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**FEBRUARY 2021**

**CIRRALTO**





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# GLOSSARY

## UNDERSTANDING THE NUMBERS IN THIS PRESENTATION

**Average Revenue Per User ("ARPU")** - is calculated by summing Cirralto's total revenue and dividing this by total licensees on the last trading day of each month.

**Australian B2B Payments Market** - Total Australian B2B payments market as defined by industry research.

**BPA** - Business Payment Aggregator agreement . Announced on 14 December 2020 - Cirralto signs a BPA Agreement with Fiserv and MasterCard.

**BPSP** - Business Payment Solution Provider agreement. Announced on 07 December 2020 - Cirralto Enters into a Business Payment Solution Agreement with Fiserv and Visa.

**Customer** - the term 'customer' or 'licensee' are used interchangeably.

**Digital Payments** - are defined as payments where terminals are not involved.

**SaaS Engagement** - SaaS or Software as a Service is a month to month or fixed subscription license for software.

**SaaS** - Software as a Service.





**CIRRALTO LIMITED (ASX: CRO) IS A TRANSACTION SERVICES BUSINESS SUPPLYING INDUSTRIES WITH A BROAD RANGE OF B2B PAYMENT SERVICES, DIGITAL TRADING SOFTWARE AND INTEGRATION SOLUTIONS.**

WE DELIVER A FULLY INTEGRATED DIGITAL PAYMENT AND BUSINESS SOFTWARE SOLUTION THAT ENABLES BUSINESSES TO TRANSFORM WITH EASE, ERROR-FREE DIGITAL EFFICIENCY. WE'RE ON A MISSION TO FUNDAMENTALLY CHANGE THE WAY PEOPLE DO BUSINESS BY IMPLEMENTING DIGITAL TOOLS THAT STREAMLINE BUSINESS PROCESSES, IMPROVE EFFICIENCY AND PAYMENT PRACTICES, SO BUSINESSES CAN TRADE FASTER AND GET PAID QUICKER.



