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whispir

20 JULY 2020

Q4 FY20

Activity Update

Investor Presentation

ASX WSP



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35.7% Growth in ARR on prior comparative period

Onboarded record new customers in the quarter and increased platform utilisation by existing customer base.

Prospectus Forecast ARR \$42.0m



\$42.2m

Q4 FY20 annualised recurring revenue

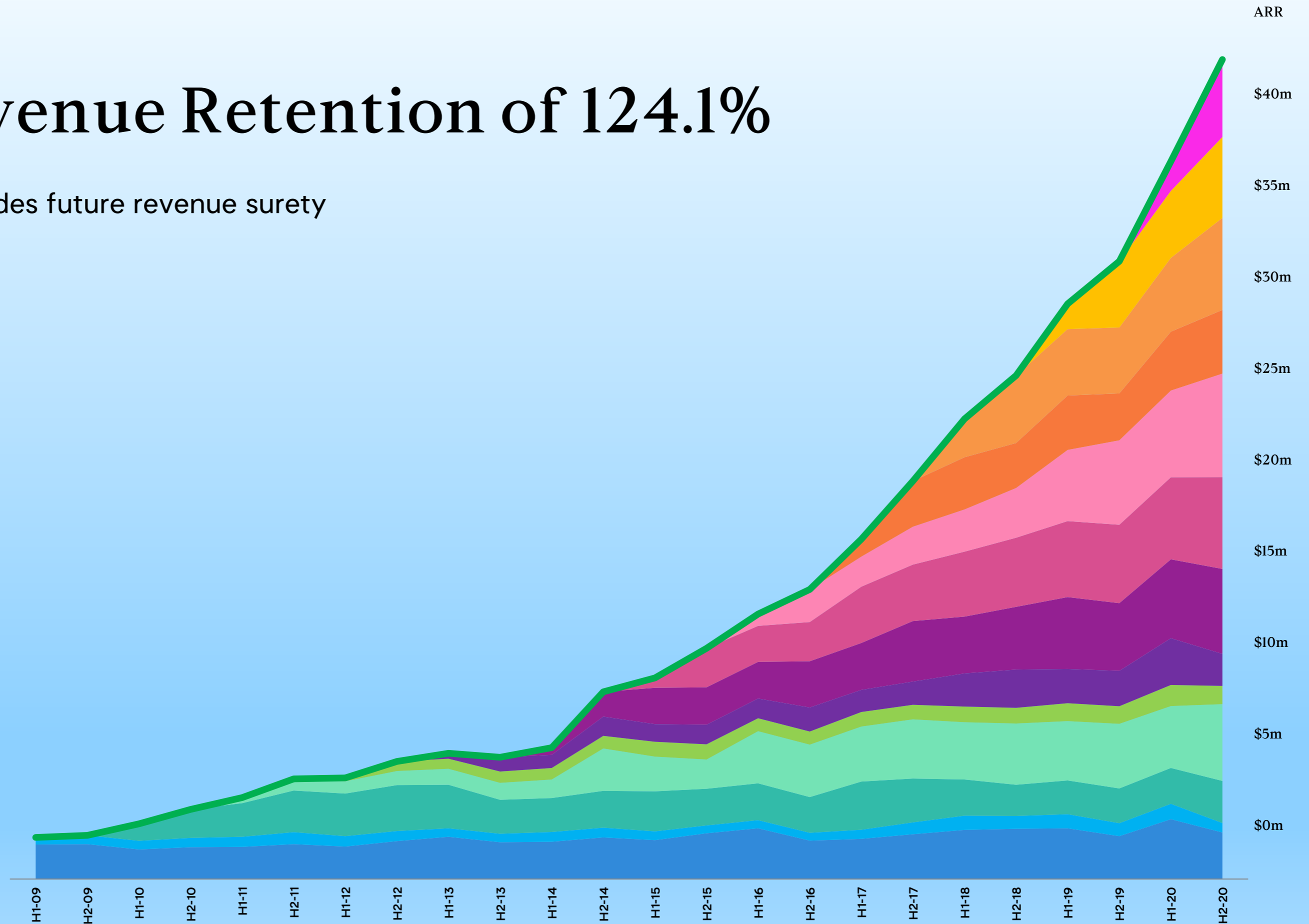
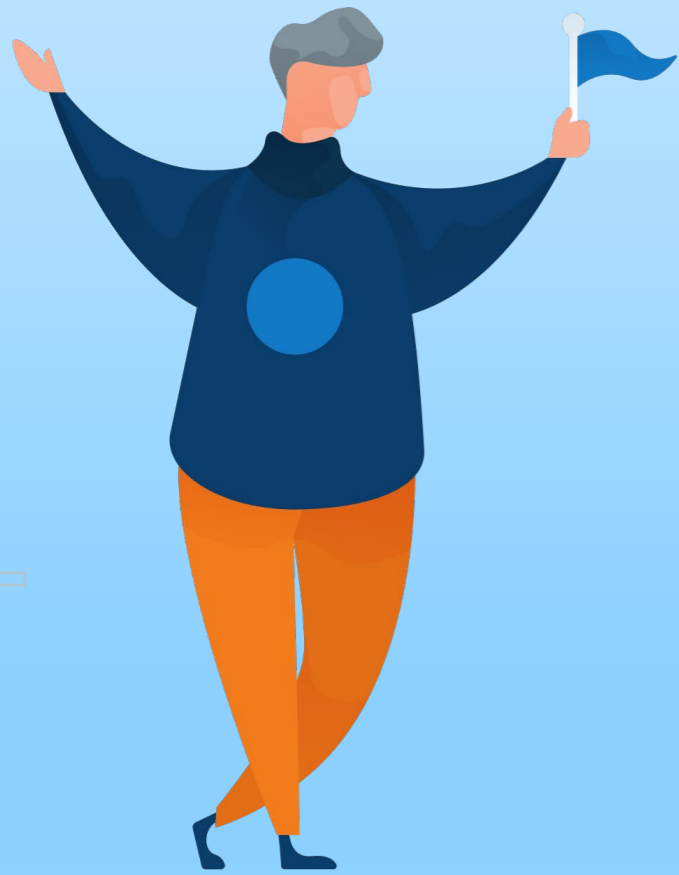


