

Pushpay 2021 Investor Day

14 September 2021 (NZT)



Important Notice and Disclaimer

This document has been prepared by Pushpay Holdings Limited ("Pushpay") solely to provide interested parties with information about Pushpay and its activities, including the acquisition of Resi Media LLC ("Resi"). By receiving this document, you agree to the terms set out in this Important Notice and Disclaimer.

Statements made in this document are made only at the date of this document. The information in this document is subject to change without notice. Except as required by law, Pushpay has no obligation to update any aspect of this document if information changes.

The information in this document is of a general nature only and is not a complete description of Pushpay or Resi. This document is not, and does not contain the information required to be included in, a product disclosure statement, prospectus or other disclosure document for the purposes of the Financial Markets Conduct Act 2013, the Corporations Act 2001 (Cth) or other applicable law.

The distribution of this document in some jurisdictions may be restricted by law. You must comply with any such restrictions. Any failure to comply with such restrictions may violate applicable securities laws. This document may not be released or distributed in the United States.

This document is not a recommendation or offer of financial products for subscription, purchase or sale, or an invitation or solicitation for such offers. Pushpay shares are not registered under the United States Securities Act of 1933 and may not be offered or sold in the United States except in transactions exempt from, or not subject to, registration under the Act and applicable United States state securities laws.

This document is not, and is not intended as, investment, financial or other advice and must not be relied on by any prospective investor. It does not take into account any particular prospective investor's objectives, financial situation, circumstances or needs, and does not purport to contain all the information that a prospective investor may require. Any person who is considering an investment in Pushpay should obtain independent professional advice prior to making an investment decision, and should make any investment decision having regard to that person's own objectives, financial situation, circumstances and needs.

Past performance information contained in this document is given for illustrative purposes only and should not be relied on as, and is not, an indication of future performance.

This document may contain forward looking statements with respect to the potential financial condition, results of operations and business, and business strategy of Pushpay. Information about the future, by its nature, involves inherent risks and uncertainties. The assumptions on which Pushpay based its forward looking statements may not be correct. Pushpay's business and operations may be affected by factors not currently foreseeable by Pushpay or beyond its control. Accordingly, forward-looking statements may not be realised. Nothing in this document is a promise or representation as to the future or a promise or representation that a transaction or outcome referred to in this document will proceed or occur at all, or on the basis described in this document. Statements or assumptions in this document as to future matters may prove to be incorrect.

A number of financial measures may be used in this document and should not be considered in isolation from, or as a substitute for, the information provided in the financial statements available at <https://pushpay.com/investors>.

The financial data in this document includes certain measures that are not recognised or calculated under an applicable set of accounting principles. Such measures are commonly referred to as "non-IFRS financial information" or "non-GAAP financial measures". In this document, these measures include EBITDAFI. Pushpay believes this non-IFRS financial information provides, and these non-GAAP financial measures provide, useful information to users in measuring financial and business performance. The non-IFRS financial information and these non-GAAP financial measures do not have a standardised meaning prescribed by International Financial Reporting Standards and, therefore, may not be comparable to similarly titled measures presented by other entities, nor should they be construed as an alternative to other financial measures determined in accordance with IFRS. Investors are cautioned, therefore, not to place undue reliance on any non-IFRS financial information or non-GAAP financial measures and ratios included in this document.

Certain market and industry data used in connection with this document may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. Neither Pushpay or its directors, officers, employees, representatives or advisers ("Representatives") have independently verified any such market or industry data provided by third parties or industry or general publications. Information about Resi Media LLC's financial performance and key statistics is based on unaudited information provided by Resi Media LLC.

To the maximum extent permitted by law, none of Pushpay and its Representatives makes any representation or warranty, or provides any undertaking, in relation to any information provided in this document (including as to its accuracy, completeness or materiality). To the maximum extent permitted by law, Pushpay and its Representatives shall have no liability of any nature (including in contract, tort (including for negligence), equity, common law, under statute or otherwise) for: any errors or omissions in this document; or any failure to correct or update this document or any other written or oral communications provided in relation to this document; or any claim, loss or damage (whether foreseeable or not) arising from the use of any information in this document or otherwise arising in connection with this document or the information contained in it.

Agenda

Session	Pushpay presenter(s)
CEO introduction and Group strategy	Molly Matthews, Chief Executive Officer
Resi product demo	Paul Martel, Resi Chief Executive Officer
Culture and operations	Molly Matthews, Chief Executive Officer
Fireside chat with St Raymond Catholic Church	Stephen Lenahan, Catholic Market Sales Manager
Sales and marketing	Steve Basden, Chief Growth Officer and Shanda Boyett, Director of Corporate Marketing
Product and innovation	Aaron Senneff, Chief Technology Officer
Pushpay product demo	Stephen Lenahan, Catholic Market Sales Manager
Q&A with Pushpay management	Molly Matthews, Chief Executive Officer Steve Basden, Chief Growth Officer Aaron Senneff, Chief Technology Officer Kevin Kuck, Chief Operating Officer Shane Sampson, Chief Financial Officer



CEO introduction and Group strategy

Molly Matthews, Chief Executive Officer

Today

Tomorrow

Verticals

Churches

*Non-Denominational,
Denominational and Catholic*

NPO | Corporate | Education

*K-12, College Campus
Alumni Associations*

Localisation

Product Offerings

- Events / missions
- Mobile apps
- Volunteer management
- Live streaming
- Encoder / decoder hardware
- Multisite broadcast
- Analytics
- Groups
- HR software
- Bookkeeping software
- Music licensing
- Giving
- Bible study
- Texting