01

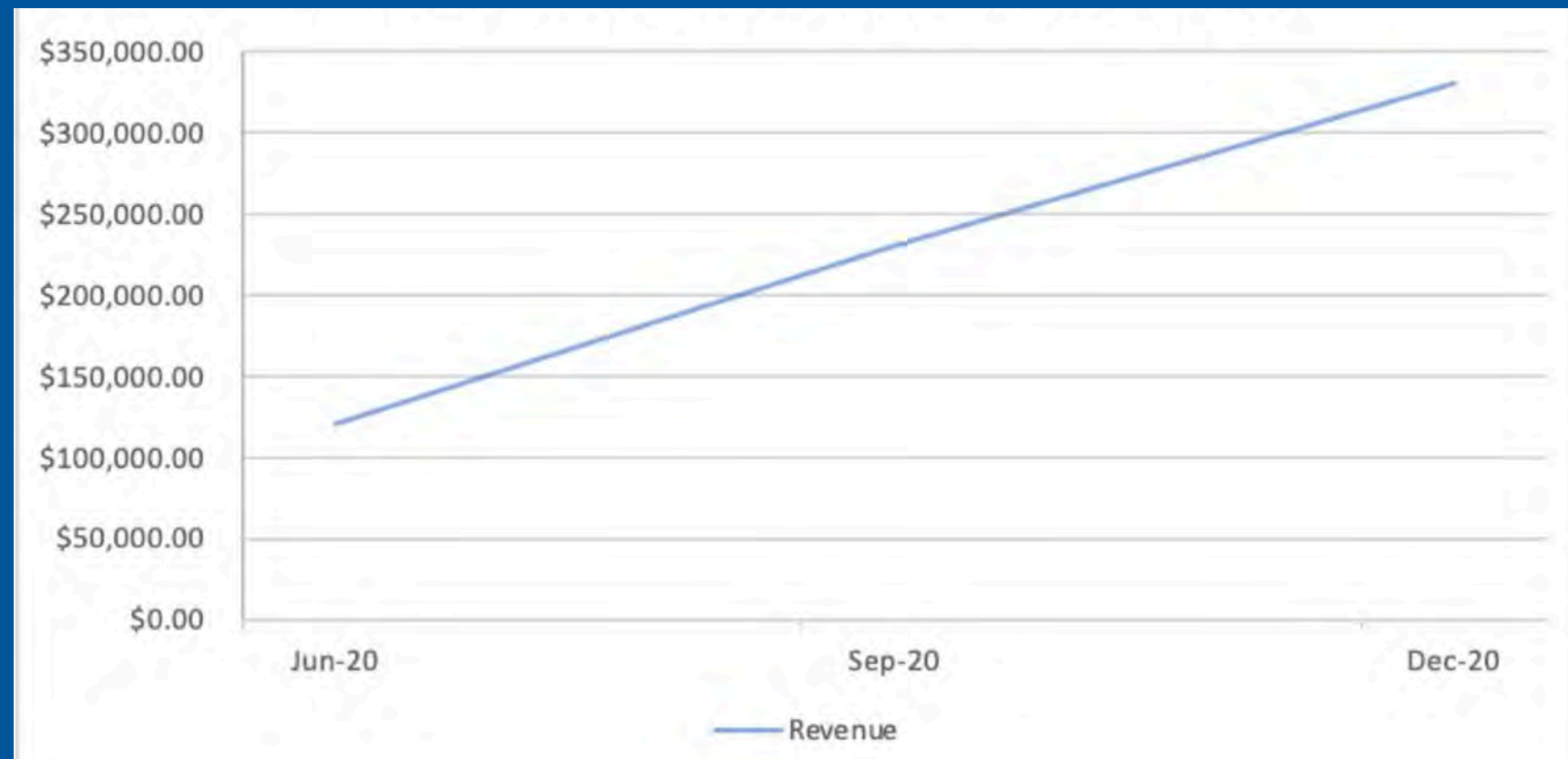
# QUARTERLY RESULTS



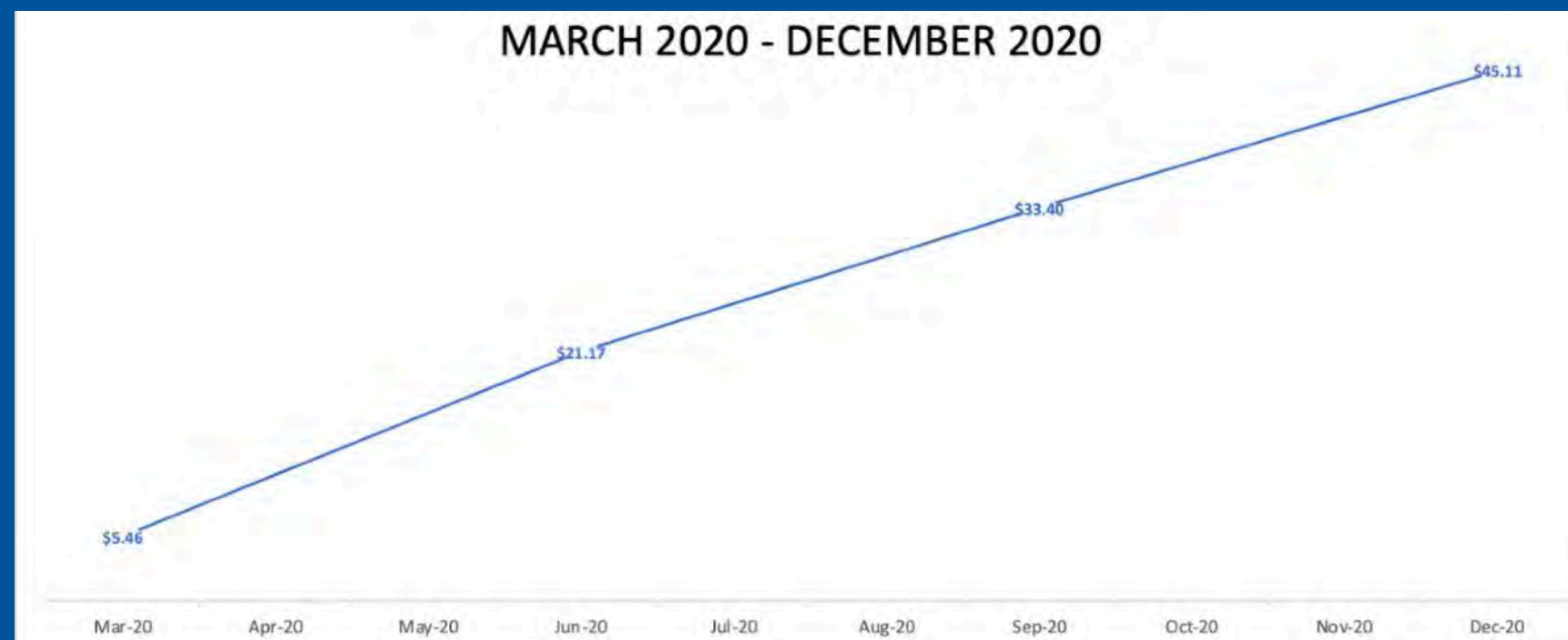


