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# Interim Results 2021

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# Important notice

This presentation is given on behalf of Pushpay Holdings Limited (Pushpay).

NZSX:PPH | ASX:PPH | New Zealand Company Number: 3481675 | ARBN: 613 314 104

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- includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance; and
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All information in this presentation is current at the date of this presentation, unless stated otherwise. All currency amounts are in United States Dollars (USD) unless stated otherwise. Please refer to the Appendix for definitions of key metrics used in this presentation.

# Agenda

1. CEO update
2. People and culture
3. A leading cloud-first solution
4. Finance update
5. Outlook
6. Questions

# CEO update





# Strong growth, expanding operating margin

## *Operating Revenue*

US\$85.6 million, up from US\$56.0 million, an increase of 53%

## *EBITDAF*

US\$26.7 million, up from US\$9.6 million, an increase of 177%

## *Operating cash flow*

US\$27.0 million, up from US\$8.9 million, an increase of 203%

## *ARPC*

US\$1,263 per month, down from US\$1,272 per month, a decrease of 1%

## *Months to Recover CAC\**

15.4 months, down from 21.7 months, a decrease of 29%

## *Total Revenue*

US\$86.6 million, up from US\$57.4 million, an increase of 51%

## *Profit before tax*

US\$18.8 million, up from US\$8.5 million, an increase of 121%

## *Cash and Cash Equivalents, and Short-term Deposits*

US\$23.1 million, up from US\$7.2 million, an increase of 221% over the six months to 30 September 2020

## *Total LTV of Customer base*

US\$4.5 billion, up from US\$3.1 billion, an increase of 43%

## *Annual Revenue Retention Rate*

>100%

## *Gross Profit Margin*

68%, up from 65%, an increase of three percentage points

## *NPAT*

US\$13.4 million, up from US\$6.5 million, an increase of 107%

## *Total Customers*

10,896 Customers, up from 7,905 Customers, an increase of 38%

## *Total Processing Volume*

US\$3.2 billion, up from US\$2.2 billion, an increase of 48%

## *Staff Headcount*

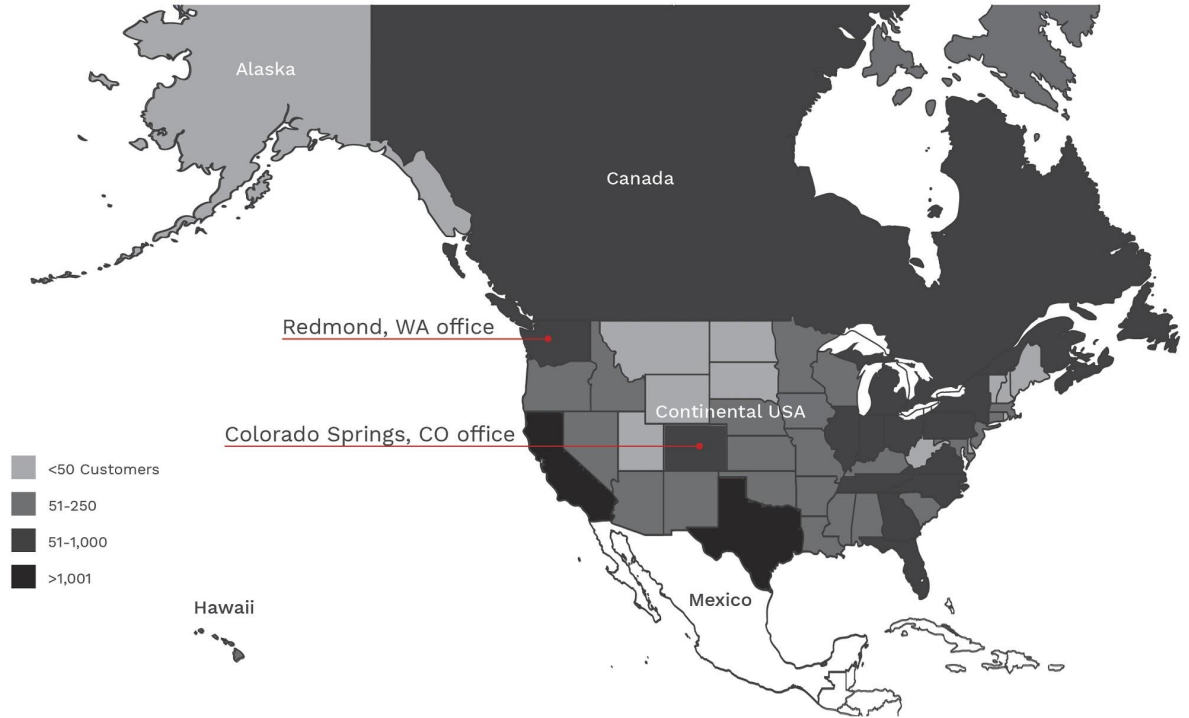
441 staff, up from 360 staff, an increase of 23%

\* The definitions of CAC and Months to Recover CAC have been amended to reflect the number of product sales rather than new Customers. The acquisition of Church Community Builder means that a material proportion of product sales are to existing Customers.



# Customers\*

10,896  
total Customers  
as at 30 September 2020



Map includes locations in North America of Customers which have been added to the Pushpay platform as at 30 September 2020.





**Community Outreach**  
**Dare to Imagine Church**  
*Philadelphia, Pennsylvania, US*

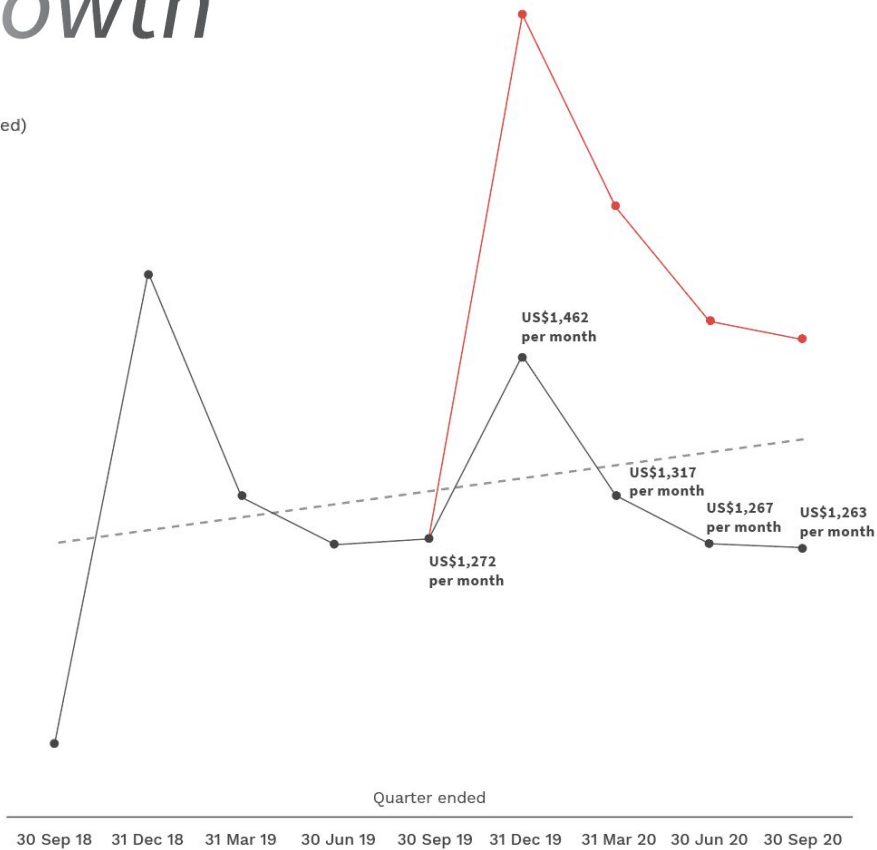
Enabling social good by driving increased community and belonging is at the heart of what we do.