- Website (CMS)
- Engagement software (CRM)
- Event management
- Ticketing
- Volunteer mobilisation
- Crowdfunding
- Payments / donations
- Membership / dues
- Branded credit cards
- Background checks
- Video on-demand
- Tokenisation
- Microlending

- **Tuition / dues**
- **Parent / teacher curriculum review**
- **Student body voting**
- **Sports program funding**
- **Audio / textbook licensing**
- **Sororities and fraternities membership and dues**
- **Class attendance**
- **Homeschool co-ops / networks**
- **Study groups**
- **Tutoring**

- Multilingual (localisation)
- Currency conversion
- Cryptocurrency transaction

Geographic Expansion

US / NZ / CA / AU

South East Asia | South America | Europe



Resi Media LLC

Resi offers resilient video streaming solutions

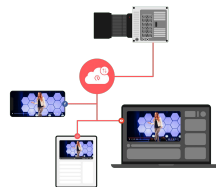


Key products

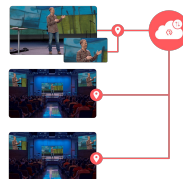
FY21 key metrics⁽¹⁾

- Resi is a high growth SaaS company specialising in **high-quality transmission for web and multisite streaming** offering end-to-end solutions to customers
- Resi has a **strong foothold in the US faith sector** with over 70% of the Outreach 100 churches using Resi products⁽²⁾
- Resi also has **expanding customers outside the faith sector**, including in the corporate, education, sports and live event streaming markets
- **Founded in 2016** the company has **124 employees** and operates out of offices in Westminster, Colorado, US and Plano, Texas, US

Live streaming



Multisite streaming



Hardware – encoders & decoders



\$12.9m

Annual recurring revenue (ARR)

101%

Revenue growth vs FY20

3,374

Total customers

314%

Customer growth vs FY20

>100%

Net revenue retention

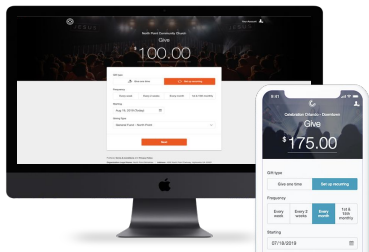


(1) As at 31 March 2021

(2) Outreach Magazine's 100 largest churches in America in 2020

Enhancing our ChurchStaq offering

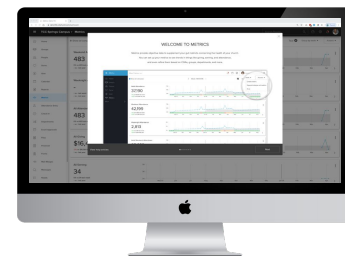
Giving and donor management



- Engage new donors
- Increase recurring giving
- Remove barriers to generosity
- Web, mobile, text, cash/check

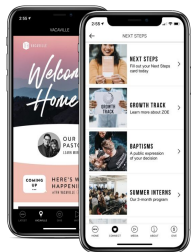
Church management

- Comprehensive church management system
- Groups, Events, Check-in, Service Planning and Processes
- Giving dashboards and analytics



ChurchStaq

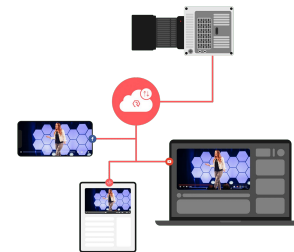
Church App



- Increase participation
- Access church media
- Targeted communication
- Groups and calendar
- Pre-check

Streaming services

- Digitalisation of church communities
- Enhanced engagement
- Data touchpoints





Resi product demo

Paul Martel, Resi Chief Executive Officer

A photograph of two men sitting at a wooden table in a bright, modern setting. The man on the left, with a beard and wearing a blue denim jacket, is holding a smartphone and looking at it with a smile. The man on the right, wearing glasses and a white shirt, is also smiling and looking towards the phone. Two white coffee cups are on the table in front of them. The background is softly blurred, showing other people and interior lights.

Culture and operations

Molly Matthews, Chief Executive Officer

Mission:

“To be the preferred provider of mission critical software to the US faith sector”

Purpose:

“To bring people together by strengthening community, connection and belonging”

Our Core Values



People-focused - We value relationships and choose to put others first



Teachable - We are always growing ourselves and improving our Company and offerings so we lead with innovation



Driven - We are compelled to achieve excellence in all that we do



Simplicity - We solve complex problems with solutions that clarify, add value and make things easy



Generosity - We are dedicated to sharing our time, efforts, expertise and spirit in order to better our community and our Pushpay team

Committed to customers and employees



Caring for our people

- Pushpay offers fair and competitive salaries and benefits
- Pushpay supports employees during difficult times with an employee assistance program and paid time off for family leave or illness
- Pushpay offers a mentorship program, a Company-funded book club, robust and executive sponsored employee resource groups, volunteer opportunities through our Pushpay Cares initiative, and local social events to enhance culture and encourage cross-collaboration



Pushpay Cares Grocery Delivery
Redmond, Washington, US



Pushpay®

+



CHURCH
COMMUNITY
BUILDER



St Raymond Catholic Church

Philadelphia, Pennsylvania, US



Sales and marketing

Steve Basden, Chief Growth Officer and
Shanda Boyett, Director of Corporate Marketing

Competitive Landscape

- Giving Platform
- App Provider
- Church Management System (ChMS)

Resources to execute



Pre-sales - Lead qualification

- Transition from outbound heavy to inbound heavy
- Increase conversion rate
- Optimise spend
- Reduce turnover