# QTR REVENUE AND SHARE PRICE PERFORMANCE

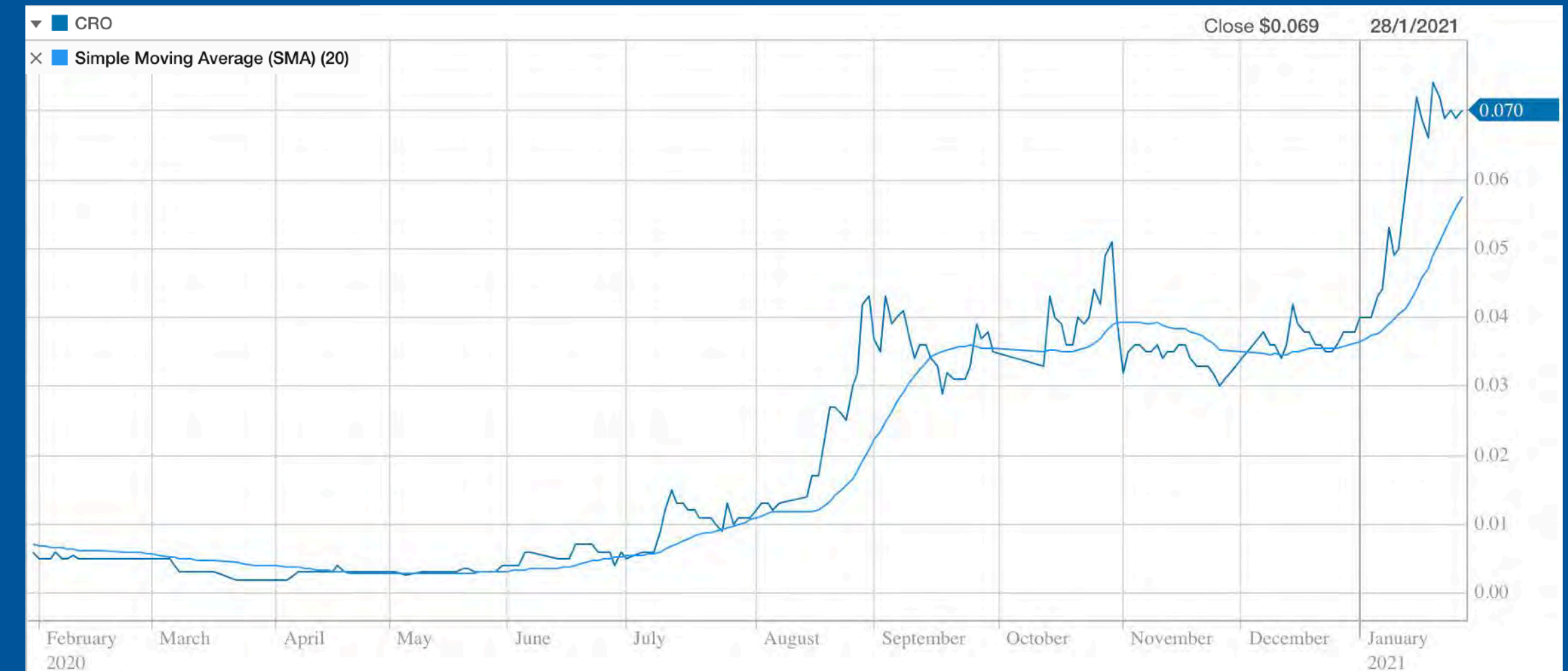
## CRO QUARTERLY UNAUDITED REVENUE GROWTH



