

whispir

October 2021

Q1 FY22 Activities Update

– Investor presentation

A S X W S P



Whispir today

A global scale SaaS company providing a communications workflow platform that automates interactions between organisations and people to innovate engagement and solve a growing range of business challenges.

3 Regions

Leading industry channel partners provide efficient routes to market

834 Customers
























33 net new customers through Q1FY22

60 Countries

Global customer base

241 Staff

More than 30 new people joined Whispir through Q1FY22

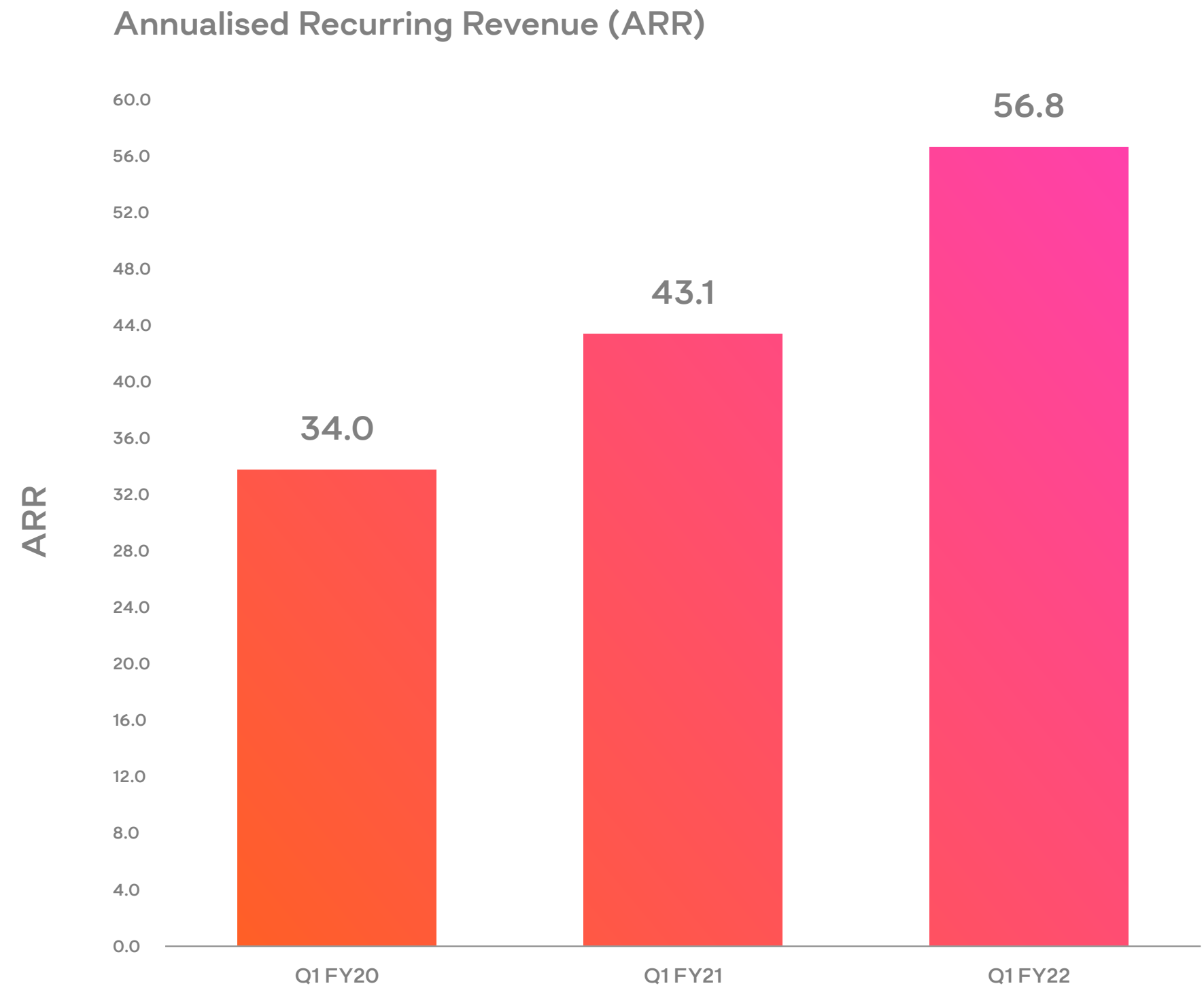
New customers	Growth customers	Channel partners
 	 	 
 	 	 
 	 	 
 	 	 

Growth in Annualised Recurring Revenue

Loyal customers drive sustainable growth in ARR

This impressive result is driven by strong customer retention and new customer acquisition

