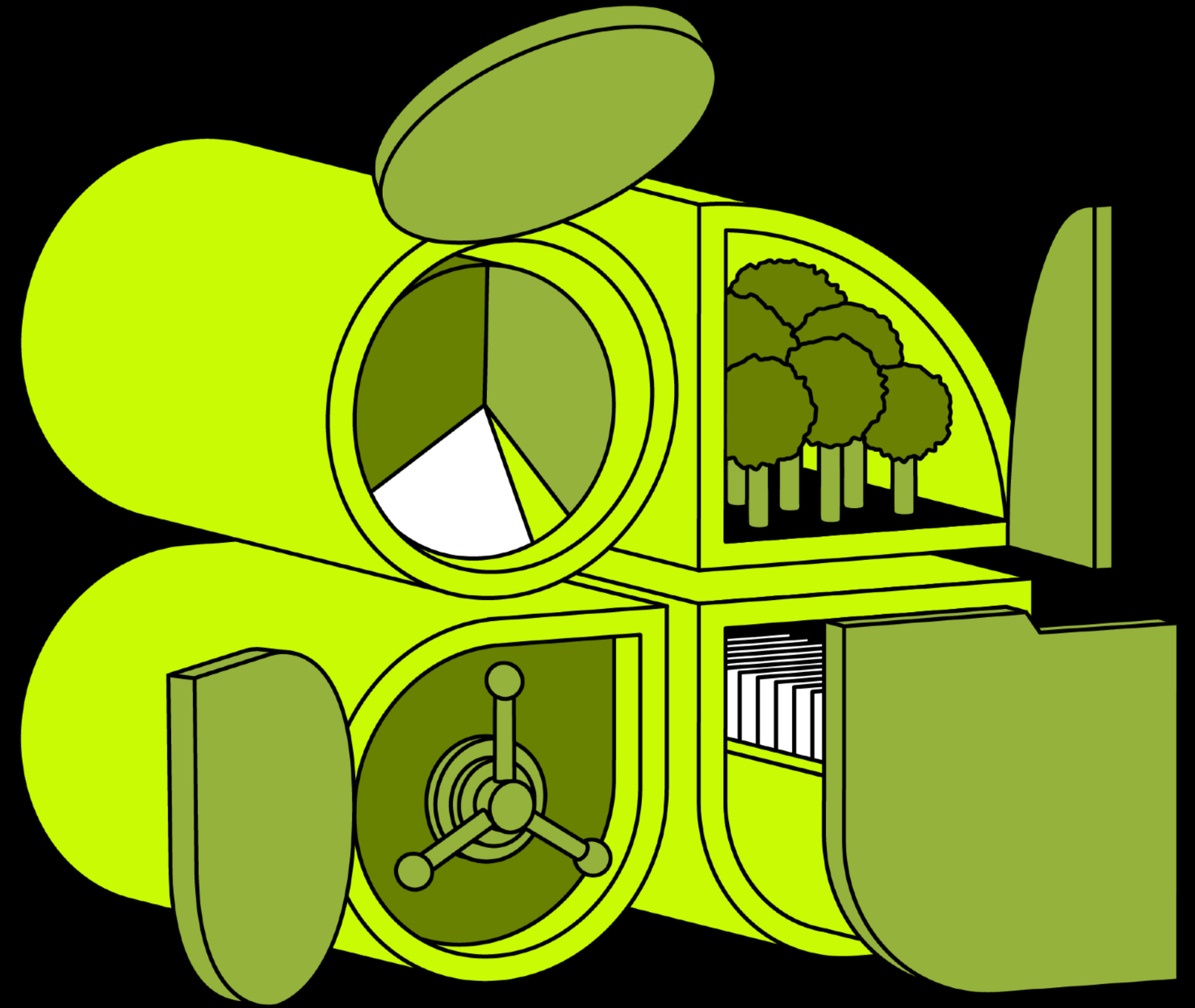


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# FY24 Q2 Results



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Our Purpose

Bring order to the chaos organisations face to increase business value

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 and their people

Our Values

Care

Courage

Curiosity

Change

Executing  
Our Strategy

Convert freemium customers to paid subscribers

Establish & expand ESG products to capture demand

Grow ARR to \$100m

Increase Operational Efficiency

Cash flow positivity

Our Vision is clear and consistent: to bring order to the chaos that organisations often face managing critical information and processes. Our products help organisations do this in their Corporate Deals, Procurement of large complex infrastructure, Board and Committee management, Operational Risk, Compliance, and Sustainability/ESG Management. These areas when managed with more efficiency, order and control make it easier for organisations to increase their value, realise their potential for increasing their positive impact and delivering good growth.

**13,691**  
total customers<sup>1</sup>

**180**  
countries

**676,000**  
unique users<sup>2</sup>

**Offices in** - Sydney, London, Chicago, Ho Chi Minh City, Johannesburg, Amsterdam

Dominant player in <b>ANZ/Benelux, South Africa</b>	Law Firms <b>10 of the top 10</b>
--	--------------------------------------

Companies <sup>3</sup> <b>2 of world's top 5</b>	Investment Banks <b>10 of the top 10</b>
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Non-Deal Customers <sup>4</sup> <b>192</b>	ASX 100 Companies <b>87</b>
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Int'l customers <sup>5</sup> <b>9,995</b>	Accounting Firms <b>4 of the top 4</b>
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# Deals



# Procure



# GRC



# ESG



# FY24 Q2 Performance

Profitable and continued positive free cash flow

**\$3.0m**

Adjusted EBITDA<sup>6</sup>  
margin 21%

**\$5.7m**

Positive Cash Flow  
from Operations

**\$24.6m**

Net cash balance,  
\$0 Debt

## Growth Metrics

**\$14.5m**

AASB revenue<sup>7</sup>  
growth 10% YoY

**\$19.1m**

Deferred revenue<sup>8</sup>  
growth 14% YoY

**\$1,551**

ARPA<sup>9</sup>  
growth 15% YoY

**2,678**

Subscriber<sup>10</sup>  
up 4% YoY

# Annual Recurring Revenue (ARR) Metrics

Multiple products from multiple geographies are contributing to ARR growth including GRC, Board, Procure and Deals.

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Growth YoY			Retention Rates	
ARR <sup>11</sup>	\$11.9M	7%	ARR Subscriber Retention <sup>13</sup>	87%
ARR Subscribers <sup>12</sup>	217	7%	Net Dollar Retention <sup>14</sup>	95%

# Solid results, cash flow and execution of key objectives



Sam Riley  
CEO & Co Founder

## Solid financial performance

Our Q2 revenue<sup>7</sup> grew 10% but our deferred revenue<sup>8</sup> increased 14%, demonstrating momentum. New wins in Q2 were up 20% on prior year and ARR<sup>11</sup> was up 7%, with Annual Recurring Revenue (ARR) from Deal use cases increasing 15%.

