



# Investor Presentation

ASX: CCR  
November 4, 2020

**creditclear** limited

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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.



Credit Clear delivers 21st century technology and user experience that the market demands in a digital age

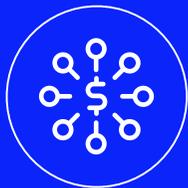
IN UNCERTAIN ECONOMIC TIMES LARGE CORPORATIONS ARE SEEKING TECHNOLOGY SOLUTIONS TO STREAMLINE THEIR BUSINESS PRACTICES AND THE RECOVERY OF CASH HAS BECOME CRITICAL. OLD WORLD DEBT COLLECTION ISN'T AN EFFECTIVE SOLUTION IN THIS CHANGED MARKET ENVIRONMENT. CREDIT CLEAR IS PERFECTLY PLACED TO GROW ITS BUSINESS IN THIS ENVIRONMENT AND WE ARE SEEING THIS HAPPEN.

**Credit Clear is  
the market  
leader**

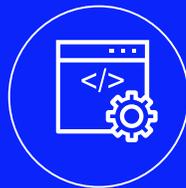


## CREDIT CLEAR: TRANSFORMING THE LANDSCAPE

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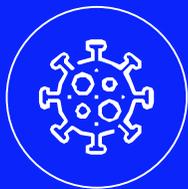
Since launching to market in 2017, the business has developed a high quality client base and the recent acquisition of Credit Solutions has enabled Credit Clear to accelerate the application of its technology across new client segments.



Underpinning the business is Credit Clear's proprietary technology platform that offers digital billing and communication solutions that are complimented by a data driven customer intelligence engine



Credit Clear's clients comprise a range of organisations including SMEs and large corporations, local councils and other government departments, and domestic businesses and subsidiaries of global organisations



COVID-19 economic impacts has created a general build-up of outstanding receivables across all segments. Credit Clear expects businesses will be searching for technology solutions to assist in recovery of debt in an effective way



Pro-Forma FY20 revenue of \$11.2 million, pre-tax earnings of -\$1.8 million (before one-off costs associated with ASX listing) and no debt



Successfully raised \$15.0 million at IPO to accelerate further systems development and underlying business growth

Credit Clear proprietary, technology platform improves the effectiveness of collecting receivables, reducing associated costs and enhancing the underlying customer experience

## Credit Clear at a glance:



Acts for over 800 Australian and New Zealand customers across multiple segments



Five offices across five capital cities nationally (Melbourne, Sydney, Adelaide, Brisbane and Perth) and one regional office (Geelong)



Headquartered in Melbourne with 90 full-time employees across the country

### Clients by sector:

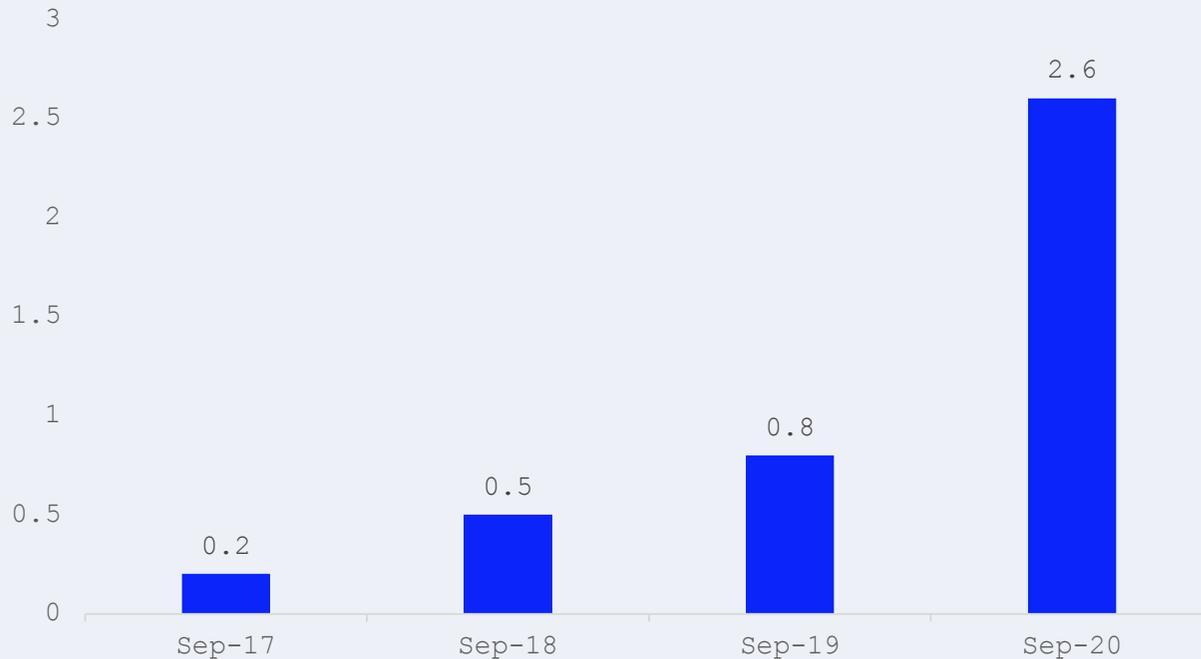
Industry Sector	# of Clients in top 50	% Group Revenue	Average length of client relationship (years)
Transport	4	22.9%	11
Financial Services	13	20.8%	3
Government	17	10.0%	8
Utilities	5	9.7%	2
Other	11	5.4%	3

