

ASX Announcement

2021 Annual General Meeting – Chairman's Address and CEO Presentation

MELBOURNE Australia, 15 November 2021: diversified global payments fintech, Openpay Group Ltd (ASX: OPY) (**Openpay**), attaches the following documents to be presented at its 2021 AGM being held today:

- Chair's address
- CEO's presentation script
- CEO's presentation slides

The results of the AGM will be communicated to the ASX shortly after the conclusion of the AGM.

Authorised by Michael Eidel Managing Director & Group CEO Openpay Group Ltd

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About Openpay

Openpay Group Ltd (ASX: OPY) is a fast-growing and highly differentiated player in the global 'Buy now pay later' (BNPL) payment solutions market. The Company's strong platform enables it to deliver the most flexible plans in the market with durations of 2–24 months and values of up to \$20,000.

Openpay brings fairness, transparency, and flexibility to merchants and consumers alike, and focuses on industries where it can truly make a difference: Automotive, Healthcare, Home Improvement, Memberships, and Education.

The company focuses on providing a greater range of payment solutions and has created a powerful next generation BNPL solution—Buy Now, Pay Smarter—that provides transparency and control to consumers when they need it most.

Openpay's B2B offering, OpyPro, is a SaaS-based platform that enables companies to manage trade accounts endto-end, including applications, credit checks, approvals, and account management all in one system.

Openpay provides services to, payment processors, merchants, and their customers in Australia, New Zealand, United Kingdom, and in the United States, where it operates under the brand name Opy.

The company was recent ranked number 318 on the Deloitte Technology Fast 500[™] Asia Pacific 2020, and is ranked 41 on the Deloitte Technology Fast 50 Australia. For more information, visit <u>www.opy.com</u>.



Chairman's Address

Before we move to the formal items of this general meeting, I would like to briefly reflect on this last financial year.

FY21 was again a difficult year as COVID continued to challenge the status quo and related lockdowns pushed our everyday lives even further online.

Despite the ongoing disruptions, the financial year just passed proved to be another fantastic year of growth for Openpay. Across all key operating metrics, the business continued to go from strength to strength. We also made some critical investments to support our strategy of targeting core business verticals which will deliver higher transaction margins and stronger portfolio performance in the medium-term.

Regulation for the sector also continues to evolve and mature. Consumer care and support have always been core to Openpay's business and our platform incorporates robust consumer checks and features to promote responsible spending and provide consumers with a flexible and transparent way to budget and take control of their finances. Openpay, as a provider of responsible lending, welcomes clear rules for better customer outcomes that do not stifle sector innovation and we will continue to work with regulators across our markets to deliver fair outcomes for both our customers and merchants.

Openpay provides a superior consumer experience compared to traditional credit solutions. Key features include real-time approval processes, simpler, tech savvy user experiences and transparent pricing terms. We deliver all these within a highly responsible lending framework. Our target consumers want greater financial flexibility without increasing their credit card debt. We put the customer in better control of their finances, both online and in-store.

We also focus on industries where we can make a true difference, including Automotive, Healthcare (including Dentistry and Veterinary practices), Home Improvements, Memberships, Education and Retail; where our target customers are typically using Openpay plans as a cashflow management tool. Our higher value, longer length plans are delivered across our core verticals in a single, consistent customer journey – differentiating Openpay from the more traditional "pay-in-4" BNPL segment which offer shorter term plans, typically lower in value.

Ultimately, we see ourselves filling the gap between the highly competitive pay- in-four space and more traditional consumer credit providers, albeit much more responsibly with respect to the affordability and pricing of our offering, relative to traditional providers. This strategy is even more relevant in the United States where we have assembled an industry-leading management team to oversee the Company's launch into the world's largest consumer market, where Opy's target market opportunity across core verticals adds up to US\$829 billion.

Our US rollout continues to progress well and is expected to further accelerate in the months ahead. Similarly, in the United Kingdom, our anticipated acquisition of Payment Assist will accelerate our market leadership in the Automotive vertical and further builds on our global vertical-based strategy.

In our home market, Australia and New Zealand, Openpay has continued to deliver strong performance despite prolonged lockdowns. FY21 saw great success across our portfolio, leading to new verticals, subverticals, key partnerships and the B2B OpyPro product launch.

