

# Pushpay 2021 Investor Day

14 September 2021 (NZT)



Pushpay

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# Agenda

Session	Pushpay presenter(s)
CEO introduction and Group strategy	Molly Matthews, Chief Executive Officer
Resi product demo	Paul Martel, Resi Chief Executive Officer
Culture and operations	Molly Matthews, Chief Executive Officer
Fireside chat with St Raymond Catholic Church	Stephen Lenahan, Catholic Market Sales Manager
Sales and marketing	Steve Basden, Chief Growth Officer and Shanda Boyett, Director of Corporate Marketing
Product and innovation	Aaron Senneff, Chief Technology Officer
Pushpay product demo	Stephen Lenahan, Catholic Market Sales Manager
Q&A with Pushpay management	Molly Matthews, Chief Executive Officer Steve Basden, Chief Growth Officer Aaron Senneff, Chief Technology Officer Kevin Kuck, Chief Operating Officer Shane Sampson, Chief Financial Officer



# CEO introduction and Group strategy

Molly Matthews, Chief Executive Officer



# Today

# Tomorrow

## Verticals

### Churches

*Non-Denominational,  
Denominational and Catholic*

### NPO | Corporate | Education

*K-12, College Campus  
Alumni Associations*

### Localisation

#### Product Offerings

- Events / missions
- Mobile apps
- Volunteer management
- Live streaming
- Encoder / decoder hardware
- Multisite broadcast
- Analytics
- Groups
- HR software
- Bookkeeping software
- Music licensing
- Giving
- Bible study
- Texting

- Website (CMS)
- Engagement software (CRM)
- Event management
- Ticketing
- Volunteer mobilisation
- Crowdfunding
- Payments / donations
- Membership / dues
- Branded credit cards
- Background checks
- Video on-demand
- Tokenisation
- Microlending

- Tuition / dues
- Parent / teacher curriculum review
- Student body voting
- Sports program funding
- Audio / textbook licensing
- Sororities and fraternities membership and dues
- Class attendance
- Homeschool co-ops / networks
- Study groups
- Tutoring

- Multilingual (localisation)
- Currency conversion
- Cryptocurrency transaction

## Geographic Expansion

US / NZ / CA / AU

South East Asia | South America | Europe



# Resi Media LLC



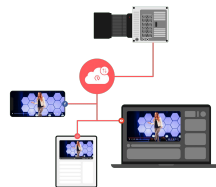
# Resi offers resilient video streaming solutions



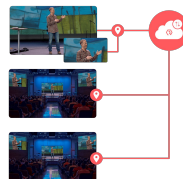
- Resi is a high growth SaaS company specialising in **high-quality transmission for web and multisite streaming** offering end-to-end solutions to customers
- Resi has a **strong foothold in the US faith sector** with over 70% of the Outreach 100 churches using Resi products<sup>(2)</sup>
- Resi also has **expanding customers outside the faith sector**, including in the corporate, education, sports and live event streaming markets
- **Founded in 2016** the company has **124 employees** and operates out of offices in Westminster, Colorado, US and Plano, Texas, US

## Key products

### Live streaming



### Multisite streaming



### Hardware – encoders & decoders



## FY21 key metrics<sup>(1)</sup>

**\$12.9m**

Annual recurring revenue (ARR)

**101%**

Revenue growth vs FY20

**3,374**

Total customers

**314%**

Customer growth vs FY20

**>100%**

Net revenue retention



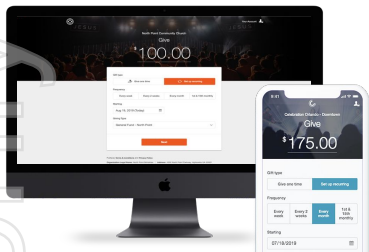
(1) As at 31 March 2021

(2) Outreach Magazine's 100 largest churches in America in 2020



# Enhancing our ChurchStaq offering

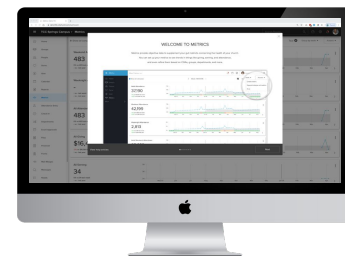
## Giving and donor management



- Engage new donors
- Increase recurring giving
- Remove barriers to generosity
- Web, mobile, text, cash/check

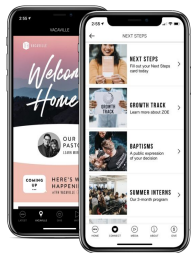
## Church management

- Comprehensive church management system
- Groups, Events, Check-in, Service Planning and Processes
- Giving dashboards and analytics



Church**Staq**

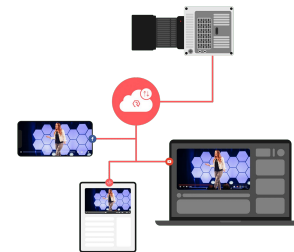
## Church App



- Increase participation
- Access church media
- Targeted communication
- Groups and calendar
- Pre-check

