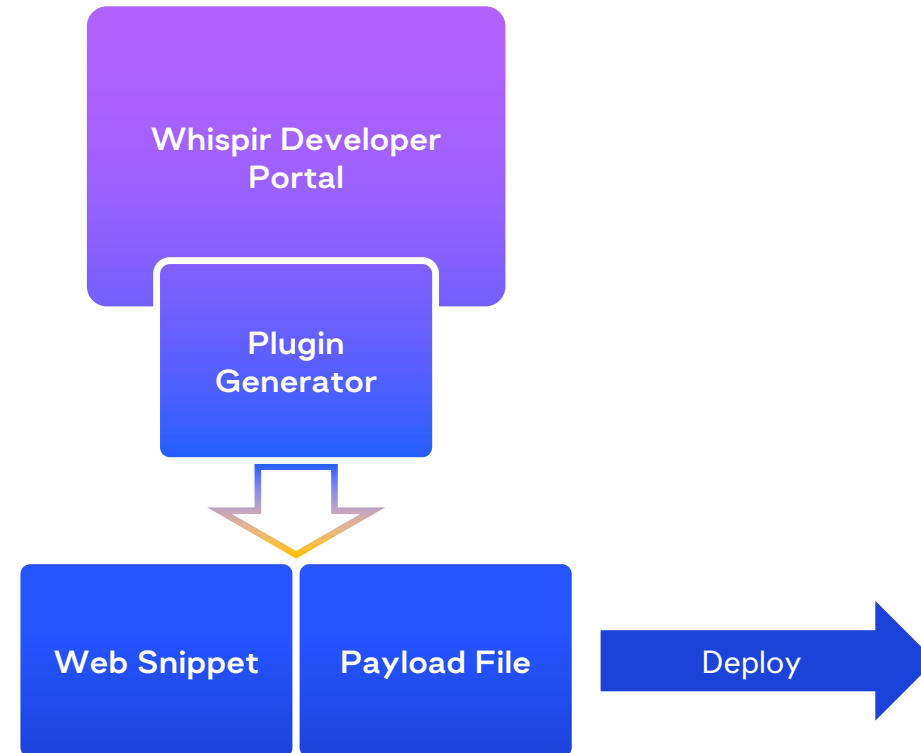


Our roadmap brings Whispir to a broad ecosystem

Consumption of secure web end-points for deployment of Whispir Messaging across a range of web-compatible solutions

