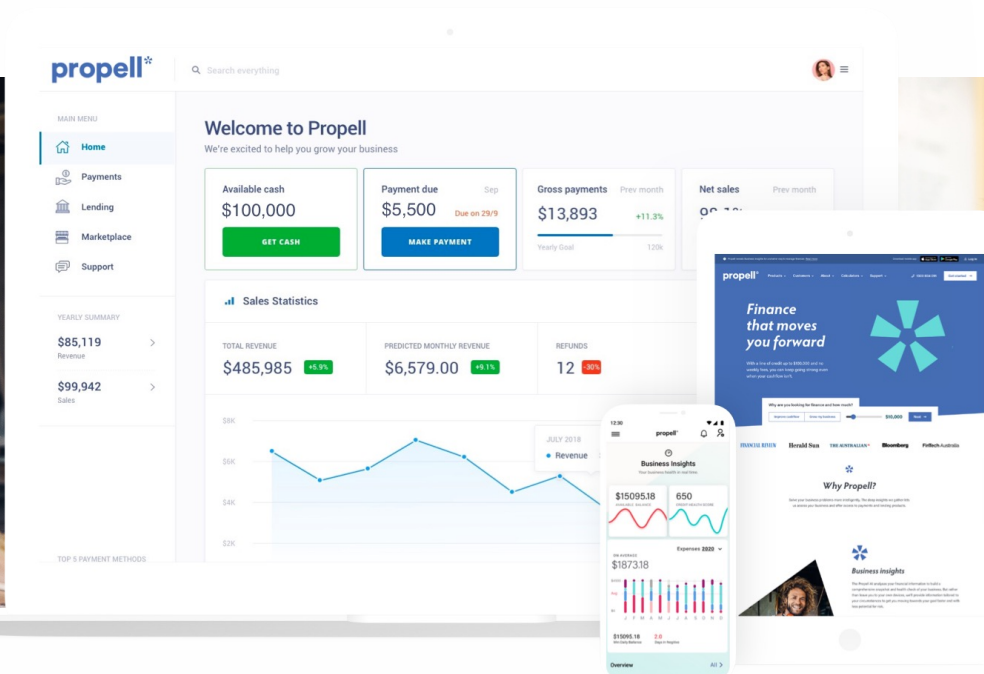




## Smart Finance Platform for Small Businesses

April 2022 Investor Presentation



Michael Davidson | CEO

L2 307 Queen Street Brisbane | [ceo@propellme.com.au](mailto:ceo@propellme.com.au) | 1300 804 091

# Disclaimer

The following notice and disclaimer applies to this investor presentation (Presentation or document) and you are therefore advised to read this carefully before reading or making any other use of this Presentation or any information contained in this Presentation.

By accepting this Presentation you represent and warrant that you are entitled to receive the Presentation in accordance with the restrictions, and agree to be bound by the limitations, contained within it.

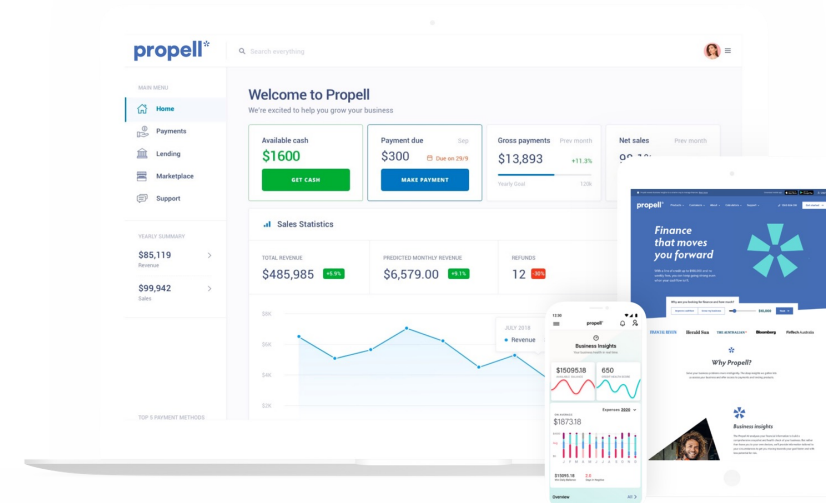
This Presentation has been prepared and is issued by Propell Holdings Limited ACN 614 837 099 (Propell or the Company) and is dated 11 April 2022