ARPA<sup>9</sup> increased 15% YoY driven by continued growth in our ARR contracts and a pricing adjustment on new wins commencing from October onwards. Ansarada has maintained stable pricing for several years and saw no decrease in win rates following this adjustment. The adjustment will continue to influence ARPA<sup>9</sup> positively as the year progresses.

Our Q2 adjusted EBITDA<sup>6</sup> number of \$3.0m, compared with our \$5.7m cash flow from operations is attributable to our strong Q2 cash collections, including the renewal of government contracts and timing of payments. Our Free Cash Flow increased to \$3.6m in Q2, up 188% with continued focus on operational efficiency. We increased our net cash position by \$2.9M, ending the calendar year with \$24.6M in cash in the bank.

## Execution of key objectives

73% of our new wins in Q2 came from our digital acquisition channel, up from 56% in prior year. This has increased our operational efficiency, agility and ability to scale. We are well placed to capture any uplifts in Deal activity as and when this occurs.

Our Procure business secured a major multi year \$1.2m contract extension with Sydney Metro, Australia's biggest public transport project. While this is a multi year and multi project deal, we do not include it in our ARR revenue reporting. The Procure team have a number of other exciting opportunities internationally in their pipeline.

With our newer solutions in ESG and GRC, there have been additional complexities and challenges to solve with product build and responding to competitive pressures in the market. This is requiring additional resourcing, placing some short term pressure on delivery timelines. While the long term opportunity remains attractive, these delays may elongate timeframes to achieve stronger product market fit for these new solutions and the generation of meaningful revenue growth and scale in the short term.

## Outlook

We finished the first half in a strong position, and the momentum has continued into January. We have focused a lot on balancing operational efficiency and investment. This enables us to continue investing in early stage products, pursuing the significant growth opportunities ahead of us, and maintain the optionality to deliver increased profitability over time.

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# The Numbers

# FY24 Q2

Executing growth strategy with recurring revenues and positive cash flows

YoY

AASB Revenue<sup>7</sup> growth

**\$14.5M** **10%**

Total Customers<sup>1</sup>

**13,691** **125%**

Subscribers<sup>10</sup>

**2,678** **4%**

ARPA<sup>9</sup>

**1,551** **15%**

Cash Flow From Operations

**\$5.7M**

## Q2 FY24 Top line metrics

- Customer<sup>1</sup> growth +125% vs pcp at period end, 13,691 with freemium<sup>15</sup> customers ending 10,874 +263% vs pcp
- Subscriber<sup>10</sup> numbers ending 2,678 total, 4% vs pcp
- Total revenue<sup>7</sup> of \$14.5m in Q2, +10% YoY, up 9% quarter on quarter (QoQ), deferred revenue<sup>8</sup> 14% vs pcp
- ARPA<sup>9</sup> up 15% YoY at \$1,551 in Q2, up 9% QoQ

## Customer growth & subscribers

- Freemium strategy driving more customers engaging with the platform including advisers and corporates representing an opportunity for future conversion
- Subscribers up YoY due to improving M&A market driving higher wins YoY, offset by shorter duration subscriptions
- Focus on enterprise contracts driving higher proportion of highly recurring revenue with ARR<sup>11</sup> of \$11.9m at end of Q2 FY24

## Cash Flows

- Cash flow positive in Q1 due to disciplined cost controls and cash flow management with \$5.7m Cash Flow from Operations
- Zero debt with cash balance of \$24.6m ending December 31, 2023
- Positive outlook for FY24, underpinned by contracted revenue and solid pipeline

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# Scorecard of progress

## Customers and Subscribers

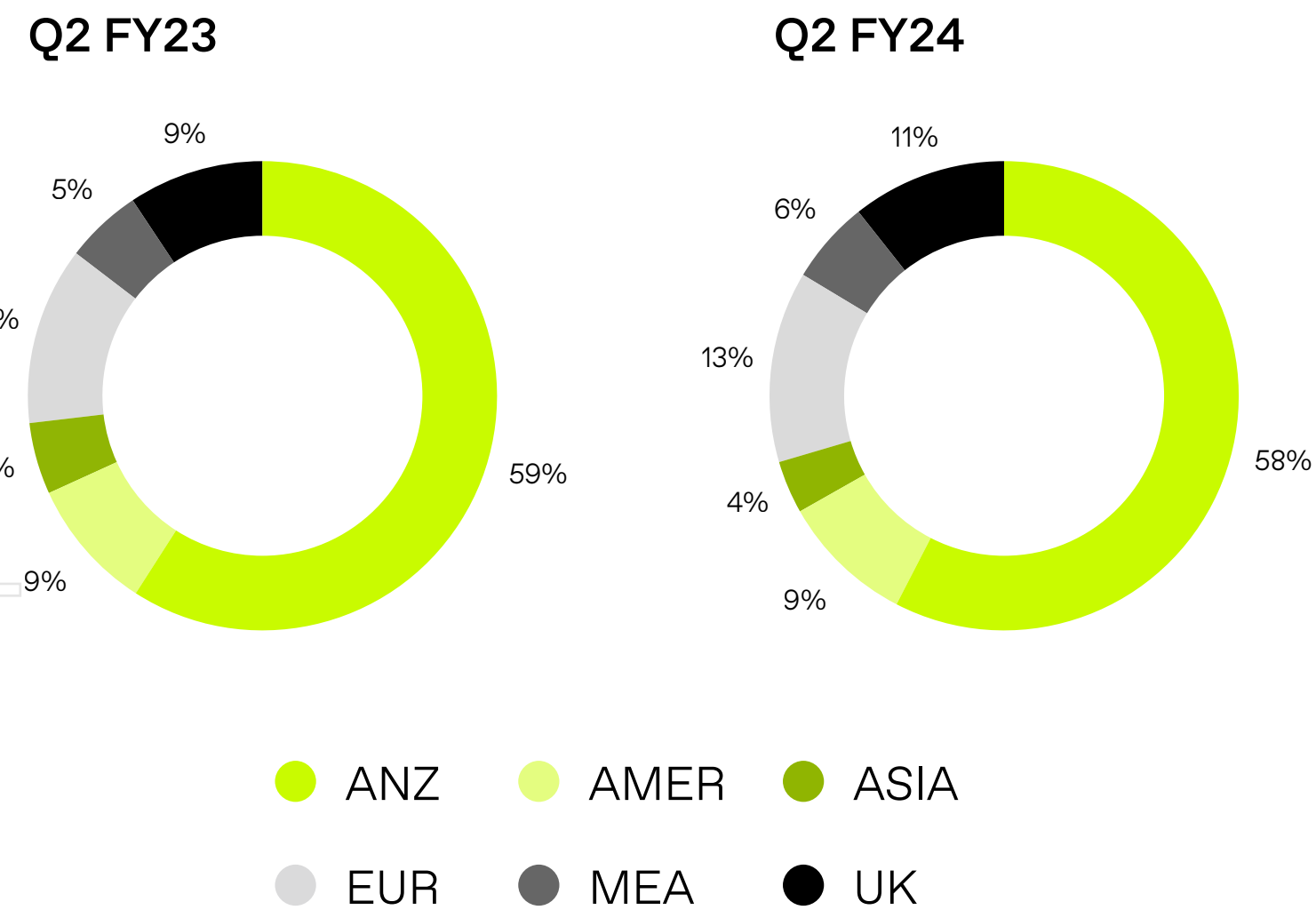
Freemium strategy continues to perform strongly. It offers a low risk, no cost way to start and get prepared with a potential deal.