- ARR of \$56.8 million in Q1 FY22
- 31.8% growth vs PCP



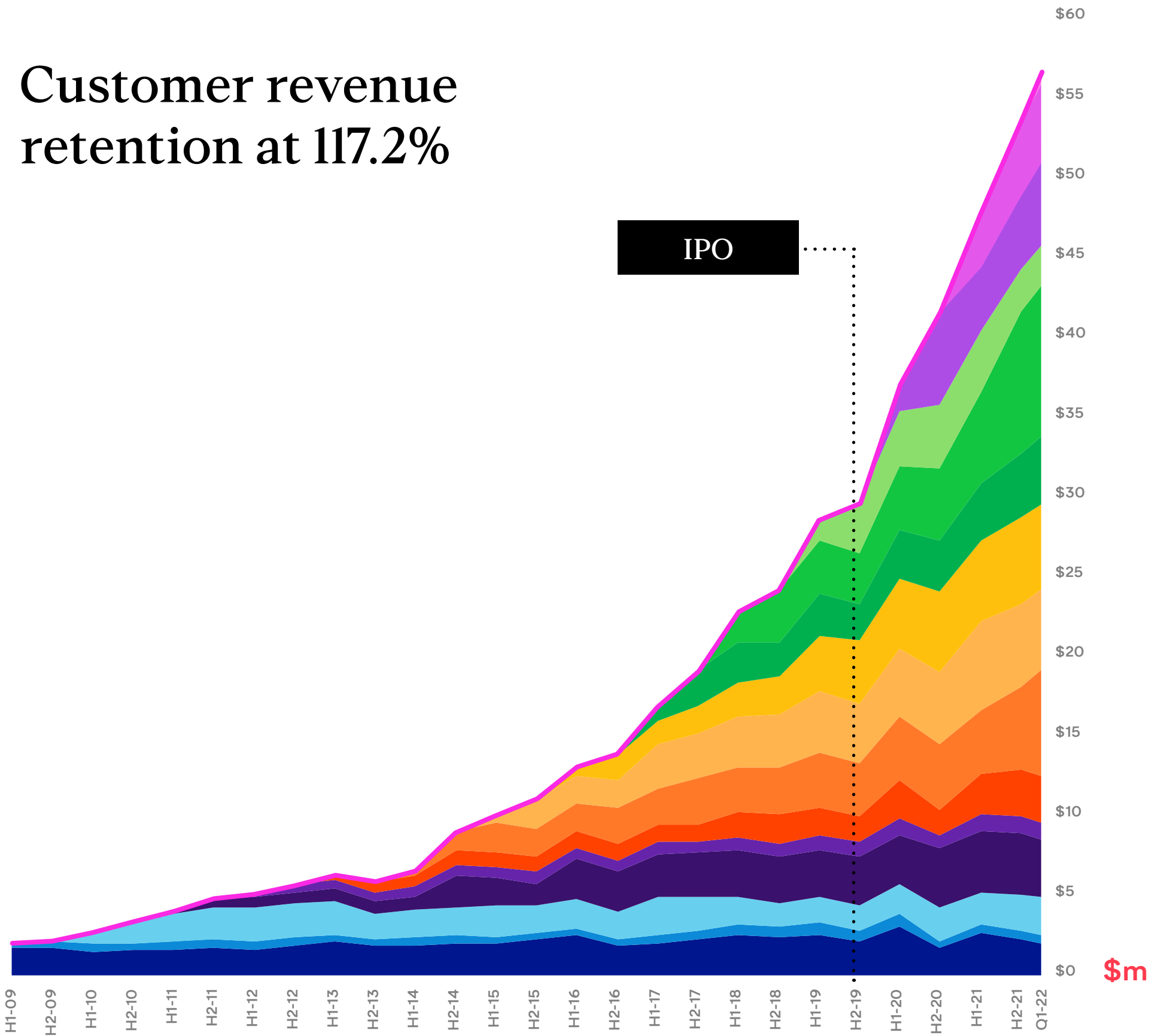
Enviably growth across our install base

Customer revenue retention continues to improve as our install base grows stickier over time

Organic growth underpinning future revenue surety

- A strong outcome driven by Whispir’s customer-centric approach, product satisfaction and a successful land & expand strategy
- Compelling growth in year-on-year customer revenue retention across the install base as customers continue to expand existing and adopt new use cases

