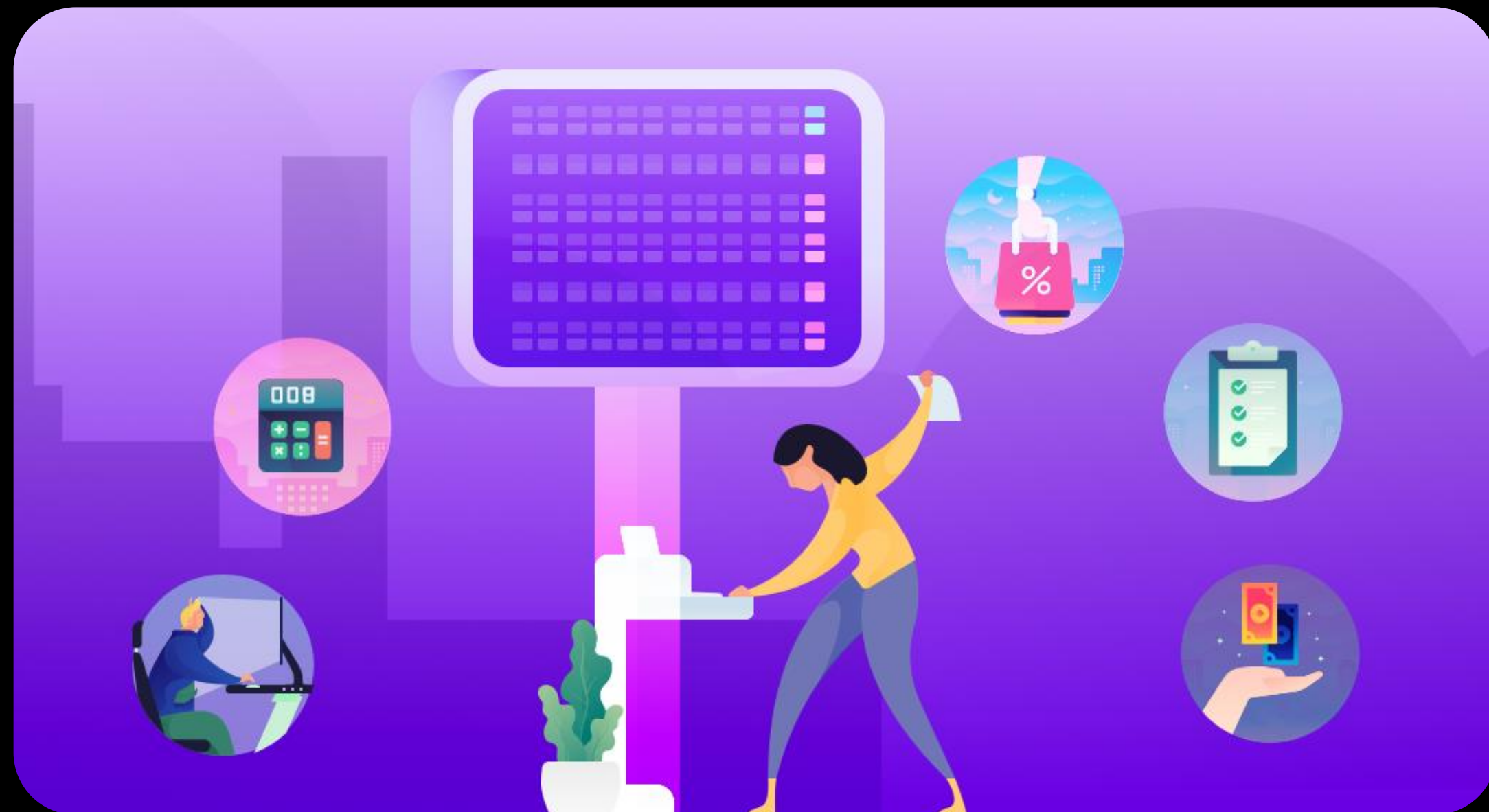


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whispir

22 October 2020

Goldman Sachs 4th Annual Virtual Tech Forum



A S X W S P

Introduction to Whispir

Whispir is a global scale SaaS company, providing a communications workflow platform that automates interactions with people across all digital communication channels