Cash Flow from Operations increased YoY despite continued investment in resources to support customer growth and product expansion.

	Q2FY23	Q2FY24	% variance
<b>Total Customers<sup>1</sup></b>	6,092	13,691	125%
<b>Freemium<sup>15</sup> Customers</b>	2,999	10,874	263%
<b>Subscribers<sup>10</sup></b>	2,575	2,678	4%
<b>ARPA<sup>9</sup></b>	1,352	1,551	15%
<b>AASB revenue<sup>7</sup></b>	\$13.2m	\$14.5m	10%
<b>Deferred Revenue<sup>8</sup></b>	\$16.8m	\$19.1m	14%
<b>Cash Flow from Operations</b>	\$2.1m	\$5.7m	173%
<b>Cash Balance</b>	\$18.7m	\$24.6m	31%

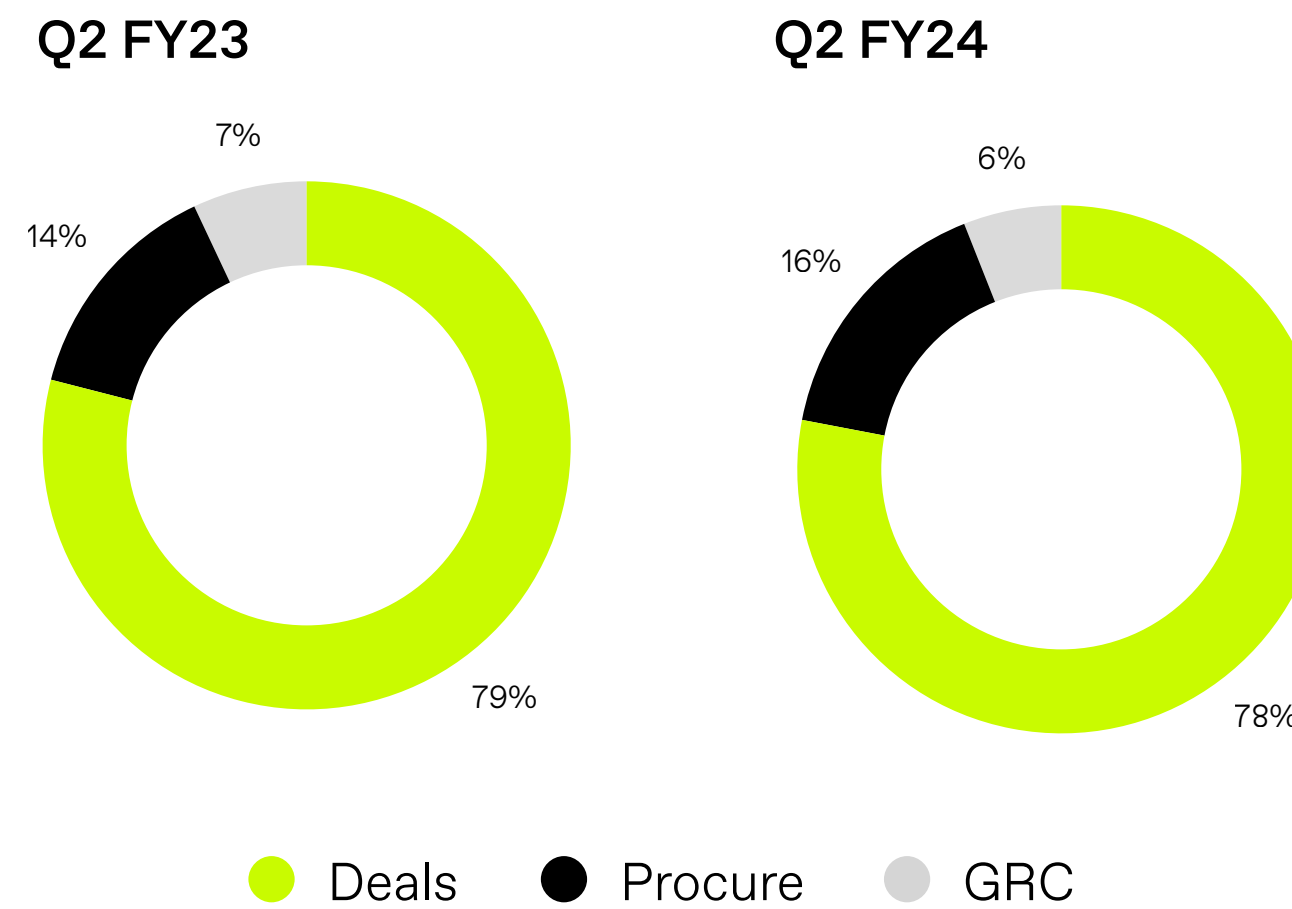
# Global business continuing to diversify revenue generation