Customer revenue retention at 117.2%



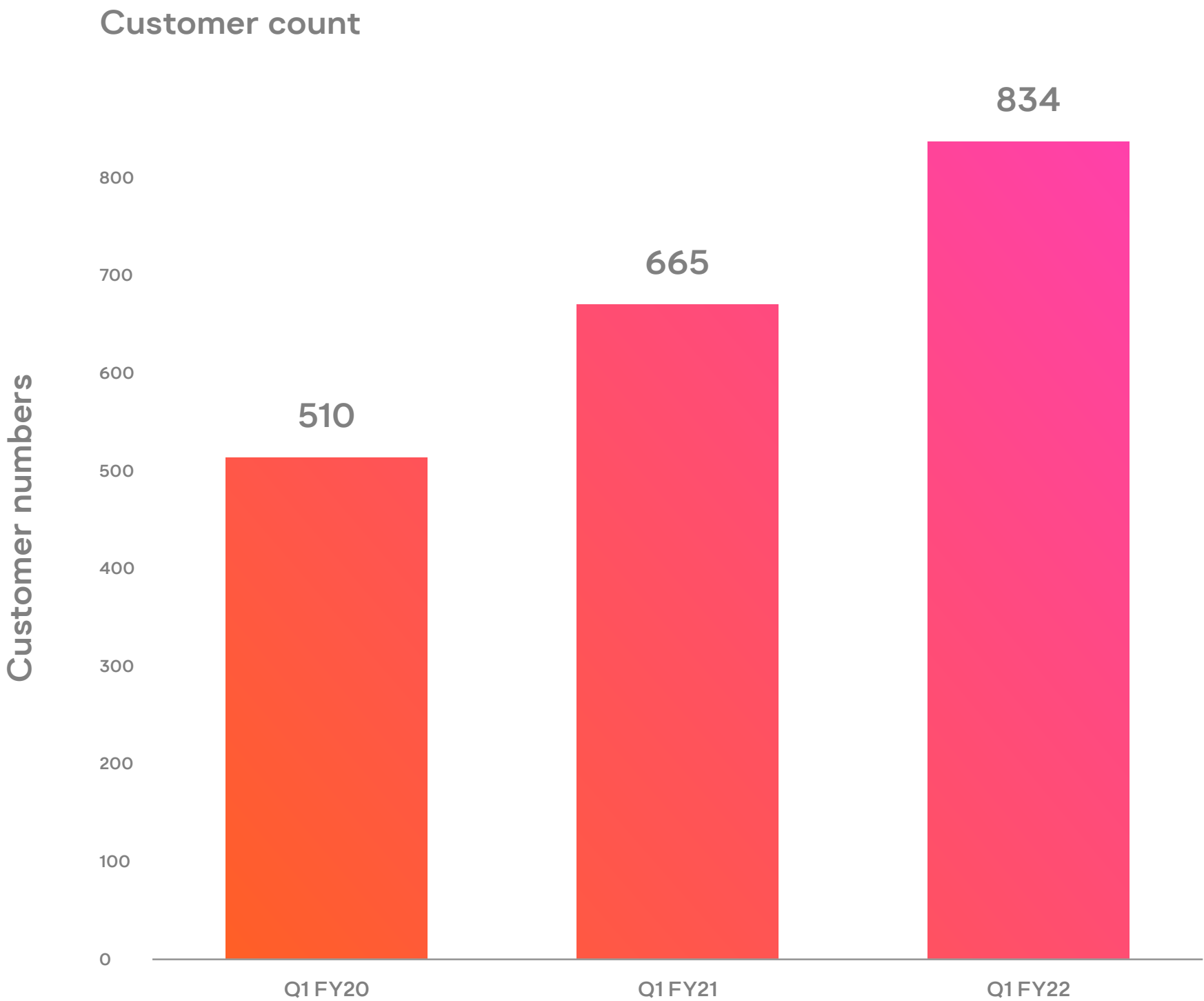
*Excludes fluctuating transactional customers, also ARR is on a gross basis

Customer growth

33 net new Customers signed and activated over the last quarter

Reflecting the growing trend toward digitised, automated and personalised two-way communication that is engaging

- 33 net new customers in Q1 FY22
- Total customers at 834; growth of 25.4% vs PCP



