

whispir

24 November 2021

# Annual General Meeting

A S X W S P



# Meeting Opening



# Board of Directors



Brendan Fleiter  
Non-executive Chairman



Jeromy Wells  
Founder, CEO &  
Executive Director



Sarah Morgan  
Non-executive Director



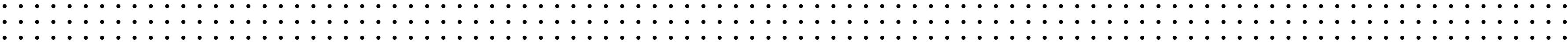
Sara La Mela  
Non-executive Director



Aled Miles  
Non-executive Director



Sophie Karzis  
Company Secretary



# Procedural Matters



# Online Attendees – Text Question Process



When the Question function is available, the messaging tab will appear at the top of the app.



To send in a question, click in the 'Ask a question' box, type your question and press the send arrow.



Your question will be sent immediately for review.

✓ Received

A screenshot of the LUMI mobile application interface. At the top, a dark grey header bar displays the user ID '123-456-789'. Below this, a navigation bar contains three tabs: 'HOME' with a house icon, 'MESSAGING' with a speech bubble icon and an underline, and 'VOTING' with a bar chart icon. The main content area is titled 'Messaging' with a speech bubble icon. It features a white input box with the placeholder text 'Ask a question' and a grey send arrow icon on the right. Below the input box is a grey rounded rectangle containing a white exclamation mark icon and the word 'Moderator'. The text inside this box reads: 'Type your question in the box above and then press the send arrow. Please include the number of the resolution at the beginning of your question. Questions may be moderated or amalgamated if there are multiple questions on the same topic'.

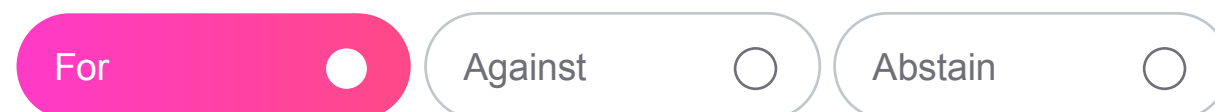
# Online Attendees –Voting



When open, the vote will be accessible by selecting the voting tab at the top of the screen.



To vote simply select the direction in which you would like to cast your vote. The selected option will change colour.



There is no submit or send button, your selection is automatically recorded. You can change your mind or cancel your vote any time before the poll is closed.

A screenshot of the LUMI mobile app interface. At the top is a dark grey header with the phone number '123-456-789'. Below the header are three tabs: 'HOME' (with a house icon), 'MESSAGING' (with a speech bubble icon), and 'VOTING' (with a bar chart icon). The 'VOTING' tab is selected. The main content area shows 'Poll Open' with a subtext 'You have voted on 0 of 2 Items'. The first poll is 'Resolution 1' with the instruction 'Select a choice.' and three buttons: 'For' (pink), 'Against' (light grey), and 'Abstain' (light grey). Below these is a 'CANCEL' button. The second poll is 'Question 2' with the instruction 'Select a choice.' and three buttons: 'Yes' (light grey), 'No' (light grey), and 'Unsure' (light grey). A vertical scrollbar is on the right side of the poll list.

# Boardroom Media – Audio Question Process



To ask a question verbally please dial the number shown on the main information page.