## Revenue by geography



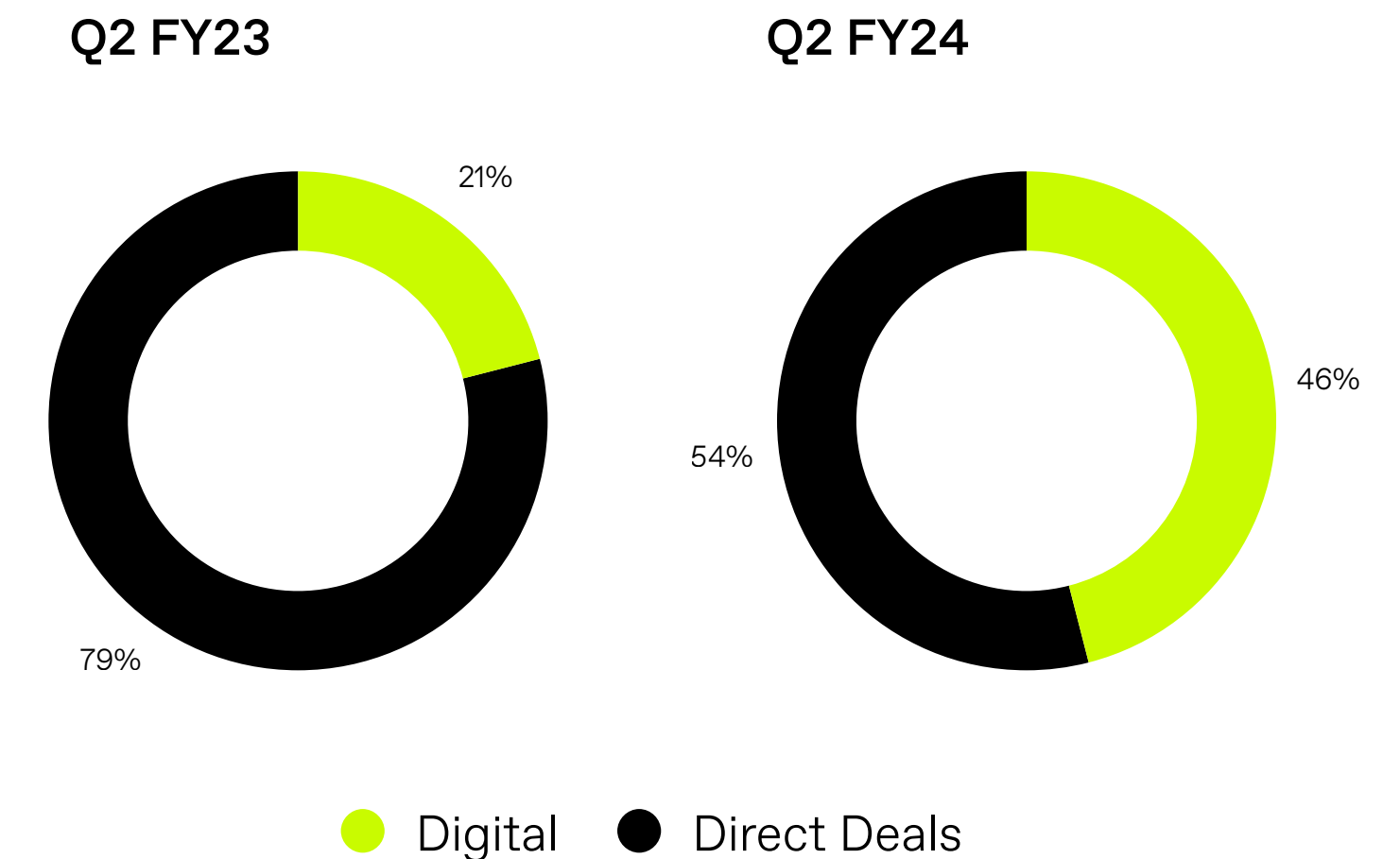
- International revenue increased by 14% YoY in Q2 FY24 and contributed 42% of total revenue
- Revenue from ANZ increased 7% YoY in Q2 FY24 and contributed 58% of total revenue
- ANZ customer growth of 79% YoY
- International<sup>5</sup> customer growth of 169% YoY

## Revenue contribution



- Revenue from Deals 78% of total with Non-Deal revenue increasing from 21% in Q2 FY23 to 22% Q2 FY24
- Non-deal<sup>4</sup> revenue consists of Procure and GRC products
- Deals<sup>16</sup> revenue 9% YoY
- Growth in Non-deals revenue of 14% in Q2

## Acquisition channel growth



- Revenue from digital acquisition increases from 21% to 46% of total revenue in Q2
- Digitally acquired revenue grew 143% YoY
- Focus on higher efficiency driving digital customer adds facilitates higher touch transition to ARR<sup>6</sup> contracts

# Positive cash flow in Q2, OF \$5.7m, which is up 116% pcp

## Q2 Revenue<sup>7</sup> at \$14.5 million, 10% vs pcp

- FY24 Q2 up 10% vs pcp, driven by continued growth in ARPA<sup>9</sup> and progress building new recurring revenue streams in less economically sensitive markets.
- \$19.1 million in deferred revenue<sup>8</sup> that will be recognised in the following 12 months and up to FY26 driving revenue stability.

## Cash flow positive in Q2 with \$24.6m net cash to fund growth strategy

- Cashflow from Operations at \$5.7 million in Q2, with only Q1 FY23 a cash burn over last 7 quarters.
- Net cash increasing 14% quarter on quarter, ending with zero debt and \$24.6m net cash.
- Investing in growth strategy, digital and channel expansion, with momentum into 2H FY24.

Cash Flow from Operations



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# Summary & Outlook

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# Continue executing our expansion objectives, growing ARR, self funding growth and improving customer conversion rates.



01

## 2H Outlook

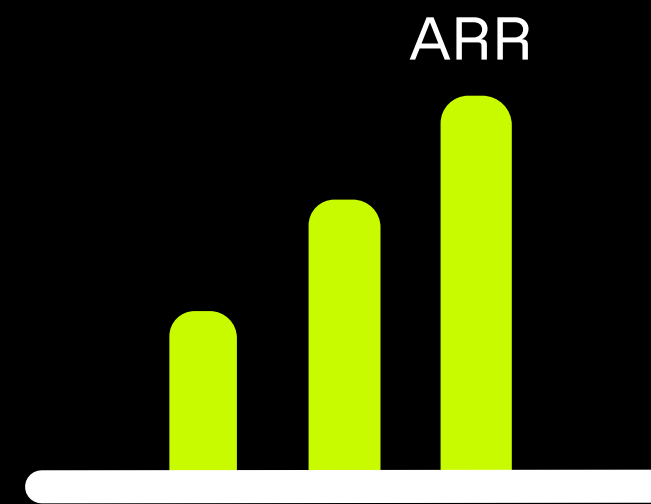
Strong customer growth, supported by increased deferred revenue, gives confidence of continued performance in 2024.