# PRODUCT & MARKET VALIDATION TIMELINE



CREDIT CLEAR - WELL ESTABLISHED AND ACCELERATING UTILISATION OF ITS  
DIGITAL PLATFORM

Digital Communications Sent  
(millions/quarter)



Currently, Credit Clear is managing 250,000 active customer accounts from a base of 800 clients which provides an opportunity to transition many of these clients onto the platform

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With the addition of the Credit Solutions client base, it is anticipated the utilisation of the Technology platform and associated income will continue to grow, as demonstrated since April 2020 this year

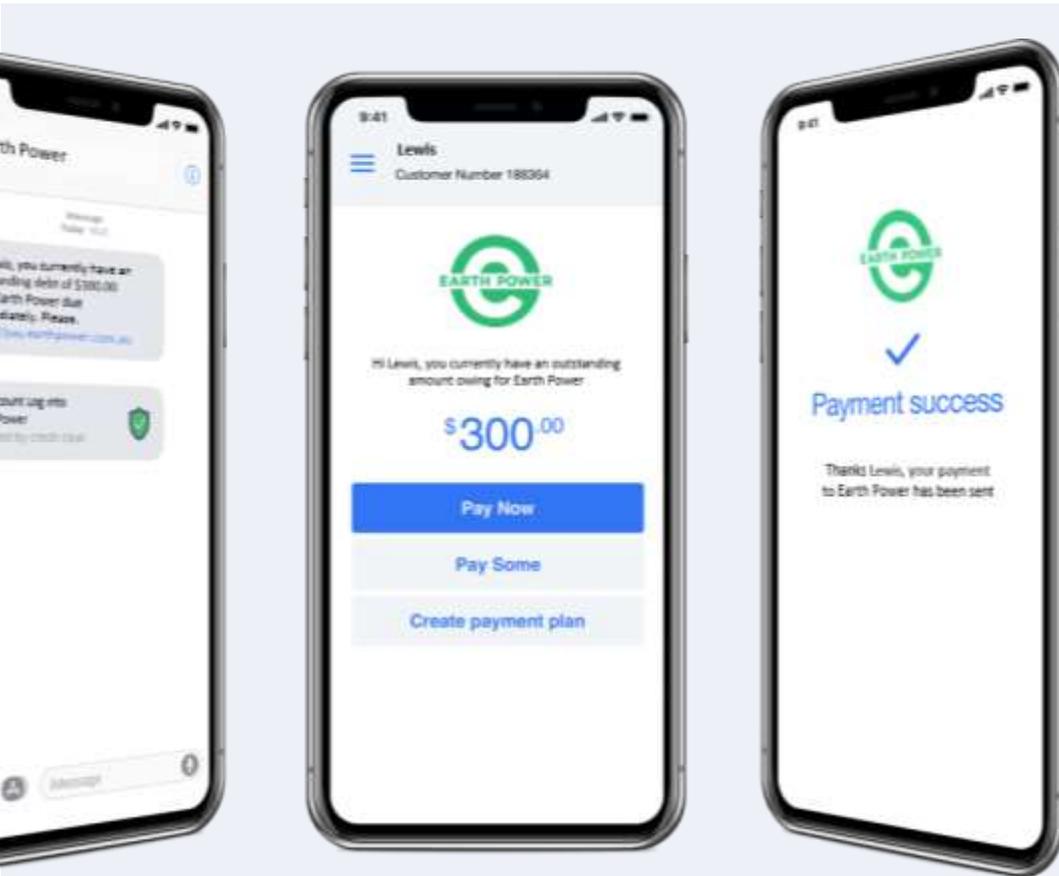
# WHY EMBRACING DIGITAL COLLECTIONS IS A MUST