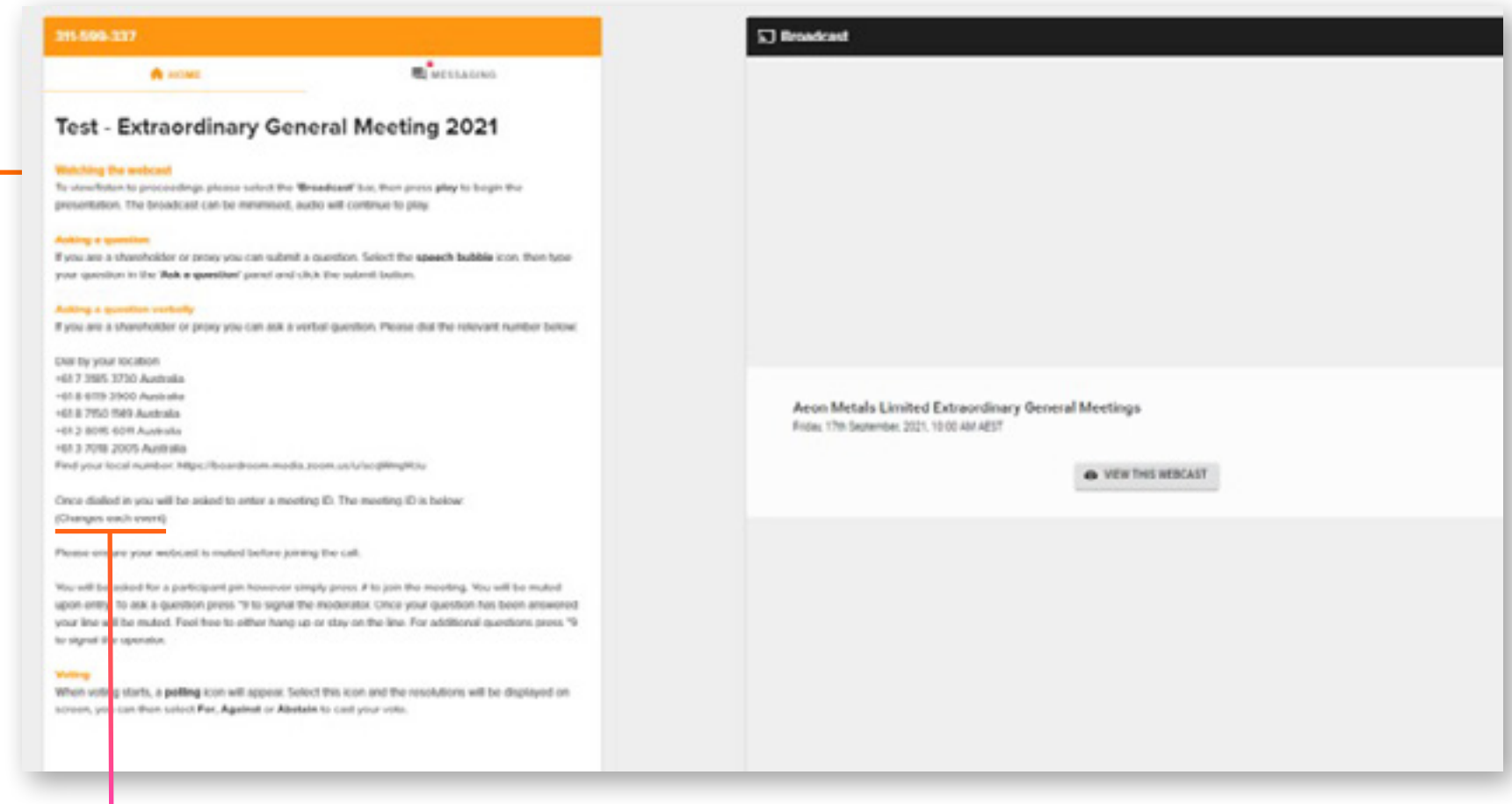
Enter your meeting ID followed by #.

You will be asked for a participant pin however simply press # to join the call.

To ask a question press \*9 to signal the moderator.

Once your question is answered your line will be muted.

Feel free to either hang up or stay on the line. For additional question press \*9 to signal the operator.



\*Meeting ID can be found here\*

**\*Please ensure your webcast is muted before joining the call.\***



# Chairman's Address

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Brendan Fleiter  
Non-executive Chairman





# FY21 performance

Whispir delivered strong revenue and customer growth and maintained a disciplined approach to operating expenses

\$53.6m

FY21 Annualised Recurring Revenue  
28.5% Growth YOY

\$47.7m

FY21 Revenue  
22.1% Growth YOY

\$413m

Lifetime value of customer cohort at 30 June 2021  
9.0% Growth YOY

\$(4.7)m

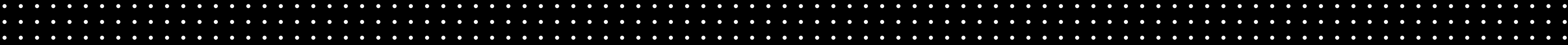
EBITDA excluding non-cash share-based payments  
FY20: \$(5.6)m

26.1x

LTV / CAC ratio improving  
FY20: 23.7x

96.7%

Recurring revenue  
FY20: 95.6%



# CEO Presentation

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Jeromy Wells  
Founder, CEO & Executive



