

Continued Growth & Positive Cash Flow

Q3 FY21 Results

 **ansarada**



Agenda

1

Q3 Results

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

2

Product Development

Q4 product development that enables further growth

3

Customer Expansion Stories

Customers subscribing to multiple products

4

Additional Growth Drivers

3 key additional growth drivers launching in Q4

5

Questions & Answers



1

Q3 Results

Continued Growth and Strong Financial Performance

Q3 NEW WINS¹

+29%

YoY Growth

CUSTOMERS²

3,210

+18% YoY
+6% QoQ

SUBSCRIBERS²

2,285

+26% YoY
+10% QoQ

REVENUE³

\$9.0m

+13% YoY
+7% QoQ

ARPA⁴

\$1,032

Stable amongst
strong growth

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.

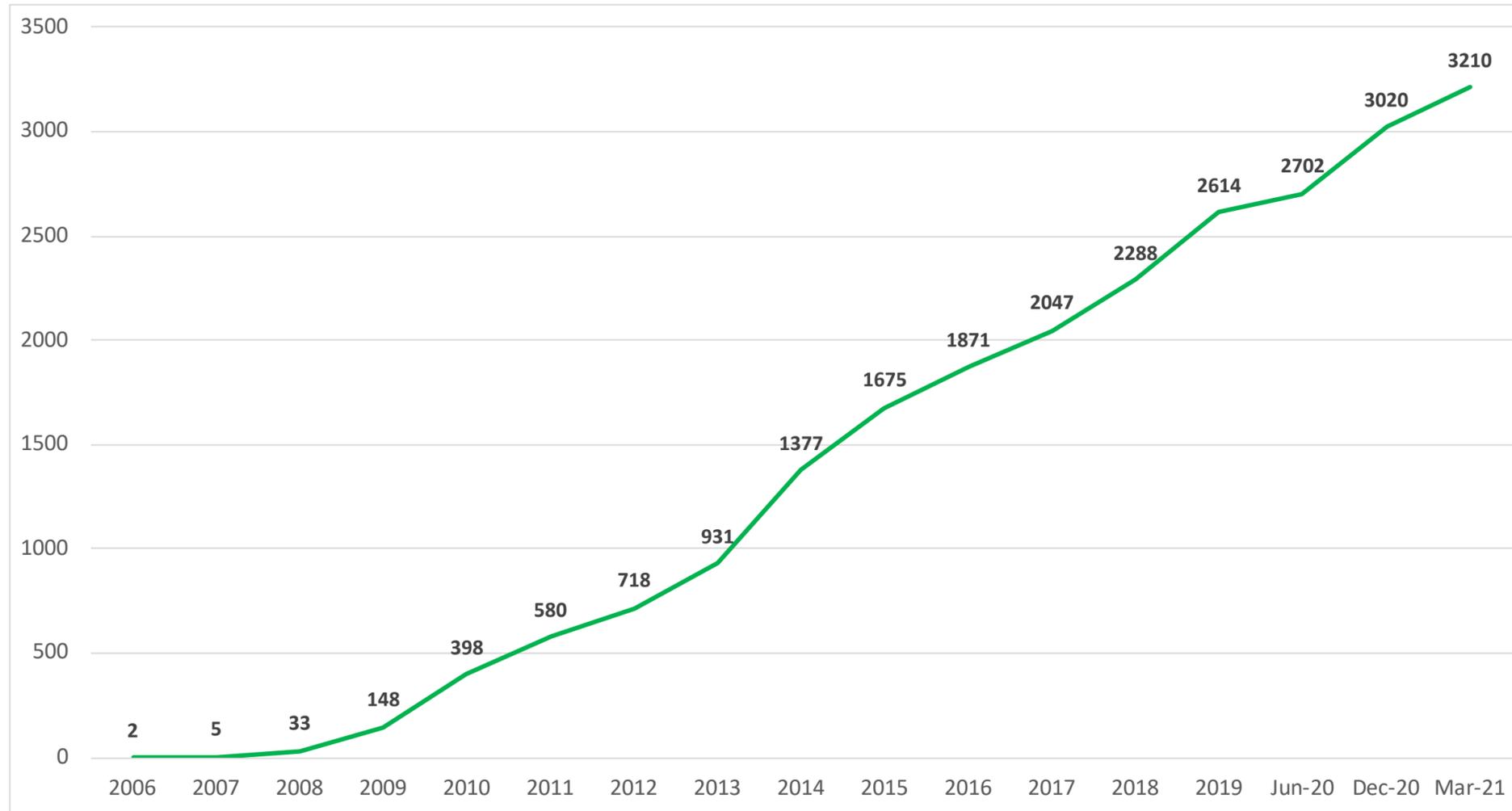
³ AASB Revenue with prior year comparisons to Ansarada NewCo Pty Ltd.