## CRO 2020 ARPU GROWTH

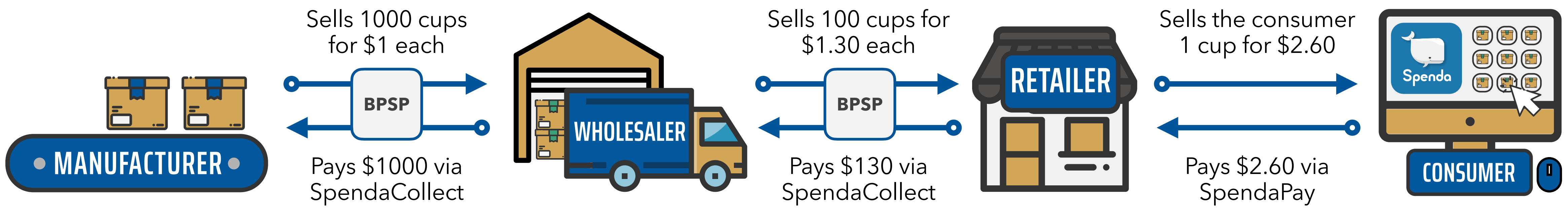


## SHARE PRICE PERFORMANCE



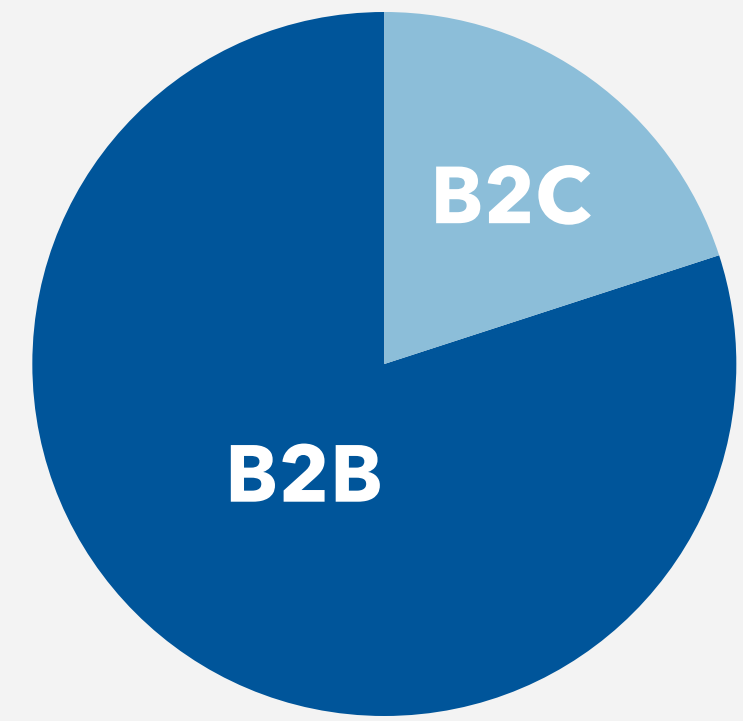
# HOW WE MAKE MONEY

## WE ARE A VALUE CHAIN PAYMENTS PROVIDER



### CIRRALTO'S TYPICAL MERCHANT FEE IS 1.5% OF EVERY PAYMENT MADE BETWEEN THE PLAYERS

Consumer to Retailer	=	<b>\$0.039</b>
Retailer to Wholesaler	=	<b>\$1.96</b>
Wholesaler to Manufacturer	=	<b>\$15.00</b>



