



RIGHTCROWD
EVERYONE ON SITE IS RIGHT

CAPITAL RAISE – INVESTOR PRESENTATION

MARCH 2021

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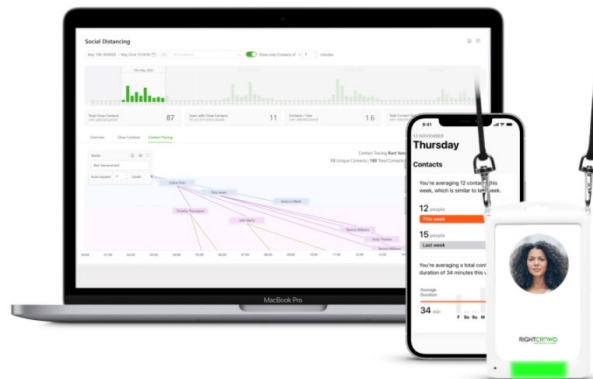
COMPANY & PRODUCT OVERVIEW

Company Overview

RIGHTCROWD SPECIALIZES IN TECHNOLOGY SOLUTIONS FOR THE WORLD'S MOST COMPLEX SAFETY, SECURITY, AND COMPLIANCE CHALLENGES

Founded in 2004 and listed on the ASX in 2017, RightCrowd's mission is to help our customers create a safe, secure and compliant workplace, through innovative products that manage the access and presence of people.

RightCrowd has successfully optimised business functions in major global organisations, including Fortune 50 and ASX 10 companies across many industry verticals.



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Global Top Fortune 100*
Companies as customers

* PWC: Global Top 100 Companies – June 2020 update

85%

of global revenue generated
outside of Australia in FY20

153

staff across 5 international
offices

40.6%

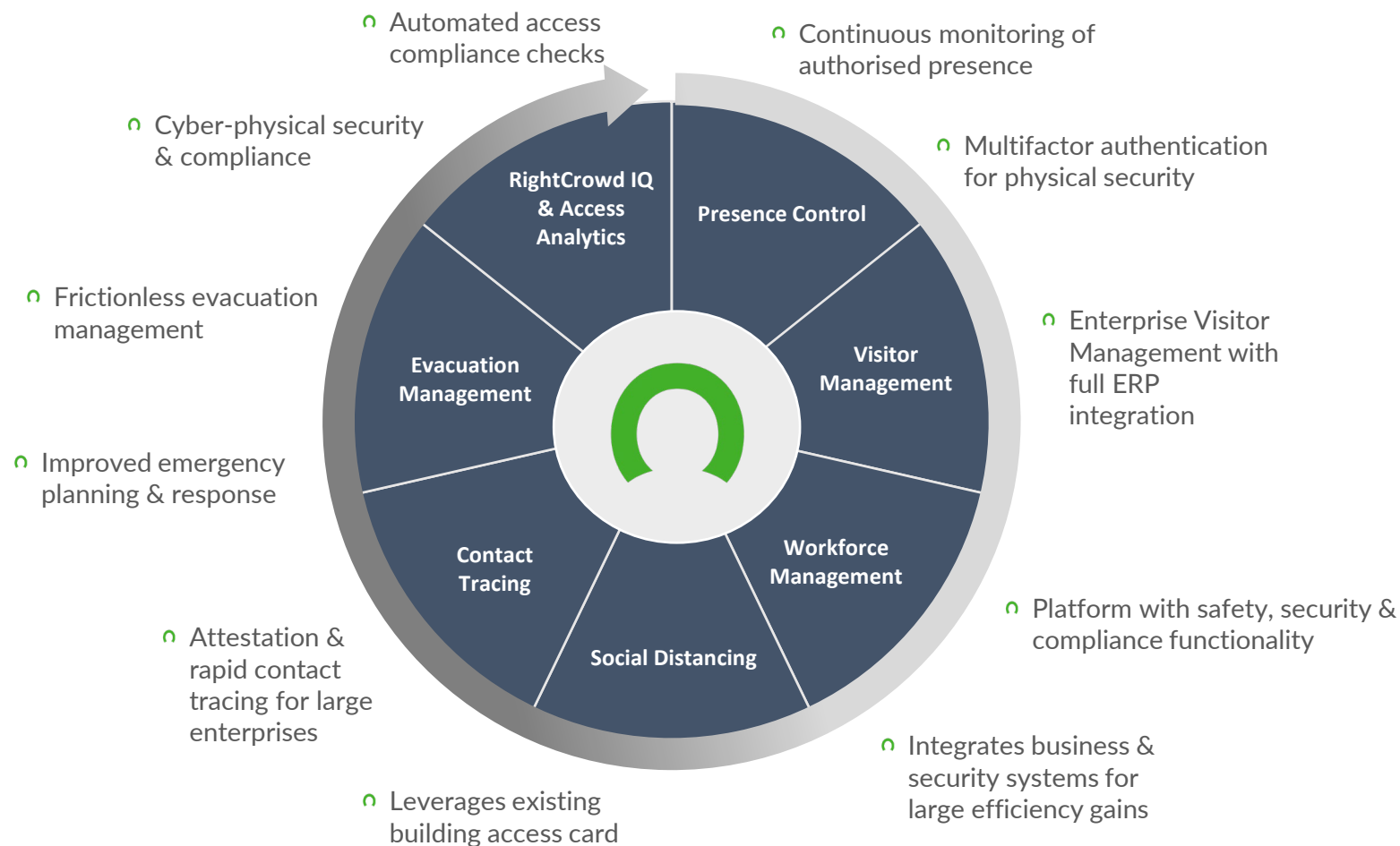
sales revenue compound annual
growth rate (FY17-FY20)

