Continued Growth & Positive Cash Flow

Q3 FY21 Results
Agenda

1. Q3 Results
   Continued growth in what is historically a seasonal low period of activity

2. Product Development
   Q4 product development that enables further growth

3. Customer Expansion Stories
   Customers subscribing to multiple products

4. Additional Growth Drivers
   3 key additional growth drivers launching in Q4

5. Questions & Answers
Q3 Results
Continued Growth and Strong Financial Performance

Q3 NEW WINS\(^1\)

+29% YoY Growth

CUSTOMERS\(^2\)

3,210
+18% YoY
+6% QoQ

SUBSCRIBERS\(^2\)

2,285
+26% YoY
+10% QoQ

REVENUE\(^3\)

$9.0m
+13% YoY
+7% QoQ

ARPA\(^4\)

$1,032
Stable amongst strong growth

CASH FLOW\(^5\)

+$2.1m
• Positive cash flow from operations
• $22m Total Cash Balance
• Zero debt

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1 A win represents Ansarada closing a paying subscription/contract customer. Prior year comparisons to Ansarada NewCo Pty Ltd.
2 Customers refers to pro forma active customers and includes consolidated customer numbers for both Ansarada NewCo Pty Ltd and Ansarada Group Limited (formerly thedocyard) including periods prior to the merger. Active customers includes any subscription/contract with an active platform. Customers may have more than one deal platform, board portal or governance solution open at any given time.
3 AASB Revenue with prior year comparisons to Ansarada NewCo Pty Ltd.
4 Subscription Average Revenue per Account (ARPA) represents the average monthly revenue generated from customers on subscription based contracts in Q3 2021.
5 Operating cash flows after operating activities, excluding business combination and restructure costs.
Record Active Customer Numbers

Total Active Customers

Highlights

- 18% Growth YoY
- Record rate of increase in active customers
- 15 years of continued customer growth

Reflective of calendar year totals unless otherwise indicated.
Record Active Customer Growth Rate

Total Active Customers

- Dec 2019: 2,814
- June 2020: 2,702
- March 2021: 3,210

19% Growth YTD

COVID affected Q4FY20

Highlights

- Full recovery from COVID
- Growth in active Customers accelerated from 300 added in 1H to 200 added in Q3
Ecommerce: Strong Growth With Significant Upside

Customers Acquired via Ecommerce

- Significant growth in ecommerce channel. In Q3 it contributed 26% of the total increase in active customers
- An increasing volume of signups are occurring globally
- Highly scalable with significant operating leverage
Product Development
Ansarada is the information governance platform that ensures confidence in making decisions and managing critical outcomes.
Ansarada Products and Customers

Products

- Deals
- Board
- Compliance
- Tenders

Customers

Companies

- Advisory & Investment Banking teams
- Lawyers/Legal firms
- Corp Development & Corp Finance teams
- Asset Manager
- Private Equity & Venture Capital
- C-Suite CEO, CFO, CIO, CRO, CLO
- Chairman & Board Members
- Co-sec/admin To the Board

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The Most Advanced Ansarada Platform

**Ansarada Workflow™**

- Strategy
- Deal Marketing
- Deal Preparation
- Due Diligence
- Negotiation
- Closing
- Integration

**Highlights**

- Ansarada Workflow Launching Early Q4
- Enables Customers to better project manage end-to-end across entire lifecycle of deals, tenders and compliance activities.
- Highly differentiating vs competitors to capture increased market share
- Enables increased LTV and subscription revenue growth

**Made for modern dealmakers**

Ansarada Deals™ smashes the benchmark in deal technology. The new release is much more than a Virtual Data Room; it’s a total transaction management solution.
### Ansarada Workflow In Action

#### M&A Deal

<table>
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<th>Task</th>
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<th>Status</th>
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Integration Complete: One profile, One Login

- World's first deals and board platform combined. Highly valuable to executives who work across both

- Exposure to +400,000 Ansarada users to drive more trials and subscriptions
Customer Expansion Stories
Craig Adams | CEO
Canopy Tools

“Ansarada gives us one simple place to manage our most critical information and execute our most important outcomes. We first used Ansarada to execute a capital raising deal, we since discovered the platforms capability for managing compliance and the Board product too.

As a fast growth company, we need to operate with high efficiency today, whilst simultaneously ensuring we are confidently managing risks and prepared for what’s next in our journey. Ansarada gives me, our team and our advisors the visibility, control and capability to execute strategy faster and more efficiently across complex corporate projects, deals and compliance activities.”

Key Benefits

• Faster execution of strategy
• Improved collaboration
• Increased visibility and control
Johan Holtzhausen | CEO
PSG Capital

“Ansarada’s deal product is simple to use and is trusted and used by the PSG Capital team to manage risks and increase efficiency across the deal lifecycle, including the Pioneer / PepsiCo deal valued at $2.09bn AUD (R23bn), which was awarded South African Deal of the year.

Recently the PSG Group adopted the Ansarada Board product, as it is also simple to use and helps improve efficiency and risk management at board level too.”

Key Benefits

• Simplicity
• Increased efficiency
• Improved risk management
Additional Growth Drivers
Additional Growth Drivers

1. **Stronger market position with Q4 product launches**
   Increases win volume & ability to generate more revenue growth from Ansarada Workflow, Ansarada Board improvements & more features launching in Q4

2. **E-commerce and onboarding improvements**
   Increases volume & conversion rates. simultaneously creates more capacity in direct sales team to drive further enterprise subscriptions

3. **More targeted spend on proven growth methods**
   Current CAC¹ payback is 4 months. More spend will deliver amplified profitable revenue growth

¹ Customer Acquisition Cost (CAC) is the cost of acquiring a customer including sales and marketing.
Questions & Answers
Thank you