Against the backdrop of an industry where competition continues to increase (particularly among payin-4 players) and consolidation for scale has begun, Openpay's differentiated strategy as a point-of-sale lender with longer, larger and customisable plans across target verticals is crucial to our future success.



Our business model aims to achieve sustainable profitability in the mid-term, through market leading revenue yields and net transaction margins, as well as scale from our highly targeted US expansion – all of which will deliver long-term shareholder value.

In closing, on behalf of the entire Board of Directors I'd like to sincerely express our gratitude to Openpay's senior management and employees for their wonderful contribution to the Company's achievements in FY21. They have together done an incredible job in capably navigating the business through a challenging and uncertain Australian and global economy impacted by the ongoing pandemic. Similarly, I'd like to thank our loyal customers, merchants and the many retail and institutional shareholders who continue to place their trust and confidence in Openpay. Your support is sincerely appreciated and never taken for granted.

We look forward to another exciting year ahead, particularly as we accelerate our business expansion in the United States – where significant demand for our unique and highly competitive payment plans will transform the profile of the entire Openpay Group.

Thank you. I will now hand over to Michael for his presentation.

CEO Presentation

Thank you, Patrick, and good morning everyone. Thank you for making the time to attend today's AGM.

As Patrick said, FY21 was another fantastic year of growth for Openpay, and in FY22 we will fundamentally transform the profile of the entire Openpay Group with our successful launch in the US market, getting us to unprecedented levels of volume and revenue.

Today, I want to provide you with some perspectives on our company's strategy, our levers for growth and scale, how we are building a sustainable business to create long-term shareholder value.

Page 4 Partner of choice for life's important moments

I want to start the presentation reminding the audience of our **differentiated approach**: Openpay is a merchant-led provider of **longer**, **larger and highly customisable payment plans** in Business-to-Consumer (B2C). We focus on Verticals such as Health, Home, Auto and bigger-ticket Retail. These features and industry-focus stand us apart from our peers. Increasingly and very much by design, Openpay's growth is being driven by **integrations with large aggregator platforms and ecosystems**, **in all our geographies Australia, the UK and the US**. We have also successfully entered the very lucrative Business-to-Business (B2B) market with our **unique trade account management platform OpyPro**, a Software-as-a-Service, which is an important pillar of our global strategy for growth and mid-term profitability.

We strongly differentiate from "pay in four" BNPL who focus mostly on the Retail sector, which is low value, fast moving fashion, often for young people and for what they believe they want versus need. As a smart point-of-sales lender, we are here for consumers in moments of **unexpected need** – hospital visits, broken transmissions, root canals, leaky roofs – consumers who welcome and use the solutions proposed by their doctor / their veterinarian / their auto repairer or their school where trusted relationships exist and count. **Openpay as a trusted partner of the merchant and finance savvy customer.**



Page 5 FY21 was a transformative year to become a truly diversified, global payments fintech

In FY21, Openpay has successfully transformed the business to **become a truly diversified, global payments fintech**, well beyond our great BNPS origins, and precisely as described in our long-term vision and strategy.

On the next *page 5*, I'm pleased to highlight some **major achievements** which have not only contributed to the strong operating performance in FY21 but set us up for a step change in FY22 and beyond.

Australia remains our breeding ground for winning and growing new verticals and partnership models. We entered Hospitals, a completely unpenetrated sub-vertical in Health, with St John of Gods. We won large aggregator deals and went live with Vertical software providers such as Pentana in Automotive, and many more.

In the **UK**, we have demonstrated continued strong business momentum with 3-digit growth rates in all leading indicators and won some significant aggregator deals with payment processors and Vertical software providers. I will talk about the anticipated acquisition of Payment Assist in a moment. We also launched our Healthcare vertical in the UK, with ezyVet clinics in Veterinary, and signed some pilots in Dental to get the product right.

The even bigger prize is awaiting us in the largest consumer market globally, the **US**. We went live with ezyVet in October, to start with.

I will provide additional details on the US launch and our SaaS account management platform **OpyPro** in a minute.