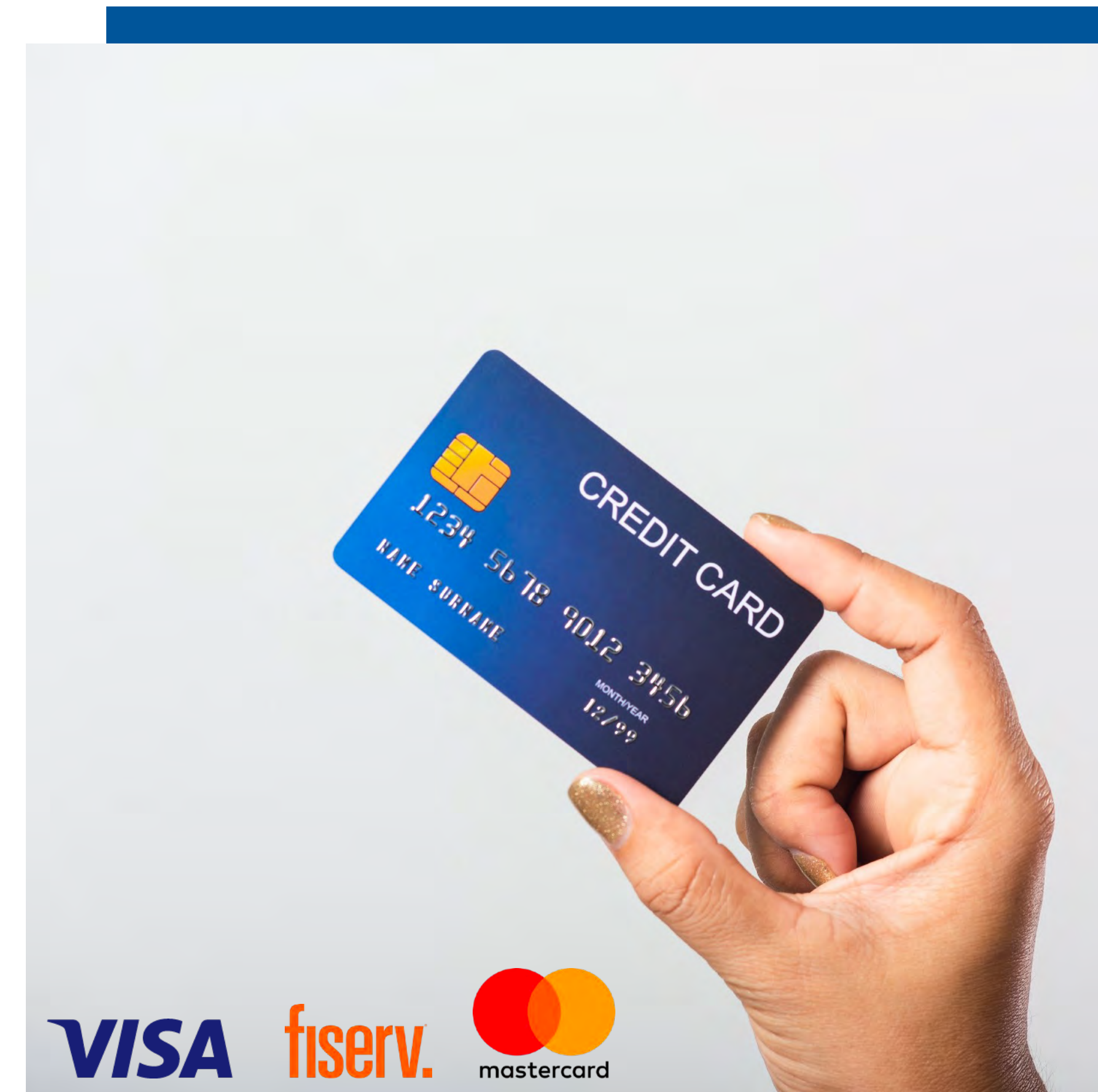
**B2B DIGITAL PAYMENTS ARE ESTIMATED TO BE WORTH \$100BN ANNUALLY\* IN AUSTRALIA**

\*<https://www.xero.com/small-business-insights/wp-content/uploads/2019/06/xsbi-report-paying-the-price.pdf>

# COMMERCIAL IMPACT OF THE BPSP/BPA

## CIRRALTO SIGNS BPSP/BPA AGREEMENT WITH FISERV AND VISA AND MASTERCARD

- Incorporates a strategic merchant rate with will increase Cirralto's margins on digital payments by up to 40%.
- Increase ARPU immediately due to this increase in margin.
- Changes how we authenticate the user relationship so that we can onboard users faster.
- Allows the Company to acquire customers more efficiently.
- Brings more business through the card networks by allowing;
  - Batch payments
  - True collaboration on accounts receivables and accounts payable between two businesses
  - Improving settlement times with improved bill presentment.





