

Investor Presentation

February 2020

ASX: CRO

cirralto

Our Vision

To fundamentally change the way businesses transact by delivering software solutions that enable data sharing and collaboration without error.

The Problem We Solve

One of the major problems facing all businesses of any size is the incorrect supply of goods and services.

Incorrect supply can cost a business as much as 20% of sales.

Mistakes happen when information must be entered into multiple systems to sell, supply and invoice.

Enterprise level businesses pay substantial amounts to obtain this operational capability and efficiency to reduce errors in a single system.

The operational capability and efficiency to reduce errors in a single system has not filtered down to small business.

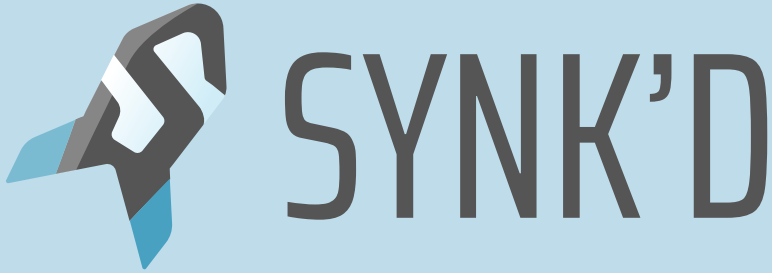
Our software levels the playing field and provides small businesses with enterprise level capabilities at a fraction of the cost.

This small business functionality allows Cirralto to provide simple, equitable and error-free trade with large businesses.



Understanding the Core Products





Spenda

CATALOGUE MANAGEMENT

PAYMENTS

SALES



WAREHOUSING & INVENTORY

PROCUREMENT

REAL-TIME VISIBILITY

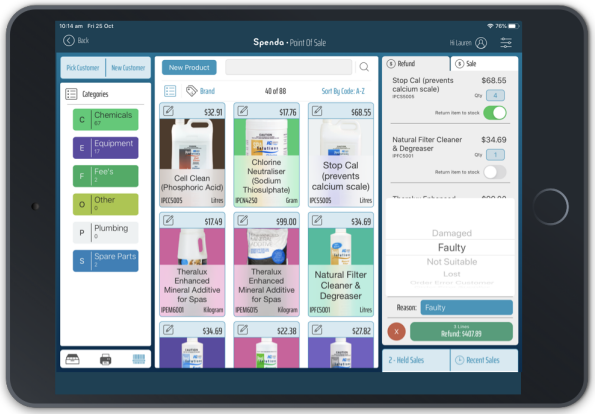
Spenda Apps are a set of operational software that allows a customer to standardise their business processes from selling, servicing, inventory management, procurement and payment.

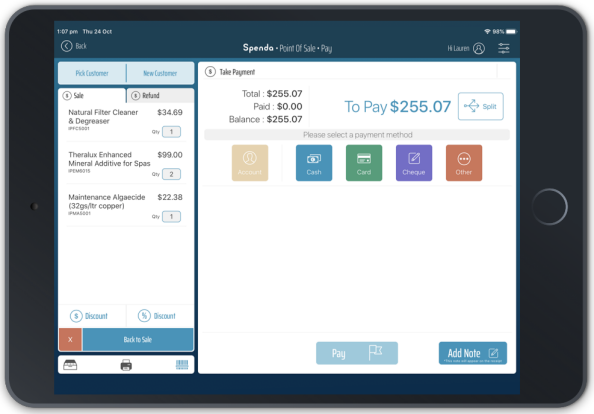
SYNK'D – Integration as a Service

- Spenda records transactions between businesses once, and through digital collaboration eliminates the need for duplication of data, saving valuable time and money.

- Synk'd is an integration platform as a service (IPAS) that connects different software systems together to enable the sharing of transactional data including customer, supplier, inventory, pricing and stock on hand to give teams access to the information they need in the system they need it.

