

## AD1 signs 5-year \$10 million agreement

**Melbourne, Australia, 9 February 2021:** AD1 Holdings Limited (ASX: AD1) (**AD1** or the **Company**) is pleased to announce that its utilities division has signed a five (5) year agreement with energy retailer Locality Planning Energy (**LPE**).

### Key points:

- Since May 2018, AD1's utilities division has provided LPE with its billing & operations SaaS solution and related managed services for its on-market customers.
- New 5-year agreement will expand the current scope to also include Energy Sales Intelligence (Acquire) and Customer Portal (Zone) solutions for LPE's entire client base.
- The agreement is structured to assist LPE drive important cost efficiencies reducing the cost-to-serve and offer an enhanced customer experience supported by cutting-edge technology.
- Based on LPE's current customer numbers, AD1 is expected to generate total revenue of approximately \$10 million over the term of the agreement (approximately \$2 million per annum), more than doubling its current revenue with this customer.

Structured to offer strategic benefits to both parties, the innovative five-year contract provides an industry leading enterprise-wide SaaS solution expanded to include Acquire and Zone solutions. Both solutions are specifically built for the Australian retail energy industry. The contract also provides for ongoing customer-led enhancements that will enable LPE to continue to innovate and access important cost efficiencies.

- Acquire is an energy industry sales intelligence tool that provides effective prospect and sales management, conferring energy retailers a competitive advantage in building their customer base.
- Zone is a fully integrated customer portal providing a comprehensive range of customer self-service options and reporting metrics to stakeholders and customers anytime anywhere.

AD1's Chief Executive Officer, Prashant Chandra, said: "This is a landmark deal for the Company and we are thrilled to extend and expand our partnership with LPE for a further five years."

"Our utilities SaaS solutions assist energy retailers enhance their value offering and achieve their growth objectives in a very cost-effective manner. The five-year expansion of services is a validation of the value in our commercial offering."

"The additional revenues under this contract will commence post implementation, anticipated to be completed during the July-September 2021 quarter, increasing the Company's recurring SaaS and Managed Services revenue by approximately 50% compared to FY2020."

**END**

*This release has been authorised by the directors of the Company.*

**Andrew Henderson**

Chairman  
AD1 Holdings Limited  
03 8199 0455

**Prashant Chandra**

CEO  
AD1 Holdings Limited  
03 8199 0455