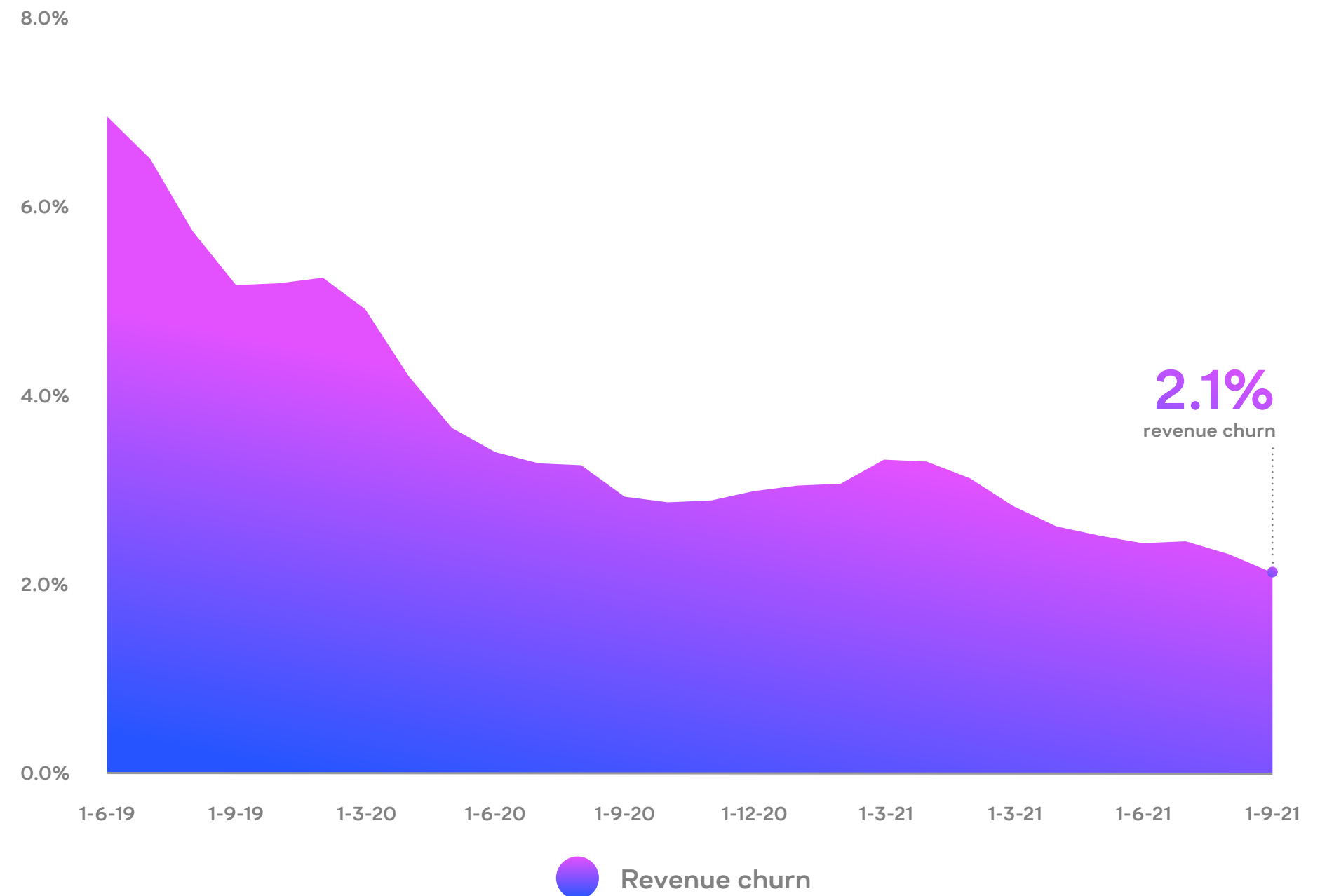
Revenue and customer churn

Both of these key metrics continue to decline, highlighting the confidence our customers have in our platform and our people

Lower revenue and customer churn fortifies ARR growth

- 2.1% revenue churn, 28.6% lower than PCP
- 6.8% customer churn, 20.2% lower than PCP

Gross revenue churn (3mth avg)



Strong quarterly performance

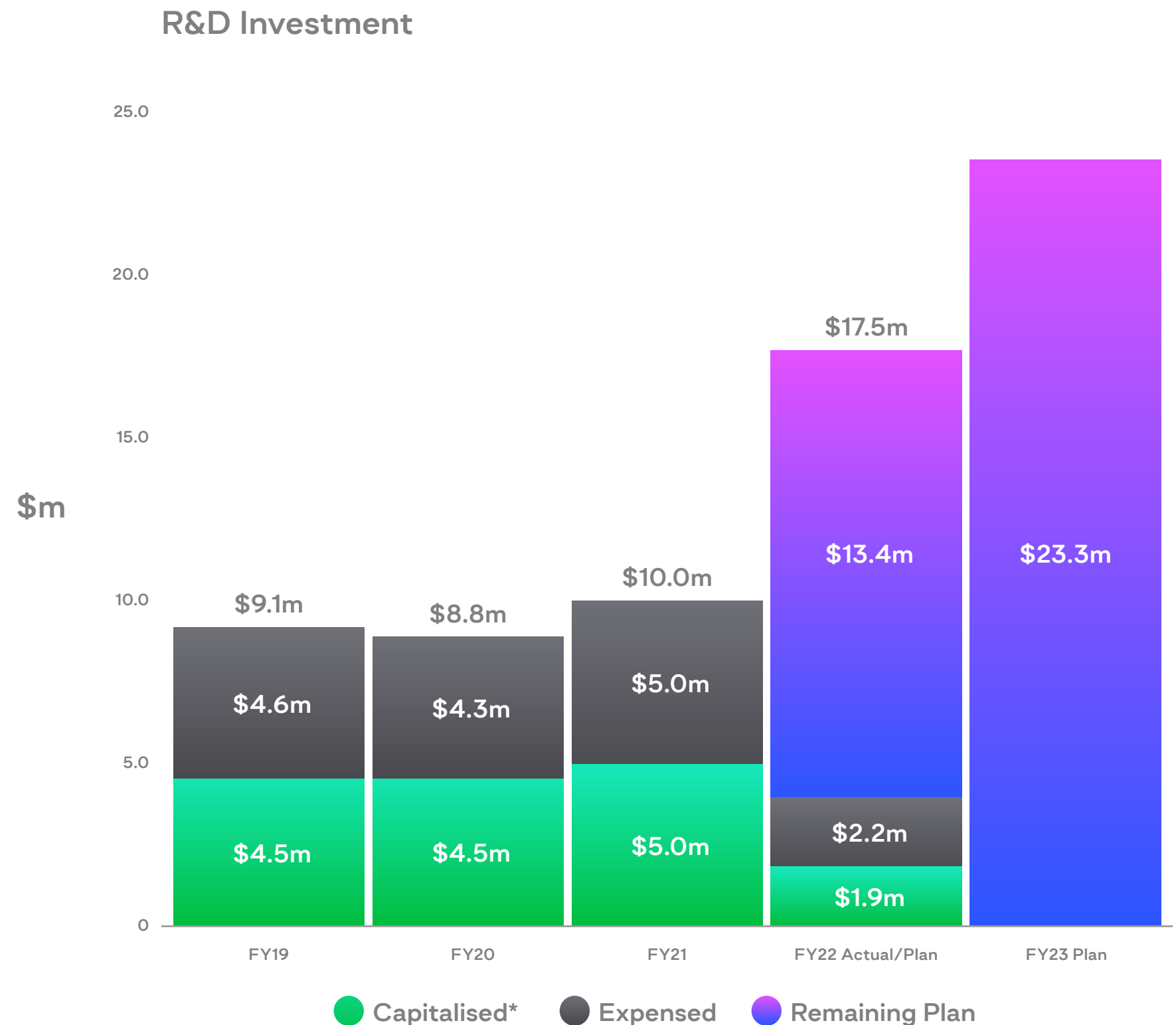
Solid growth in customer cash receipts while operating cash outflows reflect our growth strategy



