

RIGHTCROWD LIMITED – ANNUAL GENERAL MEETING PRESENTATIONS

Wednesday, 17 November 2021: In accordance with the ASX Listing Rules, the Chairman's address and the presentation by the Chief Executive Officer and Chief Financial Officer to the Annual General Meeting ("AGM") is appended.

This announcement has been approved for release by the Board of Directors.

- END -

For further information please contact:

Kim Clark
Company Secretary

Chairman's Address

Today I will briefly comment on RightCrowd's goals for FY21 and how we performed against those goals. I will also refer to the goals we set at the time of our capital raise in March 2021. James Stewart will give an overview of the Company as it is today and reconfirm its strategy for FY22 & FY23. Peter Hill will then speak to the market trends and year to date performance of our suite of software solutions and provide you with the FY22 outlook for our key financial metrics.

At last year's AGM we forecast that targeted marketing spend, combined with an upscaling of our sales channel program and continued investment in R&D would deliver a doubling of Annualised Recurring Revenue, or ARR, to \$8m and an increase in sales revenue of 40%.

I am happy to report that the rapid acceleration of companies looking to proactively manage safety of their workforce and strong customer retention resulted in ARR increasing 103% to \$8.1m and our growth in active customers hit 101.2%

Notwithstanding the adverse impact of ongoing COVID related travel restrictions on the ability to achieve project milestones and therefore consulting revenue, overall sales revenue increased a credible 32% to \$15.2m. Total revenue including sales revenue, COVID support payments and R&D grants totaled \$19.4m.

Cost increases excluding cost of goods sold were restricted to a 0.5% increase, resulting in a 31% reduction in the net loss for the year to \$4.7m.

In March 2021 RightCrowd successfully completed a capital raise of a net \$11.9m. Cash at Bank as at 30 June 2021 stood at \$9.9m.

Following the capital raise, RightCrowd listed on the US OTCQB exchange to enable potential US investors to more easily buy shares in the Company.

At the time of the capital raise we said we would use the funds to position RightCrowd to achieve profitability by the end of FY23 through:

- Investment in leveraging global channel partnerships;
- Boosting our presence in the US (our largest market) to support existing and future customers; and
- Extending our Presence Control and Access Analytics solutions to meet the needs of the growing safety and cyber security markets.

Both James and Peter will provide commentary on our progress towards these goals.

In closing, I would like to acknowledge the ongoing support we receive from our RightCrowd team, our shareholders and stakeholders, our customers and our partners.

Chief Executive Officer and Chief Financial Officer Address

Chief Financial Officer

I would like to provide you with a company overview and strategy, and then give an update on progress we have made against our strategic objectives.

Our Company continues to grow as we support our customers to run safe, secure and compliant workplaces for their people.

We are located in 4 countries with a growing workforce of 159 people, supporting a broad spectrum of customers which include 9 of the Global Top 100 customers.

Our market capitalisation is around AUD \$70m and our revenue has been growing strongly since listing on the ASX in 2017.

I would like to touch upon the company strategy that RightCrowd announced as it raised capital in March 2021.

The strategy was built on 4 key pillars being:

- Leveraging global partnerships
- Boosting presence in the US Market
- Market leading innovation, and
- P&L profitability.

With the strategy set, and additional investments being made, RightCrowd has made good progress over the last 6 months as illustrated on the next slide – strategy timeline.

The strategy timeline shows the activities completed and those that RightCrowd is targeting to achieve by the end of FY22. Strategic tasks completed include:

- Capital raise to fund growth
- Appointment of David Oller to lead sales
- Appointment of Viriathus Capital in the US to assist with investor relations
- Restructure of Offsite Vision
- Registration on the OTCQB exchange
- Launch of Access Analytics

- Reporting of strong FY21 results to the market
- Appointment of Bryan Jones as CTO, and
- Appointment of Brian McIlravey as COO

The Company is now fully focused on executing on pipeline growth with the first Access Analytics sales in Q2, and extension of existing customer implementations and adding new partner agreements as market conditions continue to improve in 2022.

