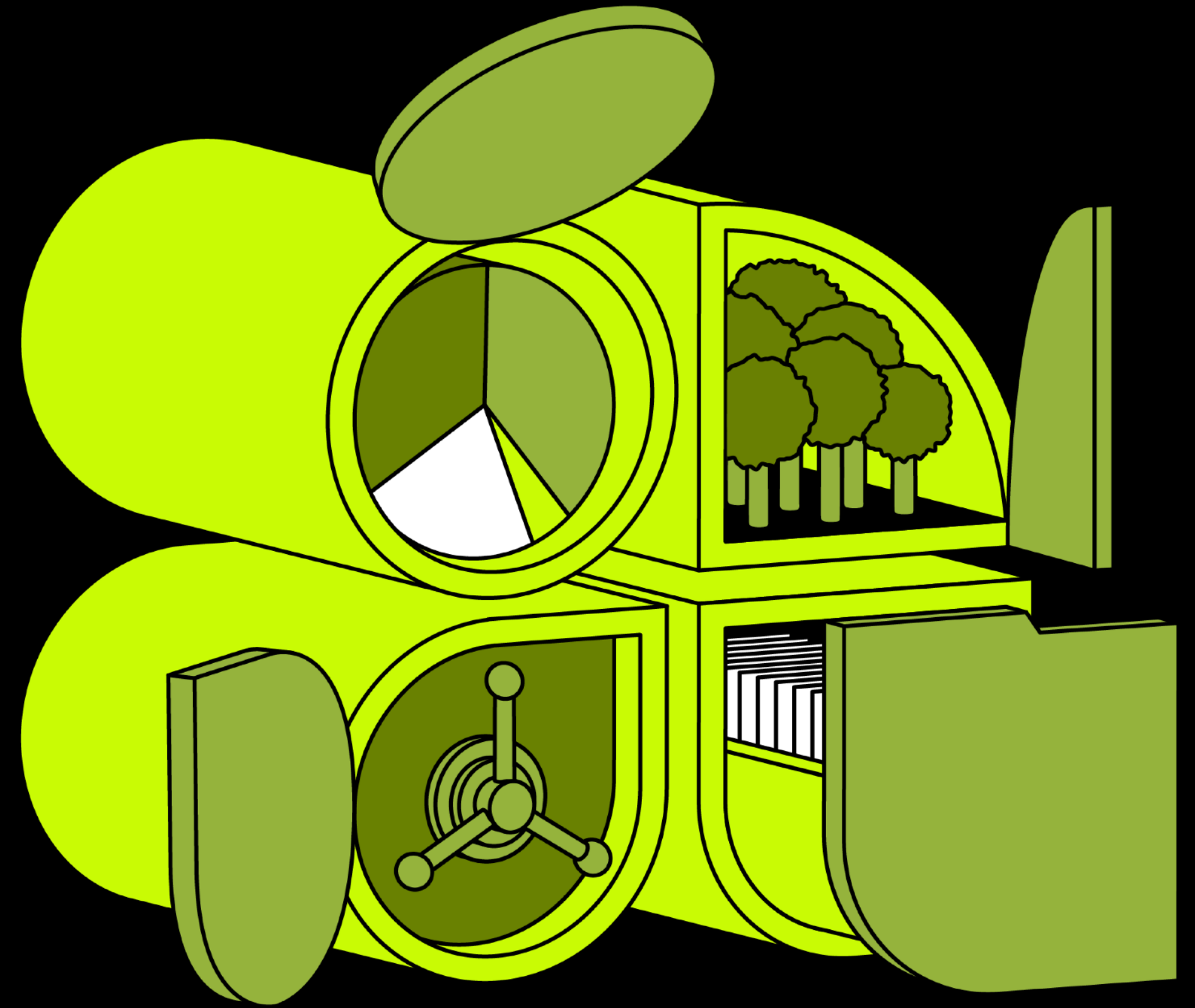


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FY24 Ansarada Half-Year Results



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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



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 customers¹

180
countries

676,000
unique users²

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

Dominant player in
**ANZ/Benelux,
South Africa**

Law Firms
10 of the top 10

Companies³
2 of world's top 5

Investment Banks
10 of the top 10

Non-Deal Customers⁴
192

ASX 100 Companies
87

Int'l customers⁵
9,995

Accounting Firms
4 of the top 4

Deals



Procure



GRC



ESG



1HY FY24 Performance

Profitable and return to cash flow positive

\$24.6m

Net cash
balance

\$5.9m

Adjusted EBITDA⁶
margin 113%

\$7.6m

Positive Cash Flow from Operations
YTD

Growth Metrics

\$27.7m

FY22 AASB revenue⁷
growth 6% YoY

1,485

ARPA⁸
growth 15% YoY

2,678

Subscriber⁹
up 4% YoY

Self funded growth

Continued cash flow generation in 1H as we balance growth and the macro economic conditions with disciplined cost controls and cash management with \$7.6m Cash Flow from Operations in 1H FY24.

Zero debt with cash balance of \$24.6m ending December 31, 2023

Customer growth and higher quality revenue

Customer¹ growth +125% vs pcp, at period end 13,691

Subscribers⁹ up YoY as new win volume increased YoY and renewal efforts.

Focus on enterprise contracts driving higher proportion of highly recurring revenue with ARR¹⁰ of \$11.9m at end of 1H FY24

1HY FY24 Performance

7% ARR¹⁰ Growth

\$11.9m

Annual Recurring Revenue 7% YoY growth

217

ARR Subscribers¹¹ 7% YoY growth

87%

Customer Retention¹²

95%

Net Dollar Retention¹³

Higher quality revenue

ARR¹⁰ growth of 7% YoY with 95% net dollar retention¹³, lower than 100% due to the reduction in spend of \$0.5M ARR with largest Procure customer. ARR excluding Procure up 13% YoY which reflects highly recurring customer relationships.

Resilient growth

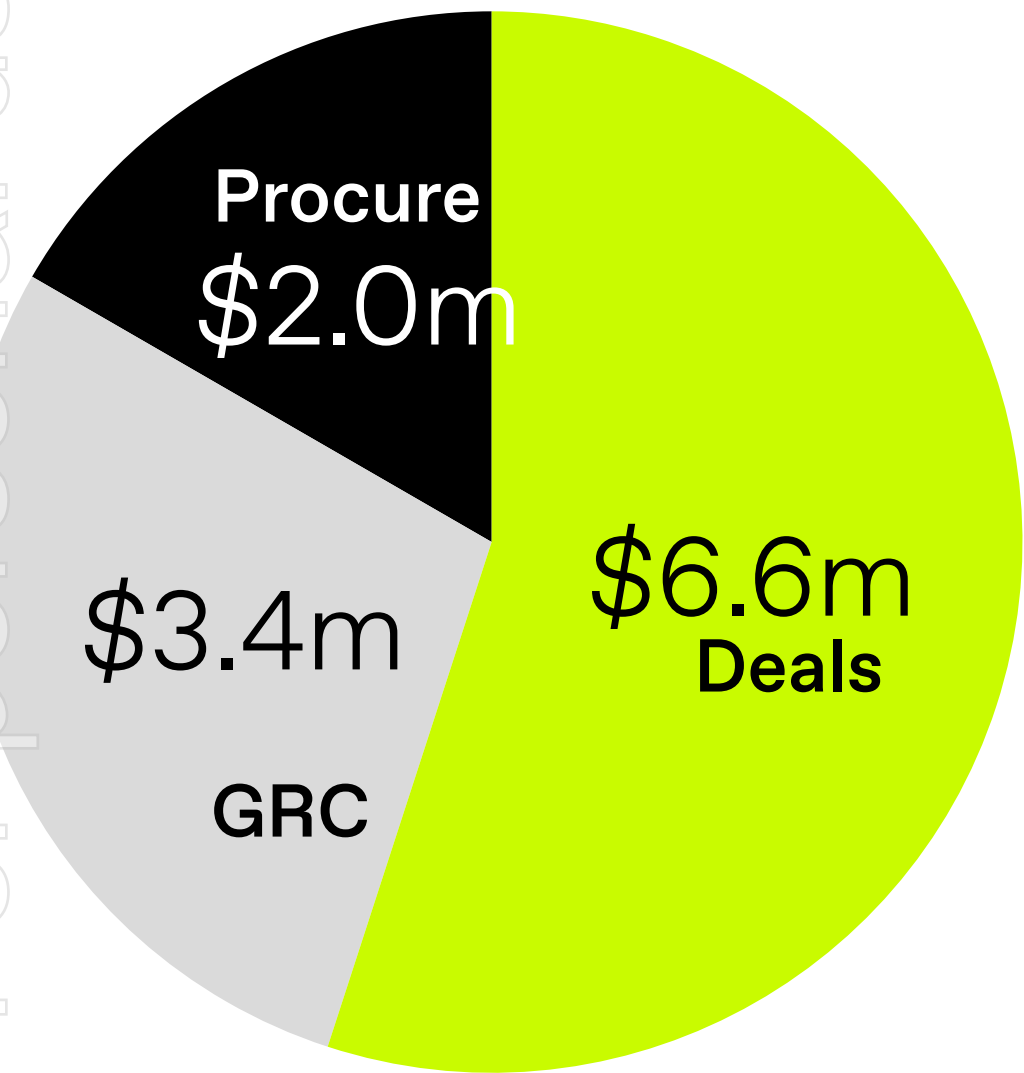
7% growth in ARR Subscribers¹¹ with Deals ARR Subscribers up 17%.

Multiple growth drivers

Strong growth tailwinds: digital efficiency, continued investment in product, rising risk and compliance obligations and increasing ESG demand.

ARR¹⁰ Growth: Strategy and execution focus

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Deals ARR

- Focus on improving product value proposition for more Deals based ARR suitable use cases.
- Corporate use cases that are non transactional E.G. Investor reporting, Defence readiness, Corporate repository.
- Transforming reoccurring relationships into pure ARR relationships.



Procure ARR

- Build transactional pipelines for larger ARR conversion opportunities.
- Nurture and convert multi-use, multi-year single project customers into ARR subscribers. Accelerate customers through this funnel.
- Improve product and ARR packages for customers to see more value in ARR contracts.