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

Total Active Customers



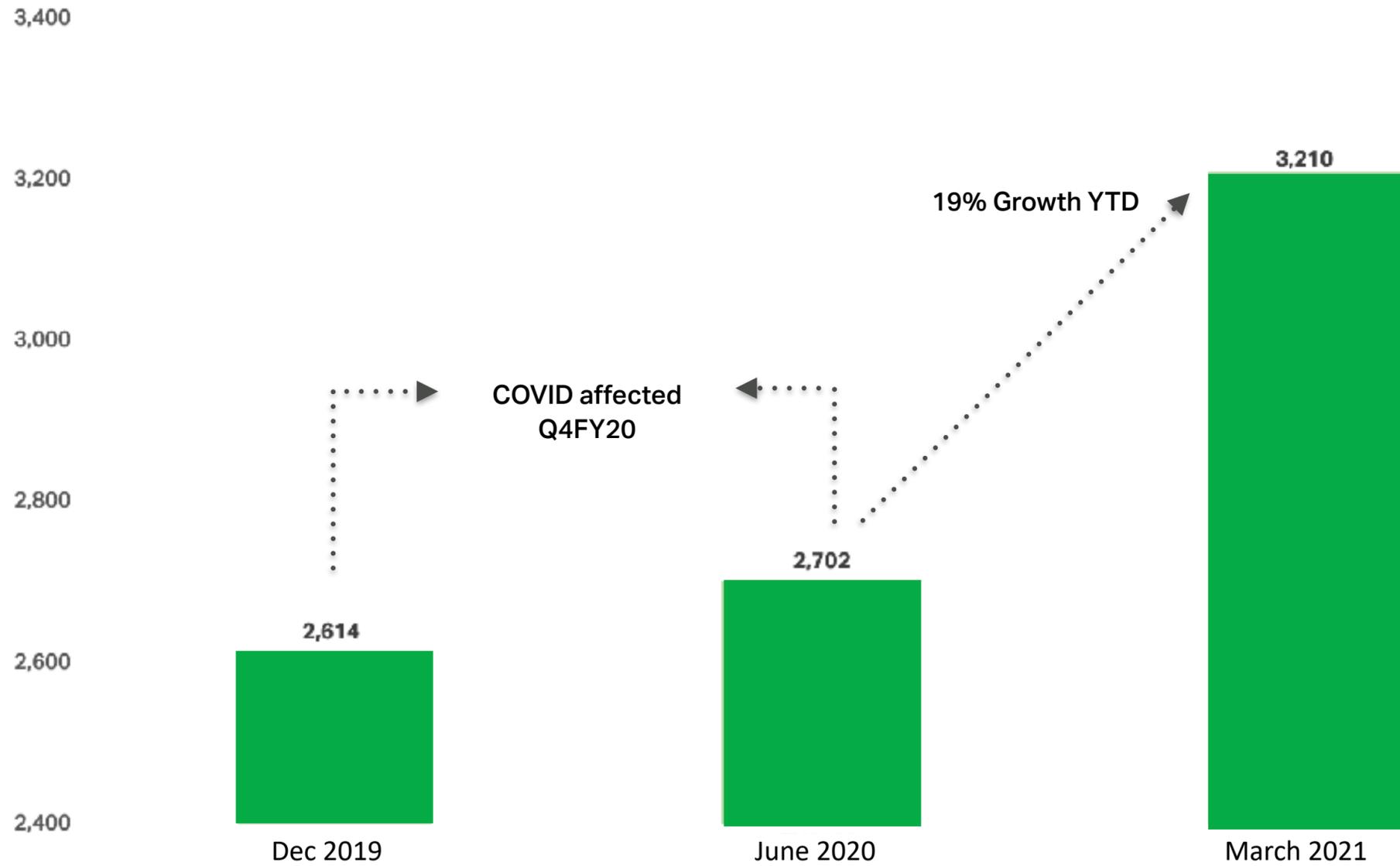
Reflective of calendar year totals unless otherwise indicated.