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# ARPC growth

- ARPC
- ARPC excluding CCB acquisition (estimated)
- - - ARPC trendline



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# Track record of success



31 December 2014 targets achieved



30 June 2018 target achieved



31 March 2015 target achieved



30 September 2018 target achieved



30 September 2015 target achieved



Breakeven on a monthly cash flow basis by the end of calendar year 2018 achieved



31 March 2016 target achieved



Total revenue, gross margin and positive EBITDAF guidance for the year ended 31 March 2019 achieved



31 December 2017 target achieved



Operating revenue, gross margin, EBITDAF and Total Processing Volume for the year ended 31 March 2020 achieved



31 March 2018 target achieved

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# Operating Revenue, NPAT and operating cash flow

## *Operating Revenue*

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US\$85.6 million, up from US\$56.0 million, an increase of 53%

## *NPAT*

---

US\$13.4 million, up from US\$6.5 million, an increase of 107%

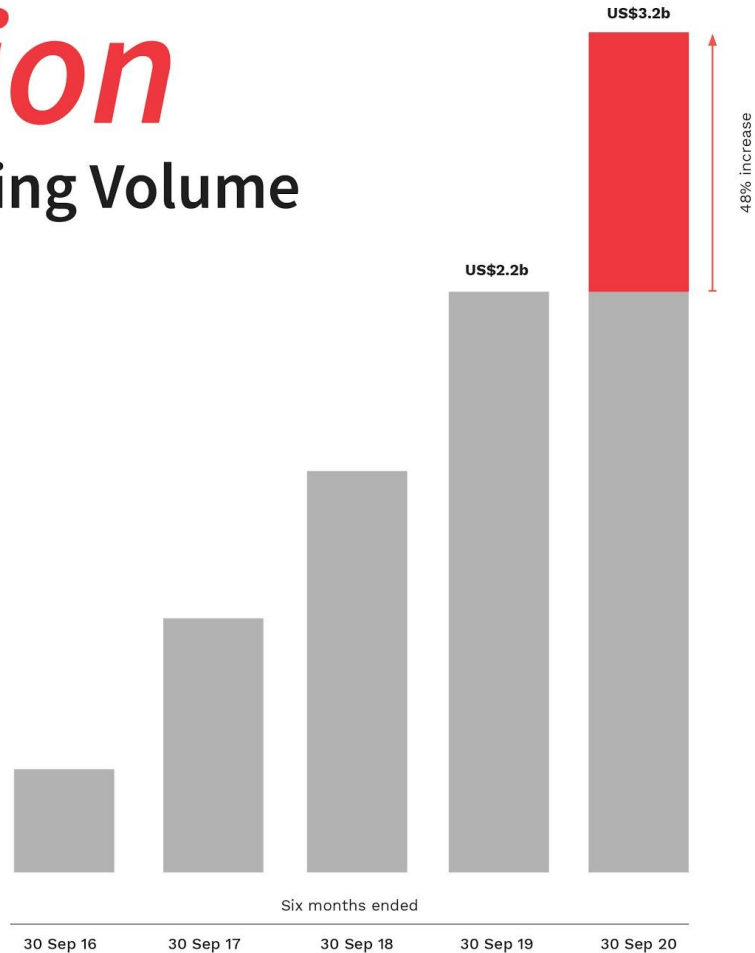
## *Operating cash flow*

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US\$27.0 million, up from US\$8.9 million, an increase of 203%

# US\$3.2 billion

## Total Processing Volume



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# People and culture



# Board of Directors

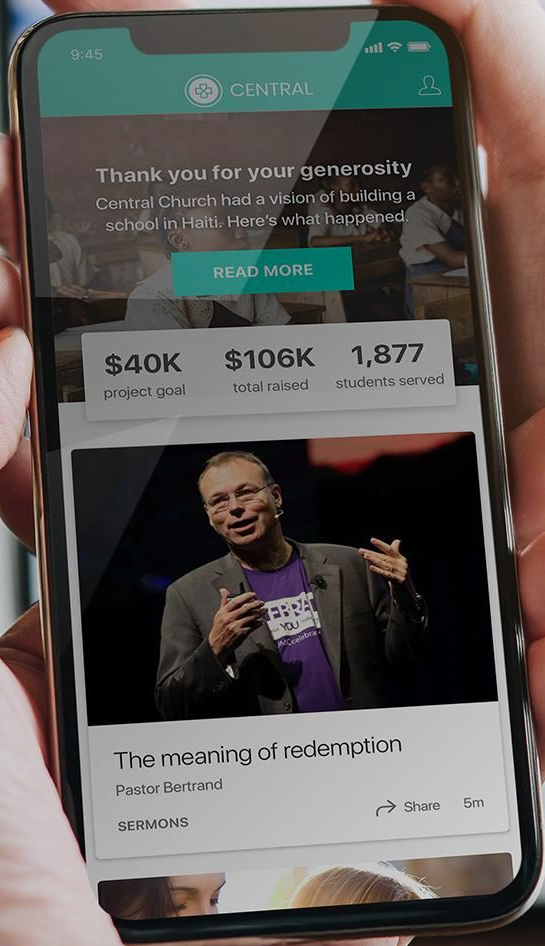


**Lorraine Witten**

Independent Director

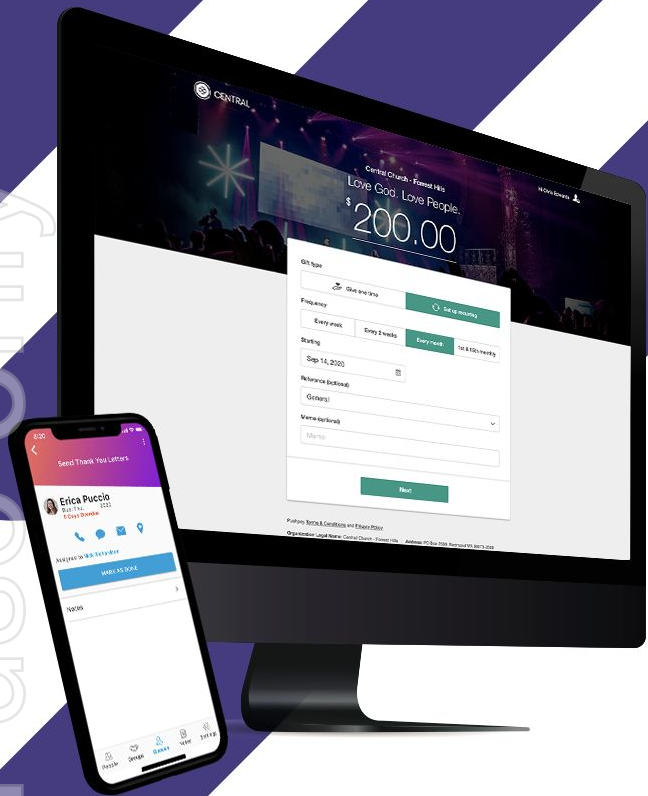
- Chair of Pushpay's Audit and Risk Management Committee
- Member of Pushpay's Nominations and Remuneration Committee
- Director of Rakon and TIL Logistics Group
- Director of Horizon Energy Group
- Chair of Simply Security and vWork