ESG & GRC ARR

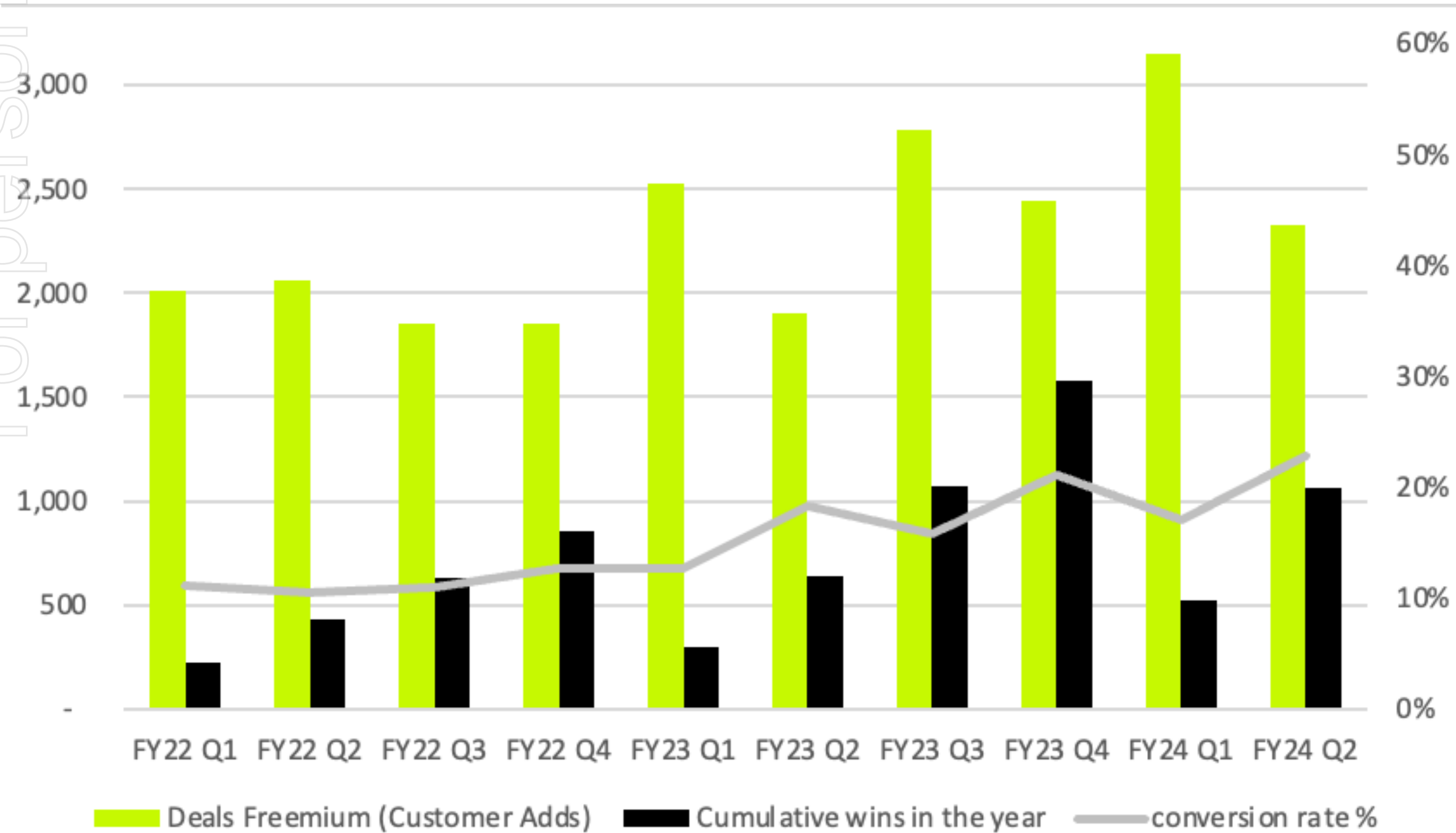
- Validate new products for Operational Resilience and ESG strategy setting (materiality assessments).
- Generate a viable customer acquisition model, with a CAC that is scaleable.
- Modernise and address legacy tech in acquired platform to maintain customer retention.



Continuing to improve freemium customer conversion to paid subscriber trends

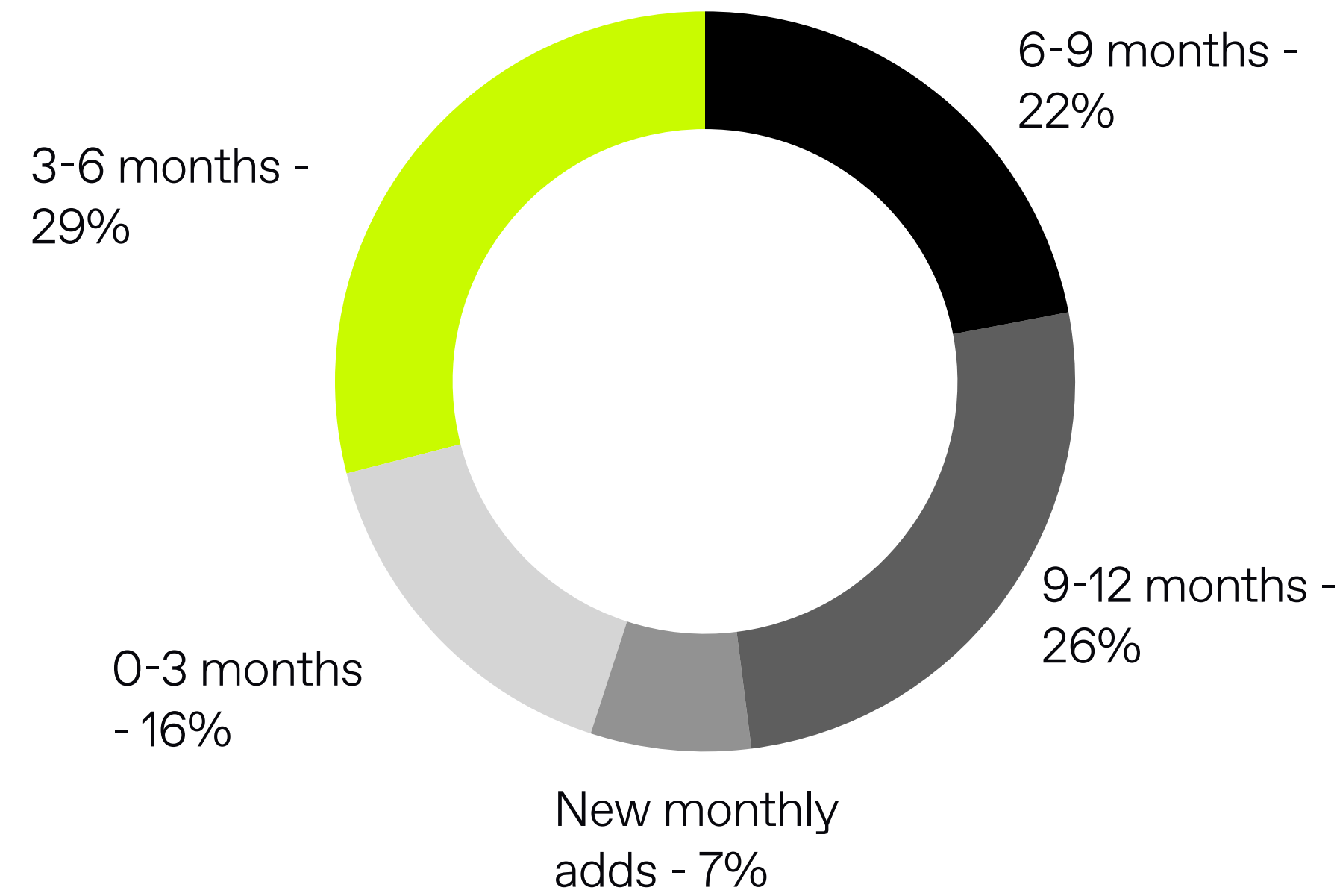
Our Deals freemium¹⁴ (excl. MS Freemium¹⁵) digital strategy continues to deliver monthly customer adds with an improving conversion rate. Currently represents 34% of total revenue, up from 15% PY.

Freemium¹⁴ - Deals Digital Performance



Cumulative wins up 66% YoY with improving conversion rates across our deals freemium acquisition channel

Freemium¹⁴ - Deals Digital Customers time since signup



Freemium customers remain in funnel for 12 months representing a conversion opportunity for those Deals that take longer to get started

Deals

Tom Van de Meirssche
Managing Director
Oaklins KBC Securities

EMEA Customer Since – 2013
Oaklins +200 rooms

“Ansarada helps us to bring order in the deals where it can become very easily chaotic. It really helps us to structure and to face that chaos, and then bring order into a crisis.”



Watch on our
Ansarada TV Channel

Procure

Sean Mallipudi
Director, Procurement &
Corporate Services,
Transurban

AMER Customer Since – 2016 +20 rooms

“We have used the Ansarada platform for all our infrastructure procurements, since we began doing design build procurements here. Really the reason behind that, is it's just got the full suite, and all in one, so we don't need to use Ansarada for parts of our procurement and then other tools to build it in. Ansarada's got the ease of use, the access to the data, the Q and A functionality, and then the phenomenal customer support.”



Watch on our
Ansarada TV Channel



Alan Sheahan
Head of Governance
Simply Finance

UK Customer Since – 2021

“The Ansarada system manages all of our risks, our controls, our instant management, contracts, documents, registers. We use it for everything – and it's a god send. The regulatory landscape is constantly evolving. The amount of data being requested by the regulator is off the scale. Without structure, there is chaos. Ansarada brings order to chaos.”