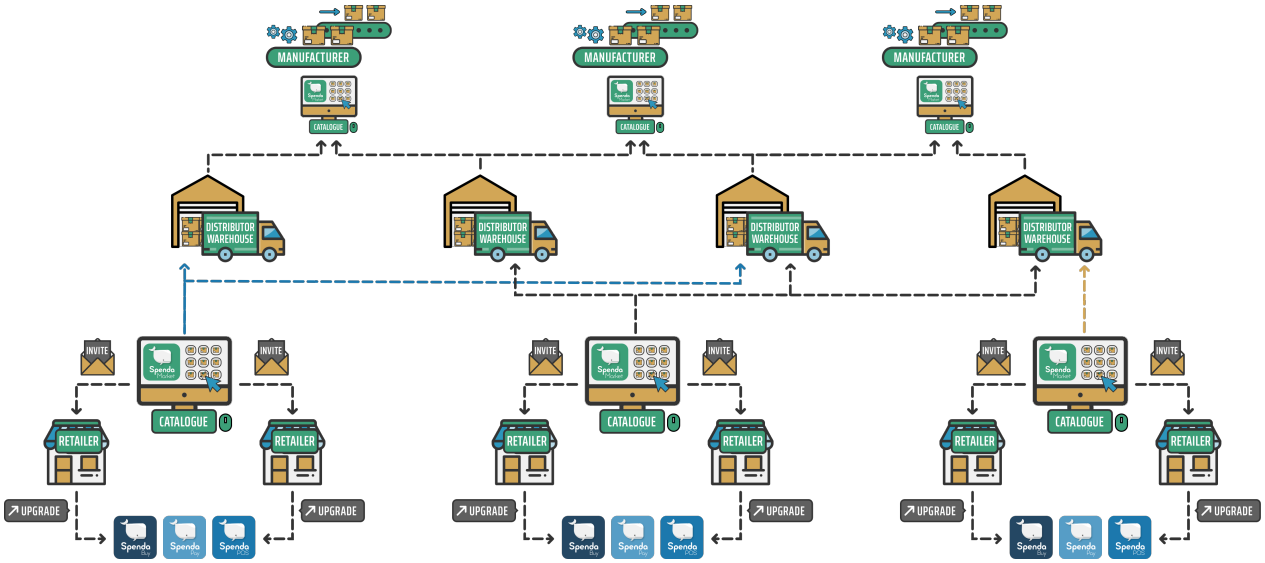
- The application of the two technologies provides business owners with a real-time overview of their business' performance.







The Marketplace



The Spenda Marketplace is a collaborative sales and purchasing platform that connects the buyer to the seller enabling a unified approach to enable a business of any size to collaboratively order, invoice and pay digitally at the lowest possible transactional cost.

- Suppliers digitally connect to the SYNK'D platform and share their catalogues with their retailers;
- Suppliers invite their retailers to download Spenda and connect to their catalogue to transact faster and more efficiently;
- Connected retailers use Spenda to buy inventory from their supplier's catalogue;
- Retailers are offered an upgrade path via in-app purchases to unlock additional Spenda functionality including integrated catalogue, PoS, warehouse & inventory management, procurement, payments and financial integration to enable a comprehensive business management platform.