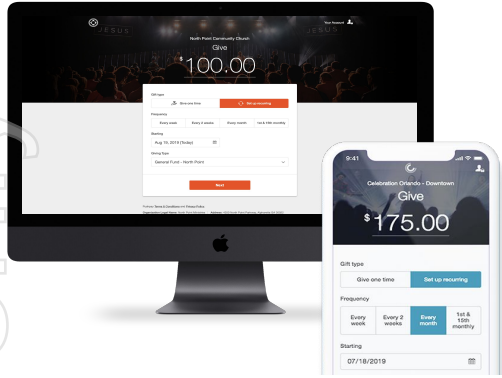
# A leading cloud-first solution

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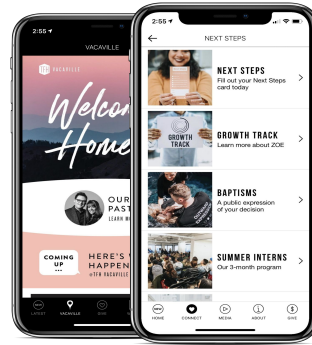
# ChurchStaq™

The complete engagement software with the tools you need to nurture your people, encourage generosity and grow your ministry.



## Giving & Donor Management

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



## My Church App

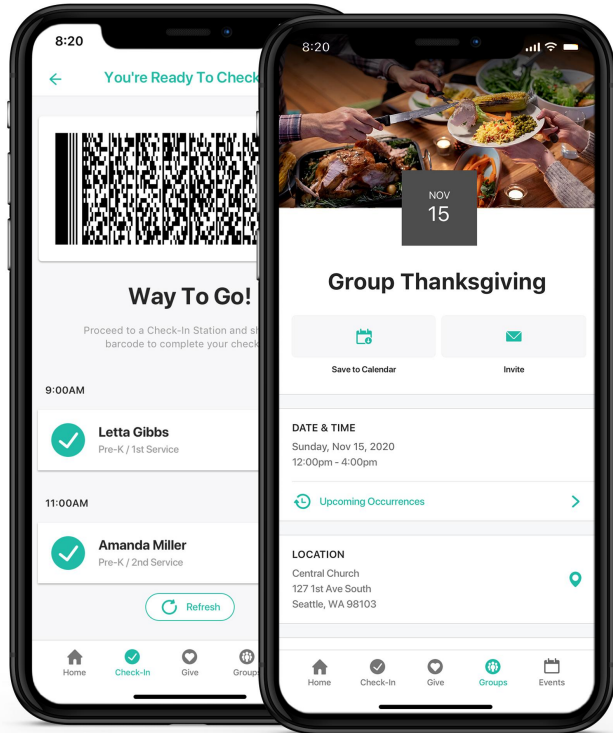
- Increase participation
- Access church media
- Targeted communication
- Groups & calendar
- Pre-check



## Church Management

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

# Product design and development



“We have several worship team members with kids who arrive on Sunday mornings an hour before service for rehearsal. The early check-in feature will alleviate stress and allow these families to have a more relaxed Sunday morning experience.”

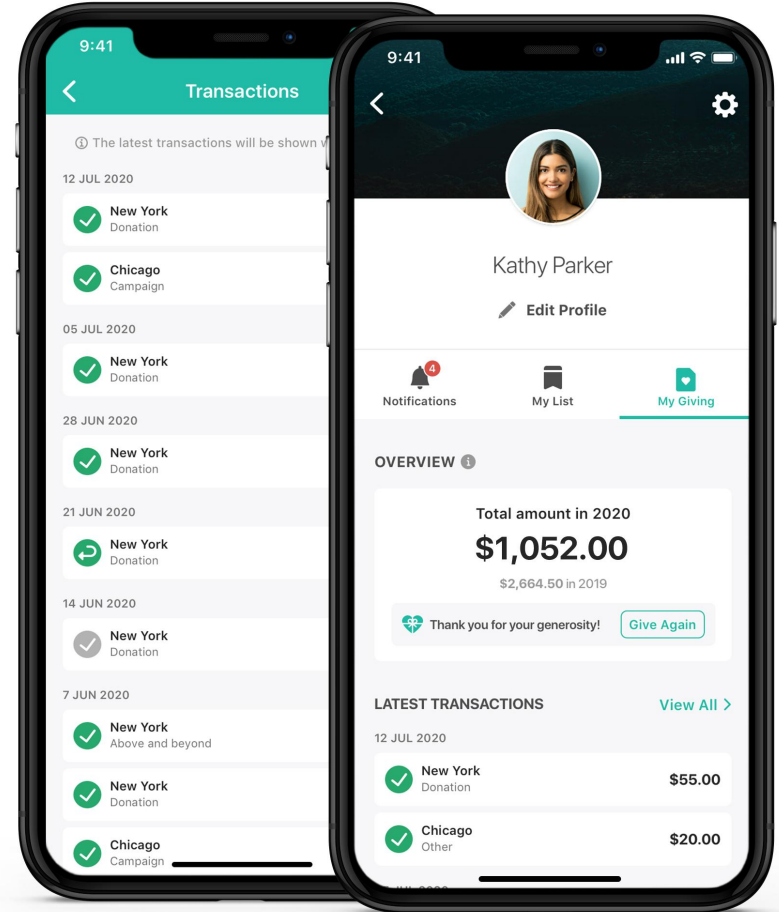
*Jessica Reynolds, Communications Coordinator  
Resurrection Church*

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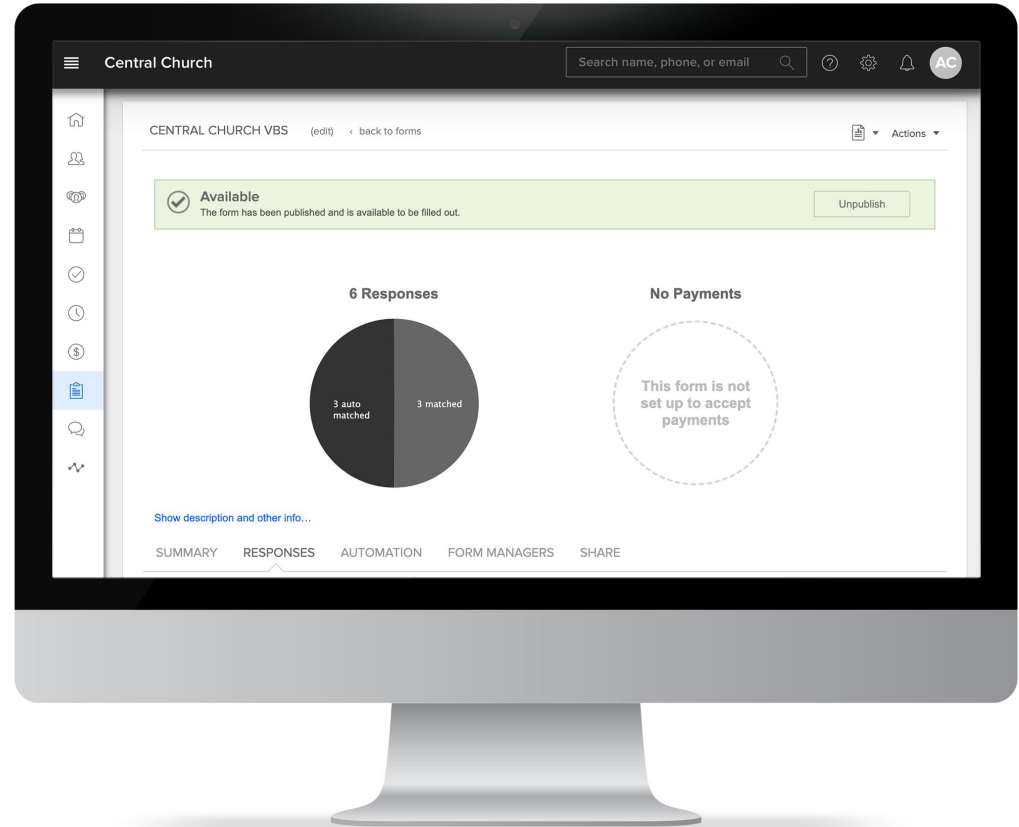
# Transaction History in the App