Our products and services ensure people everywhere receive accurate, timely, useful and actionable insights in a manner that is sensitive to individual contexts and preferences



Our platform delivers repeatable products and services to a broad range of organisations, across multiple industries



Our growth is leveraged to the significant global shift to cloud-based communications



Whispir Today



1.5B interactions
per annum

Products solve a broad range of
common business challenges



3 regions

Operating out of 3
regions and through global
industry partners



150 + Staff

Worldwide and growing



>630 blue chip
customers

Proven scalability globally



11,000 + use cases

Delivered for customers
worldwide



99.95%

Availability



Interactions with >55m
unique people per annum

Proven product market fit



60 countries

Global
customer base



24/7/365

Tech support



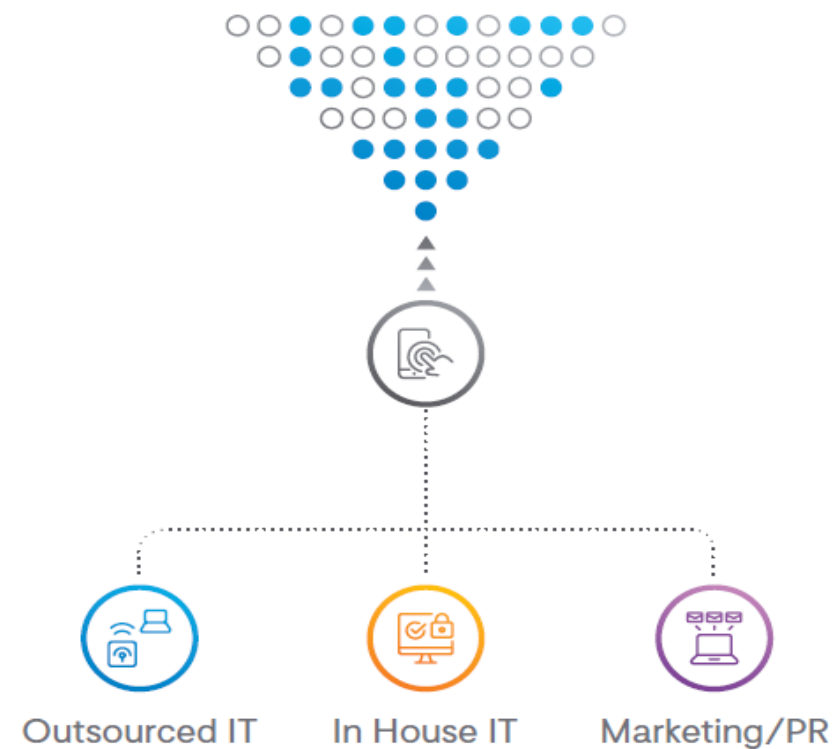
Problems we solve

Whispir cuts through noise to deliver engaging communications

- Thousands of business challenges
 - Operational coordination
 - Customer engagement
 - Crisis communications
 - Innovation
- Seamless & contextually relevant communication experiences
- Stakeholder interactions at the right time, on the right device, with useful & actionable information
- Diverse industry sectors
 - Financial Services
 - Resources & Mining
 - Emergency Services
 - Education
 - Healthcare