Finally, we continue to **innovate and add capabilities to our tech platform**: the automation of merchant onboarding has contributed to our record increase of Active Merchants. And most importantly for future growth, we have fully americanized our tech platform to offer our regulated product, meeting all regulatory requirements and providing customers with an unprecedented experience to use our payment plans easily and responsibly.

Page 6 Business has continued to go from strength to strength

Let's zoom into our **performance in FY21 in a bit more detail** on **page 6**, also adding some early results in Q1FY22:

The increase in Active Merchants in FY21 was a record-breaking 77% year-on-year, to 3,800.

To scale our business quicker, we have focused our distribution efforts on large brands, aggregators and platform partners where it requires only **one** signed agreement and **one** technical integration to get us into the stores and websites of thousands of merchants across all verticals, and ten- and hundred-thousands of customers, driving customer acquisition, utilization and volume at scale.



In Q1FY22, the number of Active Merchants continued to accelerate reaching a new record growth of 87% year-on-year which is extremely encouraging as it builds the basis for the other key metrics including TTV and Revenue.

Active Customers finished FY21 at 541k, up 69% year-on-year. More than half of all our Active Customers is now in the UK. The **record-high percentage of plans from repeat customers**, which stood at 84%, is a testament to our strongly engaged customer base to accelerate in FY22.

Another great milestone has been cracking **2m Active Plans**, up 141%, year-on-year. This is quite remarkable considering the tenacious lockdowns in the UK and Australia, and their impact on instore plan origination, particularly in Healthcare. It demonstrates the value of building a diversified portfolio across Retail and specialist verticals, and the resilience of this strategy.

The great progress on Active Merchants, Customers and Plans has translated in a 77% growth of **Total Transaction Value** (TTV) to \$339m. This is before adding our anticipated acquisition Payment Assist's TTV of \$143m which will make us a half billion-dollar TTV player on Group level.

TTV in Q1FY22 has grown by 51% year-on-year which is strong considering the extended lockdowns, affecting instore plan origination. We also very clearly focused on quality growth, rightsizing the volumes particularly in the UK according to our target loss rates of 1.5% to 2.5% which we have greatly achieved.

Page 7 Payment Assist acquisition to pivot to verticals in UK

Our pivot into our specialised verticals will be strongly supported by our anticipated acquisition of Payment Assist, a leading instalment plan provider in the UK Automotive market. Whilst it is a signed deal, I say 'anticipated' because it is subject to conditions precedent, including approval from the UK Financial Conduct Authority (FCA). The process is underway; we expect a positive outcome in the course of FY22.

This acquisition is a significant stepping-stone for Openpay, to become a **leader in our chosen verticals**. On Group level, the two entities combined will more than double our Active Merchants globally to 8,200; increase our Active Customer base to more than 700,000; and increase TTV roughly to around half a billion dollars. The acquisition will contribute to our focus on generating a healthy revenue yield as a precursor of sustainable profitability. Importantly, the automotive vertical brings **also significantly lower exposure to credit and fraud risk than fast moving, small ticket retail**.

The successful completion of this transaction will provide Openpay with the **FCA credit authorisation**, which is consistent with our responsible approach and strategy to enter the regulated credit market. Being regulated will be a clear competitive advantage to the 'pay-in-4' providers, and we will be well equipped to meet the regulators' responsible lending and affordability requirements.

Page 8 Launched in the US with differentiated strategy

To ensure US success, we completed our strategic launch plan and delivered key milestones:



Unmatched Team – led by Brian Shniderman, we have assembled an unmatched leadership team in US fintech that has decades of experience in payments, banking, fintech, regulatory, and retail.

Localised Solution and Responsible Banking – we have americanized our global platform, accelerating BNPL access to US consumers through our partnership with Cross River Bank. The relationship enables us to offer closed-end consumer loans with a mix of responsible consumer fees and flexible merchant fees.

Marquee funding – we are backed by Goldman Sachs and Atalaya Capital Management and their \$271.4 million-dollar receivables warehouse facility that triples Opy's credit facilities to support our US scale. This funding will enable us to take advantage of established and efficient capital markets and offer affordable products with reasonable rates.

