

CEO Address

 Jcurve Solutions Limited (ASX: JCS)

This presentation is approved for release by the
Jcurve Solutions Ltd. board of directors

Chris King

21st November 2024



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Review.

Simplify.

Add Customers.

Priorities from 2023 AGM



Profitability

10% Operating Margin

BU, Product and Customer Gross Margin

Profitability KPI's for every department.

Identify Op-Ex improvements



Customer Centric Go-to-Market

Customer First! Always!

Customer Centric Go-to-Market & Operating Model

Augmented by Shared services for cost management



Optimise Revenue Mix

\$5M New Business

Increase the contribution from New Business as a % of total revenue

High Value Services



Portfolio Management

Focus on **High Value and High Gross margin** products and services

Maximise growth of Oracle products to installed base

Accelerate development of profitable 'JCurve' software product portfolio



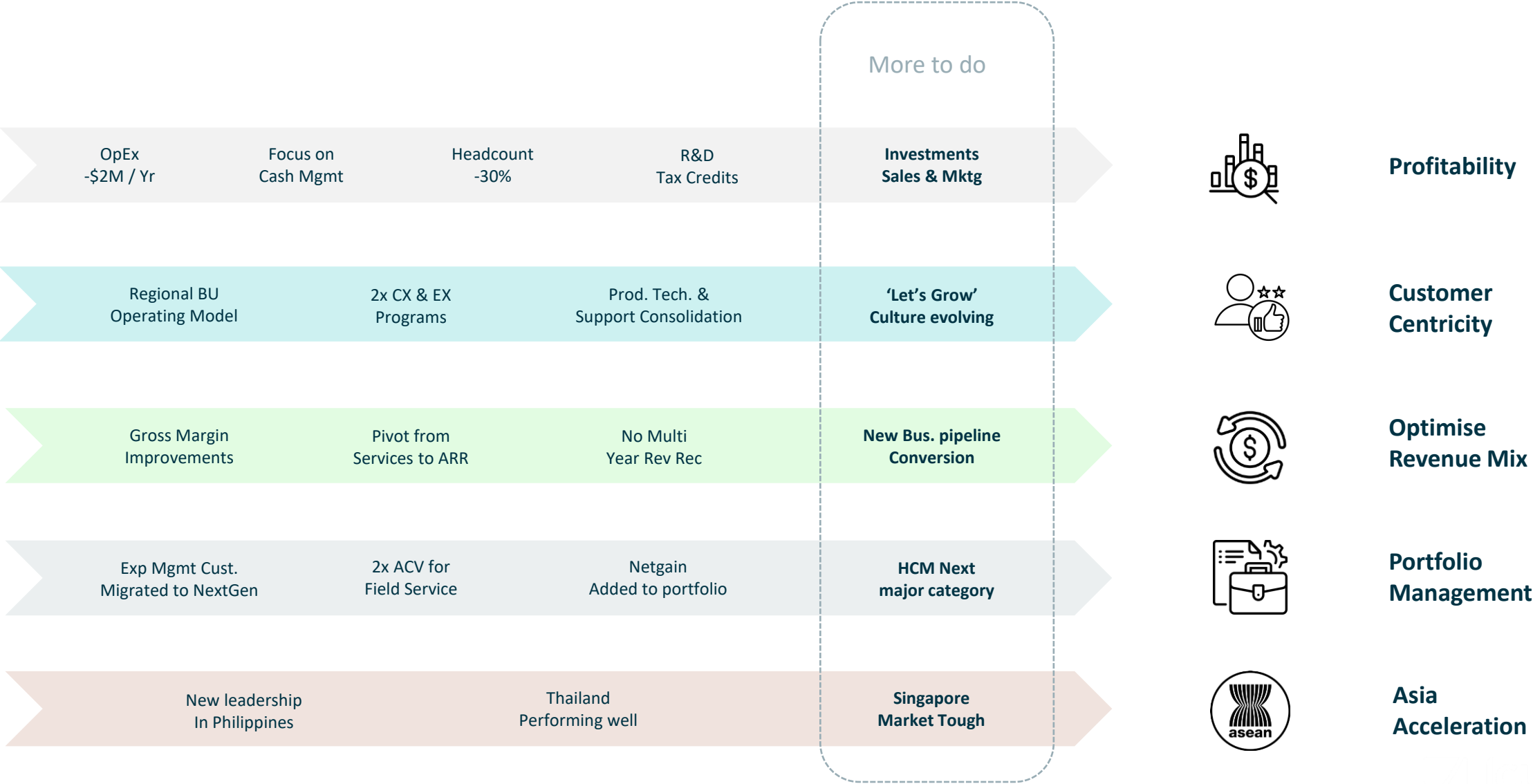
Asia Acceleration

Committed to Asia through our **SG, PH and TH business units**.