Highlights

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

Record Active Customer Growth Rate

Total Active Customers

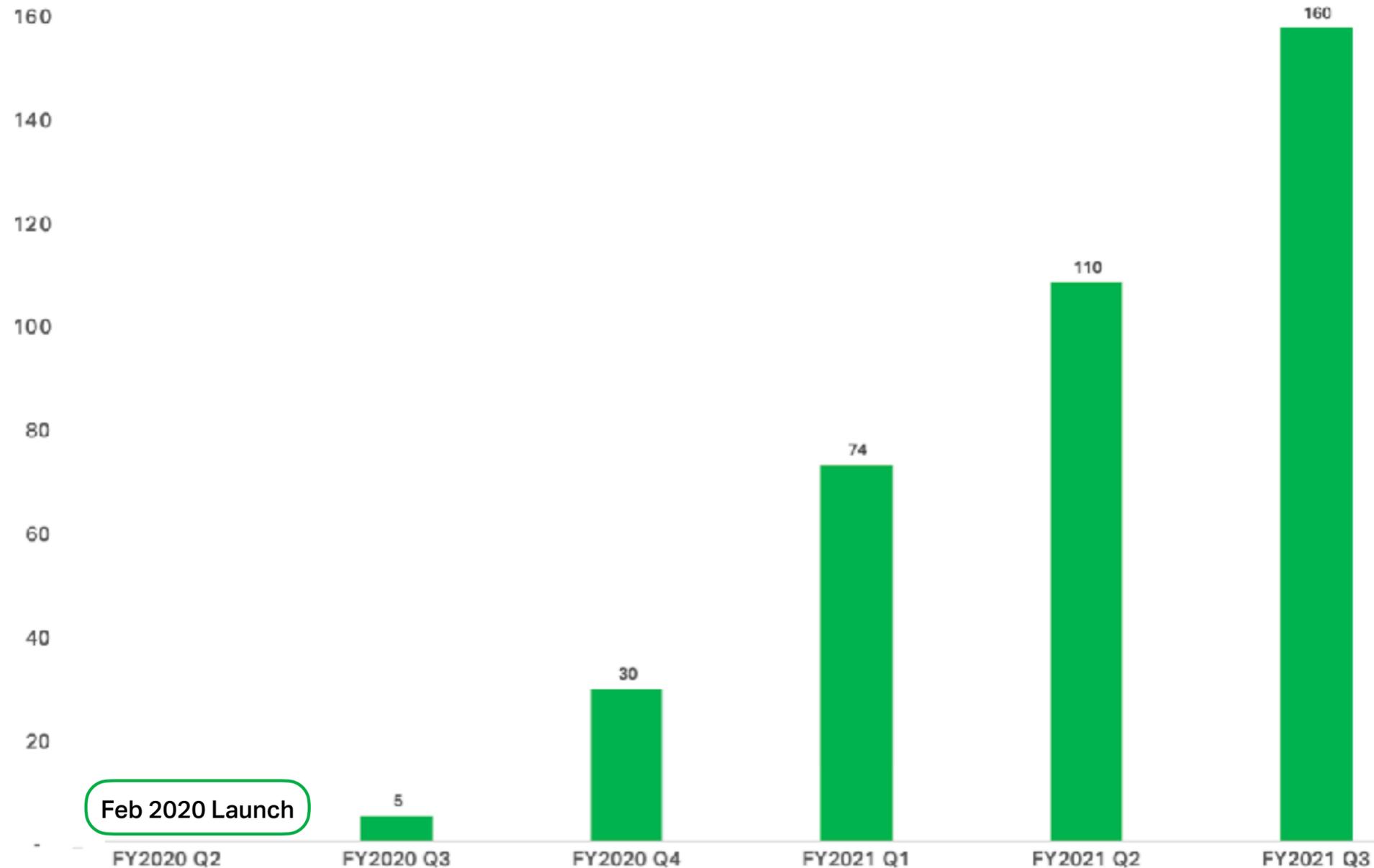


Highlights

- 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

Customers Acquired via Ecommerce



Highlights

- 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



2

Product Development



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

Ansarada Products and Customers

Products

 Deals

 Board

 Compliance

 Tenders

Customers

Companies

Advisors

Public Sector

Financial Sponsors



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



Co-sec/admin
To the Board

The Most Advanced Ansarada Platform

Ansarada Workflow™



Strategy



Deal
Marketing



