



# The Latest & Greatest in IPOs Conference Morgan Stanley

ASX: CCR  
24<sup>th</sup> March 2021

**creditclear** limited

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## CORPORATE SNAPSHOT

### Capital Structure

ASX Code	CCR
Shares on issue	225.69m
Share price	75c (Up >100% on IPO price of 35c in October 2020)
Market capitalisation (@ \$0.75/sh)	~\$169m
Cash at bank (Dec '20)	\$12.82m
Options & Rights	27.98m

### Share Price Performance



### Substantial Shareholders

Casey Consulting Services	13.67%
Thorney	9.11%

## OUR KEY PERSONNEL

### Board



**Gerd Schenkel**

Chairman

Gerd combines extensive experience as a management consultant with The Boston Consulting Group with successful executive appointments at National Australia Bank, Citigroup and Telstra. Most recently, Gerd was the CEO of Tyro Payments and was also appointed to serve on the Federal Government of Australia's task-force for small business digitisation.



**Marcus Price**

Non Executive Director

Prior to joining the Credit Clear Board, Marcus was CEO of Property Exchange Australia Limited (PEXA). He has over 25 years' experience building successful businesses and maximising shareholder returns. He developed and exited financial services businesses as the CEO and Executive Director for both Equifax and Dun & Bradstreet.



**Christine Christian**

Director

Christine Christian is a business executive and entrepreneur with more than 35 years' experience in financial services, investment, private equity, credit risk, digital media and publishing. Christine is currently Deputy Chairman and Director of FlexiGroup Limited, Non-Executive Director of MaxCap Group and Non-Executive Director of Lonsec.



**Mark Casey**

Director & Co-Founder

As Credit Clear's cornerstone investor Mark brings a wealth of knowledge with over 30 years' experience in property development, funds management and investment in early stage technology ventures.



**Lewis Romano**

Executive Director & Co-Founder

Prior to founding Credit Clear in 2016, Lewis was founder and MD of Australia's third largest job site spotjobs.com. Lewis is a key driver of many fundamental client and strategic relationships for the business.

### Senior Management Team



**Brenton Glaister**

Chief Executive Officer

Industry experience: 35 years  
Previous: Credit Solutions, Hudson Lawyers, Thorn Group, NCML and Tradehouse Limited.



**Victor Peplow**

CFO

Industry experience: 30 years  
Previous: Finance consultant, Morgan Stanley, Citigroup and ANZ Bank.



**Jason Serafino**

Chief Technology Officer

Industry experience: 20 years  
Previous: Intraverse Technology, Liberty Financial, Sunsuper, Intelligent Enterprise Systems.



**Veronica Johns**

Head of Customer Success

Industry experience: 15 years  
Previous: Fiat Chrysler.



**David Hentschke**

Group GM, Technology & Strategy

Industry experience: 30 years  
Previous: PEXA, M-H Group, Australian Steel Institute, Telstra, Equifax and The Boston Consulting Group.



**Mike Tauschek**

General Counsel & Company Secretary

Industry experience: 10 years  
Previous: Leading boutique litigation law firms; Atanasokovic Hartnell, Sarvass Clappara and Watson Mangioni.



**Piero Gross**

Chief Operations Officer

Industry experience: 19 years  
Previous: Credit Solutions, NEXXA, Thorn Group, NCML, Collection House and Telstra.