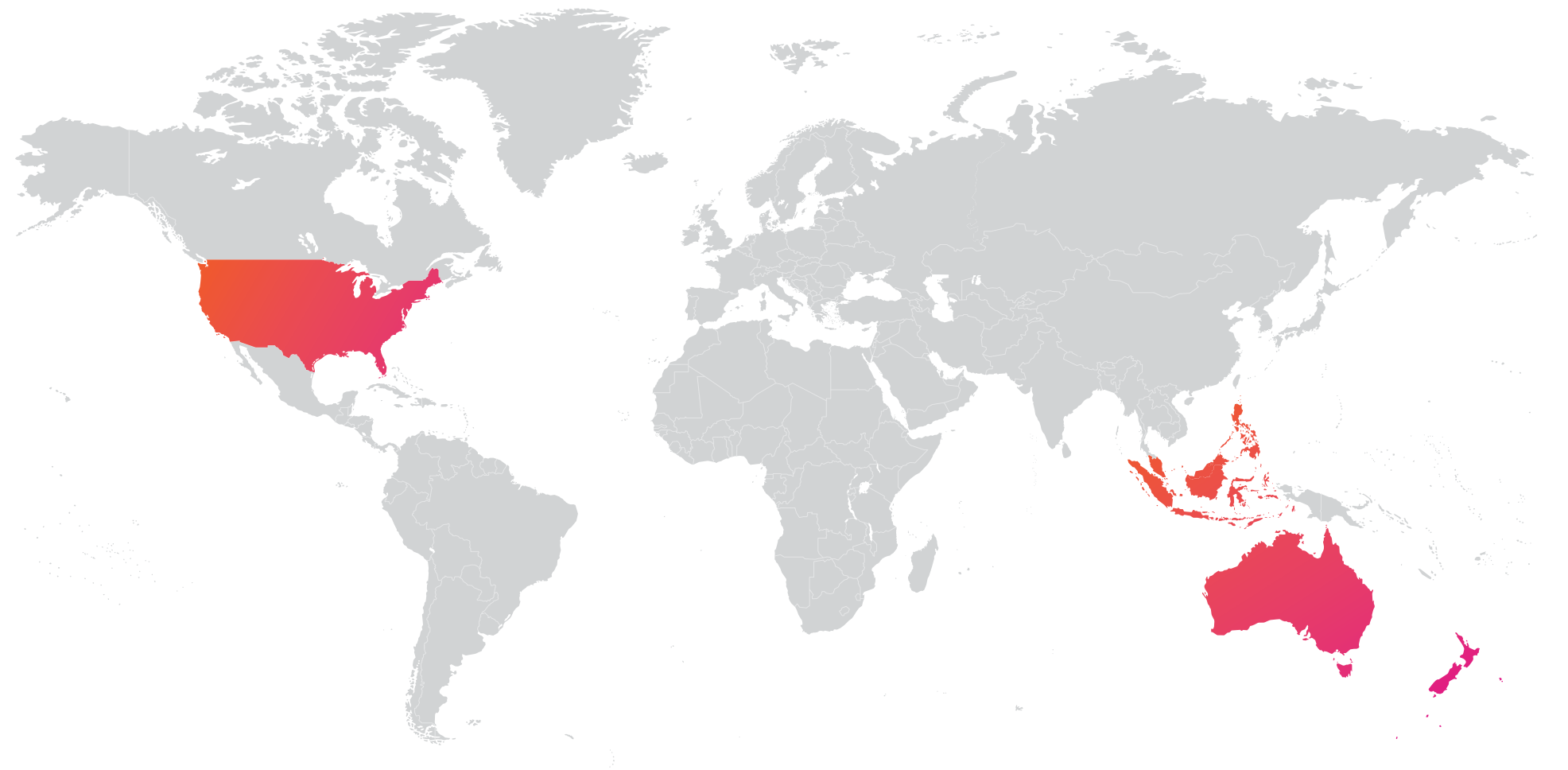
# Whispir today

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

## 834 Customers

## 241 Staff



Customer diversity



FEPOC



# 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.**



## North America

- **49** total customers
- **\$1.3m** revenue in FY21
- A market to accelerate Whispir's growth following 2H21 strategic reset



## ANZ

- **648** total customers
- **\$39.7m** revenue in FY21
- A market with more growth potential among Whispir's existing blue-chip customer base



## Asia

- **137** total customers
- **\$6.7m** revenue in FY21
- A market with significant digital tailwinds where Whispir can support Digital Transformation

# Q1 FY22 starting strong

Whispir is accelerating growth with a strong Q1 FY22 performance

\$56.8m

Q1 FY22 Annualised Recurring Revenue  
31.8% growth YOY

\$16.3m

Q1 FY22 customer cash receipts  
55.7% growth YOY

\$43.9m

Cash & equivalents at 30 September 2021

834

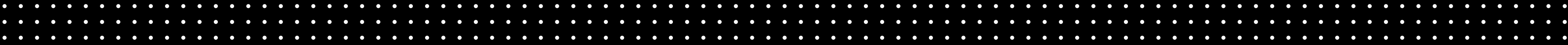
Total customers 33 net new adds in Q1 FY22  
25.4% growth YOY