¹Alan Sheahan is a Pathfinder



Watch on our
Ansarada TV Channel

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The Numbers

FY24 1H

YoY

Continued customer expansion and investment gains in efficiency driving positive cash flow

1H FY24 Top line metrics

- Customer¹ growth +125% vs pcp, at period end 13,691 with freemium¹⁴ customers ending 10,874 +263% vs pcp
- Subscriber⁹ numbers ending 2,678 total, 4% vs pcp
- Total revenue⁷ of \$27.7m in 1H, up 6% YoY
- ARPA⁸ up 15% YoY at \$1,485 in 1H YoY

Customer growth & subscribers

- Freemium strategy driving more customers engaging with the platform including advisers, corporates and Microsoft for startups representing an opportunity for future conversion
- Subscriber⁹ up YoY as new win volume increased YoY and renewal efforts.
- Focus on enterprise contracts driving higher proportion of highly recurring revenue with ARR¹⁰ of \$11.9m at end of 1H FY24

Cash Flows

- Cash flow positive in 1H due to disciplined cost controls, cash flow management and large government contracts in Q2. \$7.6m Cash Flow from Operations in 1H FY24
- Zero debt with cash balance of \$24.6m ending December 31, 2023
- Positive outlook for FY24, 2H underpinned by contracted revenue and efficient acquisition channels

AASB Revenue⁷ growth

\$27.7M

6%

Total Customers¹

13,691

125%

Subscribers⁹

2,678

4%

ARPA⁸

1,485

15%

EBITDA (ADJ)⁶

\$5.9M

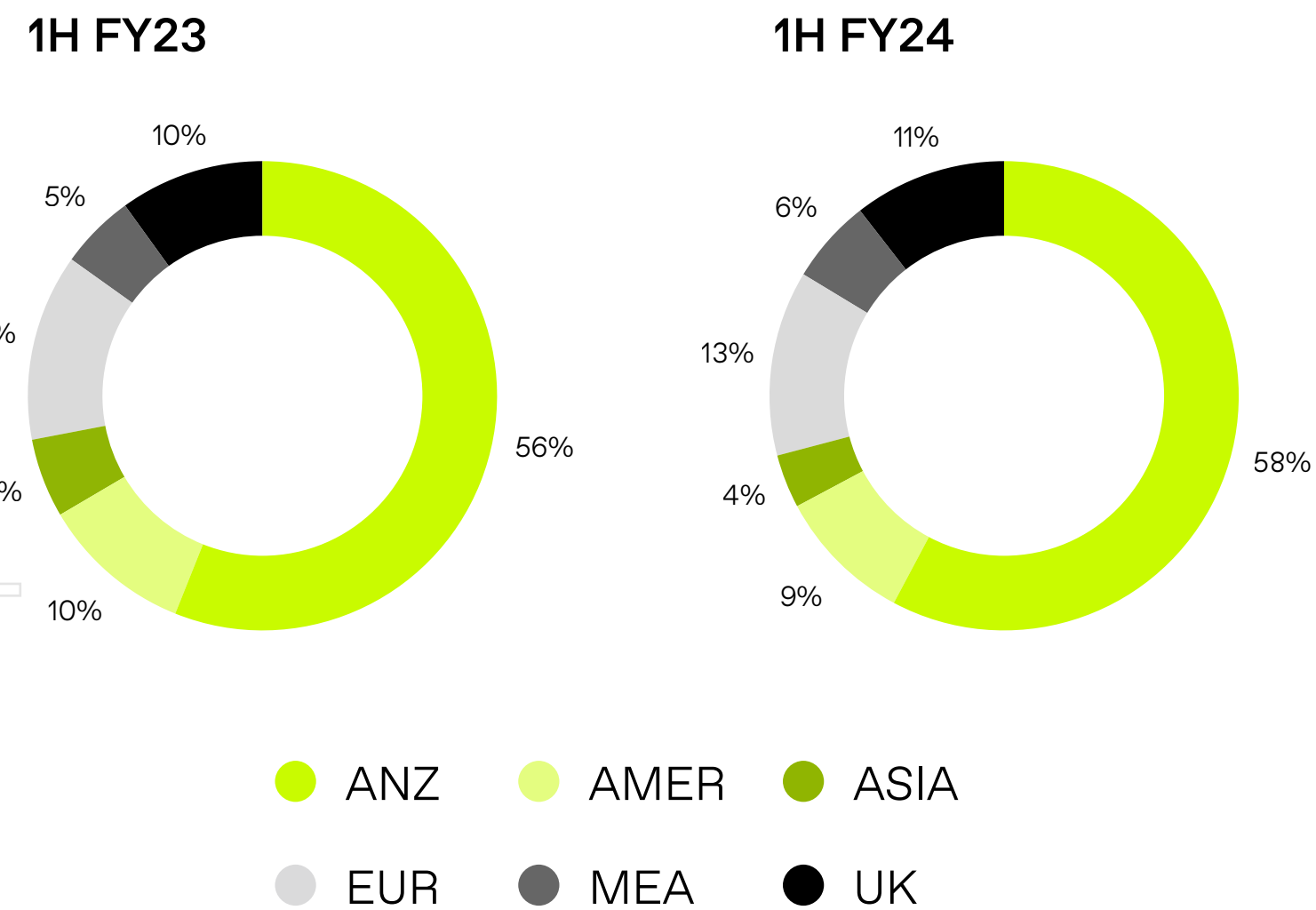
Cash Flow From Operations

\$7.6M

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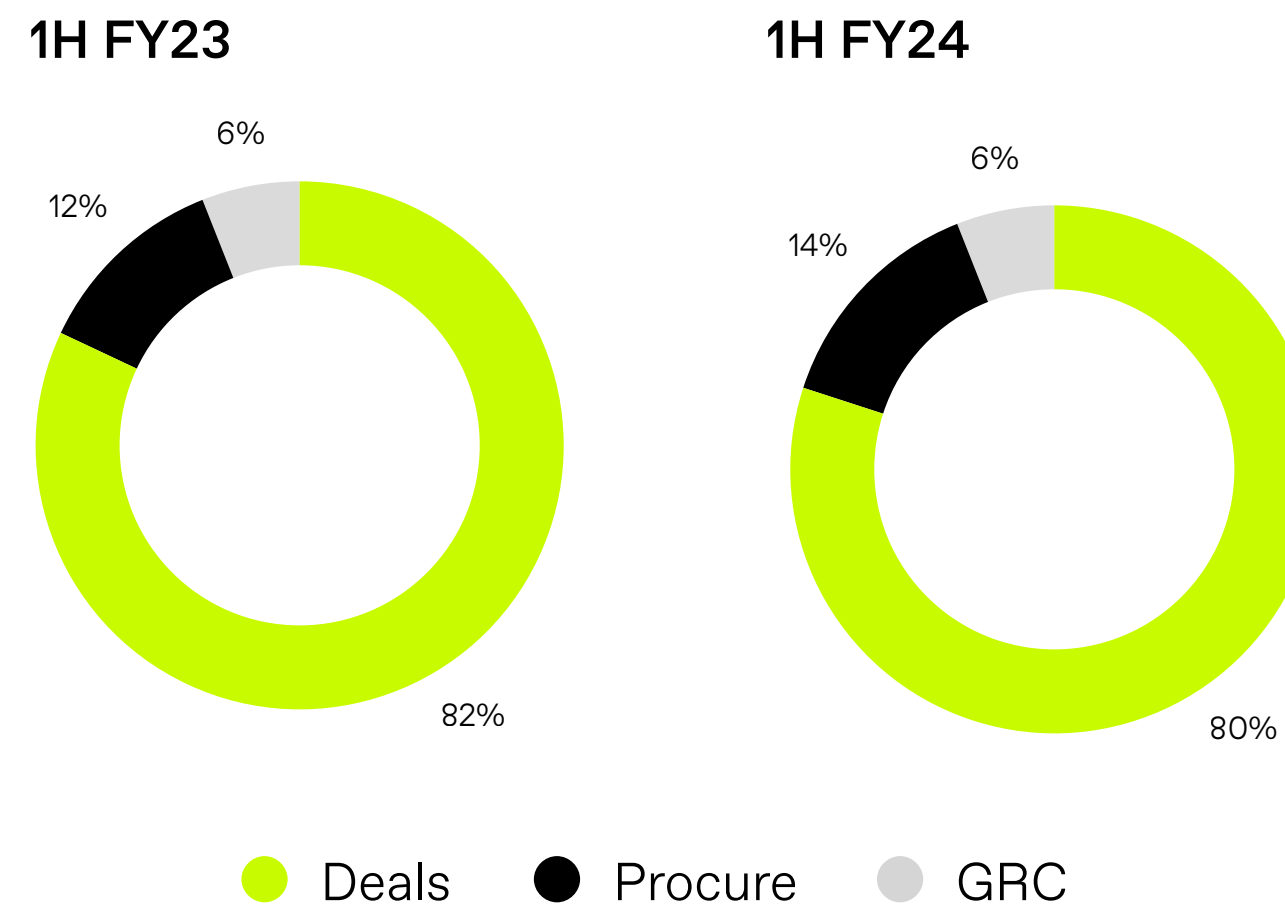
Global business continuing to diversify revenue generation

Revenue by geography



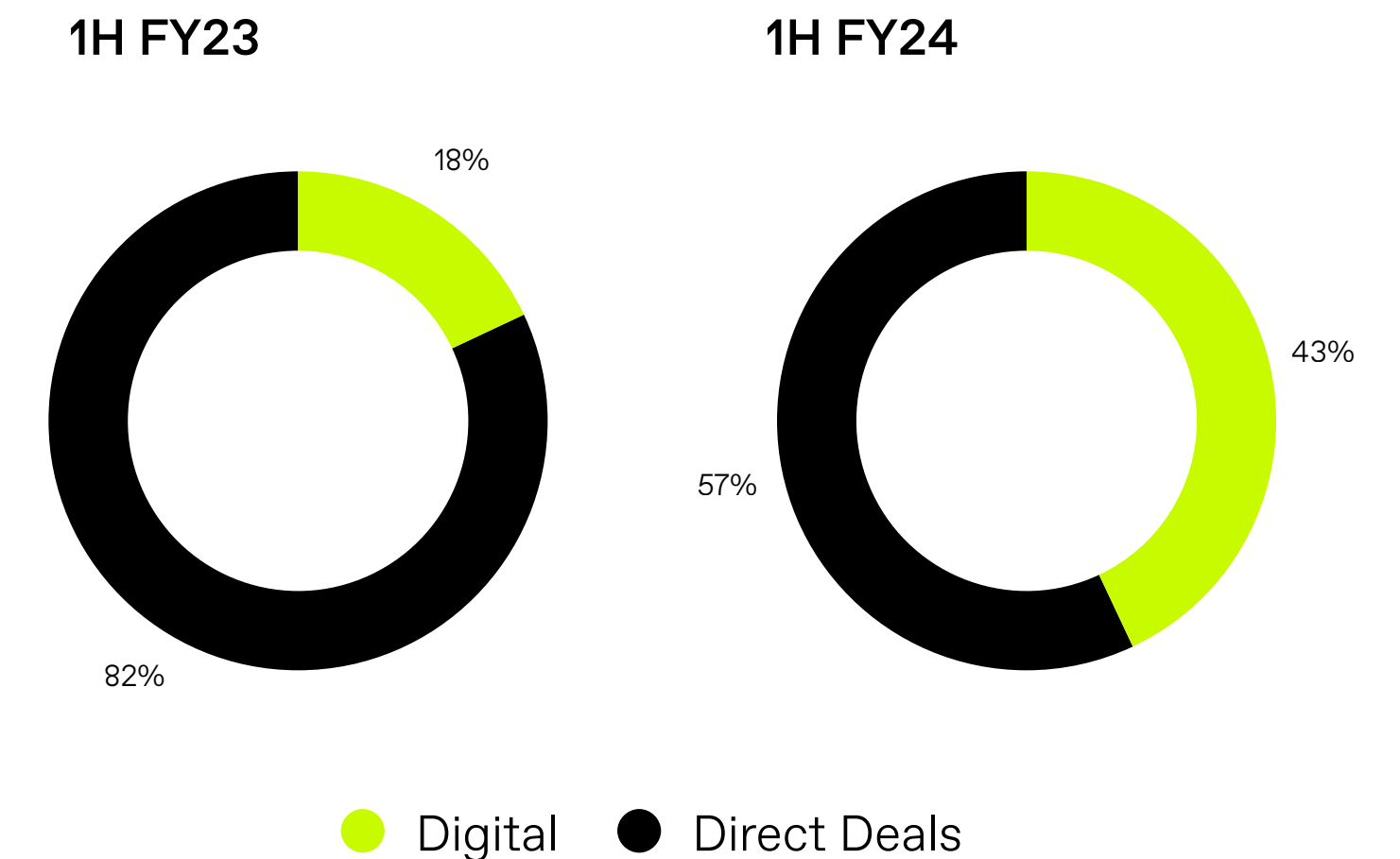
- International revenue increased by 2% YoY in 1H FY24 and contributed 42% of total revenue
- Revenue from ANZ increased 9% YoY in 1H FY24 and contributed 58% of total revenue
- ANZ customer growth of 79% YoY
- International⁵ customer growth of 154% YoY