02

## Establish stronger product market fit for ESG and GRC products to capture demand

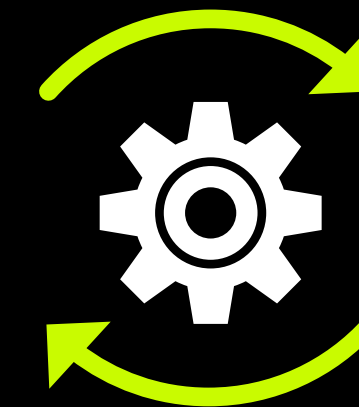
Deliver on our ESG and GRC roadmap to help companies confidently start and improve their sustainability, reduce operational risks and increase the value of their company.



03

## Grow ARR

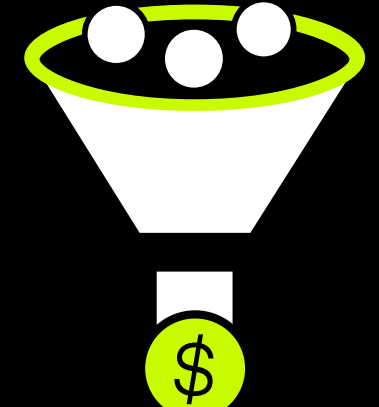
Invest in further scale of what we know is working on product, marketing and sales to generate ARR with our GRC, Procure and Deals products.



04

## Increase Operational Efficiency

Continued digitisation and automation of customer journey and our operational processes.



05

## Convert freemium customers to paid subscribers

Get more value to freemium customers faster in their journey with less friction.

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# Questions

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# Appendix: Product strategy and performance

# Deals - Secure Virtual Data Room, workflow, collaboration software

## The problem

In dealmaking, many complex parts are involved. Deals are highly confidential, and managing critical information securely is the most important aspect of every deal. There are tasks to do, different things to understand, various people's opinions to gather, and lots of information to sort. As a dealmaker, the goal is to bring all these different pieces together smoothly. A dealmaker must handle the complexity of deals and bring everything together securely to make successful deals happen.

## Current customers



## The solution

Ansarada Deals™ goes beyond a basic Virtual Data Room. Ansarada is highly secure and simple to use, it changes how deals are managed by offering a complete solution. It comes with many useful tools like Deal Workflow, AI-powered Data Rooms, Ansarada Q&A, PMI (Project Management Integration), and safe file sharing & storage. Customers can work together securely with your team and partners.

## Big deals run on our platform in FY23

\$1.9bn  
BLACKMORES®

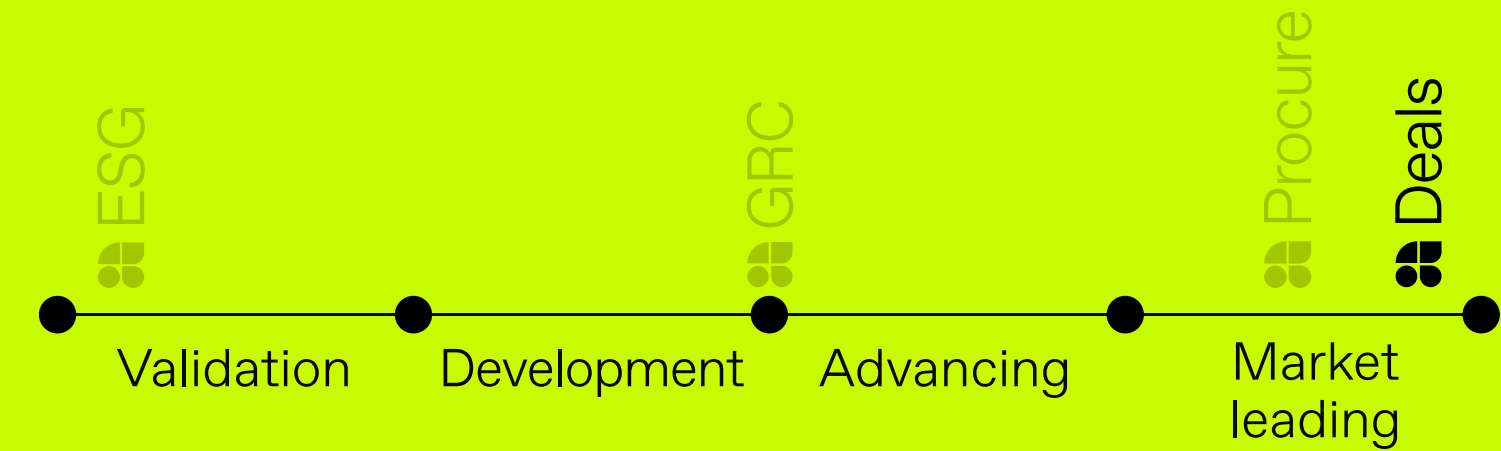
\$27bn  
vision super ACTIVE SUPER

\$28.2bn  
NEWCREST MINING LIMITED

\$9.6bn  
BHP OZ MINERALS

Over 2,500 new deals done in FY23

## Product market fit



## GTM strategy

Direct, Digital, Freemium

### FY23 Revenue

Revenue<sup>16</sup>  
\$41.7m

### FY24 Outlook

- Convert freemium customers to paid subscribers
- Grow ARR
- Increase Operational Efficiency

TAM-US\$1.6bn<sup>17</sup>



# Procure - Procurement management software

## The problem

Many organisations face a kind of organised confusion. Most organisations still use manual processes and spreadsheets to capture, manage, evaluate, report and make decisions and recommendations on highly complex infrastructure projects. This can mess up processes and make project teams take the risks including creating high levels of transparency, compliance and clear audit trails. When projects become big and complex, they need better and secure management.

