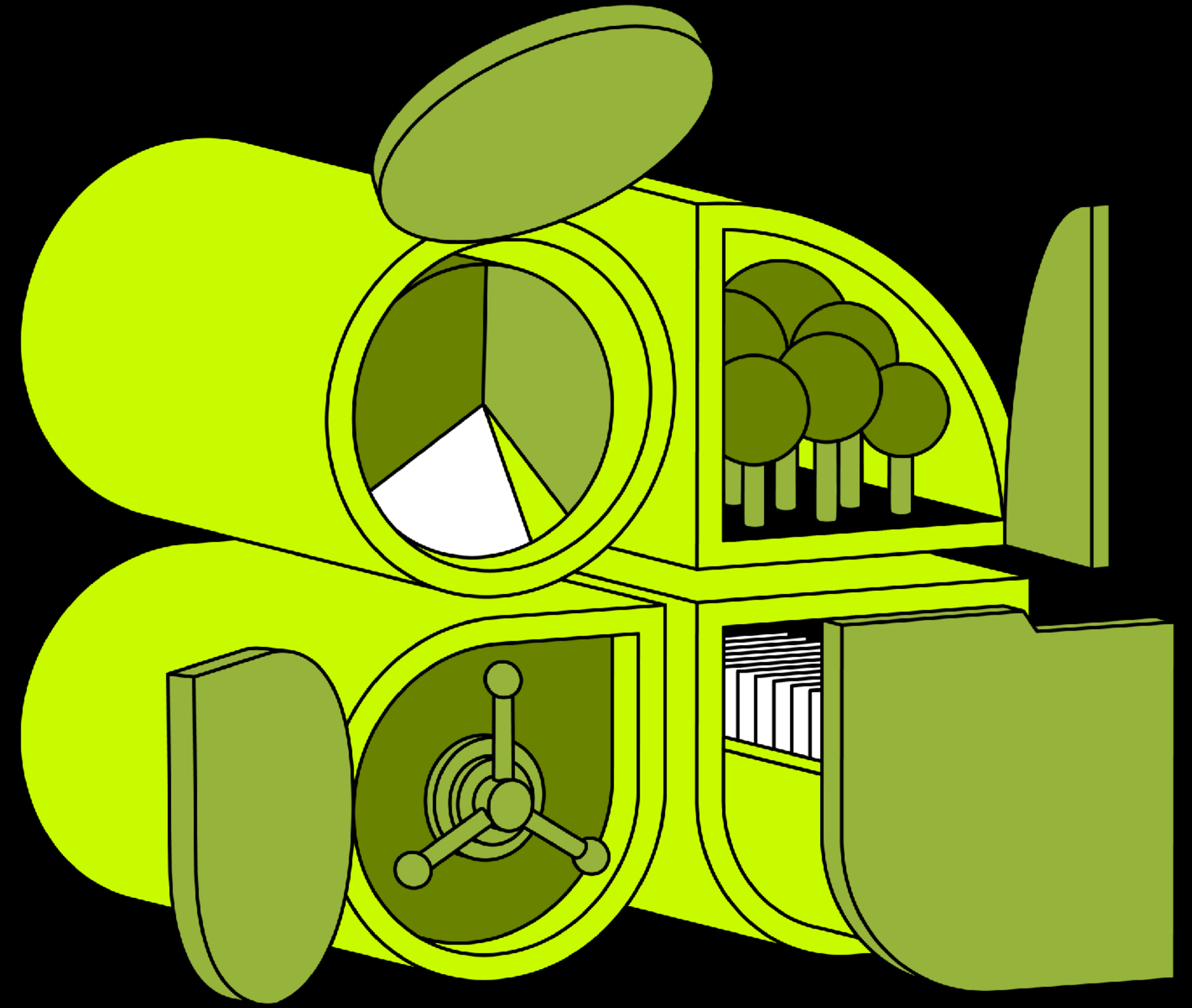


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# FY23 Ansarada Annual General Meeting



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# 2 Hear from Sam Riley, Our CEO

## Our belief

Ansarada believes when information and processes are structured correctly, organisations gain the insight and confidence required to achieve better outcomes, for their business, their people and the world.

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## Our mission

Bring order to organisational chaos to increase business value and help companies realise their potential by becoming greater forces for good and for growth.

Good growth.

## Our vision

Our vision is to see thousands of businesses establish the foundations that strengthen the sustainability of their business, enabling them to create and deliver more value to their stakeholders and the planet.