2.1%

Average revenue churn  
28.6% lower YOY

6.8%

Average customer churn  
20.2% lower YOY

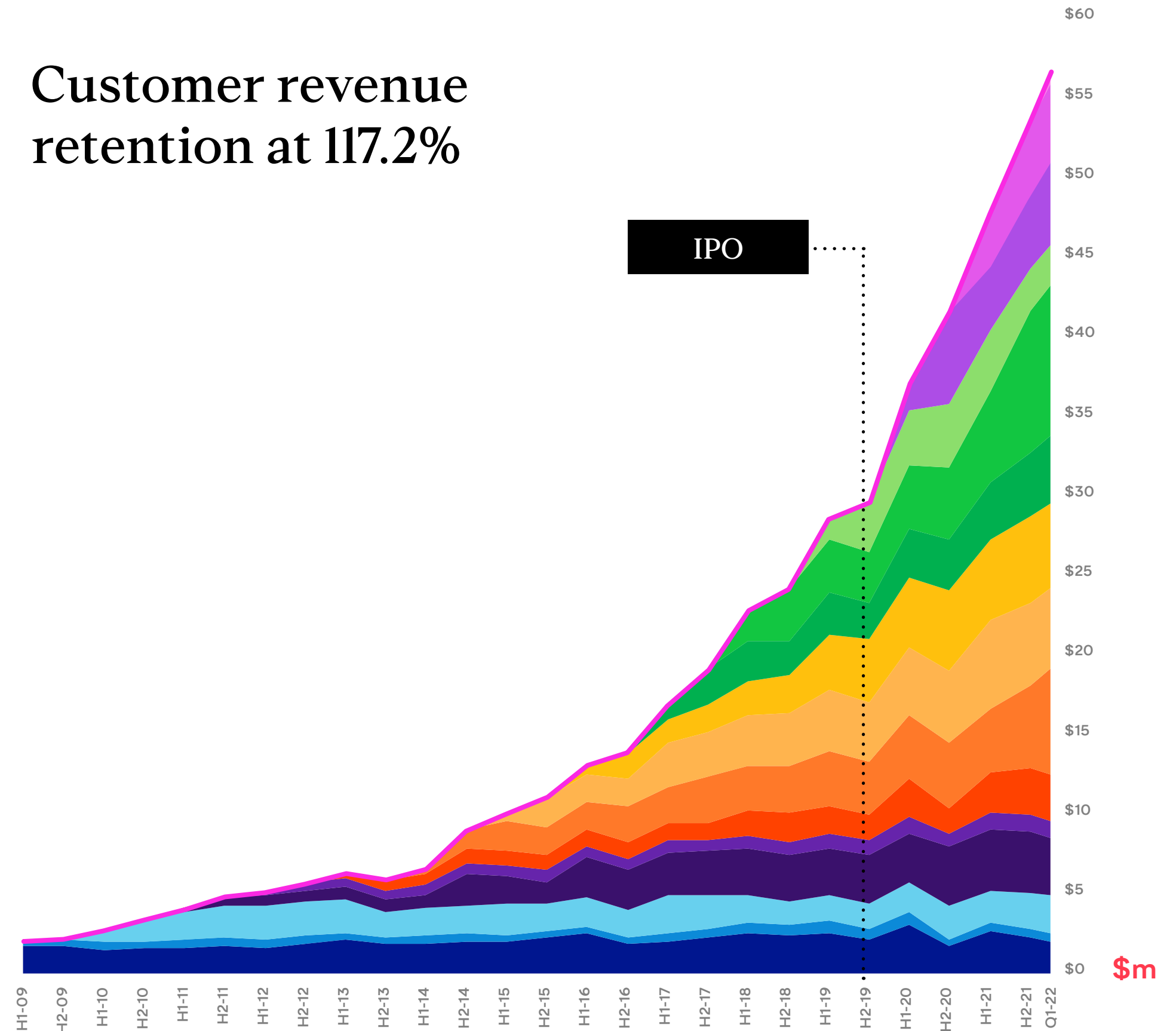


# Organic growth opportunities

Whispir's install base continues to grow as customers adopt additional use cases that add value to their business