## Streaming services

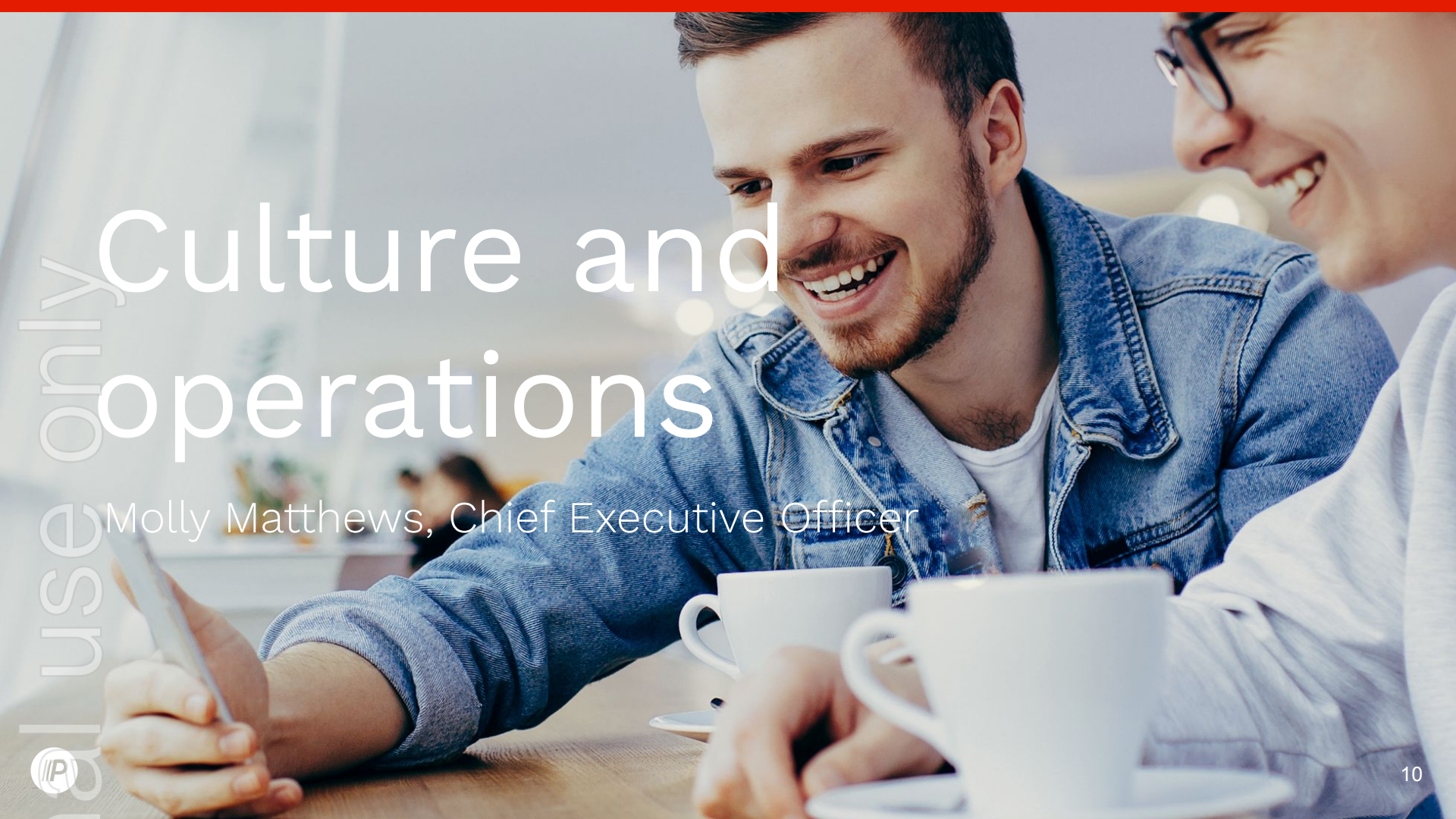
- Digitalisation of church communities
- Enhanced engagement
- Data touchpoints





# Resi product demo

Paul Martel, Resi Chief Executive Officer



# Culture and operations

Molly Matthews, Chief Executive Officer



## **Mission:**

“To be the preferred provider of mission critical software to the US faith sector”

## **Purpose:**

“To bring people together by strengthening community, connection and belonging”

# Our Core Values



**People-focused** - We value relationships and choose to put others first



**Teachable** - We are always growing ourselves and improving our Company and offerings so we lead with innovation



**Driven** - We are compelled to achieve excellence in all that we do



**Simplicity** - We solve complex problems with solutions that clarify, add value and make things easy



**Generosity** - We are dedicated to sharing our time, efforts, expertise and spirit in order to better our community and our Pushpay team

# Committed to customers and employees





# Caring for our people

- Pushpay offers fair and competitive salaries and benefits
- Pushpay supports employees during difficult times with an employee assistance program and paid time off for family leave or illness
- Pushpay offers a mentorship program, a Company-funded book club, robust and executive sponsored employee resource groups, volunteer opportunities through our Pushpay Cares initiative, and local social events to enhance culture and encourage cross-collaboration



Pushpay Cares Grocery Delivery  
Redmond, Washington, US



Pushpay®

+



CHURCH  
COMMUNITY  
BUILDER





# St Raymond Catholic Church

Philadelphia, Pennsylvania, US



# Sales and marketing

Steve Basden, Chief Growth Officer and  
Shanda Boyett, Director of Corporate Marketing



- Giving Platform
- App Provider
- Church Management System (ChMS)

Resources to execute



# Pre-sales - Lead qualification

- Transition from outbound heavy to inbound heavy
- Increase conversion rate
- Optimise spend
- Reduce turnover



# Sales - Training and development

- Master Level Certifications in:
  - Conversational intelligence
  - Product knowledge
  - Prospecting
  - Discovery
  - Presentation and demonstration
  - Closing

# Catholic Business Case

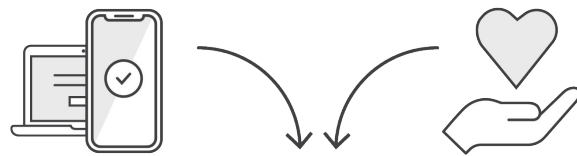
- 23%\* of the US population considers itself to be Catholic
- In 2016 27% of US faith giving generated from Catholic services, totaling US\$30 billion\*\*
- Estimated 17,000 parishes\*\*\* in the US, which skew more heavily to medium and large churches
- Catholic churches know they need to embrace technology



**17k Parishes**



**estimated US\$330 million  
annual revenue opportunity**



**50/50**

**between software and  
processing**

\* Central Intelligence Agency (2018). The World Factbook

\*\* IBISWorld

\*\*\* Center for Applied Research in the Apostolate (CARA), Georgetown University | Frequently Requested Church Statistics



# Catholic competitive landscape

- Current solutions are dated, lack features, are not mobile-friendly and not cloud-based
- Parishes are generally dissatisfied with current tools and ready for a change
- Catholic branded or customised solutions are clearly preferred by Catholic parishes

There is an opportunity to provide a modern technology solution.

