

whispir

24 November 2021

# Annual General Meeting

A S X W S P



# CEO Presentation

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Jeromy Wells  
Founder, CEO & Executive



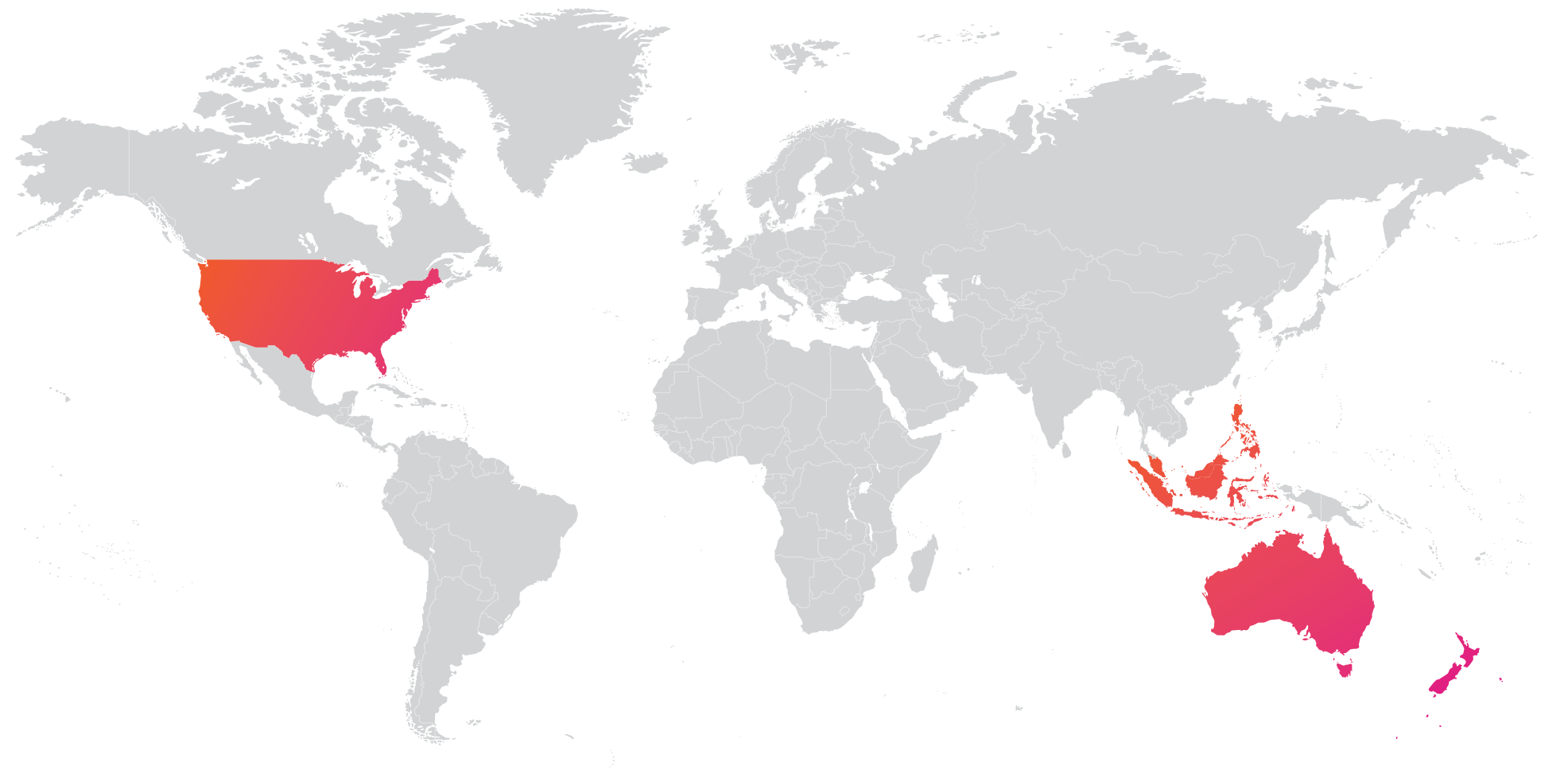
# Whispir today

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%

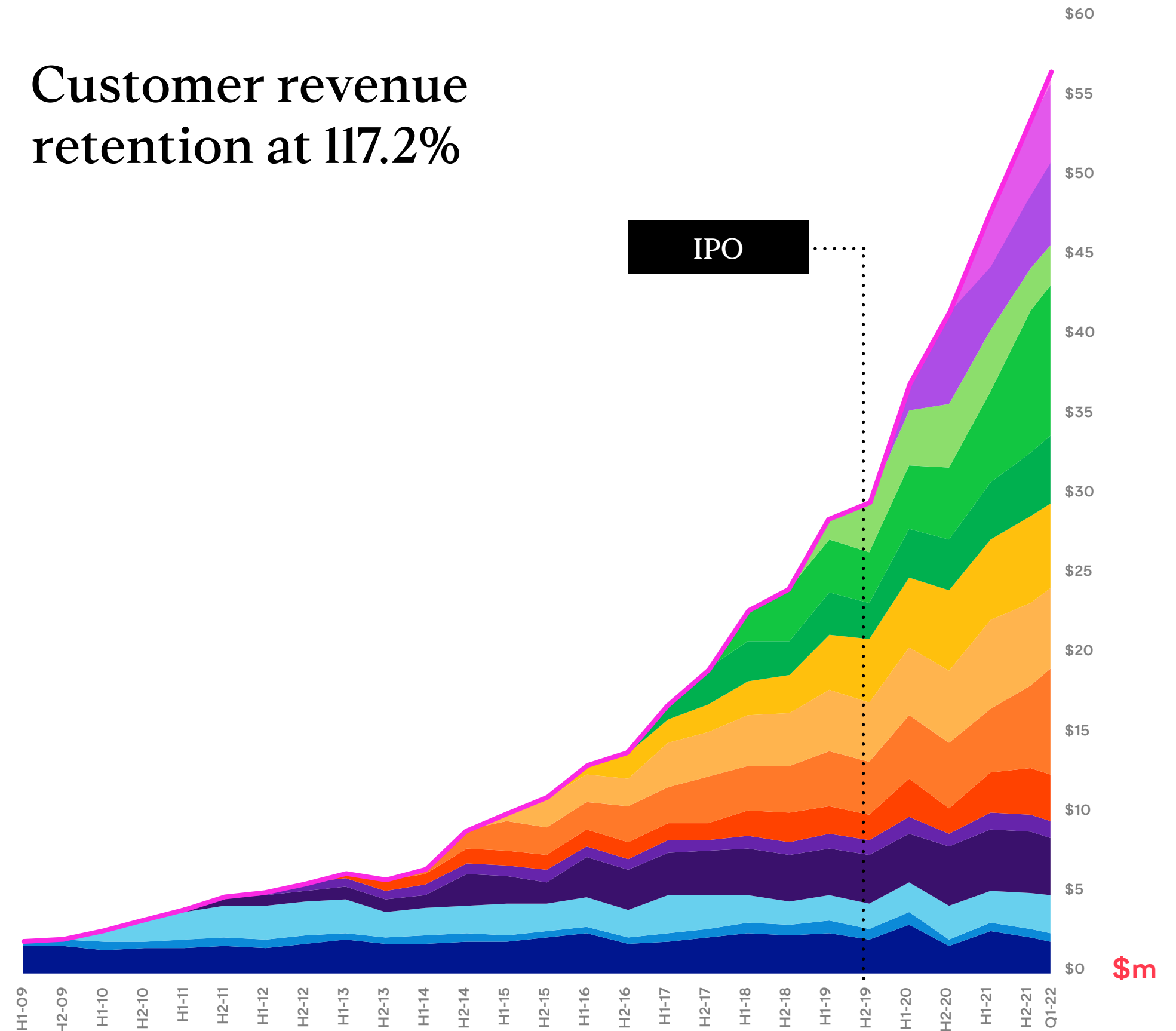
Average customer churn  
20.2% lower YOY

