

A long-exposure photograph of a city street at night. The street is dark, with white lane markings. In the background, several tall buildings are lit up, their windows glowing with warm light. A prominent feature is a series of bright red light trails that stretch diagonally across the upper half of the image, suggesting the movement of a vehicle or a light source. The overall atmosphere is urban and dynamic.

# Introduction to BidEnergy

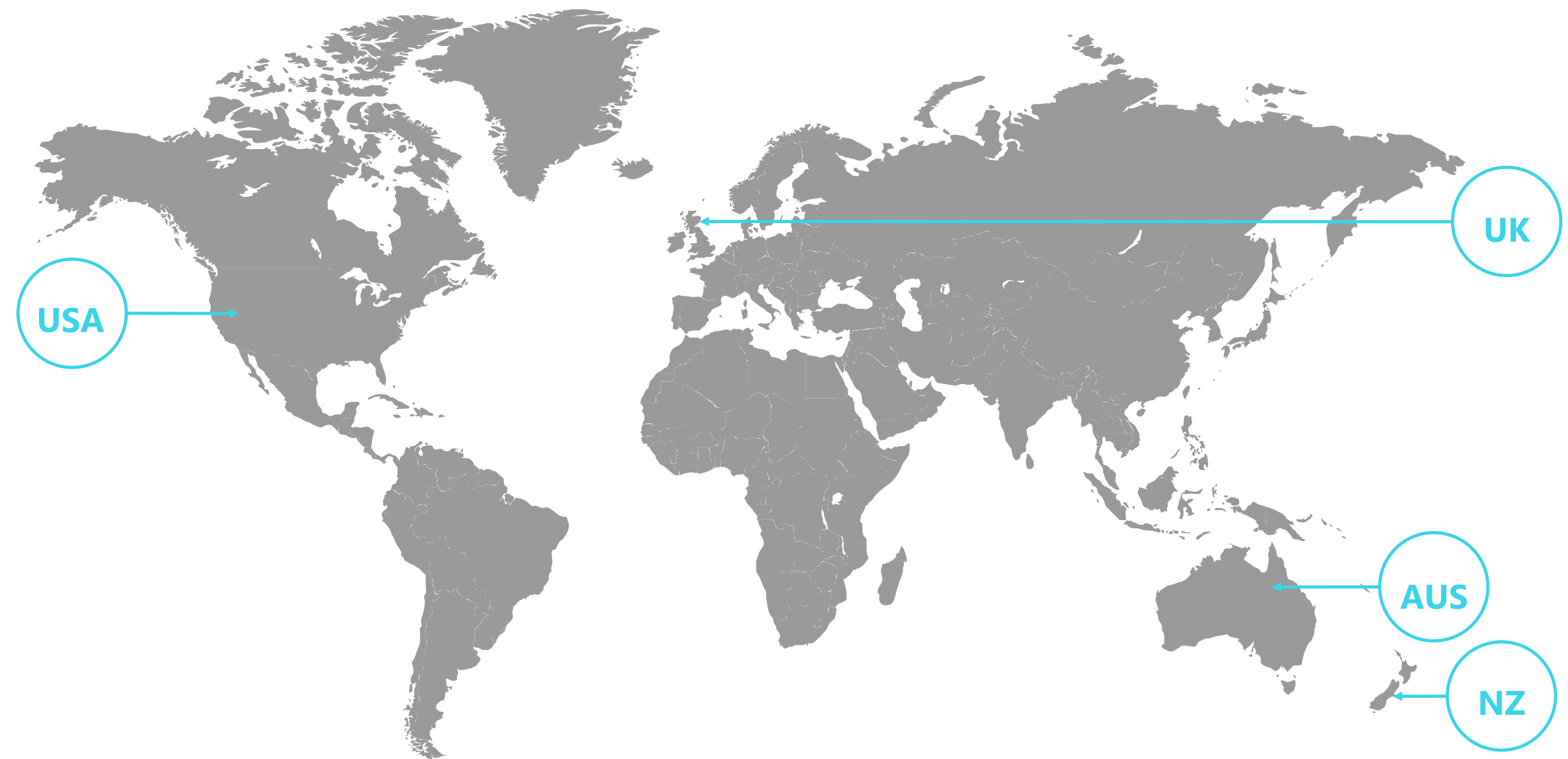
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**Disruptive Robotic Process Automation for Energy spend management**