I am very pleased with the progress being made and the clear path that RightCrowd has set by which to achieve its strategic goals.

With that I would like to handover to Peter to give some insight into the FY22 Outlook.

Chief Executive Officer

I'd like to start by providing a brief overview of RightCrowd's product suite. The primary driving force behind RightCrowd for many years has been our enterprise software solution in the workforce management space. This solution is able to intelligently manage the complex safety, security and compliance issues within large corporations by deeply integrating into the world's leading physical access control solutions. RightCrowd successfully launched its second product over the last year into the new Presence Control Market. This is a rapidly emerging market with RightCrowd selling over 27,000 electronic badge holders in the last financial year as organisations responded to the challenges of COVID in the workplace. To complement these growing revenue streams, RightCrowd is now starting the commercialisation of its latest security innovation, which is a product called RightCrowd Access Analytics. This product will extend RightCrowd's market reach and provides customers with proactive visibility of their physical access security risks.

I will now drill down into each of these products and provide some commentary on what we're seeing in the market, how we have been trading year-to-date and the assumptions we are planning around for the remainder of FY22.

Starting with our enterprise workforce management solution, we are seeing in the market that COVID has dramatically changed the workplace rulebook with the rise of home based and hybrid work arrangements redefining physical access security requirements. This rise in complexity is accelerating the adoption of information security standards which drive robust physical identity and access management programs to secure facilities, assets and data. We are also seeing rising access control switching costs due to material scarcity and delays which are driving innovative end of life upgrade pathways encompassing RightCrowd workforce management solutions. All these trends generate strong medium to long term tailwinds for RightCrowd.

In the short term, our primary market in the United States has been a little slower than we anticipated due to the continued delay of the full return to the workplace. Existing client activities have been robust, with no churn to-date in this financial year. We are also seeing a strong buildup within our

sales pipeline with large opportunities being added in the financial services, technology, defence, logistics, energy and utilities markets.

We have four assumptions that contribute to our FY22 outlook for our workforce management segment. We expect market tailwinds will continue to build with corporations investing in the safe return of their employees and that RightCrowd will secure several major new enterprise workforce management customers in the second half of FY22. Our partnership strategy will grow our indirect sales and there will be a continuing easing of travel restrictions to ensure we can complete project implementations as expected.

We have seen very strong trends over the last year for the new presence control market. This is a product that accelerated from a standing start to just under \$5m of revenue in FY21 as a result of selling into enterprise customers seeking to maintain operational continuity and manage COVID related risks.

Year to date performance has been strong with Q1 revenue of \$1.4m which included selling a further 7,000 badge holders, split evenly between existing clients and new client orders. There has been limited customer churn with the vast majority of enterprise customers acquired in FY20 choosing to renew annual subscriptions. We have sufficient components to assemble 50,000 badge holders and also have access to the critical components for a further 50,000 badge holders beyond this when required.

The outlook for Presence Control is based on three assumptions. Firstly, that demand for presence control continues despite some easing of COVID regulations and that businesses continue to strive to operate in challenging conditions. Secondly, existing customers continue to extend the presence control solution across their global operations resulting in low customer churn and thirdly, we also start to see the successful adoption of new functional use cases for the solution covering evacuation management, employee questionnaires, visitor management and security-based presence control.

RightCrowd Access Analytics is a product that we have been developing in the background for the last four years and has been based on our first hand experiences in large enterprise customers gained over the last 17 years. This product is fast to deploy, provides almost instant business value to the customer and compliments our larger, more powerful Workforce Management platform.

The market trends for access analytics are accelerating as we see the rise of hybrid work arrangements. This is forcing companies to scrutinize who has access to their facilities and re-baseline their access security and compliance.

We are currently focusing on developing our sales pipeline with new go-to-market activities now underway. These sales efforts and channel development have resulted in a solid pipeline build in addition to cross-sell opportunities to existing customers.

The three assumptions we make for access analytics for the remainder of FY22 are that we expect our first international access analytics sales during this quarter which we expect to result in positive reference sites, we will train our partner channels enabling us to accelerate the sales pipeline and we

can demonstrate rapid deployment of the product to prove out the scalability.