Continued investment in R&D to realise roadmap initiatives

We are investing responsibly to build real, defensible intellectual property

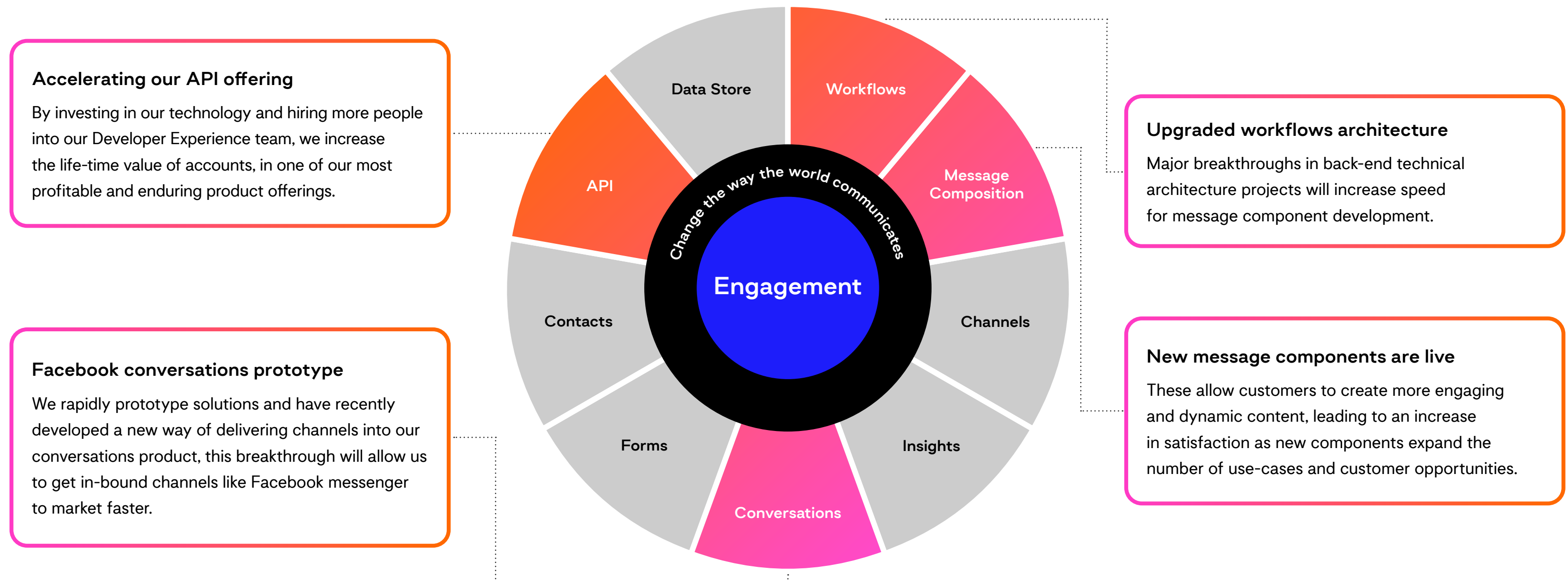
- Building capacity and capability with more than 30 new hires
- Additions to the team onboarded throughout the quarter with additional planned hires to occur during balance of FY22
- As new hires become fully entrenched expectation is for capitalisation rates to increase
- Substantial investment continuing in R&D over next two years in realising Product Roadmap initiatives



*Capitalisation rates are subject to audit and will be disclosed in half year and full year audited financial statements