Renewed focus on new Customer acquisition.

Actively Investigating acquisitions that will accelerate new business

Priorities Review



Purpose.

Mission.

Strategy.

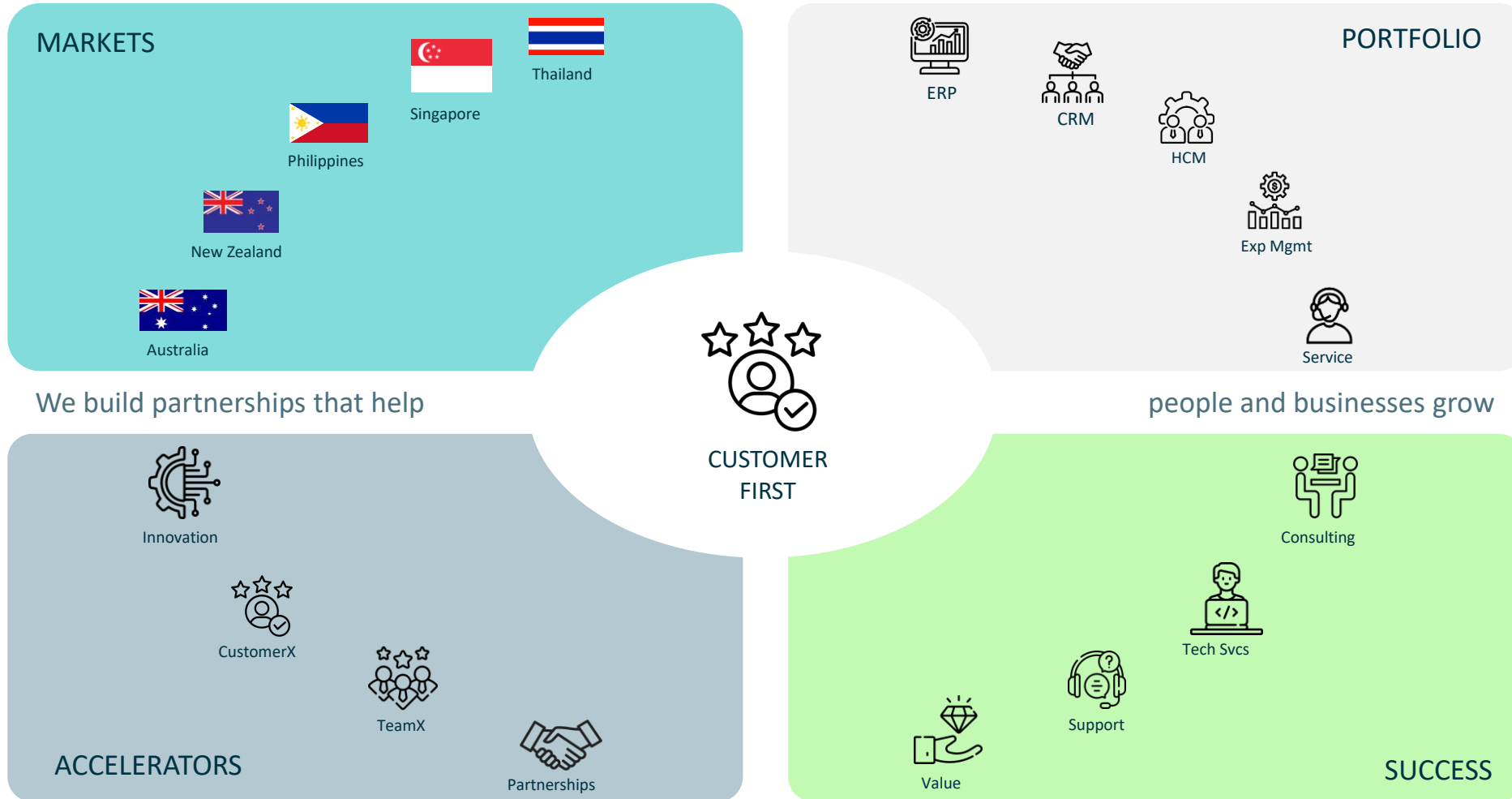
PURPOSE

We build partnerships that help
people and businesses grow.