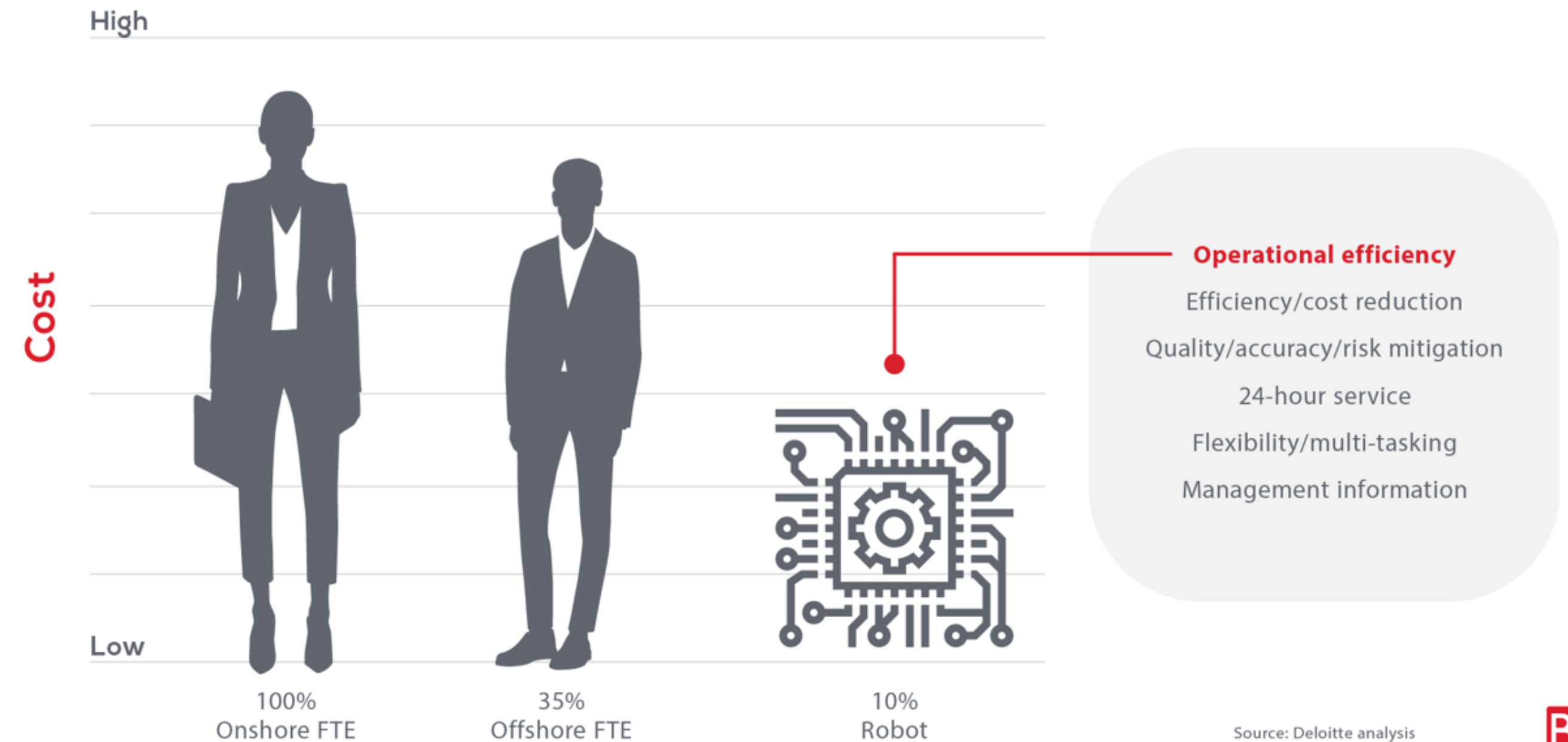
# About BidEnergy

- Launched in Australia in 2012
- Operating in 4 countries with global growth potential
- Providing enterprise customers with a complete Energy Spend Management solution
- Powered by Robotic Process Automation (RPA)
- First mover advantage in the energy category
- High growth opportunity
- Robust platform underpinned by powerful local and global brands



# Robotic process automation for energy

- Global RPA revolution – major disruptive technology
- Rapidly changing the approach that businesses take to complex, inefficient and redundant processes
- Decades of “offshoring” to reduce labor costs can now be “re-shored” through even cheaper robots
- The automation dividend can be substantial
- Robots are faster and cheaper than any other substitute
- Energy spend metadata comes to life through RPA



Manual Workflow

Accuracy

Speed

Control



Automatic Workflow

# Problems we are solving

Managing energy spend across a multisite portfolio is complex, time-consuming and error-prone. As a result, most companies with a large multisite portfolio pay much more for energy than they should.