Aligning product investments to customer outcomes

Greater investment in our people, our products and our customers



Merging product and data science

Widening our moat of competitive advantage

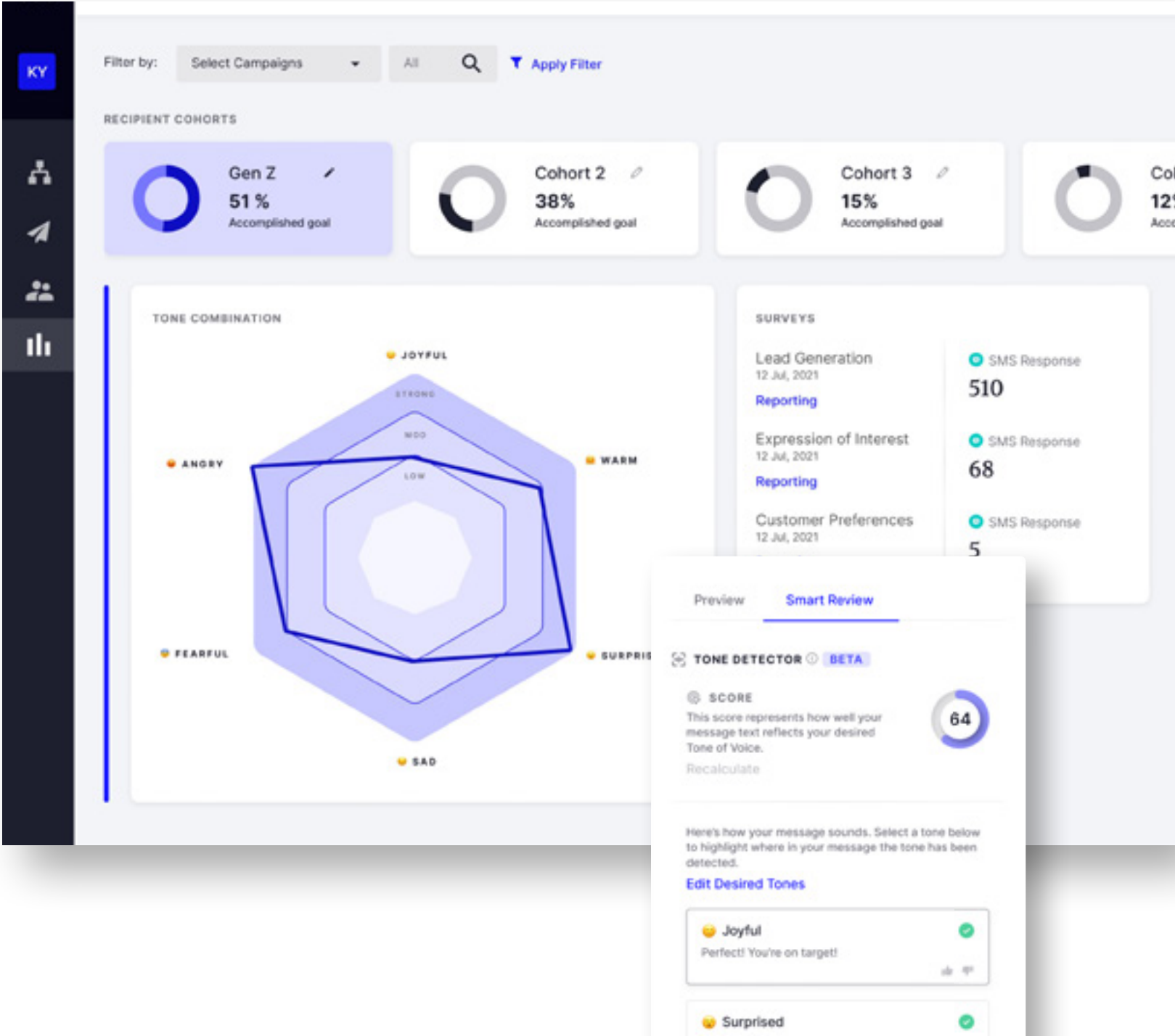


Sophie Hall
Product Manager
Message Composition



Sally Grace, PhD
Data Scientist
AI & Data Team

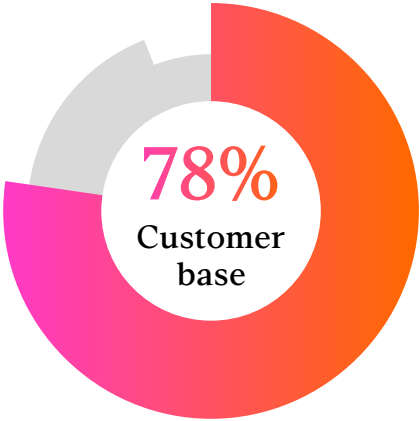
As we continue to uplift our data infrastructure, we accelerate our artificial intelligence & machine learning product capabilities to make Whispir future fit. Now we can create experiences for customers that deliver communications that are more engaging than anything available on the market today.



Australia & New Zealand

Positioning Whispir as the most relevant solution for businesses with digital transformation needs


Whispir continues to assist several State-based government agencies in managing a broad range of communication needs, including vaccination roll-out in some states




78%
Customer base

% of Group

New



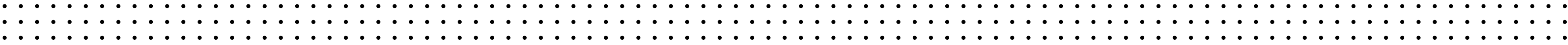
Growth



7 net new customers in Q1

- Telstra Partnership 2.0; working with channel partner ecosystem to expand sales pipe
- Diversifying go-to-market strategy through more digital direct customer acquisition
- Positioning Whispir as the most relevant solution for Digital Transformation projects across high-growth industry personas.

Strategic focus





Whispir is supporting Queensland Health through intelligent communications

Queensland Health is an IT service provider for a number of individual State-based government services, that count on Whispir to provide a wide range of services to meet their unique and specific needs.

Use case

- COVID-19 communications
- Surveys for cancer care patients
- Surgical pre-admission screening tool
- Communications for frontline emergency services

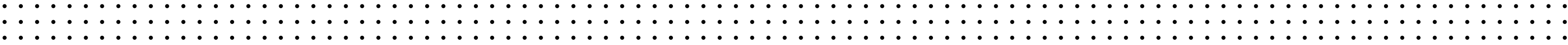
Benefits

- Streamlining communications for state-based services
- 2 way communications provide invaluable information and data to provide the appropriate care
- Automated workflows for appointment reminders
- Allows health services to effectively manage resourcing



Asia

Expanding resources and capability with a focus on Singapore, Indonesia and the Philippines





Increasing readership through digital engagement

Singapore Press Holdings use Whispir to transfer offline readership to digital for their Chinese titles.