Revenue contribution



- Revenue from Deals 80% of total with Non-Deal revenue increasing from 18% in 1H FY23 to 20% 1H FY24
- Non-deal⁴ revenue consists of Procure and GRC products
- Deals¹⁶ revenue 3% YoY
- Growth in Non-deals revenue of 20% in 1H FY24

Acquisition channel growth

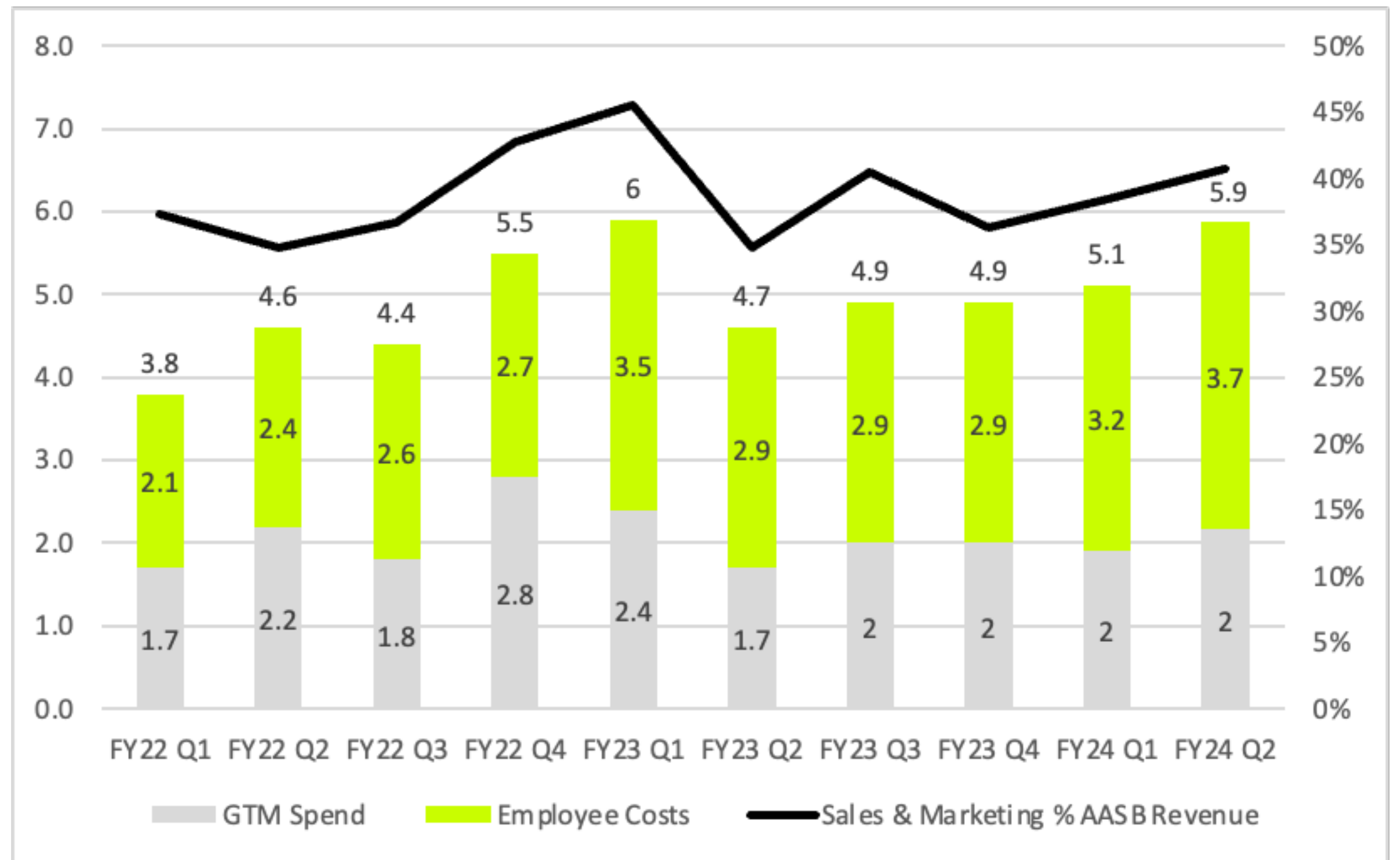


- Revenue from the digital acquisition channel increases from 15% to 34% of total revenue in 1H
- Digitally acquired revenue grew 150% YoY
- Focus on higher efficiency driving digital customer adds facilitates higher touch transition to ARR¹⁰ contracts

Continued customer growth through more efficient GTM strategies

We have the optionality to adjust our spend

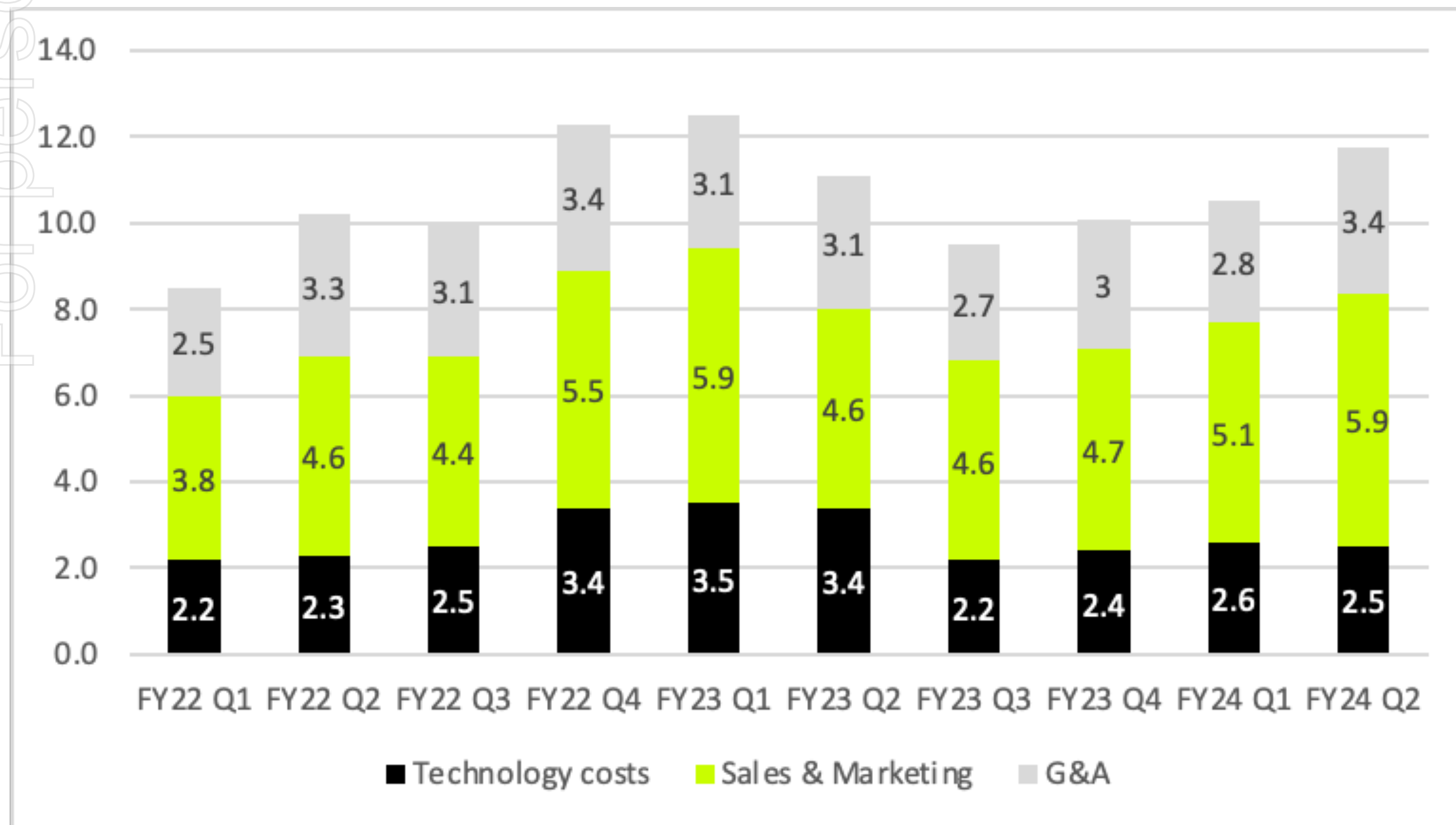
- Increase in total sales and marketing¹⁷ spend of 5% or \$0.5m in 1H FY24 vs 1H FY23 corresponds to a 125% increase in customer¹ numbers
- Metric driven approach allows for increases in variable spend corresponding to macro-economic conditions, M&A volumes and overall customer demand
- Well position for growth in deal volumes