Deal
Preparation



Due
Diligence



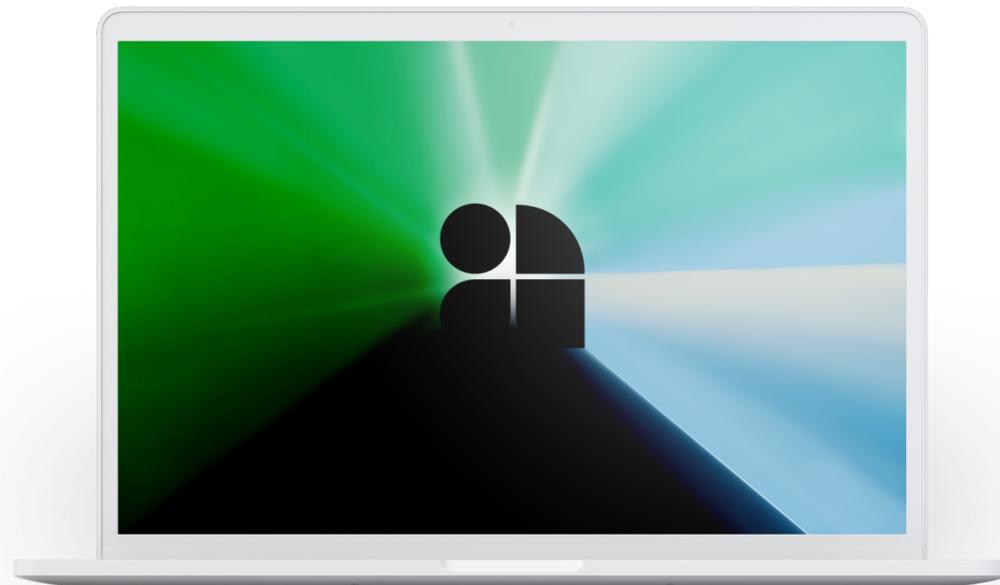
Negotiation



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.

The new  Deals™

Highlights

- 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

Ansarada Workflow In Action

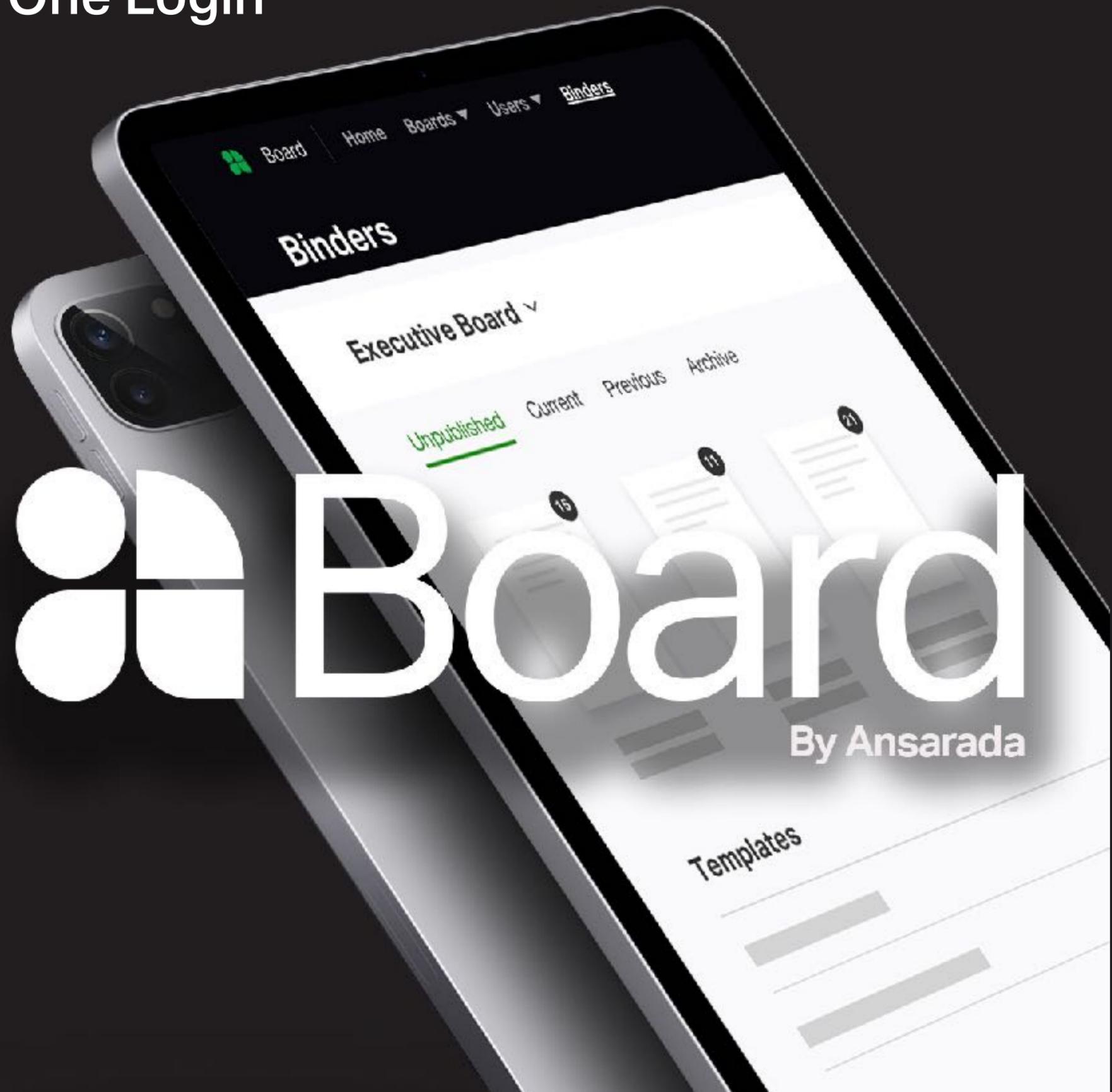
The screenshot displays the Ansarada workflow interface for an "M&A Deal". The interface includes a header with the "ansarada" logo and the user name "Jan Partner". Below the header, there is a search bar with "Add" and "Find" buttons. The main content area shows a list of tasks with columns for task name, assignee, due date, status, and notes. A modal window is open over the list, highlighting the "Go To Market for Candidates" task.