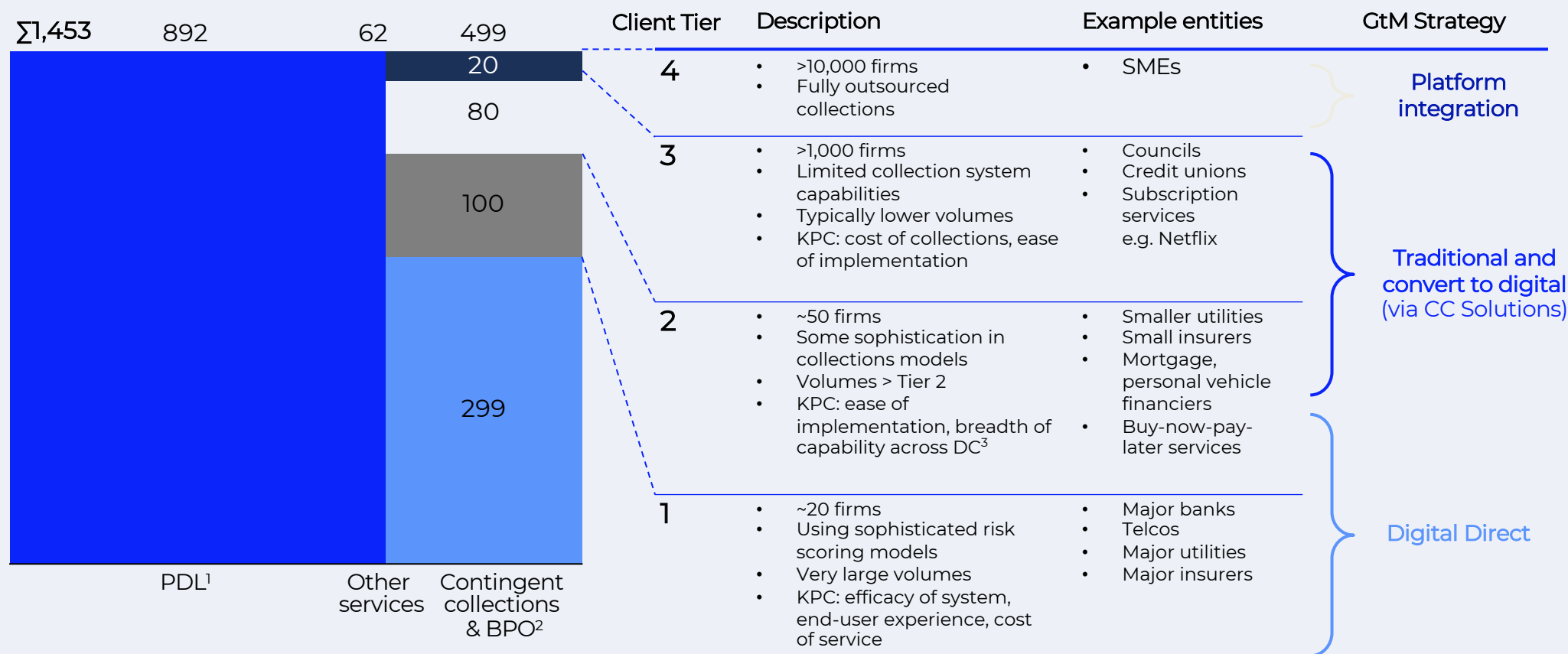
**Stella Hulm**

Director – Client Services

Industry experience: 20 years  
Previous: Credit Solutions, Creditsoft, Thorn Group, NCML and SME Invoice Finance Limited (UK).

# CREDIT CLEAR – DISRUPTING THE TRADITIONAL \$1.5BN DEBT COLLECTIONS MARKET

AUSTRALIAN DEBT COLLECTION MARKET SIZE & CLIENT SEGMENTS, 2020 [AUD \$M]\*



\* Excludes cost of collecting debt estimated at >\$2bn

1. Purchased Debt Ledgers;

2. Business Process Outsourcing;

3. Delinquency Cycle

Sources: IBISWorld Debt Collection 2018-19 market report, IBISWorld Industry Wizard time series data

Credit Clear Limited



The most intuitive, easy-to-use payment app on the market.

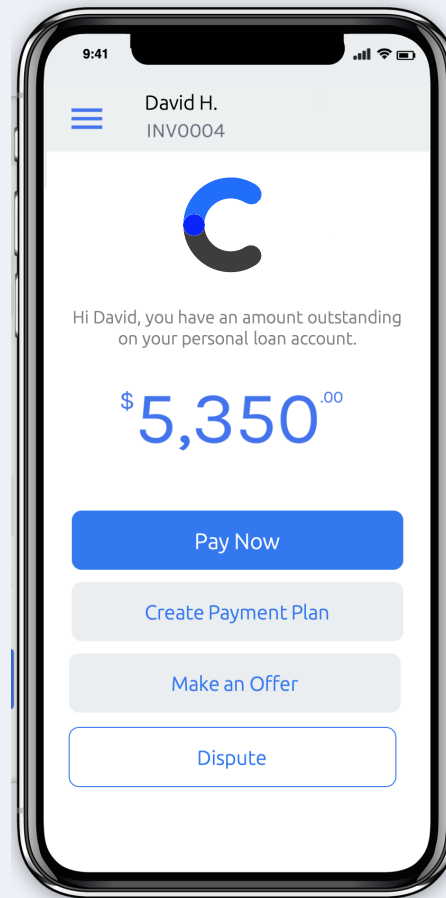
Device  
agnostic

Create  
payment plans

Full or partial  
payment options

Optional customer  
verification process

Organise callbacks  
or direct call



Completely  
white labelled

Auto translate  
functionality

BIN checking to  
restrict credit card  
payments

Wide choice of  
payment channels  
including  
Apple Pay

Payments settled  
directly to you

With clear calls to action and an intuitive navigation system, our payment app allows customers to choose the option that suits them, whether that's paying now, setting up a payment arrangement, requesting a callback, or seeking further information.