Sales - Training and development

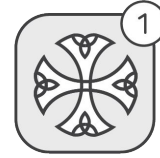
- Master Level Certifications in:
 - Conversational intelligence
 - Product knowledge
 - Prospecting
 - Discovery
 - Presentation and demonstration
 - Closing

Catholic Business Case

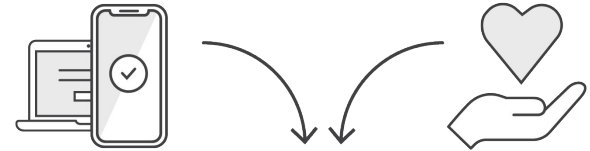
- 23%* of the US population considers itself to be Catholic
- In 2016 27% of US faith giving generated from Catholic services, totaling US\$30 billion**
- Estimated 17,000 parishes*** in the US, which skew more heavily to medium and large churches
- Catholic churches know they need to embrace technology



17k Parishes



**estimated US\$330 million
annual revenue opportunity**



50/50

**between software and
processing**

* Central Intelligence Agency (2018). The World Factbook

** IBISWorld

*** Center for Applied Research in the Apostolate (CARA), Georgetown University | Frequently Requested Church Statistics

Catholic competitive landscape

- Current solutions are dated, lack features, are not mobile-friendly and not cloud-based
- Parishes are generally dissatisfied with current tools and ready for a change
- Catholic branded or customised solutions are clearly preferred by Catholic parishes

There is an opportunity to provide a modern technology solution.

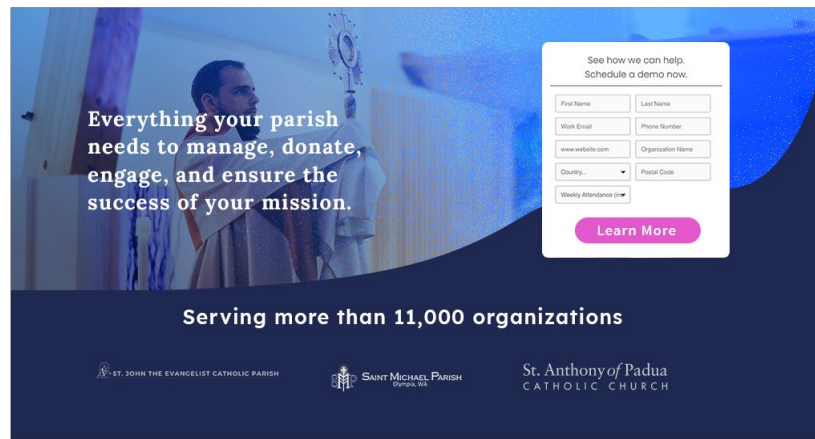
“I am using a legacy solution and it is the worst program on the face of the earth...It’s like ninety-year-old programming. I can’t even describe it.”

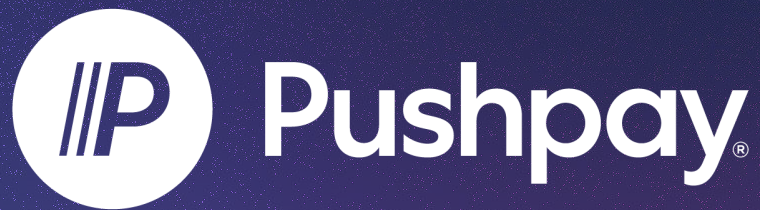
- Parish Administrator

Catholic strategy

Executing a product development and go-to-market plan:

- Catholic specific features
- Catholic look and feel - nomenclature
- Whole platform multi-lingual support
- Catholic product branding
- Catholic-focused go-to-market teams in Marketing, Sales and Customer Success





We have a strong brand

79%

say Pushpay is the best or one of the better brands

How is Pushpay strengthening our brand?

- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

New brand architecture



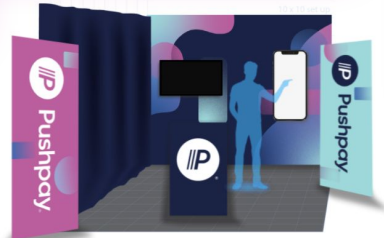
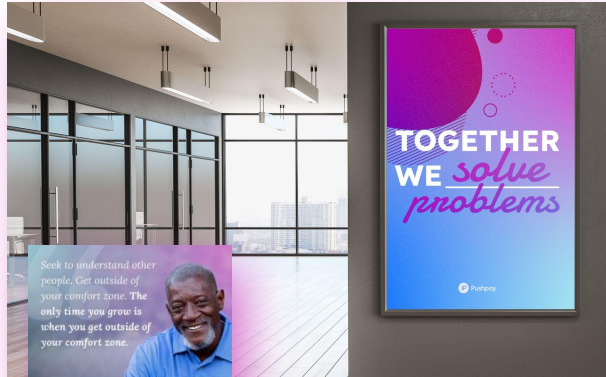
- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

New brand architecture



- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

New look and feel



- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

New website

A Sneak Peek

- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

A Competitive Snapshot



Tithe.ly

Products Learn Pricing Login Sign Up Free

Increase giving. Grow your church.

Tithe.ly helps you increase giving and engagement with tools built for churches and ministries.

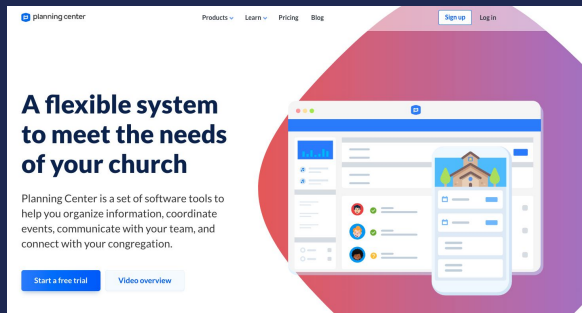
[SIGN UP FREE](#)

NEW churches joined in 2020

No credit card required. Cancel anytime.

