

Straker Translations Limited
Level 2
49 Parkway Drive
Rosedale 0632
NEW ZEALAND

ARBN: 628 707 399
Ph: +64 9 801 0648

www.straker.com.au
investors@straker.com.au

ASX and MEDIA RELEASE

16 September 2021

Technology Showcase Webinar

Auckland, New Zealand – Straker (ASX: STG), a leading technology-driven global localisation provider is hosting a technology showcase webinar at 2pm on Thursday 30th September 2021.

Straker's advanced RAY technology has enabled them to win global deals with customers like IBM, Ingersoll Rand, Nike, SEAT and Mars to name a few.

- Hear directly from Straker's front line team on how our technology is being utilised by customers to automate, reduce costs and simplify the localisation process.
- Learn how we are delivering localisation automation and efficiencies to IBM where we are 9 months into onboarding their content across more than 55 languages onto our RAY platform.
- Learn how RAY's Lingotek "self drive" translation management system is being utilised by Nike and others and the opportunity in this part of the market for growth.
- Get an update on our technology roadmap, including growing our SaaS revenue base and how we are using technology to offer customers a unique productivity enhancing technology platform and to drive higher margins.

The translation industry is a \$50 billion plus market and is one of the few service industries of this size that is still very fragmented, and has not been consumed by disruptive technology. This presents a huge opportunity for Straker's RAY technology platform to gain significant traction, as proven by IBM going with Straker as a global supplier based on our technology platform.

With forecast revenues of more than \$50m for FY22, up from \$31m in FY21 our technology is driving significant growth opportunities and this webinar will give investors an insight into how we are achieving this.

Webinar Registration Details

When: Thursday Sep 30, 2021 02:00 PM Canberra, Melbourne, Sydney

Topic: Straker Technology Showcase

You will need to register in advance for this webinar at the link below:

https://us02web.zoom.us/webinar/register/WN_3p5oUnLsSBiyn9QTCd48IQ

Authorisation

This announcement has been authorised for release by the Board of Straker Translations Limited.

Corporate:

Grant Straker, CEO & Co-Founder

E: grant@straker.com.au

P: +64 21 512 484

Investors:

Ben Henri

E: ben.henri@mcpartners.com.au

P: +61 473 246 040

David Ingram, CFO

E: david.ingram@straker.com.au

P: +64 21 591 984

About Straker Translations

Based in New Zealand, Straker Translations has established itself as an AI Language Services Agency with world leading AI and data driven technology powering the global growth of businesses. Straker Translations has developed a hybrid translation platform that utilises a combination of AI, machine-learning, and a crowd-sourced pool of freelance translators. The company's cloud-based platform manages the end-to-end translation process, leveraging AI and machine-learning to create a first draft translation and subsequently matching the customer's content with one or more of the approximately 13,000 crowd-sourced human freelance translators for refinement. This process is managed using Straker's proprietary "Ai-Powered RAY" translation platform, which has been developed over eight years and is an enterprise grade, end-to-end, cloud-based platform. By leveraging machine translations and its big data assets, Ai-Powered RAY enables the delivery of faster and more accurate translations, lowering the time and cost to deliver versus traditional translation services. The platform can be integrated directly into customers' systems and consists of a customer dashboard, machine translation integration and modules for assisting and managing translators. For more information please go to www.straker.com.au