Customer Revenue Retention of 124.1%

Best in class performance provides future revenue surety

Prospectus Forecast CRR 121.5%

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Note

Cohort analysis excludes DBS Bank Singapore as a former customer, fluctuating transactional customers and one-off items such as paid proof of concepts.

Operating cash nearing breakeven

Strong Q4 FY20 performance

- Higher transaction volumes from existing customer base
- Maintaining strong cost management
- Record net new customers
- Well-funded to execute growth strategy



(\$0.1m)

Reduced net cash outflows from operating activities to (\$0.1m), down from (\$1.4m) in Q3 FY20



\$11.3m

Customer cash receipts



\$15.2m

Cash & equivalents balance

Prospectus Forecast \$13.9m

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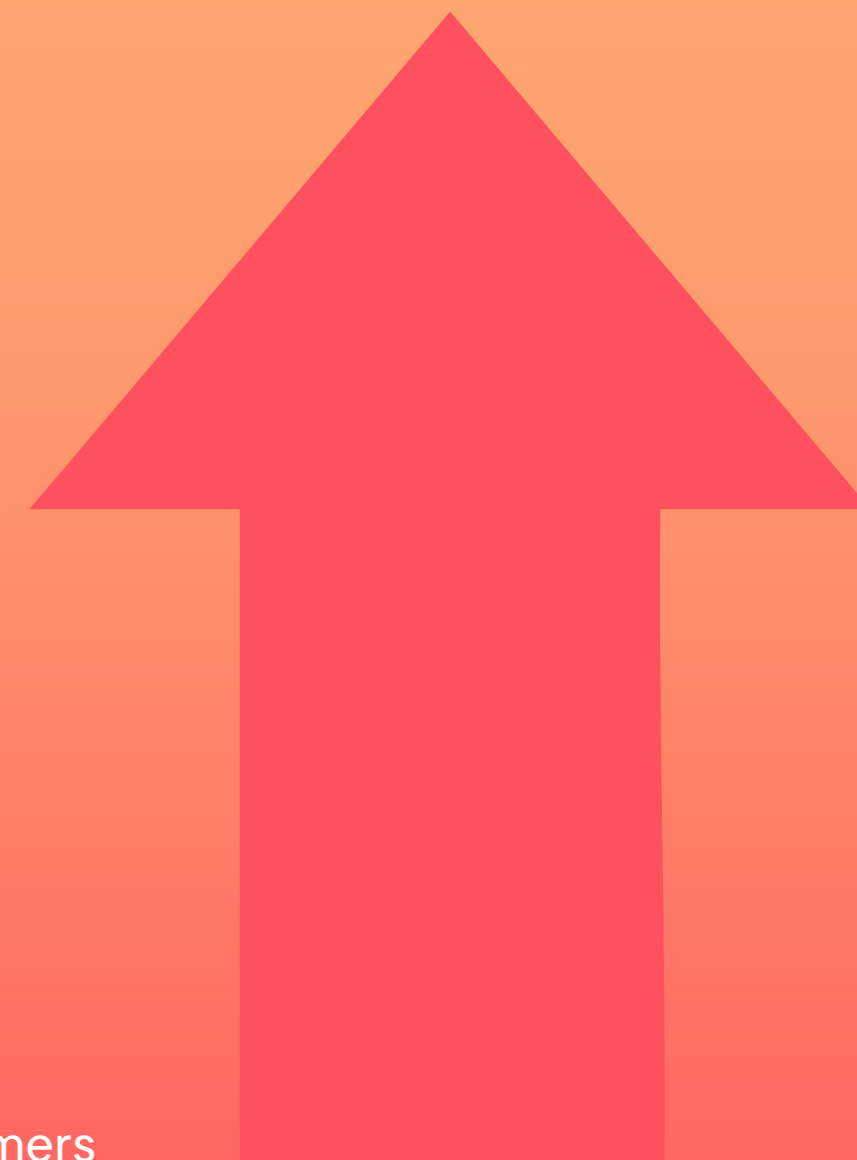
Record net new customers

Increased demand for software to automate and manage COVID-19 communications and Return to Work processes.