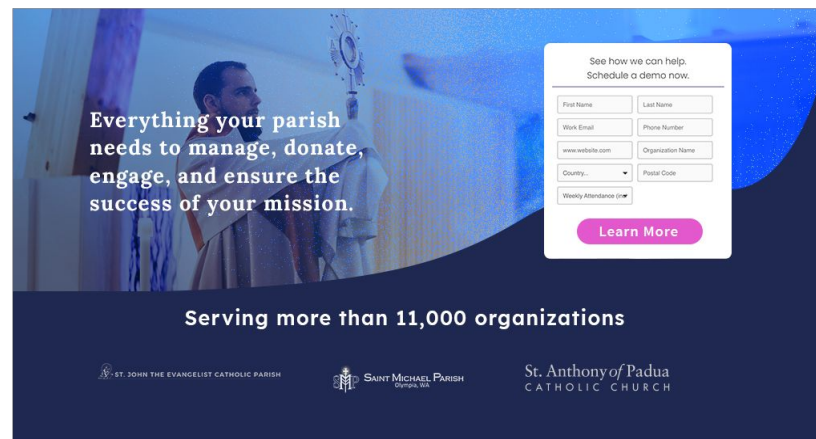
*"I am using a legacy solution and it is the worst program on the face of the earth...It's like ninety-year-old programming. I can't even describe it."*

*- Parish Administrator*

# Catholic strategy

Executing a product development and go-to-market plan:

- Catholic specific features
- Catholic look and feel - nomenclature
- Whole platform multi-lingual support
- Catholic product branding
- Catholic-focused go-to-market teams in Marketing, Sales and Customer Success



mal use only



Pushpay<sup>®</sup>

We have a strong brand

79%

say Pushpay is the best or one of the better brands



Pushpay



How is Pushpay  
strengthening  
our brand?

- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results



# New brand architecture



 ChurchStaq

 ParishStaq



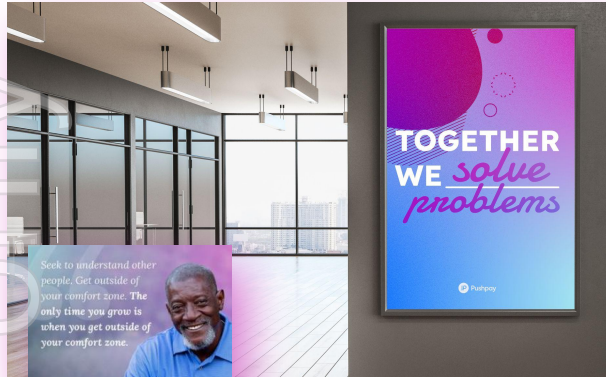
- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

# New brand architecture



- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

# New look and feel



- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results

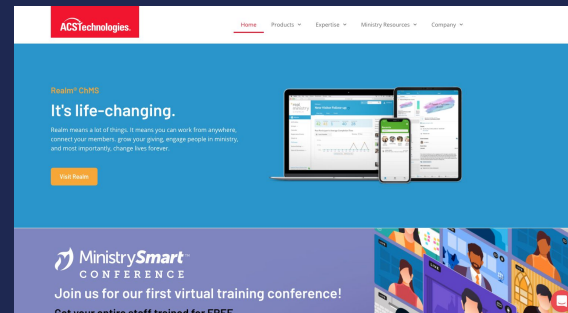
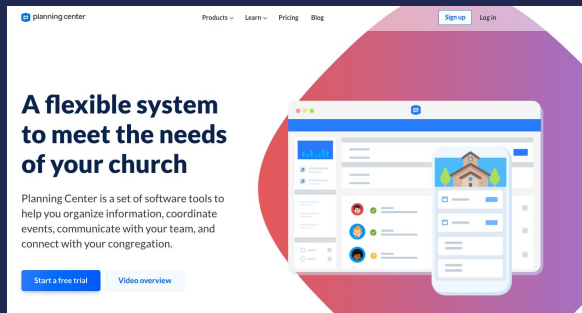
# New website

