whispir

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October 2021

Q1 FY22 Activities Update

– Investor presentation

ASX WSP

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Whispir today

A global scale SaaS company providing a communications workflow platform that automates interactions between organisations and people to innovate engagement and solve a growing range of business challenges.

3 Regions

Leading industry channel partners provide efficient routes to market

834 Customers

33 net new customers through Q1FY22

60 Countries

Global customer base

241 Staff

More than 30 new people joined Whispir through Q1FY22

New customers

NDIS Quality and Safeguards Commission
SUZUKI
EMAPTA OUTSOURCING REIMAGINED
NRL
CITY OF LOGAN
AgVocacy Solutions
PANAUST
ZOLL

Growth customers

Jemena bringing energy to life
VICTORIA State Government Health and Human Services
sph
FEPOC
NSW GOVERNMENT eHealth
TOKIO MARINE
Imno.
American Century Investments

Channel partners

IBM
VONAGE
aws
JUVARE
carahsoft.
8x8
indosat ooredoo

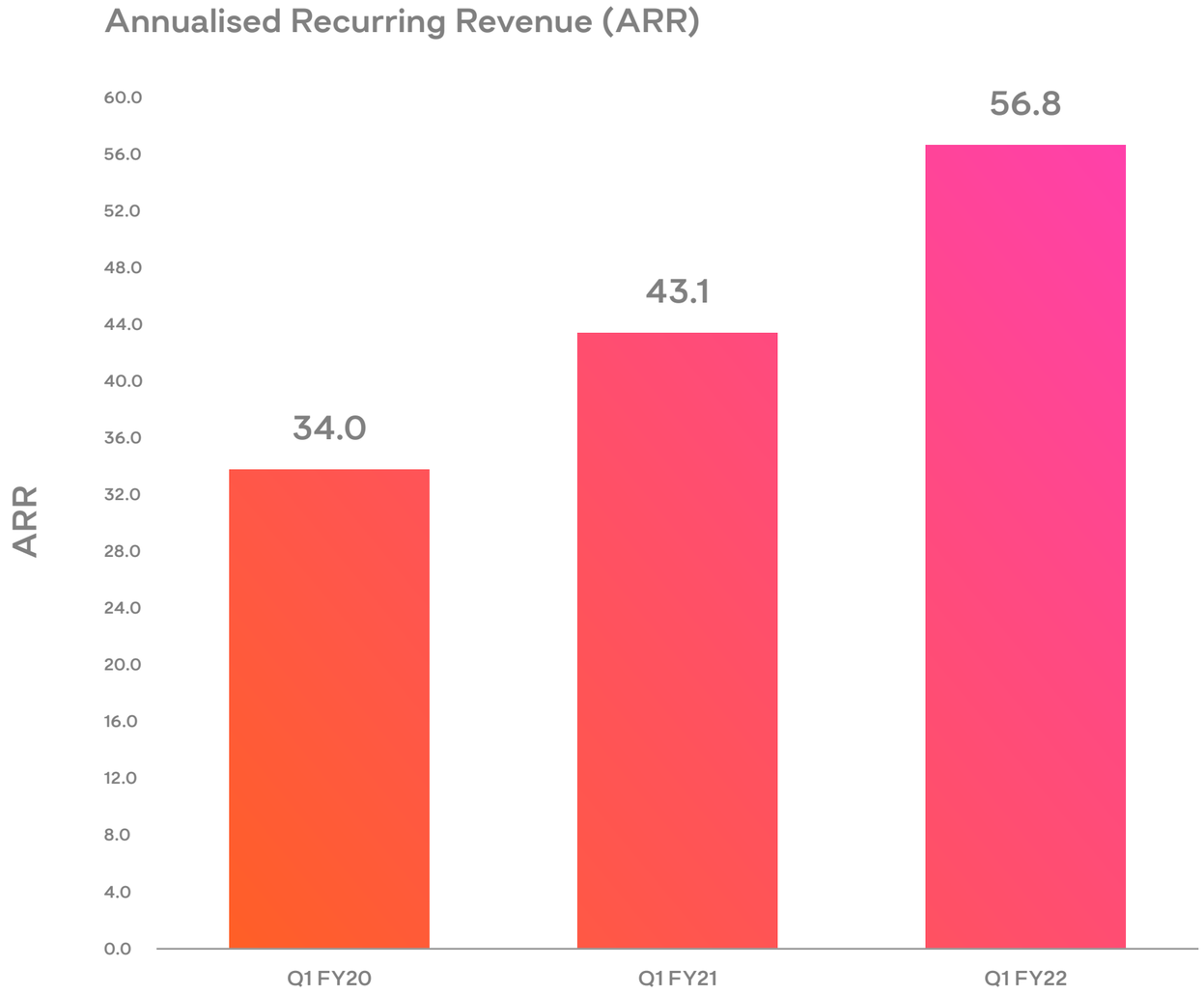
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Growth in Annualised Recurring Revenue