## Current customers



## The solution

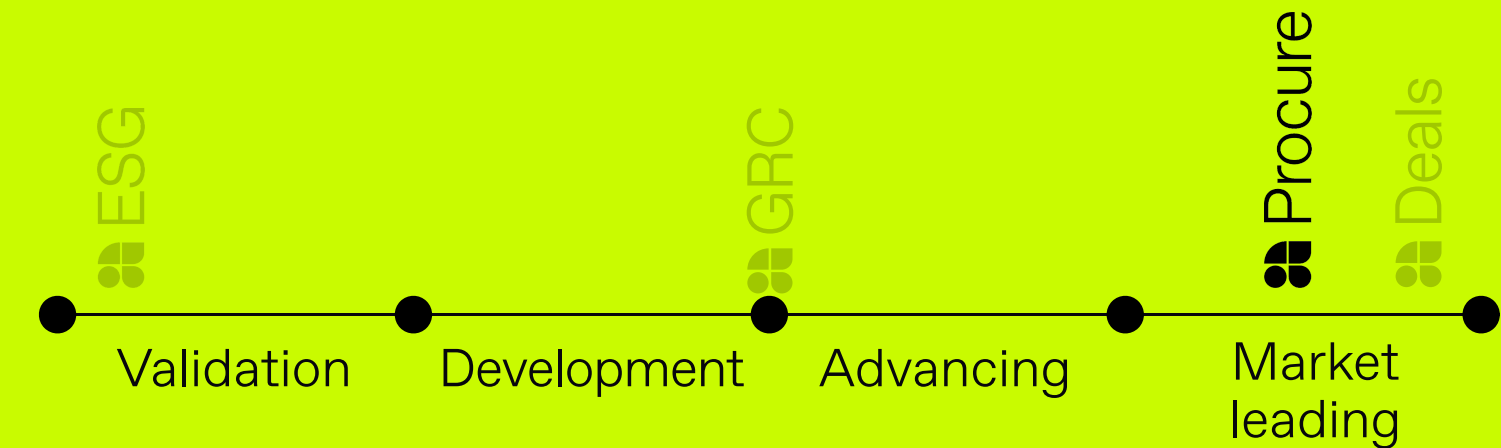
Ansarada Procure, our end-to-end project procurement management platform, we've helped organisations across the world deliver over \$1tr of infrastructure projects, including public transport, freight rail, toll roads, bridges, ports, stadiums, hospitals, IT systems and broader precinct renewals. Our technology turns security, collaboration, and efficiency of complex procurement management into the natural order for organisations and the people behind them.

## Projects run on our platform in FY23

**Waratah Super Battery**  
**Value: \$1bn**  
 The biggest battery storage in the Southern Hemisphere

**Green Hydrogen Public Auction**  
**Value: \$30bn**  
 a world first Green Hydrogen public auction to ensure energy security and diversify the Oman economy

## Product market fit



## GTM strategy

Direct, Digital, Freemium

### FY23 Revenue

Revenue<sup>18</sup>  
 \$6.9m

### FY24 Outlook

- Grow ARR
- Continue to grow international revenues
- Focus on high growth verticals (i.e. transport, renewables, energy, water)

TAM-US\$3.7bn<sup>19</sup>

# GRC - Governance, Risk and Compliance management software

## The problem

Most organizations still use manual processes and spreadsheets to capture, manage, and report corporate compliance, risk management, and regulatory change across the business. Static spreadsheets quickly fall apart when it comes to managing and tracking all the complex governance, risk and compliance efforts within an organisation.

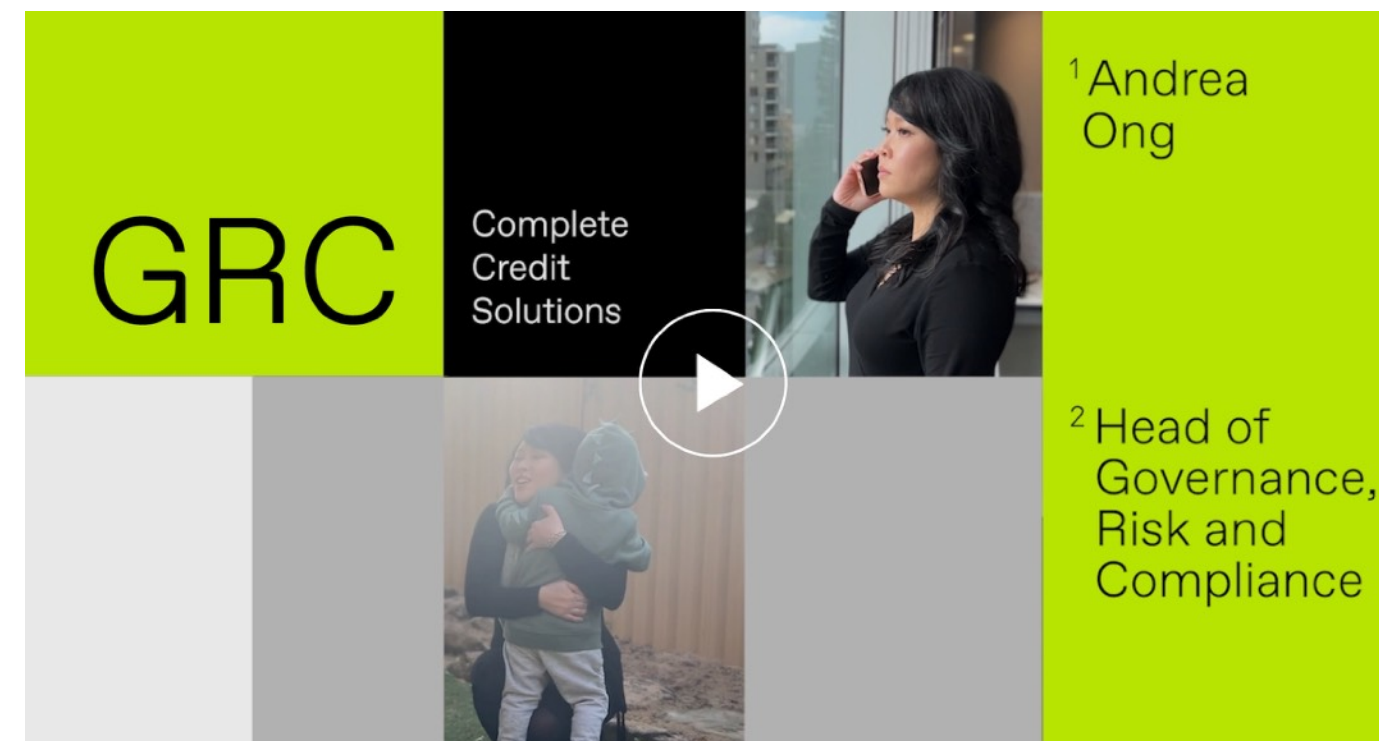
## The solution

Ansarada GRC is a leading GRC solution that helps organisations of all sizes - from 10-person startups to 10,000 employee corporations - manage GRC more effectively. It's a long-term, user-friendly solution designed to adapt and scale based on the growth of your organisation and your evolving GRC program.