# 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

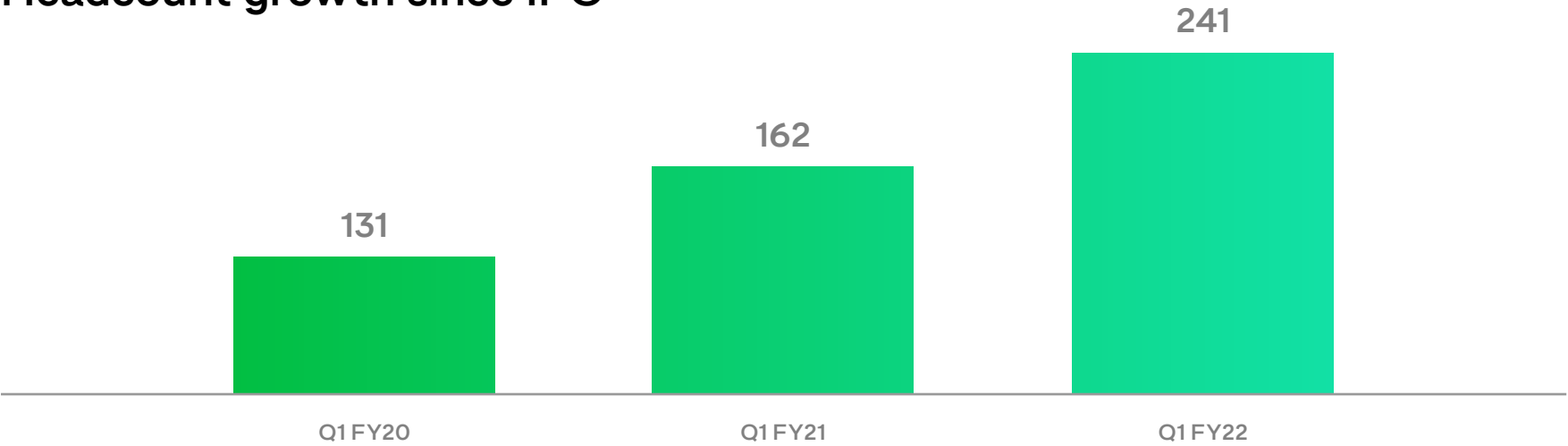


Tobi Brix  
Chief Operating Officer

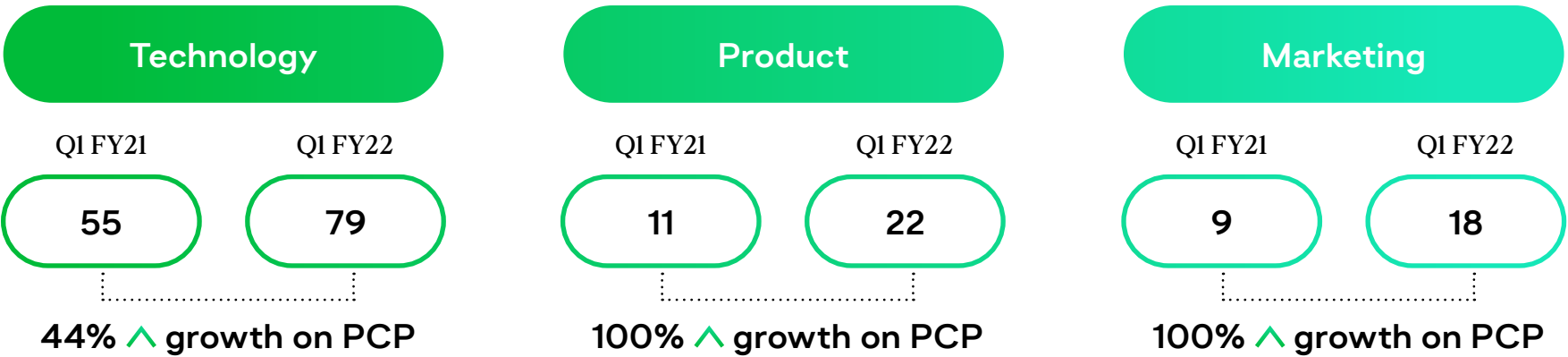


Chris Regan  
Chief People Officer

## Headcount growth since IPO



## Talent acquisition and top 3 functions by growth

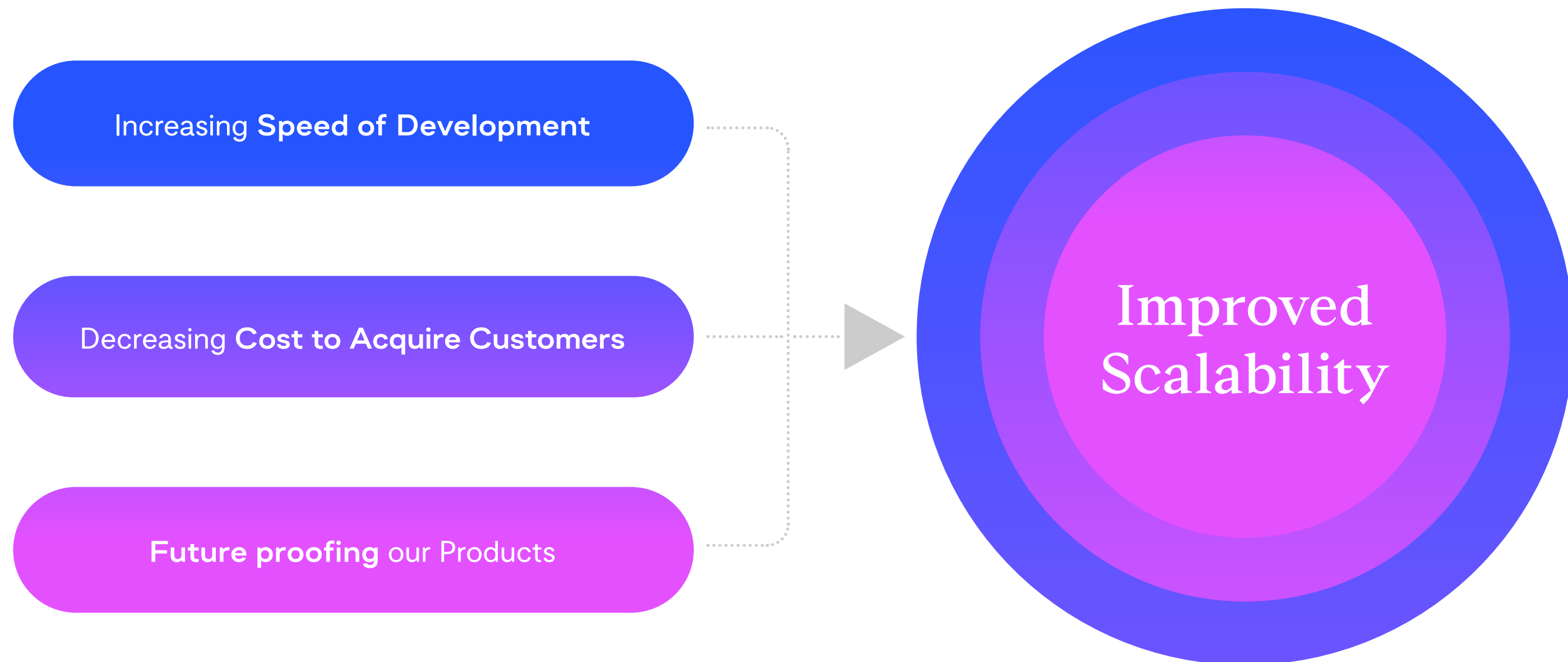




