

Annual General Meeting

 Jcurve Solutions Limited (ASX: JCS)

22nd November 2023

This announcement has been authorised for release by the Board of Jcurve Solutions Ltd



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Chairman's Address

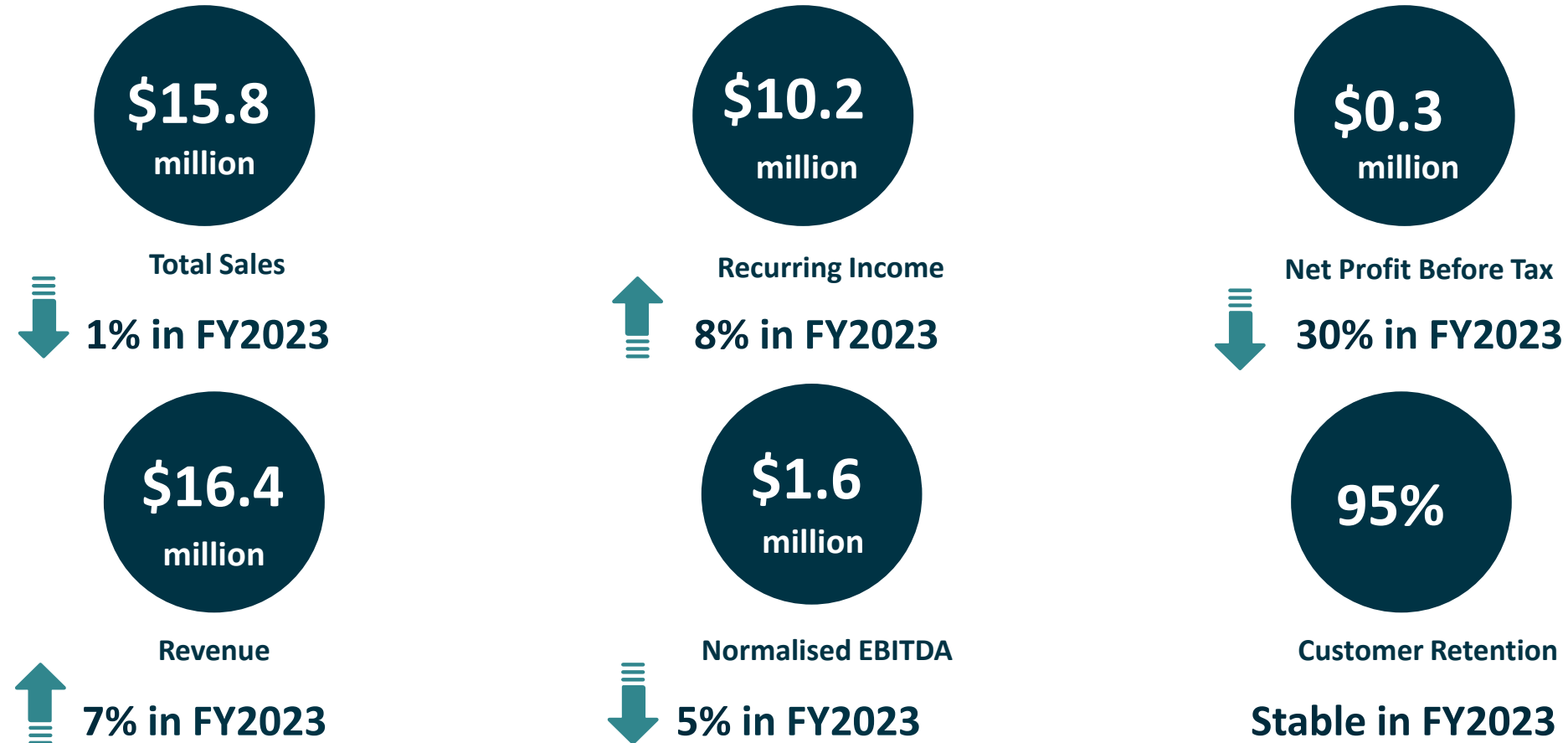
 Jcurve Solutions Limited (ASX: JCS)

Mark Jobling

22nd November 2023



FY2023 Financial Results



\$0.6m dividend declared in July 2023

CEO Address

 Jcurve Solutions Limited (ASX: JCS)

Chris King

22nd November 2023



Today marks 100 days as CEO



FY24 Priorities



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



Profitability

Objective: >30% Gross Margin across all product and service lines
Objective: 10% Operating Profit

>20% H/C reduction in FY24 to date.
Savings used to add Sales & Marketing H/C

-\$1.3M Employee Costs

Maximise Gross Margin allocations and laser like focus
on maximizing GM contributions

GM Allocations @ Customer and
Product level
+ve GM by BU, Class, Product

Review every Operating Expense and develop short
and mid term strategies to further reduce op-Ex