Customised Risk Management – Our partnership with Experian provides tailor-made risk solutions with customised decision tools for the US Market. The partnership enables us to manage risk, guide consumers to make better financial decisions, and extend low-cost, more affordable, and transparent loans to a greater number of consumers.

Scaled Distributors – At launch, we have access to 1,200 veterinary clinics with ezyVet and over 2,500 healthcare providers in partnership with PatientNow. Additionally, Opy will be the first US BNPL to offer Pay-by-Text via its partnership with Everyware.

Our successful launch in the US on 27 October with ezyVet is a ground-breaking achievement and milestone for the Company and will fundamentally change the shape and size of our business going forward.

The US market for Healthcare, Auto repair, Home improvement and Education which we will initially focus on, are so big in volume, USD 450bn, that it will generate multiples of TTV and Revenue of what we have built over years in Australia and more recently in the UK. Size is **everything** in a tech platform and network economy like ours, to scale and create operating leverage to make this not only a massively growing, but also profitable business!

Page 9 OpyPro growing domestically and making its international debut

Our SaaS account management platform **OpyPro**, started to deliver on its very high potential, with some great achievements in FY21 and early FY22.

Woolworths, our inaugural client in Australia, continued to deliver robust growth during the quarter with more than 8,000 accounts onboarded and trading.

In August we announced HP as a new OpyPro client in Australia. The HP integration is now completed, and first transactions have been successfully processed through the platform this quarter.

Our partnership with Kyriba, a global leader in cloud treasury and finance solutions with over 2,000 corporate clients worldwide is a very exciting first international deal for OpyPro. Training and education sessions with the Kyriba team have begun and we are currently evaluating specific client opportunities.



In September we have also signed Kogan who is on track to go live with the platform in Q2FY22. Kogan is a great example of client acquisition synergies between B2C and B2B, providing them with all they need to deliver an outstanding outcome for their consumer and business customers from their one provider, Openpay.

So, OpyPro is on its way to claim a very significant share of the Group's future business performance, for revenue but even more so profit, as it is a capital-light, low-risk tech solution with high margins and only marginal incremental cost to roll-out.

Page 10 Performance Highlights in Q1FY22

If I turn our attention to Q1 and **page 10** where we summarise our KPI outcomes for the quarter. TTV broke the \$100m mark for the first time in one quarter with a revenue margin of 6.7%, and an NTM of 1.3% - and whilst these represent year-on-year reductions it is importance to note that this is purely due to the temporary portfolio mix toward the Retail vertical.

More important is the trend that we are seeing within our portfolio of strengthening revenue margins on a quarter-on-quarter basis as well as NTM toward what we expect them to be over the longer term. Revenue margins have improved and continue to do so early into Q2 due to portfolio management and pricing initiatives, with the remaining source of improved NTM being driven by the reversion to more normal credit settings in the UK. This actually delivered a net transaction loss rate in the quarter of only 1.4%. This expectation was communicated by us during the second half of last year, which has materialised, and with some final benefits still to be evident in the second quarter of this financial year.

The only other point I wanted to mention here is the robust funding runway which the Group still has in the form of \$187m at the end of the first quarter, with a significant increase to be introduced in the second quarter by the new funding facility announced for the US.

Page 11 Strengthen our position as a truly diversified, global payments fintech

Over to my last page, *page 11*: my Management team and I will **continue to meticulously deliver on our long-term vision and strategy**, to strengthen our position as a truly, diversified global payments fintech to drive scale and profitability over the next few years. Key achievements in FY22 will be the integration with the already signed global payments processor and vertical aggregators in the US which will mean a quantum leap in volume growth, and the proliferation of OpyPro beyond Australia; and to be very targeted in where we spend our investors' money.

To conclude, we have been very happy with our strategic delivery and strong operational performance, both in FY21 and in FY22 year to date. We have made great progress in creating a great business and company, very much in line with our vision "to change the way people pay, for the better" and with the pillars of our growth strategy.

On behalf of our Board and Management, I would like to extend a big "thank you!" to our shareholders who supported us since our IPO. I'd also like to thank the team and Board who have worked tirelessly through the most unusual and challenging of environment.



We remain focused on creating long-term, sustainable shareholder value in this exciting emerging financial sector of payments and digital lending.

