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Annual Shareholders' Meeting 2017

# Important notice



This presentation is given on behalf of Pushpay Holdings Limited (Pushpay).

NZSX:PPH | ASX:PPH | New Zealand Company Number: 3481675 | ARBN: 613 314 104

Information in this presentation:

- is for general information purposes only, and is not an offer or invitation for subscription, purchase, or recommendation of securities in Pushpay;
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All information in this presentation is current at the date of this presentation, unless stated otherwise. All currency amounts are in United States Dollars (USD) unless stated otherwise. Please refer to the Appendix for definitions of key metrics used in this presentation.



## Chairman's address

*Bruce Gordon - Chairman*

## Highlights from the past year



- Acquisition of the Bluebridge Church Apps business
- There are now 10 of the top 20 and 42 of the top 100 largest churches in the US utilising Pushpay's software
- ACMR increased by over 120% to US\$62 million in the year to 30 June 2017
- Increased our ACMR target to US\$100 million by 31 March 2018, and are now targeting FY18 NZ GAAP revenue guidance of at least US\$70 million

# Achieved scale



Key metrics*	FY 2017 (US\$)	FY 2016 (US\$)	Change
Published App rank in the Apple App Store worldwide	5	13	▲ 61.5%
Transactions processed over the year	6.1m	1.9m	▲ 220.1%
Average transaction value over the year	\$197	\$183	▲ 7.7%
Annualised Monthly Payment Transaction Volume	\$1.8b	\$0.6b	▲ 193.1%

\* Please refer to the Appendix for definitions of key metrics

# Industry recognition



# Capital raising and market related activities



- Pushpay raised AU\$40 million in October 2016 in a private placement
- ASX foreign exempt listing, under the ticker code 'PPH' on 12 October 2016
- Pushpay changed its NZX ticker code from 'PAY' to 'PPH'
- Post FY17, completed a bookbuild on 12 July 2017 for a US\$25 million private placement, at the clearing price of NZ\$1.51 per share
- Intention to list in the US within the next 36 months

- Audit completed on 19 May 2017
- 18 board meetings conducted in the year to 31 March 2017
- All committees have met in accordance with their charters
- Updated our Corporate Governance Code to be in keeping with best practice and for consistency with our ASX foreign exempt listing
- Dan Steinman joined Pushpay's Board as an Independent Director



## Chief Executive update

*Chris Heaslip - CEO and Co-founder*

# World-class growth



Key metrics*	Quarter ended 30 Jun 2017	Quarter ended 30 Jun 2016	% Change
<i>Annualised Committed Monthly Revenue (ACMR)</i>	US\$62.6m	US\$27.5m	127.3%
<i>Increase in ACMR over the year</i>	US\$35.1m	US\$20.5m	71.3%
<i>Average Revenue Per Customer (ARPC)</i>	US\$732 per month	US\$511 per month	43.2%
<i>Total Customers</i>	7,128	4,491	58.7%
<i>Months to Recover Customer Acquisition Cost (CAC)</i>	<12 months	<12 months	✓
<i>Annual Revenue Retention Rate</i>	>95%	>95%	✓
<i>Staff Headcount</i>	384	255	50.6%
<i>Cash and Available Funding Lines</i>	US\$6.2m**	US\$11.6m	-46.5%

\* Please refer to the Appendix for definitions of key metrics.