## Current customers

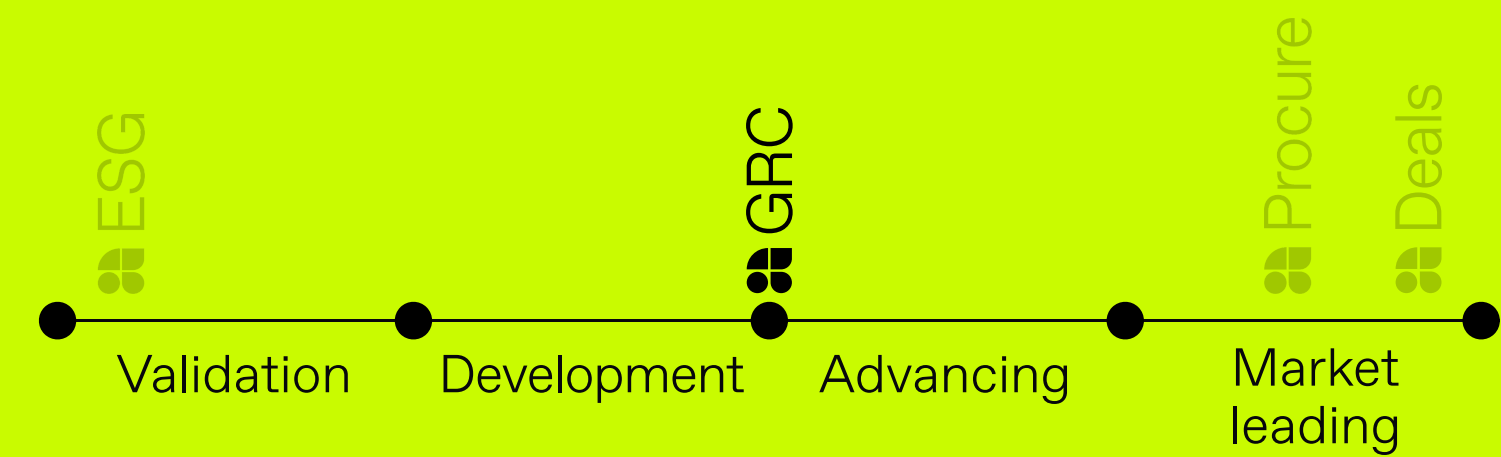


## Watch our customer story - Andrea Ong



<https://www.ansarada.com/ansarada-tv?wchannelid=jbhr2xxhdh&wmediaid=mlbr770jty>

## Product market fit



## GTM strategy

## Direct sales

### FY23 Revenue

Revenue<sup>20</sup>  
\$3.2m

### FY24 Outlook

- Scale Operational Resilience solution
- Customer acquisition
- Grow ARR

TAM-US\$47bn<sup>21</sup>

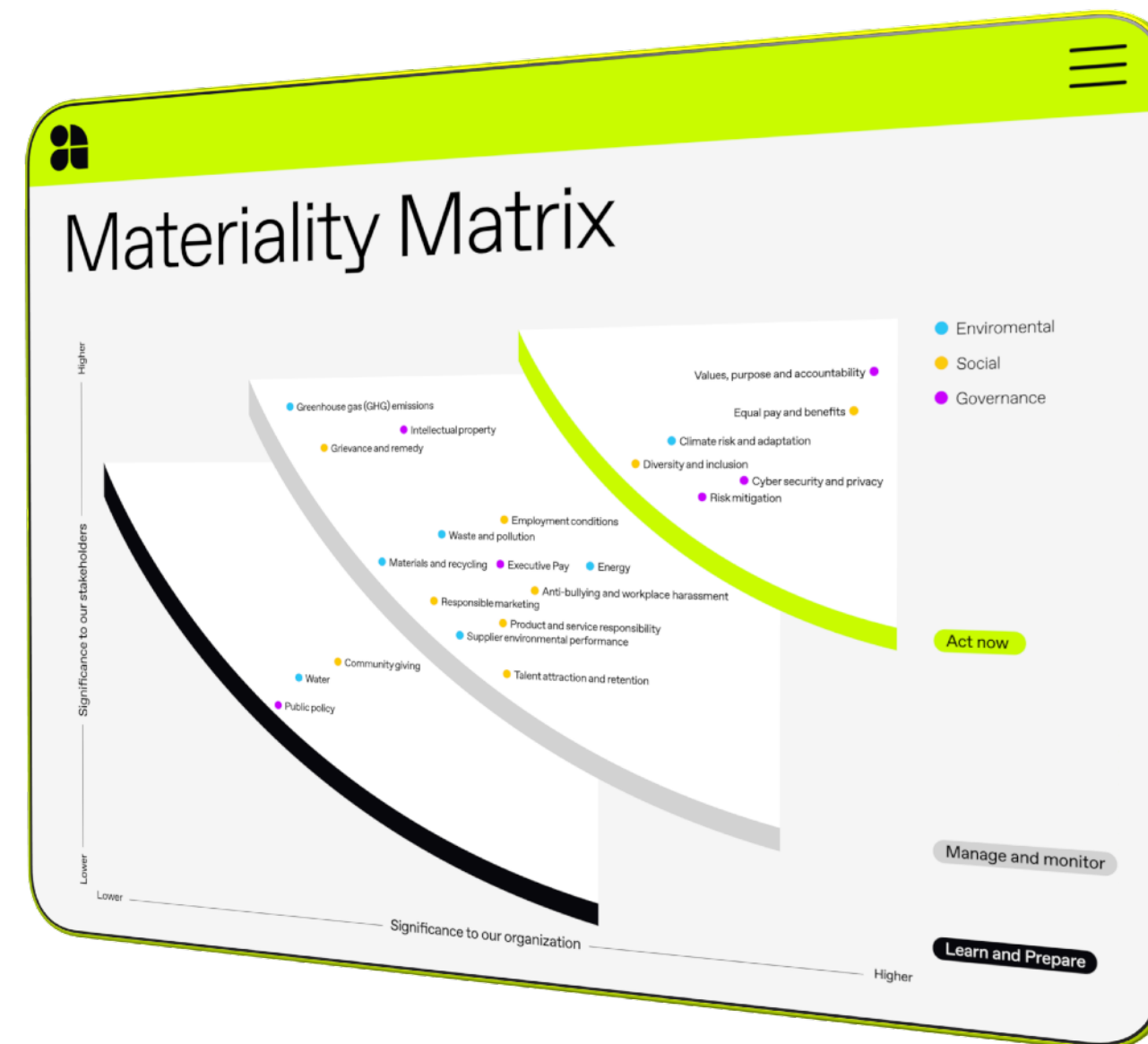
# ESG - Sustainability management software

