

Chairman's Presentation



Our business



Enabling and enhancing environmental sustainability through technology

What we do

Bill Identity Limited (Bid) leverages **proprietary technology** to automate manual processes for utility and other bill data compilation, processing, monitoring, visualisation and payment

We help our customers make a positive contribution to sustainability through access to data for **improved usage management and ESG** reporting

Our businesses

Platform

Scalable, tech driven



Bill Portal/Dashboard



REGIONS: AU/NZ, UK, US; AND
GLOBAL PARTNERS

Rebate

Consulting services



Rebate
consultants

REGIONS: US BASED

Our purpose

Enabling environmental sustainability with technology.

The ESG landscape is evolving – with an increased focus on actionable ESG insights drawn from accurate and underlying usage and expenditure data.

Bid provides the most accurate automated utility bill management platform in market, leveraging verified source bill input data, from which meaningful ESG reporting can be produced.

FY21 results

Total revenue growth underpinned by key client wins across all regions, significant Platform growth and the acquisition of Optima

\$14.6m

Total revenue

up \$5.3m (+55%) YoY

\$9.8m

Platform revenue

up \$4.9m (+102%) YoY

\$4.8m

Rebate revenue

up \$0.4m (+8%) YoY

226

Active clients

up from 128 in FY20

98%

Customer retention¹

up from 97% in FY20



Notes: (1) Customer retention rate - represented as the annualised platform revenue from clients lost by the end of the current period who were active clients at the end of the prior period divided by annualised revenue from all active clients at the end of the prior period

FY21 regional highlights

UK

- Strong financial performance achieved
- Successfully acquired Optima
- Appointed new senior executive team to enhance sales capacity

Strategic focus on accelerating organic growth moving forward

UK &
EUROPE

USA

US

- Growth slowed in region, market structural complexity presenting challenges

Recent headwinds requiring reassessment of strategy, R&D and broader expenditure

Australia / New Zealand

- Global HQ
- Strong revenue growth achieved, high gross margins delivered with positive EBITDA¹ contribution

Strategic focus on accelerating organic growth moving forward

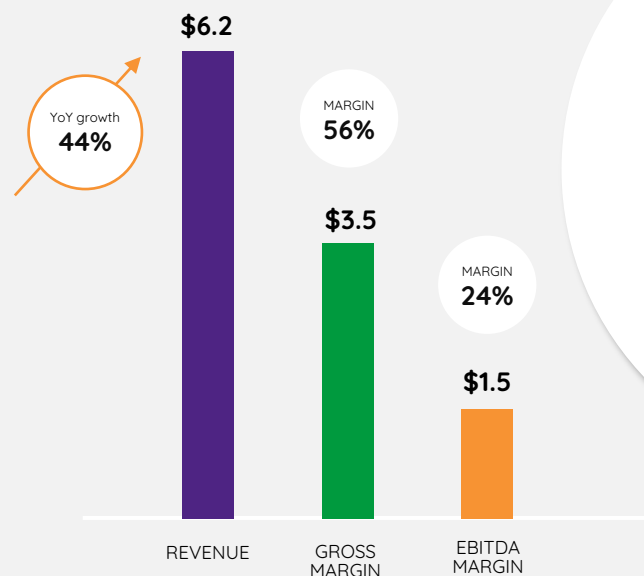
AUS

NZ

Australia / New Zealand

Bid achieved strong financial performance in AU/NZ, underpinned by strategic customer wins, resilient margins and improving operational leverage.

Platform



Represents highest GM in group

Now benefitting from operational leverage with positive EBITDA¹ contribution

ANZ

OPTUS



FY21 Highlights

122 customers in total +

Increased indirect broker channel customers to 6 +

Successfully delivered pilot with Simply Energy NZ, converting to a 3-year agreement. +

Signed large NZ broker during FY21, with another signed post year-end +

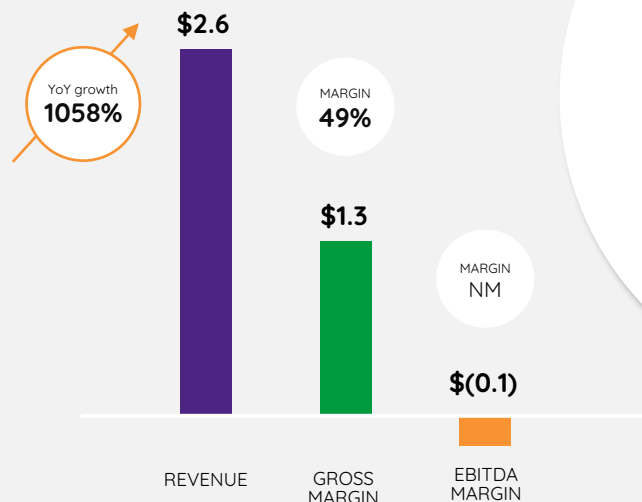
Appointed GM - NZ +

Continued platform investment +

United Kingdom

Bid's UK operation continues to scale as its presence in the region matures. The acquisition of Optima significantly accelerates BID's market penetration in the region.