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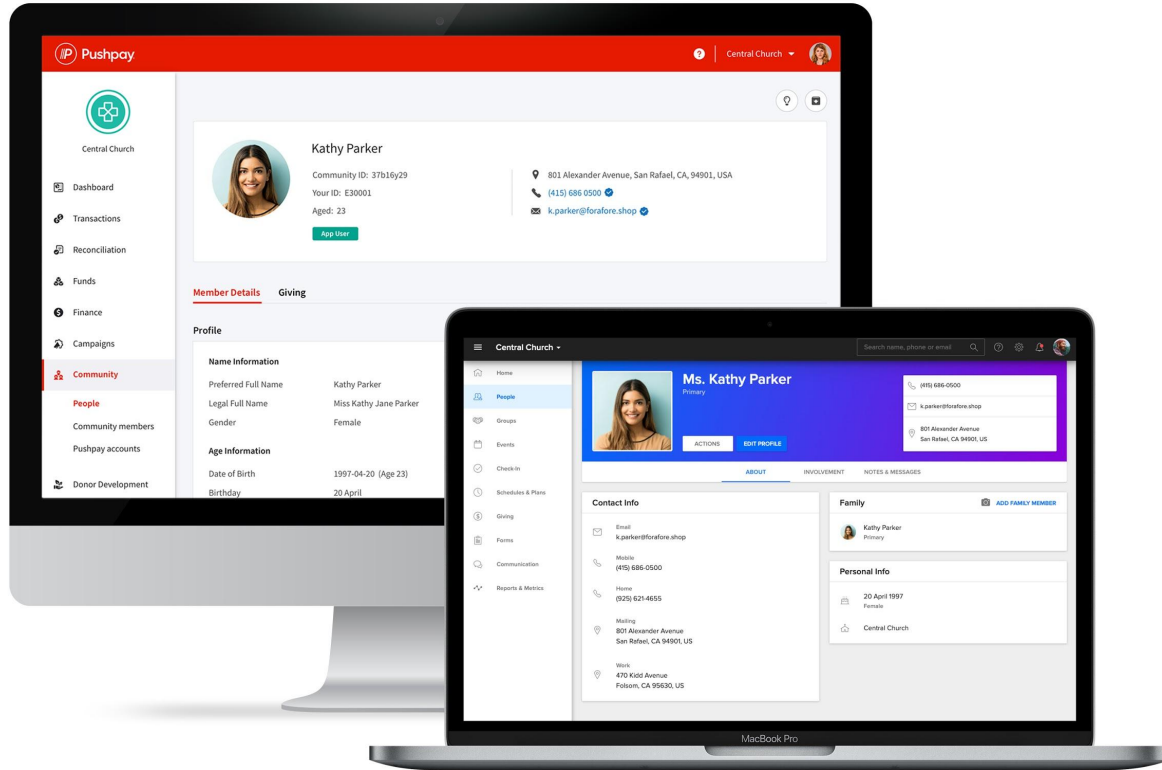
# Auto-matching logged-out form responses



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# Community Member Link and Sync



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# Church Disrupt

- Online digital conference
- 21,900+ registrants
- 7,300+ unique churches across 40+ countries
- 7,000+ Church Disrupt app downloads
- Attendance: 75% prospects, 25% Customers

**CHURCH DISRUPT**  
REGISTER YOUR TEAM FOR FREE AT  
[CHURCHDISRUPT.COM](https://www.churchdisrupt.com)  
**May 13, 2020**

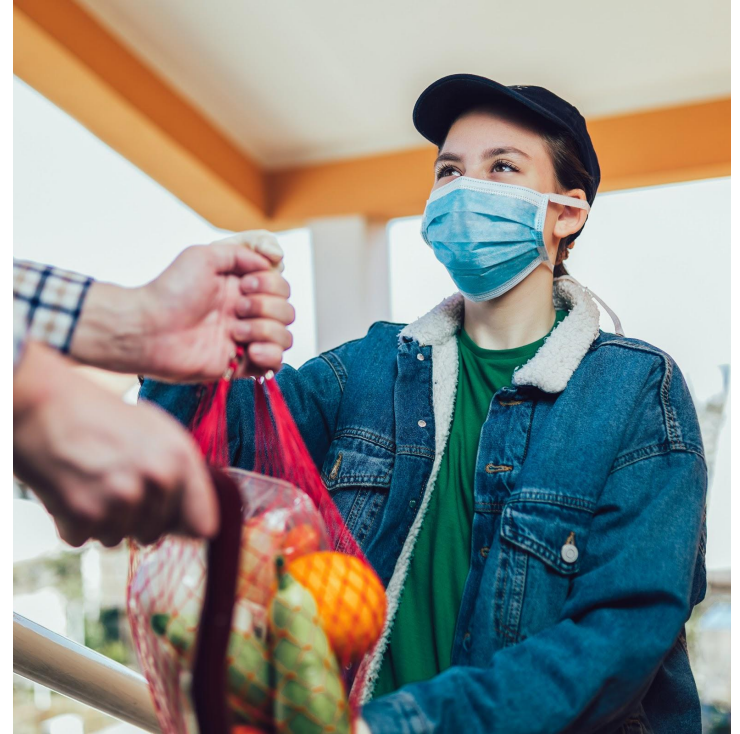
# Pushpay Cares

## Vision for volunteering

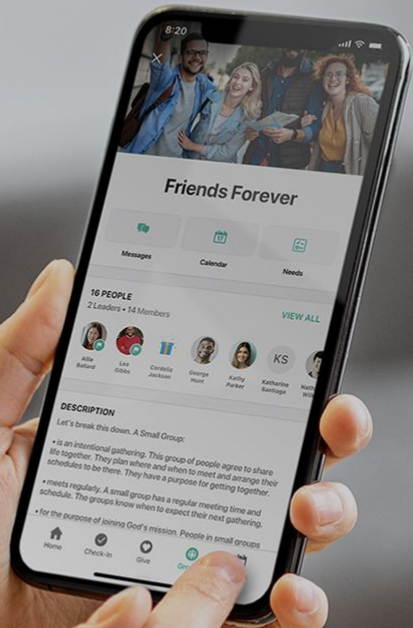
- ✓ Enable staff to give back to the community
- ✓ Support and organise quarterly volunteer events
- ✓ Partner with Customers and key philanthropic organisations
- ✓ Self-governing group to contribute, plan and execute
- ✓ Make a difference through generosity