## A Sneak Peek

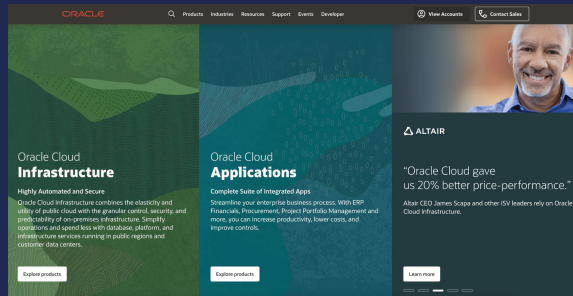
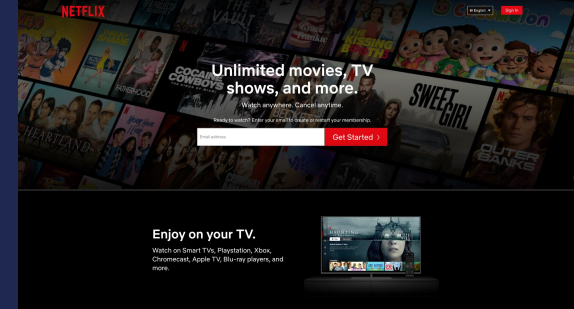
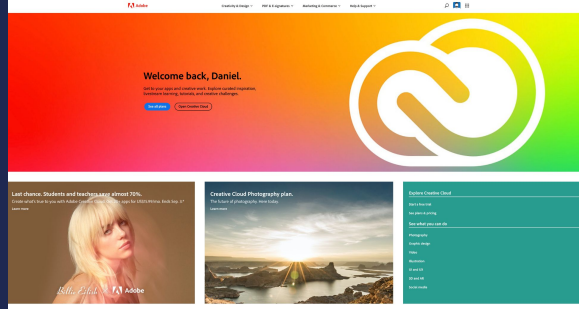
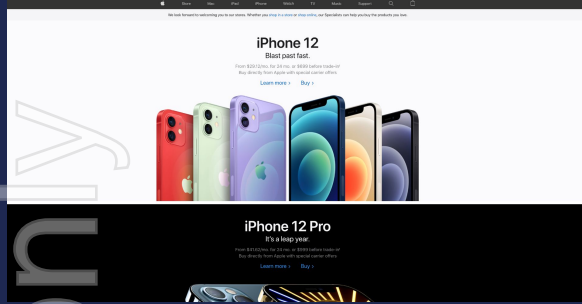
- Simplicity
- Differentiation
- Customer Focus
- Extensibility
- Business Results



# A Competitive Snapshot



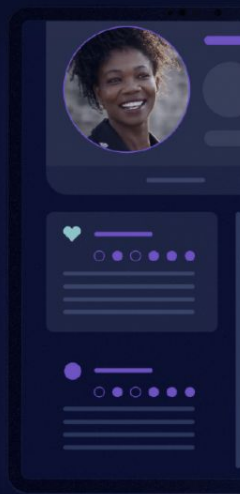
# A Competitive Snapshot



# Meet ChurchStaq

Grow generosity and engagement with one powerful suite of easy-to-use giving, church management and engagement tools.

EXPLORE THE STAQ



## Encourage Giving

Give your community the comprehensive giving solution they've been waiting for, complete with tools that drive recurring giving and make administration simple.



**+65%**

average increase in digital giving with Pushpay



EXPLORE • CUSTOMER STORIES • TOPIC TAG

**PARKSIDE BIBLE CHURCH**

## How a Community Came Together to Build a Place for Lorem Headline

Lorem ipsum intro goes here about how we used digital tools to build something tangible.

Sed lectus vestibulum mattis ullamcorper velit sed. Ribus nec feugiat in fermentum posuere urna nec tincidunt praesent. Suspendisse potenti nullam ac tortor vitae portus faucibus ornare suspendisse.

Community Size

Key Tools

- ChMS - Needs List
- Volunteer Scheduling

INVESTORS SIGN IN 1-866-PUSHPAY

PRODUCT EXPLORE COMPANY GET STARTED

## Big CTA: Digital Giving for Churches Lorem Ipsum

LEARN MORE

**Molly Matthews**

35+

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

27

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

500%

A Quick Hit Description

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Want to get people to convert? Remind them why they want to chat in this sentence.

By filling out the form you consent to receive information from Church Community Builder and Pushpay at the email address or telephone numbers you provided.

SUBMIT

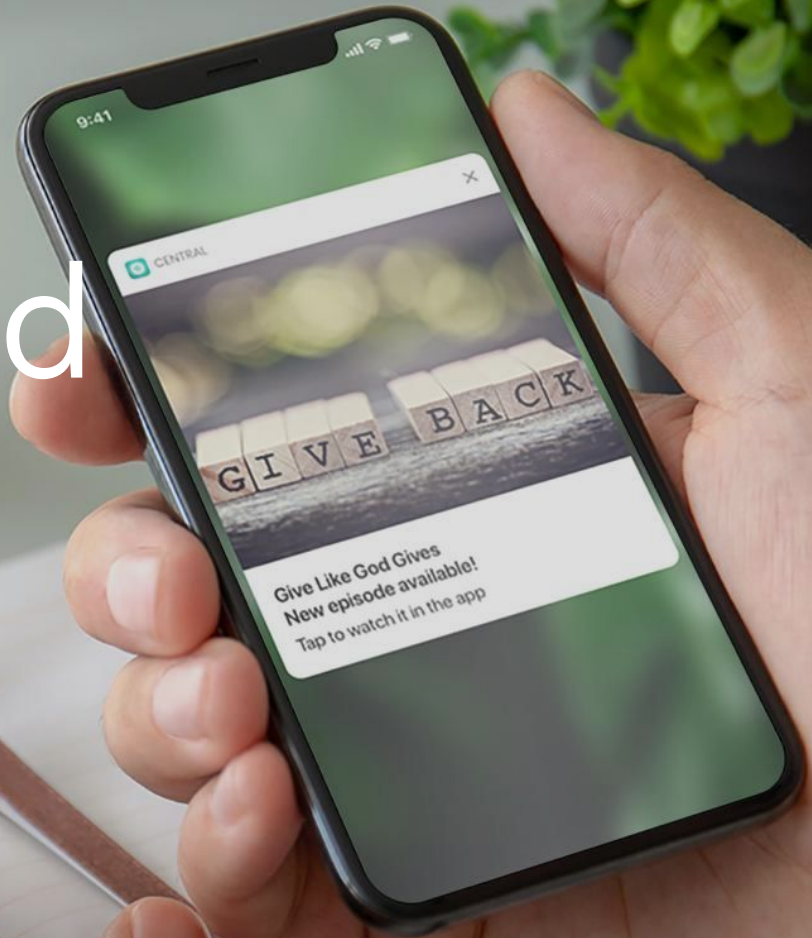
We Pave the Way for Deeper Engagement with Lorem Customer Base. Use Our Sample CTA to Measure Your Ipsum!