| Task Name | Assignee | Due Date | Status | Notes |
|--------------------------------|----------------|-------------|------------|---------------|
| Detail Requirements for Role | Andrew Analyst | 16 Feb 2021 | Complete | This is go... |
| Go To Market for Candidates | Annie Analyst | 17 Jun 2021 | For Review | When you... |
| Selection Process for Advis... | Dan Director | 22 Feb 2021 | Complete | You can't... |
| Approval of Selected Candi... | Arie Associate | 14 Dec 2021 | Due Soon | Give him a... |

The modal window highlights the "Go To Market for Candidates" task, showing its details and a "Go To Market for..." button. Below the modal, the "Onboarding" task is visible, and an "Add task" input field is at the bottom.

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





3

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."

 Deals

 Board

 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."

 Deals

 Board

 Compliance

 Tenders



4

Additional Growth Drivers

Additional Growth Drivers

1

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

2

E-commerce and onboarding improvements

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

3

More targeted spend on proven growth methods

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

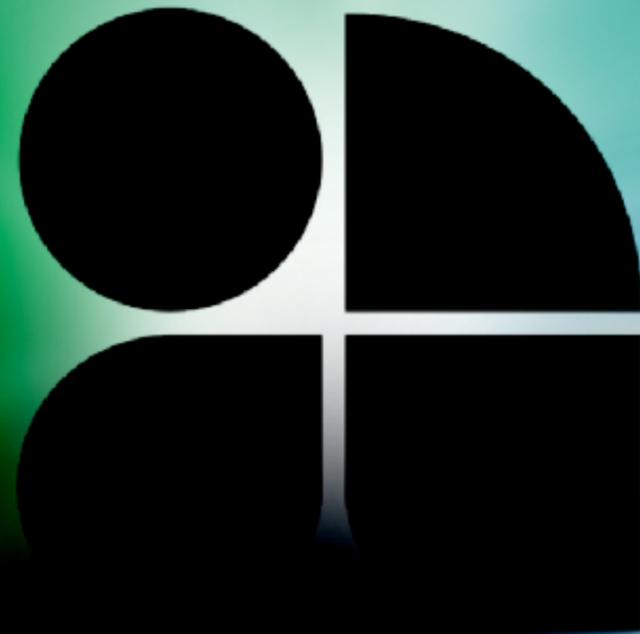
¹ Customer Acquisition Cost (CAC) is the cost of acquiring a customer including sales and marketing.



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Questions & Answers

 **ansarada**



Thank you