630 Customers

72 net new customers in Q4 FY20

Prospectus Forecast Customers 621



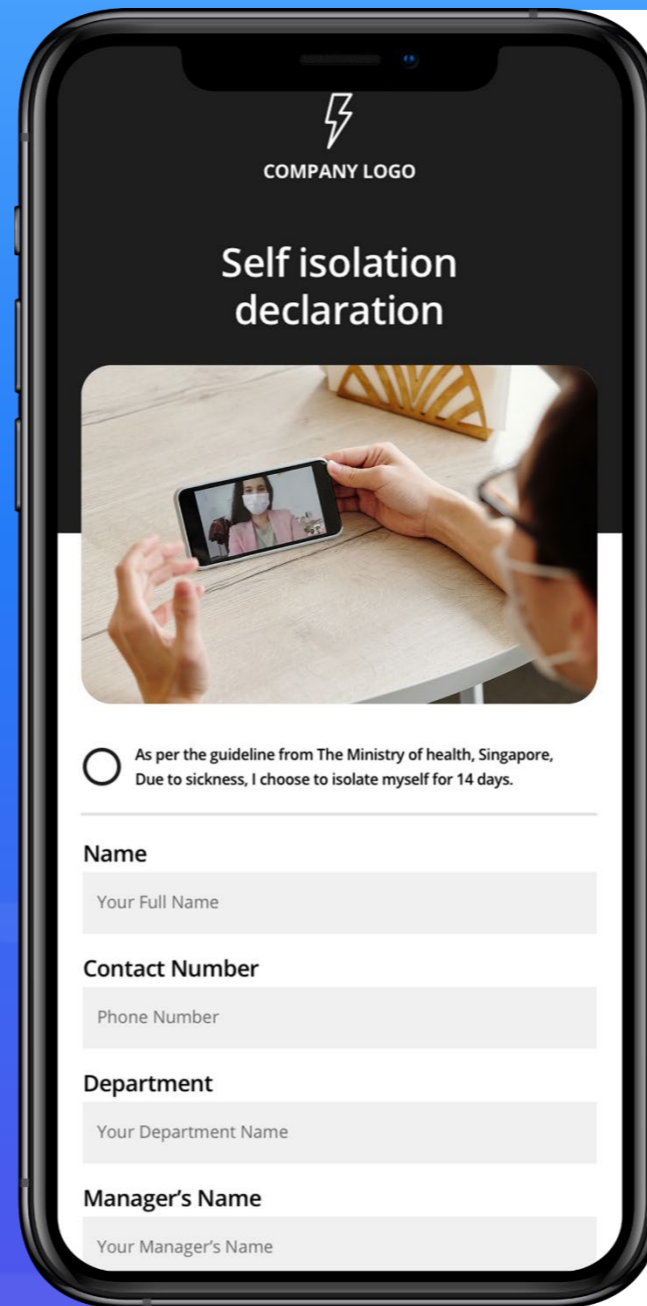
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Return to Work templates

Enables organisations to keep their employees, suppliers and customers safe, as they transition back to business as usual.

TARGETING

- Businesses with 300+ employees
- Office environments and field-based
- Broad industry focus

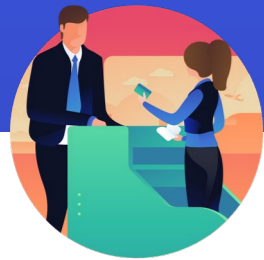


Whispir communication templates can:

1. Communicate a company's RTW strategy to employees
2. Market a company's RTW strategy to customers and suppliers
3. Manage a safe and staggered return of the workforce
4. Manage visitors on-site and keeping employees safe
5. Proactively manage a confirmed case onsite
6. Keep employees updated on latest COVID-19 updates
7. Remind employees about hygiene and safety guidelines

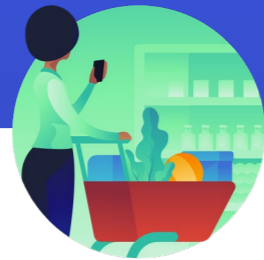
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Return to Work templates



Customer Advisory

Market the RTW strategy to customers. Promote health and safety guidelines, let customers know how they are creating a safe operating environment for both employees and customers.



Staff Advisory

Inform employees of the proposed RTW strategy. Give employees the opportunity to provide feedback or raise concerns.



Supplier Advisory

Inform suppliers of the company's RTW strategy, including information about health and safety measures and guidelines.



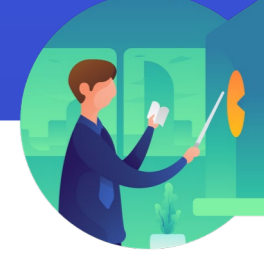
Health Screening Declaration

Simple and efficient method for employees to declare any sickness, if they have been in self isolation or in contact with a confirmed case/outbreak.



Workplace Capacity Planning

Engage with employees around onsite day/time allocation, ensuring compliance with government regulations.



Shift Availability

An easy and effective way to manage shift availability and rostering with two-way interactions with employees.



Contactless Delivery

Enable delivery recipients to confirm they have accepted delivery from their own device.