We do this by providing a software platform that helps bring order to the chaos they face in managing the information and processes required to operate a truly sustainable business.



# Our values

## Care

Nurture every bit of potential.  
Success is in the details.



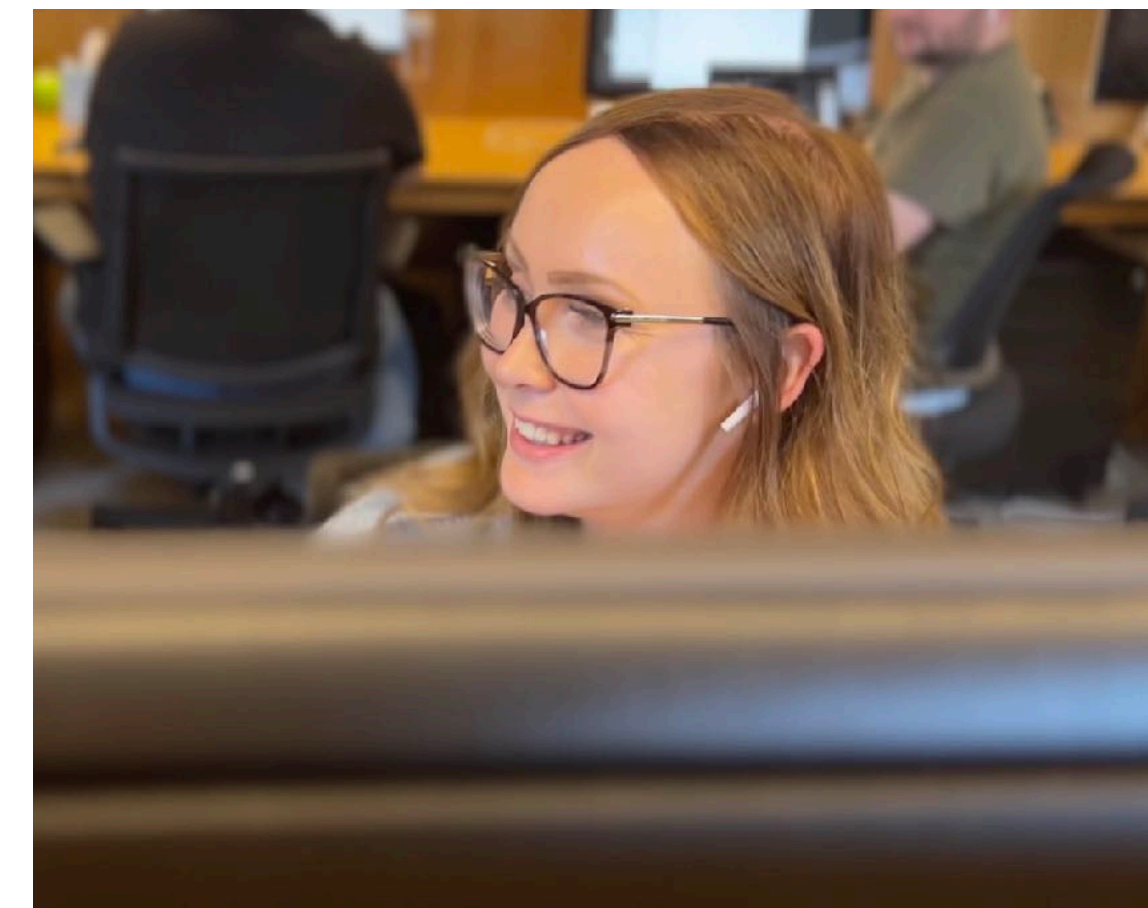
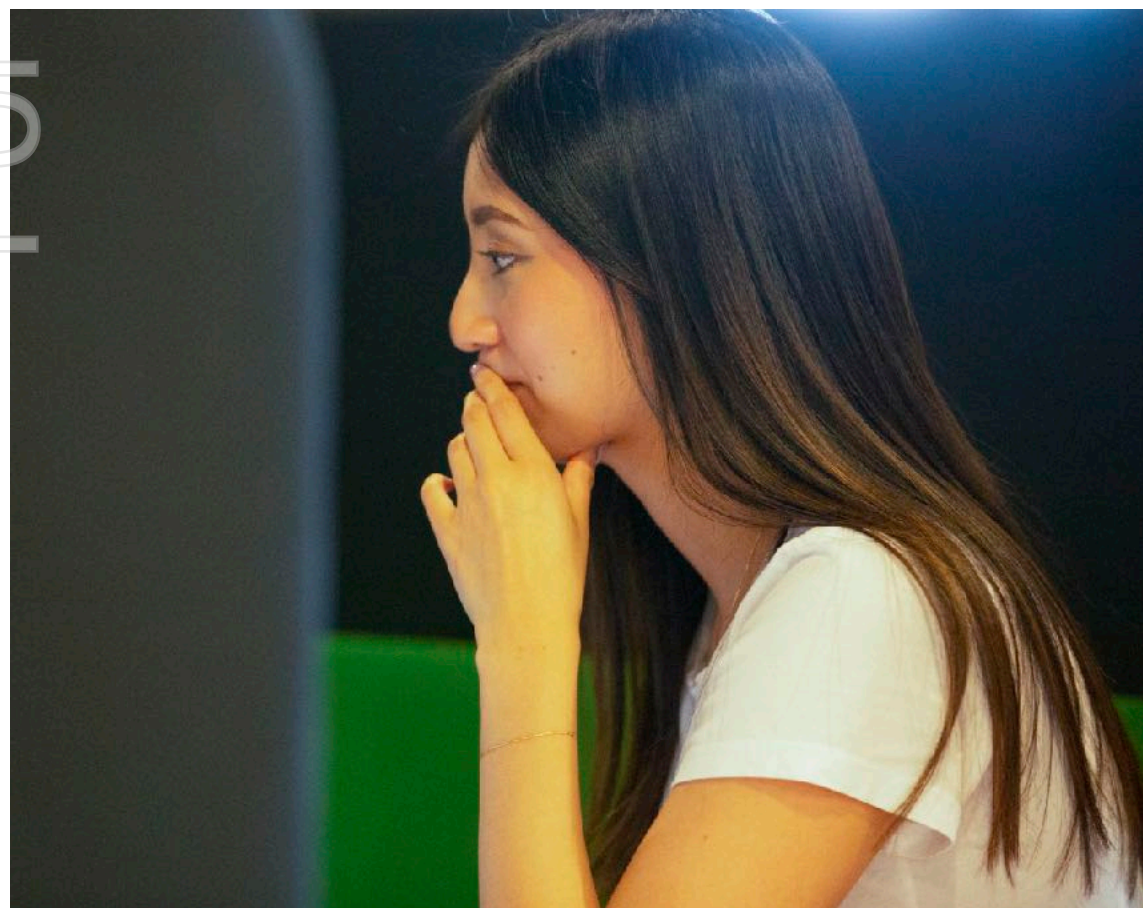
## Courage

