



MORGAN STANLEY

serko

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CEO Presentation



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CHIEF EXECUTIVE OFFICER

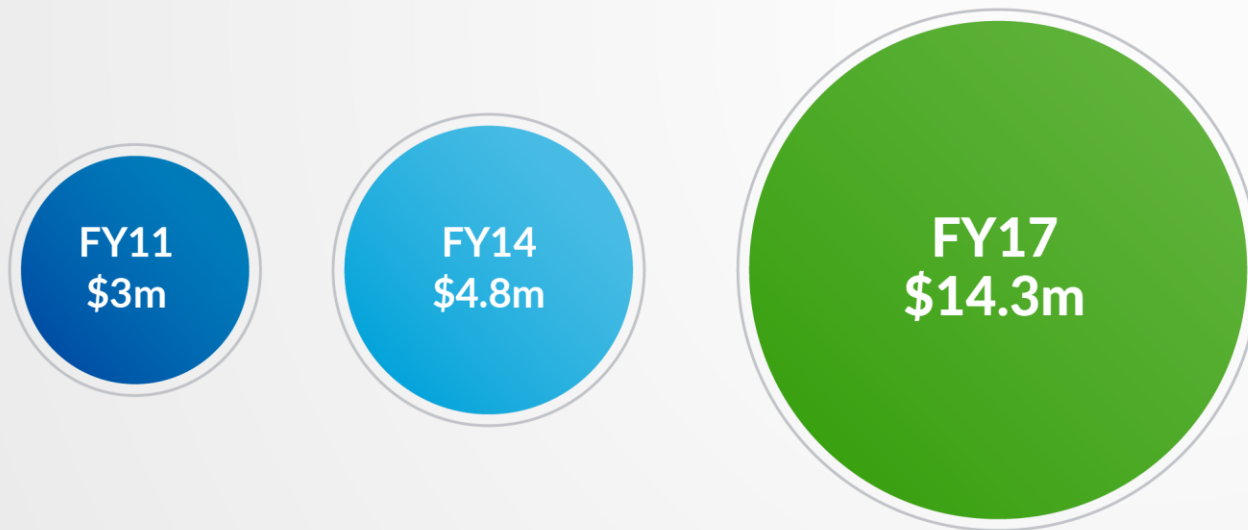


10 Years of Growth



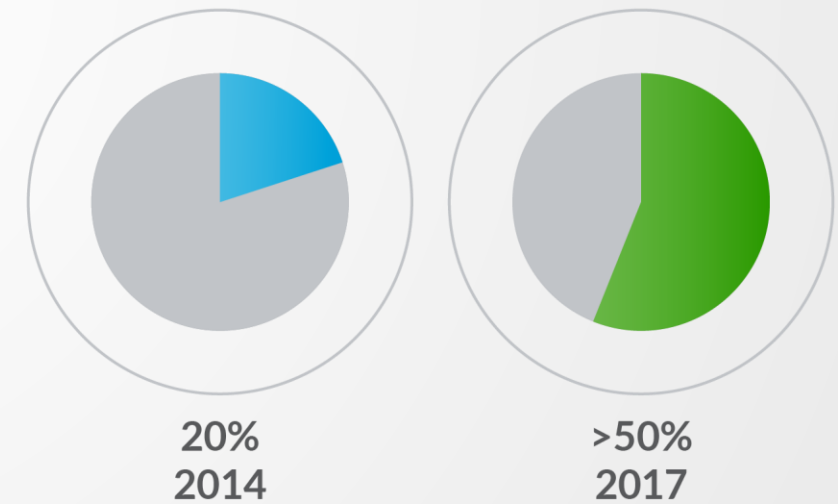
Revenue

