

Continued Growth & Positive Cash Flow

Q3 FY21 Results



Agenda Output Output

1

2

3

4

5

Q3 Results

Continued growth in what is historically a seasonal low period of activity

Product Development

Q4 product development that enables further growth **Customer Expansion Stories**

Customers
subscribing to
multiple products

Additional Growth Drivers

3 key additional growth drivers launching in Q4 **Questions** & Answers





Q3 Results



Continued Growth and Strong Financial Performance

Q3 NEW WINS¹

+29%

YoY Growth

REVENUE³

\$9.0m

+13% YoY +7% QoQ

CUSTOMERS²

3,210

+18% YoY +6% QoQ

ARPA4

\$1,032

Stable amongst strong growth

SUBSCRIBERS²

2,285

+26% YoY +10% QoQ

CASH FLOW⁵

+\$2.1m

- Positive cash flow from operations
- \$22m Total Cash Balance
- Zero debt

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.

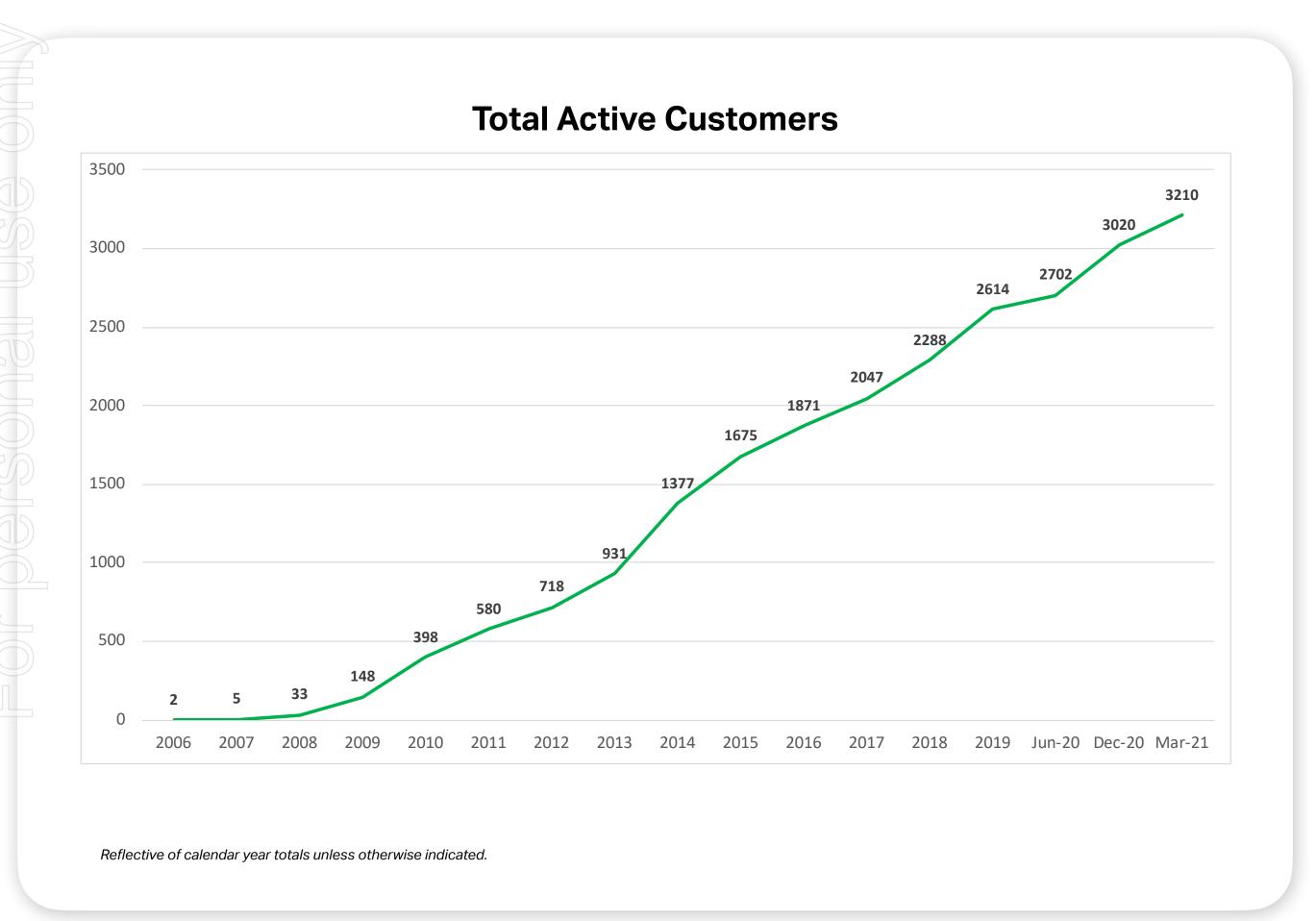
³ AASB Revenue with prior year comparisons to Ansarada NewCo Pty Ltd.