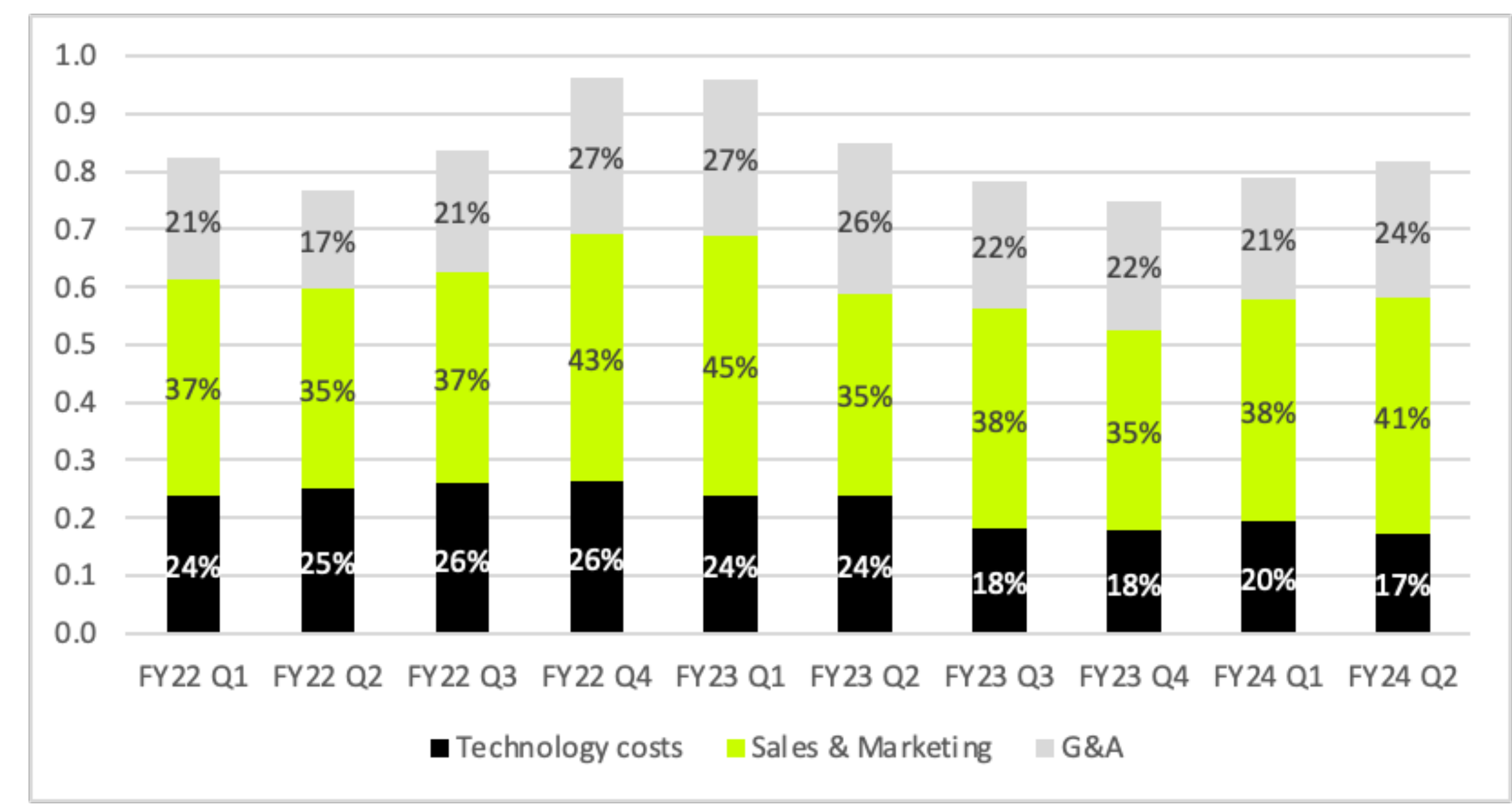
■ GTM spend¹⁸ (excluding employee costs) ■ Employee costs — Sales & Marketing % AASB revenue

Disciplined investment in product, design and technology driving future growth with GTM strategy

\$m by spend category



% of revenue by spend category

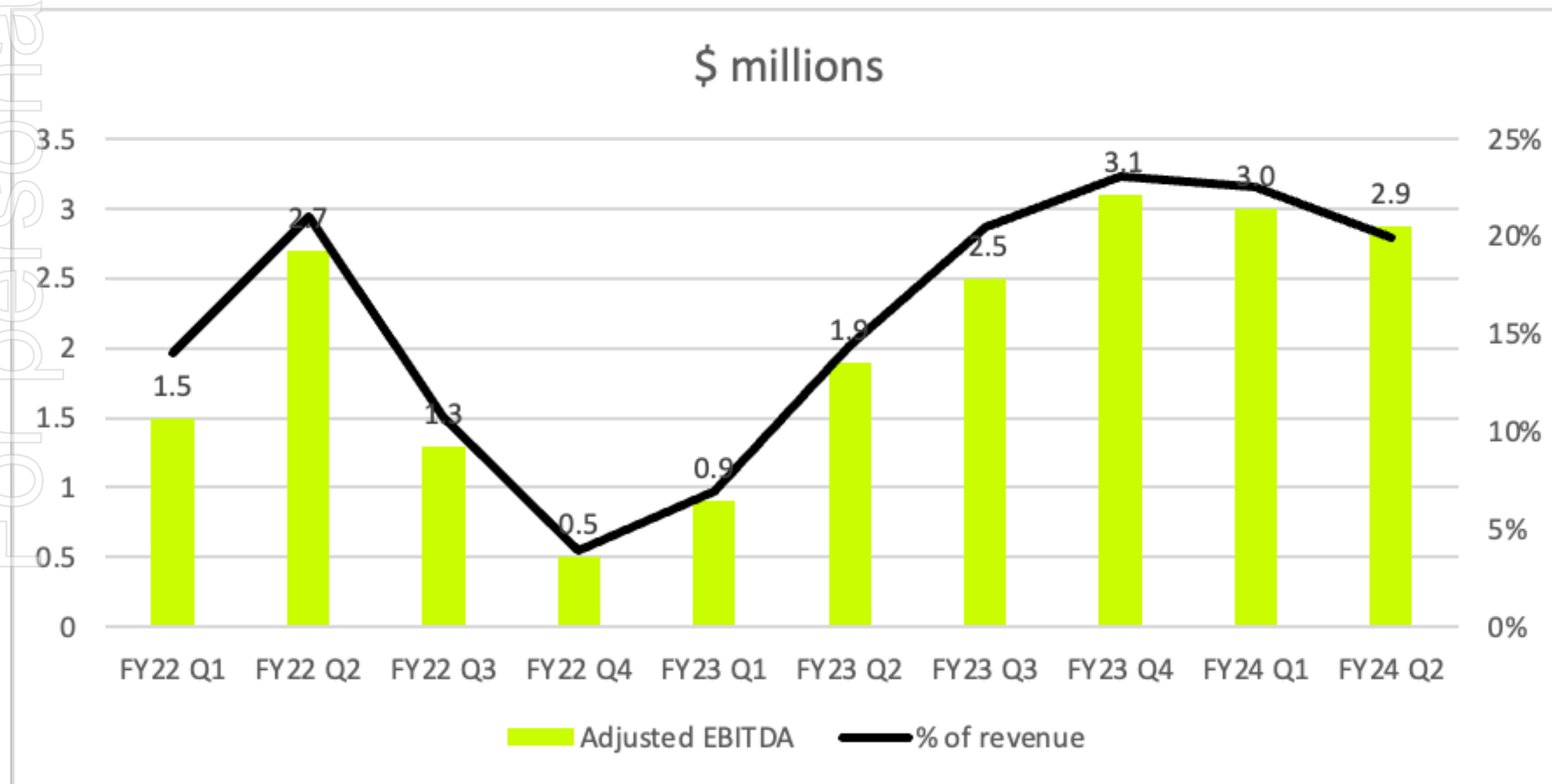


Technology costs¹⁹ Sales & Marketing¹⁷ G&A²⁰

Technology costs¹⁹ Sales & Marketing¹⁷ G&A²⁰

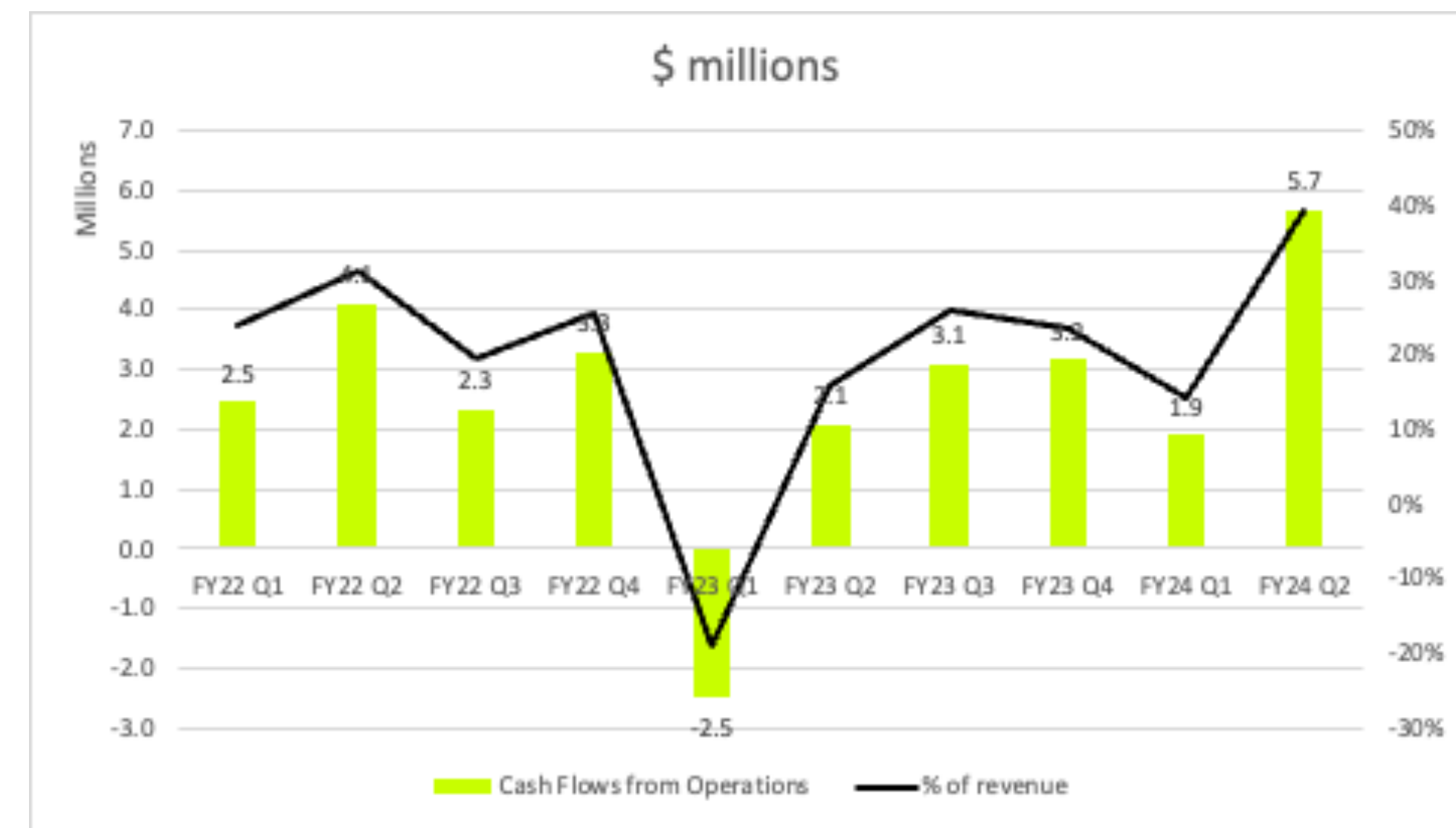
Ability to self fund growth with positive EBITDA margins and cash flows