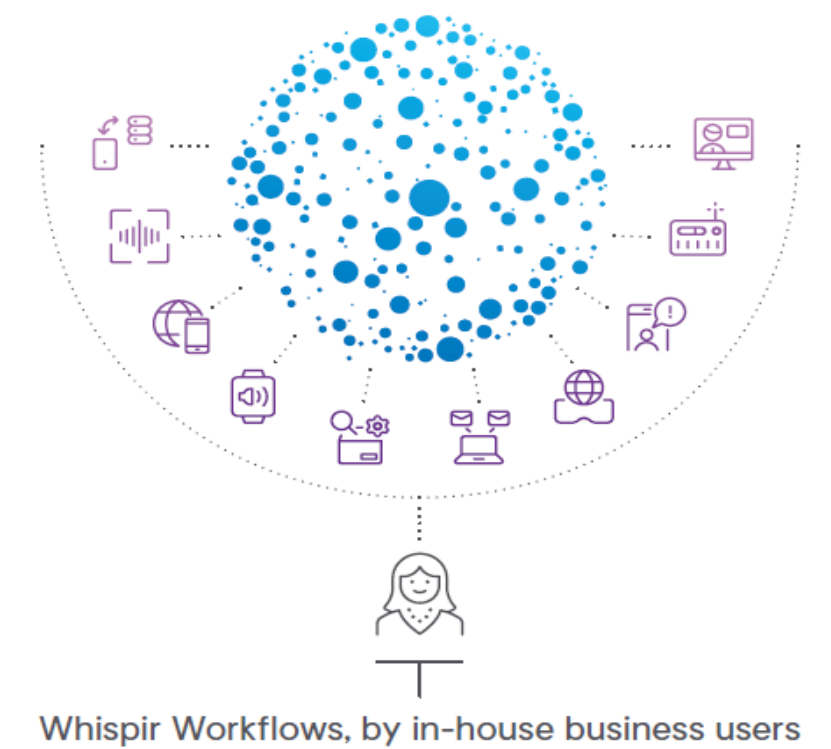
Traditional services

Traditional mobile apps limit communication and constrain engagement



Whispir

Whispir's automated workflows expand communication possibilities and enrich engagement



Competitive strengths

Moving swiftly to enhance our competitive advantage



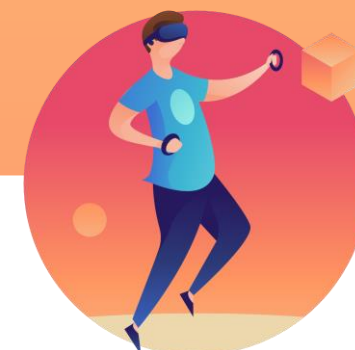
Scalable platform with
on demand capacity



Easily integrates with
existing IT systems



Low code,
No Code platform



Fast development
with modern tools
and frameworks



Cost-effective
infrastructure and
service delivery



Repeatability



Reliable process
automation



Distribution channels

- Brand and product validation from global brands
- Access to trusted relationships
- Qualifications of opportunities and ability to match a customer's needs with our capabilities
- New market entry costs are significantly reduced
- Effective sales force expansion with multiple sales partners
- Incentivised Partners receive a % of total customer revenue

Key Channel Partners



Established channel partnerships with global brands for cost effective customer acquisition

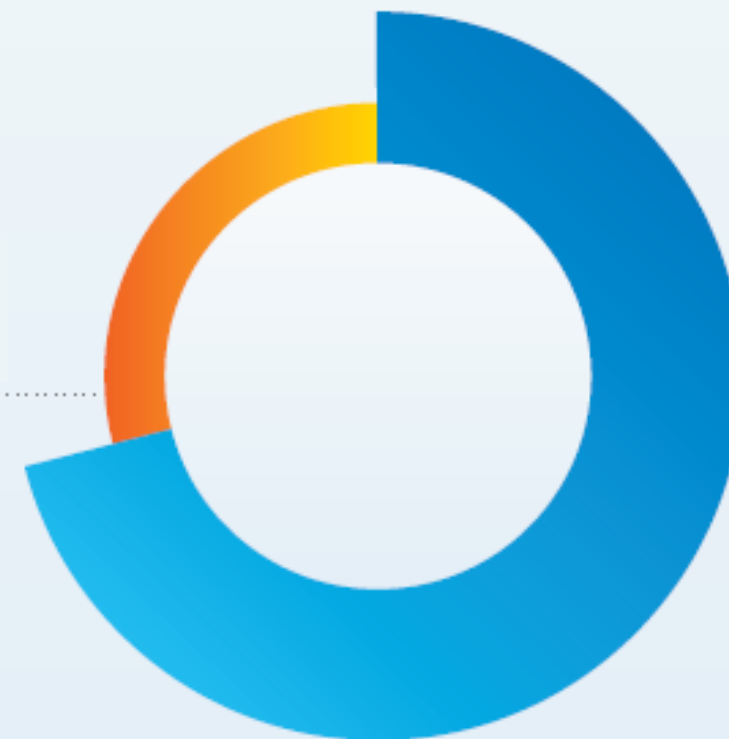
FY20 revenue by distribution model

27%

Direct

73%

Channel



Digital direct & new markets

- Cost-efficient access to SME market segment
- Enables SMEs to self-discover and implement at an attractive price point
 - Automate manual processes
 - Improve customer communications and experience
 - Increase productivity
- Stage One launched to existing customers last year
 - Improving process, reducing friction
 - SME market launch within next year
- Complements channel partner distribution model for enterprise



Strong ARR growth

Increased platform use by existing customers & strongest Q1 new customer growth on record.