# CREDIT CLEAR, THE MARKET LEADER IN DIGITAL, ACTIONABLE COMMUNICATIONS FOR OPTIMISING ACCOUNT RECEIVABLES

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Credit Clear's technology platform is helping businesses drive smarter, faster and more innovative financial outcomes by changing the way customers manage their repayments.

Early and personalised digital communications improve customer loyalty and promote a positive relationship with your brand. Our proprietary digital payment platform uses dynamic data, predictive analytics, artificial intelligence and machine learning to boost engagement and ROI.

- ✓ Very high engagement through superior user experience
- ✓ Actionable communications
- ✓ Immediate delivery
- ✓ Frictionless, fast, easy payments
- ✓ Deep insights from digital engagement
- ✓ Granular targeting based on rich data
- ✓ Significantly more cost effective than traditional methods
- ✓ Communicate to your customer in their preferred time, channel and language



### Workflows that respond to the behaviour of the customer.

We work with clients to develop a digital collections strategy that is aligned with their brand and leverages Credit Clear's experience across millions of interactions.

Sophisticated workflows can be developed that understand the situation with that individual customer and respond appropriately.

Keeping the customer informed of their situation and providing relevant options improves collection performance and the customer experience.

#### Negotiate payment offers

For customers who can't afford to pay their amount in full but are eager to close their debt. Using "Make an Offer" customers can ask you whether you'll accept the amount they are willing to pay now. You can accept or reject the offer.

**Make an Offer**

You owe  
**\$150.00**

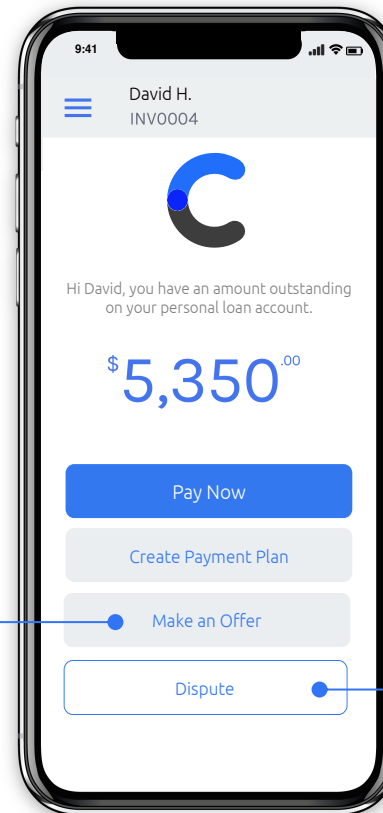
How much do you want to pay?

\$

Why do you want to pay this amount?

\* For security reasons, please do not enter sensitive information (eg. card number, personal contact information)

CLOSE SUBMIT



#### Dispute management

A digital first presence to help your customers manage disputes. Quickly react to customers who do not think they need to pay without friction.

**Dispute Form**

Please select a category and tell us more about the reason for dispute.

Category

Reason

\* For security reasons, please do not enter sensitive information (eg. card number, personal contact information)

CLOSE SUBMIT



## BROADENING THE COMMUNICATION CHANNELS

Credit Clear helps clients discover and adapt to a customer's preferred communication channel.