Adjusted EBITDA⁶



- Adjusted EBITDA⁶ remains positive with a 1H margin of 21%
- Ability to adjust variable GTM spend based on market conditions and efficiency of digital acquisition channel provides basis for ongoing positive margins
- Disciplined approach to Opex management in line with self funding growth policy

Cash flow from operations

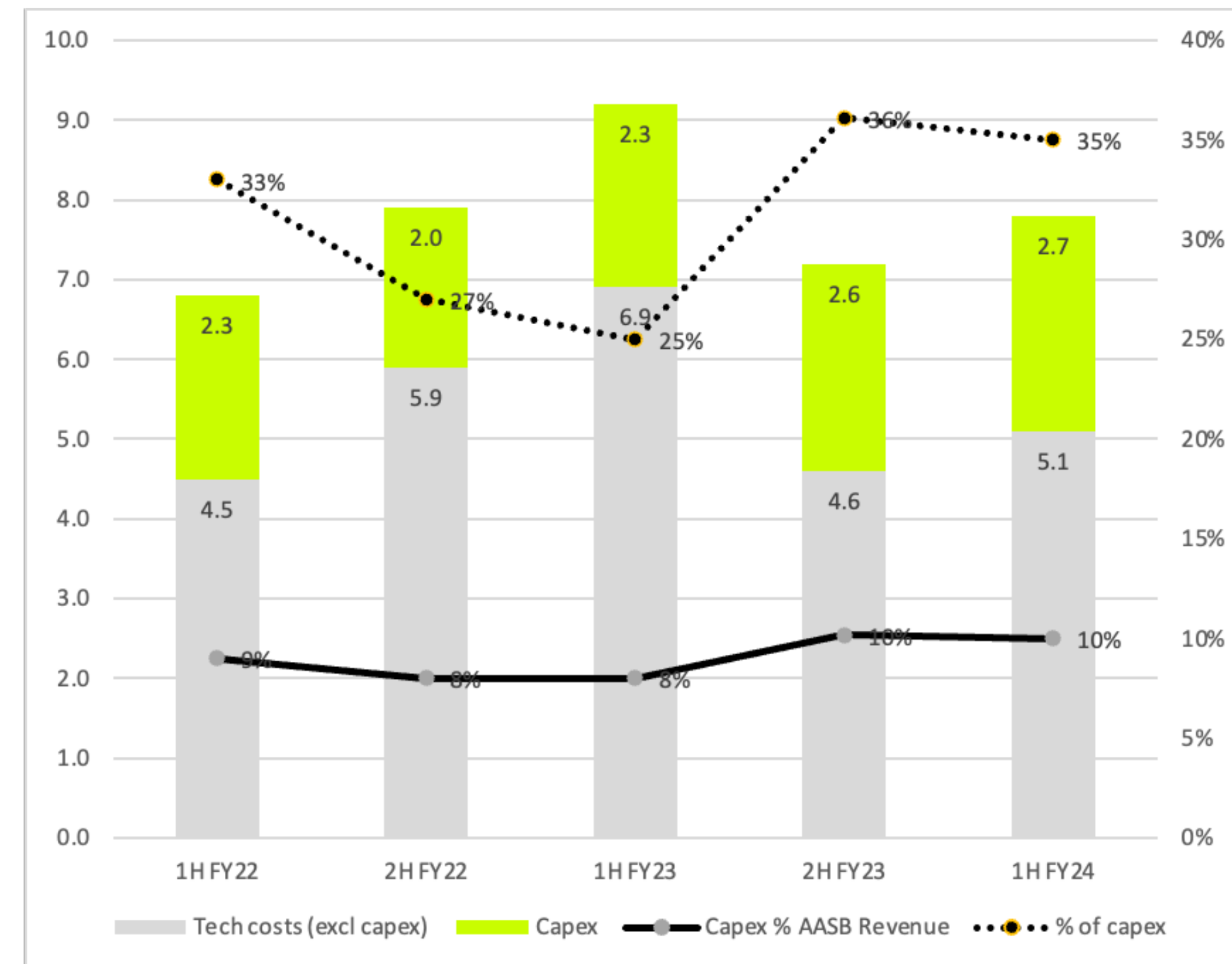


- Cash flow from Operations at \$7.6 million in 1H FY24, with only Q1 FY23 a cash burn over last 8 quarters. Strong cash generation is attributable to our strong Q2 cash collections, including the renewal of government contracts and timing of payments.
- Net cash generation of \$3.0m in 1H FY24, ending with zero debt and \$24.6m net cash.
- Investing in growth strategy, digital and channel expansion, with Board policy to deliver positive cash flows in 2H FY24.

Continue to invest in our technology and products

- Capex policy at 35% of total product, design and technology costs, gives optionality to invest in GTM and product development. Increase in R&D activity driving higher capitalisation compared to prior year.
- Increase in non-capitalised costs vs 2H FY23, continuing to investment in product, process and platform sets foundation for future growth and profitability margins.

Capex investment trend²¹



Growing, profitable, cash flow positive business model

1H FY24

96%

Gross Margin²²

\$5.9m

Adjusted EBITDA⁶

\$7.6m

Cash Flow from Operations

\$4.4m

EBITDA

21%

Adjusted EBITDA
Margin

129%

Cash Conversion Ratio²³

Self funding our growth

Maintained high Gross Margin of 96% YoY
Positive Adjusted EBITDA and Cash flow from operations in 1H due to top line growth and disciplined cost controls and cash flow management.

Focus on enterprise contracts driving higher proportion of highly recurring revenue with ARR¹⁰ of \$11.9m at end of 1H FY24 contributing to cash flow generation.

Strong cash conversion of 129% reflecting up-front subscription payment model and cash flow management.

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

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01

2H Outlook

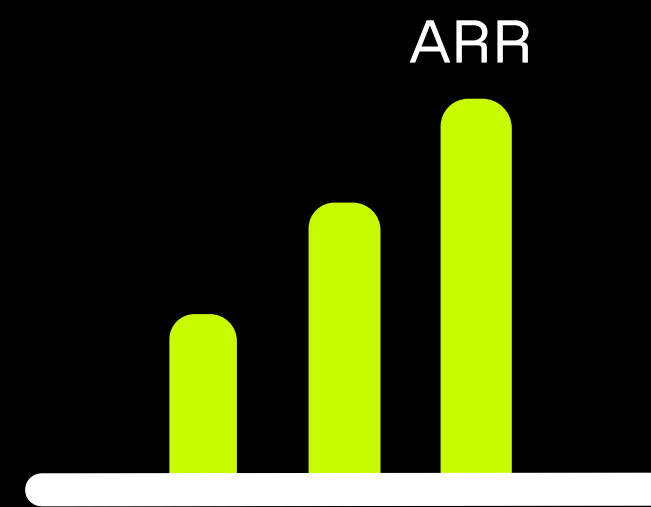
Continued strong customer growth, supported by increased deferred revenue, gives confidence of continued performance in 2024.



02

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

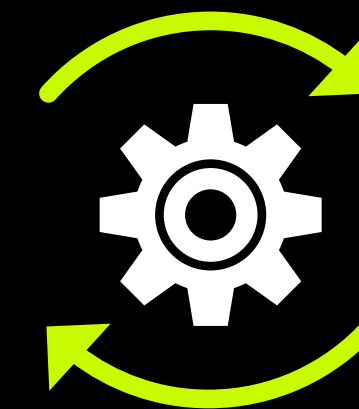
Deliver on our ESG and GRC roadmap to help companies confidently start and improve their sustainability, reduce operational risks and increase the value of their company.



03

Grow ARR

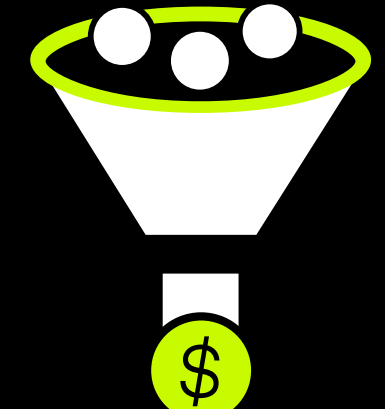
Invest in further scale of what we know is working on product, marketing and sales to generate ARR with our GRC, Procure and Deals products.



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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Q&A

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Thank You

Footnotes

1 Customers include 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 include 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 Adjusted EBITDA represents earnings before interest, tax, depreciation and amortisation, excluding non-cash share-based expense, non-cash impairments, capital raising, business combination fees, redundancies expenses and other abnormal one-time costs.

7 AASB recognised revenue for the period ending 31 December 2023. Last twelve months (LTM) measures the accumulation of the prior 12 months AASB recognised revenue.