## How we've made a difference

- Delivered groceries to families in need with Eastside Academy in Redmond, Washington
- Sorted and packed food for families in need with Care and Share Food Bank in Colorado Springs, Colorado
- Aligned with World Cleanup Day and National Public Lands Day, challenged employees to go outdoors to pick up litter or donate items



# Finance update



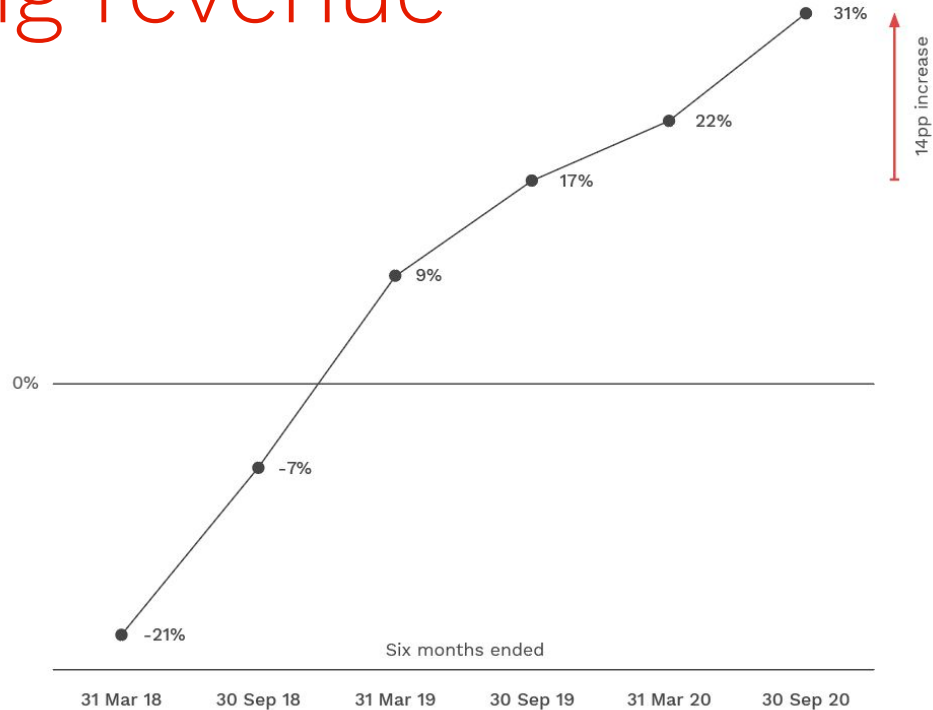


# Income Statement

	<i>Six months ended 30 September</i>			
	<i>2020</i>	<i>2019 (restated)</i>	<i>Movement</i>	
	<i>US\$000</i>	<i>US\$000</i>	<i>US\$000</i>	<i>Change</i>
Operating revenue	85,558	56,044	29,514	53%
Other revenue	985	1,213	(228)	-19%
Third party direct costs	(27,191)	(19,588)	(7,603)	39%
Other operating expenses*	(32,645)	(28,023)	(4,622)	16%
<b>EBITDAF</b>	<b>26,707</b>	<b>9,646</b>	<b>17,061</b>	<b>177%</b>
<b>Net profit for the period</b>	<b>13,400</b>	<b>6,481</b>	<b>6,919</b>	<b>107%</b>

\* Other operating expenses for the prior period have been restated to separate out items below the EBITDAF line such as depreciation and amortisation. Refer to 'Note 3: Changes in accounting policies and disclosures' of the financial statements.

# EBITDAF as a percentage of operating revenue

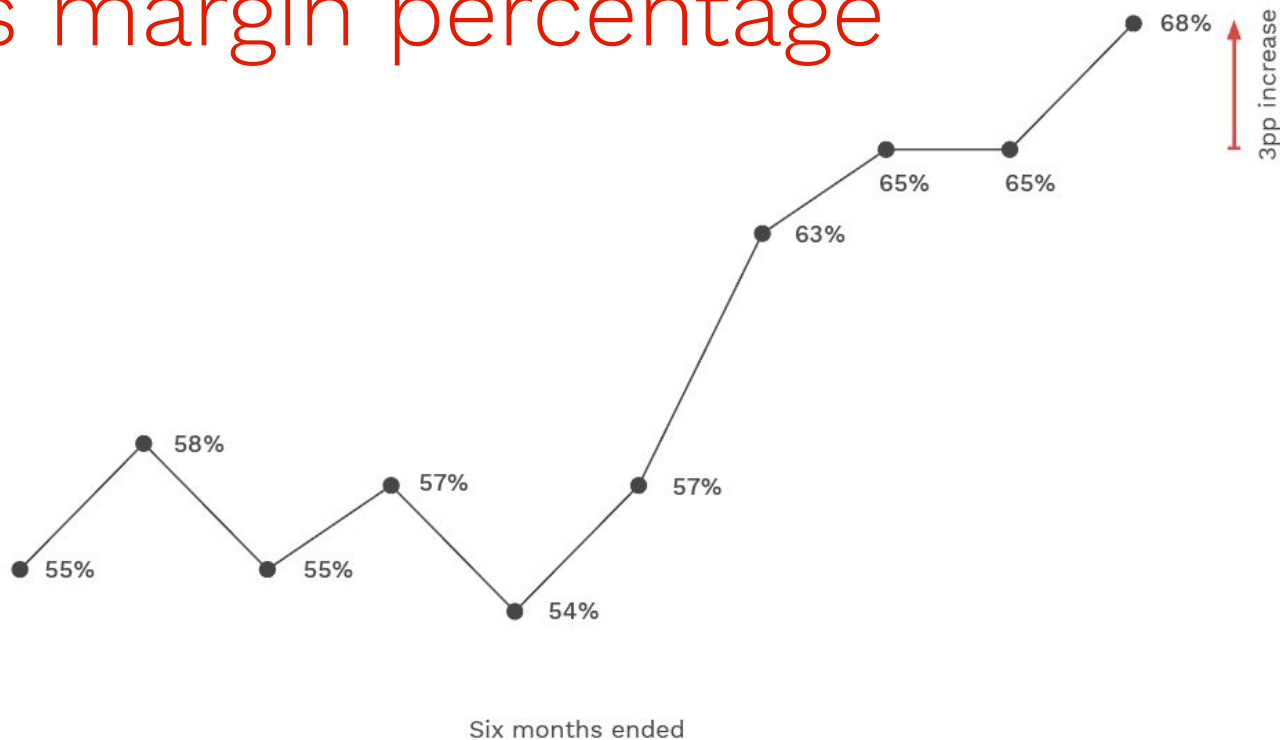


# Business results and gross profit

*Six months ended 30 September*

	<i>2020</i>	<i>2019</i>	<i>Movement</i>	
	<i>US\$000</i>	<i>US\$000</i>	<i>US\$000</i>	<i>Change</i>
Subscription revenue	23,913	15,269	8,644	57%
Processing revenue	61,242	40,775	20,467	50%
Other operating revenue	403	-	403	N/A
<b>Total operating revenue</b>	<b>85,558</b>	<b>56,044</b>	<b>29,514</b>	<b>53%</b>
Third party direct costs	(27,191)	(19,588)	(7,603)	39%
<b>Gross profit</b>	<b>58,367</b>	<b>36,456</b>	<b>21,911</b>	<b>60%</b>
<i>Gross margin percentage</i>	<i>68%</i>	<i>65%</i>	<i>N/A</i>	<i>3pp</i>