Platform



Represents GM trending towards AU/NZ levels

Also now benefitting from operational leverage with EBITDA¹ contribution approaching break-even

UK



FY21 Highlights

Accelerated growth in UK market +

Acquired Optima +

80 customers in total +

Partnered with 21 UK Third Party Intermediaries (TPIs) +

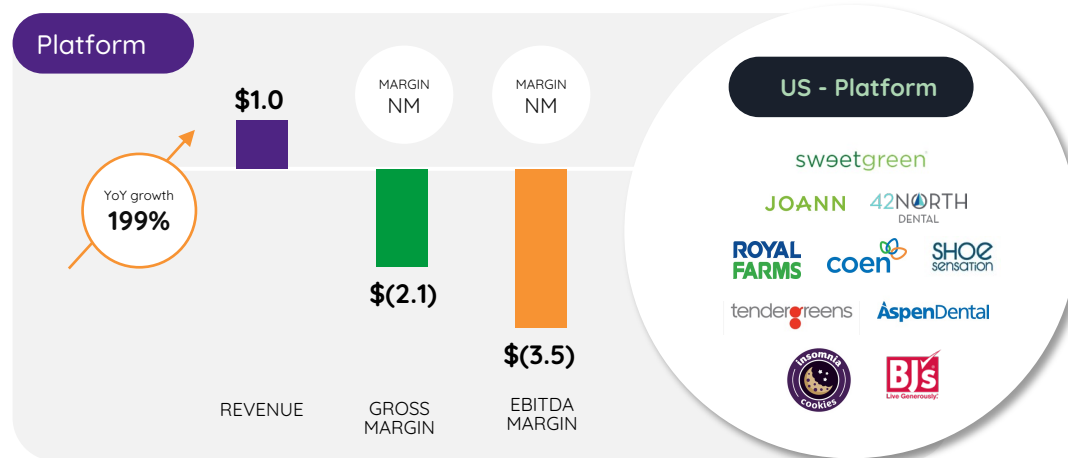
Appointed new Head of Sales to drive growth agenda in region +

Signed a 4-year agreement to support JLL in sustainability reporting for one of its largest global customers +

Supported BP in rolling out their EV solutions into Europe +

United States

Bid's US operations primarily comprise Rebate. In FY21, growth in the Rebate business stabilised, with structural complexity in the region presenting challenges into FY22.

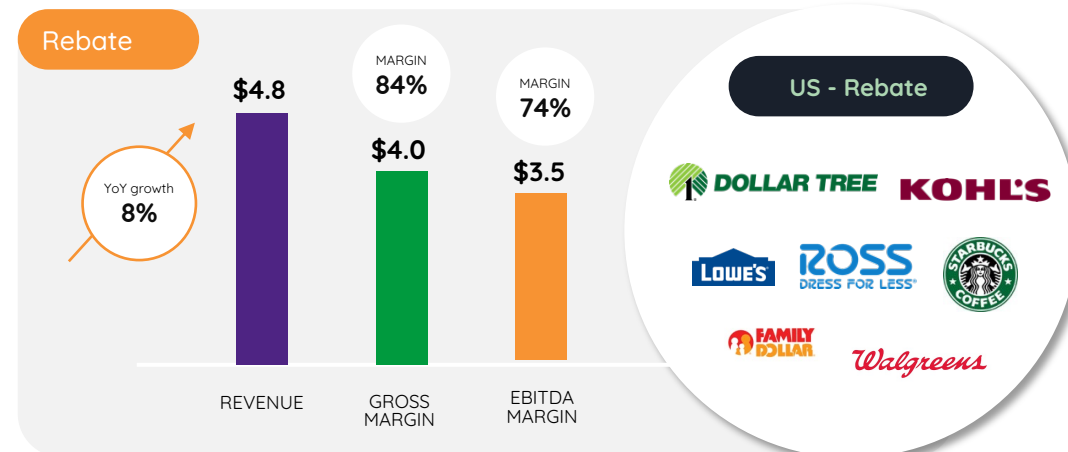


FY21 Highlights

Significant investment in US throughout FY21 +

24 customers in total +

Rebate business delivered high GM and significant positive EBITDA¹ contribution to Group +