Loyal customers drive sustainable growth in ARR

This impressive result is driven by strong customer retention and new customer acquisition

- ARR of $56.8 million in Q1 FY22
- 31.8% growth vs PCP



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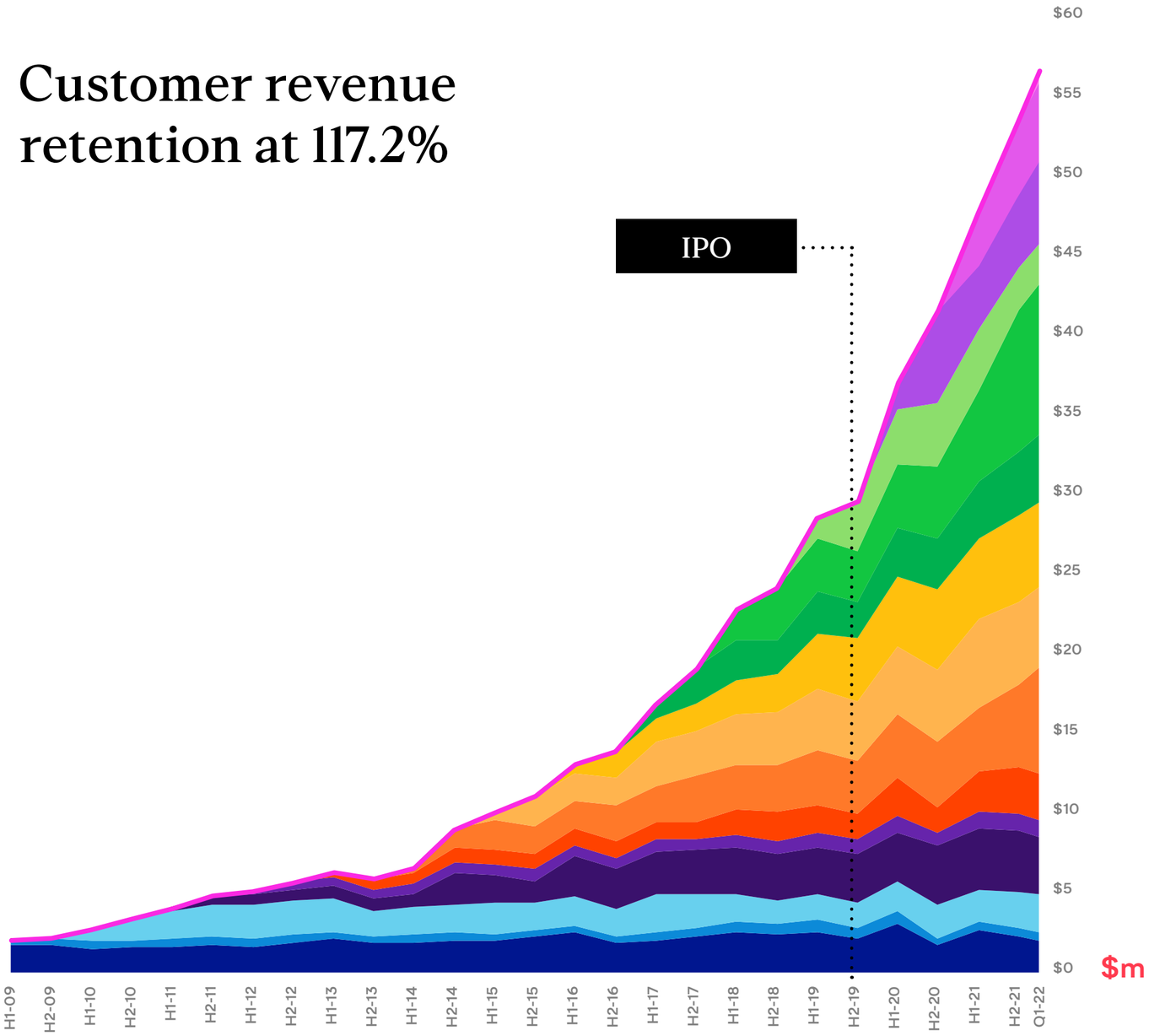
Enviable growth across our install base

Customer revenue retention continues to improve as our install base grows stickier over time

Organic growth underpinning future revenue surety

- A strong outcome driven by Whispir's customer-centric approach, product satisfaction and a successful land & expand strategy
- Compelling growth in year-on-year customer revenue retention across the install base as customers continue to expand existing and adopt new use cases