MISSION

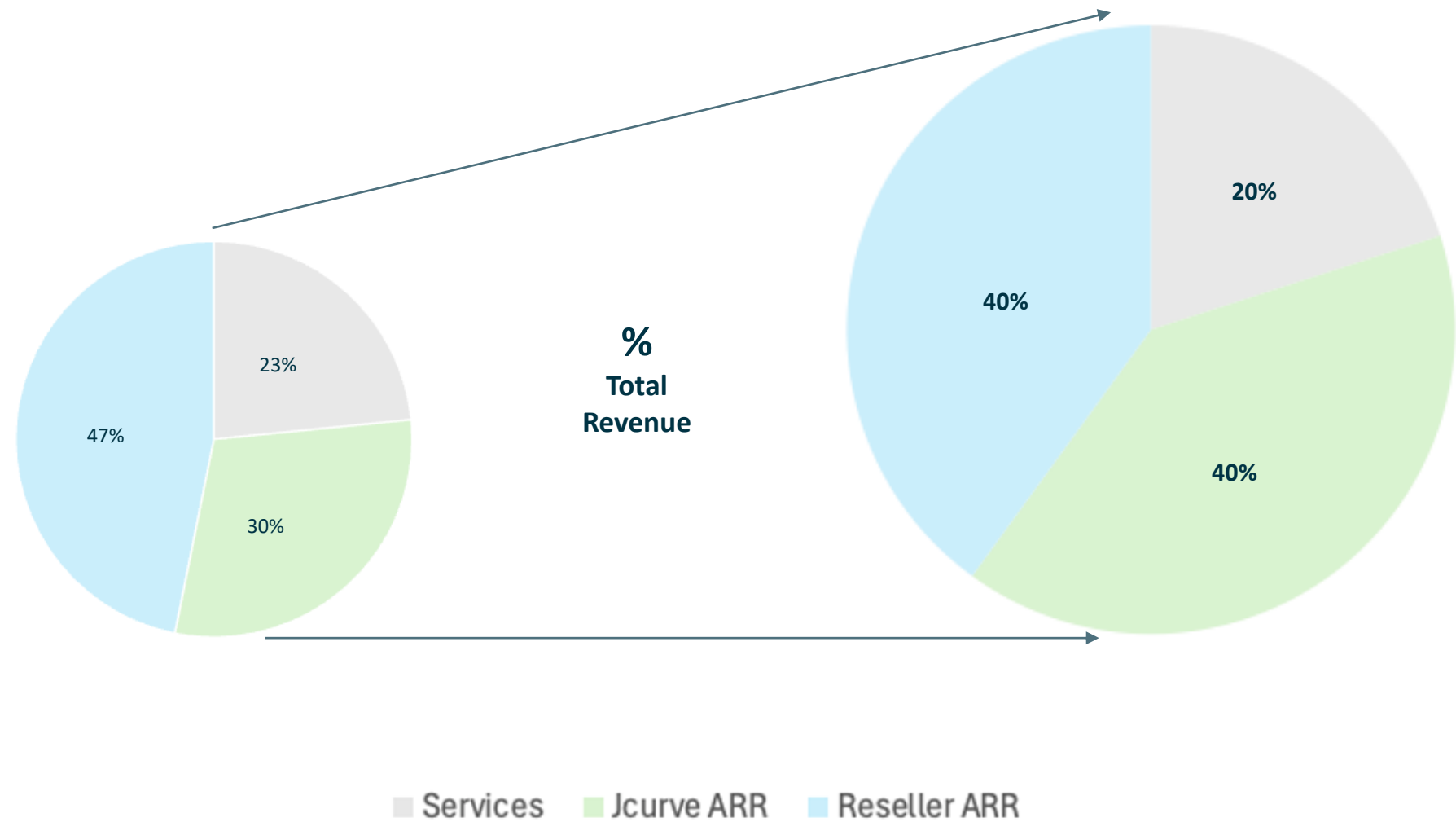
Jcurve aspires to be the Leader
in connecting our Stakeholders
to their Growth ambitions.