EMAIL



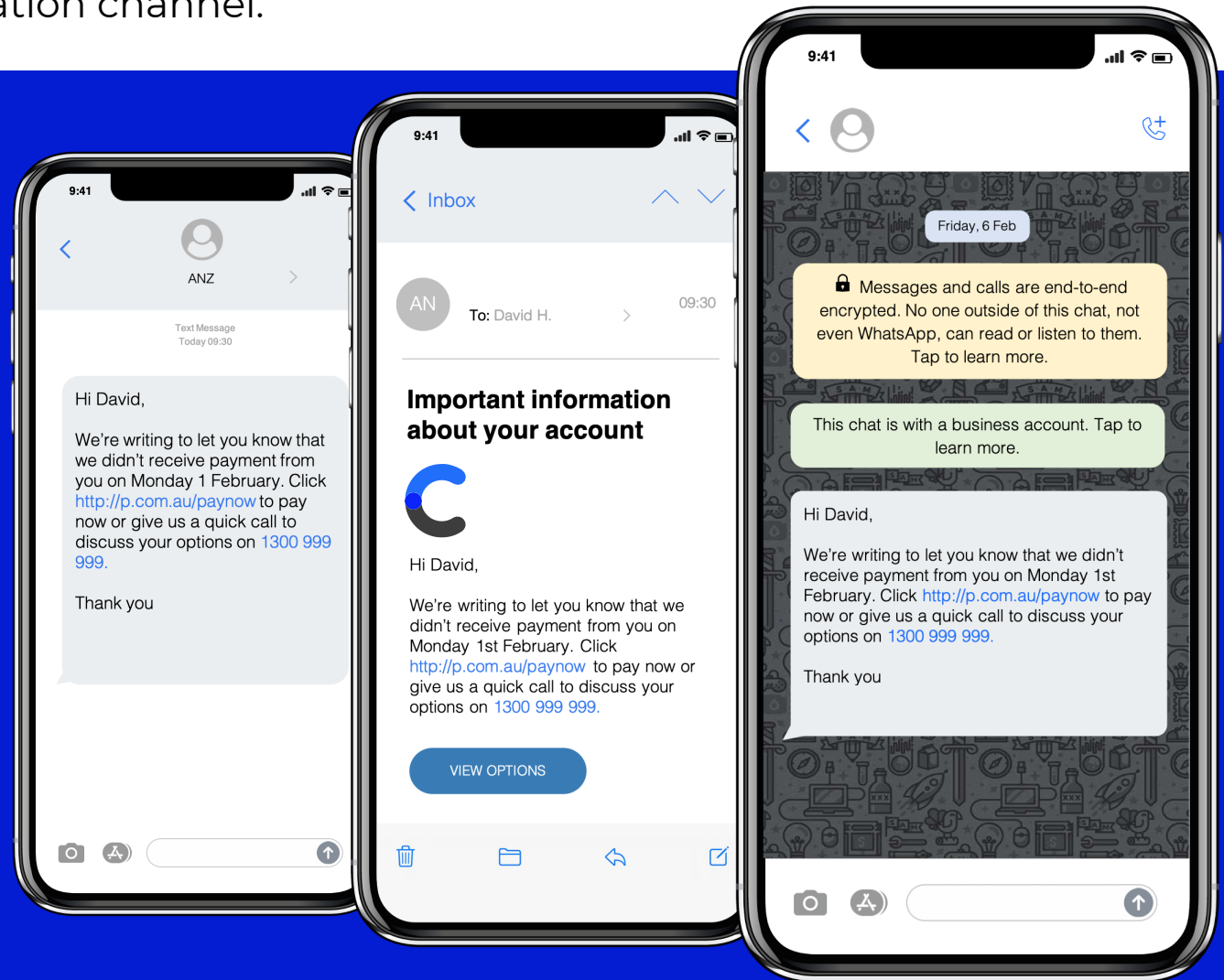
SMS



WHATSAPP

Send communications via a targeted platform to gauge channel efficiency or via multiple platforms for optimal penetration.

Real-time analytics will instantly validate accuracy of contact data, track user engagement and activity, and record language preferences.




# QR CODES ON LETTERS

## QR codes have become a part of everyday life.

Using this technology, we can make it simple for our clients to receive a payment. A QR code is simply added to any collection notice to facilitate seamless digital engagement.

### Advantages of using QR codes

- High customer familiarity
- Seamless transition from a 'traditional' to digital customer experience
- Track customer engagement
- Customise codes to match your brand



1 February 2021

«CR\_PREFIX» «CR\_INITIAL» «CR\_SURNAME»,  
«CR\_ADDRESS LINE 1»,  
«CR\_ADDRESS LINE 2»,  
«CR\_SUBURB» «CR\_STATE» «CR\_POSTCODE»,

### IMPORTANT NOTICE

Dear «CR\_PREFIX» «CR\_SURNAME»,

We act on behalf of «CLIENT» who has advised us that payment amounting to «TOT\_DUE» has not been received, despite previous attempts to contact you in relation to this matter.

**Account Reference:** «CR\_REF\_NO»  
**Balance Due:** «TOT\_DUE»  
**Due Date:** «DUE DATE»


**It is very important that you do not ignore this letter, as we may be instructed to take further action against you to recover the outstanding amount if we do not hear from you in relation to this matter by the due date above.**

You can settle your account using one of the payment options listed (see *How to Pay*), or you can contact us via phone or email to discuss the matter.