Instant Teleconference & Instant video

Enable customers, suppliers and colleagues to video call for free without sign ups or new apps. Chat securely and ensure compliance and reporting with automated archiving.



Prior to Onsite Visit Declaration

Manage visitor tracking and keep employees safe onsite. Engage with visitors around health status, social distancing and health information.



Confirmed Case Onsite Declaration

Proactive incident management process for a confirmed case onsite.



Real time alerts & reminders

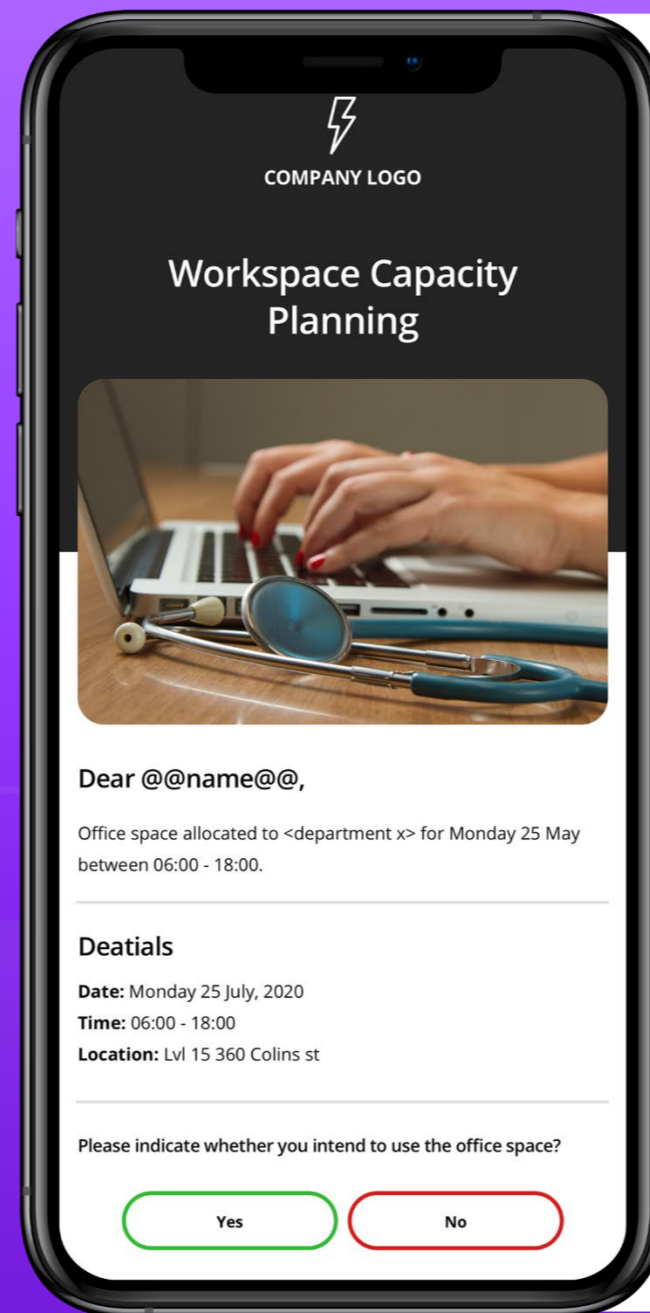
Proactively remind employees of office guidelines, social distancing, hygiene rules and inform them of new government updates.