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## PRODUCT OVERVIEW

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Make an immediate payment - full or partial

Completely white labelled

Create payment plans

Multiple delivery channels

Organise callbacks or direct call

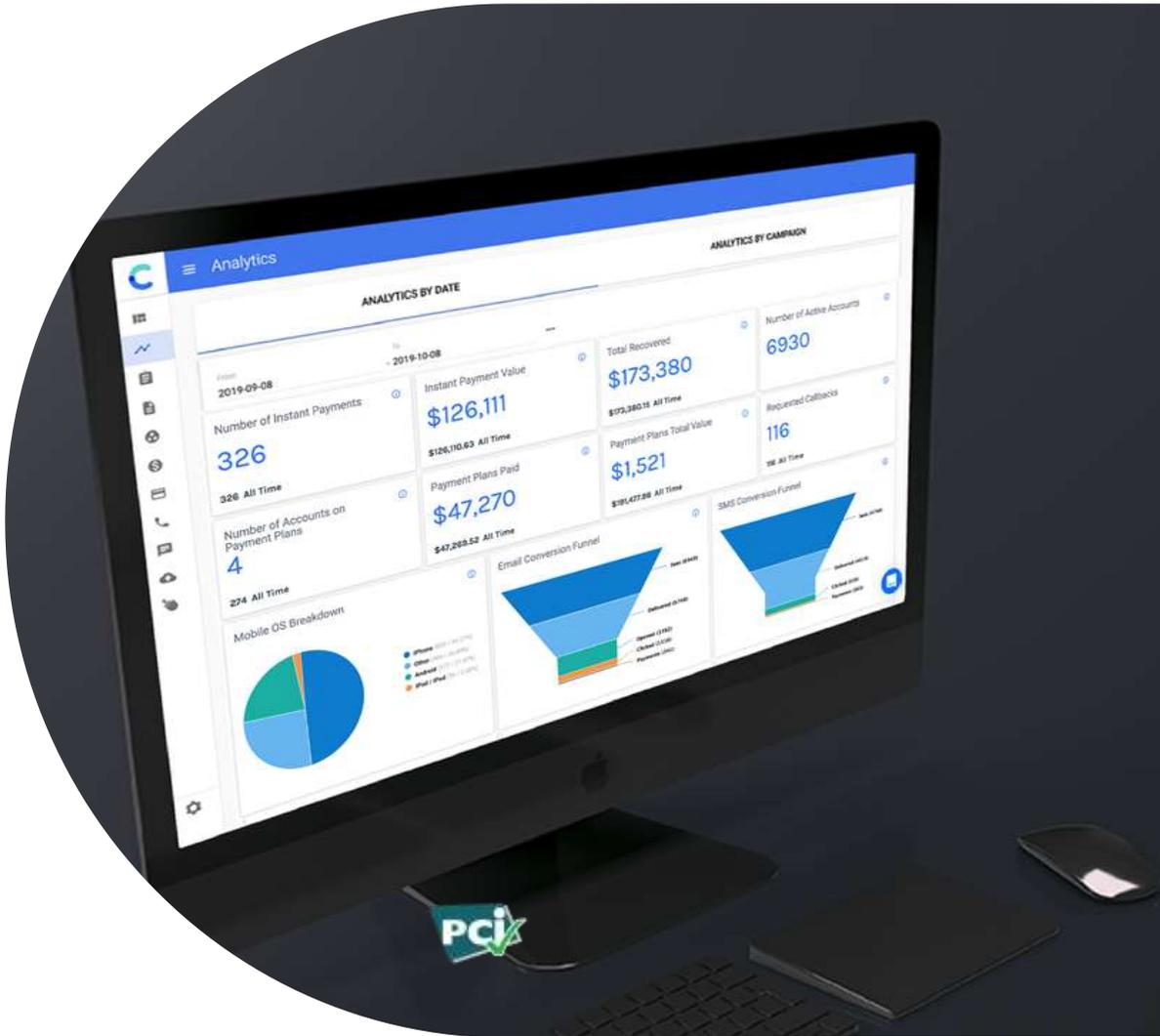
Device agnostic

Payments settled directly to you

Optional customer verification process

BY DELIVERING THE CORRECT MESSAGE IN THE FORMAT, LANGUAGE AND AT THE TIME THE CUSTOMER PREFERS, THE CREDIT CLEAR PLATFORM DELIVERS HIGHER CUSTOMER ENGAGEMENT WITH HIGHER SUCCESSFUL COLLECTION RATES FOR ITS CLIENTS.

## PLATFORM CAPABILITIES



- > Industry benchmarking and insights
- > Workflow performance management
- > Tailored personalised experience for consumers
- > Machine learning and AI algorithms to predict consumers' behaviour
- > Automated treatment based on performance and industry insights
- > Secure, robust and highly scalable platform

**PROPRIETARY TECHNOLOGY DRIVING CREDIT CLEAR'S SOLUTIONS**

**Credit Clear Technology Stack & Product Roadmap - 4 Distinct Modules:**

1	<b>Channel Controller</b>	<ul style="list-style-type: none"> <li>• Tailored Payment Arrangements</li> <li>• Agent ad-hoc</li> <li>• Integration Service</li> <li>• Admin Portal</li> </ul>	<ul style="list-style-type: none"> <li>• Bot SMS</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> <li>• NPP Integration</li> </ul>	<ul style="list-style-type: none"> <li>• RCS, Apple Business Chat</li> <li>• Bot Voice</li> </ul>