Use case

- Leveraging rich messaging capabilities to entice readers through lucky draws, photo submissions and bidding dashboards.
- Generate QR codes in print newspapers links to an online quiz, readers opt in to receive digital communications from SPH
- Integrate with API to provide end users with randomly generated codes to play the game

Benefits

- Creatively utilising SMS and rich message to grow readership, and to transfer existing readers to a digital media
- Whispir is delivering content in multiple languages, including Cantonese and Mandarin



North America

Our largest market opportunity is being realised as we continue to invest in our people and grow awareness of our platform and products

In September, following increased digital investment, demo requests were up 29%. Delivering more qualified leads than ever, which our team is converting into sales.



6%
Customer
base

% of Group

New



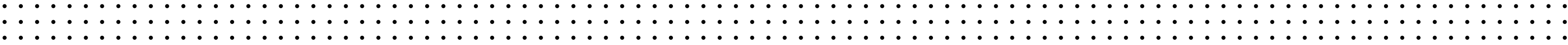
Growth



13 net new customers in Q1

- Strategic marketing delivering qualified inbound sales leads within industry personas
- Investment to expand Whispir’s digital footprint to grow awareness in a large market
- Scaling presence and building more credibility via channel partners (AWS, Vonage, CDW).

Strategic focus





The key to managing multiple local governments

AgVocacy Solutions is a political consulting firm using the Whispir platform to manage community communications on behalf of two local Government agencies in Hawaii.

Use case

- Automated workflows to facilitate end-to-end communications, across multiple channels
- Citizens can directly respond to communications and provide feedback or ask questions via Whispir's rich messaging capabilities

Benefits

- Whispir's Workspaces allow AgVocacy to service each client from their own dedicated account
- Immediate response to natural disasters to better protect the community



FY22 guidance*

Whispir remains on track to achieve guidance

FY22ARR

\$65.4m – \$70.0m

22-31% YOY growth

EBITDA (excl. SBP)

\$(15.5)m – \$(13.0)m

230-177% down on FY21

FY22 Revenue

\$57.2m – \$60.2m

20-26% YOY growth

R&D

\$17m – \$18m

70-80% increase on FY21

*We are providing a range given the current global situation; which provides many opportunities for Whispir, but makes planning and forecasting with certainty – challenging.

Our Purpose

Change the
way the world
communicates



Our Vision

A world where
organisations
communicate
like people



We Believe

Value is created,
when people
are engaged

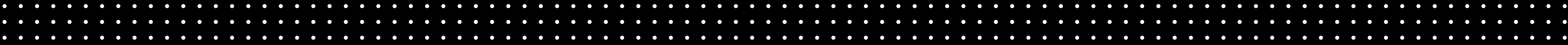


Our Promise

Enabling you to
master connection
and engagement
with other people
at scale



Connect Engage Thrive



Important notice and disclaimer

This presentation is provided for information purposes only. The information in this presentation is in a summary form, does not purport to be complete and is not intended to be relied upon as advice to investors or other persons. The information contained in this presentation was prepared by Whispir Limited (Whispir) as of its date, and remains subject to change without notice. This presentation has been provided to you solely for the purpose of giving you background information about Whispir.

Forward-looking statements

This presentation may include forward-looking statements. Such statements can generally be identified by the use of words such as ‘may’, ‘will’, ‘expect’, ‘intend’, ‘plan’, ‘estimate’, ‘anticipate’, ‘believe’, ‘continue’, ‘objectives’, ‘outlook’, ‘guidance’, ‘forecast’ and similar expressions. Indications of plans, strategies, management objectives, sales and financial performance are also forward-looking statements.

Such statements are not guarantees of future performance, and involve known and unknown risks, uncertainties, assumptions, contingencies and other factors, many of which are outside the control of Whispir Limited (Whispir or Company). No representation is made or will be made that any forward-looking statements will be achieved or will prove to be correct. Actual results, performance, operations or achievements may vary materially from any forward-looking statements. Circumstances may change and the contents of this presentation may become outdated as a result. Readers are cautioned not to place undue reliance on forward-looking statements and Whispir assumes no obligation to update such statements.

No representation or warranty, expressed or implied, is made as to the accuracy, reliability, adequacy or completeness of the information contained in this presentation.

Past performance

Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance.

Information is not advice or offer of securities

This presentation is not, and is not intended to constitute, financial advice, or an offer or an invitation, solicitation or recommendation to acquire or sell Whispir shares or any other financial products in any jurisdiction and is not a prospectus, product disclosure statement, disclosure document or other offering document under Australian law or any other law. This presentation also does not form the basis of any contract or commitment to sell or apply for securities in Whispir or any of its subsidiaries. It is for information purposes only.

Whispir does not warrant or represent that the information in this presentation is free from errors, omissions or misrepresentations or is suitable for your intended use. The information contained in this presentation has been prepared without taking account of any person’s investment objectives, financial situation or particular needs and nothing contained in this presentation constitutes investment, legal, tax or other advice. The information provided in this presentation may not be suitable for your specific needs and should not be relied up on by you in substitution of you obtaining independent advice. Subject to any terms implied by law and which cannot be excluded, Whispir accepts no responsibility for any loss, damage, cost or expense (whether direct, or indirect, consequential, exceptional or special damages including but not limited to loss of revenue, profits, time, goodwill, data, anticipated savings, opportunity, business reputation, future reputation, production or profit, any delay costs, economic loss or damage) incurred by you as a result of any error, omission or misrepresentation in this presentation.