Revenue growth over the last 7 years



Market Share

Market share growth

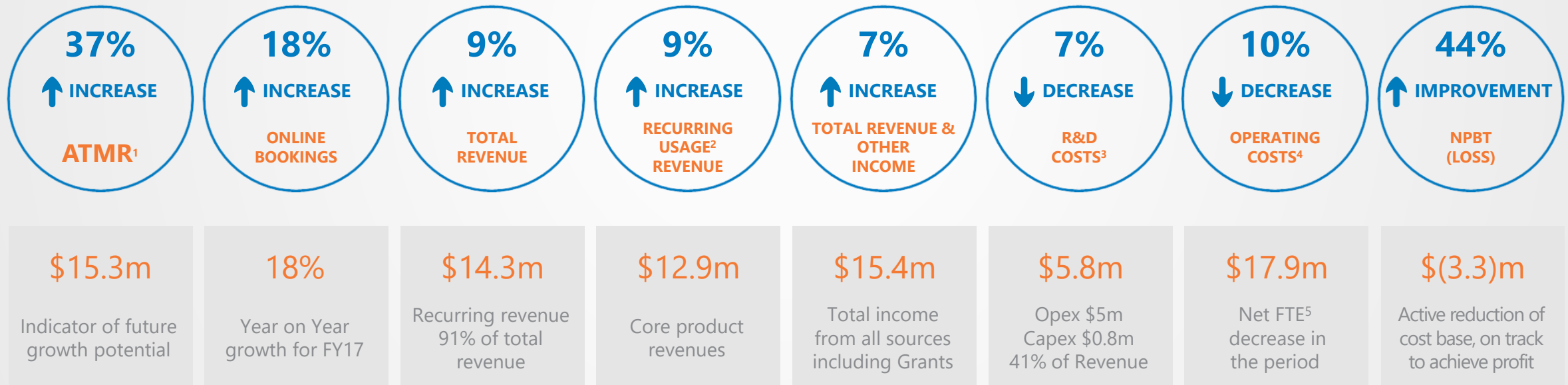


Source: GBTA (Global Business Travel Association)

Improvement in Key Measures



FY17 Performance dashboard



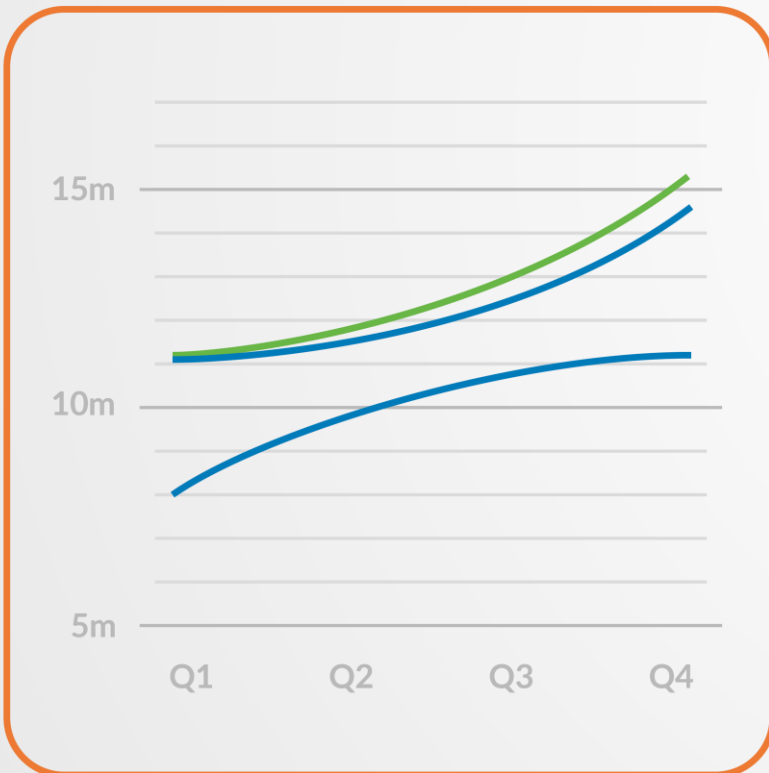
Notes 1 – 5: Refer to Appendix for Definitions