## The problem

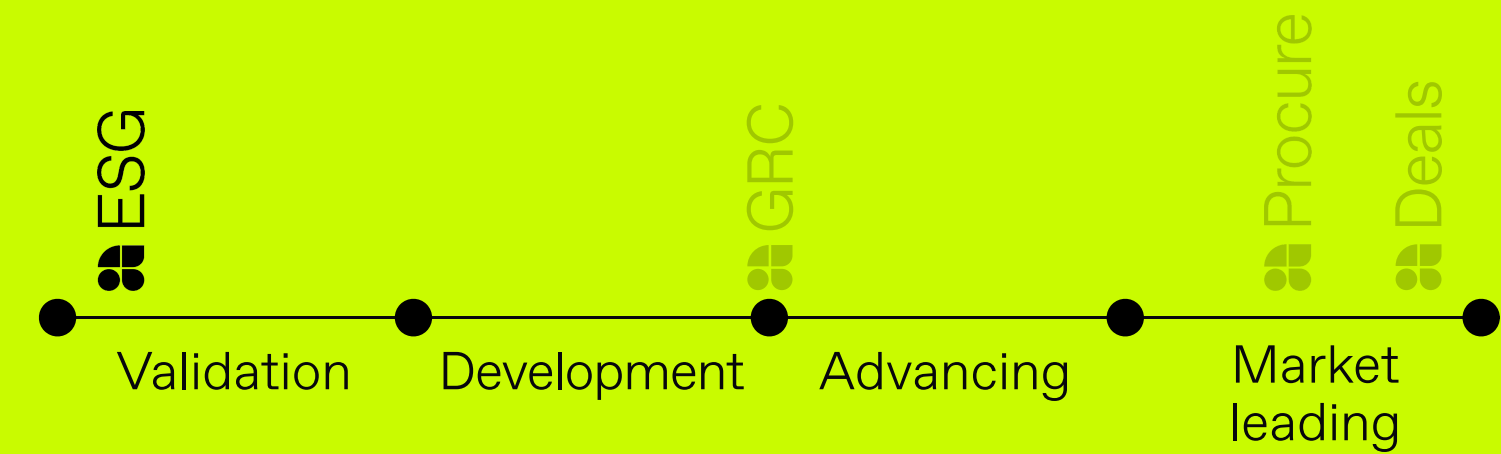
The overwhelming demand for sustainability reports, the maze of compliance, the unexpected breadth of ESG considerations – from carbon emissions to cybersecurity – it's enough to leave even the most steadfast leader feeling adrift and uncertain. Embarking on an ESG journey can feel like diving into a sea of complexity, acronyms, and confusion. ESG is no longer optional, but a challenge waiting to be solved. The question is, how can businesses uncover the simplest, most effective, and cost-efficient way to navigate these uncharted waters?

## The solution

Ansarada helps businesses grow purposefully. Our Sustainability Management Platform transforms the complexities of sustainable practices into a clear and confident path forward. We bring order to the chaos, enabling companies to align with leading sustainability frameworks, deliver impact through innovation, bring people on the journey, and ultimately create long lasting value.



## Product market fit



## GTM strategy

Digital, Freemium

## FY24 Outlook

- Establish product market fit
- Build ARR subscriber base
- Establish scalable go-to-market model

TAM-US\$0.5b<sup>22</sup>

# Footnotes

1 Total Customers refers to active customers and includes consolidated customers numbers for both Ansarada NewCo Pty Ltd and Ansarada Group Limited (formerly thedocyard) including periods prior to the merger plus TriLine GRC from Q2 FY22 onwards. Total 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. Customer numbers include customers acquired through the freemium strategy.

2 As at 31 December 2023, refers to unique data room user profiles (unique profiles excludes those deleted or disabled)

3 Ansarada has active contracts with 2 of the top 5 largest companies in the world by market capitalisation as at December 31, 2023.

4 Non-Deal customers includes active customers from GRC, Procure, Board and other non-deal related products.

5 International customers includes total active customers less customers from Australia and New Zealand.

6 EBITDA represents earnings before interest, tax, depreciation and amortisation. Adjusted EBITDA ('EBITDA (ADJ)') equals EBITDA excluding non-cash shared based expense, business combination costs, capital raising and restructure expenses

7 AASB recognised Revenue for period ending 30 September 2022. Last twelve months (LTM) measures the accumulation of the prior 12 months AASB recognised revenue. \$0.2 million in revenue recorded in Q1 FY23 related to a specific contract that related to a prior period in FY22.

8 Deferred revenue consists of Platform Subscription and Transactional Usage which are expected to be recognised on a straight-line basis over the remaining life of the contract.

9 ARPA represents the average monthly revenue generated from customers on subscription-based contracts (includes TriLine GRC from Q2 FY22 onwards but excludes Procure subscriptions).

10 Subscriber refers to active paid subscription contracts/customers at period end, and TriLine GRC from Q2 FY22 onwards.

11 ARR or Annual recurring revenue refers to revenue, normalised on an annual basis, that Ansarada expects to receive from its ARR Subscribers for providing them with Ansarada's products or services. It is calculated by annualising MRR: Monthly Recurring Revenue (MRR) x 12

12 ARR subscribers refers to the subscribers with an enterprise contract that generate annual recurring revenue.

13 ARR Subscriber Retention refers to the ARR subscribers that remain as active paying subscribers after a 12 month period. Retention is calculated as  $[1 - (\text{churn/opening ARR Subscribers})]$  over a 12 month period.

14 Net Dollar Retention refers to the amount of monthly recurring revenue in a period generated from ARR Subscribers active in a corresponding period 12 months earlier divided by the MRR from that prior period.

15 Freemium customers refers to customers that are utilising the products and services of Ansarada but have not yet hit the trigger point for payment. Ansarada offers free access to most products giving the customer the opportunity to experience value before converting to a paid subscriber. Corporate freemium customers are included in Q4 FY23 after successful roll out and testing in Q3 FY23. Corporate freemium customers at end of Q3 FY23 would have increased the total freemium from 3,450 to 5,540. Corporate freemium customers will be included going forward.

16 Deals revenue is revenue generated from a customer subscription contract to utilise the Deal room product

17 [https://www.marketsandmarkets.com/Market-Reports/virtual-data-room-market-74439915.html?gclid=EAlaIQobChMltP667JSV9gIVoJhmAh3MkwCjEAAYAiAAEgIXGfD\\_BwE](https://www.marketsandmarkets.com/Market-Reports/virtual-data-room-market-74439915.html?gclid=EAlaIQobChMltP667JSV9gIVoJhmAh3MkwCjEAAYAiAAEgIXGfD_BwE)

18 Procure revenue is revenue generated from a customer subscription contract to utilise the Procure room product

19 <https://www.grandviewresearch.com/industry-analysis/procurement-as-a-service-market>

20 GRC revenue is revenue generated from a customer subscription contract to utilise the Procure room product

21 <https://www.grandviewresearch.com/industry-analysis/enterprise-governance-risk-compliance-egrc-marke>

22 <https://www.theinsightpartners.com/reports/investor-esg-software-market/>

# 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)