Thank you!

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2021 AGM CEO Presentation.

openpay Buy now. Pay smarter.



penpay Group Ltd (ASX: Opy

Michael Eidel, Group Chief Executive Officer & Managing Director

15 November 2021

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We're on a mission:

To change the way people pay, for the better.

Shoulder surgery for Mike

> New alternator for the car

Soccer club for Brianna

> Teeth cleaning for Opy

Accounting classes for Eva

Trade finance for the family business New kitchen for the family

Partner of choice for life's important moments.

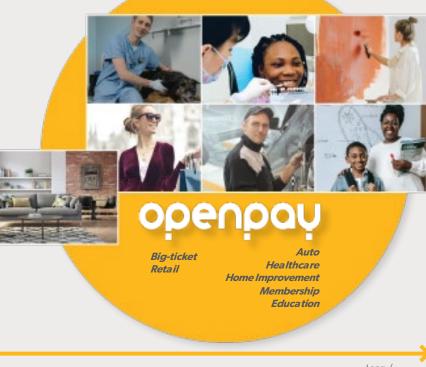
Differentiated strategy - 'owning' the unique space of longer-larger/customized plans.

Differentiation Margin



Short /

Low



- Partner of choice for what people really need (and not only want)
- Wholesale distribution, based on integration partnerships with aggregators and ecosystems gets us to more customers
- Portfolio approach of high-margin Verticals and high-growth bigger ticket Retail to accelerate path to profitability, combining growth and value



Long / High

FY21 was a transformative year for Openpay to become a truly diversified, global payments fintech.

Key achievements setting us up for strong growth in FY22 and beyond.

Aggregator-driven, local market growth

- Strong TTV growth based on record high number of new Active Merchants
- Signature deals with large aggregators (e.g., Ford in Automotive)
- Aggregator-driven growth into Memberships (via Gameday), expansion into Hospitals

Q1FY22

Delivered record TTV \$73m Signed record number of key merchants and platform partners across all verticals

Transformative year for our UK future

- Acquisition of leading BNPL provider to the UK Auto vertical, Payment Assist (expected to close H1 FY22)
- Signed our first Healthcare
- vertical partnership in the UK
- ezyVet for veterinary clinics

- Entering the \$5.5t US **BNPL** morket
- Hired leading US payments experts as our US executive team and advisors
- Signed partnership deal with leading global payment processor Worldpay from FIS
- Extended ezyVet partnership to the US

OpyPro, our B2B offering took flight

- Launched in September 2020 with our first customer, Woolworths
- Signed a game-changing agreement with digital B2B lender Lumi, to add a funding component to OpyPro's platform
- Secured another enterprise contract win, with global information technology company, HP
- Strong trading activities with Woolworths
- Added enterprise customer Kogan and global partnership with Kyriba

Platform innovation set the stage for growth

- Completed redesign and upgrade of Openpay's ecommerce customer journey, which we rolled out first in the UK
- Automated sign-up drives a quantum leap in our ability to go from 'contact to contract' with smaller merchants via a fully automated sign-up process
- Americanized our tech platform for our regulated product in the US

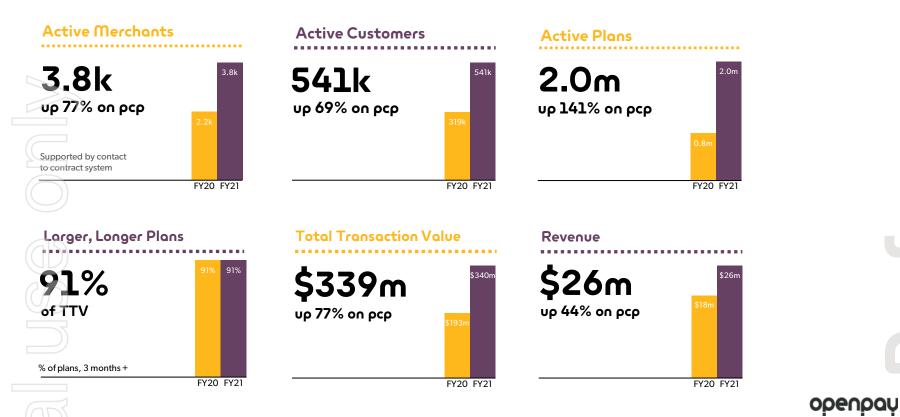


Entered Healthcare, expanded bigger-ticket Retail offerings and doubled Active Customers numbers