ATMR Increasing



ATMR

■ ATMR without content ■ ATMR with content



FY17



37%

FY16

\$15.3m at March 17

VS

\$11.2m at March 16*

*Actual FY17 Recurring Revenue was \$12.9m



ATMR = Annualised Monthly Transaction Revenue

Enhancing Operating Leverage



10%

Decrease in Operating Costs in FY17 over prior period

21%

Increase in Revenue per FTE to \$122,000 for FY17

Arnold integration savings

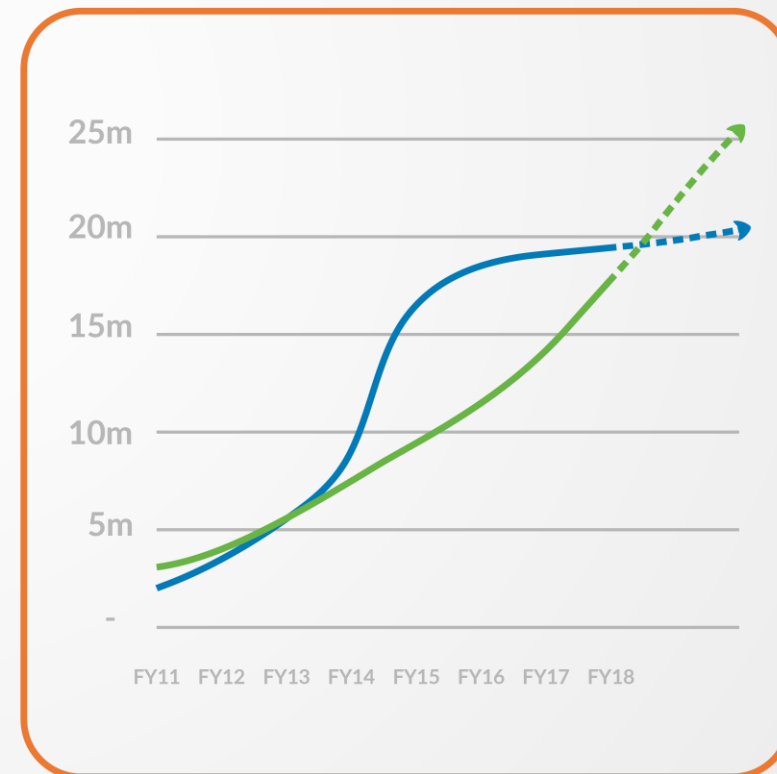
Operating leverage

Growth off a contained cost base

Note: Income and Costs beyond FY17 are illustrative only

Revenue vs Costs

■ Costs ■ Income



Trading Outlook



\$1 million

Continue to target \$1m EBITDA and cash flow break even for FY18

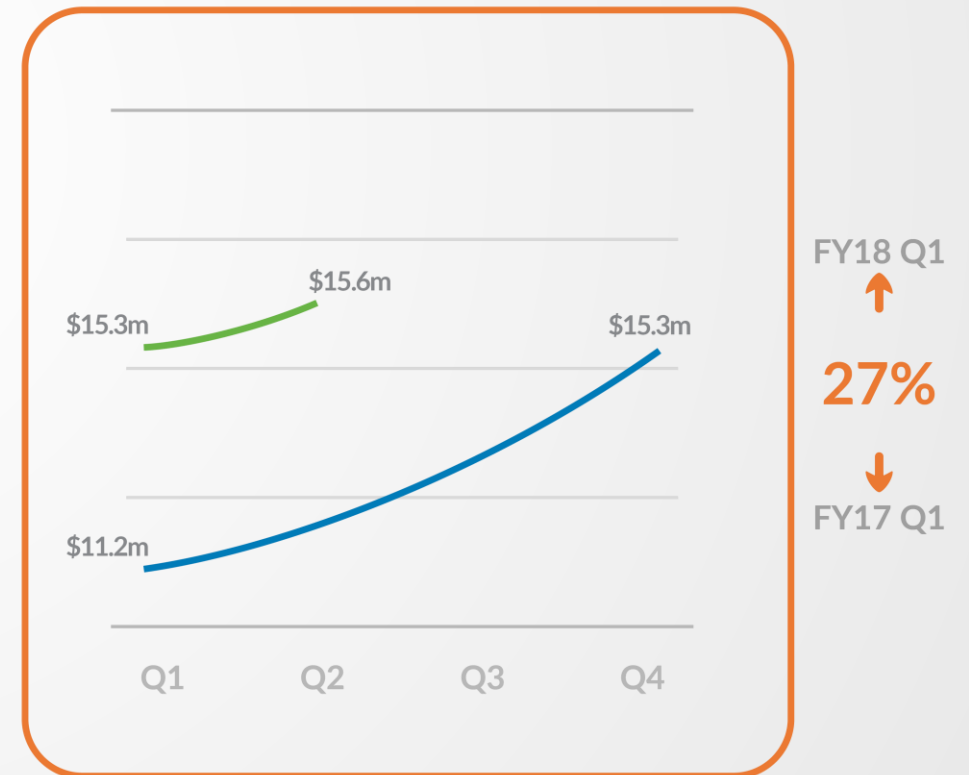
On track to achieve:

- 1H18 revenue to be 25-30% higher than prior year
- Net profit before tax and EBITDA positive on a monthly basis YTD
- June 17 ATMR was \$15.6m, up from \$15.3M at end of March and 27% increase over same time prior year
- Content and transaction growth strong
- Cash balances at 31 July 17 were \$4.3m vs \$4.5m at 31 March 17

Second half typically weaker than the first half due to slow down in corporate travel over holiday period Dec/Jan

ATMR

■ FY17 ■ FY18



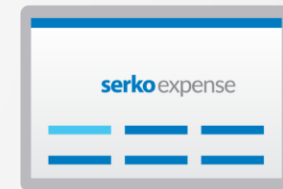
What is Serko?



Cloud Based
Corporate Travel &
Expense Management
Solution Provider



Our **purpose**
is to **transform the way**
businesses manage
travel and expenses,
enabling stress-free travel so team
members can always be at their most
productive **delivering**
tangible benefits to the
organisations that use the Serko line
of products



Serko – Partners with TMCs to Deliver Solutions to Blue Chip Corporates

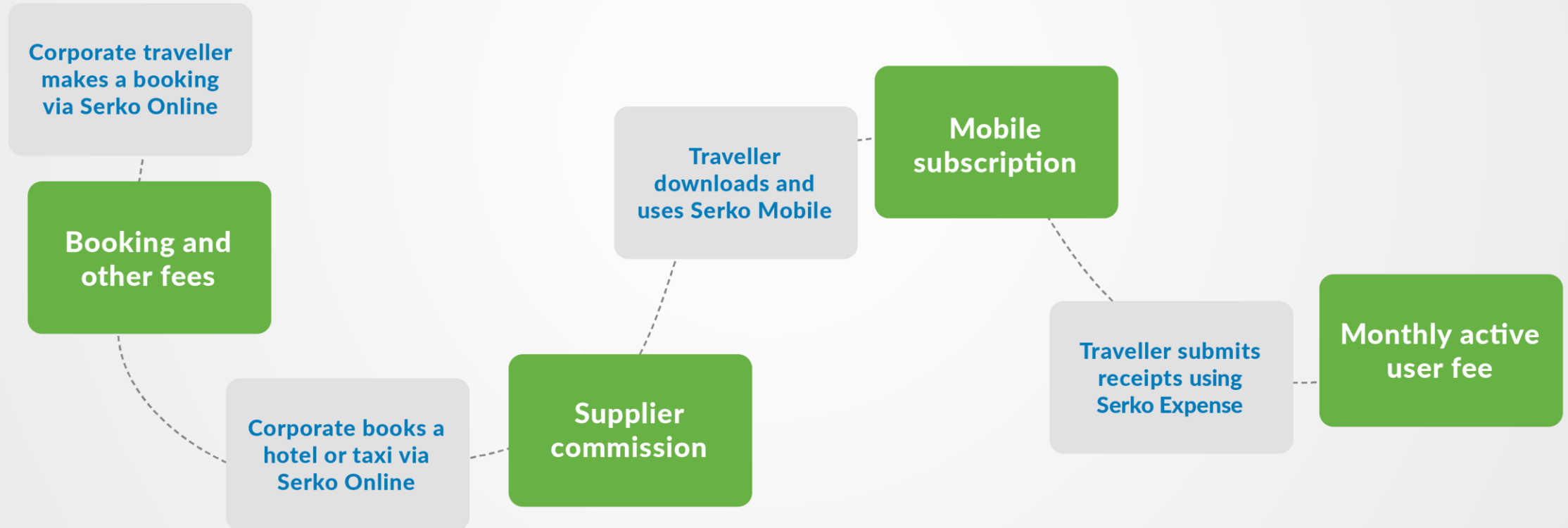


- Global corporate travel market – US\$1.2tr
- Australasia – US\$17bn Enterprise corporate travel market; US\$15bn SME