Customer revenue retention at 117.2%



*Excludes fluctuating transactional customers, also ARR is on a gross basis

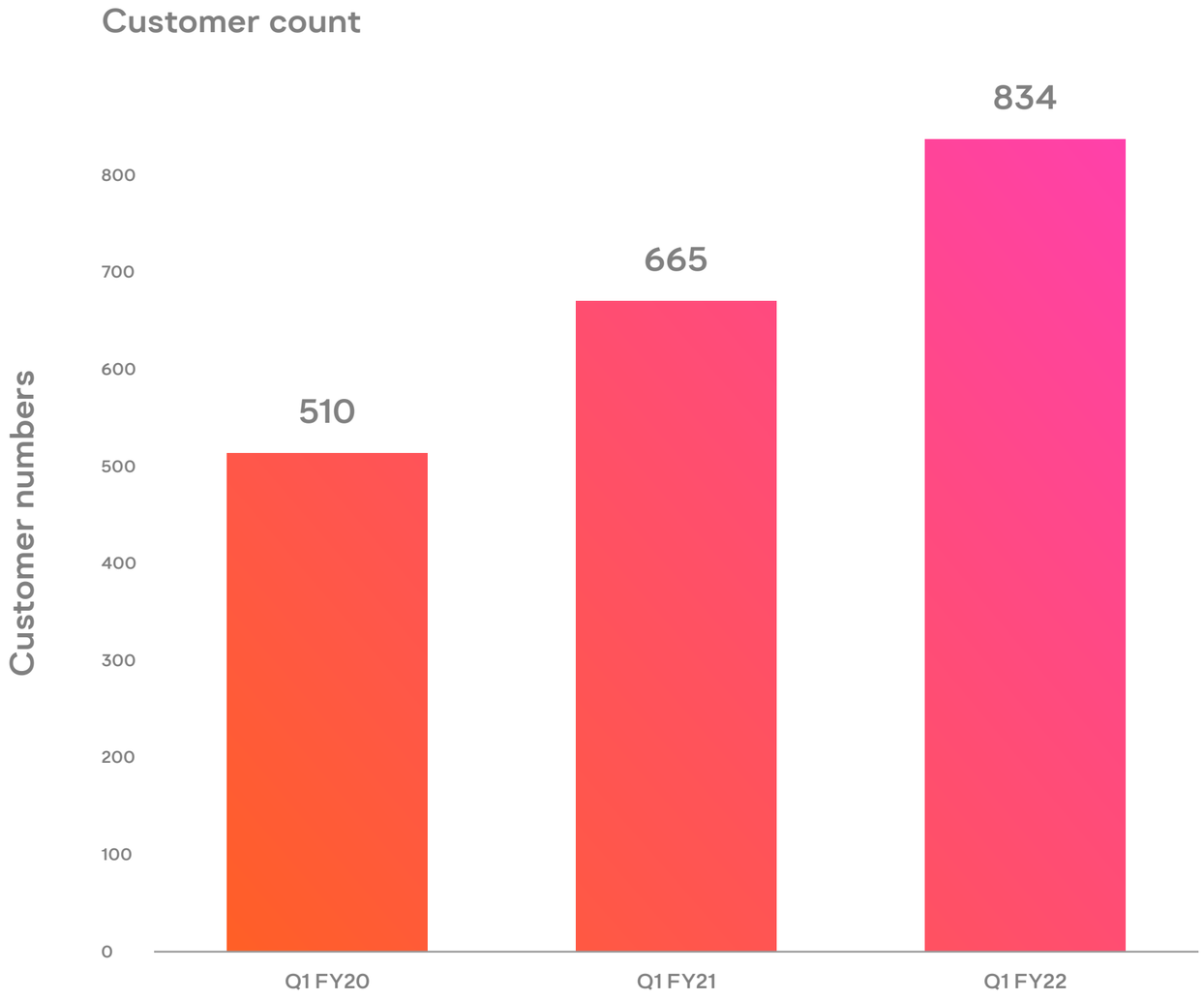
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Customer growth

33 net new Customers signed and activated over the last quarter

Reflecting the growing trend toward digitised, automated and personalised two-way communication that is engaging

- 33 net new customers in Q1 FY22
- Total customers at 834; growth of 25.4% vs PCP