2	<b>Tracking &amp; Control Module</b>	<ul style="list-style-type: none"> <li>• Analytics - Back End</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting Pack</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics Interface</li> <li>• Behavioural Analytics</li> </ul>	
3	<b>Strategy Management Module</b>	<ul style="list-style-type: none"> <li>• AI Send Time Optimiser</li> <li>• Adaptive Workflows</li> </ul>		<ul style="list-style-type: none"> <li>• Testing Module (Champion/Challenger)</li> <li>• Statistic ROI tools</li> <li>• Message Libraries</li> </ul>	<ul style="list-style-type: none"> <li>• Customer AI Negotiation</li> <li>• Simulation Module</li> <li>• AI Workflow Optimiser</li> </ul>
4	<b>Data Bureau Resource</b>	<ul style="list-style-type: none"> <li>• Customer Data Repository</li> </ul>			

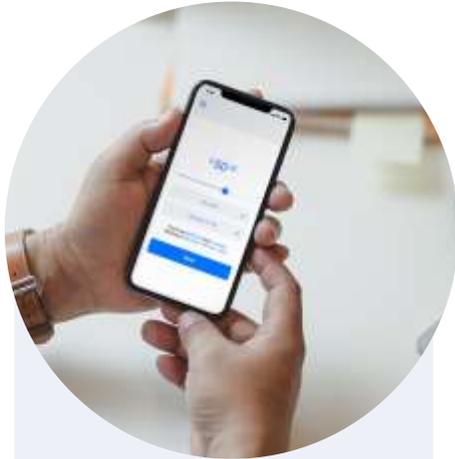
**FY2020**

**FY2020**

# TECHNOLOGY DRIVEN SOLUTIONS

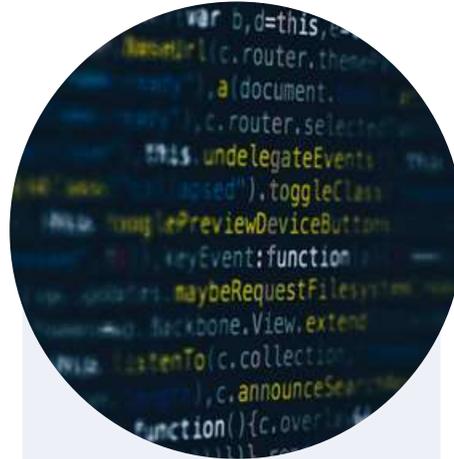


## CREDIT CLEAR'S GROWTH STRATEGY - FOUR KEY PILLARS



### Investing in technology development

Credit Clear's focus is on the technology, not the channel. Credit Clear will continue to invest in its data and artificial intelligence capabilities to improve collections performance and customer outcomes.