Taking into consideration the various market drivers, assumptions and year-to-date performance across each of the product lines, RightCrowd expects another year of strong growth in FY22.

Guidance to the market is ARR growth of 43% to \$11.5m and sales revenue growth of 30% to \$19.8m in FY22. This growth is driven by increasing commercialisation and strengthening channel partnerships across all product lines.

I will hand back to James to talk through other key metrics and a view of RightCrowd's performance since listing in 2017.

Chief Financial Officer

In addition to Sales Revenue, RightCrowd forecasts Other Income to add a further \$3.4m in FY22. Other Income is made up predominately of the R&D rebate and other government grants. Therefore, Total Income is forecast to be approximately \$23.1m in FY22 (around 19% higher than the prior year).

RightCrowd also forecasts costs (excluding COGS) to grow by 6% to \$23.1m in FY22. This is due to additional investment into resources to support RightCrowd's strategy and is partially offset by savings generated from the consolidation of the Offsite Vision product suite within the Presence Control product.

With increasing sales, COGS will increase and add a further \$3.2m in costs which explains the Net Loss position forecast at end of FY22. The Net Loss is again forecast to improve on the prior year with a 32% reduction forecast for FY22.

Taking a look at the trend now, you will see the consistent growth in Total Income since listing in 2017 with sales revenue approaching \$20m for the first time.

Total expenses have increased, particularly following acquisitions made during FY19, however following the integration of those entities, and consolidation of the product strategy, the costs base has begun to stabilize, with incremental investment directed towards sales, marketing and customer operations. Total costs are forecast to be \$26.3m in FY22 which includes an uptick in COGS of \$3.2m relating mainly to badge holder and gateway hardware sales.

Bringing income and costs together shows that since the first full year post acquisitions made, the net loss of the business has begun and is forecast to narrow. FY22 forecasts a 32% improvement in net loss to \$3.2m following a 31% reduction in net loss during FY21.

- END -

RIGHTCROWD (ASX:RCW)

**FY22 ANNUAL GENERAL
MEETING (AGM)**

17 November 2021



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Authorised for release by the Board of RightCrowd.





▶ **1. Chairman's Address
& FY21 Highlights**

**2. Company Overview
and Strategy**

3. FY22 Outlook

4. Resolutions

5. Glossary

Chairman's address & FY21 Financial Highlights.

Sales Revenue

\$15.2m

+32% on FY20
(\$11.5m)

ARR

\$8.1m

+103% since FY20
(\$4.0m)

Total Income

\$19.4m

+20% on FY20
(\$16.2m)

Cash Balance

\$9.9m

+571% on FY20
(\$1.5m)

New Customers

101.2%

Growth in total active
customers in FY21

Cost Increase

0.5%

Increase of \$0.1m YoY
in total expenses
excluding COGS and
impairment





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Company Overview.

Our Mission Statement

Creating safe, secure and compliant workplaces by managing the access and presence of people.



159

Total Staff*



\$71m

Market Capitalisation
(ASX: RCW)*



9

Global Top 100**
as Customers



38%

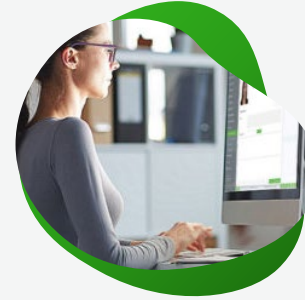
Sales Revenue CAGR
(FY17-FY21)

Company Strategy.



Leverage Global Partnerships

- Increase proportion of revenue generation from partner channels (FY21: 15%)
- Extend existing partnership agreements to cover all RightCrowd Products.
- Educate and train partner organisations to scale pipeline generation and execution capability.
- Build internal infrastructure to ensure partner success and add new partners in EMEA and APAC region.



Market Leading Innovation

- Extend Workforce Management solutions to facilitate faster and partner-led deployments.
- Extend functional security and compliance use-cases covered by the Presence Control product.
- Launch Access Analytics internationally to become the market leading analytical software for identifying access control compliance issues.