\$43.7m



26.7% growth from Q1 FY19

Q1 FY21 annualised recurring revenue (ARR)

Customer Revenue Retention

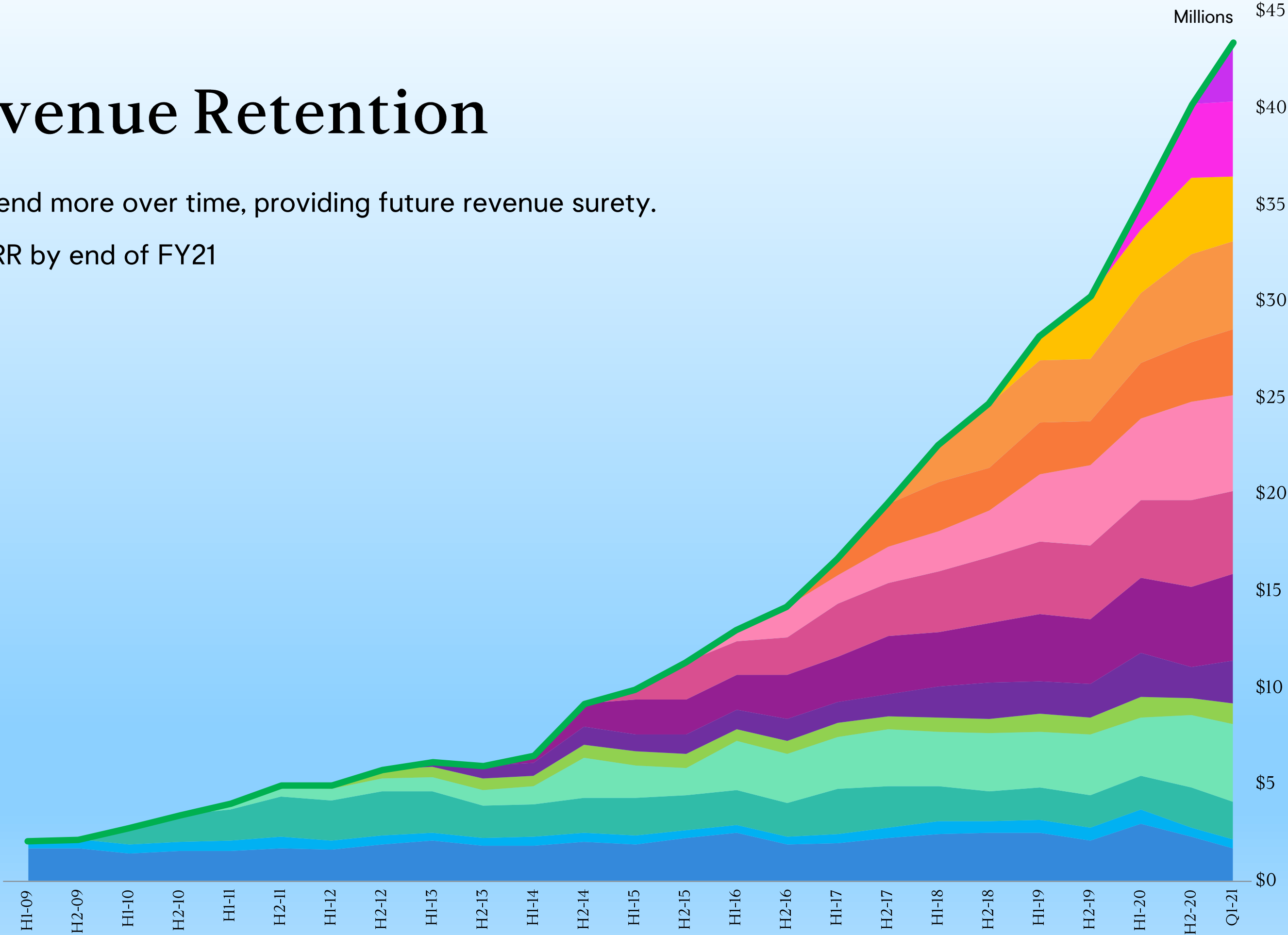
Customers are long-term & spend more over time, providing future revenue surety.