LEARN MORE



# Product and innovation

Aaron Senneff,  
Chief Technology Officer

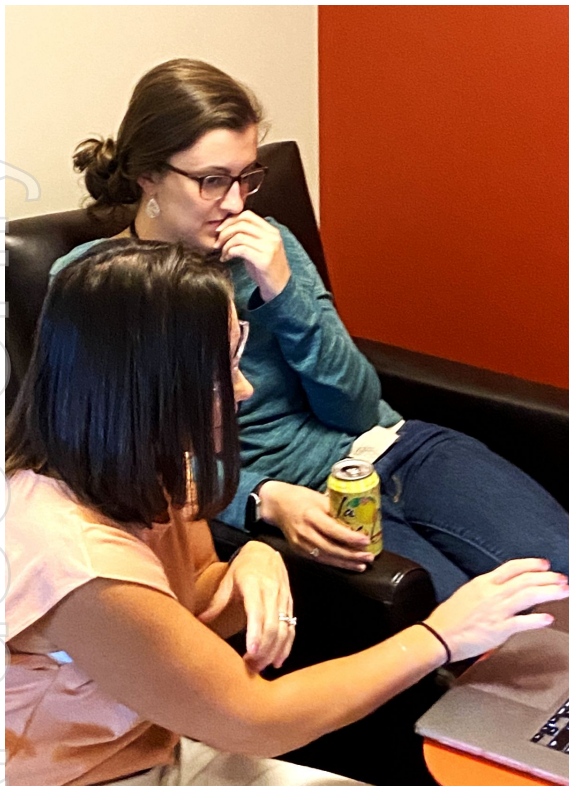




Colorado Springs, Colorado, US



# Colorado Springs Innovation Event



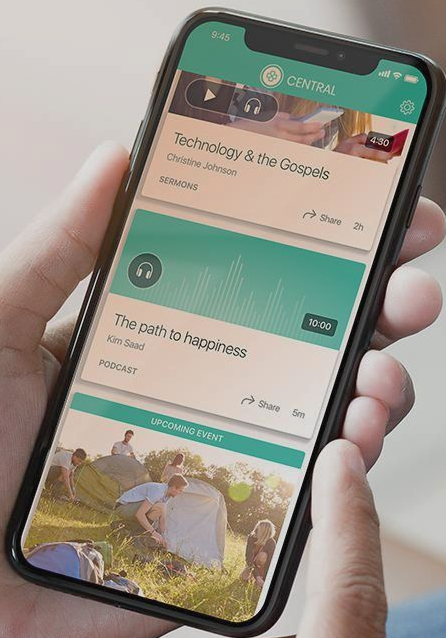
# Pushpay at AWS DeepRacer

These events provide opportunity for technical professionals to learn critical new skills and exercise innovative new practices.





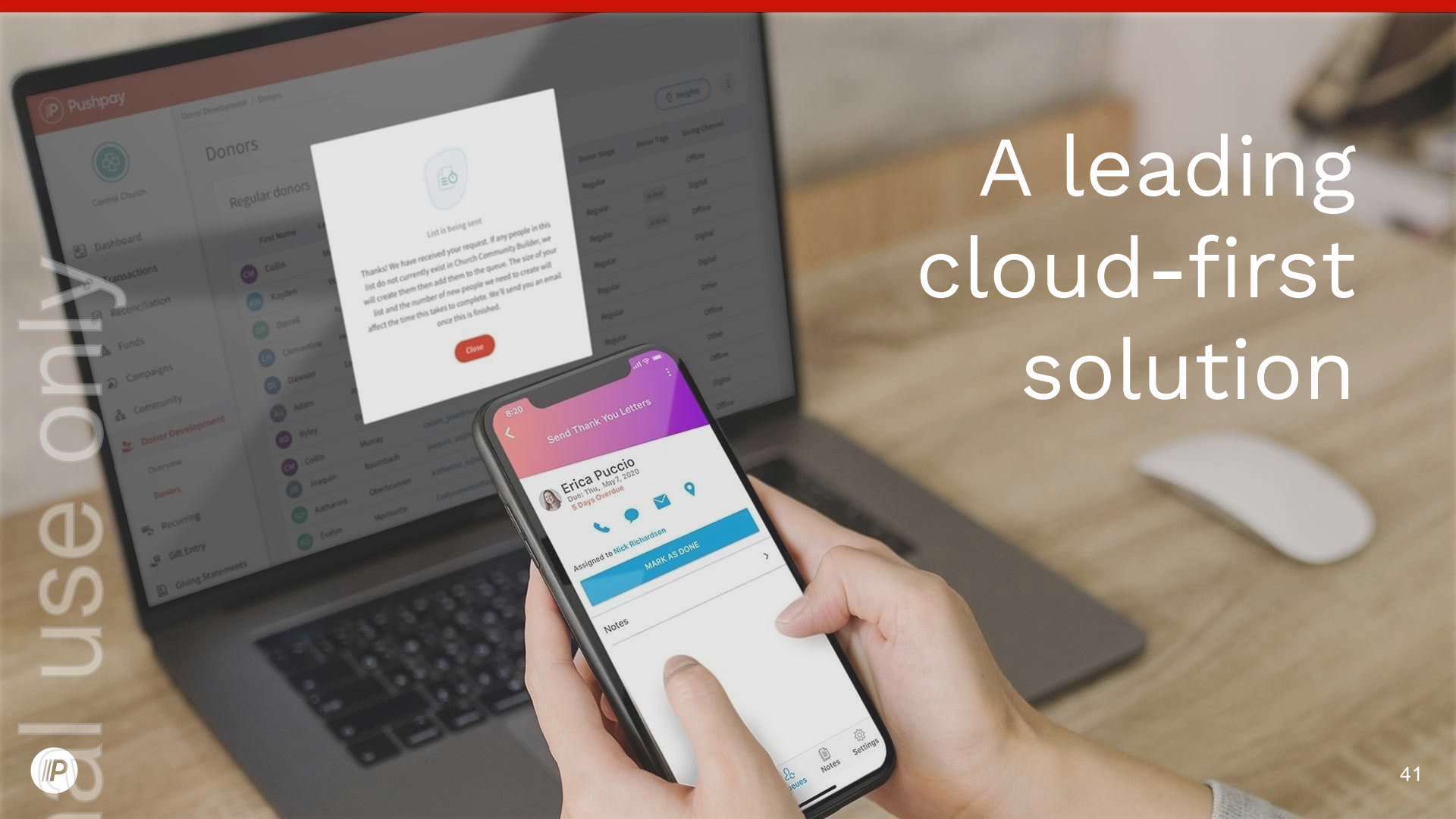
# Pushpay's history is a story of innovation