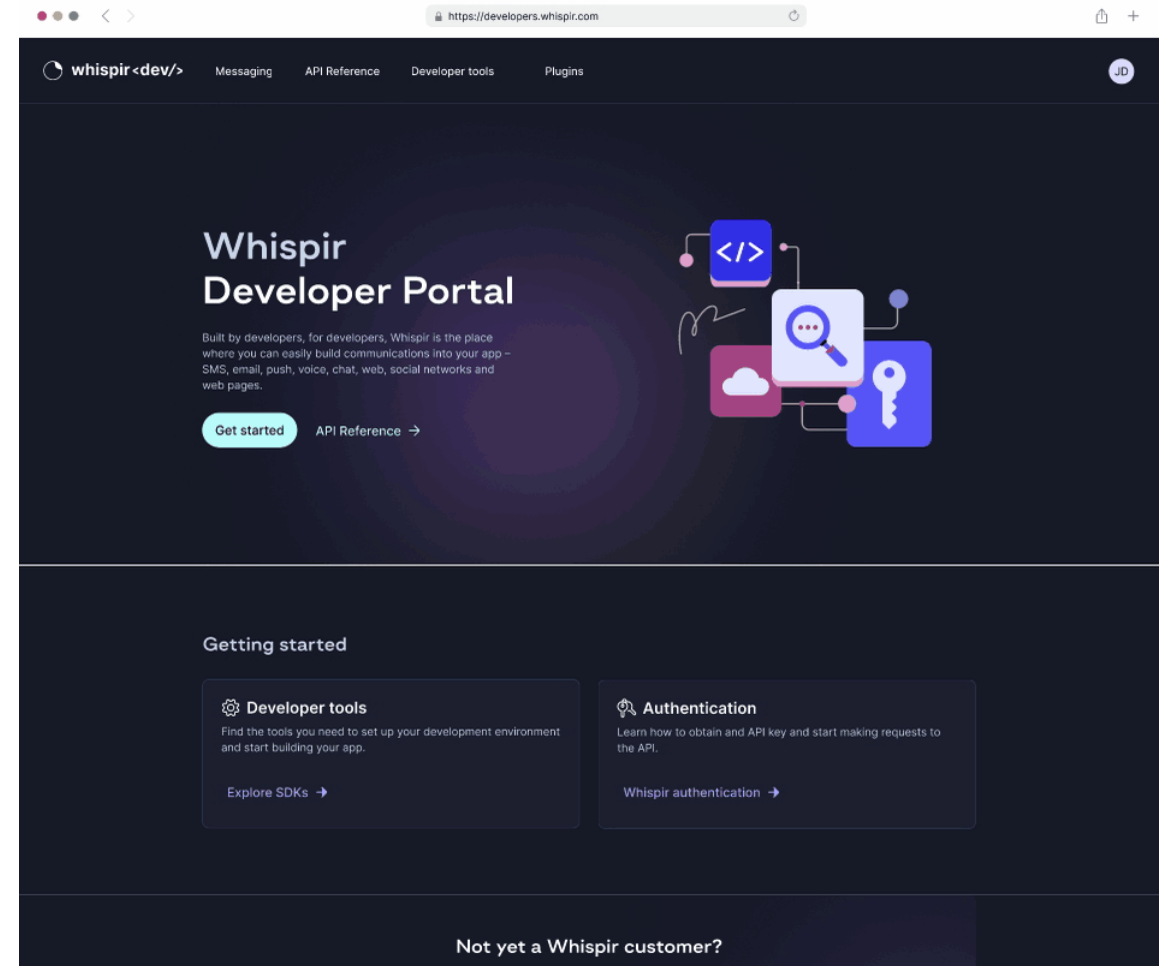
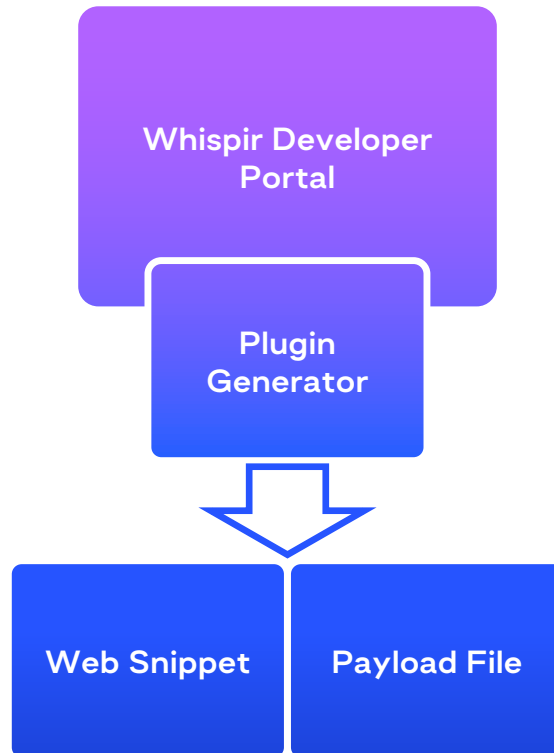
- Standard security
- Standard messaging features
- Plug-and-play interoperability with our customers' technology landscape

1. Configure your experience
2. Generate your integration code
3. Deploy into an existing technology stack
 - Intranet sites and operational dashboards
 - Sidebars
 - Portal technologies etc.