Be comfortable with conflict.  
Take the lead even if you think no one is following.



## Curiosity

You can never know too much.  
Ask another question.



## Change

Challenge convention.  
Bring others on the journey.



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# The Problem

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Never before has the management of information and processes been so critical to outcomes for companies, society and the planet.



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Companies that are poor at organising, securing and optimising their management of information and critical processes experience daily chaos and uncertainty.

They are increasingly placing their futures at risk, especially as momentum continues with the sustainability revolution triggering more regulation and rising demands from company stakeholders.

Poor management of information and processes equals poor business performance and decreased value

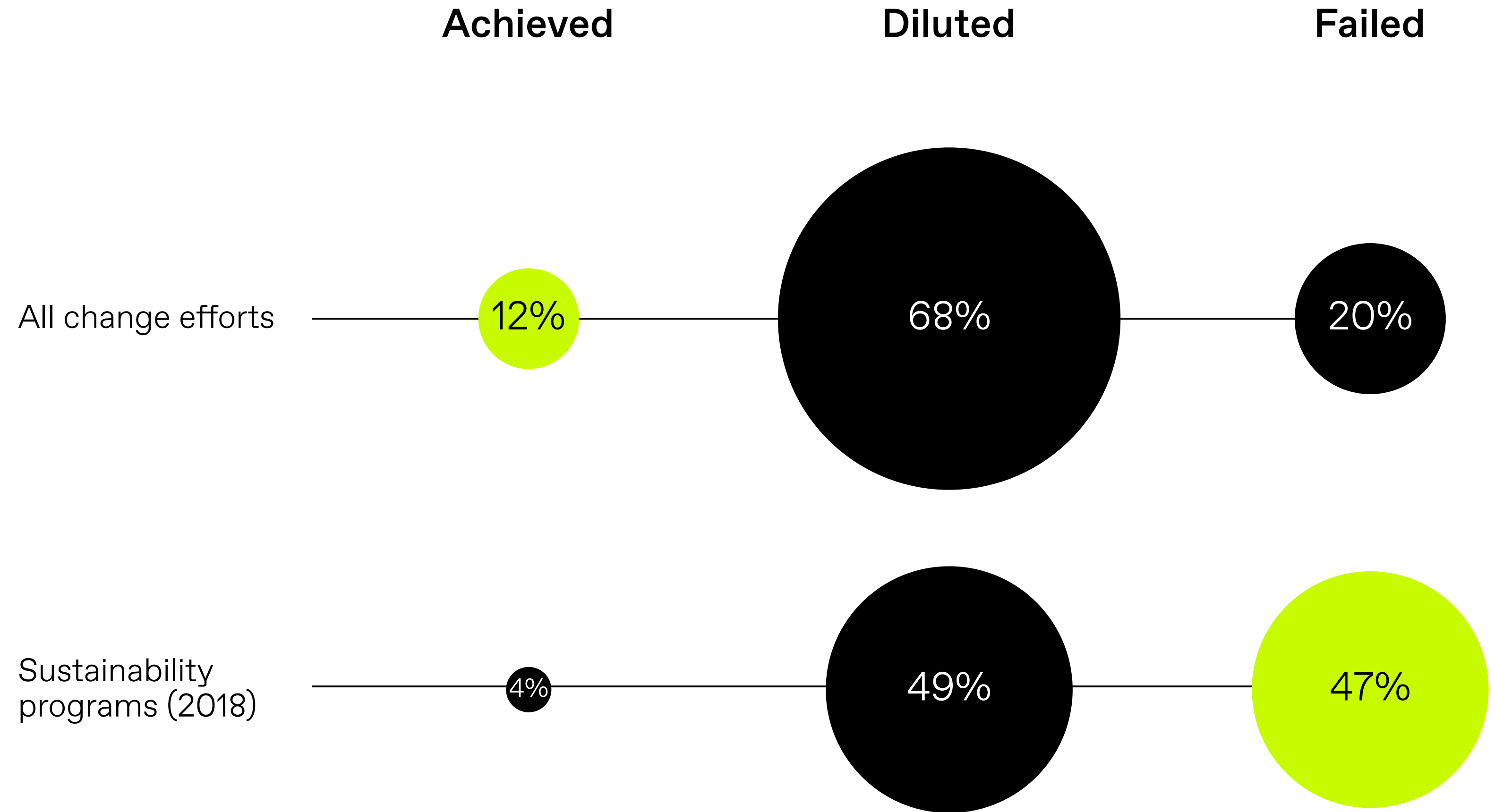


## 3 typical information and process management gaps

Unorganised	Inadequate process	Risk
<p><sup>01</sup> Unorganised, missing and wrong information</p> <p>Confusion and delays, impaired decision making quality and speed.</p>	<p><sup>02</sup> Generic tools overused (spreadsheets, emails, general storage) combined with inadequate processes</p> <p>Misalignment, mistakes, inefficiencies, silo's and unscalable</p>	<p><sup>03</sup> Poor visibility, controls and security over information and processes</p> <p>Risk, loss of reputation, trust and business value</p>

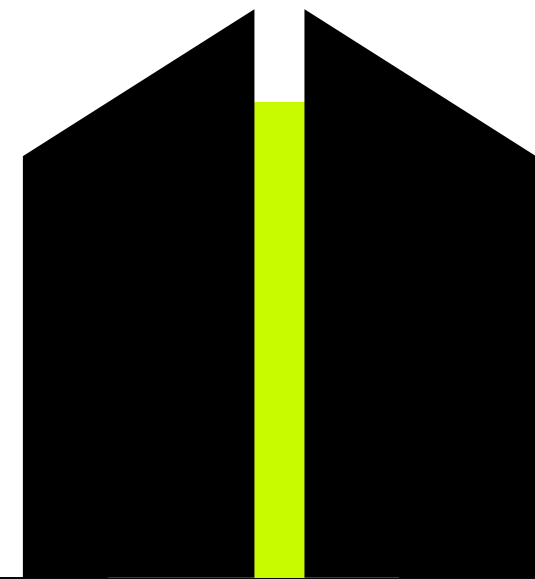
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Sustainability change proves harder than other types of change