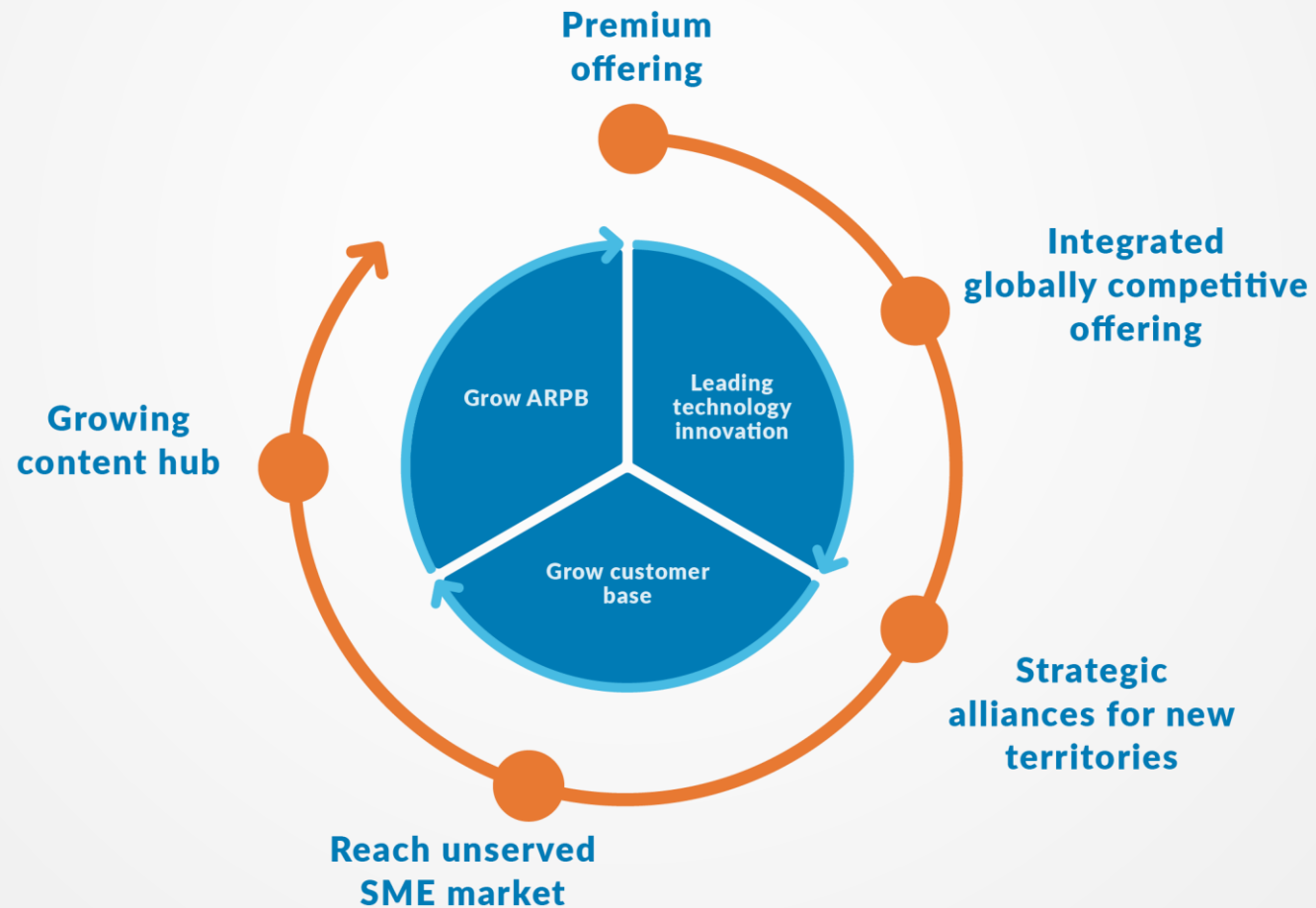
Market-leading reseller base (TMC's) covering large market share & provides a global footprint

Blue chip customer base numbering over 6000 corporate entities

How Serko Generates Revenue



Strategic Focus



Investing in Innovation



\$5.8m

R&D investment in FY17 vs \$6.3m FY16

Major releases including:

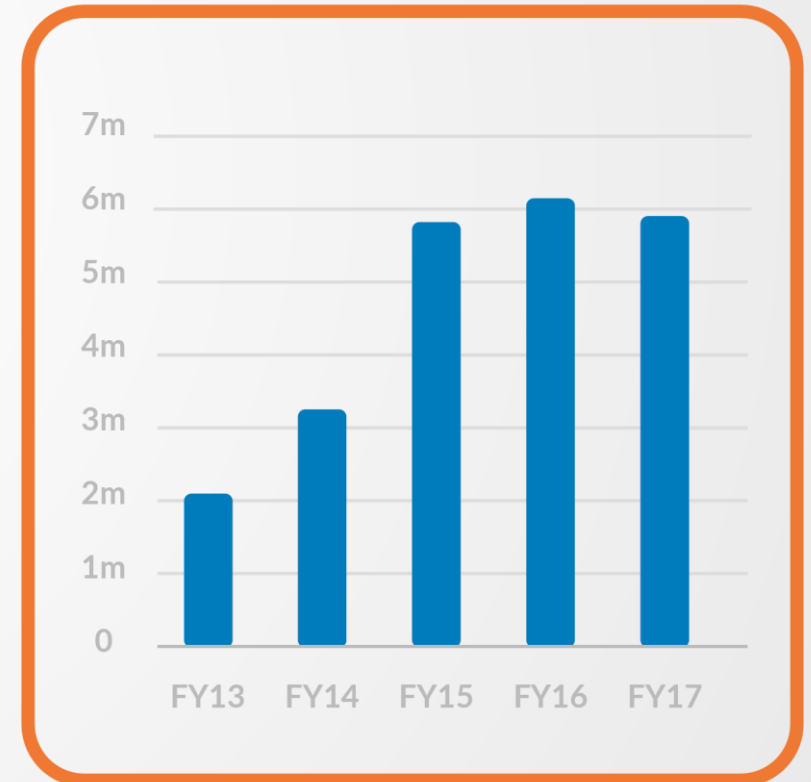
- Predictive mobile booking experience
- Expense submission via Mobile App with smart receipt reader
- Virtual credit card payments through Conferma
- serko.travel

Zeno development

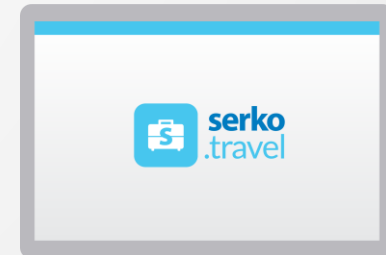
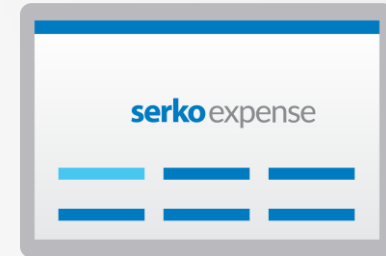
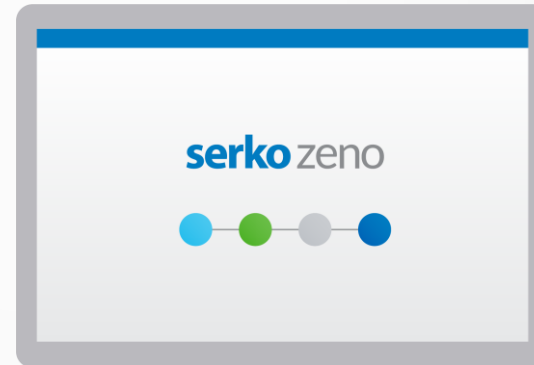
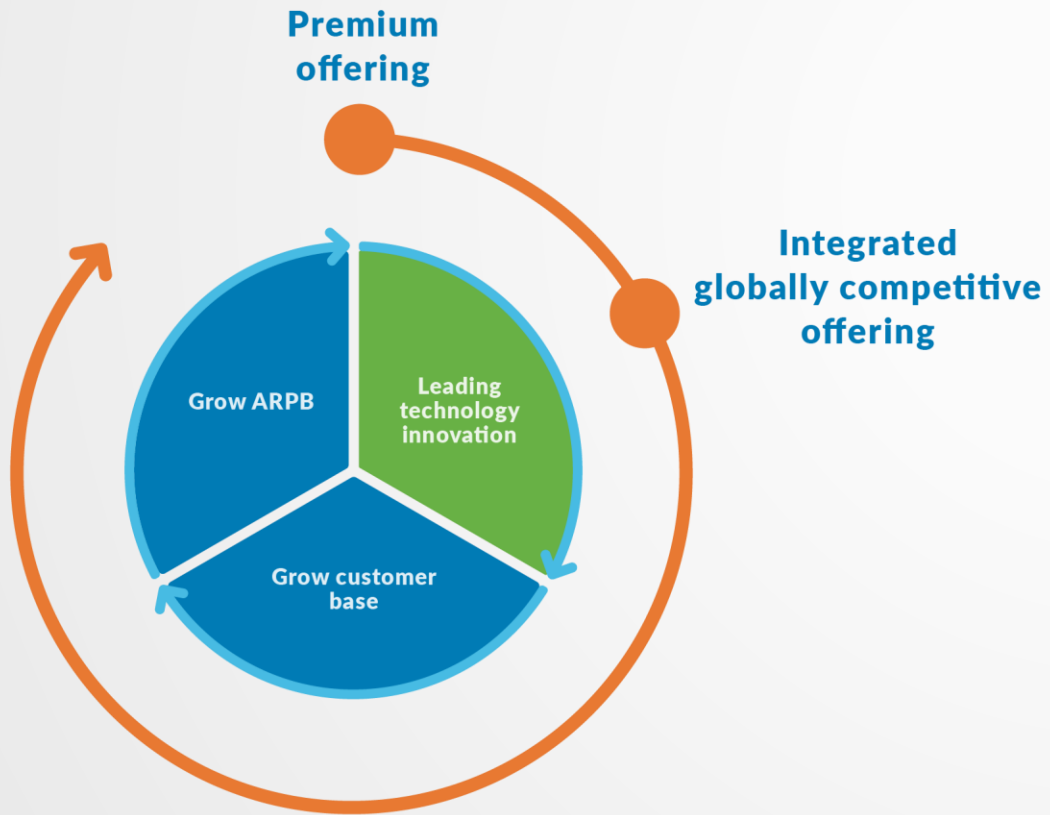
Platform foundations improved for further global expansion



