



COMPANY UPDATE

2021 Annual General Meeting

November 2021



2021 Annual General Meeting

Chairman's Address

Good afternoon my name is Ben Harrison and as Chairman, I am pleased to welcome you to the 2021 Annual General Meeting of Propell Holdings Limited.

The format for today's AGM will firstly cover the formal part of the meeting which is to consider and approve the relevant resolutions set out in the notice of meeting. This will be followed by a short presentation from our CEO, Michael Davidson.

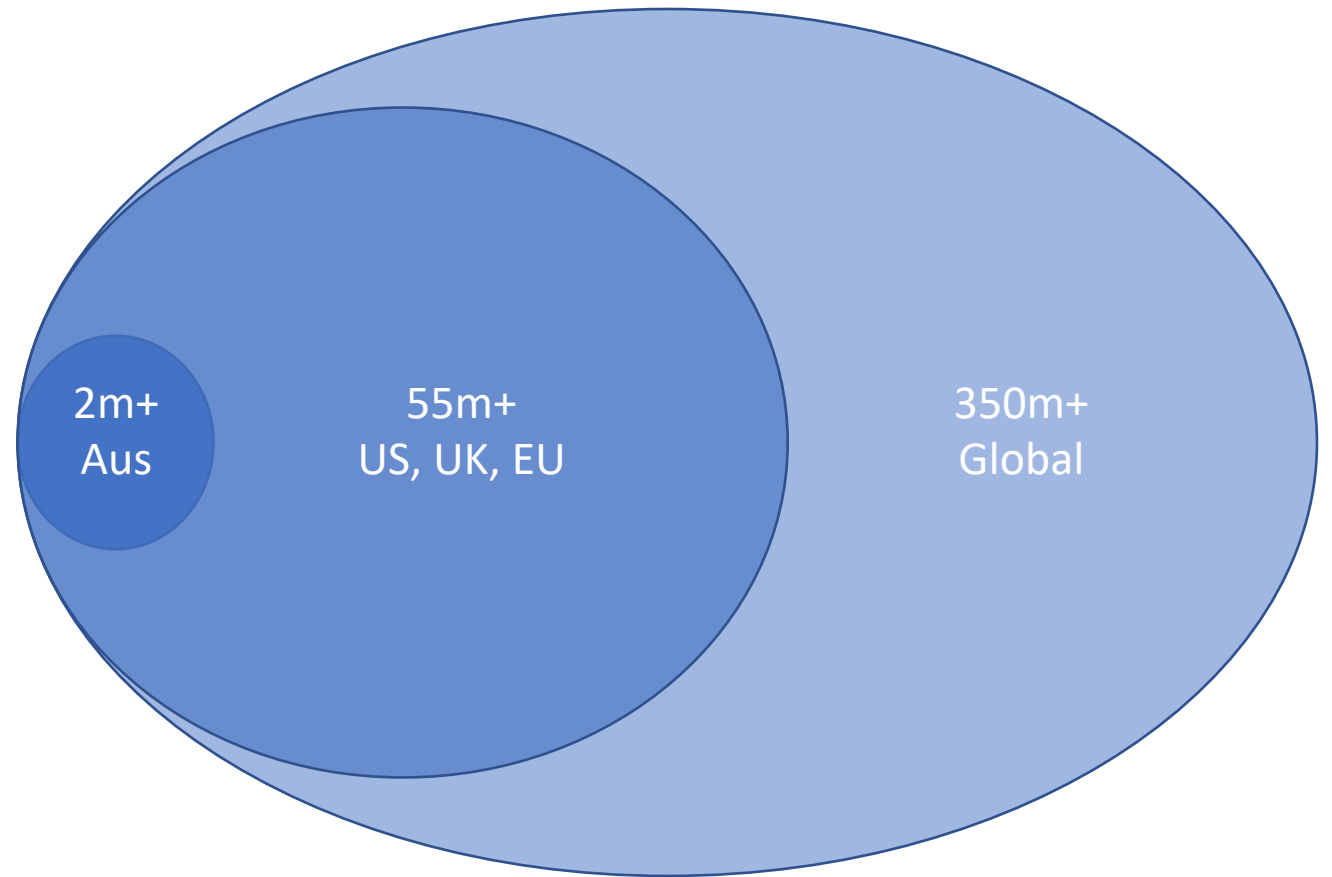
Over FY21 the Company made significant progress in building out the Platform and its features. The addition of new features on the Platform allows us to attract new customers and increase revenue per customer as the new features gain traction. The success of this approach is shown in the growth across all key metrics including, revenue, customer numbers and loans.