# IMPROVED BILL PRESENTMENT

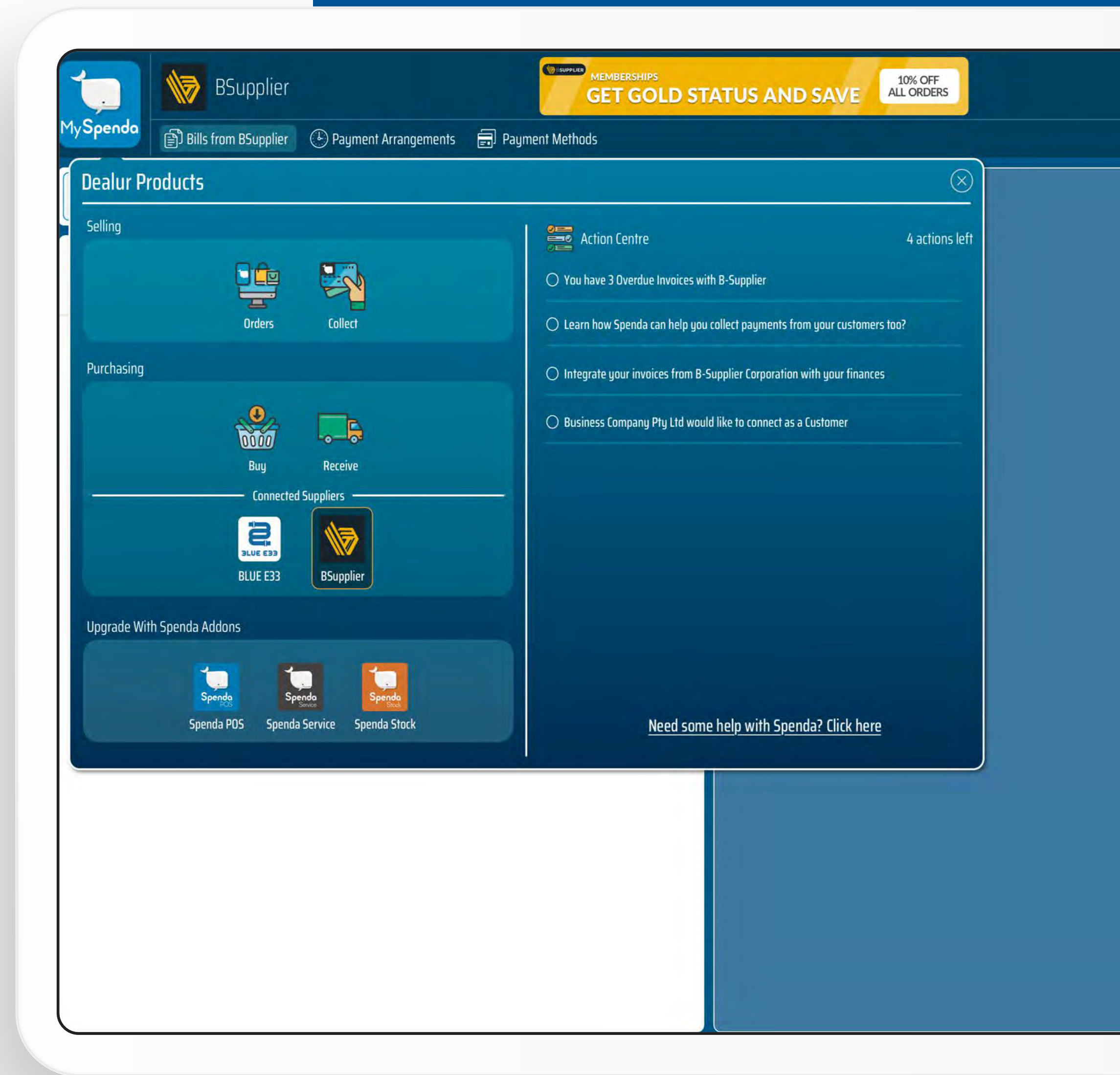
## A POWERFUL NEW INTERFACE FOR B2B AND B2C BUSINESSES

- Better bill presentment options (choose to view and pay a single or all invoices in one place).
- Flexible payment options allowing customers to pay via credit card or bank transfer, and save the payment preference.
- Pay multiple invoices in one transaction.
- Faster payment settlement.
- Lower payment processing fees (1% up to 75 cents for bank transfers and 1.5% with no cap on card payments).
- Fewer errors with data collected and integrated automatically across systems.