Manual and reactive energy management can cause:

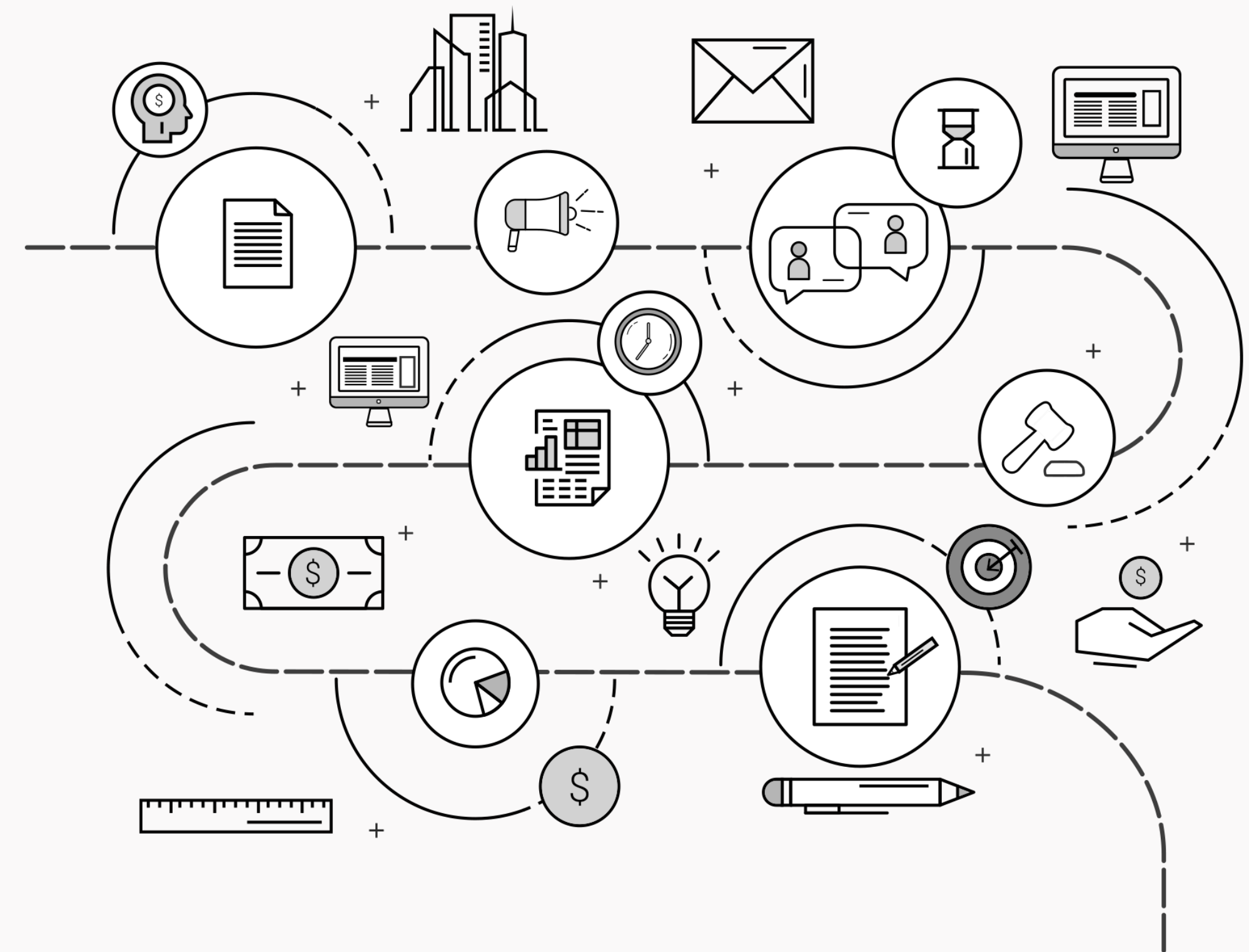
- Mismanaged sites and bills
- Payment delays and late payment fees
- Disconnection notices
- Inaccurate accruals and budgets
- Delays in going to market (Energy Procurement)

Smart meters add more opportunity but also more data and more complexity. High energy prices in Australia have escalated the problem to the executive level.