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.



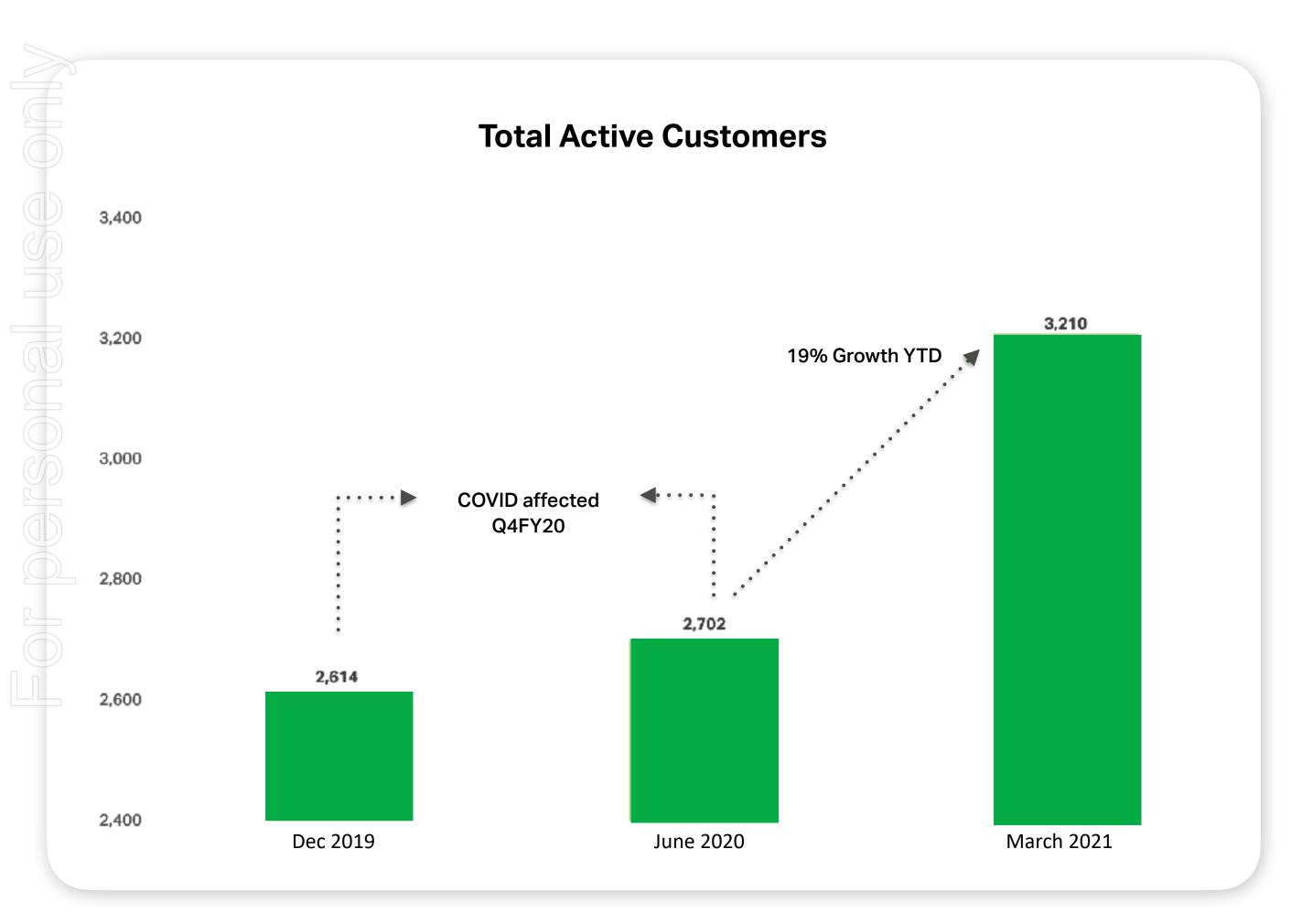
Record Active Customer Numbers



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



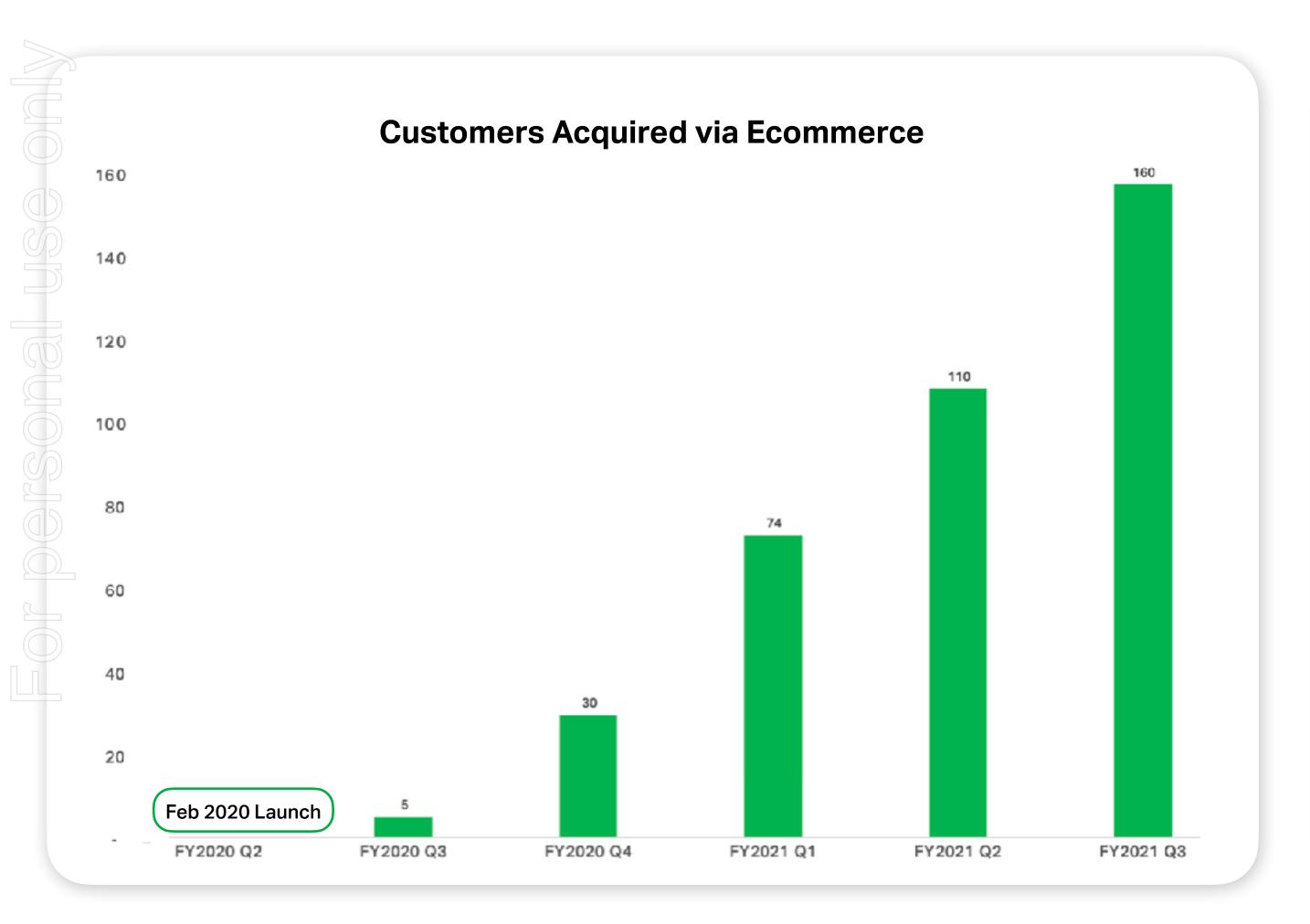
Record Active Customer Growth Rate



- 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



- 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 Platform Description



Ansarada is the information governance platform that ensures confidence in making decisions and managing critical outcomes.