\$88m

market capitalisation as @
17 March 2021

Product Overview

Market leading solutions for safety, security and compliance in the workplace





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FY21 H1 HIGHLIGHTS & FULL YEAR OUTLOOK

FY21 H1 HIGHLIGHTS

BUILDING A PATH TO
PROFITABILITY

-  RightCrowd adds more than 50 customers H1 FY21, it's fastest rate of customer acquisition to date.
-  RightCrowd completes integration of acquired companies and upgrades system infrastructure and ERP systems
-  RightCrowd continues to build on existing channel partnerships and adds new resellers

↑ **\$7.0m**

+17% on H1 FY20
(\$6.0m)

Record Half-Year Sales
Revenue

↑ **\$2.2m**

+2,162% on H1 FY20
(\$0.1m)

New Products Business
Unit Sales Revenue
takes off

↑ **\$6.1m**

+53% since 30-Jun-20

Substantial growth
in Annual Recurring
Revenue

↑ **\$9.4m**

+52% on H1 FY20
(\$6.2m)

Increase in Total Income
supported by
government stimulus

↑ **\$2.8m**

+66% on H1 FY20
(\$1.7m)

Recurring Revenue
driving growth

↑ **\$11.1m**

+3% on H1 FY20

Prudent management of
overall costs*

* Excludes Cost of Sales

FULL YEAR OUTLOOK

ACCELERATION OF SALES IN Q3
& Q4 OF FY21



Revenue

Accelerate revenue in 2H to achieve 40% growth YoY (\$16m for FY21)

Driven by license and recurring revenue sales to new Global / Fortune 500 customers for CORE products with continuation of strong Presence Control sales in H2.



ARR

Achieve 100% growth to \$8.0m of ARR as at 30-Jun-21

Forecast sales of more than 25k badge holder units, coupled with forecast new sales from major new enterprise deals in the Core business unit to reach \$8.0m of ARR by end FY21 (FY20 = \$4.0m).



Profitability

Make significant strides towards profitability in Core and New Products business units in H2

Strong revenue growth whilst maintaining a stable cost base. Forecast to halve the net loss in FY21 (FY20: \$6.8m loss).