Messaging as a part of broader ecosystems





Whispir Product

FY24 Outlook



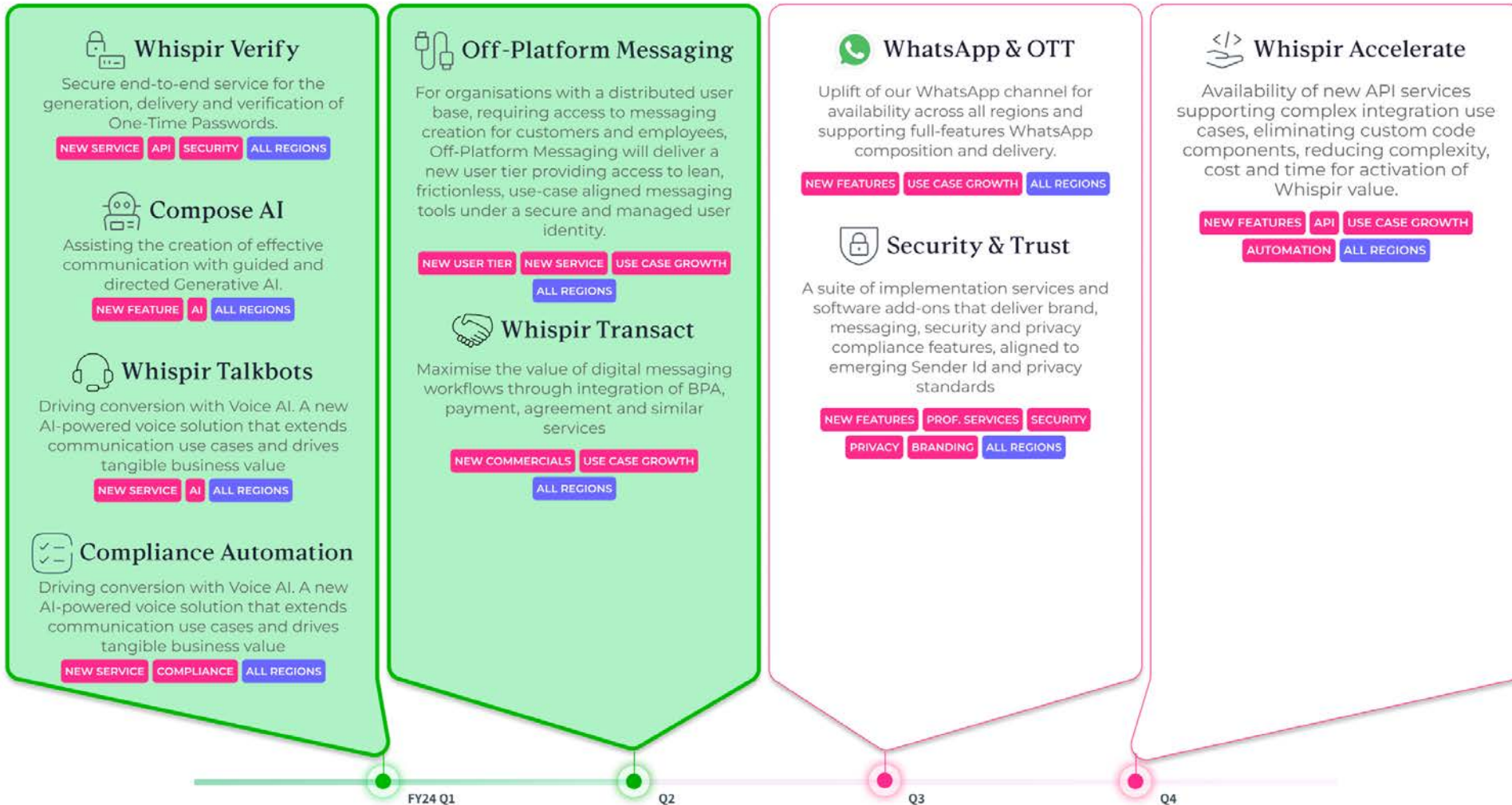
Whispir's Q2 Releases



	Whispir Transact	Off-Platform Messaging
Setup Fee		
Professional Services	✓ Workflow design & creation	
Monthly Fee		✓ Per User fee / Per-Committed Bundle
Transaction Usage Fee	✓ Transaction completion (e.g. payment/signing)	✓ Normal message fees



Whispir's FY24 Product Outlook





The Board of Directors of Whispir recommend that you

REJECT

the Soprano offer.