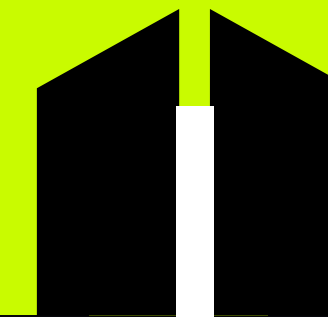


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### BIG business



### SME



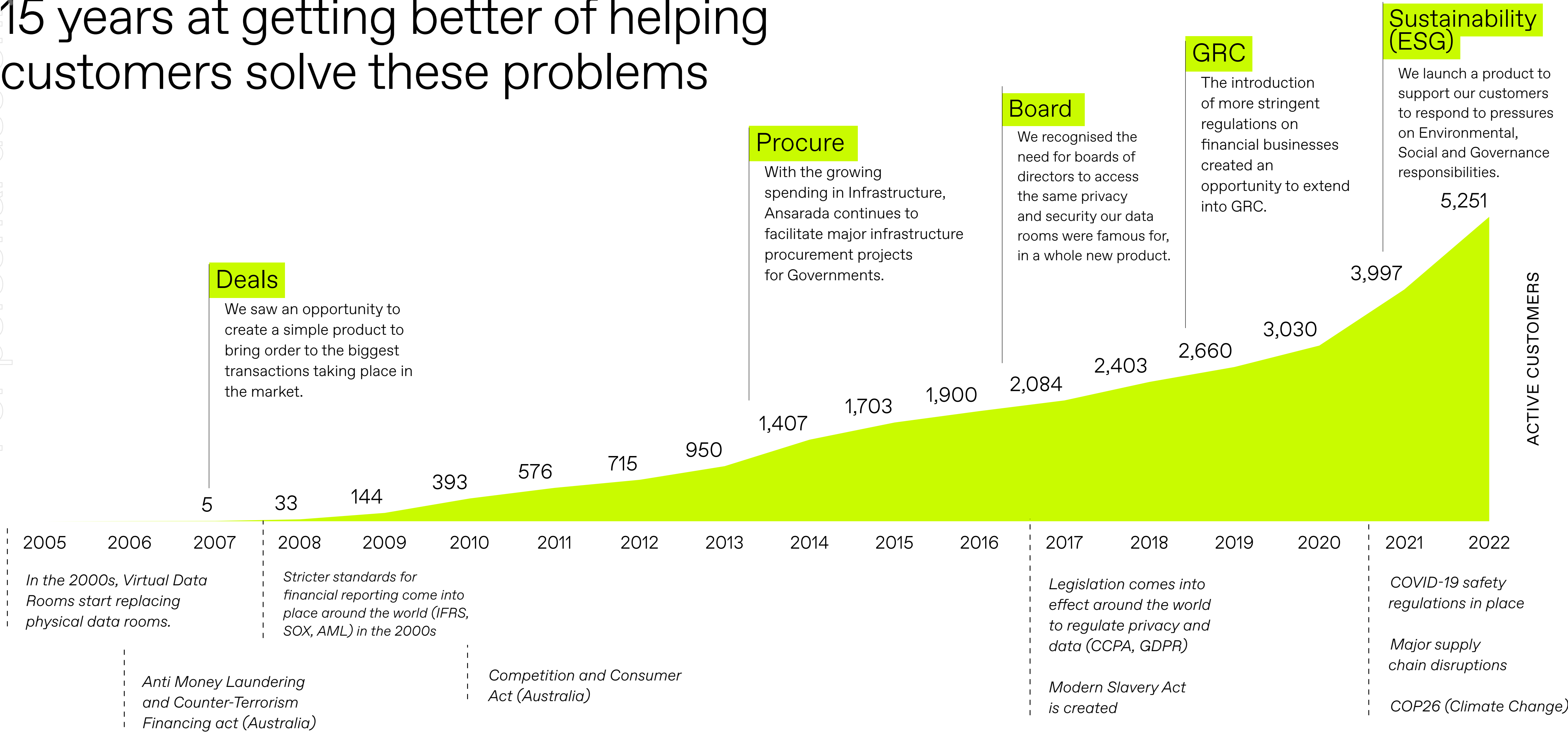
Are equipped with the resources and capability to address the risks, demonstrate progress and maximise the rewards of improving on sustainability.

Lack the capabilities and resources to address the problems that are amplifying and increasing risks further. Harder to maximise the rewards of improving on sustainability.