TRUSTED BY NEARLY 35,000 CHURCHES AND MINISTRIES

AG



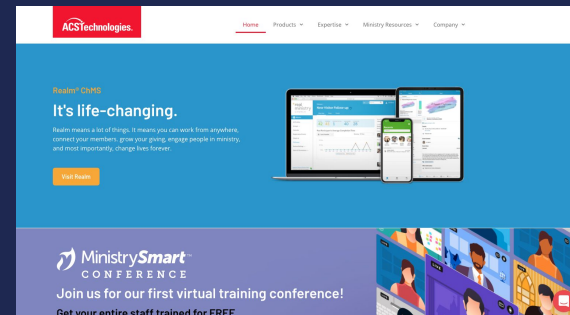
planning center

Products Learn Pricing Blog Sign up Log in

A flexible system to meet the needs of your church

Planning Center is a set of software tools to help you organize information, coordinate events, communicate with your team, and connect with your congregation.

[Start a free trial](#) [Video overview](#)



ACSTechnologies

Home Products Expertise Ministry Resources Company

Report CMS

It's life-changing.

Revel means a lot of things. It means you can work from anywhere, connect your members, grow your giving, engage people in ministry, and most importantly, change lives forever.

[Get Reveal](#)

MinistrySmart CONFERENCE

Join us for our first virtual training conference!

Get your entire staff trained for FREE.



Integrated Ministry Platform

The Do-It-All Platform for Do-It-All Pastors

Get everything done without doing it all yourself. Faithlife Equip includes all the apps and discipleship resources your church needs in one seamless platform.

[See plans](#)

By the makers of Logos



Learn how you can get free setup including data migration, training, & more (\$5000 value). [Talk with our team now >>](#)

TILMA PARISH

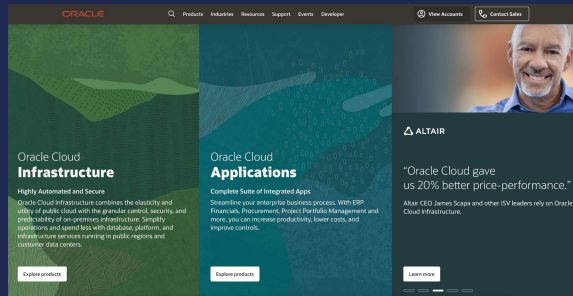
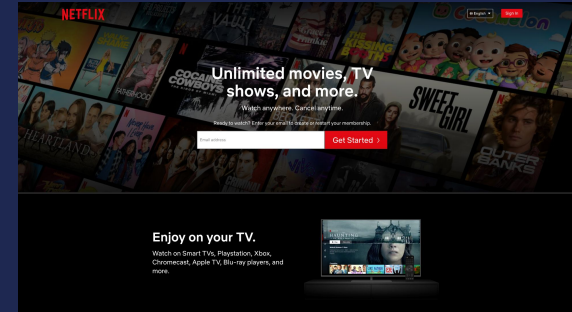
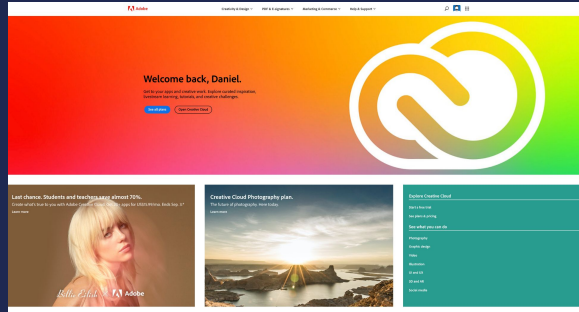
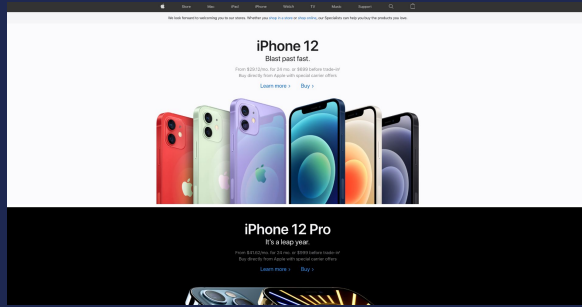
Product About Resources Demo Pricing [Get Started](#)

Big ministry impact just became easier.

Introducing the newest way to manage your parish needs. Tilma is a suite of tools made for pastors and parish leadership.

[Schedule a Demo](#) [Play the Video](#)

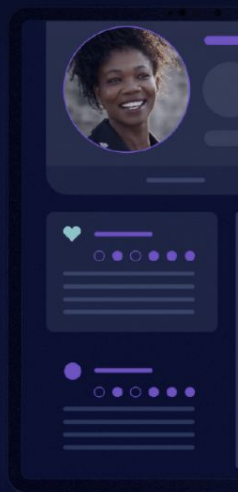
A Competitive Snapshot



Meet ChurchStaQ

Grow generosity and engagement with one powerful suite of easy-to-use giving, church management and engagement tools.

EXPLORE THE STAQ



Encourage Giving

Give your community the comprehensive giving solution they've been waiting for, complete with tools that drive recurring giving and make administration simple.



+65%

average increase in digital giving with Pushpay



CHURCH
MANAGEMENT



DIGITAL GIVING




CHURCH APP




DONOR
DEVELOPMENT


EXPLORE • CUSTOMER STORIES • TOPIC TAG




How a Community Came Together to Build a Place for Lorem Headline




Lorem ipsum intro goes here about how we used digital tools to build something tangible.