Boost Presence in US Market

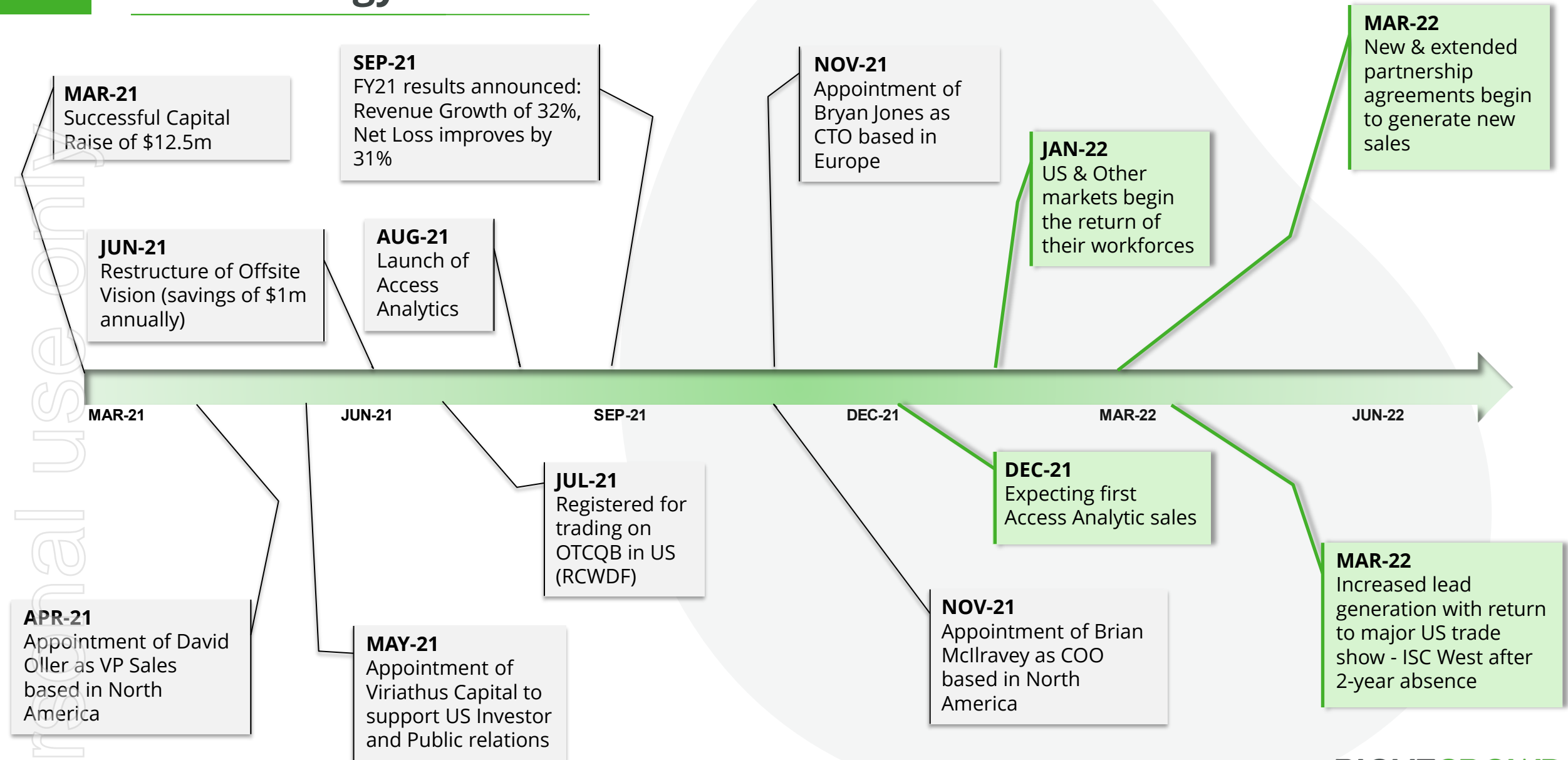
- Add executive capability in North America.
- Continue to execute a US focused investor and public relations strategy to build brand awareness, particularly in the North American market.
- Extend existing relationships with Fortune 500 customers via up and cross sell opportunities.
- Build out customer success, consulting and support operations in North America.