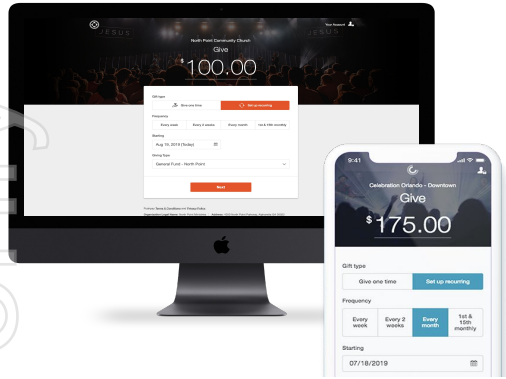
Innovation  
starts with a  
deep customer  
understanding



# A leading cloud-first solution

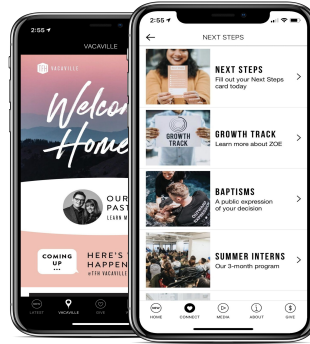






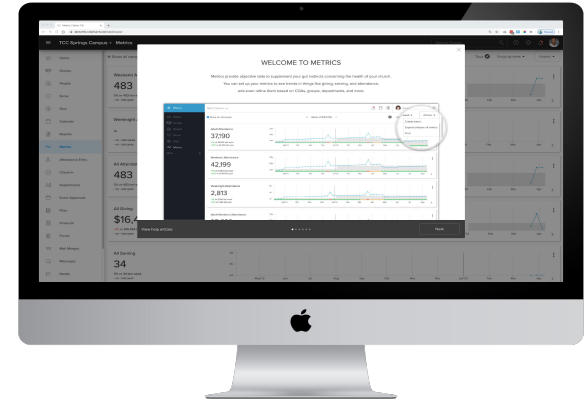
## Giving & Donor Management

- ➔ Engage new donors
- ➔ Increase recurring giving
- ➔ Remove barriers to generosity
- ➔ Web, mobile, text, cash/check



## My Church App

- ➔ Increase participation
- ➔ Access church media
- ➔ Targeted communication
- ➔ Groups & calendar
- ➔ Pre-check



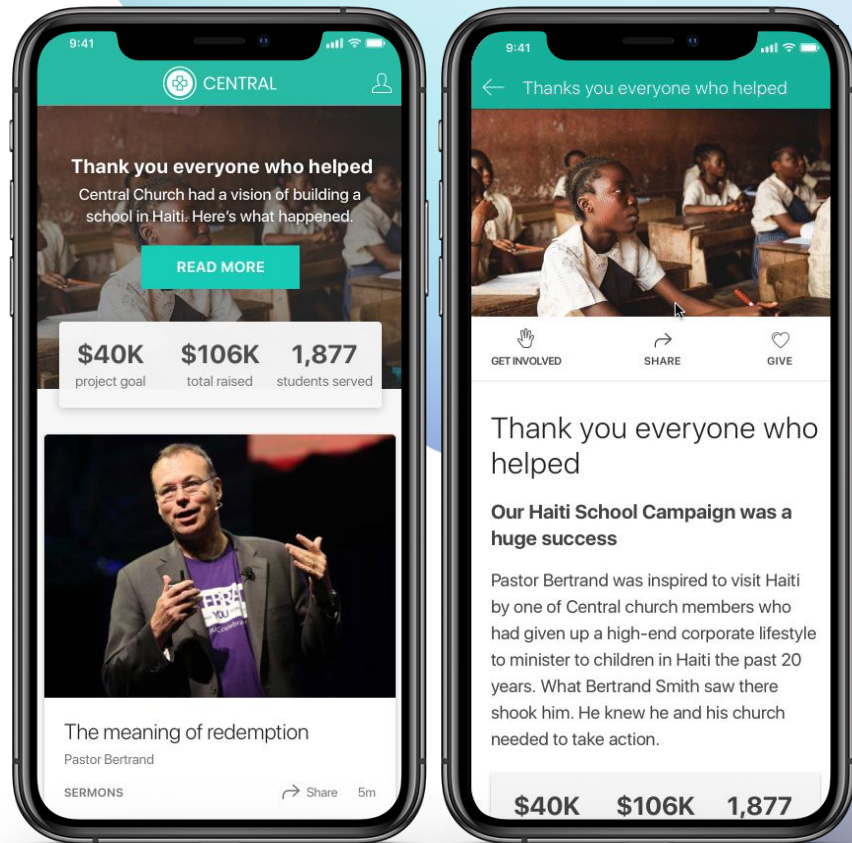
## Church Management

- ➔ Comprehensive church management system
- ➔ Groups, Events, Check-in, Service Planning & Processes
- ➔ Giving dashboards & analytics