## Summary Information

This Presentation contains summary information about the Company and its activities current as at 11 April 2022. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all information which a prospective investor may require in evaluating a possible investment in the Company or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act. The historical information in this Presentation is, or is based upon, information that has been released to the ASX. This Presentation should be read in conjunction with the Company's other periodic and continuous disclosure announcements lodged with the ASX, which are available at [www.asx.com.au](http://www.asx.com.au).

# About Propell

# Propell – The Finance Super App for Small Businesses



*The only multi-product financial services platform targeted at addressing all financial needs of Australian small business owners, in one simple app.*

# Company Highlights

- \* **Multi-financial-product platform** targeted at **all needs of small business owners**, all in one simple app
- \* **1,700 businesses on the platform** and growing exponentially at >30% per quarter
- \* Working with **leading industry partners** like Square, Stripe, Zip to offer high quality finance solutions on one platform
- \* **Platform technology in place** to quickly launch new products for deeper customer base penetration
- \* **Pathway towards profitability** through scale, using highly automated processes and 100% digital experience

# Challenges for small business owners

## NEED

## TYPICAL PAIN POINTS

## CHALLENGES FOR SMALL BUSINESSES

Financial Insights

*“How healthy are my finances?”*

✱ Lack of financial knowledge

Financing

*“How do I finance this?”*

✱ No time/resources

✱ Large banks cumbersome to deal with & don’t understand small businesses

Payments

*“How can I make it easy for my customers to pay me quickly?”*

✱ Fintech’s only provide limited product range each, leading to dispersed setup

Accounts & Cards

*“How do I handle the daily ins and outs of my business?”*

✱ Quick fixes (e.g. use of personal cards) can exacerbate problems

# The platform addressing these challenges

## PARTNERSHIPS

### CURRENT



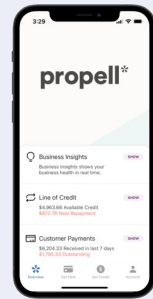
### Partnerships

### POTENTIAL FUTURE



## PLATFORM

### FRONT END



# propell\*

- \* Highly **automated processes**
- \* Built to **quickly add** new products and partnerships
- \* Client only sees **one simple app** with Propell products
- \* **Data** focus
- \* Deep data providing **valuable, personable insights** to clients and management
- \* **Premium partners** in backend development

### BACK END



## PRODUCTS

Insights

Financing

Payments

Account & Card<sup>1</sup>

SMALL  
BUSINESS  
CLIENTS

# How our Platform addresses customer needs

NEED	PAIN POINT	PROPELL PRODUCT <sup>1</sup>
Financial Insights	<i>"How healthy are my finances?"</i>	<ul style="list-style-type: none"> <li>❖ Credit insights</li> <li>❖ Cash flow insights / trends</li> <li>❖ Payments, lending and transaction reporting</li> <li>❖ Product suggestion / placement</li> <li>❖ Accounting package integration</li> </ul>
Financing	<i>"How do I finance it?"</i>	<ul style="list-style-type: none"> <li>❖ Line of credit (6/12 months)</li> <li>❖ Equipment financing</li> <li>❖ Overdraft</li> <li>❖ Invoice financing</li> <li>❖ Cash flow financing / Merchant Cash Advance</li> </ul>
Payments	<i>"How can I make it easy for my customers to pay me quickly?"</i>	<ul style="list-style-type: none"> <li>❖ Card (Visa, Mastercard, AMEX)</li> <li>❖ BNPL (Zip, Afterpay)</li> <li>❖ Mobile Terminal</li> <li>❖ Online payments</li> <li>❖ MOTO and In-App</li> <li>❖ Smart Terminal, SoftPOS, Crypto-processing</li> </ul>
Card & Account	<i>"How do I handle the daily ins and outs of my business?"</i>	<ul style="list-style-type: none"> <li>❖ Transactional accounts</li> <li>❖ Virtual &amp; physical Debit &amp; Credit cards</li> <li>❖ Business expense management</li> <li>❖ Corporate card / spend control</li> <li>❖ Multi-banking</li> <li>❖ Smart Terminal, SoftPOS, Crypto wallet</li> </ul>