R&D SPEND



Innovating for the Future



Growing Our Customer Base FY17



Over 50%

Of corporate travel in Australasia booked through Serko¹

18% increase in bookings for FY17

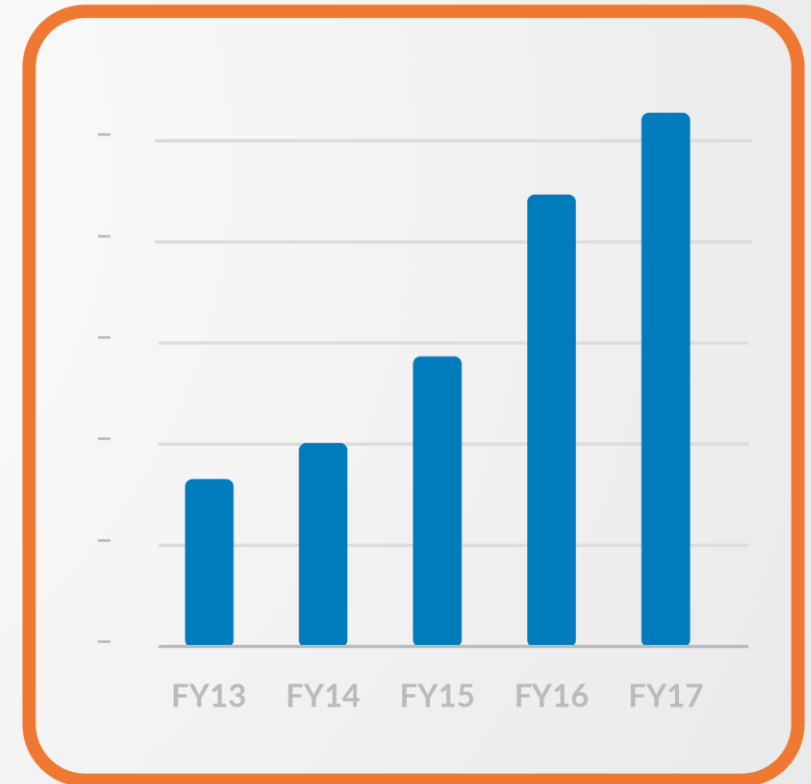
- Established strategic relationship with Sabre / Air New Zealand
- Signed new TMC² agreements with Helloworld & Magellan

1500 serko.travel signups to date

- serko.travel to address \$15 billion SME travel spend¹ launched July16
- Added distribution partnerships for serko.travel
- Ongoing booking growth