# Encouraging participation outside of the four walls of church

Pushpay gets communities plugged in and involved. Users can find small groups in their area and other events happening throughout the week. Customers can make sermon content or livestream available for people to catch up on a missed service if they couldn't make it on Sunday.



# The industry exclusive LEAD mobile app



**LEAD.**

Know the story of your people

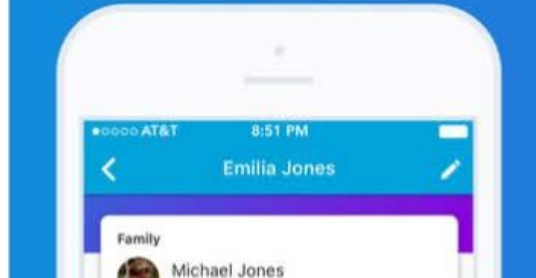
★★★★☆ 51

**OPEN**

View and contact  
your people



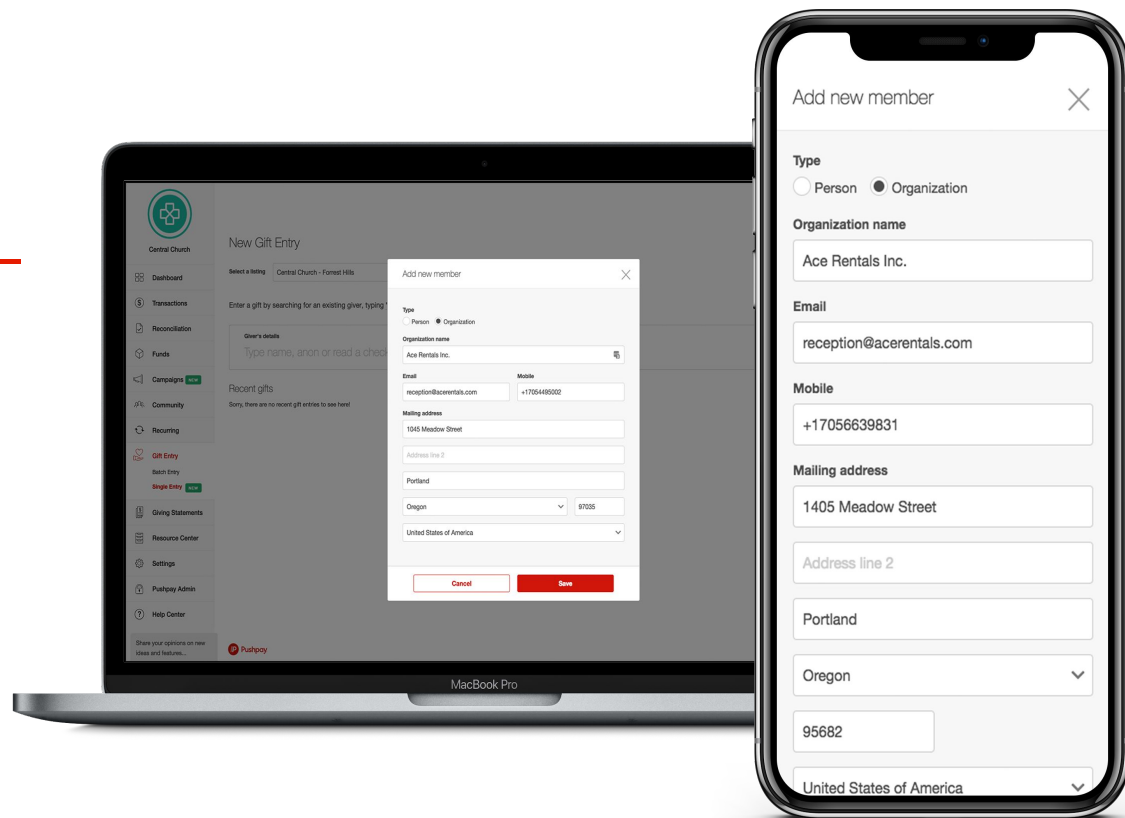
Quickly understand  
their involvement



Connect with members  
of your groups



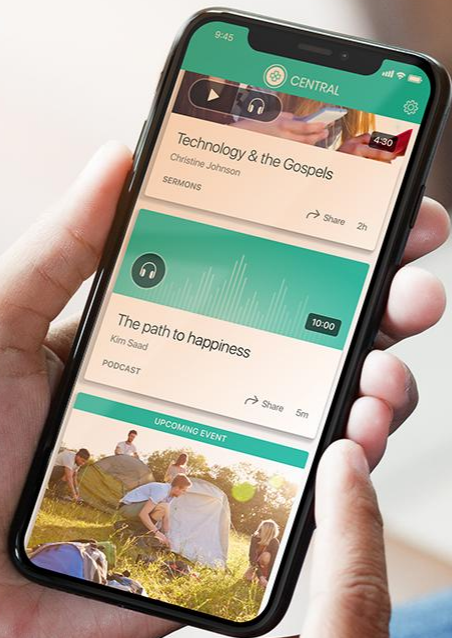
Seamless  
workflows  
between tools –  
connecting the  
ecosystem