On track to achieve ~ 120% CRR by end of FY21



Note

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



Strongest Q1 on record

- Second strongest quarterly cash receipts since listing
- Ongoing tight cost management
- Cash balance ahead of FY21 expectations
- New appointments to significantly increase R&D in Q2

\$10.5m

Customer Cash Receipts

35% growth from FY19

\$12m

Cash & Equivalents balance

Forecast: \$11m

\$1.1m

Research and Development

New customer growth

Macro communications trends, remote working
& stakeholder engagement driving demand.

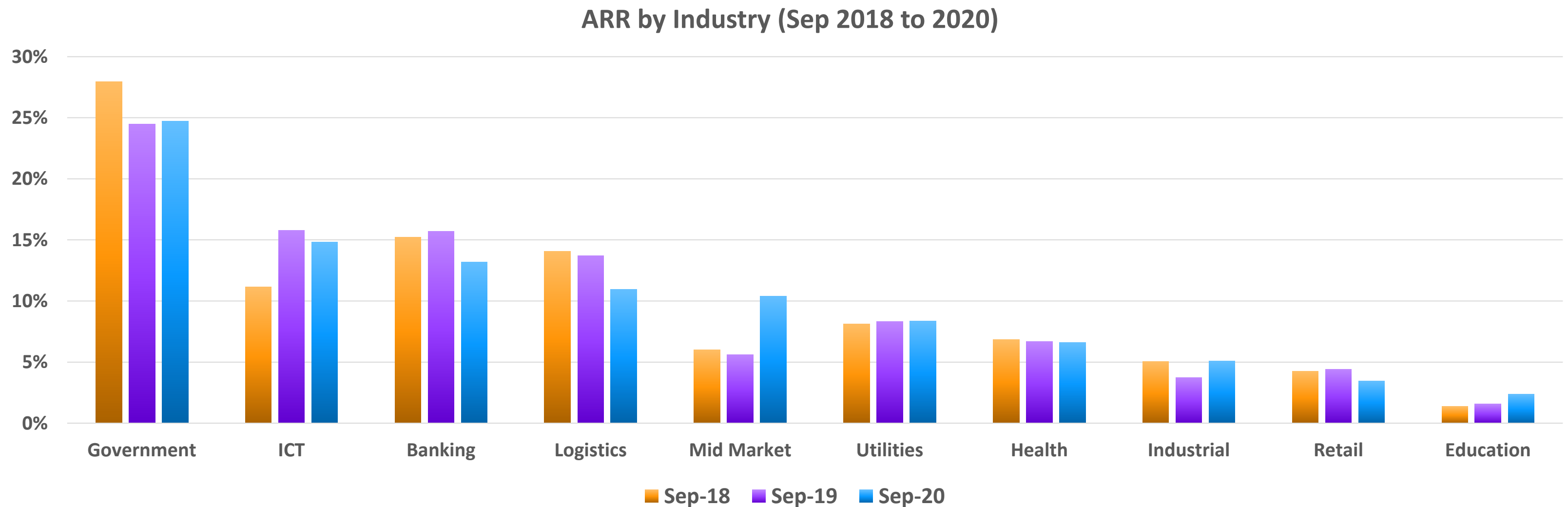
665 Customers



35 net new customers in Q1 FY21

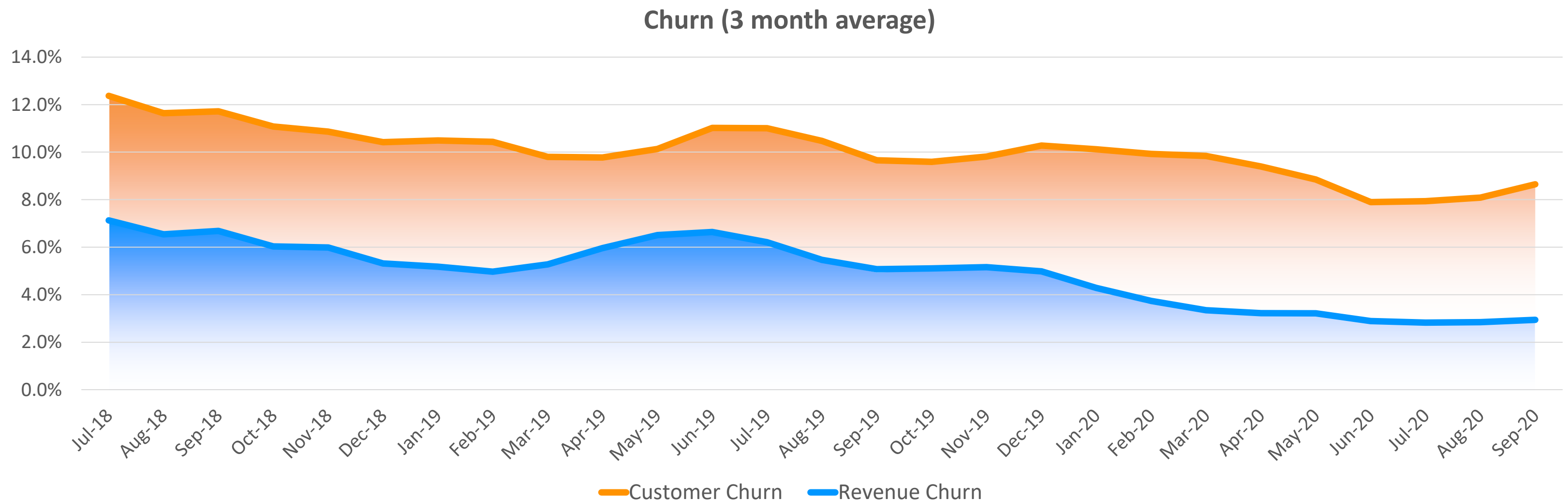
Industry diversity & growing mid-market opportunity