# Gross margin percentage



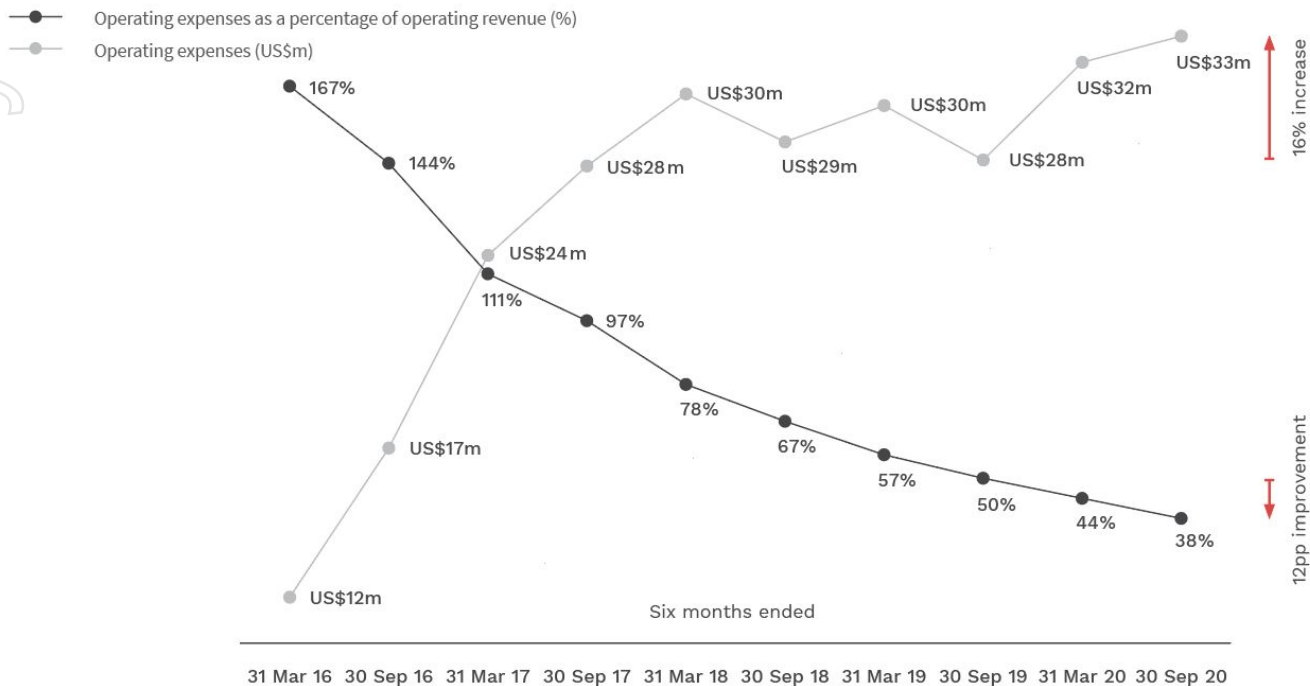
31 Mar 16 30 Sep 16 31 Mar 17 30 Sep 17 31 Mar 18 30 Sep 18 31 Mar 19 30 Sep 19 31 Mar 20 30 Sep 20

# Operating expenses (ex third party direct costs)

	<i>Six months ended 30 September</i>		<i>Movement</i>	<i>Change</i>
	<i>2020</i>	<i>2019 (restated)</i>		
	<i>US\$000</i>	<i>US\$000</i>	<i>US\$000</i>	
Product design and development	8,557	6,391	2,166	34%
Sales and marketing	12,172	13,431	(1,259)	-9%
Customer success	4,317	3,027	1,290	43%
General and administration	7,599	5,174	2,425	47%
<b>Total operating expenses</b>	<b>32,645</b>	<b>28,023</b>	<b>4,622</b>	<b>16%</b>
<i>Percentage of operating revenue</i>	<i>38%</i>	<i>50%</i>	<i>N/A</i>	<i>-12pp</i>



# Operating expenses (restated)\*



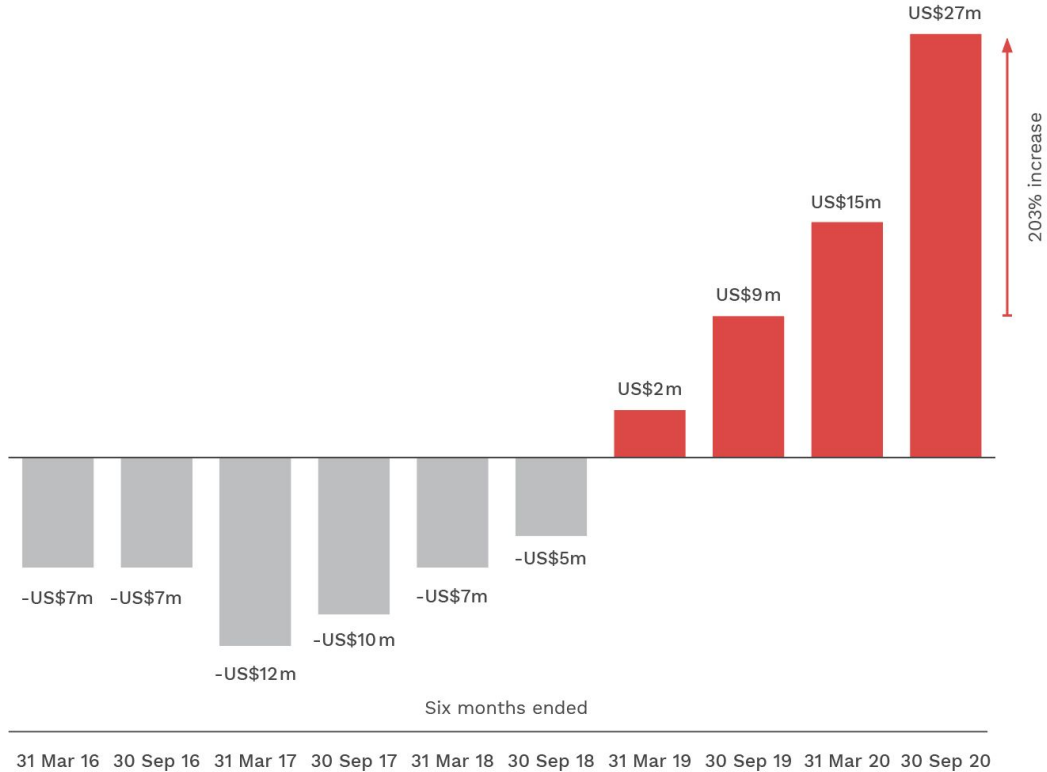
31 Mar 16 30 Sep 16 31 Mar 17 30 Sep 17 31 Mar 18 30 Sep 18 31 Mar 19 30 Sep 19 31 Mar 20 30 Sep 20

\* Other operating expenses for the prior period have been restated to separate out items below the EBITDAF line such as depreciation and amortisation. Refer to 'Note 3: Changes in accounting policies and disclosures' of the financial statements.