**propell\***

## BENEFITS

- ❖ All pain points addressed
- ❖ Fast & easy process
- ❖ One simple app
- ❖ 100% digital



# Case study – Jane’s plumbing business

## MEET JANE...

- \* Owns plumbing business with 5 FTEs
- \* Just won big contract, needs to buy inventory now, but no cash on hand
- \* Management of her business is messy and distracting (but cash shortage is the burning need)



Credit: Prowess.org.uk

## 1. IMMEDIATE USER EXPERIENCE

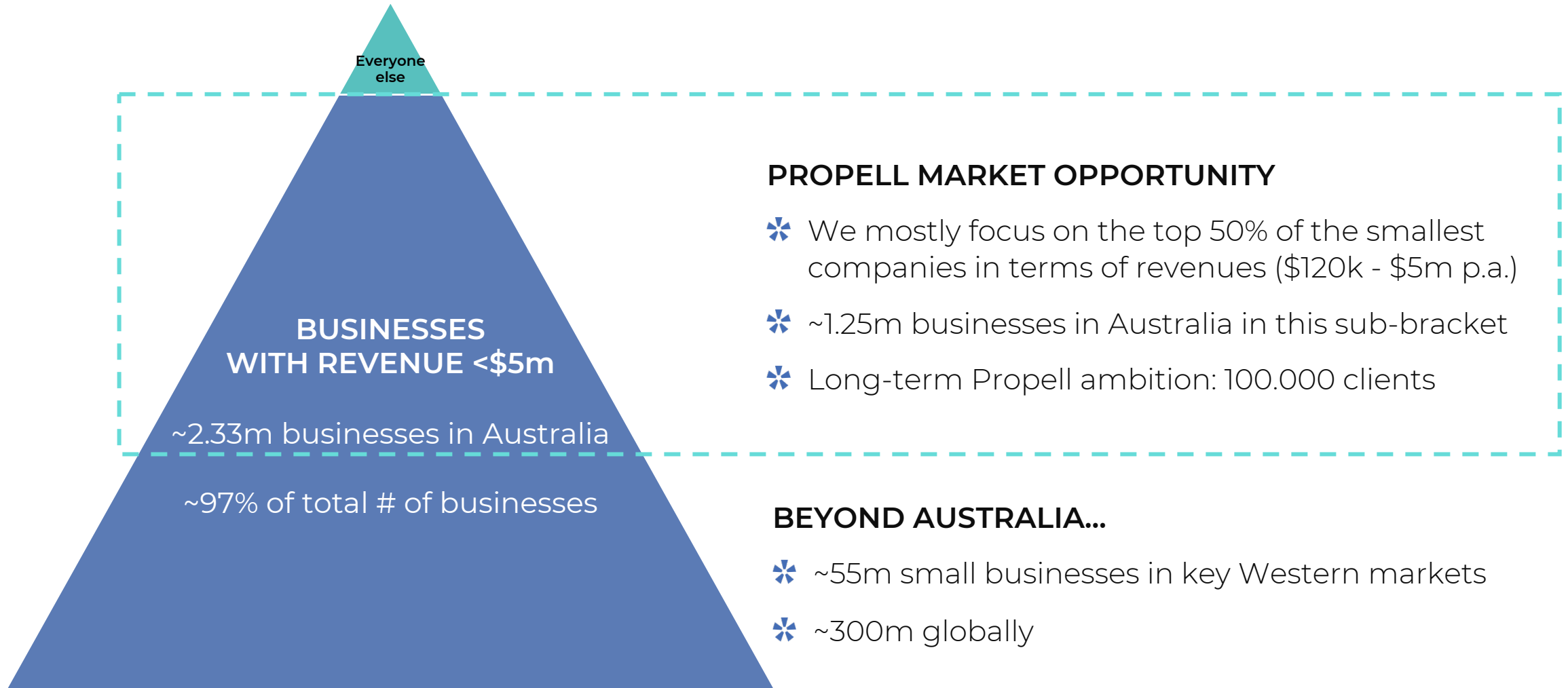
- \* **5 mins sign-up** via app, all digital, no paperwork
- \* Business Pulse gathers info and provides her with **valuable immediate insights** (e.g. credit score)
- \* **Instant credit pre-approval**
- \* Money available **same day**