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Benefits of Whispir's RTW solutions

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- Ready-to-use
- Quickly deployed
- Easy to integrate
- No IT development
- Complimentary to existing Whispir customers
- Affordable for new customers
- Secure
- Easy to update
- Full audit trails
- Multiple delivery channels
- Complements COVID-19 templates



Key Messages

1. Make the health and well-being of your employees your #1 priority
2. Have a clear plan to protect employees, suppliers and customers as you slowly return to work
3. Prepare a communication and incident management strategy to deal with any challenges
4. Build a long-term business continuity management plan
5. Market your return to work initiatives to customers – offer assurance and help kick-start your business

Platform growth drivers

1. Digital transformation projects
2. Adoption of cloud-based communication systems
3. Increased focus on customer experience & engagement
4. Data-driven customer insights & intelligence
5. AI & machine learning functionality
6. Innovation & improved productivity



Platform development

Increased intelligence, functionality & usability

New Product Development

- Digital direct capability
 - SMB Marketplace strategy
- New reporting functionality
 - Greater customer insights
- Workflow enhancements
- Foundation of AI-driven platform intelligence

Product Roadmap

- Conversational messaging
- Intelligent message designer
 - Identify errors in spelling, tone
 - Smart scheduling
- Data-driven insights into recipient preferences
- Data engineering services
- Suggested workflows

R&D Investment

- \$2.3m* in Q4 FY20
- \$8.8m* YTD

* Includes capitalised & expensed R&D

Prospectus Forecast R&D Investment \$8.4m,
guidance revised at the end of H1 FY20 to \$8.9m