- Underpins future revenue growth
- Supported by Whispir's customer-centric approach, product satisfaction and a successful land & expand strategy

## Customer revenue retention at 117.2%



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



# Our People

Investing in the capability and capacity of our team as the business scales globally

## Executive Leadership Team (ELT)



Jeromy Wells  
Chief Executive Officer



Jenni Pilcher  
Chief Financial Officer

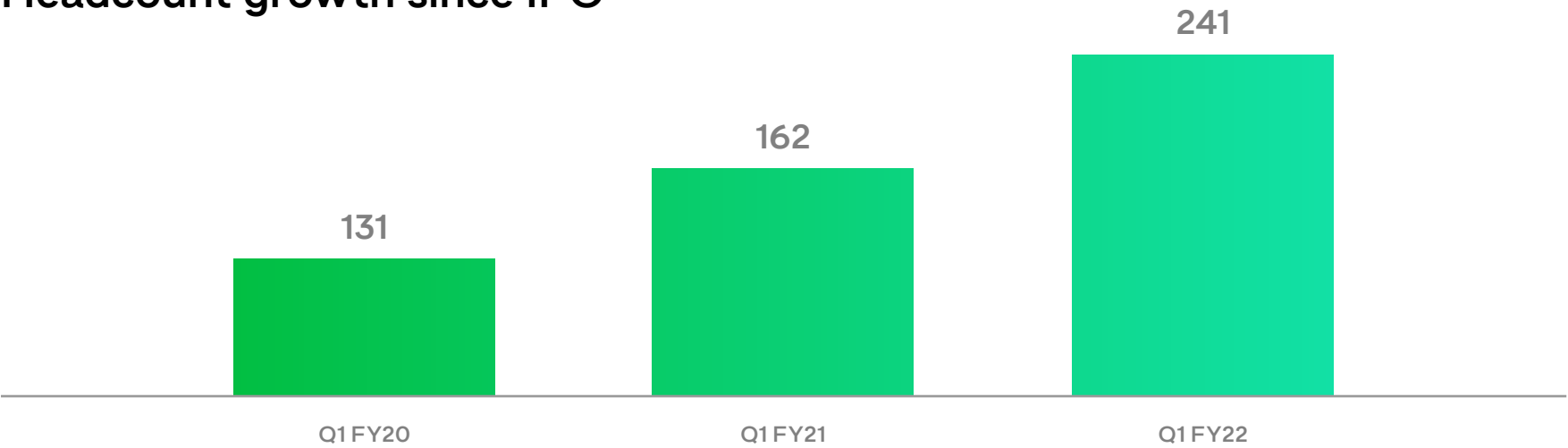


Tobi Brix  
Chief Operating Officer

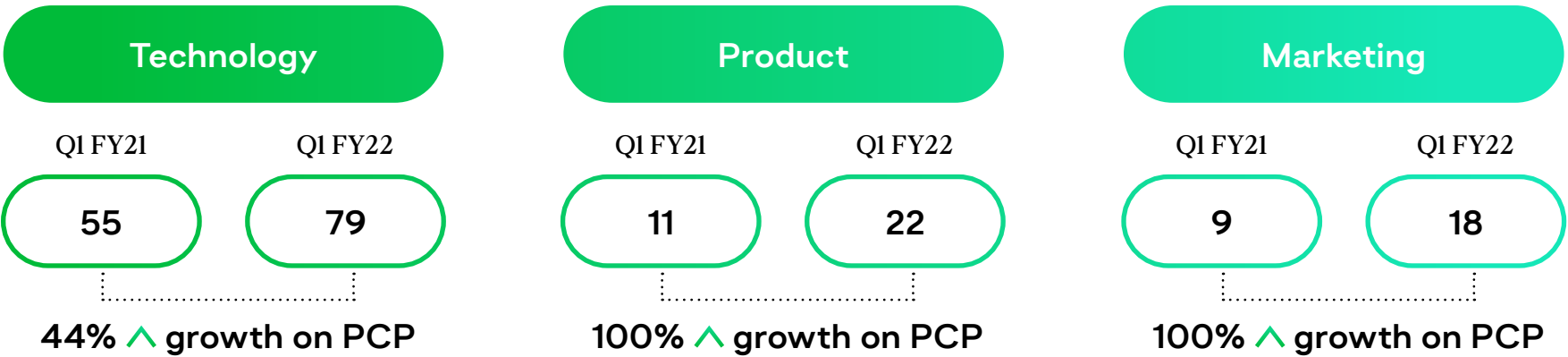


Chris Regan  
Chief People Officer

## Headcount growth since IPO

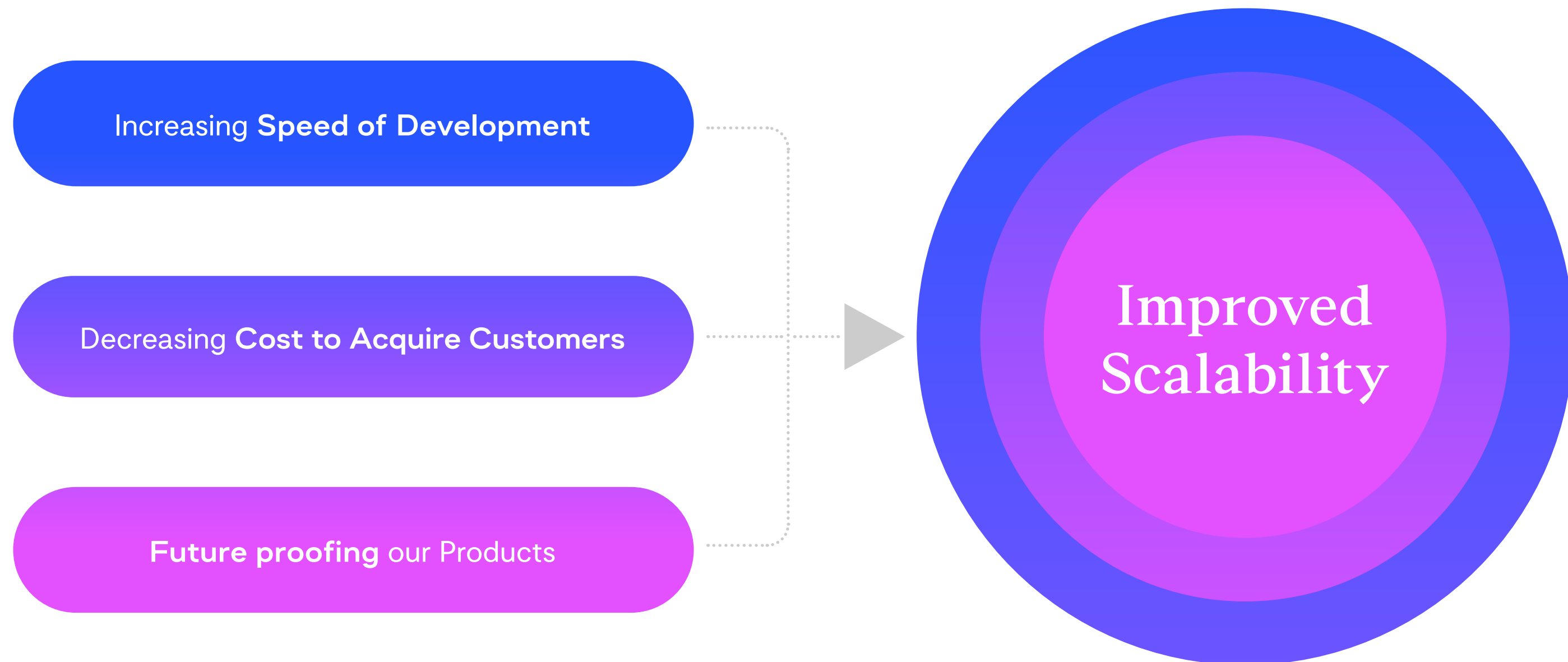


## Talent acquisition and top 3 functions by growth



# The Product Roadmap

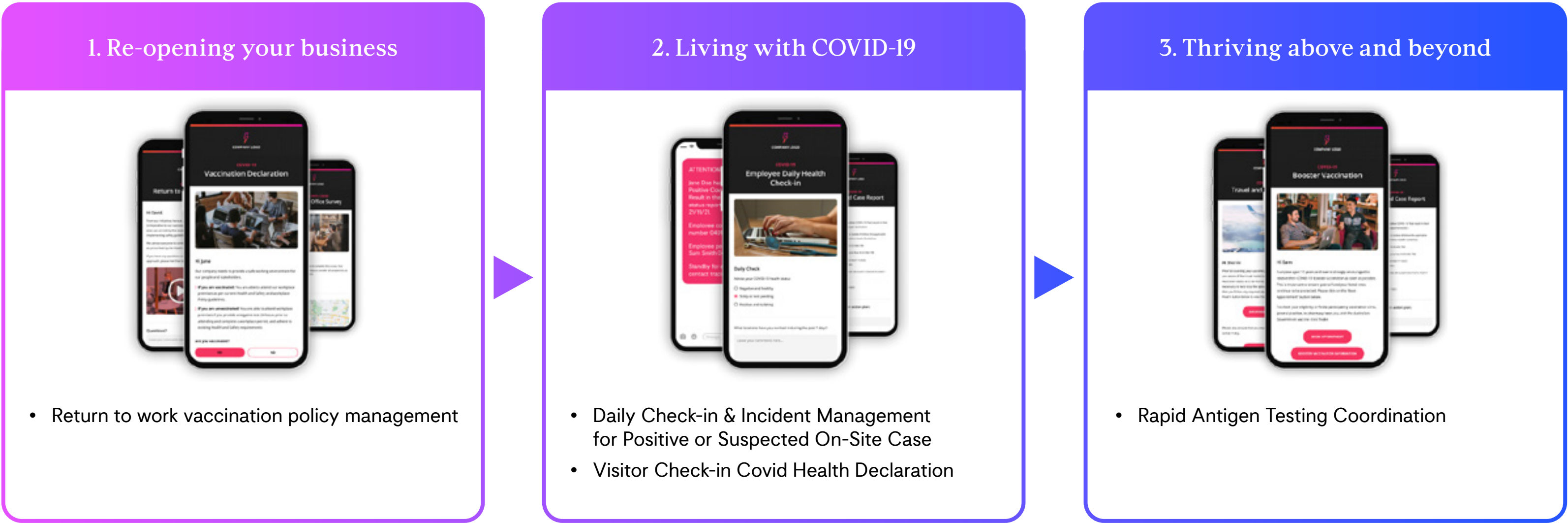