## 2. FOLLOW-ON USER EXPERIENCE

- \* Based on her data feed, **app suggests further products** e.g. payment options, account & card<sup>1</sup>
- \* Jane learns she can **address all her needs**, e.g.
  - \* Offer her clients multiple **payment options**
  - \* **Issue cards<sup>1</sup>** to her employees to manage expenses

# Market Opportunity

# Market opportunity

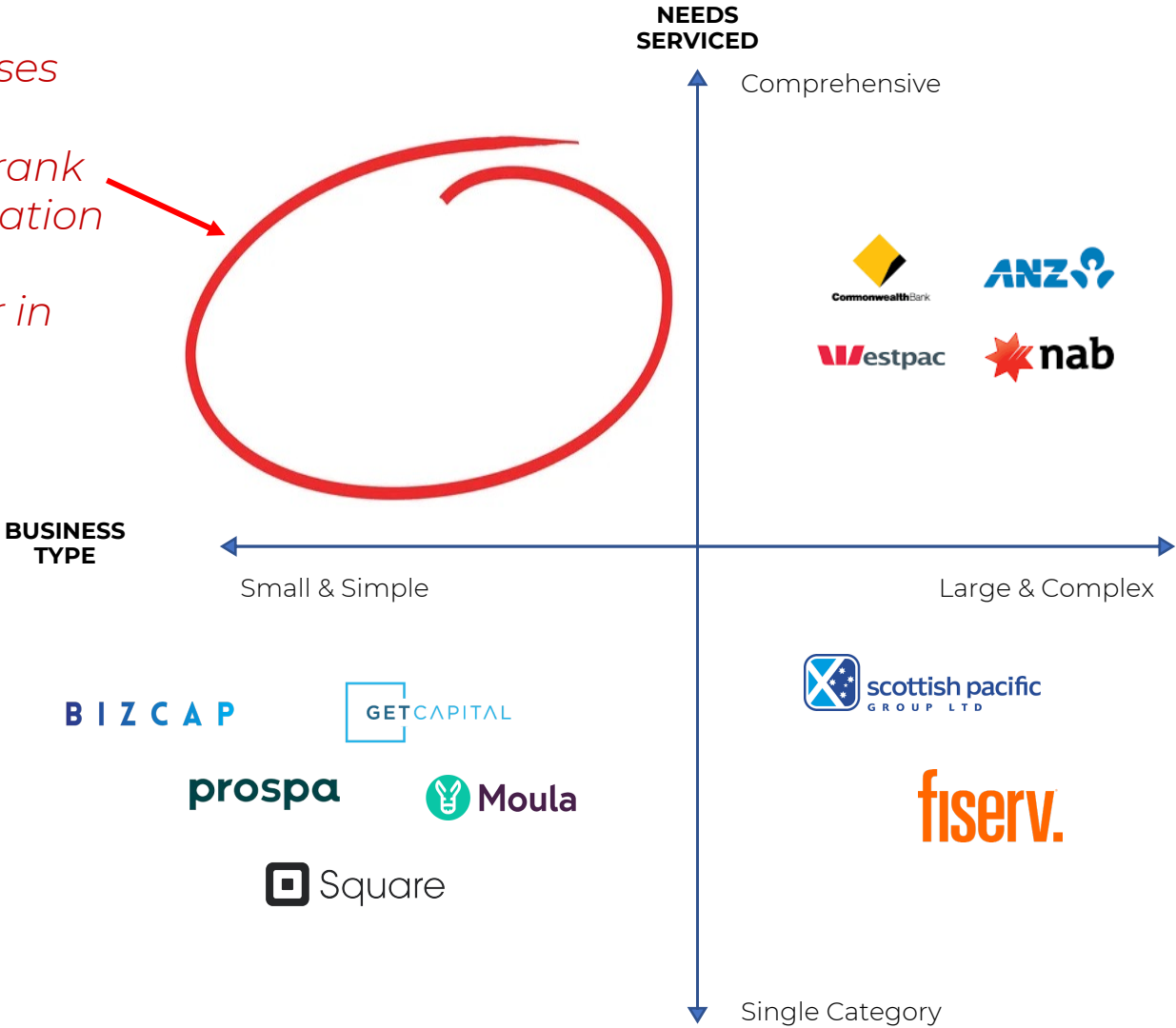


# Competitive environment

Millions of small businesses

Speed and accessibility rank above price and optimisation

Propell the sole operator in this space