8 ARPA represents the average monthly revenue generated from customers on subscription-based contracts (excluding Procure subscriptions)

9 Subscriber refers to an active subscription contracts/customers at period end.

10 Annual Recurring Revenue (ARR) refers to revenue, normalised on an annual basis, that Ansarada expects to receive from its Enterprise Subscribers for providing them with Ansarada's products or services. Enterprise Subscribers are a subset of our total subscribers and are defined as multi-product or multiple use under a single subscription including Governance, Risk & Compliance, some Procure and Deals contracts and Board products. Where the use case is Deals, enterprise would include a single agreement that includes more than five associated deal rooms. Where we have assessed that an existing customer has moved from being classified as transactional to enterprise, the prior year comparative figure is restated to aid comparability. In the current year, this change predominantly relates to customers on master service agreements that we have assessed meet the definition of enterprise and therefore ARR.

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

12 Customer 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

13 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

14 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.

15 MS Freemium refers to freemium customers from our Microsoft Startup channel

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

17 Sales and Marketing expenses (excluding depreciation) consist of personnel and related costs (including salaries, benefits, bonuses, commissions and payroll tax) directly associated with sales, customer service and marketing team activities to acquire new customers and grow revenue from existing customers. Other costs included are external advertising costs, marketing costs and promotional event costs as well as allocated overheads

18 GTM Spend is the cost of Sales & Marketing activities excluding related headcount costs.

19 Technology costs (excluding depreciation and amortisation) consist of personnel and related costs (including salaries, benefits, and payroll tax) and third-party costs associated with product design and development. Includes costs associated with Ansarada's Vietnam product design and development capabilities that in 1H FY22 operated under a Build Operated Transfer (BOT) model. However as a result of the acquisition in 2H FY22, it is directly under the Group from that point onwards. Includes relevant software licenses, security testing and hosting costs.

20 General & Administration (excluding depreciation) consist of personnel and related costs (includes salaries, benefits and payroll tax) for the Company's and Ansarada's management team, finance, legal, human resources, operations and administration employees. These expenses also includes professional fees for legal, accounting, tax and other services and occupancy, travel and entertainment, administration and board costs.

21 Capex refers to the investments made in new product developments and features and is accounted for in accordance with AASB 138 standards

22 Gross Margin represents operating revenue less cost of revenue. Cost of revenue primarily relates to sales commissions for sales employees and third-party fees for software used to provide product features and VDR archive expenses

23 Cash Conversion Ratio is the ratio of Adjusted Cash Flow from Operations and Adjusted EBITDA

24 https://www.marketsandmarkets.com/Market-Reports/virtual-data-room-market-74439915.html?gclid=EA1aIQobChMItP667JSV9gIVoJhmAh3MkwCjEAAYAiAAEgIXGfD_BwE

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

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

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

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All dollar values are in Australian dollars (\$) or A\$) unless stated otherwise. A number of figures, amounts, percentages, estimates, calculations of value and fractions in this presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this presentation.

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Past performance given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of the Company's views on its future financial performance or condition.

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This presentation contains certain 'forward-looking statements'. Forward-looking statements include those containing words such as: 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'likely', 'intend', 'should', 'could', 'may', 'target', 'plan', 'consider', 'foresee', 'aim', 'will' and other similar expressions. Any forward-looking statements, opinions and estimates provided in this presentation are based on assumptions and contingencies which are subject to change without notice and involve known and unknown risks and uncertainties and other factors which are beyond the control of the Company. This includes any statements about market and industry trends, which are based on interpretations of current market conditions. Forward-looking statements may include indications, projections, forecasts and guidance on sales, earnings, dividends, distributions and other estimates. Forward-looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Actual results, performance or achievements may differ materially from those expressed or implied in such statements and any projections and assumptions on which those statements are based. These statements may assume the success of the Company's business strategies. The success of any of these strategies is subject to uncertainties and contingencies beyond the Company's control, and no assurance can be given that any of the strategies will be effective or that the anticipated benefits from the strategies will be realised in the period for which the forward-looking statement may have been prepared or otherwise. Readers are cautioned not to place undue reliance on forward-looking statements and except as required by law or regulation, the Company assumes no obligation to update these forward-looking statements.

For more information

Please email
investors@ansarada.com

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

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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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®

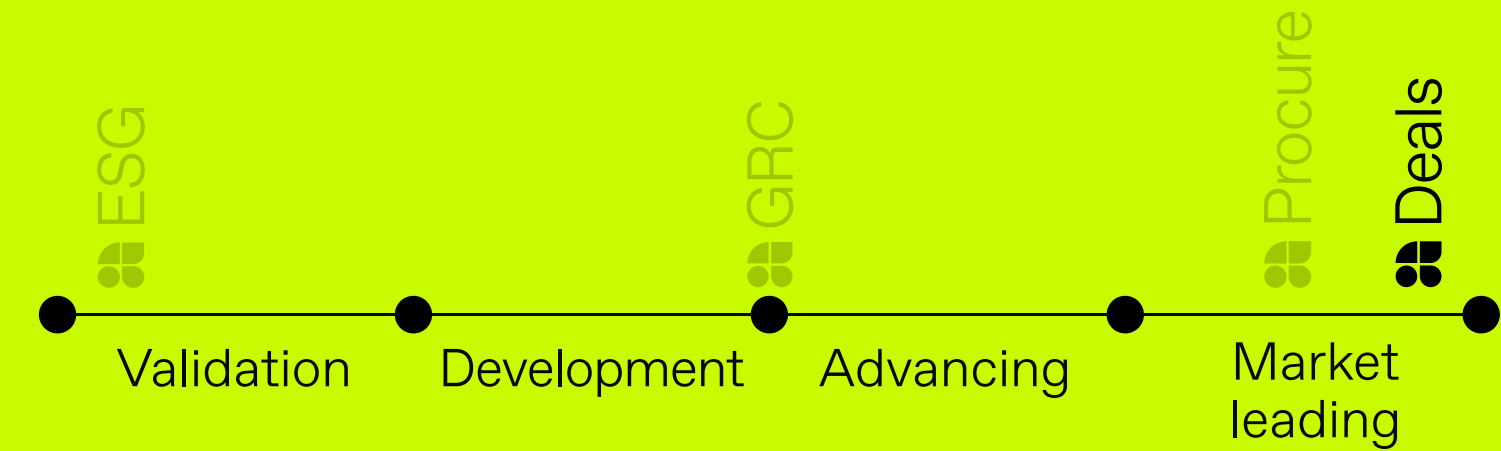
\$27bn
vision super ACTIVE SUPER

\$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

FY24 Outlook

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

TAM-US\$1.6bn²⁴

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

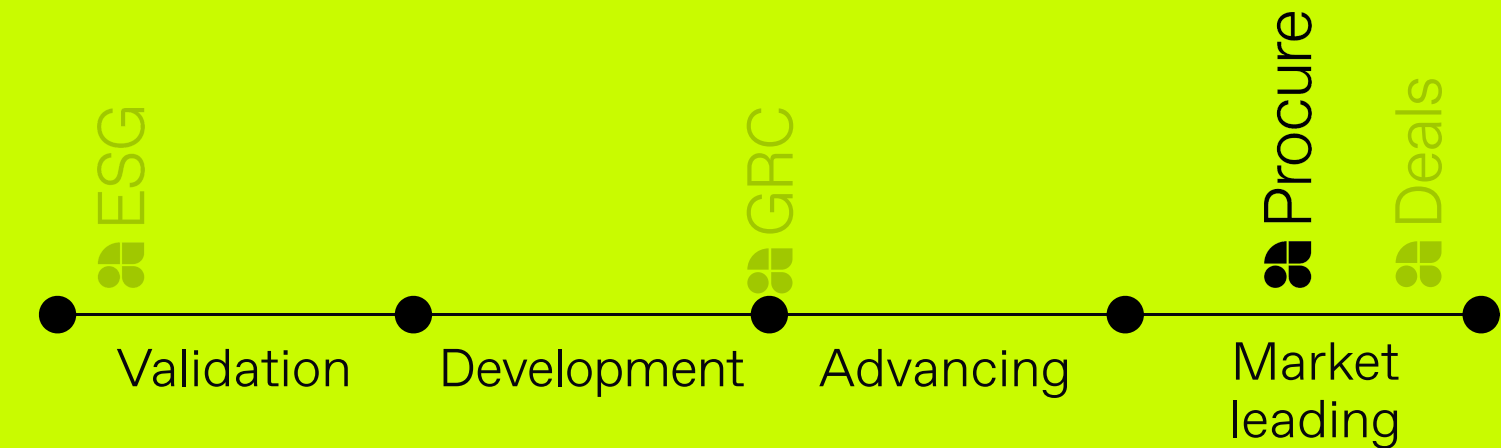
The biggest battery storage in the Southern Hemisphere

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

FY24 Outlook

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

TAM-US\$3.7bn²⁵

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.