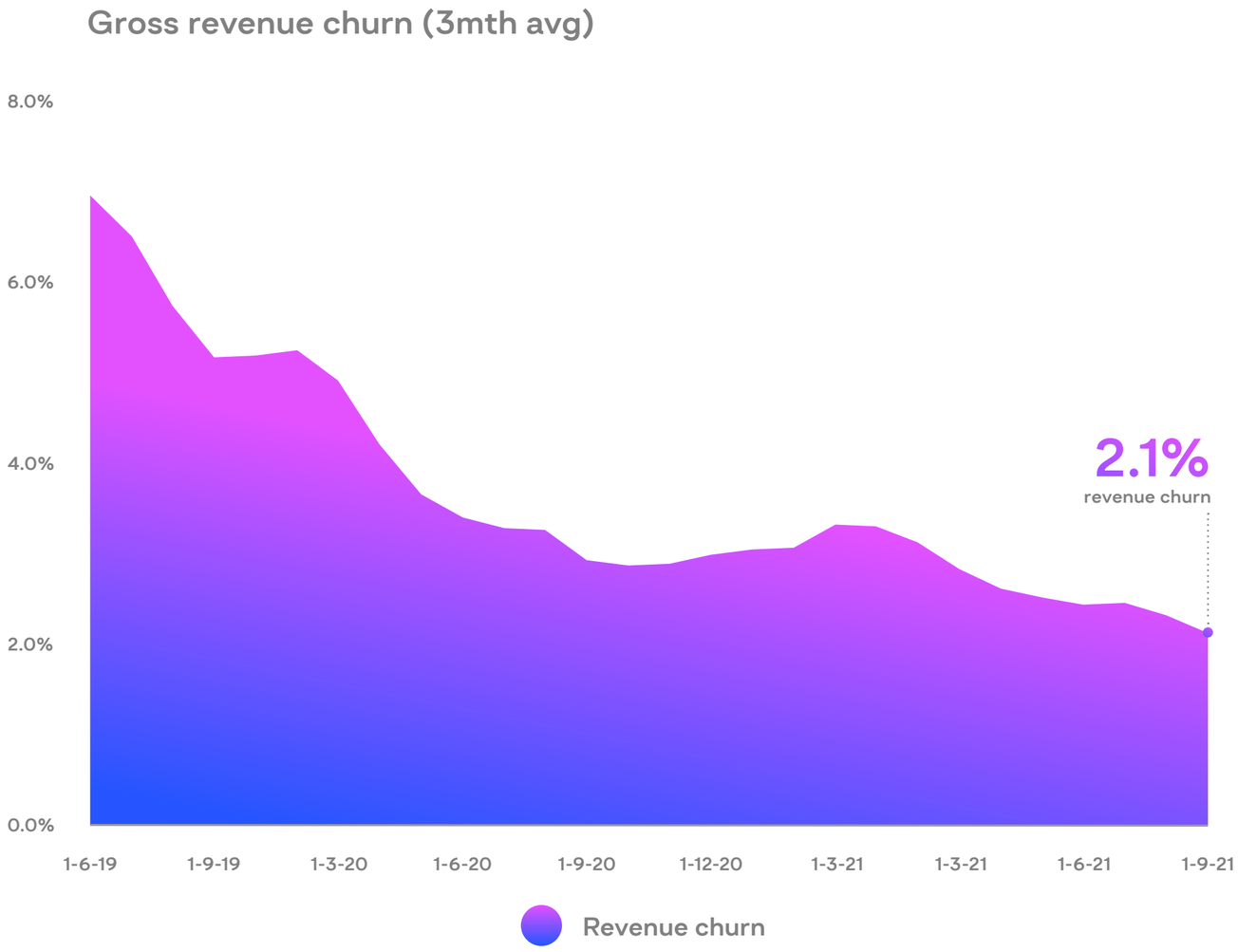
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Revenue and customer churn

Both of these key metrics continue to decline, highlighting the confidence our customers have in our platform and our people

Lower revenue and customer churn fortifies ARR growth

- 2.1% revenue churn, 28.6% lower than PCP
- 6.8% customer churn, 20.2% lower than PCP



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Strong quarterly performance

Solid growth in customer cash receipts while operating cash outflows reflect our growth strategy

$16.3m ^

Q1 FY22 customer cash receipts

55.7% Growth on PCP

($2.9m)

Q1 FY22 net cash outflows from operating activities

Includes one-off expenses and reflects increased activity and expenditure across headcount, marketing, and admin costs as the business scales in line with the companys' growth strategy