P&L Profitability

- Execute framework for commercialisation to drive double-digit revenue growth across all 3 business units in FY22 and FY23.
- Prudent cost management to maintain cost base in line with prior year and improvement of the net loss in FY22.
- Aiming to grow sales revenue in FY23 to \$30m and resultant P&L profitability.

FY22 Strategy Timeline.





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FY22 Outlook: Product Overview.

Safety, security and compliance across the entire physical identity lifecycle for every employee, contractor and visitor.



Presence Control

Continuous validation of safety, security and compliance permissions through security wearables that leverage existing access badges.



Access Analytics

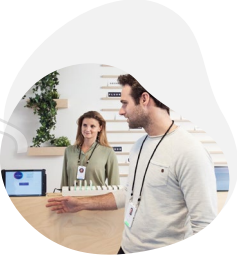
Proactive visibility of physical access security risks, identify anomalies and compliance breaches.



Workforce Management

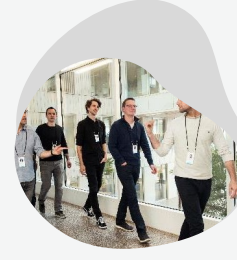
Dynamic safety, security and compliance driven physical access controls for every type of worker and visitor

FY22 Outlook: Workforce Management (WM)*.



WM - Market Trends

- Covid dramatically changed the workplace rulebook with the rise of home-based and hybrid work arrangements redefining physical access security requirements
- Accelerated adoption of information security standards driving robust physical identity and access management to secure facilities, assets and data
- Rising access control system switching costs, material scarcity and delays driving innovative end-of-life upgrade pathways and feature enhancements



WM - YTD Performance (FY22 Q1)

- FY22 Q1 revenue of \$2.2m which was a little slower than forecast with the US market still returning to the workplace, impacting new sales and consulting revenue.
- Nil YTD churn.
- Solid pipeline growth with several major enterprise prospects added from North America, Europe, and Australia. Sectors driving pipeline growth are Financial Services, Technology, Defense, Logistics, Energy and Utilities.



WM – FY22 Outlook Assumptions

- Market tailwinds continue to build with corporations investing into the safe return of their employees to the workplace.
- Pipeline execution of several major new enterprise workforce management customers in FY22.
- Extension of current partnerships to facilitate growth in indirect sales in FY22.
- Easing of travel restrictions to facilitate timely closure of existing and new consulting implementations.

FY22 Outlook: Presence Control (PC)*.



PC - Market Trends

- Accelerated adoption of multifactor authentication technology to keep networks, information, people and assets safe, secure and compliant
- Contact tracing market evolving supporting high-demand industries to maintain operational continuity and manage Covid risks
- Growing acceptance of cloud-first and as-a-service offerings to improve service delivery, flexibility, faster deployment, optimize cost, product upgrades and data security



PC - YTD Performance (FY22 Q1)

- FY22 Q1 revenue of \$1.4m with over 7,000 badgeholders sold in Q1, split evenly between upsell at existing clients and new client orders.
- Limited customer churn to date – vast majority of customers acquired in FY20 have chosen to renew annual subscription.
- Components for 50,000 badgeholder units secured and available for assembly as orders are filled. Critical components for a further 50,000 badgeholders have been secured when required.

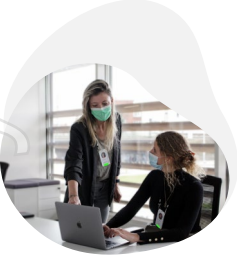


PC – FY22 Outlook Assumptions

- Demand for Presence Control continues despite easing of some COVID-19 regulatory measures. Businesses continue to strive to operate in challenging conditions.
- Existing customers continue to extend the presence control solution across their global operations resulting in low customer churn.
- Successful adoption of new functional use-cases covering evacuation management, employee questionnaires, visitor management and security-based Presence Control.