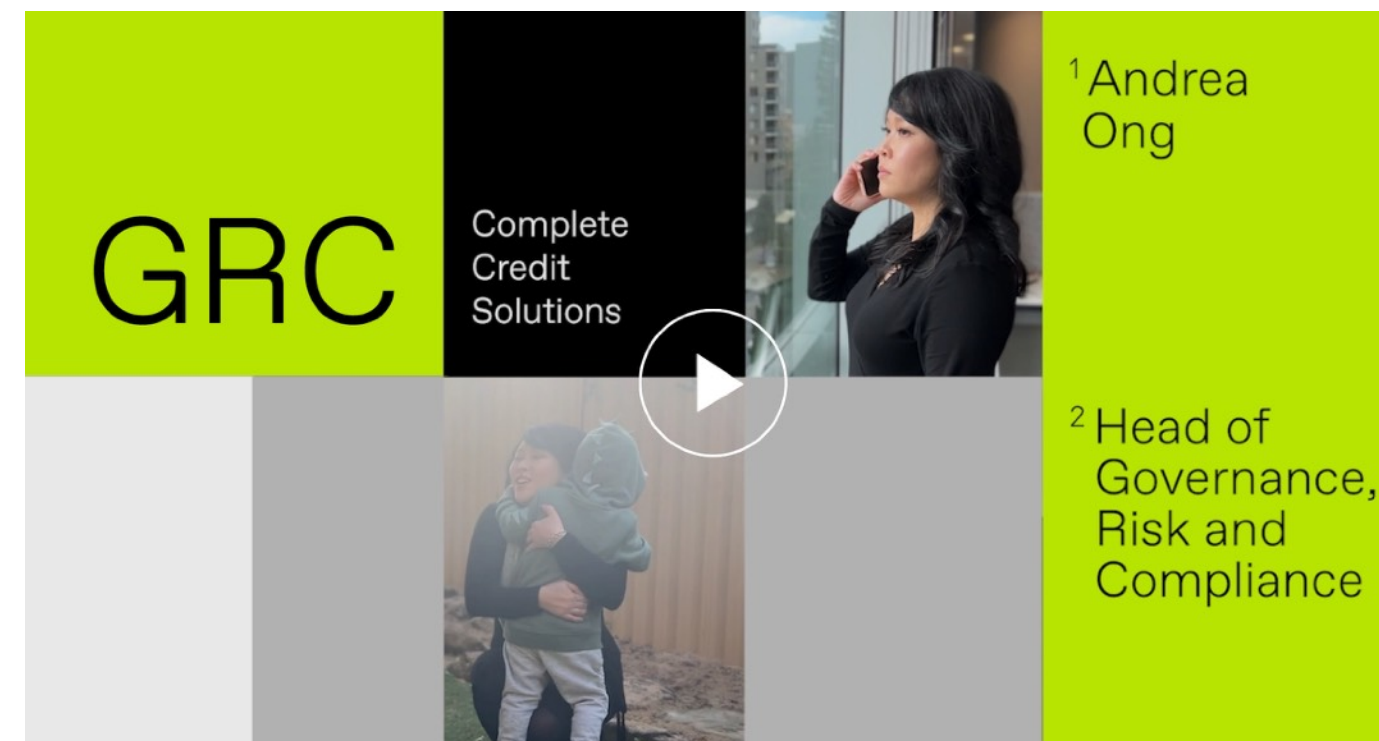
The solution

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

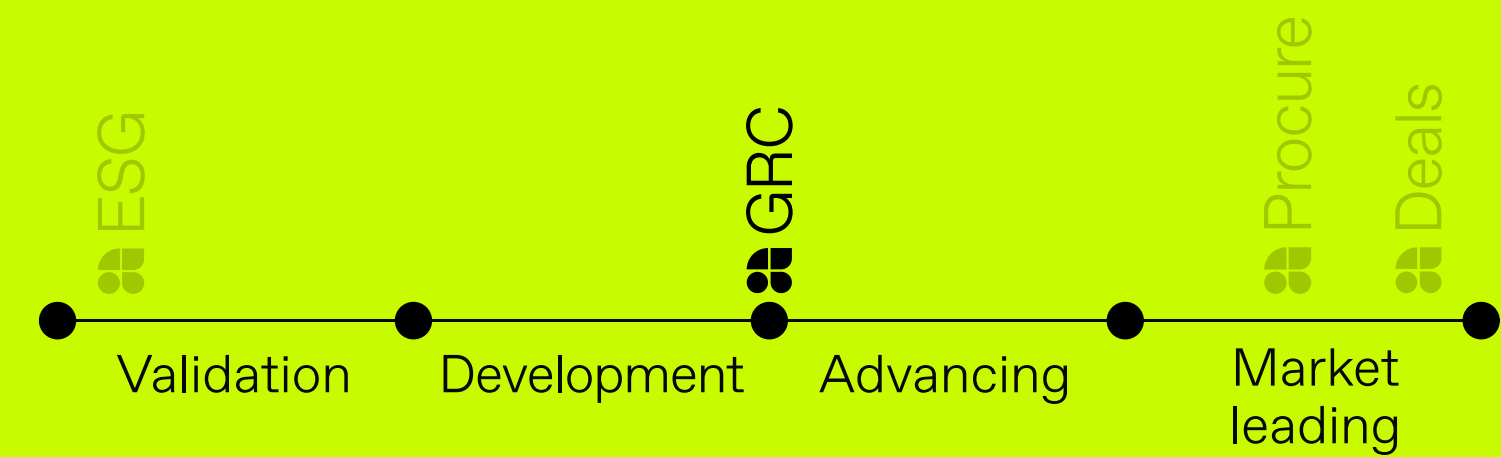


Watch our customer story - Andrea Ong



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

Product market fit



GTM strategy

Direct sales

FY24 Outlook

- Scale Operational Resilience solution
- Customer acquisition
- Grow ARR

TAM-US\$47bn²⁶

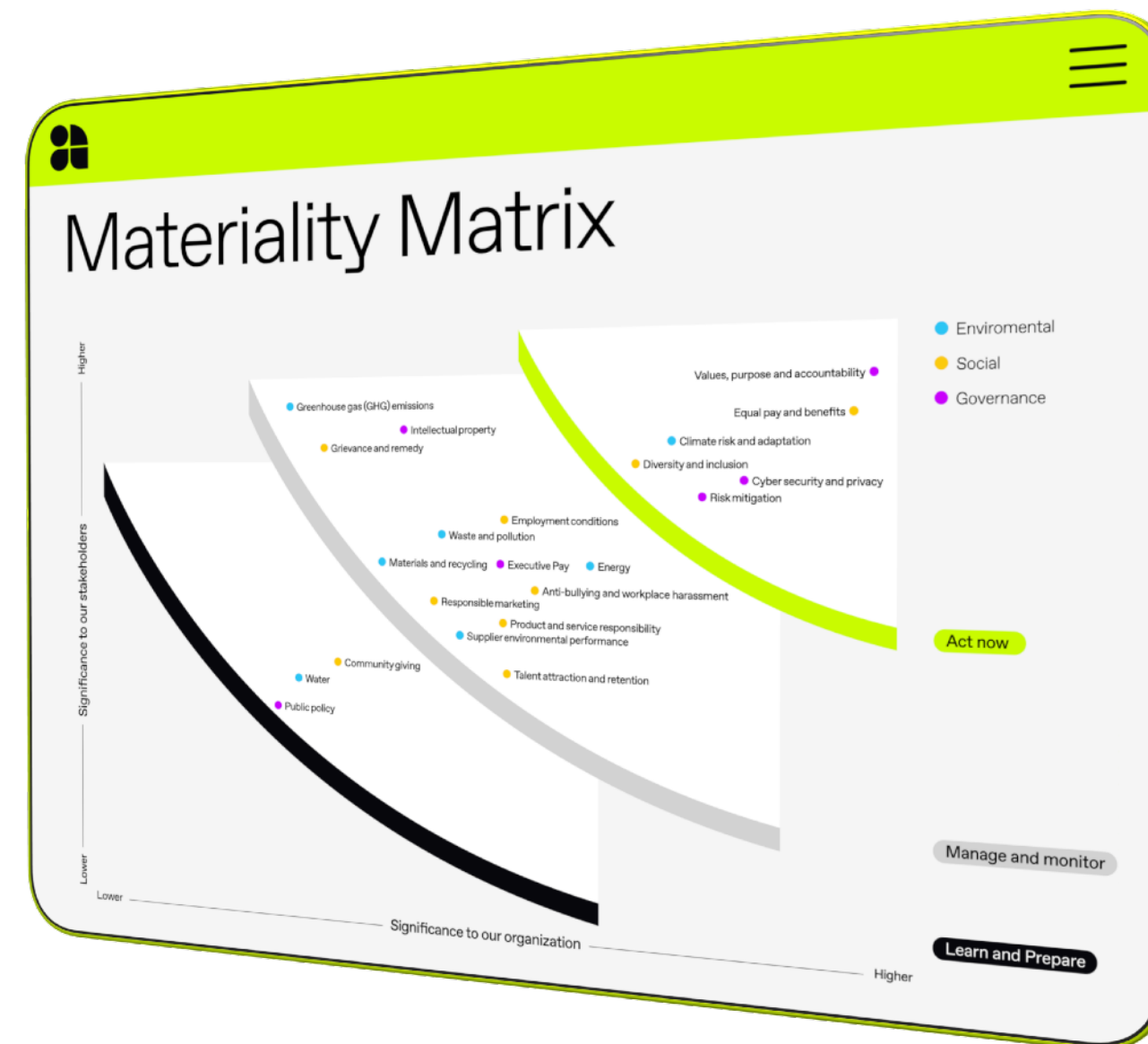
ESG - Sustainability management software

The problem

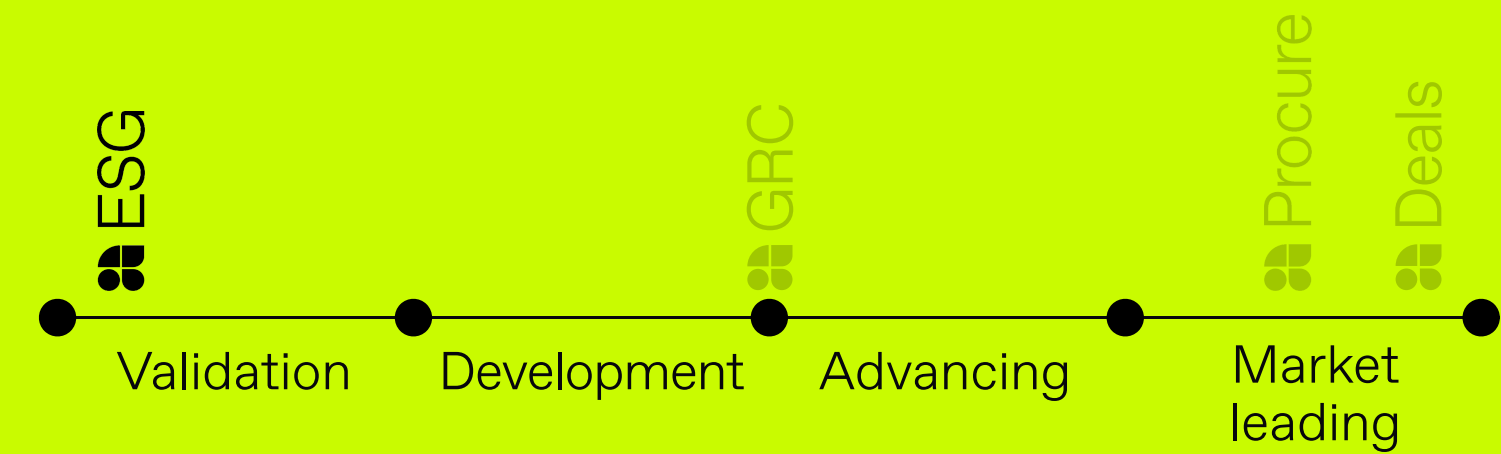
The overwhelming demand for sustainability reports, the maze of compliance, the unexpected breadth of ESG considerations – from carbon emissions to cybersecurity – it's enough to leave even the most steadfast leader feeling adrift and uncertain. Embarking on an ESG journey can feel like diving into a 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\$0.5b²⁷