Reduced reliance on individual sector, unique cross-selling opportunities.



Revenue churn below 3%

Gross revenue churn at historic lows, reflecting stickiness of platform.



Macro communications trends

Accelerated digital transformation

Digital transformation projects fast-tracked by years

- Digital channels becoming main form of customer engagement during COVID-19
- Process automation increasing organisational productivity

Increased budgets for digital transformation

- 80% of companies increased budgets due to COVID-19

Enduring trend for many years

- 90% to continue digital transformation post COVID

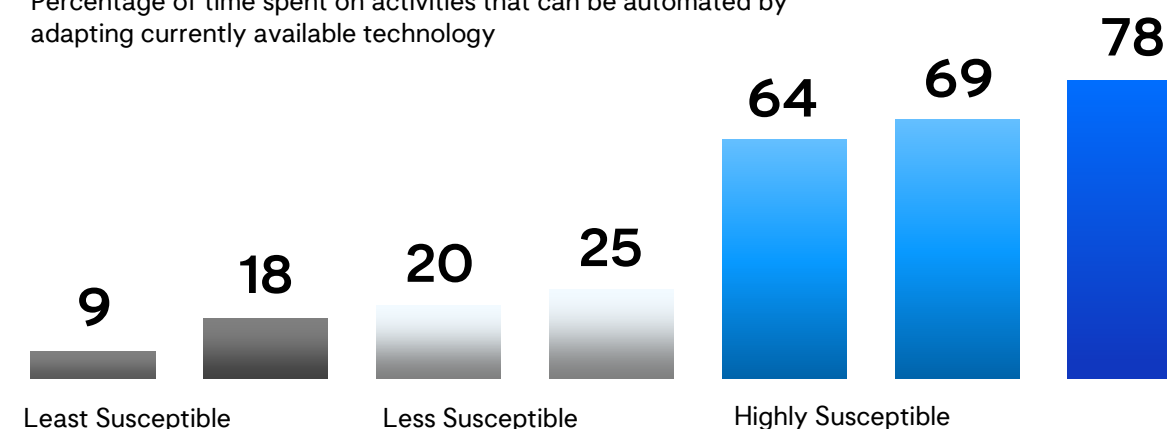
Substantial long-term growth opportunity for Whispir