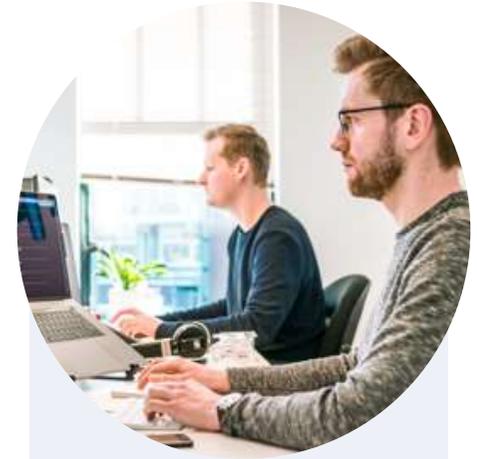
### Digital technology platform

Credit Clear have over 800 traditional clients in Australia, all of whom will have a need for its technology solutions. Credit Clear aims to introduce the technology platform to those who are not yet using it and demonstrate its value upstream and earlier in each client's respective credit life cycle.



### Increasing Credit Clear client base

Credit Clear will continue to acquire new clients through competitive tender processes and providing industry specific consultation to Australia's leading enterprises.



### International opportunities with scalable technology

Credit Clear will support Australian clients with international interests and use expansion into foreign markets to secure additional business abroad.

# REVENUE MODEL

## MARGINS

### Technology Platform Income

- Charge per communication
- Charge per active account
- International licensing income
- Success, integration & gateway fees

**creditclear**

### Receivables Management Income

- Fee for service activities
- Commissions on successful collections
- Resource overflow programs or insourcing

**creditsolutions**

### Legal Services Income

- Legal & Solicitors fees
- Skip Tracing & Field Services fees
- ASIC & Credit Reporting Search fees

 **OAKBRIDGE LAWYERS**

## CREDIT CLEAR – BOARD OF DIRECTORS

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**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. He is the founder of UBank and led the digital agenda of for 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. Gerd has a Master's degree in Engineering (Robotics) and an MBA from the Columbia Business School in New York. He is currently a Director of Partners in Performance Pty Ltd, a global management consultancy, where he leads the digital practice.



**Mark Casey**  
NON EXECUTIVE  
DIRECTOR & CO-FOUNDER

Mark is the managing director of Casey Capital Pty Ltd, a private investment vehicle with over \$2 billion in projects under management. 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.



**Marcus Price**  
NON EXECUTIVE  
DIRECTOR

Prior to joining the Credit Clear Board Marcus was CEO of Property Exchange Australia Ltd. He has over 25 years' experience building successful practices and maximising shareholder returns. Notably, he has developed and managed entirely new transformative businesses from start-up to sale. He specialises in early stage and competitive market entry financial services businesses involving competitive market analysis, equity structures and financial engineering. Marcus has held senior positions with National Australia Bank as well as the Boston Consulting Group. In addition, he developed and exited financial services businesses as the CEO and Executive Director for both Equifax Pty Limited and Dun & Bradstreet Pty Ltd.



**Lewis Romano**  
EXECUTIVE DIRECTOR  
& CO-FOUNDER

Lewis successfully founded and grew three businesses before he was 30. He was named on Smart Company Australia's "Hot 30 under 30" list in 2016. After attending Bond University to study Business Entrepreneurship, Lewis gained experience in marketing and sales before founding his first business in bespoke fashion e-commerce. Lewis went on to jointly establish what became Australia's third largest online job site SpotJobs.com. After successfully exiting that business, Lewis turned his focus to the creation of Credit Clear in 2015. Lewis remains a key driver of many fundamental client and strategic relationships for the Credit Clear business.