Had to reissue the tender because the data was wrong

Annual budget was completely wrong as prices increased

Some of my sites were disconnected again this month



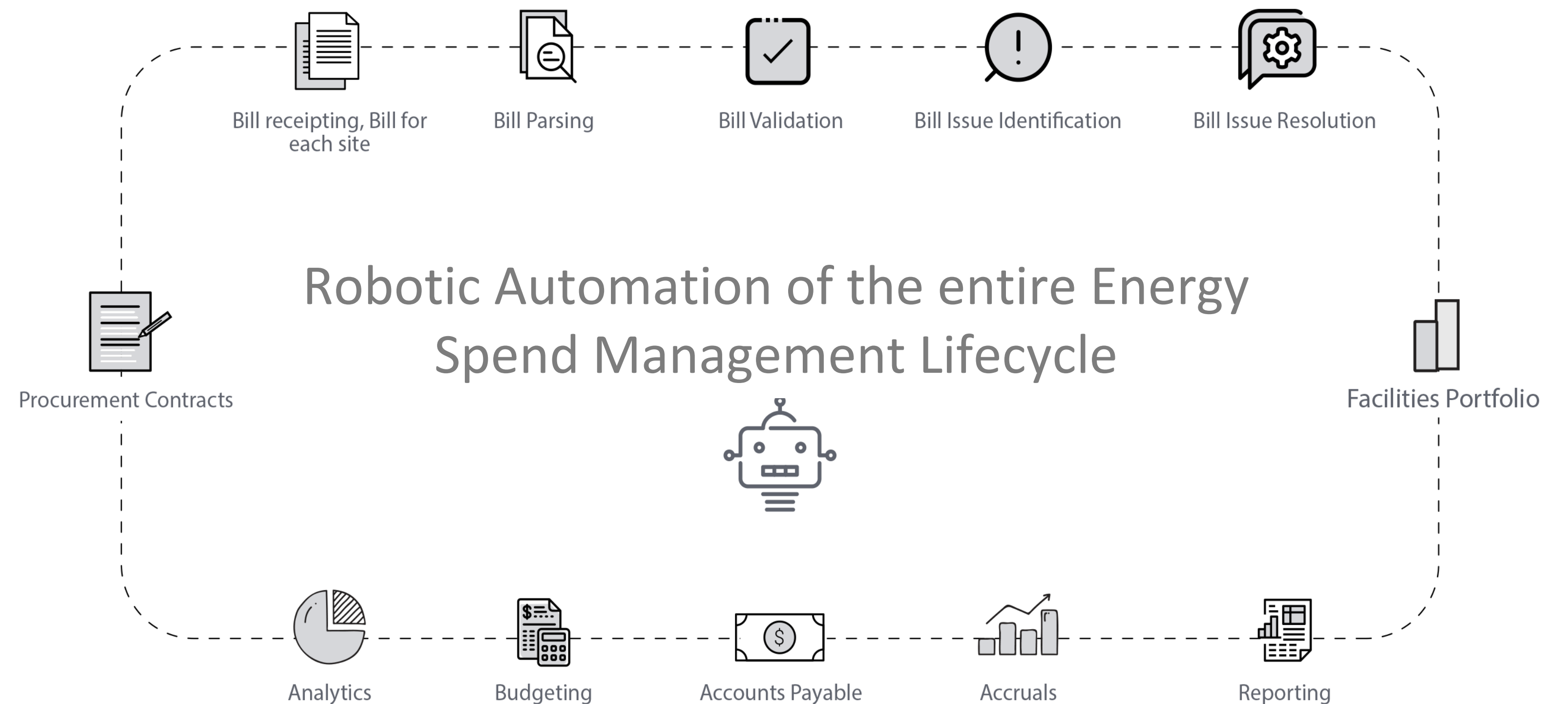
## Reactive

# Solution and secret sauce

BidEnergy is the first Robotic Process Automation platform with artificial intelligence and machine learning for Energy Spend Management (ESM).

The platform has been developed over the last 5 years and BidEnergy has spent over \$10M on research and development to date.

At every pain point in the ESM lifecycle, our robots go to work delivering incredible accuracy and detail, providing substantial cost-benefits to our customers.



**The BidEnergy platform is proven,  
with over 50 customers in Australia,  
New Zealand, the United Kingdom  
and the United States.**