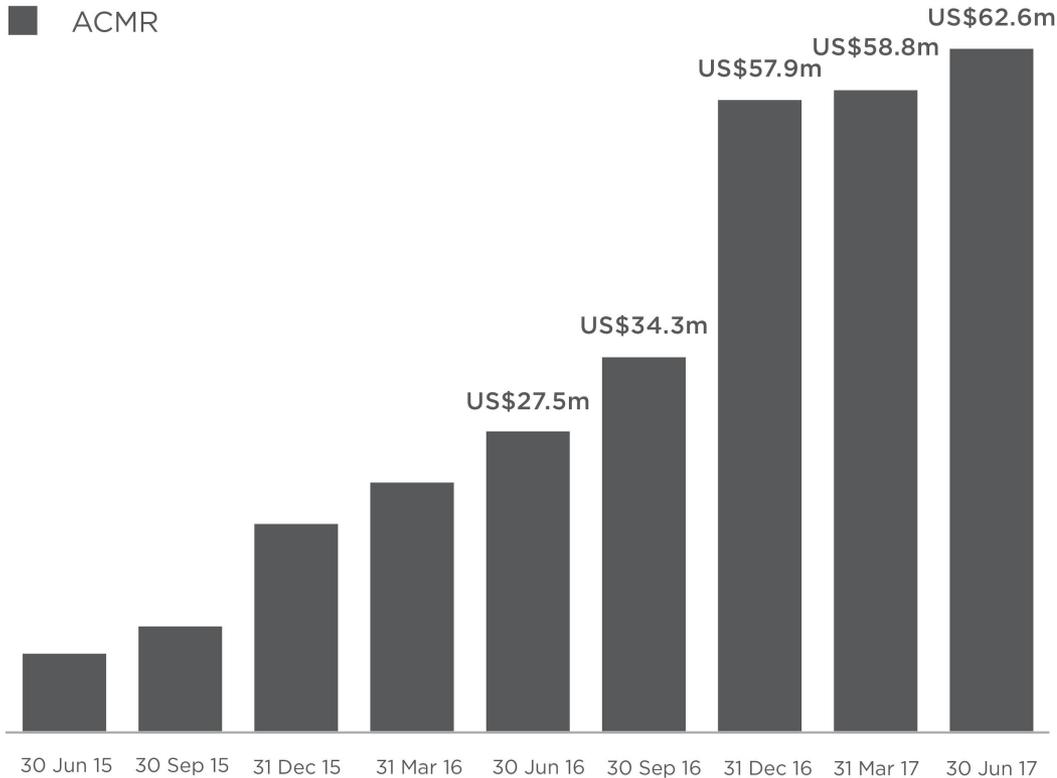
\*\* Prior to the completion of the US\$25 million private placement on 12 July 2017.

Pushpay has delivered world-class growth, whilst maintaining best-in-class SaaS efficiency metrics.