Sed lectus vestibulum mattis ullamcorper velit sed. Ribus nec feugiat in fermentum posuere urna nec tincidunt praesent. Suspendisse potenti nullam ac tortor vitae portus faucibus ornare suspendisse.





Community Size



Key Tools

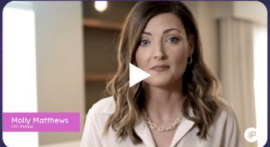
- ChMS - Needs List
- Volunteer Scheduling

INVESTORS SIGN IN 1-866-PUSHPAY

PRODUCT EXPLORE COMPANY GET STARTED

Big CTA: Digital Giving for Churches Lorem Ipsum

LEARN MORE



Molly Matthews

35+

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

27

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

500%

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Want to get people to convert? Remind them why they want to chat in this sentence.

By filling out the form you consent to receive information from Church Community Builder and Pushpay at the email address or telephone numbers you provided.

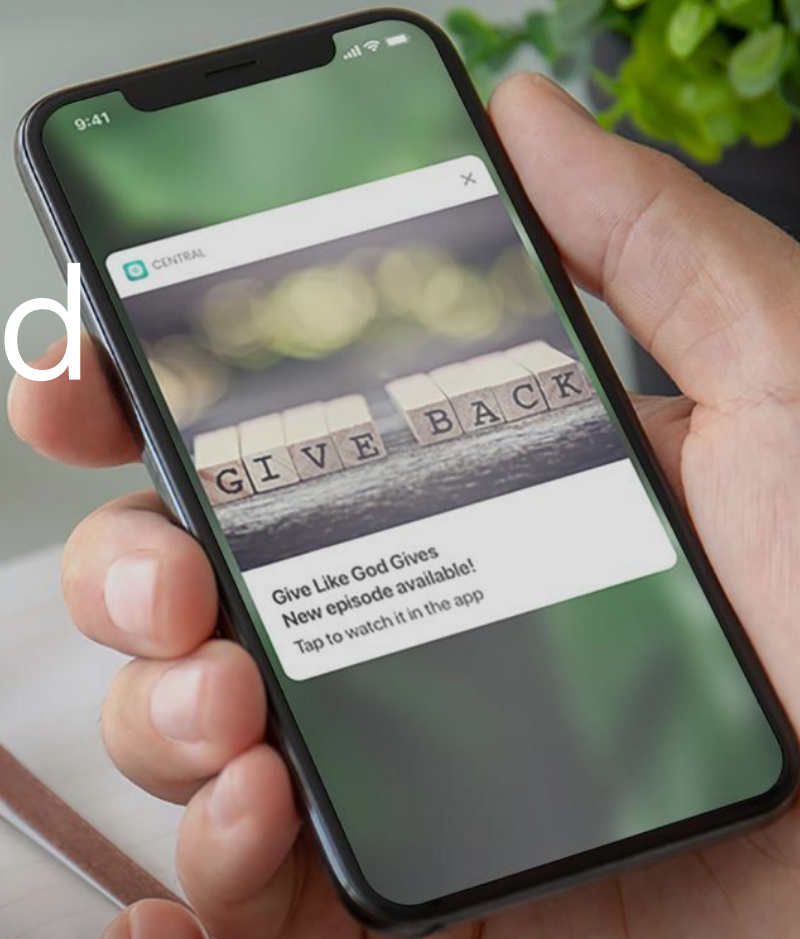
SUBMIT

We Pave the Way for Deeper Engagement with Lorem Customer Base. Use Our Sample CTA to Measure Your Ipsum!

LEARN MORE

Product and innovation

Aaron Senneff,
Chief Technology Officer





Colorado Springs, Colorado, US

Colorado Springs Innovation Event

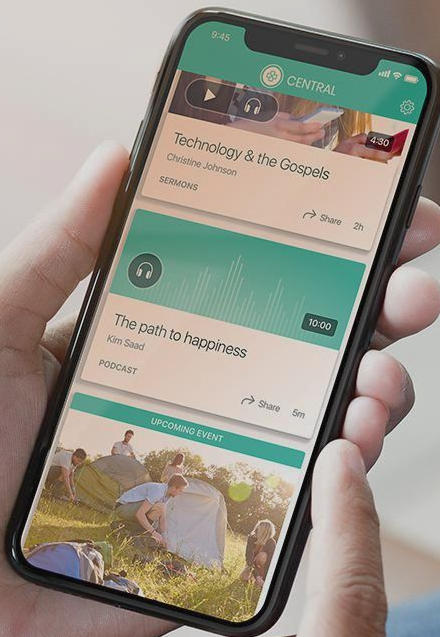


Pushpay at AWS DeepRacer

These events provide opportunity for technical professionals to learn critical new skills and exercise innovative new practices.