# Company Update

# Where we stand on our growth journey

## CUSTOMER

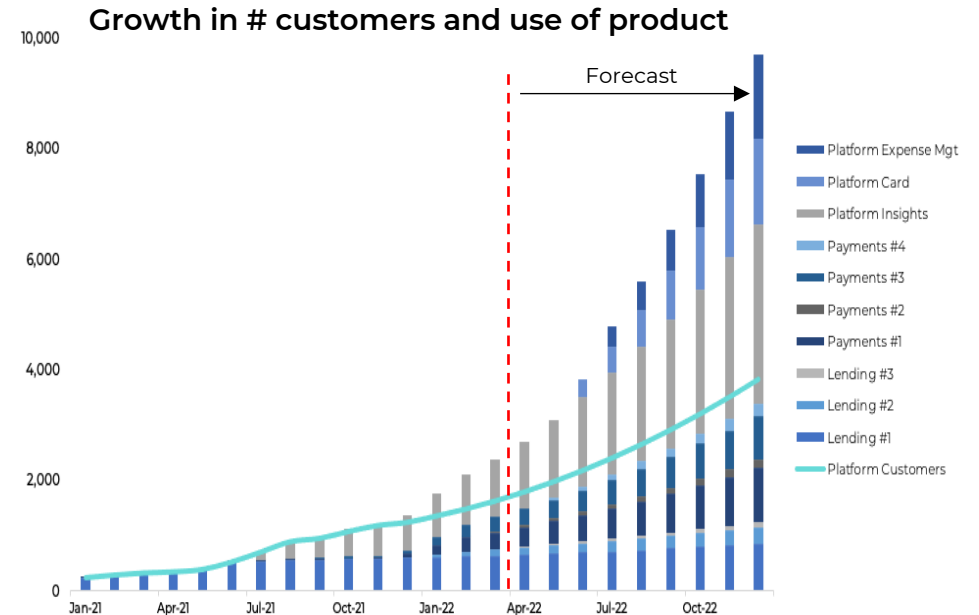
- \* **>1,700 clients** on the platform, ahead of plan & growing **exponentially** at >30% QoQ
- \* **Lending rising fast** and at attractive margins
- \* **Partnerships** and new acquisition channels to boost customer growth further

## PRODUCT

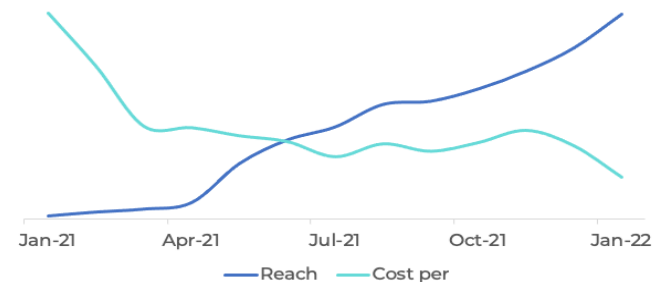
- \* **# products used per client** up and rising
- \* Revenue driven by finance product with several **new products** planned
- \* Every new product added can be **immediately sold** to all platform clients