# ACMR growth

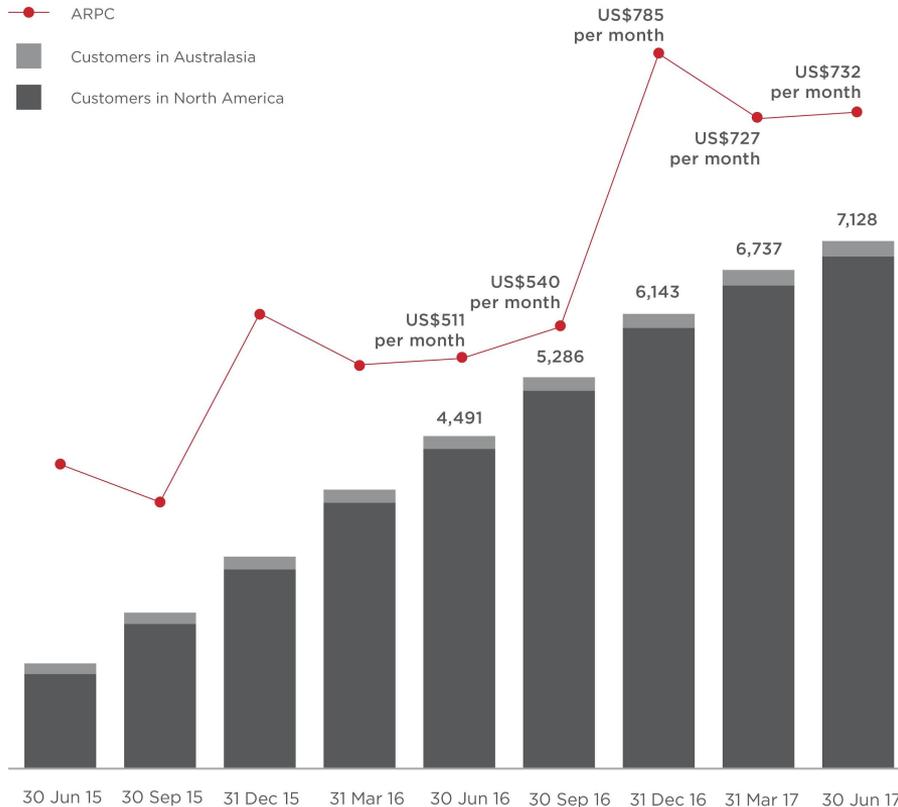


■ ACMR



US\$100m  
target ACMR by 31  
March 2018

# ARPC & Customer growth



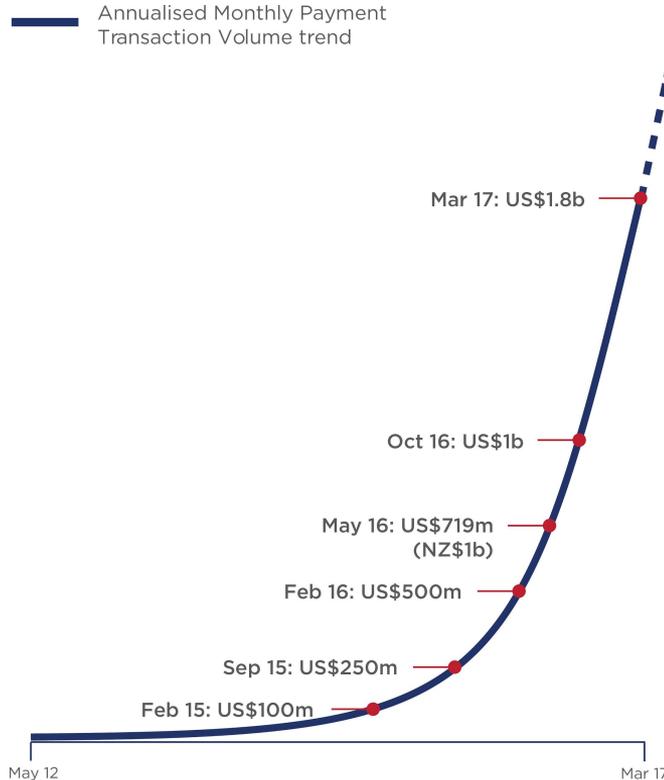
US\$732  
per month ARPC

- Customer numbers increased to 7,128 over the year to 30 June 2017
- Servicing over 2% of the USA faith sector\*
- Focus on attracting larger Customers
- 10 of the top 20 and 42 of the top 100 largest churches in the USA\*\*

\*2% of 314,000 churches as per the US Census Bureau (2012). Statistical Abstract of the United States: 2012

\*\*Outreach Magazine (2016). 100 Largest Participating Churches 2016

# Volume growth



## Drivers of monthly payment transaction volume growth:

- Increased Customer numbers
- Increasing Customer size
- Increased % of digital payments
- Increased transaction value

# Customer LTV/CAC

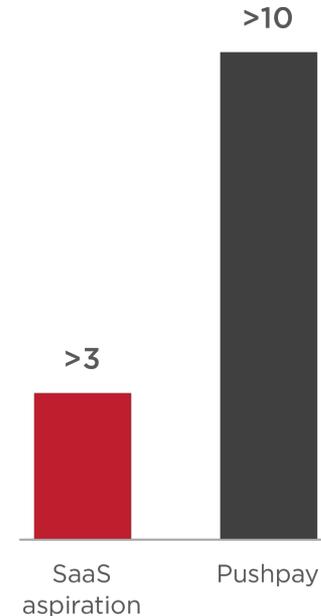
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LTV/CAC