Pushpay's
history is a
story of
innovation

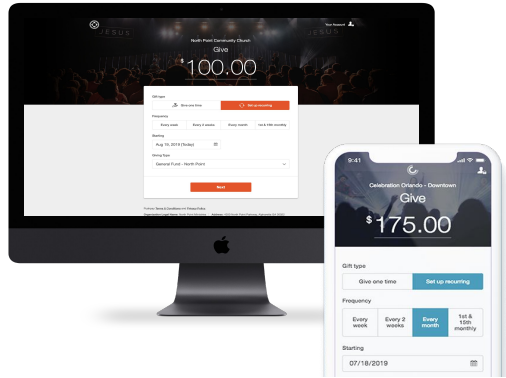


Innovation
starts with a
deep customer
understanding



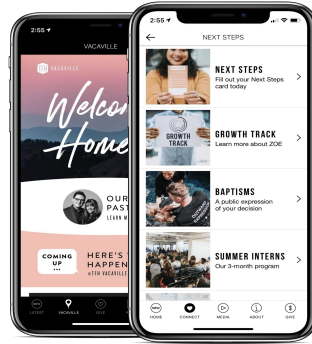
A leading cloud-first solution





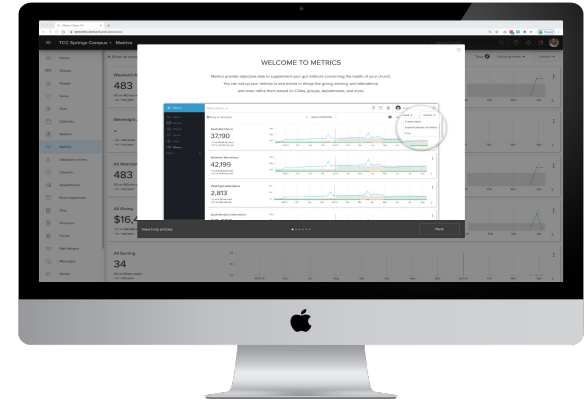
Giving & Donor Management

- Engage new donors
- Increase recurring giving
- Remove barriers to generosity
- Web, mobile, text, cash/check



My Church App

- Increase participation
- Access church media
- Targeted communication
- Groups & calendar
- Pre-check

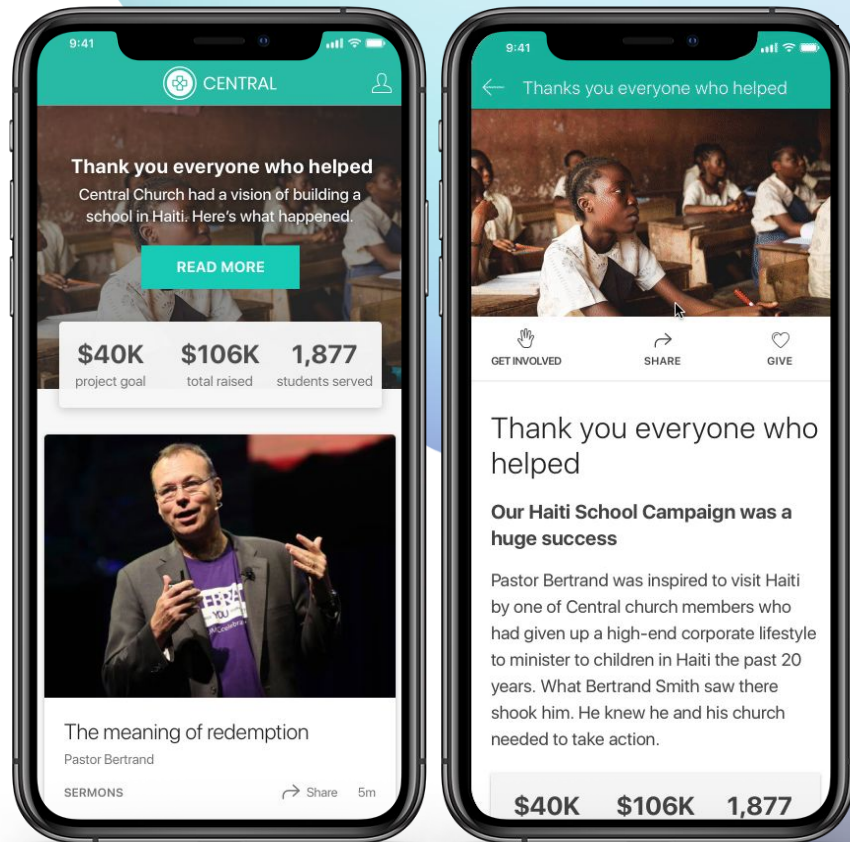


Church Management

- Comprehensive church management system
- Groups, Events, Check-in, Service Planning & Processes
- Giving dashboards & analytics

Encouraging participation outside of the four walls of church

Pushpay gets communities plugged in and involved. Users can find small groups in their area and other events happening throughout the week. Customers can make sermon content or livestream available for people to catch up on a missed service if they couldn't make it on Sunday.



The industry exclusive LEAD mobile app



LEAD.