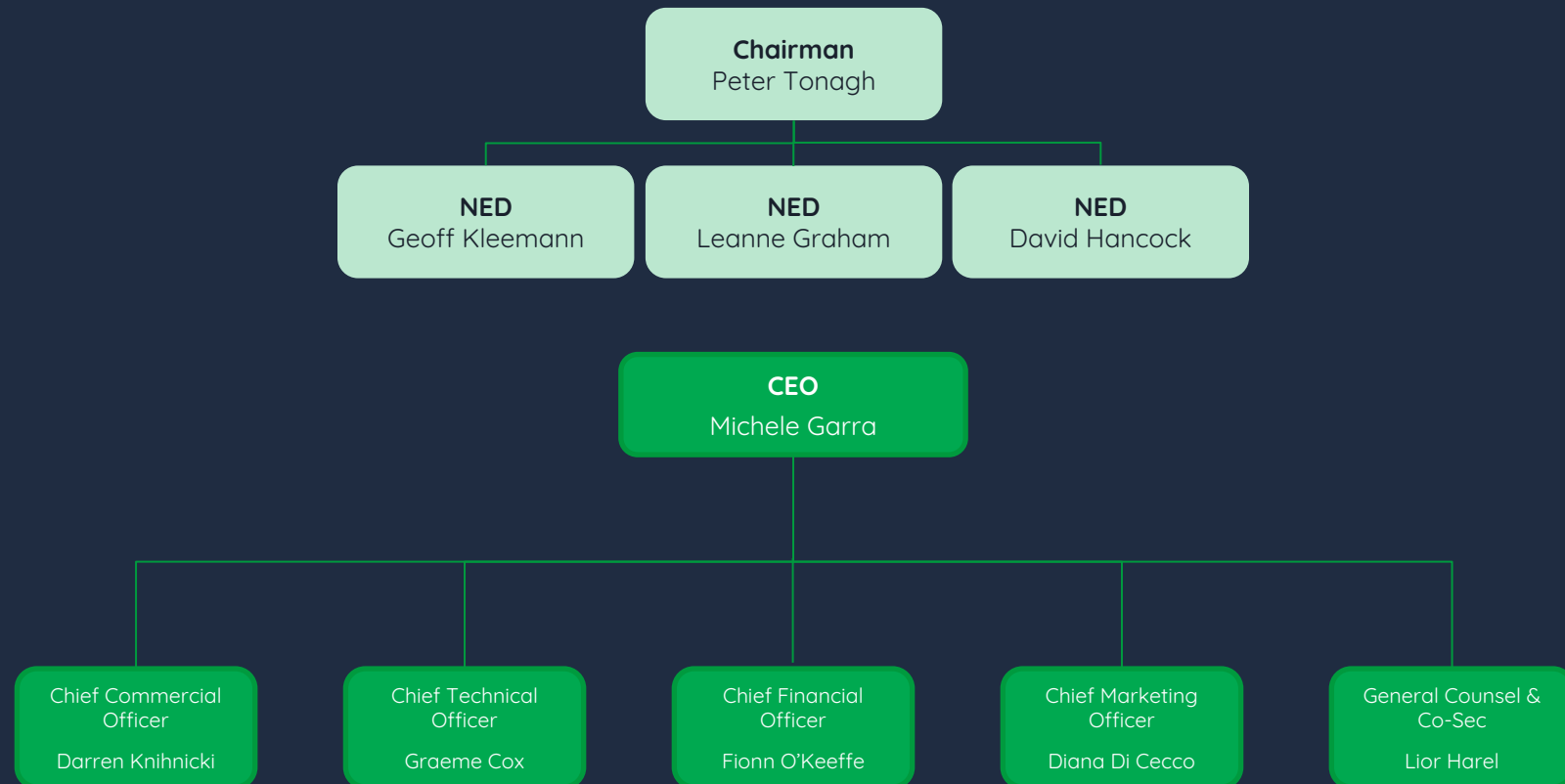
Post Jun-21, Rebate business has presented challenges – competitive pressures and structural complexity +

US R&D and OPEX profile currently under review +

One of Bid's key strategic priorities is to address challenges in the region +

Leadership team

Senior leadership team optimised to execute on key strategic initiatives. Michele Garra, newly appointed CEO, to commence with Bid from 29 November 2021.