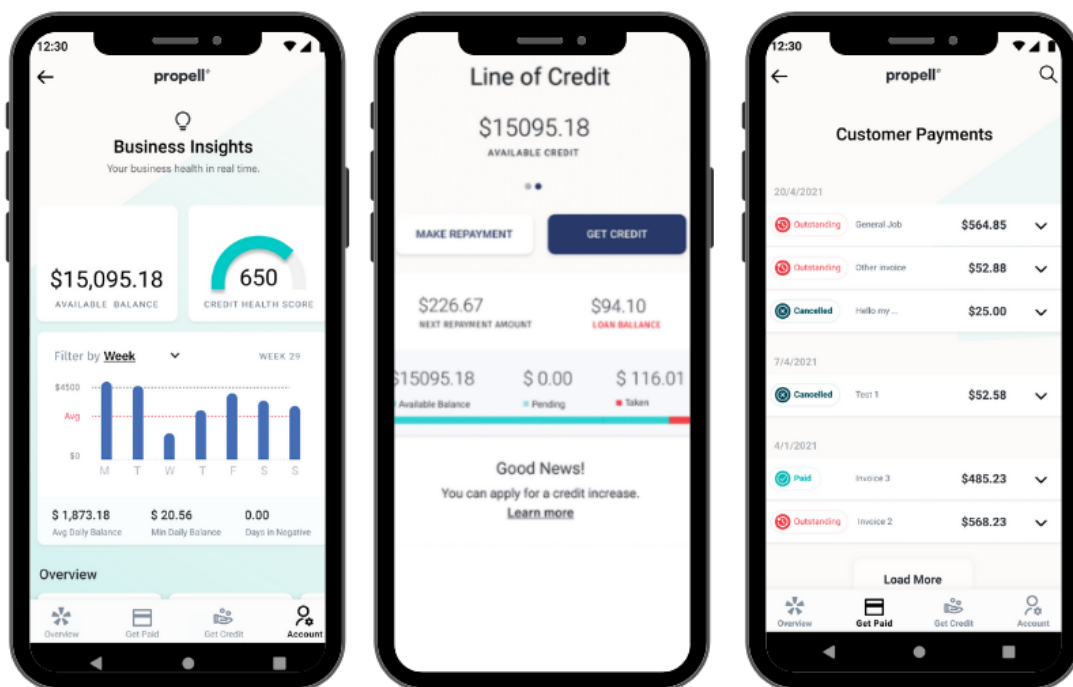
Over the financial year we have also made a significant investment in our people. The team now covers key areas across marketing, client support, risk and technology development. I would like to take this opportunity to thank and acknowledge the Propell team for their efforts.

I would like to thank shareholders for their support over FY21. The board believes that the company is in a strong position to capitalise on the foundation that it has created in the last two financial years and capitalise through accelerated growth in the global payments industry with our leading solutions.



- * We empower SMEs to understand their financial health and take control of their finances
- * We are transparent about how we assess their business ... and share those insights
- * We have a unique and valuable, direct relationship with our customers
- * We are rapidly expanding the range of products and services to become their default provider





Customer numbers are growing rapidly, up >300% since IPO and ahead of plan for 3,000 in 2 years



A number of key products launched this year with several more substantial launches planned before mid-December



Recognition of innovation, Winner - Finder Best B2B Innovation award

Focuses for coming year...

DRIVING GROWTH IN CUSTOMERS ON PLATFORM

More users = more data, volume and revenue

DIVERSIFYING ACQUISITION CHANNELS

New GTM channels and partnerships (eg. Square) to drive down acquisition costs

CONTINUED EXPANSION OF PRODUCT AVAILABLE ON PLATFORM

SME Account & virtual cards with expense management, Expanded lending proposition, Business Pulse with advanced product placement

ORGANISATIONAL DEVELOPMENT

Focus on financial performance and continued improvements in governance and ESG

Thank you. For any questions regarding this presentation
please contact investor1@propellme.com.au

Thanks.