# 15 years at getting better of helping customers solve these problems

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# Our platform, product and feature strengths

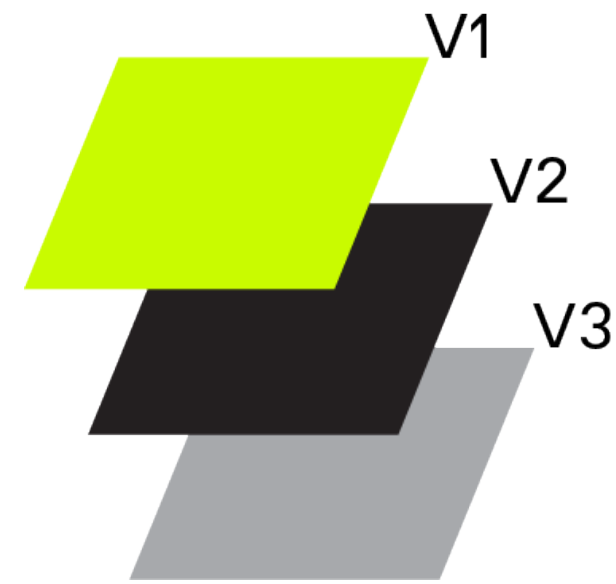
Ansarada strengths that bring increased order, confidence and value to a business



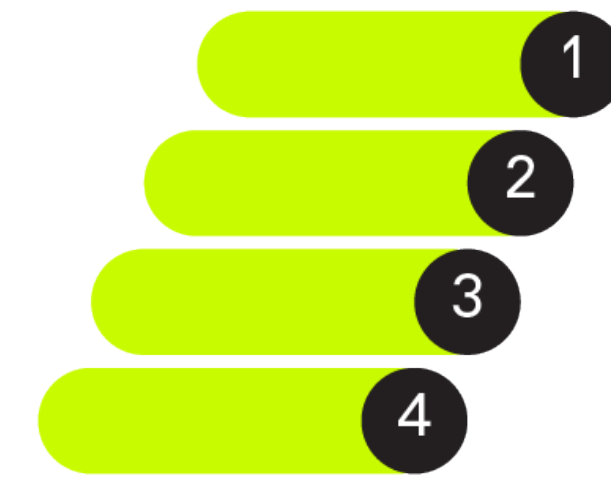
Granular security over Application, roles and permissions



Extensive Document management & security controls



Highly secure collaboration & process controls



Configurable Workflow & automated notifications



Insights, Reports and detailed audit trails

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# 4 Our Strategy

Continue building on our foundations to expand our impact and generate more recurring revenues