Pushpay's suite  
will continue to  
help churches  
engage and  
increase online  
community

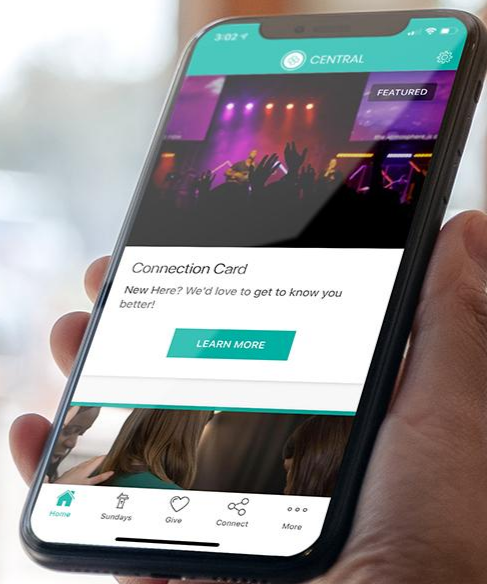




# No one is investing more to serve the Catholic Church than Pushpay

Late in 2019, our Company leadership agreed to a multi-million dollar, multi-year investment to become the platform of choice. In 2021 and beyond, we will add nearly **50 roles in our Company specifically to better serve the US Catholic church.**

Pushpay will be  
the tool of choice  
for measuring,  
understanding  
and activating  
community  
member  
engagement



# Pushpay product demo

Stephen Lenahan,  
Catholic Market Sales Manager



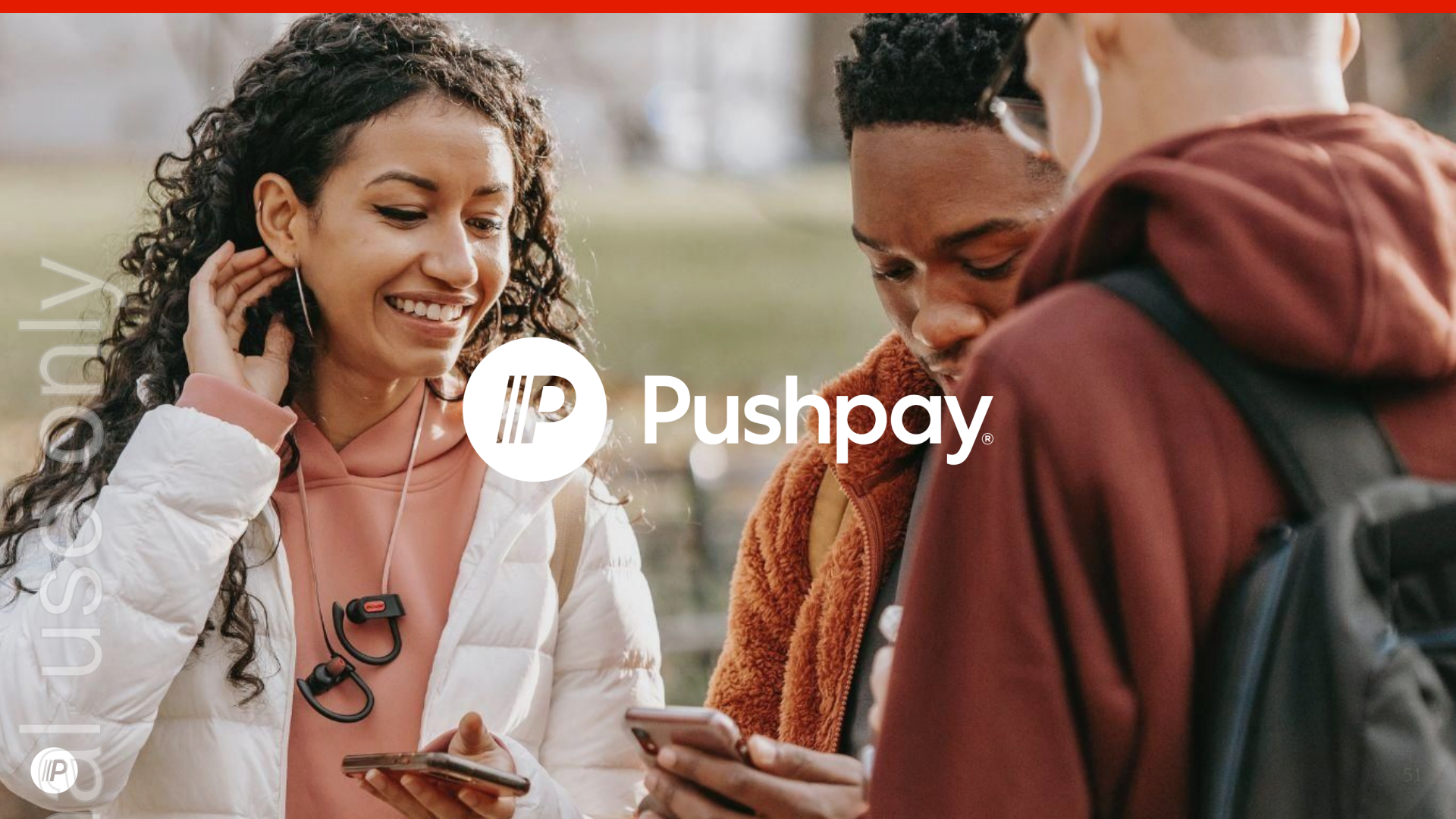


Internal use only

# Q&A







Pushpay®