Know the story of your people

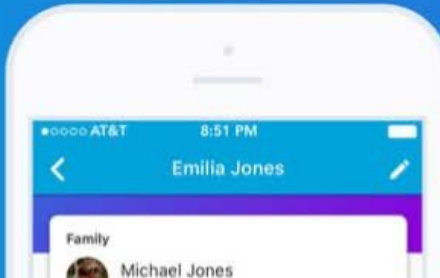
★★★★☆ 51

OPEN

View and contact
your people



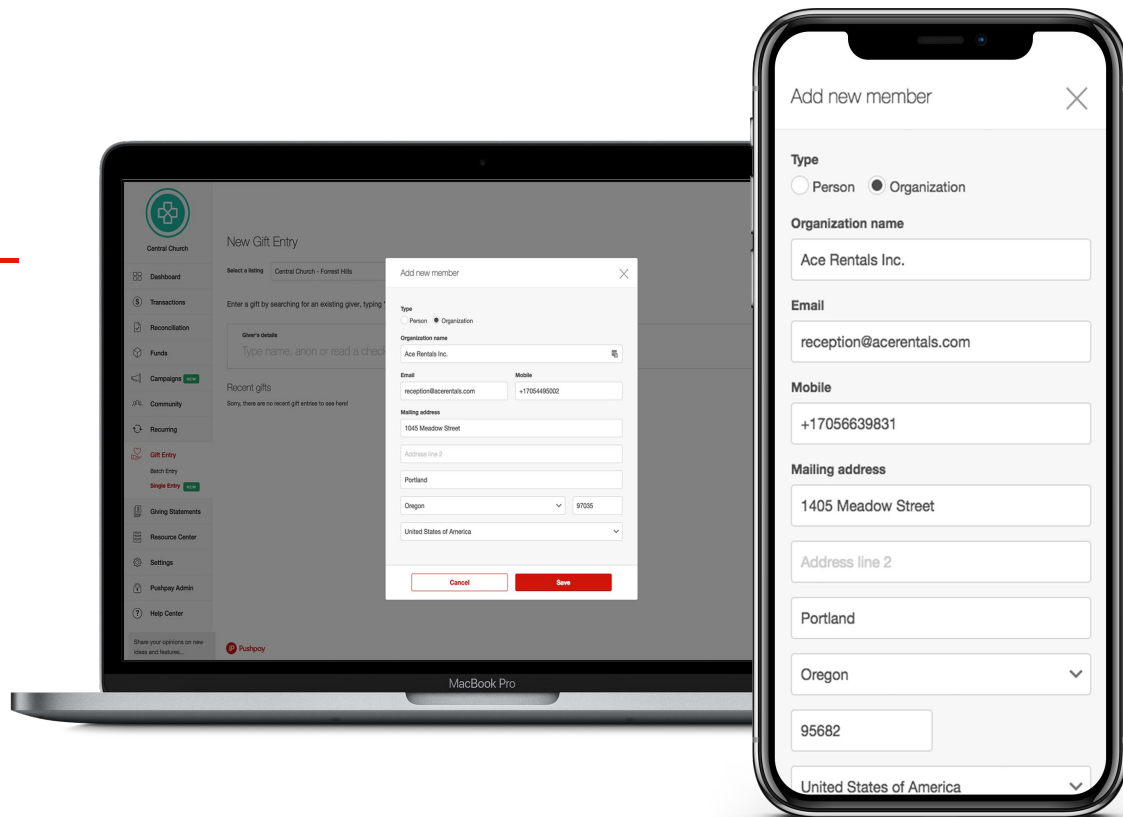
Quickly understand
their involvement



Connect with members
of your groups

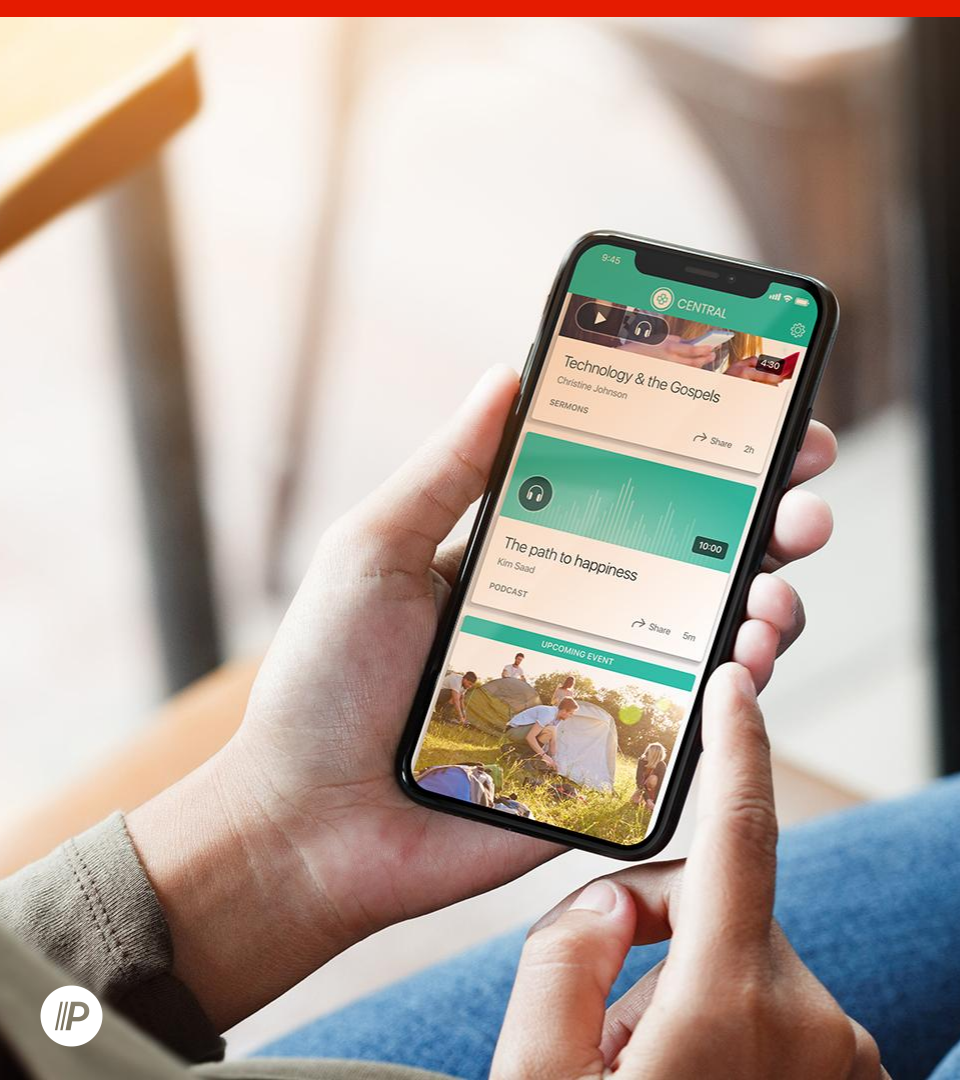


Seamless
workflows
between tools –
connecting the
ecosystem





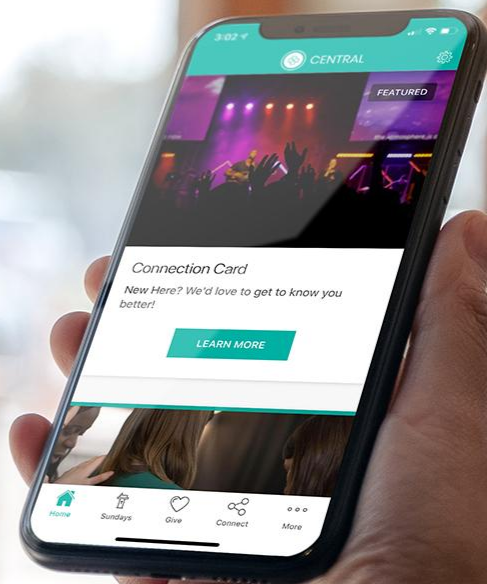
Pushpay's suite
will continue to
help churches
engage and
increase online
community



No one is investing more to serve the Catholic Church than Pushpay