- Months to Recover CAC = **<12 months**
- Annual Revenue Retention Rate = **>95%**
- Lifetime Value (LTV) calculation = ARPC multiplied by 12, multiplied by the gross profit percentage, multiplied by the average Customer lifetime (the average Customer lifetime is 1 divided by churn, being one minus the Annual Revenue Retention Rate)



## LTV/CAC Ratio





## Outlook

*Rah-Miel Mitchell, Senior Salesforce Administrator*

# Track record of success



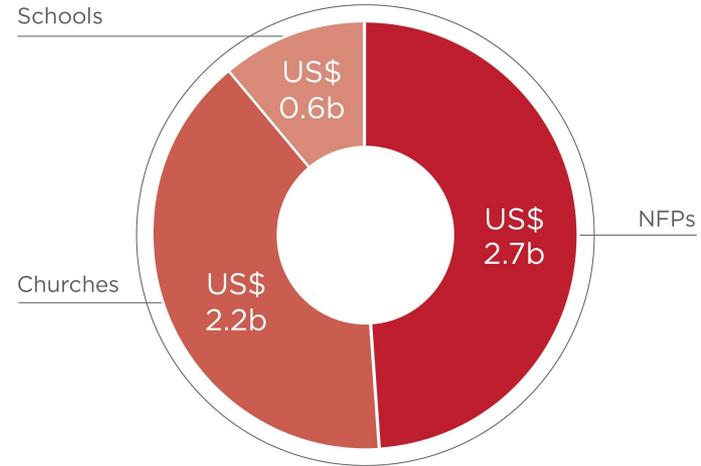
- 31 December 2014 targets achieved
- 31 March 2015 target exceeded
- 30 September 2015 target exceeded
- 31 March 2016 target exceeded

- In a position to reach at least US\$70 in FY18 NZ GAAP revenue
- In a position to reach US\$100 million ACMR by 31 March 2018
- In a position to reach breakeven on a monthly cashflow basis prior to the end of calendar 2018

# The opportunity



- >340,000 churches in the US\*  
Pushpay is leading market acquisition with 2% estimated share with long term duration growth
- Over 98,000 public schools and over 33,000 private schools in the US\*\*
- 1.6 million Not-For-Profit (NFP) Organisations in the US - schools included\*\*\*
- While Pushpay will look to pursue adjacent opportunities in the future, the near term focus will be on increasing its market share in the US faith sector



\$5.5b+

Total Addressable Market

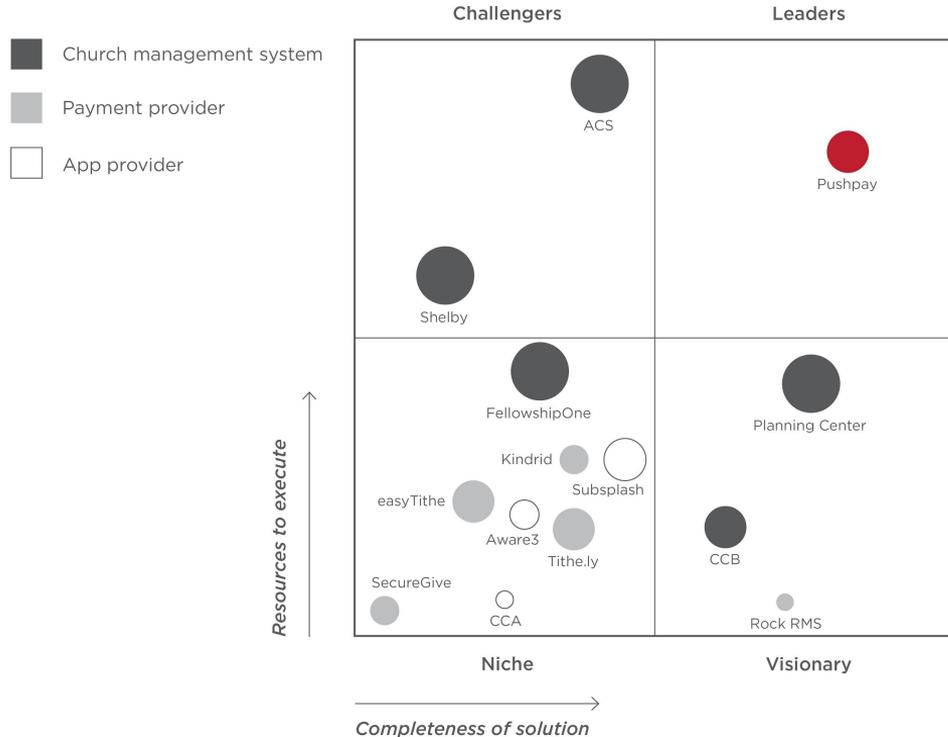
\* Hartford Institute (2010). Religious Congregations Membership Study