STRATEGY



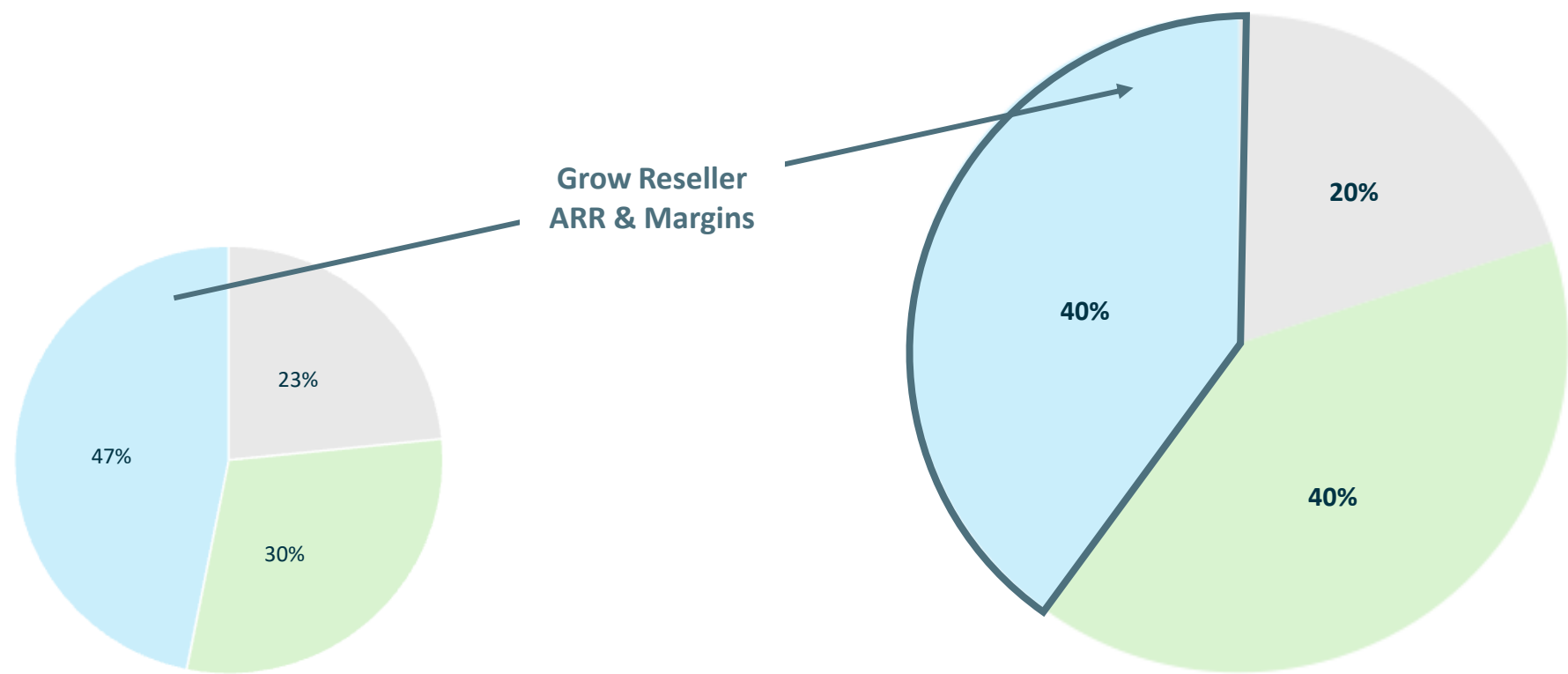
Profitable Growth STRATEGY

Free cash flow from **Hybrid** (Jcurve & Reseller) **ARR**



Profitable Growth STRATEGY

Free Cash flow from **Reseller ARR**



Services Jcurve ARR Reseller ARR



Grow Reseller ARR & Margins

Develop Portfolio around existing customers' needs



ERP
(Back Office)