# Statement of Cash Flows

	<i>Six months ended 30 September</i>			
	<i>2020</i>	<i>2019</i>	<i>Movement</i>	
	<i>US\$000</i>	<i>US\$000</i>	<i>US\$000</i>	<i>Change</i>
Receipts from customers	60,410	38,054	22,356	59%
Other operating activities	(33,421)	(29,146)	(4,275)	15%
<b>Net cash flows from operating activities</b>	<b>26,989</b>	<b>8,908</b>	<b>18,081</b>	<b>203%</b>
Net cash flows from investing activities	(240)	(212)	(28)	13%
Net cash flows from financing activities	(10,769)	(13,567)	2,798	-21%
<b>Net increase in cash and cash equivalents</b>	<b>15,980</b>	<b>(4,871)</b>	<b>20,851</b>	<b>428%</b>
<b>Cash &amp; cash equivalents at end of the year</b>	<b>23,111</b>	<b>9,885</b>	<b>13,226</b>	<b>134%</b>

# Total operating cash flows



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# Statement of Financial Position

	<i>30 September 2020</i>	<i>31 March 2020</i>	<i>Movement</i>	
	<i>US\$000</i>	<i>US\$000</i>	<i>US\$000</i>	<i>Change</i>
Cash and cash equivalents	23,111	7,203	15,908	221%
Other assets	120,710	127,836	(7,126)	-6%
Unearned revenue	(14,881)	(14,305)	(576)	4%
Other current liabilities	(36,188)	(32,123)	(4,065)	13%
Non-current liabilities	(20,532)	(35,671)	15,139	-42%
Net assets/total equity	72,220	52,940	19,280	36%

# Borrowings

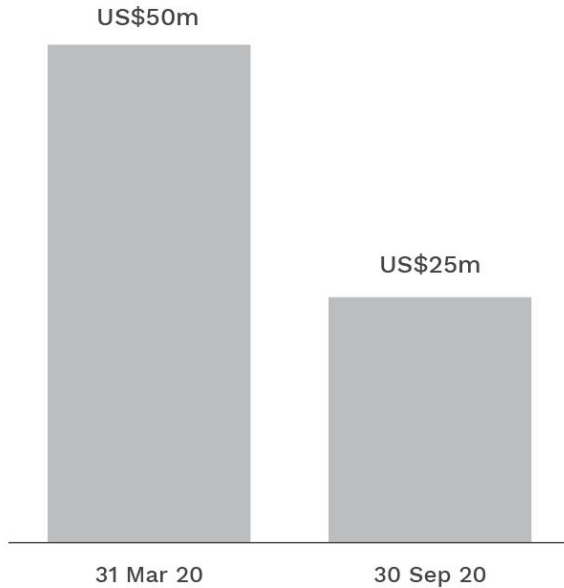
	30 September 2020	31 March 2020	Movement	
	US\$000	US\$000	US\$000	Change
Current borrowings	28,571	23,611	4,960	21%
Non-current borrowings	19,048	33,333	(14,285)	-43%
<b>Total borrowings</b>	<b>47,619</b>	<b>56,944</b>	<b>(9,325)</b>	<b>-16%</b>
Net debt	24,508	49,741	(25,233)	-51%
Net debt:EBITDAF*	0.58x	1.98x	N/A	1.40x

\* 12 months rolling EBITDAF

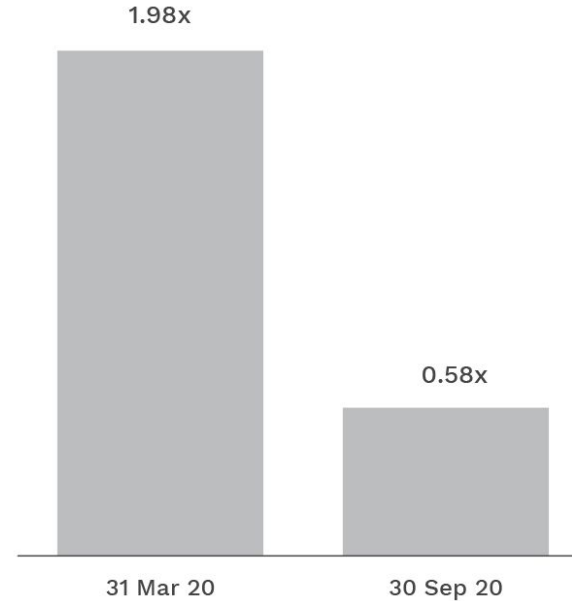
On 30 October 2020 the Group made a voluntary partial repayment of its lending facility with the Bank of New Zealand totaling US\$12 million.

# Borrowings

## Net debt



## Net debt:EBITDAF\*



\* 12 months rolling EBITDAF



# Outlook

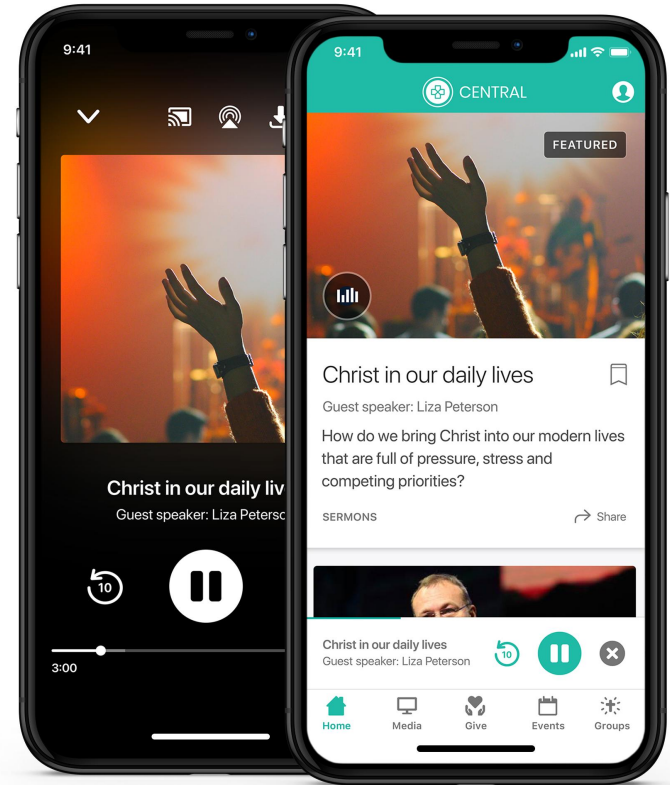


# Impacts of COVID-19

- Shift to digital as services are moving online
- Increase in demand for Pushpay's services
- Acceleration of digital transformation
- Digital tools play an important role in helping churches nurture their physical and online communities

*"As COVID-19 impacts every aspect of our work and life, we have seen two years' worth of digital transformation in two months."*