\*\* National Center for Education Statistics (2017). Fast Facts

\*\*\* NCCS (2016). Quick Facts About Nonprofits. Note: this includes the over 98,000 public schools and over 33,000 private schools in the US

Note - Please refer to the Appendix for relevant workings and sources

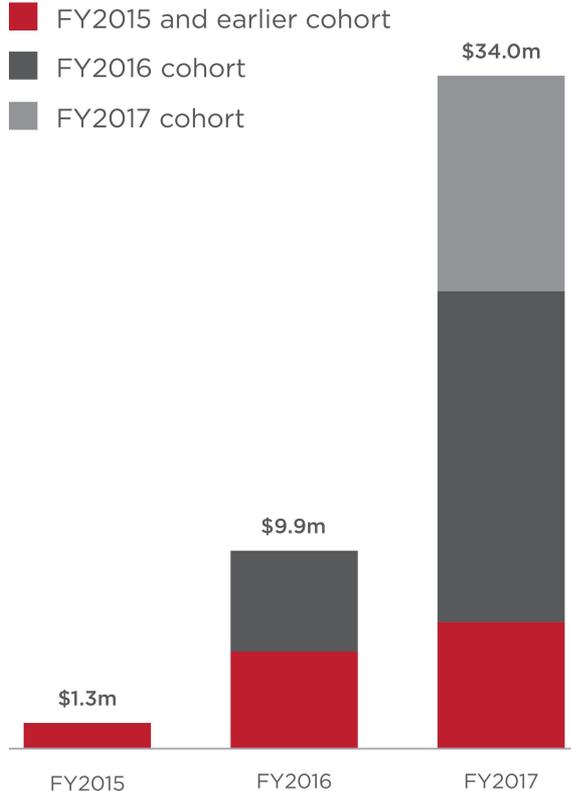
# Lack of competition



## Pushpay is differentiated from its competitors through:

- Authentically speaking the language of the market
- The completeness of its solution (engagement and giving)
- Being well resourced to execute
- Its product and development scale
- Social proof with 10 of the top 20 and 42 of the top 100 largest churches in the USA

# Cohort growth



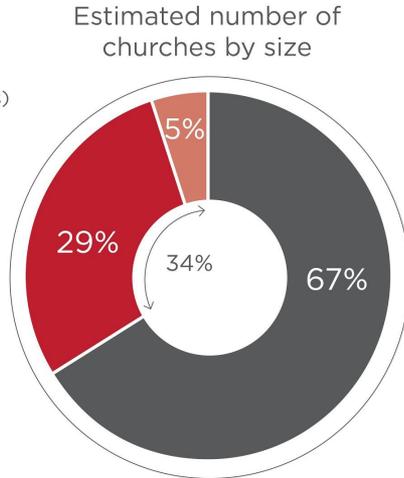
Revenue from existing Customers continues to increase over time at an average compound monthly growth rate of approximately 2.0%

Cohort	FY2015	FY2016	FY2017	CAGR
FY2015 and earlier	\$1.3m	\$4.8m	\$6.4m	123%
FY2016		\$5.1m	\$16.7m	228%
FY2017			\$10.9m	N/A
<i>Total</i>	<i>\$1.3m</i>	<i>\$9.9m</i>	<i>\$34.0m</i>	<i>N/A</i>