Laser focus on expediting our evolution to product-led growth



# Living with COVID-19

Four end-to-end COVID-19 communication workflows to enable customers to confidently interact with stakeholders in real time, consistently and at scale with full audit trails.

## 3 stages in the living with COVID-19 business lifecycle





## Navigating COVID normal

George Weston Foods, one of Australia and New Zealand's largest food manufacturers, has been a Whispir customer since 2017.

### Use case

- Emergency communications
- Notifications of product short supply
- Staff/ company-wide updates
- Pricing changes for customers
- Customer service, including customer surveys
- Team rostering, training and education
- Lone worker "R U Safe" check-in
- COVID-19 lifecycle communications

### Benefits

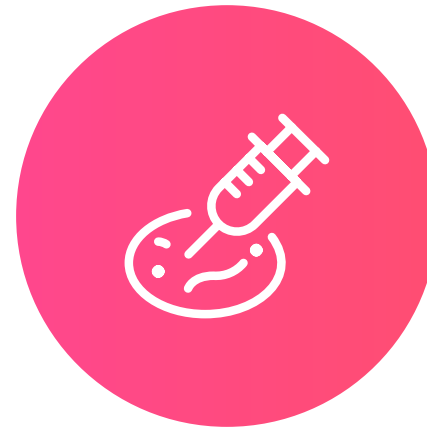
- One platform deployed across five brands, in multiple departments, to meet their specific needs
- Decreasing time resources spent on processes
- Streamlining operational processes
- COVID-19 safety templates to help manage the spread within their business, to ensure the health and safety of all stakeholders



# Growth indicators

Delivering against our product roadmap, driving new and existing customer growth in ANZ and Asia; and expansion across North America

Whispir's business is supported by strong industry tailwinds...



Government investment in COVID response



Growing budgets for Digital Transformation Projects

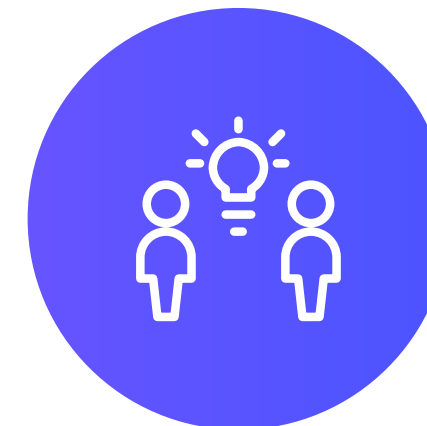


Broader adoption of Artificial Intelligence & Machine Learning functionality

And we have multiple levers to support our customers and continue our growth...