Partnerships

Expand existing channel partnerships in H2

Recent extension and expansion of Honeywell distribution agreement to now also include Presence Control solution sales. Further channel partnerships are currently in negotiation with forecast closure in H2.



Innovation

Key product releases in H2 and acceleration of manufacturing

Enhancements to be released across all product lines in H2 with additional capacity for badgeholders manufacturing added.



Operations

Improvements to infrastructure, systems and processes

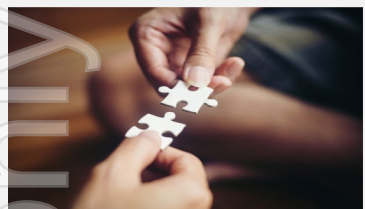
Achieve ISO27001 compliance and extend functionality of new ERP systems across all entities.



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STRATEGIC PRIORITIES AND KEY GROWTH DRIVERS

STRATEGIC PRIORITIES & MARKET OPPORTUNITY



Leverage global partnerships

Scale existing and add new channel partnerships in targeted geographic markets to maintain current sales growth rate of 40% pa and achieve \$30m sales by FY23.



Boost presence in US market

Position for US economic recovery and add key roles to support customers and prospects in RightCrowd's fastest growing market.



Market leading innovation

Extend Presence Control and RightCrowd IQ solutions to meet the needs of growing safety and cyber security markets.



P&L profitability

Combination of increased sales and prudent cost management to achieve P&L profitability in FY23.



MARKET SIZING

>300k

Companies

With compatible access control systems provided by global corporations such as Honeywell, Lenel, PACOM and Gallagher.

1.1m

Companies

With turnover of USD \$10m or more that have had to adjust work arrangements due to COVID-19 pandemic.

Source: Capital IQ - global companies with over \$10M in annual revenue as of February 2019

KEY GROWTH DRIVERS

Channel Partners

- Partnership channel currently delivering <20% of annual revenues.
- Existing channel partners, including Honeywell, require additional RightCrowd support to meet growing customer demand.
- Customer requirements are growing in complexity with respect to security and safety obligations which existing systems are unable to address without the use of RightCrowd's platform.
- RightCrowd will be able to leverage global distribution agreements from established partnerships with some of the largest companies in the world.
- Existing channel partners have tens of thousands of physical access control system deployments (with only a very small fraction currently as RightCrowd clients).
- Further investment will unlock significant growth opportunities leveraging substantial global sales networks of existing channel partners.

US Market

- Position for likely robust rebound of general US economy and the wave of opportunity in “return to workplace” programs.
- RightCrowd currently generates approximately 70% of total revenue in North America from large enterprise customers.
- Current workforce and distribution capacity unlikely to meet the increasing demand from existing US based customers which includes a number of Fortune 50 companies.
- Significant further expansion opportunities with current clients within existing product deployments and cross sell opportunities of newly released products.
- Expansion of existing implementation and support teams, sales & marketing plus local executive roles are required to support the growth of the RightCrowd US business.

RightCrowd intends to list on the US OTC market in CY21 in response to strong demand from US investors.

KEY GROWTH DRIVERS

Presence Control (via Ticto NV acquisition)

- RightCrowd acquired the Belgian based security wearables company in 2019 based on a growing need to transform physical security from an isolated practice to a business-driven operation.
- COVID has accelerated demand with companies worldwide needing continuous visibility of security, safety and compliance – a trend identified by RightCrowd a number of years ago.
- Within the first 6 months of launching the Presence Control social distancing and contact tracing product, RightCrowd has achieved sales of 17k badge holder units (\$2.2 million in H1 booked revenue), well in excess of the original full year target of 10k units.
- Forecast sales of more than 25k badge holder units by June 2021.
- Focus on inventory ramp-up to support potential future sales pipeline of 100k+ badge holder units.
- ARR generated from the 17k badges sold is currently \$1.3 million, with plans to grow substantially over the next 12 months.