$43.9m

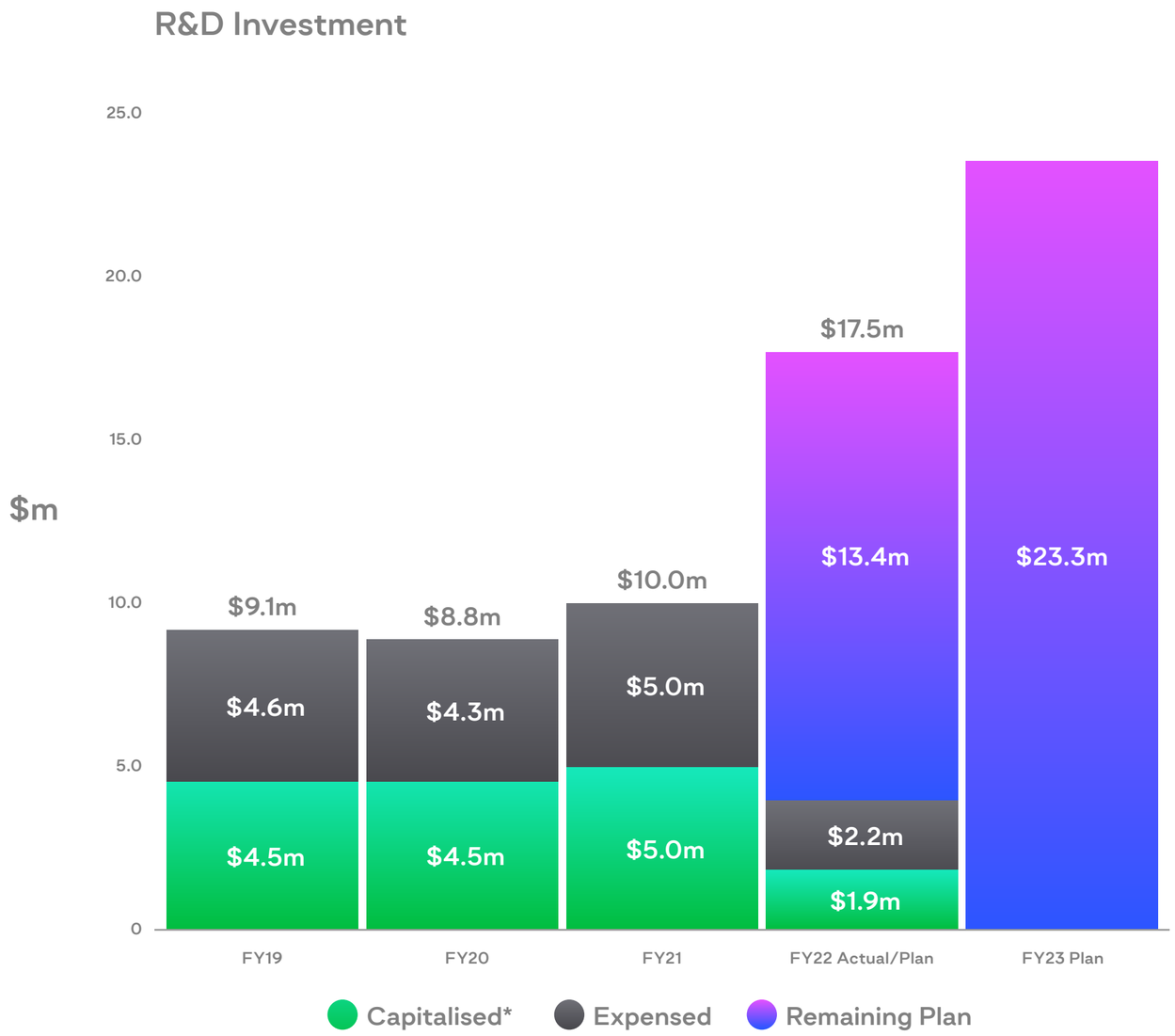
Cash and equivalents balance at 30 September 2021

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Continued investment in R&D to realise roadmap initiatives

We are investing responsibly to build real, defensible intellectual property

- Building capacity and capability with more than 30 new hires
- Additions to the team onboarded throughout the quarter with additional planned hires to occur during balance of FY22
- As new hires become fully entrenched expectation is for capitalisation rates to increase
- Substantial investment continuing in R&D over next two years in realising Product Roadmap initiatives



*Capitalisation rates are subject to audit and will be disclosed in half year and full year audited financial statements

Aligning product investments to customer outcomes

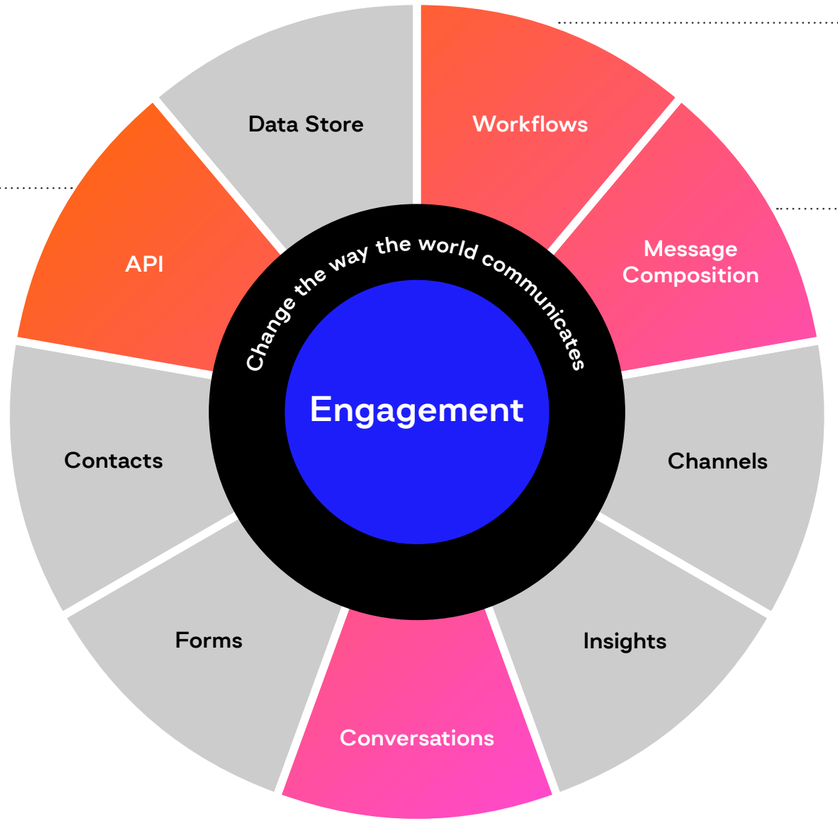
Greater investment in our people, our products and our customers

Accelerating our API offering

By investing in our technology and hiring more people into our Developer Experience team, we increase the life-time value of accounts, in one of our most profitable and enduring product offerings.