Targeted R&D for extracting value faster



People investment to enhance the customer experience



Product innovation to build competitive advantage



# FY22 Guidance Update

## Previous Guidance

### FY22 Revenue

\$57.2m - \$60.2m

20-26% YOY growth

### EBITDA excluding non-cash share-based payments

\$(15.5)m - \$(13.0)m

130 - 177% down on FY21

### FY22 ARR

\$65.4m - \$70.0m

22-31% YOY growth

### R&D

\$17m - \$18m

70-80% increase on FY21

Strong business performance through the start of FY22, has resulted in updated guidance for revenue and EBITDA

## Updated Guidance

### FY22 Revenue

\$64m – \$68m

34-42% Growth YOY

An improvement on prior guidance of between 11.9% and 13.0%

### EBITDA excluding non-cash share-based payments

\$(13.2)m – \$(11.2)m

181-138% down on FY21

An improvement on previous guidance of between 13.8% and 14.8%

### FY22 ARR

No change

### R&D

No change



# Business of the meeting

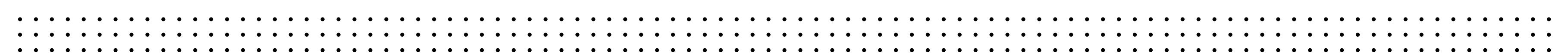
Item 1 – Financial and Related Reports

Item 2 – Resolutions



# Financial and Related Reports

To receive and consider the Financial Report of the Company and its controlled entities and the related Directors' and Auditor's Reports in respect of the financial year ended 30 June 2021.



# Resolution 1

## Adoption of Remuneration Report (non-Binding resolution).

**THAT** the Remuneration Report for the financial year ended 30 June 2021 included in the Directors' Report of the Annual Report, as required under section 300A of the Corporations Act, be adopted by the Company.

	Total Number	% of votes received
FOR	47,035,335	99.36
AGAINST	143,931	0.30
OPEN (useable)	162,723	0.34
Board	157,956	0.33
Non-Board	4,767	0.01
ABSTAIN	597,157	N/A
EXCLUDED	10,747,009	N/A

# Resolution 2

Re-election of Sarah Morgan as Director (ordinary resolution).

**THAT** Sarah Morgan, retiring from office in accordance with Rule 3.6 of the Constitution, and being eligible, is re-elected as a non-executive director of the Company.

	Total Number	% of votes received
FOR	58,402,759	99.59
AGAINST	75,580	0.13
OPEN (useable)	163,055	0.28
Board	158,288	0.27
Non-Board	4,767	0.01
ABSTAIN	44,761	N/A
EXCLUDED	0	N/A

# Resolution 3

Re-election of Aled Miles as Director  
(ordinary resolution).

THAT Aled Miles, retiring from office in accordance with Rule 3.3(a) of the Constitution, and being eligible, is re-elected as a non-executive director of the Company.

	Total Number	% of votes received
FOR	58,075,215	99.60
AGAINST	62,699	0.11
OPEN (useable)	166,165	0.29
Board	161,398	0.28
Non-Board	4,767	0.01
ABSTAIN	382,076	N/A
EXCLUDED	0	N/A

# Resolution 4

Renewal of proportional takeover provisions (ordinary resolution).

**THAT** the proportional takeover provisions in rule 37 of the Company’s Constitution be renewed for a period of three years commencing from the date of this meeting.

	Total Number	% of votes received
FOR	58,400,354	99.66
AGAINST	37,304	0.06
OPEN (useable)	162,615	0.28
Board	157,848	0.27
Non-Board	4,767	0.01
ABSTAIN	85,882	N/A
EXCLUDED	0	N/A



# Resolution 5

Approval of Issue of Performance Rights to CEO, Jeromy Wells (ordinary resolution).

**THAT** for the purposes of Listing Rule 10.14 and for all other purposes, Shareholders’ approval is given for the Company to grant 218,625 Performance Rights, each to acquire one ordinary fully paid share in the Company, to Jeromy Wells, the Chief Executive Officer of the Company, on the terms set out in the accompanying Explanatory Memorandum.

	Total Number	% of votes received
FOR	47,112,170	99.20
AGAINST	219,370	0.46
OPEN (useable)	162,223	0.34
Board	157,456	0.33
Non-Board	4,767	0.01
ABSTAIN	445,383	N/A
EXCLUDED	10,747,009	N/A

# Questions



# Close of Meeting

**Disclaimer**

Statements contained in this presentation, particularly those regarding possible or assumed future performance, estimated company earnings, potential growth of the company, industry growth or other trend projections are or may be forward looking statements. Such statements relate to future events and expectations and therefore involve unknown risks and uncertainties. Actual results may differ materially from those expressed or implied by these forward looking statements.



# Connect Engage Thrive