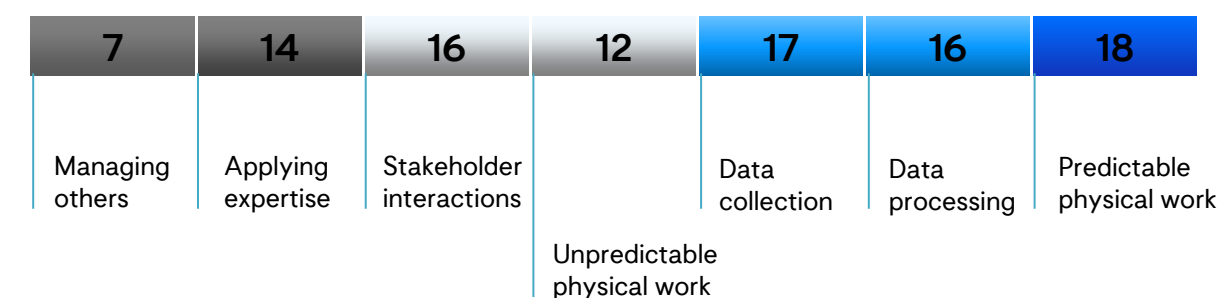
Analysing work activities rather than occupations is the most accurate way to examine the technical feasibility of automation

Technical feasibility

Percentage of time spent on activities that can be automated by adapting currently available technology



Time spent in all US occupations %



Digital Transformation market size

Global technology investment rapidly increasing

Whispir is broadly applicable to much of this digital transformation

\$336_{bn}

(USD) Market size value in 2020

DX accounts for the majority of global
information & communications tech investment



\$1,393_{bn}

(USD) Revenue forecast in 2027

Long-term, growth driver



22.5%

CAGR from 2020 to 2027



Digital Transformation expertise certified by AWS

- AWS Digital Workplace Competency
 - Launched 30 Sept
 - One of only 18 companies globally
 - First in Australia to be awarded new certification
- Demonstrated deep domain expertise as a collaboration platform
 - George Weston
 - M1
 - Changi Airport
- Complements AWS Advanced Partner Certification & AWS Digital Customer Experience Competency



AIA Group Singapore



- Digitised communications to customers
- Notifications & e-statements now sent electronically to 60% of policy holders
- Reduced reliance on paper-based communications
- Personalised communications increasing engagement
- Digital customer service feedback & NPS automation

M1 Singapore



- Standardised customers communications
- Removed manual handling & streamlined sign-off processes
 - Facilitated remote & mobile device sign-off
- Improved customer response time
- Enhanced targeting capabilities
- Greater customer outcomes
- Increased customer engagement from 20% to 80%

Growth strategy

Multiple levers to sustain growth & increase market penetration



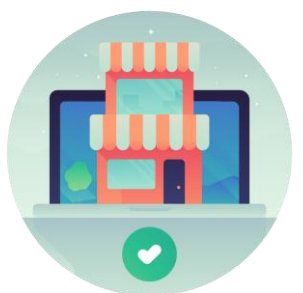
Increasing platform use
with existing customer base



Acquiring new
customers



Diversification of
channel partners



New Digital Direct
go-to-market strategy



Increasing presence
within three key markets
– ANZ, Asia and US



Increasing product
offering to drive adoption



Communications Intelligence



Prediction

Reduce waste



Detection

Better moves / less mistakes



Automation

Save time / speed up value

Functionality, features & enhanced UX

- Infrastructure upgrades
- New API features for developers
- Enhancing message sending user experience, preview & flow
- Interactive web form components
- Dynamic capture of recipient information
- Production ready templates
- New engagement metrics & reporting functionality



FY21 expectations*

Momentum to drive growth in FY21 & beyond

FY21 EBITDA

\$(6.23m)-\$(4.76m)

14-35% improvement on FY20

FY21 ARR

\$51.1m-\$55.3m

21-30% Growth on FY20

FY21 Revenue

\$47.5m-\$51.0m

21-30% Growth on FY20

R&D Cash Investment

\$9.2m-\$9.8m

8-15% Growth on FY20

*We are providing a range given the current global situation; which provides many opportunities for Whispir, but makes planning and forecasting with certainty – challenging.

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Connect Engage Thrive

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