Michele Garra

Chief Executive Officer

Michele Garra said:

"I am looking forward to working with the Board and the BID team to carve out the next stage of growth for this exciting company. In this critical era of ESG and the generational shift in triple bottom-line accountability, I couldn't be more excited to join the team in bringing Bid's platform solutions to the broader market, providing excellent service to our customers and accelerating growth in the user base."



- + An accomplished senior executive with broad experience building high growth businesses.
- + Has developed international markets for new technology (in prior roles) and has led both local and international public technology companies through digital transformation, turnaround and growth.
- + Previous positions include senior executive roles at Telstra Corporation (ASX: TLS), Sony Pictures Home Entertainment (NYSE: SONY) and Optus (Singtel) (SGX: Z74).
- + Most recently, Michele led Telstra's Broadband, Voice and Connected Services business (Revenue: >\$5bn), developing and executing a successful turnaround strategy to improve customer experience, enable enhanced digitisation, secure strategic partnerships and ensure broader organisational alignment.
- + Prior to this, Michele was Managing Director of Sony Pictures Australia and New Zealand, successfully driving growth and sustained profitability whilst rolling out a range of new technologies and developing new retail channels.
- + Michele also previously led Sony's global strategic transformation, delivering on a global shift in strategy to digital streaming.

Board of Directors



Peter Tonagh
Chairman

Peter currently serves as Chairman of Bid, GTN Limited, ACT Capital Pty Limited and not-for-profit media organization Bus Stop Films.

Peter is also a Non-Executive Director of Quantum Group and the Australian Broadcasting Corporation (ABC), and sits as a Council Member of the Australian Film Television and Radio School.

Peter is the former CEO of Foxtel, REA and News Corp Australia and is a former Independent Director of Village Roadshow Limited.



Geoff Kleemann
Independent NED

Geoff commenced his career at Deloitte and subsequently completed ~20 years as a senior executive with various listed entities.

Geoff's previous roles include Chief Financial Officer of Crown Limited, as well as previous positions at Publishing and Broadcasting Limited, Woolworths Limited and Pioneer International Limited.



Leanne Graham
Independent NED

Leanne is one of New Zealand's few female IT entrepreneur's with over 30 years' experience at the highest levels in the software sector. She has built a name for herself by enabling multiple cloud, mobility and SaaS companies to maximise their global go-to-market opportunities.



David Hancock
Independent NED

David brings over 30 years of broad experience in financial services and technology companies, including Group Head and Executive Director at Afterpay Touch where he worked with the founders to build the company from IPO to a Top ASX 100 listed company. David was also one of Afterpay's first shareholders.

His time at Afterpay included leading the Company through its global expansion strategy, specifically expanding into the UK and US.

Outlook

While Q1 FY22 was a challenging quarter, Bid remains focused on executing strategic priorities to address key structural issues, reassess global expenditure and target investment to enhance the Platform business.

With the recent appointment of Michele Garra, Bid remains well placed for growth.

Priority 1:

Platform Growth

Accelerate Platform business revenue growth, focusing on AU/NZ and UK as priority

Priority 2:

Refocus US operations

Maintain current market share in US Rebate business, whilst minimising expenditure / cash outflows where possible

Priority 3:

Re-prioritise expenditure

Assess and re-prioritise R&D and OPEX across broader group to optimise for Platform revenue growth

QUESTIONS

THANK YOU

FOR YOUR ATTENDANCE AND PARTICIPATION

About Bill Identity

Bill Identity Limited (Bill Identity, Company or Bid) is an Australian based technology company with offices in Australia, NZ the USA and UK. Bill Identity's cloud based platform simplifies the complex utility bill management process by using automation, enabling organisations to have complete control over their utility spend and reporting.

This AGM Presentation has been authorised by the Board of Directors of the Company.

Disclaimer

This Announcement may contain forward looking statements which may be identified by words such as 'believes', 'estimates', 'expects', 'intends', 'may', 'will', 'would', 'could', or 'should' and other similar words that involve risks and uncertainties. Such statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this Announcement, are expected to take place. Such forward looking statements are not a guarantee of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the Directors and management of the Company. The Company has no intention to update or revise forward looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this Announcement, except where required by law. The Company cannot and does not give assurances that any results, performance or achievements expressed or implied in any forward looking statements contained in this Announcement will actually occur and investors are cautioned not to place undue reliance on these forward looking statements.

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