### 1 Foundation

Deals  
Procure  
Board  
GRC

Culture  
Reputation  
Global

Investment in  
product and top of  
funnel

#customers

### 2 Expansion

Multi-product and scale

Brand  
Product Led Growth  
Freemium  
Digital  
Modularisation  
ESG

#conversion

Ansarada today

### 3 Sustainable value creation

Embedded critical operational software

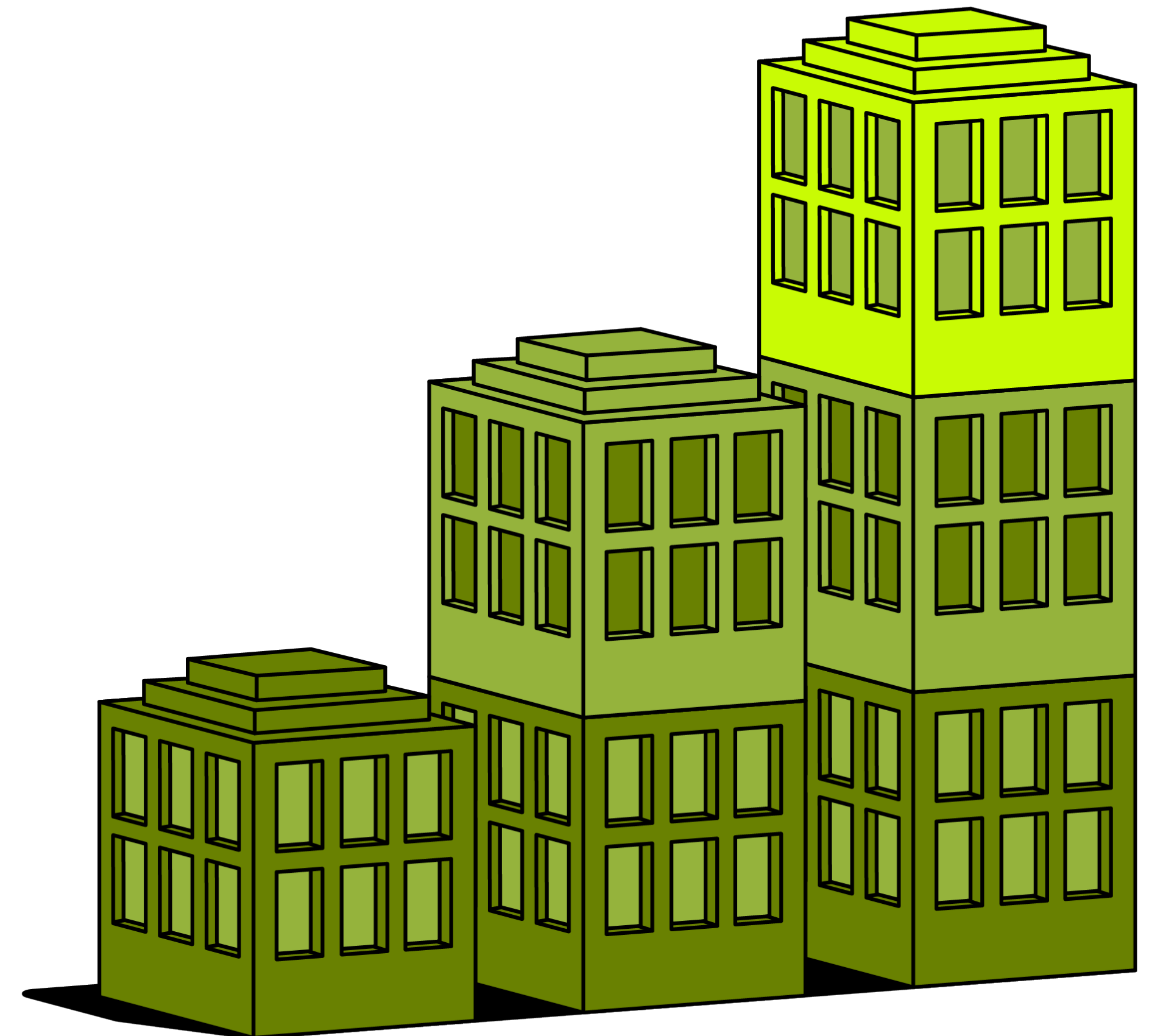
Highly recurring relationships extending lifetime value

#life time revenue (LTR)



# Expansion: Building on what we have already done, the impact of it and all self-funded

- 1 Brand
- 2 Freemium
- 4 Digital Ecommerce
- 5 Product Led Growth
- 6 Modularisation
- 8 Lego-fying our technology
- 9 ESG



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 Deals



 Procure



 GRC



 ESG

### 5 year strategy



#### The plays

- 01 Continue to expand digital customer acquisition channel
- 02 Target higher freemium conversion using Product Led Growth methodology
- 03 Focus on higher quality revenue leveraging key modules (*Workflow, Secure File Share* etc)
- 04 Convert multiple deal use cases into large corporate ARR.

#### Highlights

Self-funded growth.  
Higher recurring revenue.  
Expanding Digital channel.

#### Now (FY22)

# \$40.3M

FY22 Deals + Advisory  
AASB revenue

# 2,729

FY22 Deals +Advisory  
Subscribers

#### Our Objective

# 50% ARR

The percentage of our Deals revenue  
that is recurring

Footnotes

1 AASB Revenue from deal related product (excludes GRC, Procure, and Board)

5 year strategy

# Procure

## The plays

<sup>01</sup> Broaden funnel through freemium and capture more single event sign ups.

<sup>02</sup> Assist recurring revenue generation through offering portfolio style management and reporting features.

<sup>03</sup> Leverage 2-for-1 functionality from other products to support expansion and LTR growth e.g. *GRC, Board, ESG*.

## Highlights

Self-funded growth.  
International Expansion.  
Higher recurring revenue.

Now (FY22)

**\$5.4M**

FY22 Procure  
AASB Revenue

Our Objective

**\$30m+**


Target Procure revenue



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# 5 What's Next for GRC and ESG

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We have seen thousands of businesses get sub-optimal outcomes in deals stemming from a lack of order and gaps in how they manage their critical information in relation to GRC and ESG. The evolution of our platform is to solve for these sub-optimal outcomes and help businesses realise the potential the sustainability revolution affords them. 