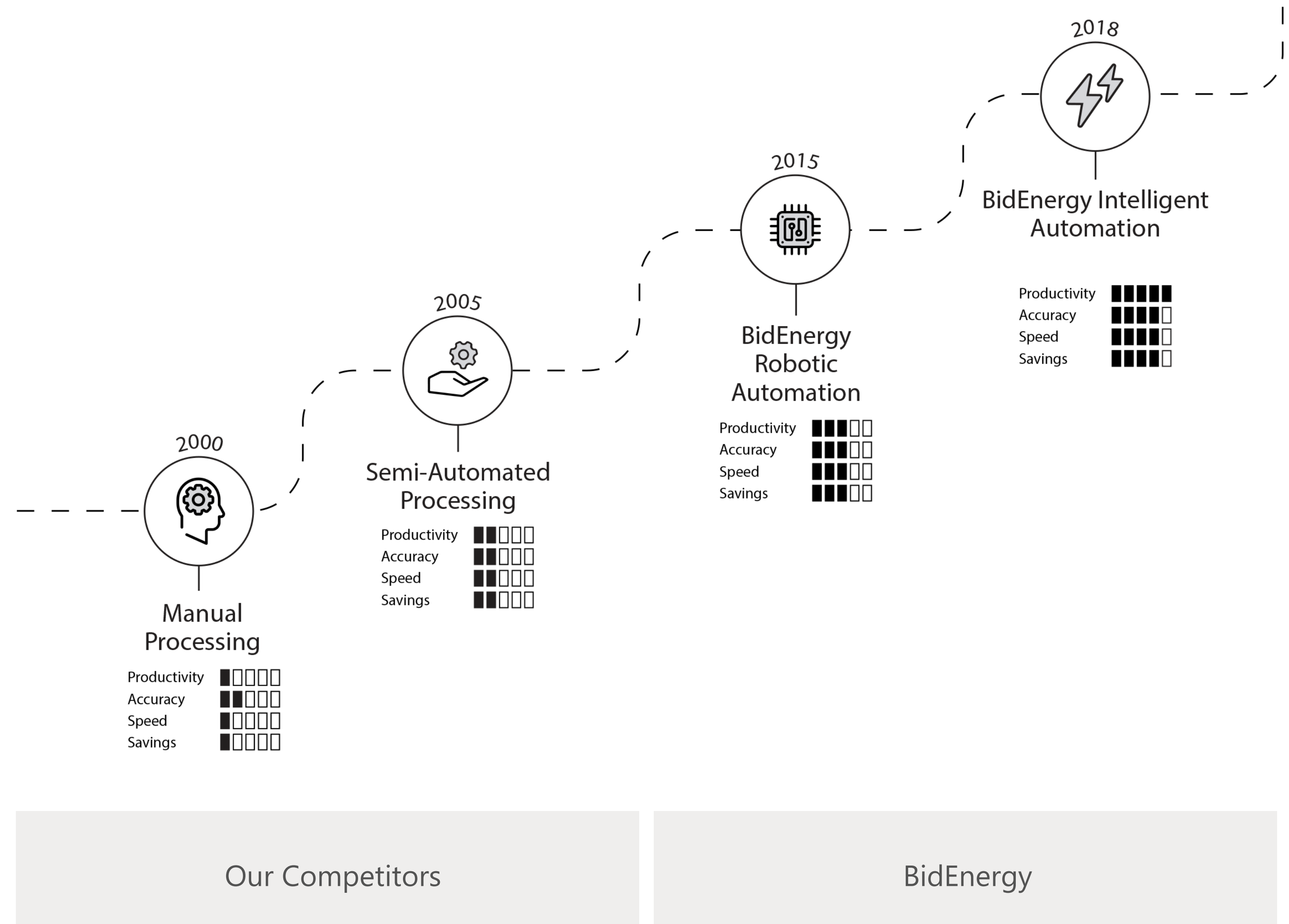




# Compelling value proposition

Energy spend management, powered by Robotic Process Automation, that delivers the benefits of speed and accuracy along with cost-savings that can't be matched by traditional manual or semi-automated processes.

- Lower internal costs to manage energy spend making employees more effective
- Lower energy rates
- Lower network poles and wires charges
- Eliminate bill errors
- Reduce energy consumption/demand
- Reduce contract leakage
- Accurate accruals and budgets
- Accurate energy and financial reporting



# Scalable business model

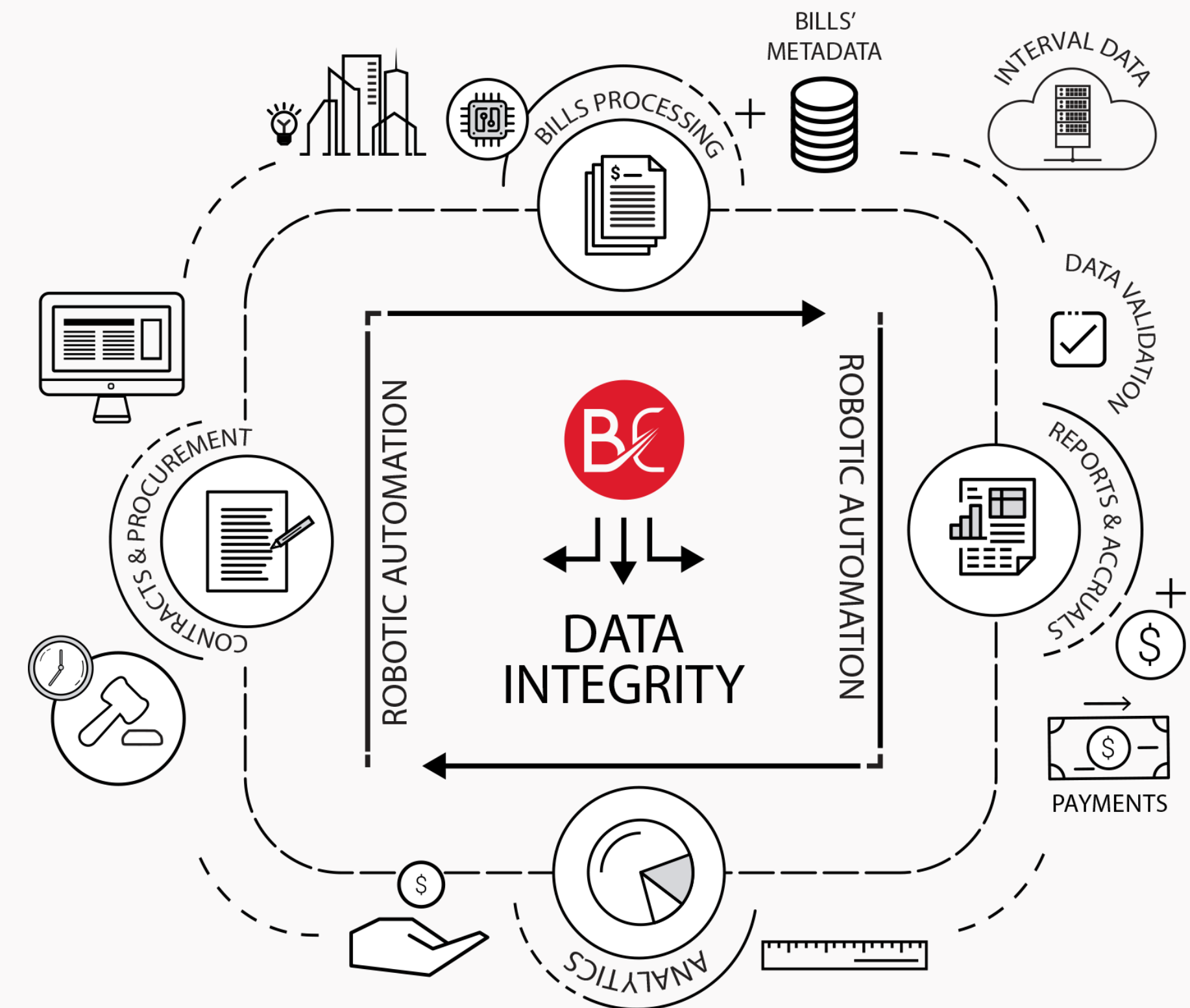
BidEnergy has a highly scalable SaaS business model with a cloud-based solution that can be rapidly deployed.