FY22 Outlook: Access Analytics (AA)*.

AA - Market Trends



- The rise of hybrid work arrangements is forcing companies to scrutinize who has access to their facilities and re-baseline access security and compliance
- Accelerated adoption of information security standards driving implementation of dynamic physical identity and access management systems
- Rising access control system switching costs will see growth in innovative security, compliance and risk management add-on products to extend existing security systems life

AA - YTD Performance (FY22 Q1)



- Focused pipeline build with go-to-market activities now underway.
- Sales efforts and channel development starting to result in pipeline build. Cross-sell to existing customers also underway.

AA - FY22 Outlook Assumptions



- RightCrowd wins first international Access Analytics customers during Q2, resulting in positive reference sites.
- Successful training of partner channels for sales of Access Analytics to build pipeline.
- Fast implementations to prove out scalability of Access Analytics product.

FY22 Outlook.

FY22 Market Guidance

ARR

\$11.5m

+43% on end-FY21
(\$8.1m)

Sales Revenue

\$19.8m

+30% on FY21
(\$15.2m)

Total Costs*

\$23.1m

+6% on FY21
(\$21.7m)

Net Loss

(\$3.2m)

+32% on end-FY21
(\$4.7m)

* Excludes COGS

ARR growth of 43% YoY. Sales Revenue growth of 30% YoY.

Growth driven by investments made since capital raise (Mar-21) to extend the executive team, strengthen partnerships, and upgrade existing products, generating strong pipeline growth and execution during FY22.

ARR growth continues as recurring revenue increases at a faster rate than license and consulting revenue.

Total costs are managed closely, and synergies from the consolidation of the Offsite Vision business unit are offset by additional investment into commercialisation activities.

Reduction in net loss trend is forecast to continue.

Growth Trend.

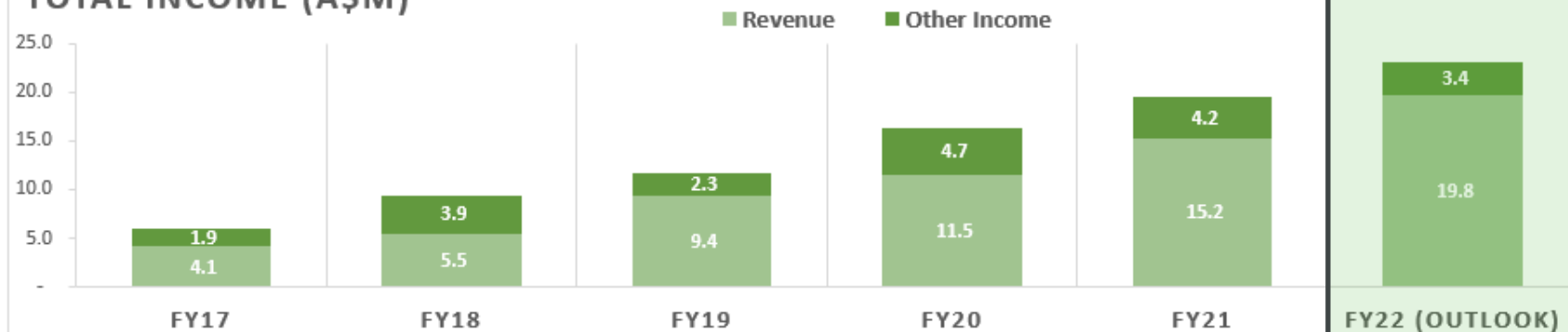
Revenue growth trend continues - driven by increased commercialisation and expansion of channel partnerships.

Employee costs increase in line with additional commercialisation but at a lower rate than revenue as partnerships are leveraged.