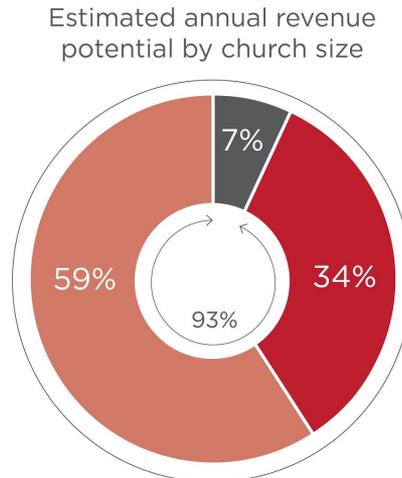
# Moving up-market



- Small (7-199 attendees)
- Medium (200-999 attendees)
- Large (1,000+ attendees)



Total: >340,000



Total Available Market:  
>US\$2.2 billion

- Moving focus to the 93% of Revenue (>US\$2b) available in the Medium and Large segments
- Medium and Large Customers have lower CAC, implement better, churn less and have higher revenue growth
- Initiatives include:
  - Hired Chris Wilson ex-Salesforce Global Account Director, Enterprise Sales
  - Filling 16 initial territories
  - Field marketing

# Return on investment



■ Sales and Marketing, and Customer Success costs over FY2017

■ Increase in Total LTV of Customer base over FY2017



- Accelerate growth to \$100 million ACMR by 31 March 2018, defer breakeven to capture market share to maximise shareholder value
- Given the metrics from last FY, continue to invest in growth. Sales and Marketing, and Customer Success spend of \$22 million = increase in Total LTV of Customer base of \$357 million
- Grow field sales and go up-market to middle-market and enterprise
- Accelerate new products
  - Apps
  - Analytics
  - Events

# Engagement focus



## Engagement

Fuel participation within your community  
*Content, Sharing, Groups, Events, Interaction*

## Mobile

Drive all channels to "mobile" first  
*Mobile Apps, Social Integration, Web Presence, Voice Activated Devices*

## Communications

Use best channel for the purpose  
*Push, SMS, Email, Voice, Non-Digital*

## Analytics

Help the community focus on the actions that drive the best possible outcomes  
*Usage, Location, Activities, Benchmarks*

## Payments

Simple payment experiences that keep the payer empowered  
*Donations, Bills, Campaigns*

## Finance

Reconcile to core financial systems with ease  
*Reporting, Tax/Compliance, Accounting Integration*





# Questions

*Kiasa Tresidder, Customer Success Manager and Amy Cheek, Program Manager*



# Resolutions

*Members of Pushpay's Auckland-based product development team*

- **Resolution 1:** That Mr Bruce Gordon, retiring from office as a Director of Pushpay Holdings Limited by rotation, be re-elected as a Director of Pushpay Holdings Limited.
- **Resolution 2:** That Mr Graham Shaw, retiring from office as a Director of Pushpay Holdings Limited by rotation, be re-elected as a Director of Pushpay Holdings Limited.
- **Resolution 3:** That Mr Daniel Steinman, appointed by the Board as an additional Director on 3 July 2017, be elected as a Director of Pushpay Holdings Limited.
- **Resolution 4:** That the Board be authorised to fix the fees and expenses of Deloitte as auditor.



## Appendix

*Julie Crowner, Director of Technical Operations*

# Key metric definitions



**Annual Revenue Retention Rate** – is recurring revenue retained from Customers (for example, in the case of Customers in the faith sector, this is measured by the amount of recurring revenue at the end of the period excluding upsells into the existing Customer base, over the amount of recurring revenue from the end of the previous period).

**Annualised Committed Monthly Revenue (ACMR)** – is monthly Average Revenue Per Customer (ARPC) multiplied by total Customers and annualised. ACMR is a key metric to track how a SaaS business is acquiring revenue.