Late in 2019, our Company leadership agreed to a multi-million dollar, multi-year investment to become the platform of choice. In 2021 and beyond, we will add nearly **50 roles in our Company specifically to better serve the US Catholic church.**

Pushpay will be
the tool of choice
for measuring,
understanding
and activating
community
member
engagement

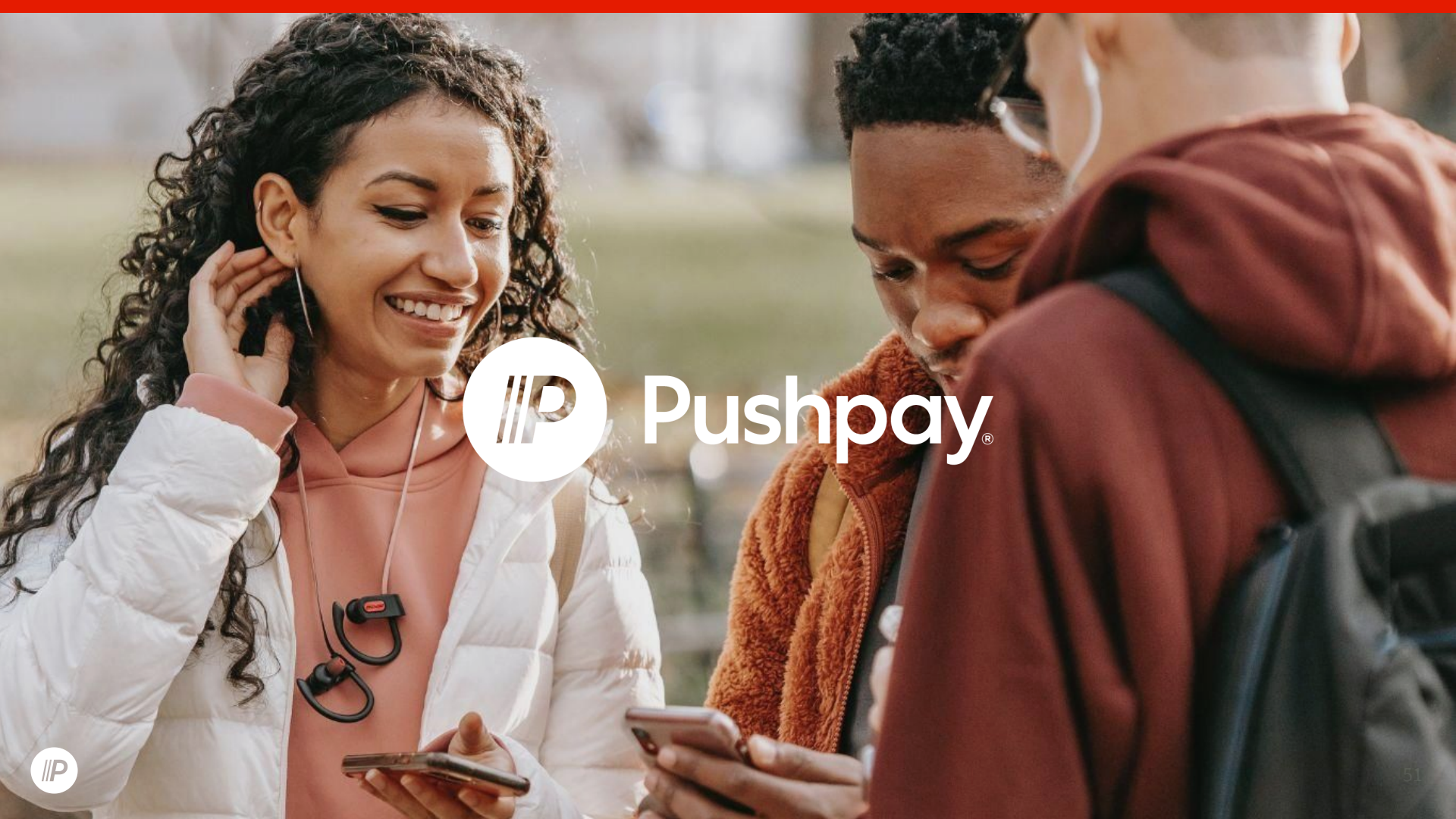


Pushpay product demo

Stephen Lenahan,
Catholic Market Sales Manager



Q&A



Pushpay[®]