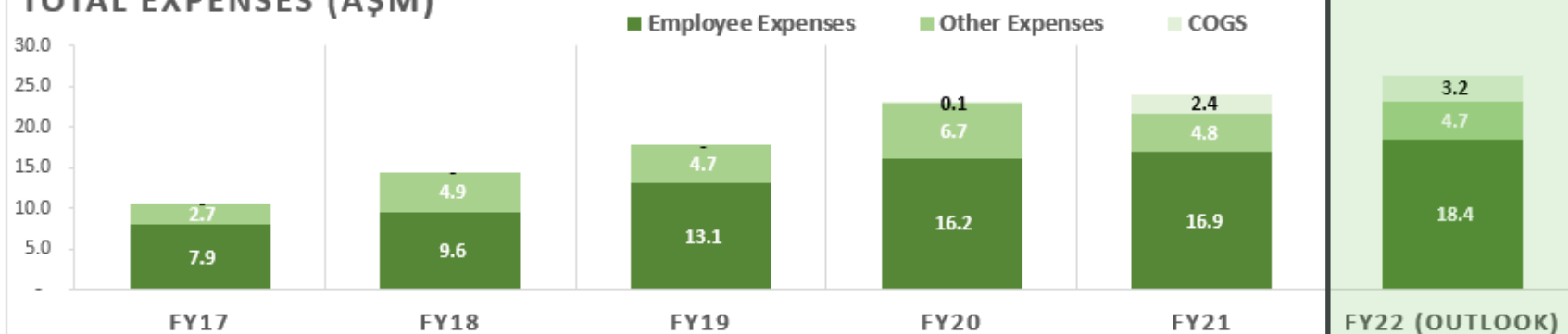
COGS increases with the growth in sales of the Presence Control business (which includes a hardware component to the software sale).

Reduction in Net Loss continues year-on-year as the company progresses towards generating profits.

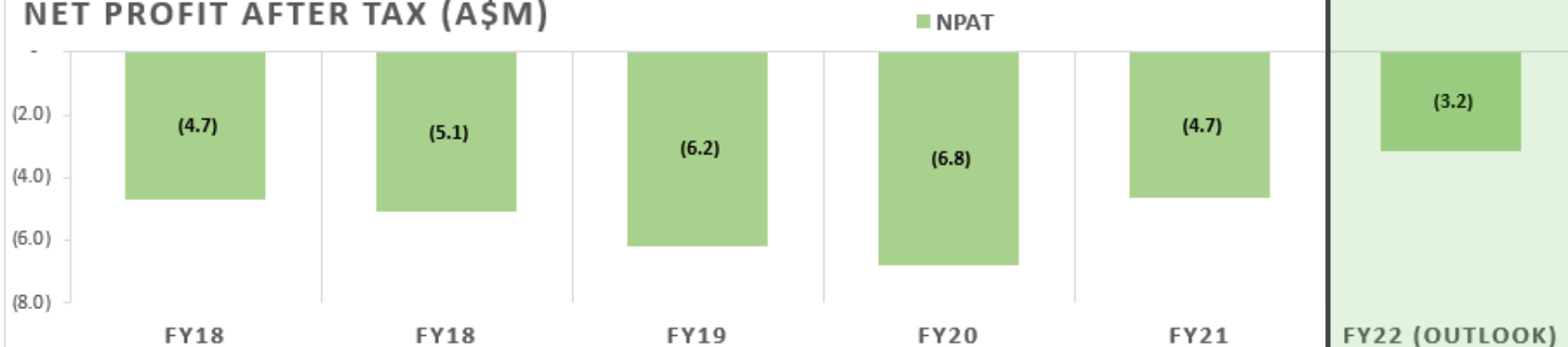
TOTAL INCOME (A\$M)



TOTAL EXPENSES (A\$M)



NET PROFIT AFTER TAX (A\$M)





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Glossary.

Term

Annualised Recurring Revenue (ARR)

CAGR

Offsite Vision

Definition

ARR is measured as the total annualized value of active customer contracts for subscription, support and maintenance and Software as a Service (SaaS) at a given reporting date.

Compound Annual Growth Rate.

New Jersey (USA) based business acquired by RightCrowd in October 2018, which specialises in evacuation and asset management software solutions.

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