- Flat monthly subscription fees
- Long-term contracts:
  - Deeply integrated with the customer
  - High dependency, very sticky platform
- Long-term recurring revenue stream
- Customer retention rate > 95%
- Significant upsell opportunities: add new utilities, new geographies, new services
- High margins after initial acquisition costs
- Margins will improve with smarter automation

Payments made on time and against correct accounts

Costs are tracking to budget projections

Uninterrupted supply and accounts opened and closed on time



## Proactive



# Key Business Metrics

(31st March, 2018)



Group Revenue \*  
(BID & RWW)

\$4.4M



BID Subscription \* 1  
Revenue (Global)

\$2.2M



RWW Revenue \* 2  
(Rebates USA)

\$2.2M



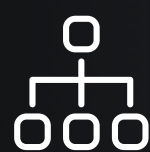
BID Subscriptions  
(Global)

48



BID US/UK  
Subscriptions

3



Meters

16,243



FTE  
(Global)

33



Net Upsell 3

6%



2Yr Rev CAGR  
(Dec 31st)

124%



Churn

5%

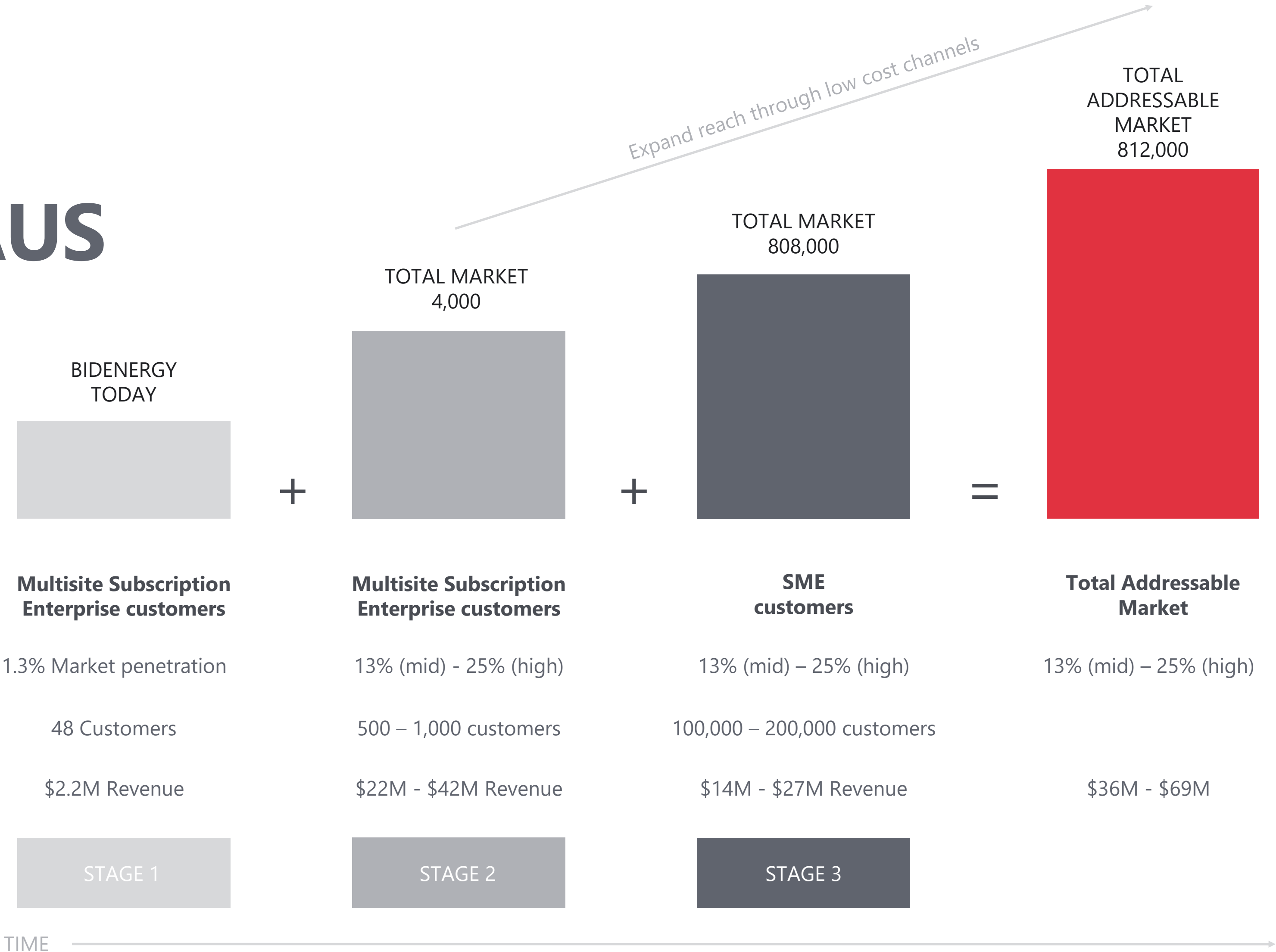
\*Annualised

# Large market opportunity - AUS

As the sole RPA player in the Energy category, BidEnergy is targeting a penetration of between 13-25% of its target markets over time.

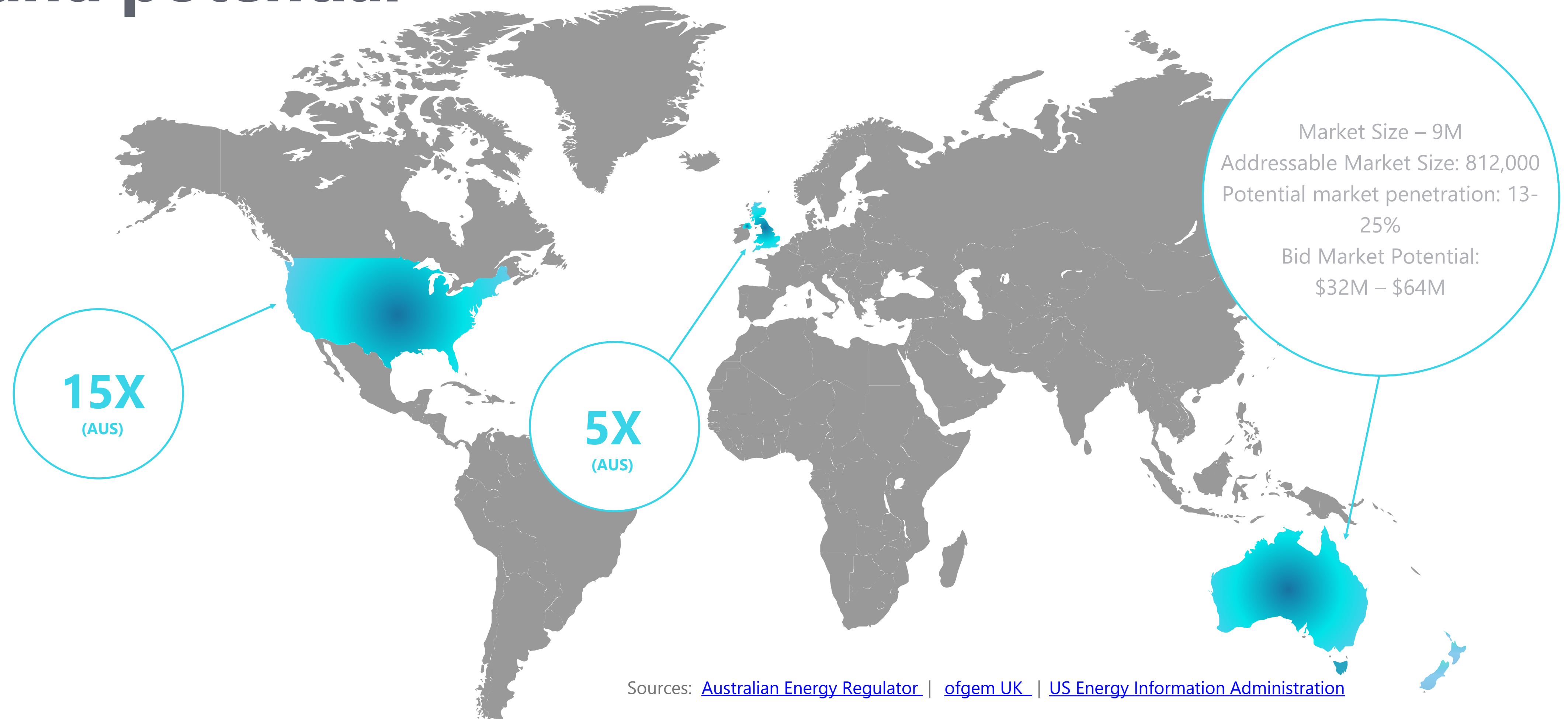
Initial focus is on the Enterprise market and will move to the “high street” with a platform dedicated to bringing the advantages of robotics to SME business.