Cyber Security – RightCrowd IQ

- RightCrowd IQ cybersecurity product is expected to commercialise over the next 6 months.
- RightCrowd IQ has been successfully deployed at a major Australian financial institution and the Australian operations of a global insurance company to identify potential user access control breaches.
- RightCrowd IQ solves issues by rapidly identifying physical and logical security vulnerabilities and providing daily compliance checks across entire workforce.
- Opportunity will be to leverage RightCrowd's growing global client base, as well as leverage existing and new channel partner networks, including the IT channels.



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CAPITAL RAISING

CAPITAL RAISING OVERVIEW

Offer Size and Structure	Institutional placement to raise approximately \$12.5 million within RightCrowd's current placement capacity under ASX Listing Rule 7.1 and additional 10% capacity under ASX Listing Rule 7.1A approved at the 2020 AGM ("Placement"), through the issue of approximately 37.9 million New Shares (representing approximately 17% of the total shares of the Company prior to the issue of New Shares).
Offer Pricing	<p>Issue price of \$0.33 per share, representing:</p> <ul style="list-style-type: none">• 17.5% discount to the last close price of \$0.40 on Friday, 19 March 2021• 17.0% discount to the previous 5-day VWAP (\$0.398)• 16.0% discount to the previous 10-day VWAP (\$0.393)• 29.3% discount to the previous 30-day VWAP (\$0.467)
Use of Funds	<ul style="list-style-type: none">• Accelerate sales through global partnerships;• Focus on US as a primary market;• Scale new products and commercialise existing cyber security product, RightCrowd IQ; and• Offer costs
Ranking	New Shares issued under the Placement will rank equally with existing RightCrowd shares from the date of issue

SOURCES & USE OF FUNDS

Sources	A\$ million
Institutional Placement	\$12.5
Total	\$12.5

Uses	A\$ million
1. Global sales partnerships	\$3.5
2. Boost US based business	\$4.0
3. Scale new products	\$2.5
4. Commercialise cyber security product	\$2.0
5. Offer costs	\$0.5
Total	\$12.5

Deployment of funds over a 2 to 3-year time horizon ensuring continued progress towards profitability

1. Accelerate sales through partnerships

- RightCrowd's platform solution is proven at scale among several of the largest companies in the world.
- RightCrowd plans to materially increase its share of total addressable market, currently estimated to be less than 1%.
- The Partnership channel currently deliver less than 20% of annual revenues with partners requesting additional support from RightCrowd to satisfy demand.
- Further investment to extend these relationships represents a considerable growth opportunity for RightCrowd.

2. US as a primary market

- US based enterprise relationships for CORE solutions are accelerating (US market now ~70% of revenues) with growing pipeline raising execution and implementation constraints.
- Focus will be to deliver optimal customer service to US based customers by introducing local executive roles; increasing sales and marketing and via the expansion of implementation and support teams.
- Intention to list on US OTC market in CY21 in response to strong demand from US investors.

3. Scale New Products

- Continue to drive rapid growth in Presence Control with ramp-up in inventory to support potential future sales of 100k+ badge holder units.
- Funding required to meet growing demand and invest in developing future versions that meet customer feedback based on compelling new case scenarios.

4. Cyber security

- RightCrowd IQ has been proven out at the first client sites in the Australian market.
- Focus is to commercialise the product internationally, particularly in the US and European markets.

INDICATIVE TIMETABLE

Trading halt and announcement of Placement	Monday, 22 March 2021
Placement Bookbuild opens	Monday, 22 March 2021
Placement Bookbuild closes	3:00pm (AEDT) Monday, 22 March 2021
Announcement of completion of Placement	Wednesday, 24 March 2021
Trading halt lifted	Wednesday, 24 March 2021
Settlement of New Shares under the Placement	Tuesday, 30 March 2021
Allotment of New Shares under Placement	Wednesday, 31 March 2021