# The Product Roadmap

Laser focus on expediting our evolution to product-led growth

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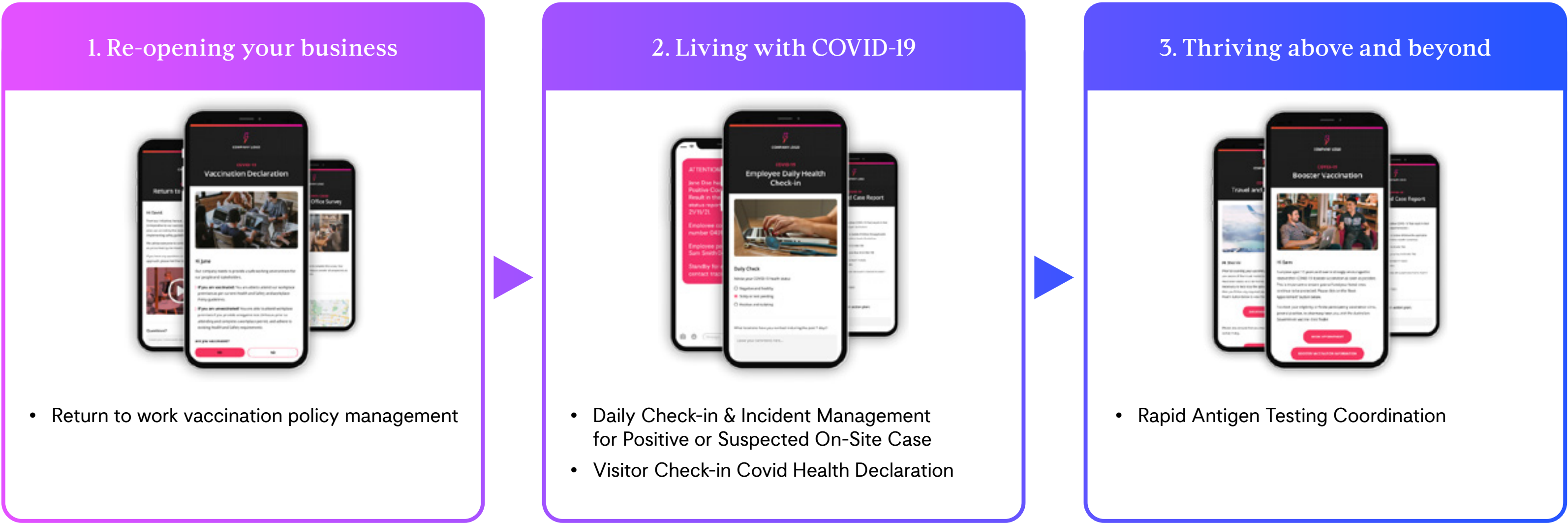




# Living with COVID-19

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

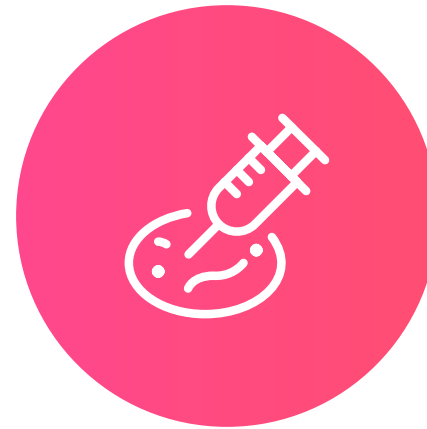


# Growth indicators

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

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



Government investment in COVID response



Growing budgets for Digital Transformation Projects

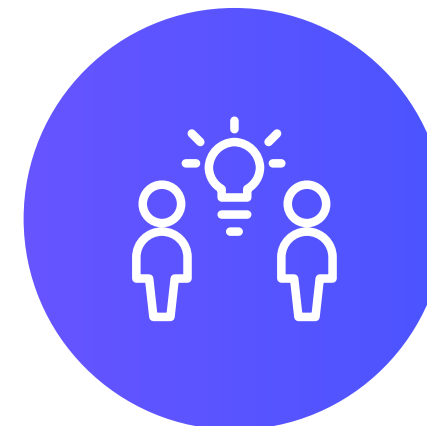


Broader adoption of Artificial Intelligence & Machine Learning functionality

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

# Connect Engage Thrive

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