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Strong growth outlook

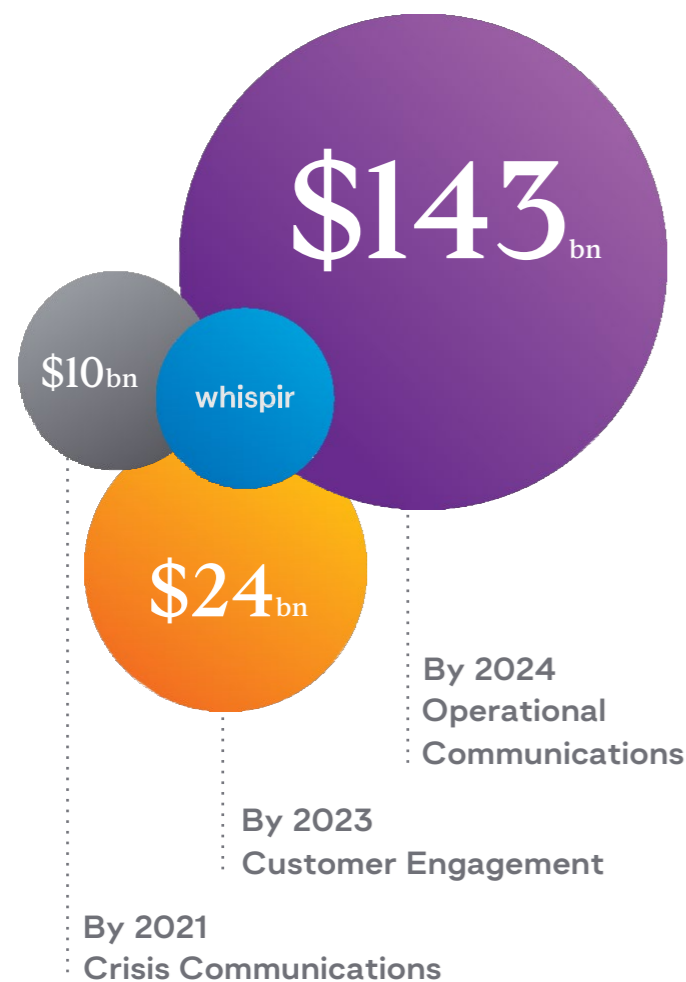


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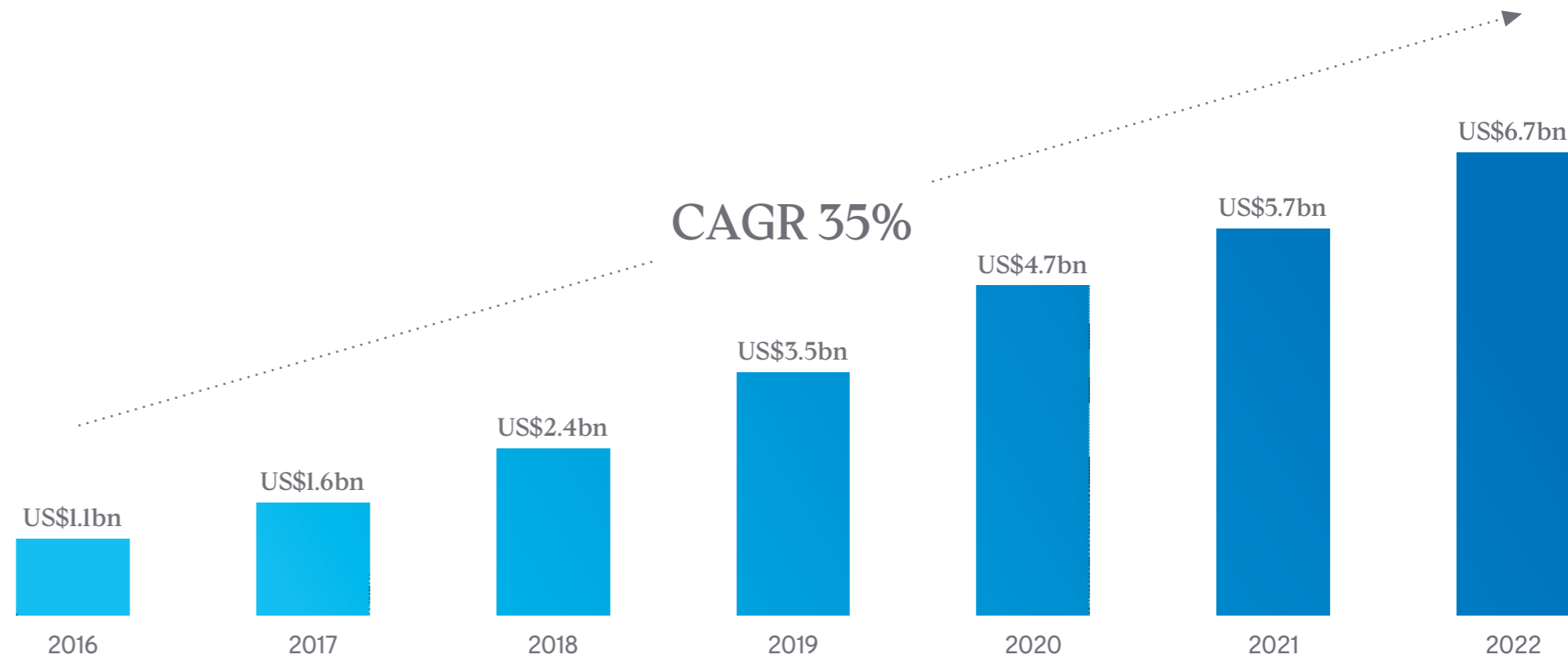
Whispir's total global market opportunity

Whispir's management team believe the WCaaS market in 2024 may reach US\$8bn¹
Whispir's addressable market is a subset of the Operational Communications market, the Customer Engagement market, and the Crisis Communications market: estimated to total over US\$170bn by 2024.
Management believe that this addressable market can be approximated to the CPaaS² market.

Whispir's potential addressable market³ (US\$bn)



Growth of the CPaaS market, 2016-2022 (US\$bn)⁴



Notes

- 1. This estimate takes into account the limited available information on the emerging WCaaS market and its growth potential; the CPaaS market not growing as predicted over the next five years; and the WCaaS market not exceeding the CPaaS market over the next five years.
- 2. Communications Platform as a Service.
- 3. Nemertes Research, Whispir Enterprise Communications Industry Analysis, January 2019.
- 4. Juniper, Communications Platforms – Transforming Enterprises into Digital Innovators, 2017.