Preparation of information

All financial information has been prepared and reviewed in accordance with Australian Accounting Standards. Certain financial data included in this presentation is ‘non-IFRS financial information’. The Company believes that this non-IFRS financial information provides useful insight in measuring the financial performance and condition of Whispir. Readers are cautioned not to place undue reliance on any non-IFRS financial information including ratios included in this presentation.

Presentation of information

- Currency All amounts in this presentation are in Australian dollars unless otherwise stated.
- FY refers to the full year to 30 June.
- Rounding Amounts in this document have been rounded to the nearest \$0.1m. Any differences between this document and the accompanying financial statements are due to rounding.

Third party information and market data

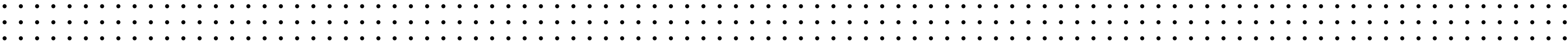
The views expressed in this presentation contain information that has been derived from publicly available sources that have not been independently verified. No representation or warranty is made as to the accuracy, completeness or reliability of the information. This presentation should not be relied upon as a recommendation or forecast by Whispir. Market share information is based on management estimates except where explicitly identified.

No liability or responsibility

The information in this presentation is general in nature and is provided in summary form and is therefore does not purport to be complete.

To the maximum extent permitted by law, Whispir and each of its affiliates, directors, employees, officers, partners, agents and advisers and any other person involved in the preparation of this presentation disclaim all liability and responsibility (including without limitation, any liability arising from fault or negligence) for any direct or indirect loss or damage which may arise or be suffered through use or reliance on anything contained in, or omitted from, this presentation. Whispir accepts no responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of this presentation, which may affect any matter referred to in this presentation.

This presentation should be read in conjunction with Whispir’s other periodic and continuous disclosure announcements lodged with ASX.



Glossary

Profit or loss

- **Software revenue:** revenue generated from collecting contracted monthly licence and transaction fees from customers based on a contracted fee per user and cost per transaction;
- **Professional services revenue:** professional fees in respect of implementation, configuration, training and integration fees;
- **Cost of service:** the costs relating to the delivery of the software including the costs of running the data centre, wages and salaries of data centre based Whispir staff and the carrier cost in delivering transactions;
- **Gross profit:** total revenue less cost of services;
- **EBITDA:** earnings (or losses) before interest, income tax, depreciation and amortisation. Amortisation of contract acquisition costs are included within EBITDA. Management uses EBITDA to evaluate the operating performance of the business. EBITDA can be useful to help understand the cash generation potential of the business. EBITDA should not be considered as an alternative to measures of cash flow under IFRS and investors should not consider EBITDA in isolation from, or as a substitute for, an analysis of the results of Whispir’s operations; and
- **EBIT:** earnings (or losses) before interest and income tax.

Definitions

- **TAM:** Total Addressable Market;
- **SME:** Small to Medium Enterprise;
- **SMB:** Small to Medium Business.

Cash flow

- **Capitalised development:** proportion of the wages and salaries of employees whose activities relate to the development of software;
- **Capital expenditure:** investment in property, plant and equipment including leasehold improvements and IT equipment;
- **Working capital:** trade and other receivables, contract acquisition costs, other current assets, less trade and other payables and income received in advance;
- **Operating cash flow:** EBITDA after the removal of non-cash items in EBITDA (such as share-based payments, amortisation of contract acquisition costs and net foreign exchange difference) less net interest paid and changes in working capital; and
- **Free cash flow:** operating cash flow less capital expenditure.

Financial metrics

- **Gross margin:** gross profit divided by revenue expressed as a percentage;
- **EBITDA margin:** EBITDA expressed as a percentage of total revenue;
- **EBIT margin:** EBIT expressed as a percentage of total revenue;
- **Contract acquisition cost:** commission and other direct costs incurred in winning new customers;
- **Customer acquisition cost (CAC):** expenses directly incurred in winning new customers, which includes the contract acquisition costs, divided by the total number of new customers won in the period;
- **Customer revenue retention %:** revenue earned from customers in a year divided by the revenue from the same customer cohort in the corresponding prior year;
- **Customer churn %:** number of customers lost in the last twelve months (LTM) divided by number of opening customers in the period;
- **Revenue churn %:** Opening MRR of customers churned in LTM compared to opening MRR of customer cohort;
- **Lifetime value of customer (LTV):** ARR per customer multiplied by the gross margin for the period, divided by the customer churn in the period. The LTV of the customer cohort represents the LTV multiplied by the number of customers at the period end;
- **Annualised recurring revenue (ARR):** recurring revenue from the final month in a period (licence and transaction revenue) adjusted for Monthly Messaging Days multiplied by 12 months;
- **Monthly Messaging Days:** monthly messaging days vary each month depending on days within the transactional billing cycle (26th day to the 25th day of the reporting month). To enable monthly comparisons on a consistent basis, ARR and related SaaS metrics are adjusted to a standard number of days per month to remove this volatility. The standard month is 30.4 days (365 days / 12 months); and
- **Research and development % spend of revenue:** The total of the research and development expenditure recorded in the statement of profit or loss (excluding amortisation) and the capitalised spend in the period divided by revenue.