If you have any questions in relation to your account, then please call us. There are a number of options available to you that you may not be aware of, and we can help you to work out the best way for you to get your account back on track.

Thank you for your urgent attention to this matter. If you have sent your payment, please disregard this letter.


Yours sincerely,



**CREDIT CLEAR SOLUTIONS ON BEHALF OF ANZ**  
**Phone:** «OFFICE\_NO»  
**Email:** «OFFICE\_EMAIL»  
**Office Hours:** 9.00 am to 5.00 pm Mon – Fri (AEST)



**Need help deciding what to do?**  
If you are in any doubt about what you should do, you can visit our Debtor Assistance site which contains some helpful answers to frequently asked questions.  
[www.creditclear.net.au/debtor-assist](http://www.creditclear.net.au/debtor-assist)



**AMOUNT DUE**  
«TOT\_DUE»

**PAYMENT DUE DATE**  
«DUE DATE»

**HOW TO PAY**

**Telephone and Internet Banking**  
Pay using BPAYs or BPAY View®  
Biller Code: «BILLER\_CODE»  
BPAY Number: «BPAY\_NUMBER»  
For more information, visit [www.bpay.com.au](http://www.bpay.com.au)

**Online Payment**  
[www.bpoint.com.au/payments/client](http://www.bpoint.com.au/payments/client)  
to pay online using our secure BPOINT payment gateway. We accept MasterCard, Visa and American Express. Transaction fees may apply, and you will be advised at the time of payment.  
Reference Number: «CR\_REF\_NO»


**Over the Phone**  
Please call us on «OFFICE\_NO»  
We accept MasterCard and Visa credit and debit cards. Transaction fees may apply, and you will be advised at the time of payment.  
Reference Number: «CR\_REF\_NO»

**WHAT HAPPENS NEXT**

**You Are Here** ▶ **Important Notice**  
You have received this Notice because we have been instructed by our client to pursue an unpaid debt which remains outstanding despite previous attempts by our client to contact you in relation to this matter. If you make payment for the amount owing before the due date above no further action will be taken.


**Escalated Collection Activity**  
If you do not respond to this Notice, we may be instructed to commence further action against you to recover the outstanding balance. You may also be liable for additional costs.

To view your payment options or set up a payment plan at any time before the due date please scan QR



9:41

David H.  
INV0004



Please enter your reference number below

ABC1234


Please enter your first name

Debtor

Submit

9:41

David H.  
INV0004



Hi David, you have an amount outstanding on your personal loan account.

**\$5,350<sup>00</sup>**

Pay Now

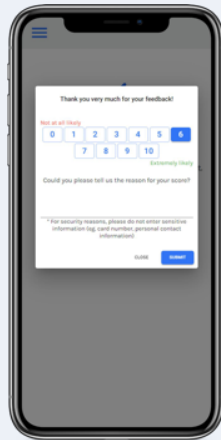
Create Payment Plan

Make an Offer

Dispute

## MEASURING THE CUSTOMER EXPERIENCE

In December 2020, Credit Clear introduced NPS to see how likely customers would be to recommend the experience.



The Net Promoter Score (NPS) typically predicts company growth and customer lifetime value. Any NPS score above 0 is "good". It means that your audience is more loyal than not. Anything above 20 is considered "favourable". Bain & Co, the creator of the NPS system, suggests that above 50 is excellent, and above 80 is world class.

“

*Quick and easy*

*Convenient*

*Easy to use*

*Easy and fast*

*Because it's realistic, assessable and reliable way of maintaining bill payment. Thanks so much fir tour (sic) kind and helpful service*

*Easy, quick simple. Please have this sent out the day before the bill is due.*

*Credit Clear Limited*

### CUSTOMER QUOTES

*Easy to understand and simple to choose options and an easy process.*

*Have 4 kids and it's not always easy to remember to call places, this was quick and easy.*

*Super easy to use! Thanks for reaching out to me via sms, it's extremely useful... sometimes emails end up in the junk or spam folder.*

*Easier then talking to someone on the phone they ask too many questions.*

”

*Very easy and got the info where I wanted it. Thanks.*

*Easy as on the go method when busy at work or travelling.*

*Easy and simple quick to solve and didn't take up much of my time.*

*I liked this digital thing . More easy and convenient.*

## TECHNOLOGY ROADMAP

Strong focus on continuing to advance product development over the next 12 months.

In doing so, we're providing a better service for our clients, a better customer experience and we're widening the technology gap between us and our competition.