Facebook conversations prototype

We rapidly prototype solutions and have recently developed a new way of delivering channels into our conversations product, this breakthrough will allow us to get in-bound channels like Facebook messenger to market faster.



Upgraded workflows architecture

Major breakthroughs in back-end technical architecture projects will increase speed for message component development.

New message components are live

These allow customers to create more engaging and dynamic content, leading to an increase in satisfaction as new components expand the number of use-cases and customer opportunities.

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Merging product and data science

Widening our moat of competitive advantage



Sophie Hall

Product Manager

Message Composition

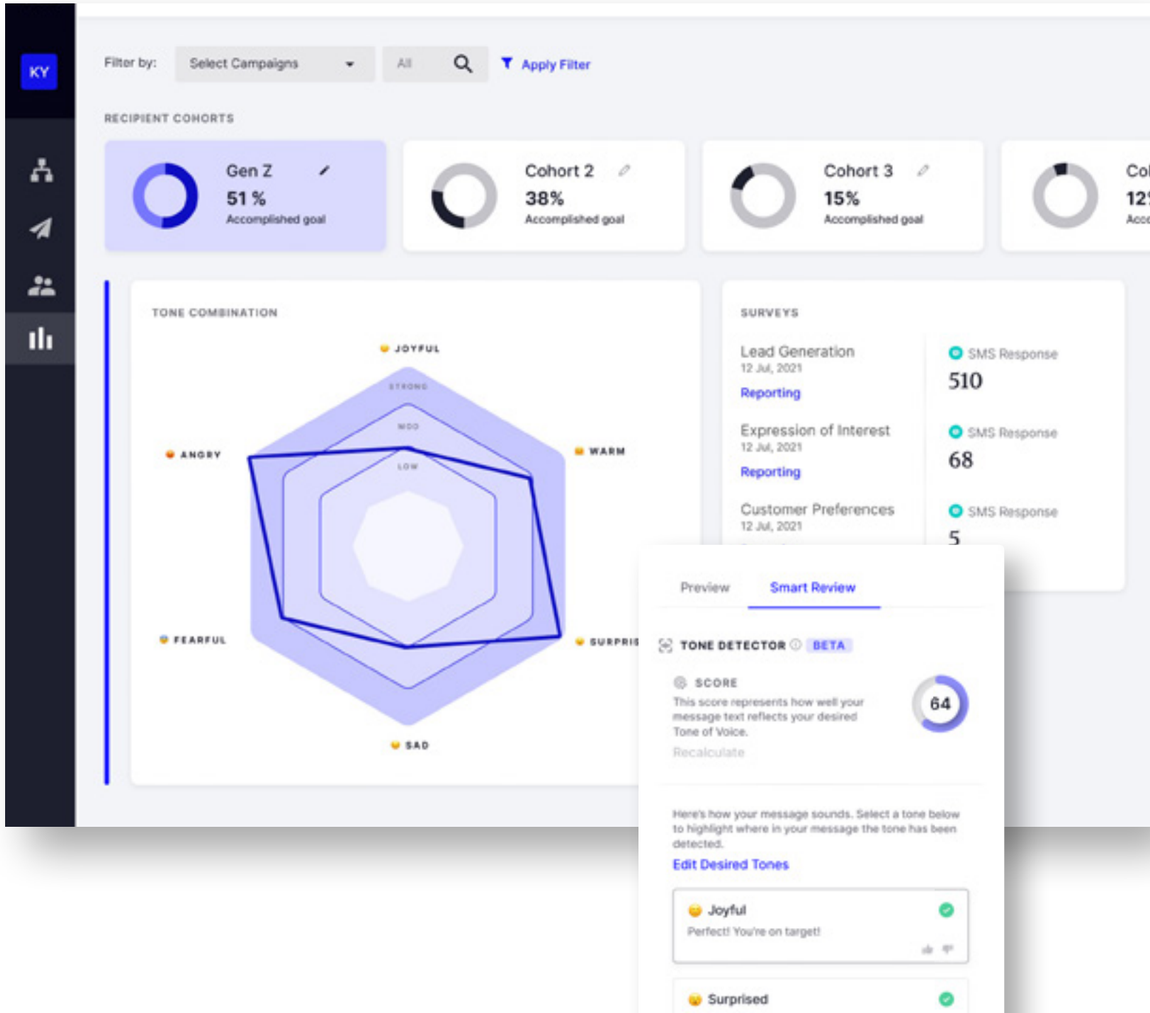


Sally Grace, PhD

Data Scientist

AI & Data Team

As we continue to uplift our data infrastructure, we accelerate our artificial intelligence & machine learning product capabilities to make Whispir future fit. Now we can create experiences for customers that deliver communications that are more engaging than anything available on the market today.