## CREDIT CLEAR - EXECUTIVE TEAM

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**Brenton Glaister**

GROUP CEO

Brenton started his career in Receivables Management in 1986, founded National Credit Management Limited in 1990 and Credit Solutions Pty Ltd in 2014. Brenton was a former managing director of ASX-listed Tradehouse International Limited, non executive director of Chandler McCleod Limited, executive at Thorn Limited, state distributor for Lactalis Limited and National Foods Limited and has been a chairman or board member of over 10 additional entities in finance, insurance, legal and on school boards and industry associations.

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**Victor Peplow**

CFO

Victor has over 25 years' experience in the financial services sector. During his professional career, Victor has been the Chief Financial Officer for the Australian Wealth Management division of leading international organisations including Citigroup and Morgan Stanley. More recently, Victor has been responsible for the financial and risk management functions of emerging companies, focusing particularly on governance frameworks.

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**Jason Serafino**

CTO

Jason is an experienced, hands on technology and product leader with in excess of 20 years experience leading teams from foundation to scale-up and established corporates. Jason has a passion for helping businesses achieve breakthrough innovation and scale. Prior to his current role, Jason was GM of Innovation and Technology at Liberty Financial and lead a team of technology professionals with responsibility for the design, development and management of Liberty's end-to-end technology platforms including broker, risk assessment, settlement, portfolio servicing and funding systems.

## CREDIT CLEAR - EXECUTIVE TEAM

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**Piero Gross**

COO

Piero has over 19 years' experience in Receivables Management and has held a number of senior operational management positions including at National Credit Management Limited where he was responsible for the operational delivery of post write-off/sale debt recovery programs for all big 4 banks. He has successfully run large scale pre write off contingent outsource programs for Commonwealth Bank Limited, AGL, as well as local and state government agencies including the original pilots and ongoing business as usual outsource programs for NSW Office of State Revenue and QLD State Penalties Enforcement Registry.

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**Mike Tauschek**

GENERAL COUNSEL & COMPANY

SECRETARY

Mike has comprehensive experience in dispute resolution and corporate/commercial litigation and transactions, with a particular focus on regulatory issues. Prior to joining Credit Clear Mike worked for top-tier and boutique law firms.

Mike's expertise includes regularly advising on complex transactions and corporate disputes as well as claims in contract, equity and financial services regulation.

**David Hentschke**

GROUP GM, STRATEGY & TECHNOLOGY

David most recently played an instrumental role in leading Property Exchange Australia Limited's (PEXA) strategy, international and corporate development functions. David was also a senior leader in a credit technology start-up company, Equigen Pty Ltd, which was acquired by Data Advantage Ltd (now Equifax Australia Pty Ltd). He also spent 2 years at Telstra Credit Services in various roles including Head of Credit Strategy and Commercial Services and was a management consultant with The Boston Consulting Group. David holds a Masters of Business Administration and Graduate Diploma in Agricultural Economics from the University of New England, an Ass. Diploma in Agriculture from the University of Adelaide and completed an Authentic Leadership Development at Harvard Business School.



**Ron Hollands**

JOINT COMPANY

SECRETARY

Ron Hollands Company Secretary Ron Hollands has substantial ASX-listed company secretarial experience including providing corporate governance advice and assistance, charters, policies, and preparing corporate governance statements. He is familiar with ASX processes and has acted as Company Secretary for numerous other ASX-listed companies.

## CORPORATE OVERVIEW

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### Capital Structure

ASX Code	CCR
Shares on issue	225.69m
Market capitalisation (@ \$0.35/sh)	\$79m
Cash raised at IPO	\$15.0m
Options & Rights	27.98m

Credit Clear Limited

### Use of IPO Funds

Systems Development	\$8.8m
Business Development	\$2.10m
Working Capital	\$2.75m
Costs of the Offer	\$1.35m
<b>Total</b>	<b>\$15.0m</b>

### Substantial Shareholders

Casey Consulting Services	13.67%
Thorney Group (TIGA Trading Pty Ltd, Thorney Investment Group Australia Pty Ltd, Jamahjo Pty Ltd, Thorney Technologies Ltd, Thorney Investment Group, Jasforce Pty Ltd)	7.89%
Belinda Nixon	7.21%



# creditclear **limited**

## CONTACT US

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**CEO**

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