**Annualised Monthly Payment Transaction Volume** – is the annualised four week average payment transaction volume.

**Average Revenue Per Customer (ARPC)** – is the combination of monthly Subscription Fees and Volume Fees divided by total Customers. Subscription Fees are based on the customer product holding which can vary based on the size of the Customer and Volume Fees are based on payment transaction volume. For Customers who use Pushpay's payment solution, Volume Fees are recognised on a gross basis and associated costs payable to issuing banks, processing partners and the card brands, such as Visa and MasterCard, are classified as expenses. The in-month average Volume Fee per Customer is used for the Volume Fee component of ARPC.

**Customer** – is an entity that utilises one or more Pushpay products. Pushpay reports Customers that have entered into an agreement and completed the paperwork necessary to set up their service.

**Customer Acquisition Cost (CAC)** – is sales, marketing and implementation costs divided by the number of new Customers added over a certain period of time.

**Lifetime Value (LTV)** – is the gross margin expected from a Customer over the lifetime of that Customer. This is calculated as ARPC multiplied by 12, multiplied by the gross profit percentage, multiplied by the average Customer lifetime (the average Customer lifetime is 1 divided by churn, being one minus the Annual Revenue Retention Rate). Total LTV is calculated as LTV multiplied by total Customers.

**Months to Recover CAC** – (CAC months or months of ARPC to recover CAC) is the number of months of revenue required to recover the cost of acquiring each new Customer.

**Staff Headcount** – is total employees at a specific point in time.

**Subscription Fees** – is recurring fees based on Customer product holding which can vary based on the size of the Customer (in the case of the faith sector, size is based on average weekly attendance).

**Volume Fees** – is variable fee income generated from payment transaction volume (in the case of the faith sector, this is usually a percentage of total donations).

# Relevant workings and sources



**Churches TAM Growing from 2016 to 2021:** US\$122.94 billion was given to religious organisations in the USA in 2016. Using that figure, and assuming digital giving of 30%, Pushpay assesses the potential digital payment revenue opportunity in the USA faith sector (i.e. in terms of subscription and transaction fees which could be earned from digital payments) to be US\$2.2 billion. If total religious giving in the USA was to grow by 3.13% per annum and if total giving through digital payments was to increase by 6% per annum, the potential digital payment revenue opportunity in the USA Faith Sector grows to US\$3.2 billion in 2021. Pushpay has calculated these revenue opportunity figures on an assumption that there are over 340,000 churches in the USA faith sector (including Catholic Churches, Mormon Churches and Orthodox Churches) and on the basis of assumed church sizes (which Pushpay has estimated on the basis of demographic data).

Sources:

- *Giving USA (2017). The Annual Report on Philanthropy for the year 2016*
- *Hartford Institute (2010). Religious Congregations Membership Study and other demographic data*

**Schools TAM:** There were over 33,000 private schools in the USA in 2016. Assuming software fees and 30% of tuition payments are coming through (commensurate with our experience in the faith market), Pushpay estimates the revenue opportunity in the USA school sector (i.e. in terms of software and transaction fees which could be earned from digital payments) to be US\$0.6 billion on the basis of assumed tuition fees (which Pushpay has estimated using publicly available information).

Sources:

- *National Center for Education Statistics (2017). Fast Facts*
- *National Catholic Education Association (2017). Catholic School Data*

**NFPs TAM:** US\$267.1 billion was given to NFPs in the USA in 2016, this number does not include giving to religion. Using that figure and assuming 30% of NFP giving is made through digital contributions, Pushpay assesses the potential digital payment revenue opportunity in the USA NFP sector (i.e. in terms of software and transaction fees which could be earned from digital payments) to be US\$2.7 billion. Both volume and subscription fees for NFPs are based on NFPs with US\$500,000 in giving or more.

Sources:

- *Urban Institute (2015). The Nonprofit Sector in Brief 2015: Public Charities, Giving and Volunteering*
- *Giving USA (2017). The Annual Report on Philanthropy for the year 2016*

All of the above TAMs have been calculated on the basis of Pushpay's current subscription and transaction fee pricing.