### Planned development

Strategy Manager, Tracking & Control, Data & Electronic Billing

- Strategy Manager – allowing for client lead self service experimentation (Champion/Challenger strategies)
- Expanded AI and Machine Learning functionality
- Additional communications channels (e.g. WeChat), payments gateways (e.g. Google Pay and NPP), and enterprise-level features
- Data warehouse build
- Dashboards
- Data bureau
- Bill presentment/electronic billing

### Functionality launched and iterating

Channel Controller



- Expand communications reach through secure digital channels (WhatsApp)
- Increase our digital payment reach (Apple Pay)
- Give customers more options to handle their debt (Hardships, Disputes, Promises)
- AI send time optimisation v2

# UNDERLYING OUR GROWTH STRATEGY ARE THREE KEY CAPABILITIES

Three key pillars of Credit Clear's growth strategy



## Distribution & Digital Reach

*Expand our digital technology distribution to reach more customers by:*

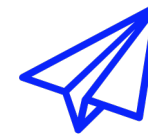
- Broadening communications channels (e.g. WhatsApp, Google RCS)
- Broadening payments gateways (e.g. Apple Pay, NPP)
- Ensure regulatory and compliance obligations covered for each market segment targeted



## Digital Messaging & Engagement

*Develop content and delivery capabilities to better engage consumers such as:*

- AI and ML to optimise message send time and payment incentives
- Strategy Manager and Analytics & Reporting modules to optimise message content & frequency
- Customer data repository and analytics capability to develop deeper customer insights



## Transformation

*Seek transformational opportunities to leverage our technology*

### **In existing markets:**

- Acquire traditional RM clients organically and via M&A, then convert them to digital
- Leverage our technology in other adjacencies to improve effectiveness and/or create efficiencies

### **In new markets:**

- International expansion through replicating our Australian business model and/or seeking licencing and partnership opportunities

## CY21 HIGHLIGHTS

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Record month of digital collections achieved in February 2021

\$2.2m payments processed with strong trend continuing (up 47% YoY)



Record volumes of digital communications sent in February 2021

991,552 digital communications sent and strong trend continuing (up 121% YoY)



Strong organic growth continues with revenue growth for CY21 Q1 in excess of 30% versus prior quarter



A major client will significantly increase its volume of debtor files referred to Credit Clear from March 2021. The company believes the revenue generated from this client will increase significantly from April 2021



Digital revenue up 232% YOY in February 2021. Digital now generates more revenue for Credit Clear than traditional collection methods. This trend has accelerated into March.



### Record Communications

Record volumes of digital communications sent in February with 991,552 digital communications sent with the strong upward trend continuing. Up 121% YoY. CCR expects to send in excess of 1m digital communications in March 2021 for the first time.

### Record Collections

Record month of digital collections achieved in January 2021 of \$2.2m in payments processed. Credit Clear has now processed over \$46m in digital payments.

### Record Revenues + Adoption of digital platform

Digital Revenue up 232% YoY is strongest revenue generator for the company for first time in February 2021. The company expects this trend to continue. Further validating the acquisition of Credit Solutions and CCR's ability to quickly migrate clients to the high margin, digital platform.

- Credit Clear's strong growth trend has continued through February 2021 with the Company's overall digital revenue up 232% YoY making digital income comfortably the group's strongest revenue generator
- Digital communications in March 2021 to exceed 1m for the first time.
- A major client will significantly increase its volume of debtor files referred to Credit Clear from March 2021. CCR will be provided with significantly richer data for its digital treatment process. The company believes the revenue generated from this client will increase materially from April 2021.
- CY21 Q1 revenue trending up over 30% versus prior quarter.

## OUTLOOK

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Credit Clear has made a strong start to 2H FY21 with both the volume and value of work increasing significantly on pcp.

The Company anticipates that it will achieve its targets for FY21 with revenue already having increased in excess of 30% on previous quarter.



A major client has recently substantially increased its volume of debtor files supplied to Credit Clear. The company believes the revenue generated from this client will increase significantly from April 2021.



Credit Clear expects the utilities sector to continue its rapid growth in 2H FY21 for both energy and water segments. The company also anticipates the announcement of a major contract win with an ASX 20 company in the coming days.



Credit Clear reiterates that it will continue to invest in its digital technology platform as the combination of its unique, flexible and customer friendly technology and highly focused marketing activities remains the clear path forward to continue disrupting the receivables collection industry.



# creditclear **limited**

## CONTACT US

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