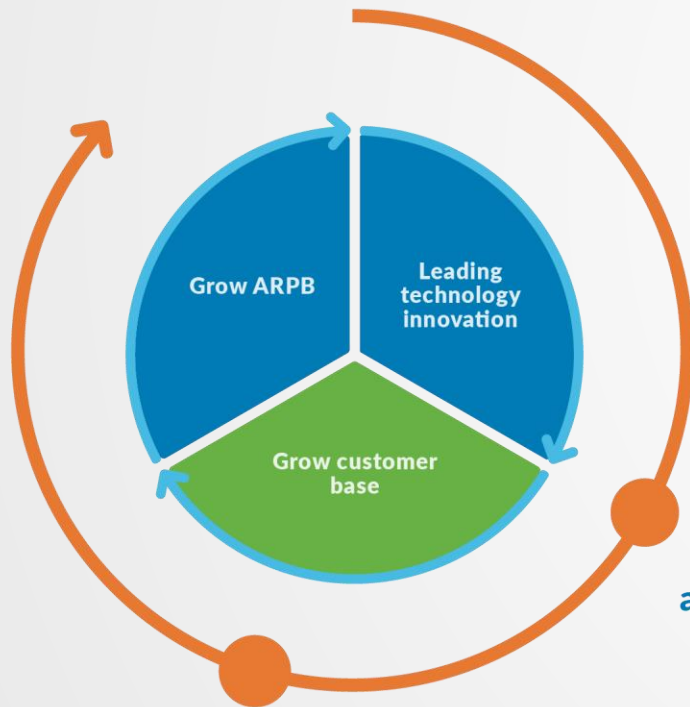
ONLINE BOOKING TREND



¹Source: GBTA (Global Business Travel Association)

²TMC (Travel Management Company)

Growing Our Customer Base FY18



Reach unserved
SME market

Strategic
alliances for new
territories



Growing ARPB FY18



- + Transport options
- + Dining options
- + Traveller services

Growing content hub



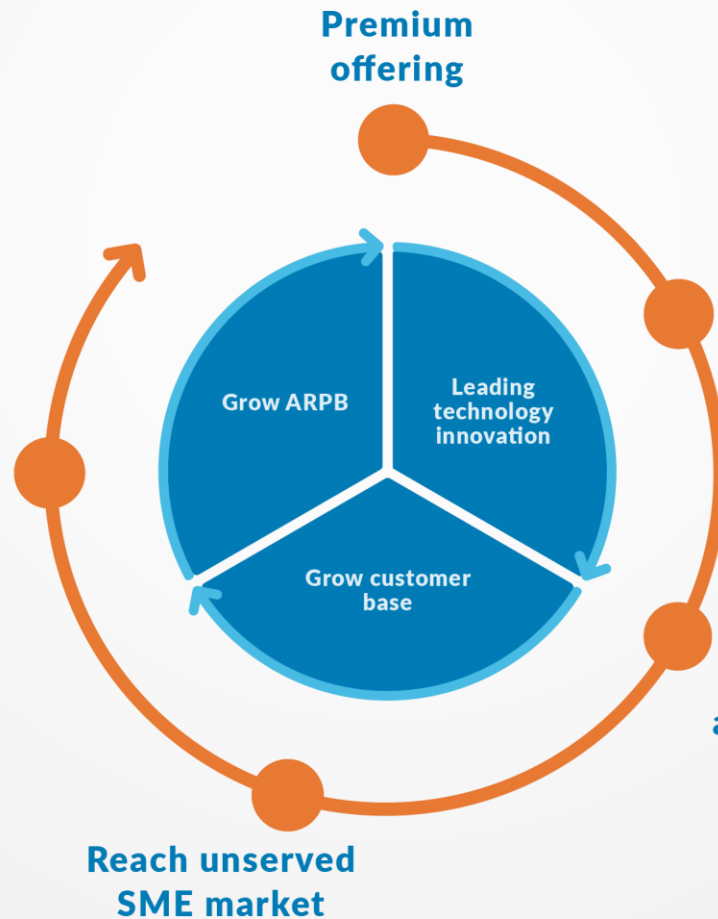
Strategic Summary



Growing content hub



CORPORATE TRAVELLER™



Integrated globally competitive offering

Strategic alliances for new territories

FLIGHT CENTRE®
Sabre®

Thank you



zeno 

The word 'zeno' is written in a lowercase, sans-serif font. The final letter 'o' is replaced by a circular icon that resembles a small, white, rounded container or cup, filled with a blue liquid.

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