Signed ground-breaking partnership deals, e.g., Goldman Sachs for funding Successfully went live with ezyVet

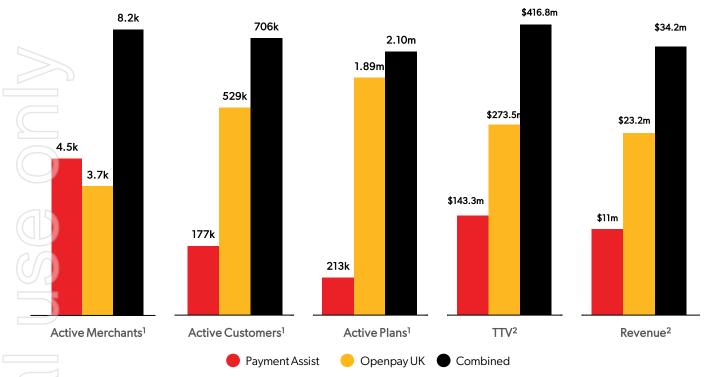
Business has continued to go from strength to strength.

Performance of key metrics (all before Payment Assist integration).



Payment Assist acquisition to pivot to verticals in UK.

The anticipated acquisition of Payment Assist strongly impacts the Group's commercial profile – towards accelerated growth in our verticals and profitability.



Dpaymentassist

- Payment Assist's profitability and penetration in the Auto vertical is expected to be the basis for more profitable TTV and Revenue growth for Openpay UK
- Payment Assist brings strong funding from its own funders and Openpay will not need to secure additional funding to support the Payment Assist business
- The Payment Assist acquisition is very significant even when considered from an overall Openpay Group perspective
- The transaction more than doubles the Group's Active Merchants globally, increases by a third our Active Customer base, and increases roughly by half our TTV and Revenues
- Payment Assist acquisition completion is expected in 1H FY22*



* Subject to regulatory approval and other conditions precedent

1. Figures as of June 9, 2021. 2. TTV and Revenue numbers calculated on the basis of a GBP to Australian Dollar average exchange rate of \$0.5422 across the period from January 1 to December 31, 2020.

Launched in the US with differentiated strategy.

Tapping into a massive addressable market.

Diversified Global Fintech

 Flexible installment plans, partnering with merchants for fit-for-purpose solutions



End-to-end B2B trade account management for leading corporates, via a SaaS solution

Financial Backing

Goldman Sachs and Atalaya provides US\$271.4 million receivables warehouse facility-Triples Opy's credit facilities to support its US scale

Cross River fast-tracks Opy's ability to provide OpyPay consistently across the entire US

Differentiated US Proposition

- Larger and longer than the pay-in-four BNPLs
- More responsible than traditional credit
- Targeting high-ATV verticals underserved by the competition:



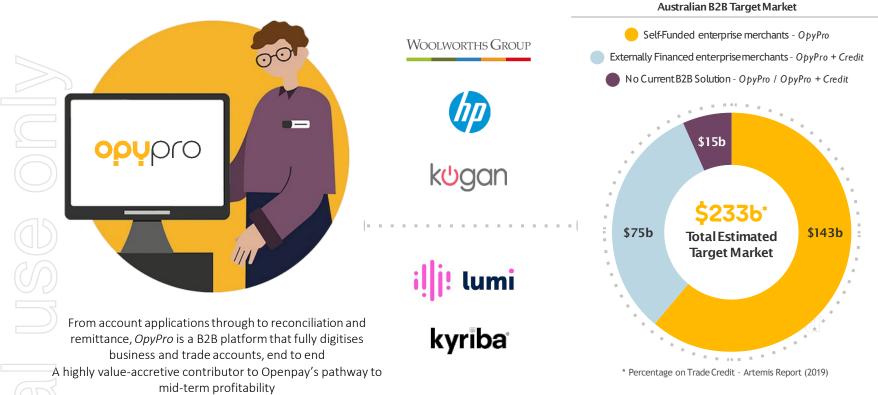
Growth at Scale

- US Partnerships in place to distribute OpyPay to more than 2,500 healthcare providers through PatientNow and 1,200 veterinary clinics through ezyVet
- Everyware enables OpyPay to be the first US BNPL offering Pay-by-Text
- Kyriba partnership to distributes OpyPro to more than 2,000 enterprise-grade clients world-wide



OpyPro growing domestically and making its international debut.