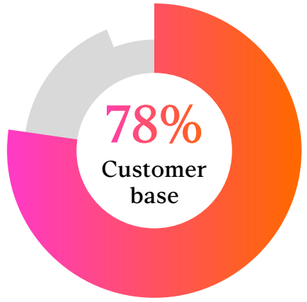


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Australia & New Zealand

Positioning Whispir as the most relevant solution for businesses with digital transformation needs

Whispir continues to assist several State-based government agencies in managing a broad range of communication needs, including vaccination roll-out in some states



% of Group

New

NDIS Quality and Safeguards Commission
CITY OF LOGAN
PANAUST
NRL

Growth

Jemena bringing energy to life
NSW eHealth
Queensland Health
VICTORIA Health and Human Services

7 net new customers in Q1

- Telstra Partnership 2.0; working with channel partner ecosystem to expand sales pipe
- Diversifying go-to-market strategy through more digital direct customer acquisition
- Positioning Whispir as the most relevant solution for Digital Transformation projects across high-growth industry personas.

Strategic focus

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Queensland Health

Whispir is supporting Queensland Health through intelligent communications

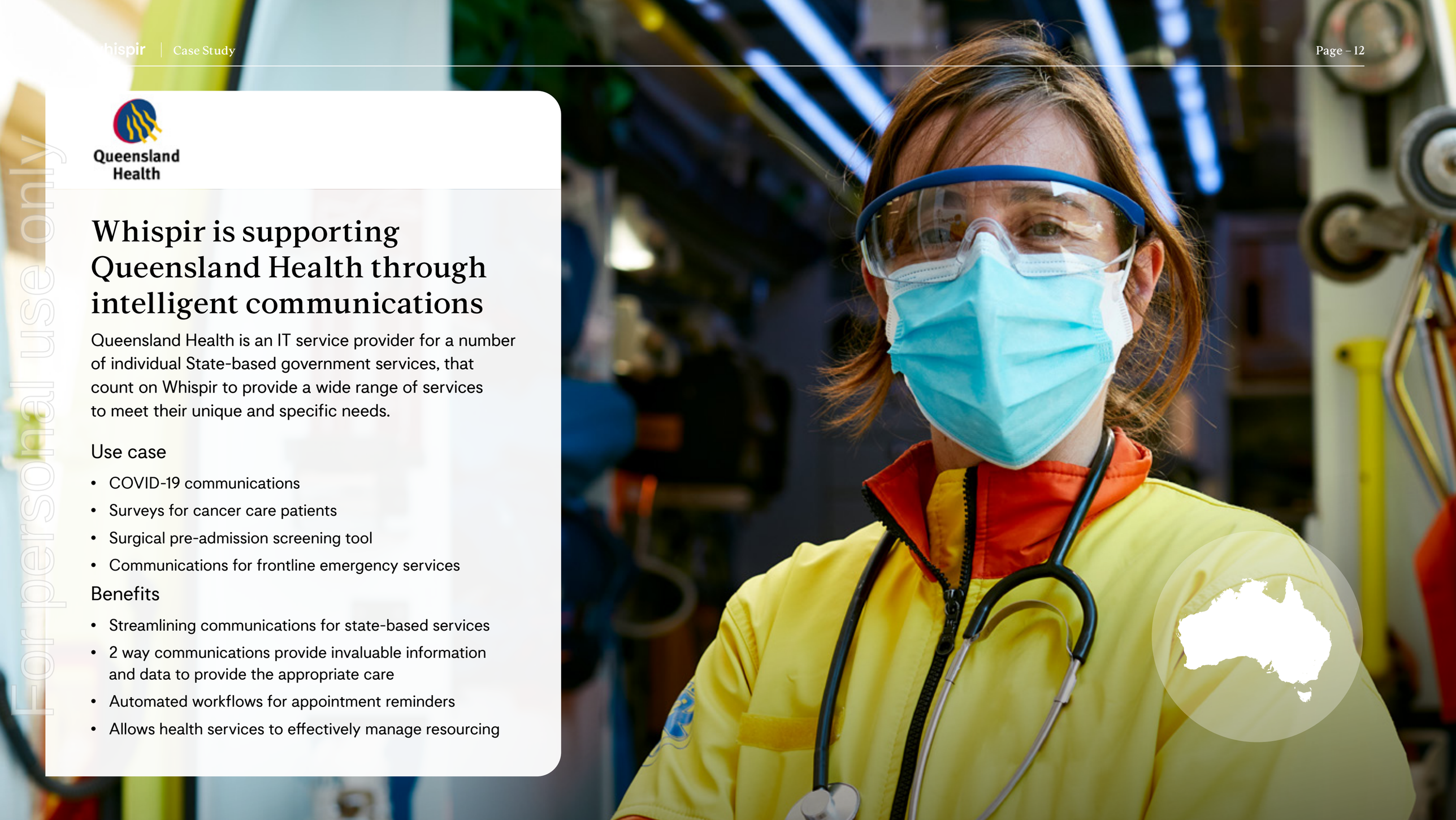
Queensland Health is an IT service provider for a number of individual State-based government services, that count on Whispir to provide a wide range of services to meet their unique and specific needs.