Ansarada Products and Customers









































Co-sec/admin To the Board

Products









Customers

Companies

Advisors

Public Sector

Financial Sponsors

11Tenders



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**





The Most Advanced Ansarada Platform

Ansarada Workflow™

















Deal Strategy Marketing

Deal Preparation

Due Diligence

Negotiation

Closing

Integration



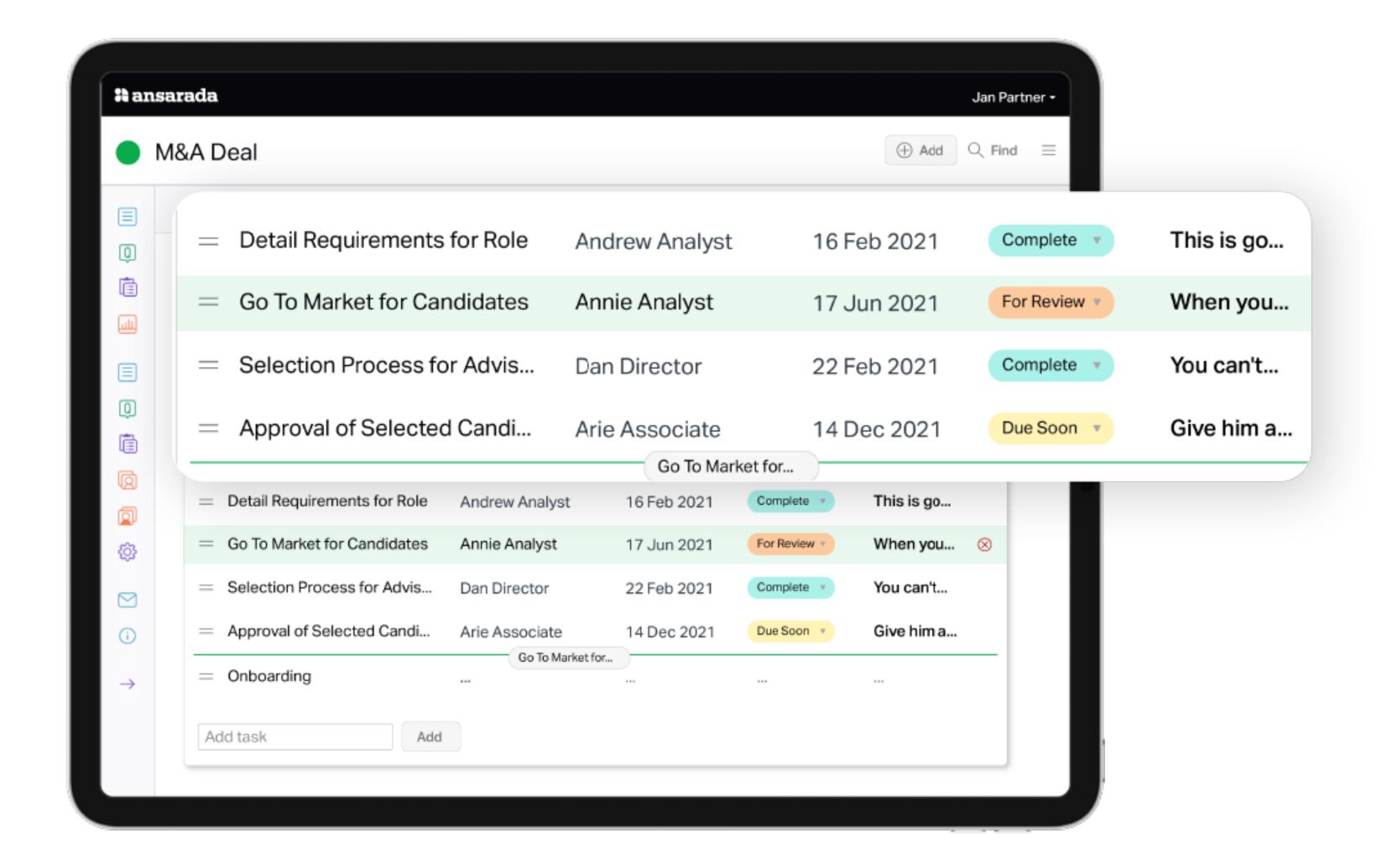
Made for modern dealmakers

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 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







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



Fast Growth IoT & Cloud Services Company

Key Benefits

- Faster execution of strategy
- Improved collaboration
- Increased visibility and control

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."





Compliance

Tenders



South African Leading Advisor & JSE Top 100

Key Benefits

- Simplicity
- Increased efficiency
- Improved risk management

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."





Compliance

Tenders





Additional Growth Drivers

Additional Growth Drivers



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



E-commerce and onboarding improvements

Increases volume & conversion rates. simultaneously creates more capacity in direct sales team to drive further enterprise subscriptions



More targeted spend on proven growth methods

Current CAC¹ payback is 4 months. More spend will deliver amplified profitable revenue growth

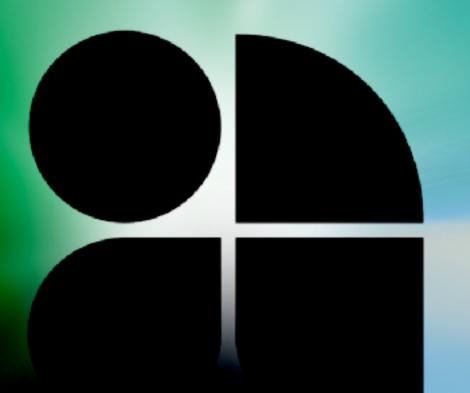
¹ Customer Acquisition Cost (CAC) is the cost of acquiring a customer including sales and marketing.





Questions & Answers





Thankyou