Powerful growth strategy

Multiple levers to sustain growth & increase market penetration

1. Increasing platform use with existing customer base
2. Acquiring new customers
3. Diversification of channel partners
4. Whispir Store, evolving to SMB marketplace
5. Increasing presence within three key markets – ANZ, Asia and US
6. Increasing product offering to drive adoption



Competitive Strengths

Moving swiftly to “strengthen the moat”

1. Scalable platform with on demand capacity
2. Integrates with existing IT systems
3. Low code, No Code platform
4. Fast development with modern tools and frameworks
5. Cost-effective infrastructure and service delivery
6. Repeatability
7. Reliable process automation



Thousands of use cases

Business coordination, customer engagement, innovation & crisis communication
Industry diversity provides a key point of difference and cross-selling opportunities

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Financial Services



Emergency Services



Utilities & Infrastructure



Local Government



Federal Government



Education



IT, Telecoms & Media



Healthcare



Transport and Logistics



Resources & Mining



Consumer / Media / Technology



State Government

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We believe:

when organisations *engage* with people effectively -
value is created.

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Connect Engage Thrive

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Glossary —

Profit or loss

- **Software revenue:** revenue generated from collecting contracted monthly licence and transaction fees from customers based on a contracted fee per user and cost per transaction;
- **Professional services revenue:** professional fees in respect of implementation, configuration, training and integration fees;
- **Cost of service:** the costs relating to the delivery of the software including the costs of running the data centre, wages and salaries of data centre based Whispir staff and the carrier cost in delivering transactions;
- **Gross profit:** total revenue less cost of services;
- **EBITDA:** earnings (or losses) before interest, income tax, depreciation and amortisation. Amortisation of contract acquisition costs are included within EBITDA. Management uses EBITDA to evaluate the operating performance of the business. EBITDA can be useful to help understand the cash generation potential of the business. EBITDA should not be considered as an alternative to measures of cash flow under IFRS and investors should not consider EBITDA in isolation from, or as a substitute for, an analysis of the results of Whispir's operations; and
- **EBIT:** earnings (or losses) before interest and income tax.

Cash flow

- **Capitalised development:** proportion of the wages and salaries of employees whose activities relate to the development of software;
- **Capital expenditure:** investment in property, plant and equipment including leasehold improvements and IT equipment;
- **Working capital:** trade and other receivables, contract acquisition costs, other current assets, less trade and other payables and income received in advance;
- **Operating cash flow:** EBITDA after the removal of non-cash items in EBITDA (such as share-based payments, amortisation of contract acquisition costs and net foreign exchange difference) less net interest paid and changes in working capital; and
- **Free cash flow:** operating cash flow less capital expenditure and IPO offer costs.

Financial metrics

- **Gross margin:** gross profit divided by revenue expressed as a percentage;
- **EBITDA margin:** EBITDA expressed as a percentage of total revenue;
- **EBIT margin:** EBIT expressed as a percentage of total revenue;
- **Contract acquisition cost:** commission costs incurred in winning new customers;
- **Customer acquisition cost (CAC):** expenses directly incurred in winning new customers, which includes the contract acquisition costs, divided by the total number of new customers won in the period;
- **Customer revenue retention %:** revenue earned from customers in a year/half year divided by the revenue from the same customer cohort in the corresponding prior year/half year. This metric is net of churned customers;
- **Customer churn %:** number of customers lost in the period divided by the number of opening customers in the period;
- **Lifetime value of customer (LTV):** ARR per customer multiplied by the gross margin for the period, divided by the customer churn in the period. The LTV of the customer cohort represents the LTV multiplied by the number of customers at the period end;
- **Annualised recurring revenue (ARR):** recurring revenue from the final month in a period (licence and transaction revenue) multiplied by 12 months; and
- **Research and development % spend of revenue:** The total of the research and development expenditure recorded in the statement of profit or loss (excluding amortisation) and the capitalised spend in the period divided by revenue.