CRM
(Front Office)

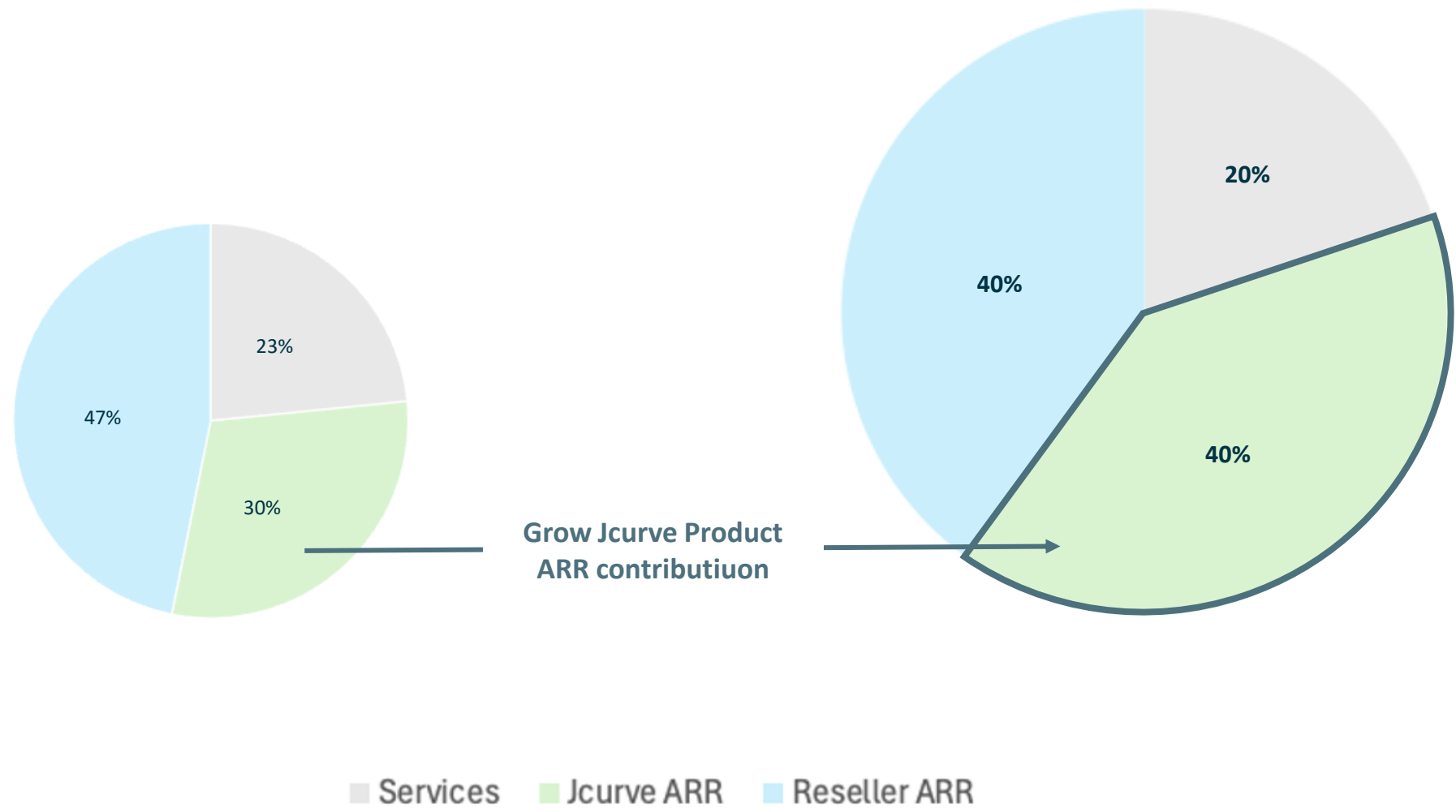


PEOPLE
(Team)