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# The 5 levels of sustainability maturity

World and society

<sup>5</sup> Collaborate to change the world

Business and ecosystem

<sup>4</sup> Upgrade your system

Organization

<sup>3</sup> Integrate into the core

<sup>2</sup> Explore and innovate

<sup>1</sup> Lay a solid foundation

# 1 Lay a solid foundation

Embedded platform features

Learning & development

Communication to stakeholders

Individual ESG and GRC product modules

## Assess

<sup>1</sup> ESG Pulse Check

<sup>2</sup> Materiality assessment

## Activate

<sup>3</sup> Strategy & culture

<sup>4</sup> Plan and targets (KPI's)

<sup>5</sup> Policies

<sup>6</sup> Risk & controls

<sup>7</sup> Measures & accountability

## Achieve

<sup>8</sup> Reporting & disclosures

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# Our ESG and GRC platform focus is founded on 7 key principles

01

Demand from SME's for ESG and GRC solutions is growing driven from several large trends.

02

Competitor landscape in SME is majority adhoc excel, document and email based. Opportunity exists for SaaS.

03

We believe the SME is underserved with sustainability and ESG management software and going it alone is very complex, costly and confusing.

04

We believe there is a strong growth opportunity link combining ESG and Deals.

05

We believe SME adoption of an end to end ESG and GRC platform will be via a freemium module by module approach.

06

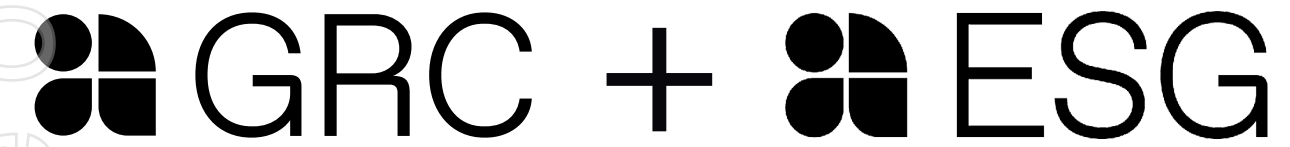
Modularisation lowers an SME's risk and upfront investment of time, resources, change management and costs.

07

Modularisation lowers Ansarada's risk and upfront investment of time, resources, change management and costs.



## 5 year strategy



### The plays

01 Leverage our customer base to grow ESG + GRC

02 ESG Assess is funnel for progressively monetising

03 Core set of modular features offered via SaaS

04 Investment into net new acquisition via digital marketing as product-market fit is validated

### Highlights

SME focus.  
Modular approach.  
Technology to help companies to establish the ESG and GRC foundations necessary for sustainability.

### Now (FY22)

# \$2.5m

Pro Forma<sup>1</sup> ESG & GRC Revenue<sup>1</sup>

### Our Objective

# \$100m

Total recurring revenue

Footnotes

<sup>1</sup> Pro Forma GRC & ESG FY22 Revenue for all of FY22 including revenue before the acquisition of TriLine GRC Pty Ltd in October 2021.

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# 6 Summary & Outlook

Continue executing our expansion objectives to increase our impact and generate more recurring revenues

# 01

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Maintain high gross margins and return to cash flow positivity in 2H. Continue self funding our growth strategy.

# 02

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Deliver boldly on brand strategy to generate demand and help our customers utilise more products that increase their ability to achieve more positive change and impact

# 03

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Execute product roadmaps that bring order and simplicity to the otherwise complex management of information across critical corporate deals, governance and large scale procurement processes.

# 04

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Continued digitisation and automation of customer journey. Better experience for them and increased efficiency and operating leverage for us.

# 05

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Deliver on our ESG and GRC roadmap that's designed to firmly establish us as platform of choice for companies to confidently execute on the opportunities the sustainability revolution offers.

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12 Thank You

# For more information

Please email  
[investors@ansarada.com](mailto:investors@ansarada.com)

This announcement was authorised for release by the Board of Ansarada Group Limited.

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## About Ansarada (ASX:AND)

Ansarada is a SaaS Platform with products used by the world's top companies, advisors and governments to govern their most critical information and processes in Deals and Transaction Management, Board Management, Compliance and Procure. Ansarada enables organisations across the globe to be run more efficiently, with reduced risk and an increased ability to make fast confident decisions. Ansarada is purpose-driven with a mission to help organisations be confident in every critical decision throughout their lifecycle so they can fully realise their potential.

[ansarada.com](https://www.ansarada.com)



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