- Microsoft CEO Satya Nadella



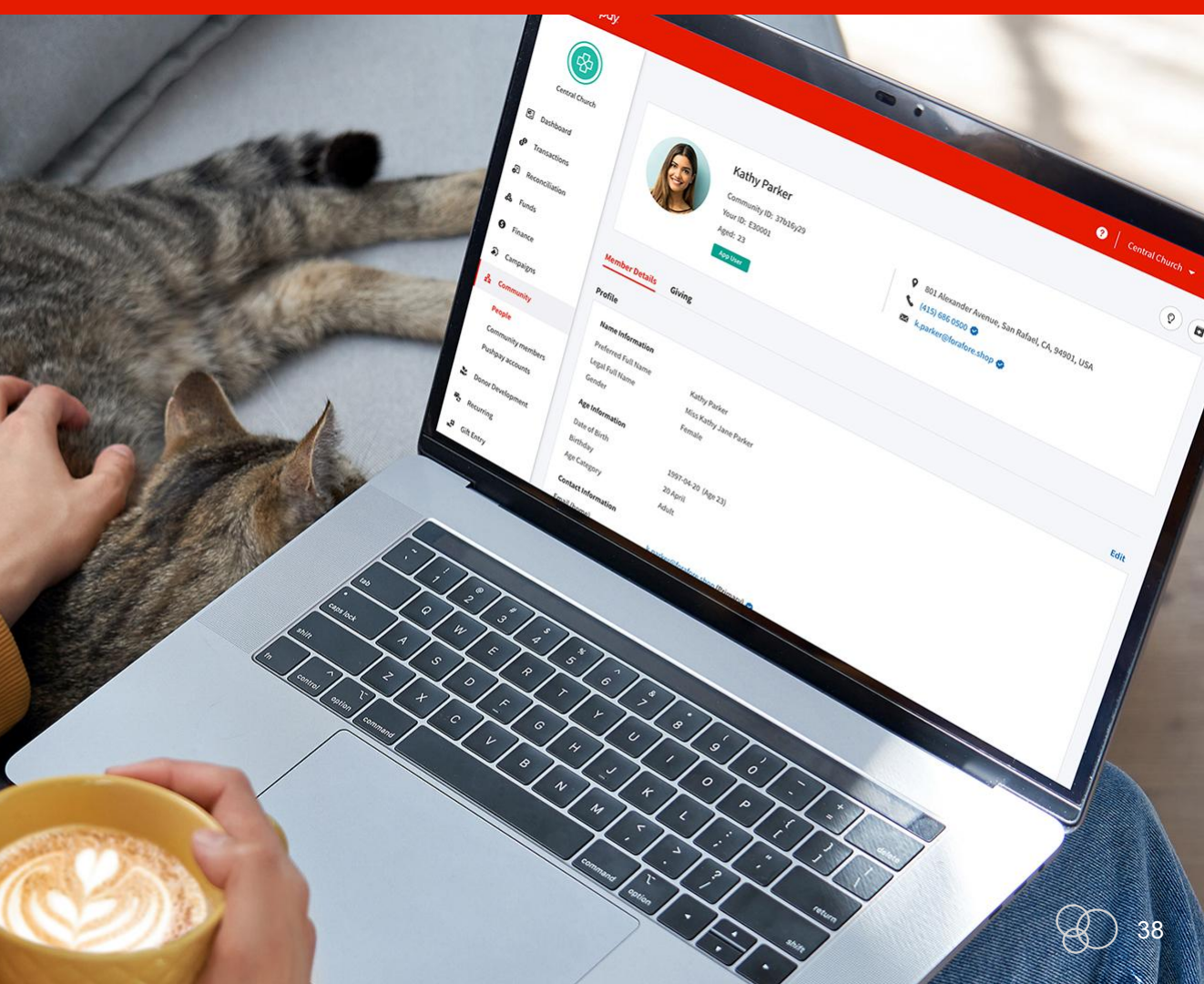
# Guidance for the year ending 31 March 2021

EBITDAF of between US\$54.0 million and US\$58.0 million

Previously EBITDAF of between US\$50.0 million and US\$54.0 million as announced on 18 June 2020 and EBITDAF of between US\$48.0 million and US\$52.0 million as announced on 8 May 2020.

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# Q&A





# Appendix



# Staff Headcount

<i>As at 30 September</i>	<i>2020</i>	<i>2019</i>	<i>Change</i>
Product design and development	127	94	35%
Sales and marketing	139	138	1%
Customer success	93	68	37%
General and administration	82	60	37%
<b>Total Group</b>	<b>441</b>	<b>360</b>	<b>23%</b>

# Key metric definitions

**Annual Revenue Retention Rate** – is revenue retained from Customers and is measured by the amount of revenue at the end of the period, over the amount of revenue from the end of the previous period for Customers who joined Pushpay prior to the end of the previous period.

**Average Revenue Per Customer (ARPC)** – is the combination of monthly Subscription Fees and Volume Fees divided by total Customers. Subscription Fees are based on the Customer product holding, which can vary based on the size of the Customer and Volume Fees are based on payment transaction volume. For Customers who use Pushpay's payment solution, Volume Fees are recognised on a gross basis and associated costs payable to issuing banks, processing partners and the card brands, such as Visa and MasterCard, are classified as expenses. The in-month average Volume Fee per Customer is used for the Volume Fee component of ARPC.

**Cash and Cash Equivalents** – is cash on hand; deposits held at call with financial institutions; and other short-term, highly liquid investments readily convertible to a known amount of cash and which are subject to an insignificant risk of changes in value.

**Customer** – is an entity that utilises one or more Pushpay products. Pushpay reports Customers that have entered into an agreement and completed the paperwork necessary to set up their service. Pushpay views Customers with 0-199 average weekly attendees as small, 200-1,099 average weekly attendees as medium and 1,100 or more average weekly attendees as large.

**Customer Acquisition Cost (CAC)** – is sales, marketing and implementation costs divided by the number of new products sold over a six month period.

**Earnings before Interest, Tax, Depreciation, Amortisation and Foreign Currency (gains)/losses (EBITDAF)** – is a non-GAAP financial measure calculated by adjusting interest, depreciation and amortisation, income taxes and net foreign currency gains/losses to net profit.

**Lifetime Value (LTV)** – is the gross margin expected from a Customer over the lifetime of that Customer. This is calculated by taking the ARPC multiplied by 12, multiplied by the gross profit percentage, multiplied by the average Customer lifetime (the average Customer lifetime is one divided by churn, being one minus the Annual Revenue Retention Rate). A 97.5% Annual Revenue Retention Rate is used for the purposes of the calculation. Total LTV is calculated as LTV multiplied by total Customers.

**Months to Recover CAC** – CAC months or months of ARPC to recover CAC is the number of months of gross revenue required to recover the cost of each new product sale.

# Key metric definitions (continued)

**Net Profit after Tax (NPAT)** – is calculated in accordance with NZ IFRS.

**Operating Revenue** – is receipts received from Customers calculated in accordance with IFRS accounting standards.

**Staff Headcount** – is total employees at a specific point in time.

**Subscription Fees** – is recurring fees based on Customer product holding which can vary based on the size of the Customer (in the case of the faith sector, size is based on average weekly attendance).

**Total Processing Volume** – is payment transaction volume through the Pushpay payment platform, that Pushpay derives revenue from within a period. This excludes payment transaction volume that is not processed through the Pushpay payment platform.

**Total Revenue** – is receipts received from Customers and other income calculated in accordance with IFRS accounting standards.

**Volume Fees** – is variable fee income generated from payment transaction volume (in the case of the faith sector, this is usually a percentage of total donations).





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