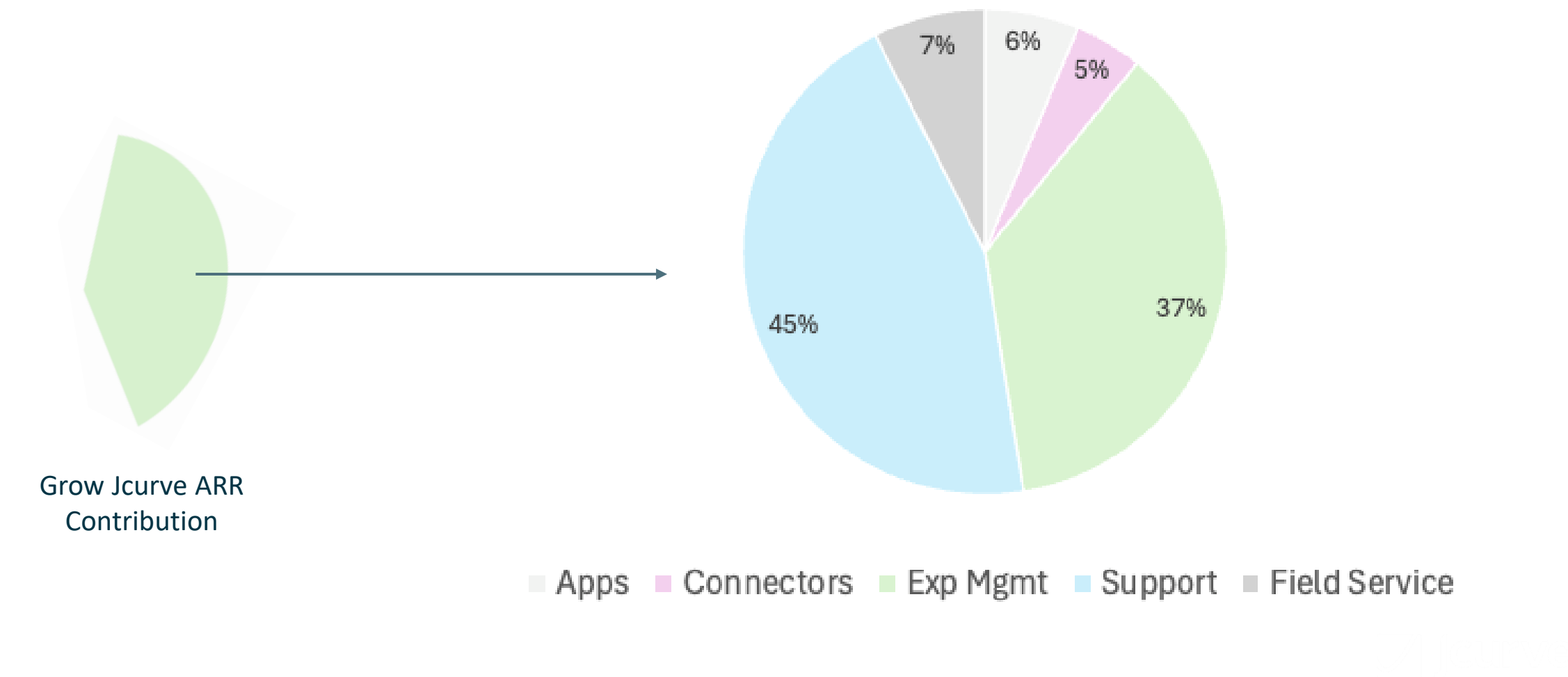
Profitable Growth STRATEGY

Free Cash flow from **Jcurve ARR**



Grow Jcurve ARR product contribution

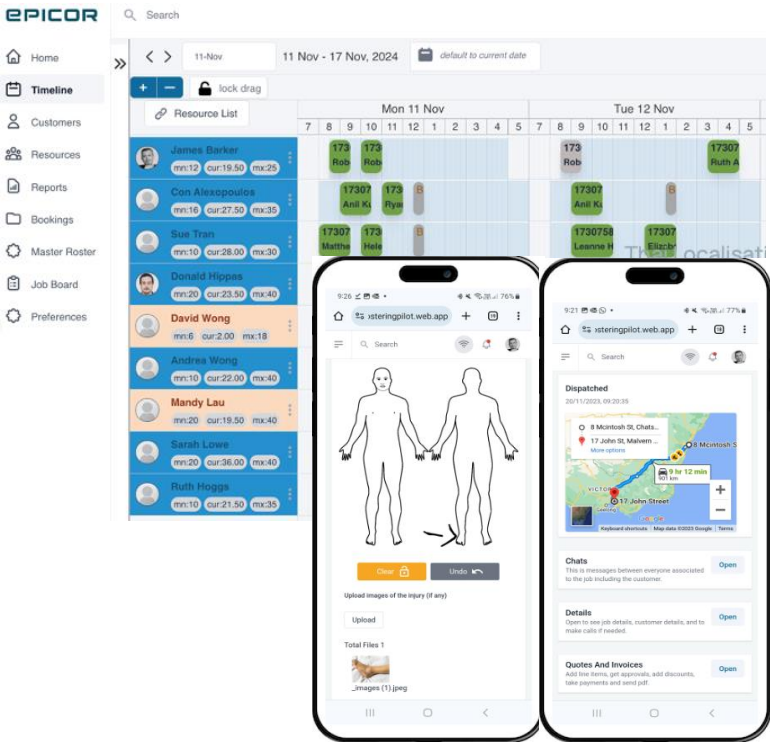
Jcurve Product ARR by Type



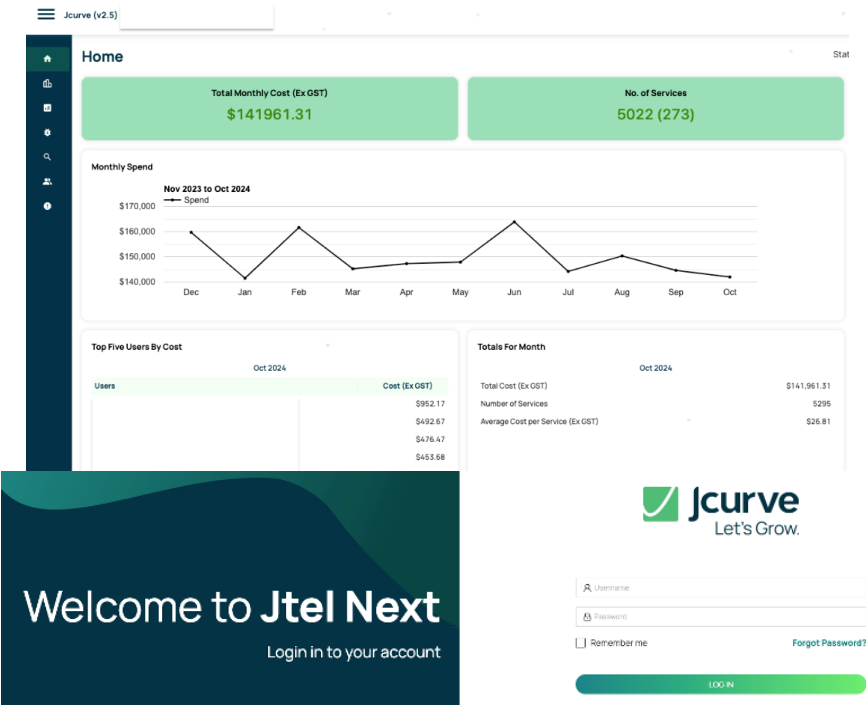
Grow Jcurve ARR product contribution

Examples of Jcurve Products & Apps ARR

Field Service



Expense Management



Thai Localisation



Priorities.

Priorities & Objectives

PRIORITY		ACTIVITY					OBJECTIVE
	Business Unit Profitability	Services 30% Margin	Jcurve Product Margins	Country / BU Profitability	Non-BU / Group Efficiencies	Revenue (Not Cost) Focused	5% Operating Profit
	CustomerX TeamX	Always On Customer Feedback	TeamX Programs	CustomerX Programs	'Let's Grow' Culture		+100% improvement In Cx & Ex (NPS)
	Customer Acquisition	2x Customer Acquisition	5x Lead Generation From Marketing	Community & Thought Leadership	Sales & Marketing H/C		+100% yr>yr New Customers
	Portfolio Management	30% Reseller Margin	Grow Av. ACV / Customer	Jcurve Products 50% ARR Contribution	Cust. Dev. as a Profit Centre		+10% Margin +\$5k ACV / Cust.

Questions.

Thank you.