## PROCESS

- \* **Fully automated processes** means scaling fast with very limited headcount added
- \* E.g. cost of acquiring one client has **reduced substantially** over past year



## Decrease in customer acquisition cost



# Revenue model

PRODUCT RANGE	CURRENT	FUTURE	
Financial Insights	FREE	<ul style="list-style-type: none"><li>❖ SaaS fees for premium insights and services</li></ul>	
Financing	<ul style="list-style-type: none"><li>❖ Interest income from existing Line of Credit product</li></ul>	<ul style="list-style-type: none"><li>❖ Interest income from further financing products (overdraft, invoice, equipment financing)</li></ul>	<i>Main source of revenue for now</i>
Payments	<p>Processing fees on</p> <ul style="list-style-type: none"><li>❖ Cards</li><li>❖ BNPL</li><li>❖ Invoice payment</li></ul>	<ul style="list-style-type: none"><li>❖ Processing fees on new payment options (phone, international)</li><li>❖ Terminal sales fee</li></ul>	
Card & Account	<p>[IN DEVELOPMENT]</p> <ul style="list-style-type: none"><li>❖ Transaction fees</li></ul>	<ul style="list-style-type: none"><li>❖ Subscription fees</li></ul>	

# Future Strategy



# Where we want to go from here

## PLAN

### CUSTOMER

- \* **Organic growth** at falling client acquisition cost
- \* Extra boost through **partnerships**

### PRODUCT

- \* New **financing** products to grow lending book
- \* Business **account & cards**
- \* **SaaS** for premium insights and features
- \* Full **accounting integration** (Xero, MYOB, etc)
- \* Business **expense management**

### PROCESS

- \* Cost efficiency & **scale through technology**
- \* **Cross-selling** of new products
- \* Smart use & monetisation of **data**

## GOALS

100,000 clients in 5 years

*...using a...*

**Finance Super App**

*...provided by a...*

**company that breaks even at a \$30-40m lending book and ready for US expansion**

# Management team and board



**MICHAEL DAVIDSON**

CEO

Michael found his passion for technology and small enterprise early in his career in Australia and UK. He has been CEO of a leading SME payments provider for 5 years, growing the business from mobile payments to in-store payments as well as expanding the alternative payment methods offering. Michael was integral in securing service provider deals with large Australian banks.



**BRETT WAYNE**

CFO

Brett is a highly experienced and strategic finance executive having spent 25 years in the financial services and insurance sectors across Europe and Australia. Brett has a passion for fintech, mostly recently working for one of Australia's leading fintech companies overseeing multiple well known consumer brands.



**SHAWN LOY**

CTO

Shawn has over 20 years' global experience in technology generating real business value through varying IT executive and management positions. He oversaw the launch of a new digital banking platform across three major clients, including core banking, internet banking and loan origination services and led the IT transformation at RACQ Bank.



**BEN HARRISON**

EXECUTIVE CHAIRMAN

Ben has broad experience in advising and investing in companies. He is CIO of alternative asset manager Altor Capital. Ben has been instrumental in numerous successful exits and is actively involved at the board level of investee companies.



**JEREMY LOFTUS**

DIRECTOR

Jeremy's experience spans more than 20 years & has included several ASX listed companies as well as multiple start-ups. Within a diverse range of sectors in Australia, he has contributed in early growth phases through to public listing & beyond, capturing opportunities in equity & debt funding to sustain high growth.

# Investment thesis summary



Vast **market opportunity** with a proven demand for the product, evidenced by exponential growth in client numbers



**Unique positioning** in an underserved segment as sole provider of a finance super app



Significant past **investment in technology paying off** enabling us to onboard clients, products and partnerships quickly and efficiently, at scale



Successful **track record** around delivering on KPIs and product rollouts at or above plan



**Strategy and roadmap** clearly defined with multiple strategic opportunities



# Thank you / Q&A

propellme.com.au