Use case

- COVID-19 communications
- Surveys for cancer care patients
- Surgical pre-admission screening tool
- Communications for frontline emergency services

Benefits

- Streamlining communications for state-based services
- 2 way communications provide invaluable information and data to provide the appropriate care
- Automated workflows for appointment reminders
- Allows health services to effectively manage resourcing

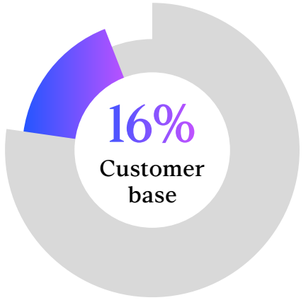


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Asia

Expanding resources and capability with a focus on Singapore, Indonesia and the Philippines

Focussing our attention on specific markets and investing in capability that is relevant to detailed market-personas is paying dividends



% of Group

New

EMAPTA · Keppel FELS · SUZUKI · ZOLL

Growth

TOKIO MARINE · PRUDENTIAL · AIA · sph

13 net new customers in Q1

- Building & empowering in-country teams in Singapore, Indonesia, Philippines to expand sales coverage
- Refined go-to-market strategy delivering customer growth in key personas
- Positioning Whispir's 'app-like' solution in a market where there is significant appetite for investment in Digital Transformation.

Strategic focus

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Increasing readership through digital engagement

Singapore Press Holdings use Whispir to transfer offline readership to digital for their Chinese titles.

Use case

- Leveraging rich messaging capabilities to entice readers through lucky draws, photo submissions and bidding dashboards.
- Generate QR codes in print newspapers links to an online quiz, readers opt in to receive digital communications from SPH
- Integrate with API to provide end users with randomly generated codes to play the game

Benefits

- Creatively utilising SMS and rich message to grow readership, and to transfer existing readers to a digital media
- Whispir is delivering content in multiple languages, including Cantonese and Mandarin

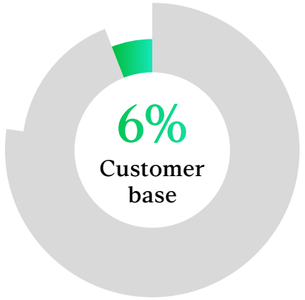


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North America

Our largest market opportunity is being realised as we continue to invest in our people and grow awareness of our platform and products

In September, following increased digital investment, demo requests were up 29%. Delivering more qualified leads than ever, which our team is converting into sales.



% of Group

New

Growth

13 net new customers in Q1

- Strategic marketing delivering qualified inbound sales leads within industry personas
- Investment to expand Whispir's digital footprint to grow awareness in a large market
- Scaling presence and building more credibility via channel partners (AWS, Vonage, CDW).

Strategic focus

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The key to managing multiple local governments

AgVocacy Solutions is a political consulting firm using the Whispir platform to manage community communications on behalf of two local Government agencies in Hawaii.

Use case

- Automated workflows to facilitate end-to-end communications, across multiple channels
- Citizens can directly respond to communications and provide feedback or ask questions via Whispir's rich messaging capabilities

Benefits

- Whispir's Workspaces allow AgVocacy to service each client from their own dedicated account
- Immediate response to natural disasters to better protect the community



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FY22 guidance*

Whispir remains on track to achieve guidance

FY22ARR

$65.4m - $70.0m

22-31% YOY growth

FY22 Revenue

$57.2m - $60.2m

20-26% YOY growth

EBITDA (excl. SBP)

$(15.5)m - $(13.0)m

230-177% down on FY21

R&D

$17m - $18m

70-80% increase on FY21

*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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Our Purpose

Change the way the world communicates



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Our Vision

A world where organisations communicate like people



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We Believe

Value is created, when people are engaged



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Our Promise

Enabling you to master connection and engagement with other people at scale



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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.

Definitions

- **TAM:** Total Addressable Market;
- **SME:** Small to Medium Enterprise;
- **SMB:** Small to Medium Business.

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.

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 and other direct 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 divided by the revenue from the same customer cohort in the corresponding prior year;
- **Customer churn %:** number of customers lost in the last twelve months (LTM) divided by number of opening customers in the period;
- **Revenue churn %:** Opening MRR of customers churned in LTM compared to opening MRR of customer cohort;
- **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) adjusted for Monthly Messaging Days multiplied by 12 months;
- **Monthly Messaging Days:** monthly messaging days vary each month depending on days within the transactional billing cycle (26th day to the 25th day of the reporting month). To enable monthly comparisons on a consistent basis, ARR and related SaaS metrics are adjusted to a standard number of days per month to remove this volatility. The standard month is 30.4 days (365 days / 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.