Identify **-\$0.5M** in Op-Ex Savings

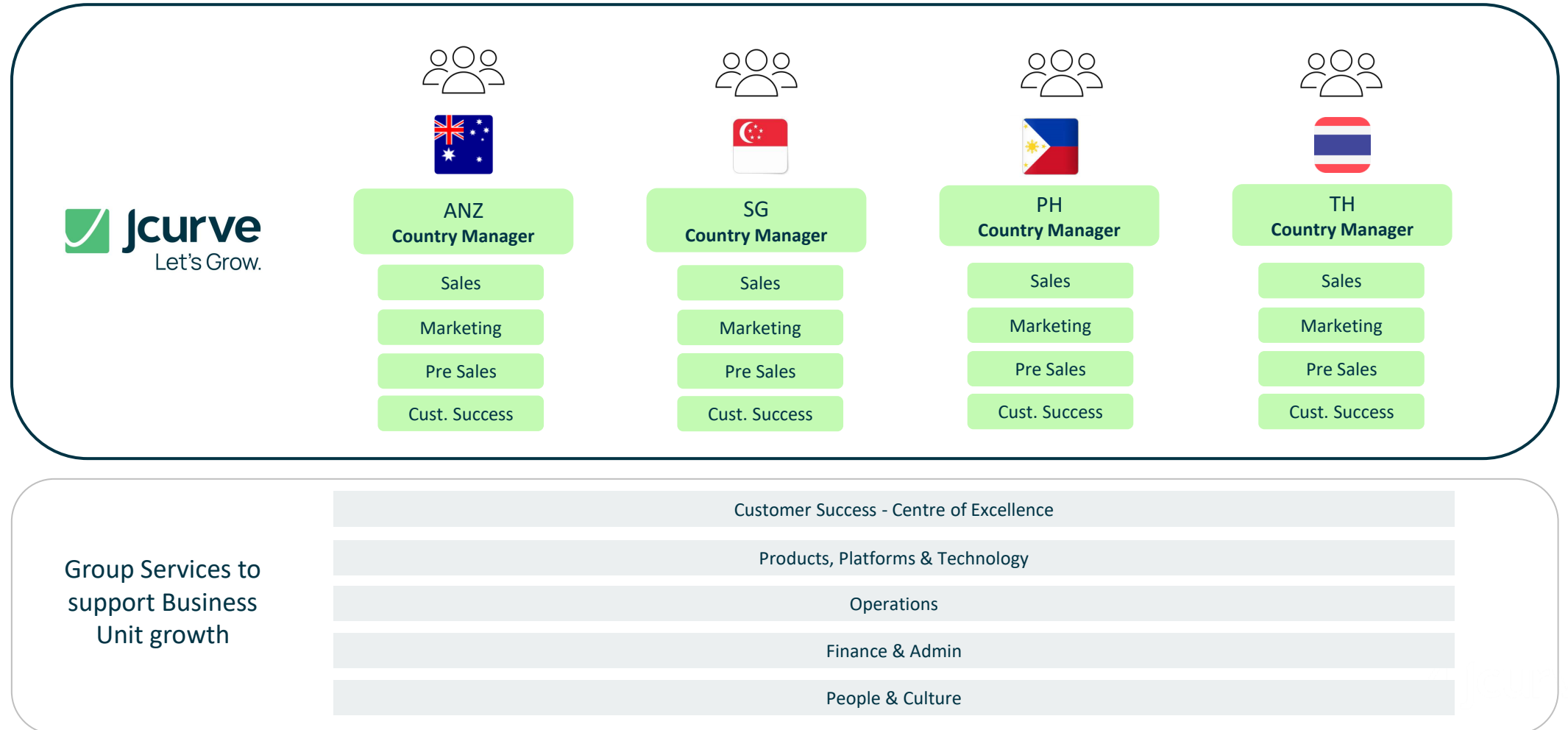




Customer Centric Go-to-Market

Objective: Increase New Business Contribution by 10%

Objective: Industry leading Customer Experience over entire partnership Lifecycle





Optimise Revenue Mix for Growth & Profit

Objective: *Grow New Business \$5M*
Objective: *Sustainable, Profitable Growth. 20% CAGR*

Maintain Industry leading renewal rates. Customer retention and recurring revenue foundational to enabling growth.

>95% Renewal rates

New Business Sales and Marketing engine. Increase % Contribution to Group revenue from New Business Sales

3X New Business

Focus on High Value, High Margin services that have multiplying effect on revenue and Customer Experience

>30% Gross Margin





Portfolio Management

Objective: Focus on driving Gross Margin contributions of >30% for all products
Objective: Integrated Product Portfolio aligned to Customer Value



Identify Upsell & Cross Sell
from **new product categories**

Grow ARR @ 20% CAGR

>30% Gross Margin on all products
and services

Grow % contribution from '**JCurve**'
products





Asia Acceleration

Objective: *Build Customer Centric Business Units capable of 20% CAGR*
Objective: *>10 New Logo's / Year / Business Unit*



+10 New Logos



Rebuild Sales Team
Leverage CoE



3X New Business



Acquisition of Oracle SP to accelerate Asia
New Business growth