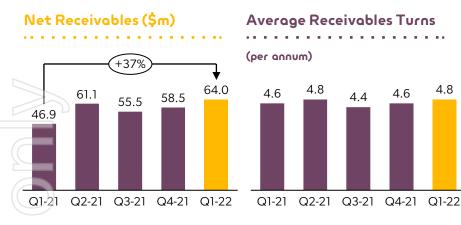
Unique SaaS-based capital light, low risk, transactional B2B product.





Performance Highlights in Q1FY22.

Key portfolio and financial metrics.



 Net Transaction Margin
 Net Transaction Margin

 (% of TTV)
 (% of

 2.2%
 1.3%

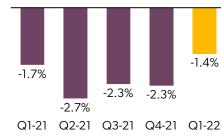
 0.8%
 -0.3%

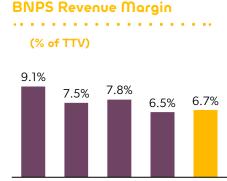
 0.1%
 -1.7%

 0.121
 Q2-21
 Q3-21
 Q4-21
 Q1-22
 Q1-21

Net Transaction Loss







Q1-21 Q2-21 Q3-21 Q4-21 Q1-22

Operating Cash-burn (\$m)

Recurring costs - AU/UK/Group Recurring costs - US 6 Non-recurring costs - All markets 3 21 J 16 15 14 14 12 Q1-21 Q2-21 Q3-21 Q4-21 Q1-22

- Group portfolio growth rates maintained with increased funding efficiency from higher receivables turns
- The Groups BNPS margin reduced y-o-y to 6.7% due to miximpact of retail volume, howeverstrong momentum in early FY22
- Loss performance with NTL within expected range, and stable in all regions
- Resultant NTM has rebounded in the new financial year, and is expected to continue to improve
- Recurring costs in ANZ, UK and Group have increased in line with volume growth, while recurring costs in the US increased as a result of going live with platform ready to scale-up the business
- One-off costs were mostly associated with setting-up the US operations, UK inorganic growth and re-financing of existing funding facilities, the latter releasing \$10 million of equity
- Non-recurring costs are expected to reduce in coming quarters



Strengthening our position as a truly diversified, global payments fintech.

An ambitious program for FY22.

Drive local market growth with aggregators

- Strengthen market-leading position in traditional verticals Auto and Health based on large merchant and aggregator deals
- Accelerate growth in new verticals Sports memberships and Education; and subvertical Hospitals

Focus on core verticals and scale in UK

- Integrate and go live with aggregator in Dental
- Grow in Healthcare vertical with ezyVet and other aggregators
- Pivot and grow in biggerticket Retail
- Complete acquisition of leading BNPL provider to the UK Auto vertical, Payment Assist (PA)
- Exploit synergies with PA in Automotive and adjacent opportunities

Go live and take off in the US

- Go live of OpyPay with ezyVet partnership to the US in Oct 21
- Complete integration and commence transacting with Worldpay from FIS and other aggregator platforms
- Pilots and roll outs with aggregators and (selected) merchants across the Health, Auto and bigger-ticket Retail verticals

B2B to get into broader market across geographies

- Go live of OpyPro with HP
- Take OpyPro platform international
- Onboard all Woolworths' business customers on SaaS and increase TTV and Revenue
- Sign and onboard more significant B2B enterprise partnerships

Roll out platform innovations globally

- Roll out new ecommerce customer journey across all markets
 - Roll out proprietary Automated Risk Management Model globally, increasing conversion and reducing risk

openpau

Implement virtual card capability to drive scale.

Contact: Michael Eidel Managing Director and CEO investors@openpay.com.au

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Thank You