04

# INTRODUCING MYSPENDA





# MYSPENDA





# WHERE WE GO FROM HERE

## WHAT TO EXPECT IN THE QUARTER



### FEBRUARY

- Test the BPSP and BPA services and process at least \$1m in transactions by value through the platform using a variety of customer scenarios to confirm end-to-end system performance and scaling.
- Advance our relationships with the global card schemes.

### MARCH

- Complete the acquisition of Appstablishment.
- Launch the BPSP / BPA services through the Spenda payments platform with the following Customer solutions;
  - Payment driven Bill Presentment & invoicing
  - Pay-By-Link
- Continue customer and ARPU growth from previous quarters.

### APRIL

- Launch the Spenda Quote-to-Pay services.
- Look at new acquisition opportunities.



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# Q&A'S





Authorised by the Board of Directors



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# SUPPLEMENTARY INFORMATION

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02

# COMPANY OVERVIEW

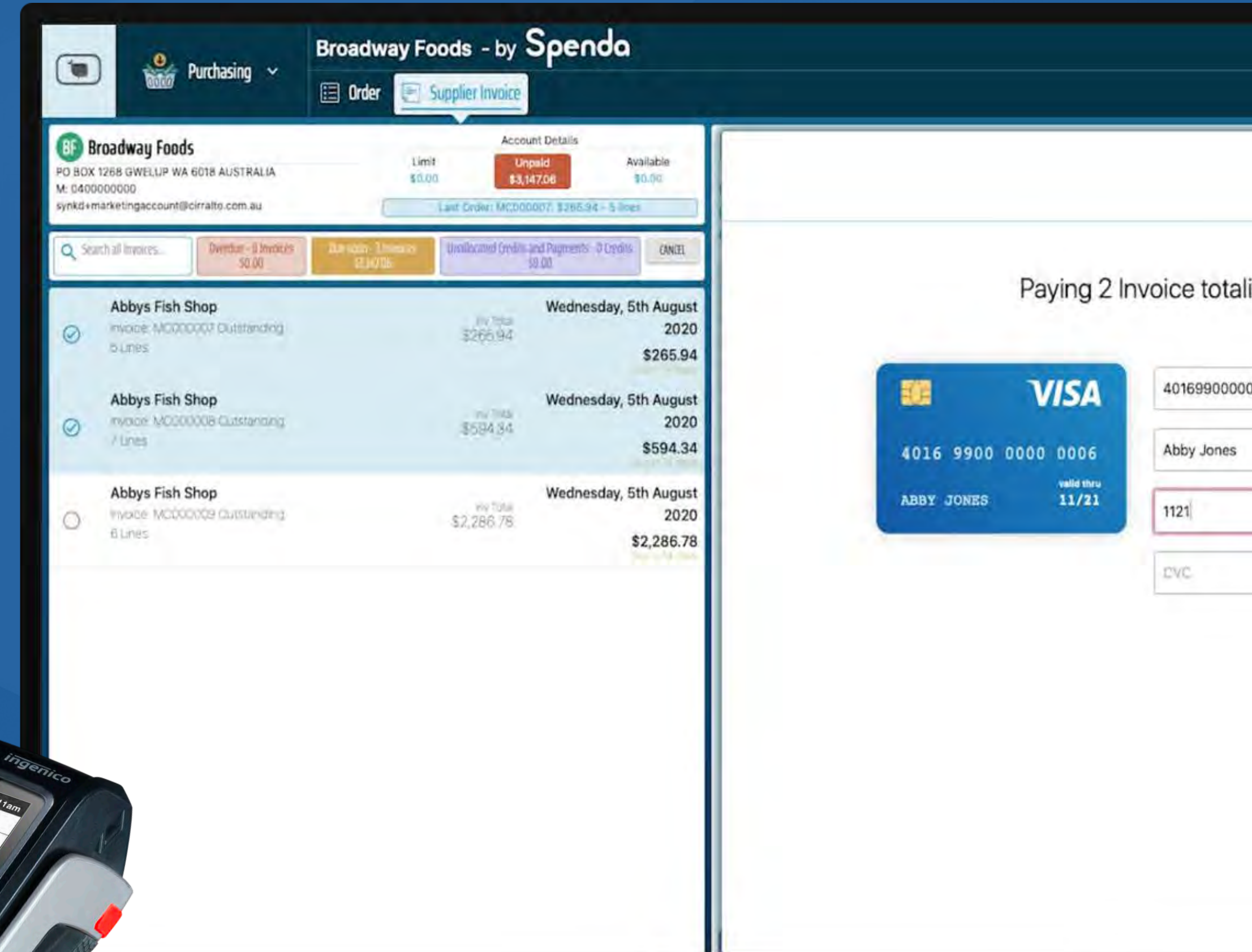




# BUSINESS OVERVIEW

## WHAT WE DO...

- Cirralto is a Business Payments Service Provider.
- We deliver collaborative commerce solutions to our customers that enable them to get paid what they are owed, on time.
- Our payments systems solves the inefficiencies between buyers and sellers when they create, share, record and pay invoices.



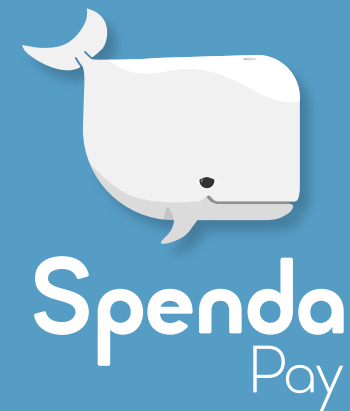


# OUR PRODUCT SUITE

APPS DESIGNED TO STAND ALONE OR CONNECT TO FORM A COMPLETE EPA SYSTEM.



Our cloud-based Point of Sale system allows businesses to quickly process a transaction while offering them complete access to an impressive data set.



A fully integrated payment solution that enables customers to make payments to any supplier via credit card or bank account.



An integrated Inventory Management solution that empowers businesses to view, track and control their products across multiple warehouses in real-time.



SpendaService is a customisable Field Service Management tool that allows businesses to control their entire internal operations from one location.