Source: BidEnergy RTO (April 2016) pg.60. Size Enterprise Mkt, Includes BidEnergy Management updated estimates. Mkt size SME referenced to 2017 ABS of 2.24M SMEs and 808,000 SME’s employing 1-4 people.





# Market size and potential



# Experienced Team



**James Baillieu**  
Chairman

James is an investor in and consultant to early stage technology businesses. He was an early investor in and consultant to Aconex (ACX) and later assumed the role as SVP of business development. Prior to this he spent more than seven years as a consultant at McKinsey & Co assisting business internationally with strategy and operational improvement.



**Leanne Graham**  
Non-Executive Director

One of New Zealand's few female entrepreneur's with over 30 years experiences at the highest levels in the software sector. Through her strategic investment company Cloud Rainmakers Ltd, she assists technology companies in developing strategic partnerships and disrupt an industry to become a success.



**Erlyn Dale**  
Company Secretary

Erlyn has a broad range of experience in company administration and corporate governance and holds positions with a number of ASX listed public companies across a range of industries.



**Guy Maine**  
Managing Director

Former Virgin, Optus and Foxtel executive with a successful history driving strategic direction and operational performance of subscription services. Proven ability to scale disruptive businesses both large and small in competitive marketplaces as challenger brands.



**Anthony Du Preez**  
CTO & Founder

An experienced entrepreneur having founded and built a number of globally scalable technology companies, including Adslot (ADJ). One of the founding members of BidEnergy, Anthony drives the platforms constant automation improvements and the steady move towards AI



**Matt Watson**  
CFO

Matt has strong finance and operations experience across growing technology companies through finance roles at Global HR software provider PageUp, as well as at remote farm monitoring company Observant. Matt has also held finance roles at large ASX organisation Tabcorp, as well as global professional advisory firm Deloitte.



**Disclaimer**

This presentation may contain forward-looking statements which may be identified by words such as 'believes', 'estimates', 'expects', 'intends', 'may', 'will', 'would', 'could', or 'should' and other similar words that involve risks and uncertainties. From time to time, the Company may also use industry-specific terminology such as “Annualised Subscription revenue” which refers to the annualised value of active customer contracts under management by BidEnergy at a particular point in time and should not be interpreted as a financial forecast. Such statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this presentation, are expected to take place.

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**Appendix – Glossary of terms**

**BidEnergy (BID)** – Energy Spend Management platform (ESM), utilising Robotic Process automation (RPA) charged on a monthly or annual subscription basis in Australia, NZ, UK and the USA.

**RealWinWin (RWW)** – Rebate Capture Business operating in the USA (Philadelphia based) that manages the process of claiming rebates from Energy retailers for LED lighting changeout for customers on a fee for service basis.

<sup>1</sup> **Annualised Subscription Revenue** or **ASR** – refers to the annualised value of active customer contracts under management by BidEnergy, calculated by reference to the monthly fixed fee for BidEnergy’s services. To the extent a monthly fee is varied (including by reason of services being added or removed, or the numbers of meters managed under the contracted being increased or decreased) this may impact BidEnergy’s ASR. To the extent that BidEnergy’s ASR is materially impacted, BidEnergy will provide a market update.

**BID Subscriptions** – Number of Paying subscribers on BIDs ESM.

<sup>2</sup> **Annualised Revenue** or **AR** – refers to RealWinWin rebate capture revenues, which are project based and are annualised on a rolling basis on the last 12 months of project activity. To the extent that any single month’s rebate capture performance may vary, the corresponding AR will be affected and updated quarterly. This allows for seasonality inherent in the RWW business.

**BID US/UK Subscriptions** – Number of paying subscribers on BIDs ESM internationally. N.B. In the case of BP, they are counted in both Aus. and the UK.

**Meters** – Number of Energy, Gas and Water meters for our paying subscribers. As our charges vary based on a client’s meter portfolio, this is an important data point.

**FTE** – Number of fulltime equivalent staff, not including contractors.

**2Yr Revenue CAGR** – reported in the half yearly and full year accounts, our compound annual growth rate over the preceding two years for the combined group.

<sup>3</sup> **Net Upsell** – Calculated as the net revenue improvement for combined contract renewals for the current financial year to date.

**Churn** – Customer loss represented as the net revenue loss of any existing subscriber for the current financial year to date.

**Thank you**