SpendaBuy is a procurement tool that automates the purchasing process and allows businesses to send purchase orders directly to their suppliers.



Complete business-to-business management software. Control sales and orders 24/7 with a simple, personalised user-experience and fast financial integration.



SpendaCollect is the crown in our payments stack and enables any business to collect debt from any customer.



Spenda-eCom provides your business with a highly functional online sales portal for customers to purchase goods and services.



03

# TODAYS BUSINESS PAYMENT PROBLEM





# B2B PAYMENTS NOW

## HOW BUSINESSES CURRENTLY PAY EACH OTHER

- Today, B2B payments only integrate partially for either the payer or the payee but never both players simultaneously.
- Payments are generally made manually and administered at the end of each month, or a set number of days from the invoice date.
- Often these payment dates are viewed as a “guide” by the customer.
- Late or incorrect payments impact overall business growth.
  - SMEs spend an average of 12 days per year chasing late payments\*
  - Late payments create cash flow issues

### Did you know



**53%**

of all invoices are *paid late*.



**20%**

are the *wrong amount entirely*.



**20%**

are paid to the *wrong account*.

<https://www.xero.com/small-business-insights/wp-content/uploads/2019/06/xsbi-report-paying-the-price.pdf>

<https://www.marshallfreeman.com.au/blog/how-long-do-you-have-to-recover-debts/#:~:text=The%20Ombudsman's%20office%20also%20estimates,you%20have%20to%20recover%20debts%3F>



# SOLVING BUSINESS PAIN POINTS

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## SYSTEMS

- Isolated systems
- Manual data entry



## PROCESSES

Inefficient business processes waste time and money



## PAYMENT OPTIONS

- B2B payments as a discreet service
- No or partial integration



## LATE PAYMENTS AND CASHFLOW

- Cashflow is the leading cause of business failure
- Late payments and uncertainty in debt recovery significantly contribute to cash flow problems in SMEs.