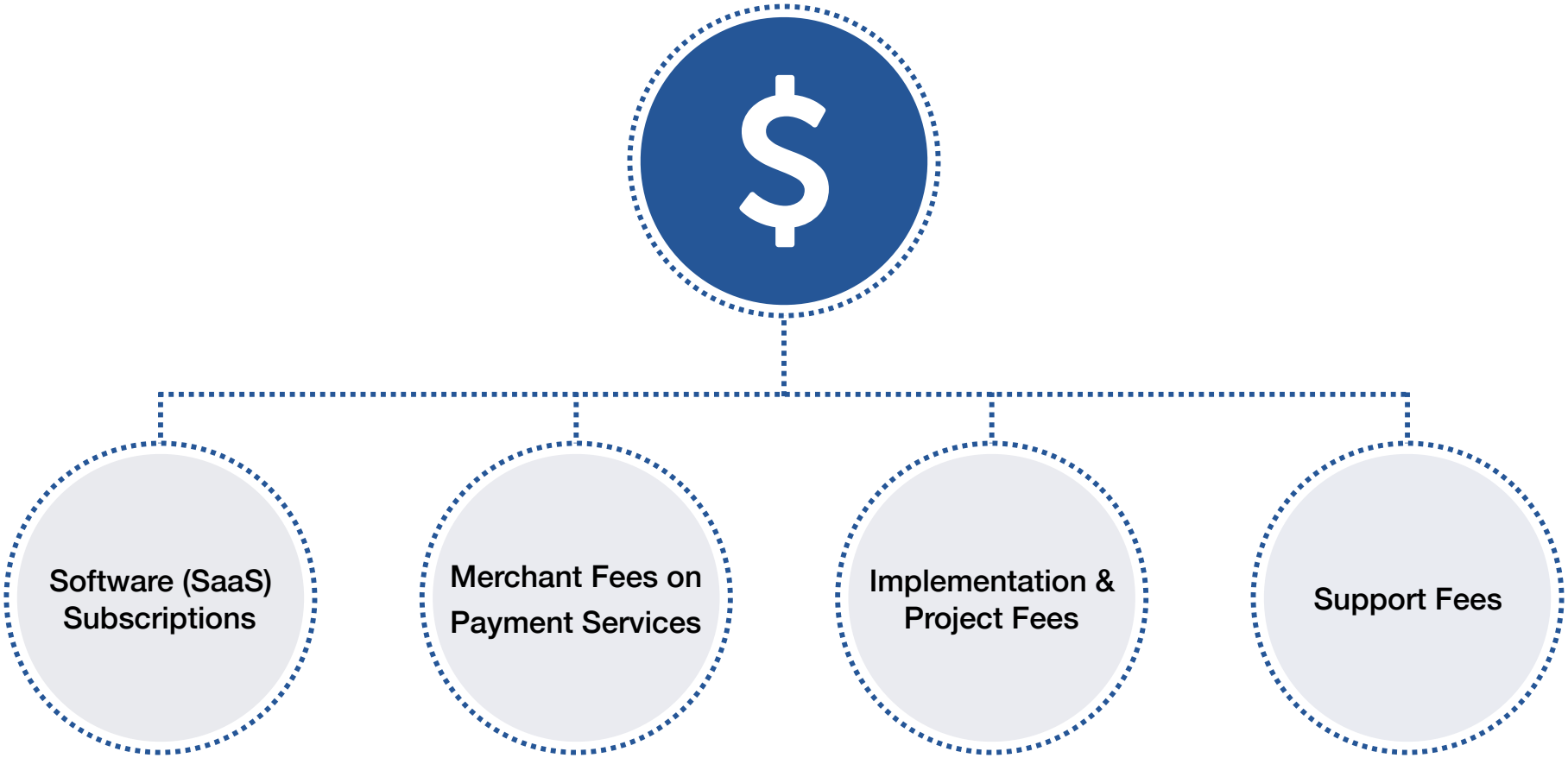
Our Business

Cirralto's primary purpose is to provide our customers with software that help drive profitability in their business.



- We specialise in providing technology that enables collaborative business processes centred around sales, ordering, invoicing and payments technologies.
- Our goal is to simplify the way businesses trade by delivering and integrating real time ordering, invoicing and payments from source (buyer) to destination (seller).
- Our typical customers include retailers (multisite, franchise and vertical specialisation), wholesale distributors, manufacturers and producers (with common retail customers).

Sources of Revenue



Fees

Software (SaaS) Subscriptions

Standard PoS: $49

Value add modules: $49 - $199 (mth)

Merchant Fees on Payment Services

Payment margin on card transactions: 0.35% - 1.5%

Implementation & Project Fees

Standardised Implementation: $1,000 - $20,000

Project: >$25,000

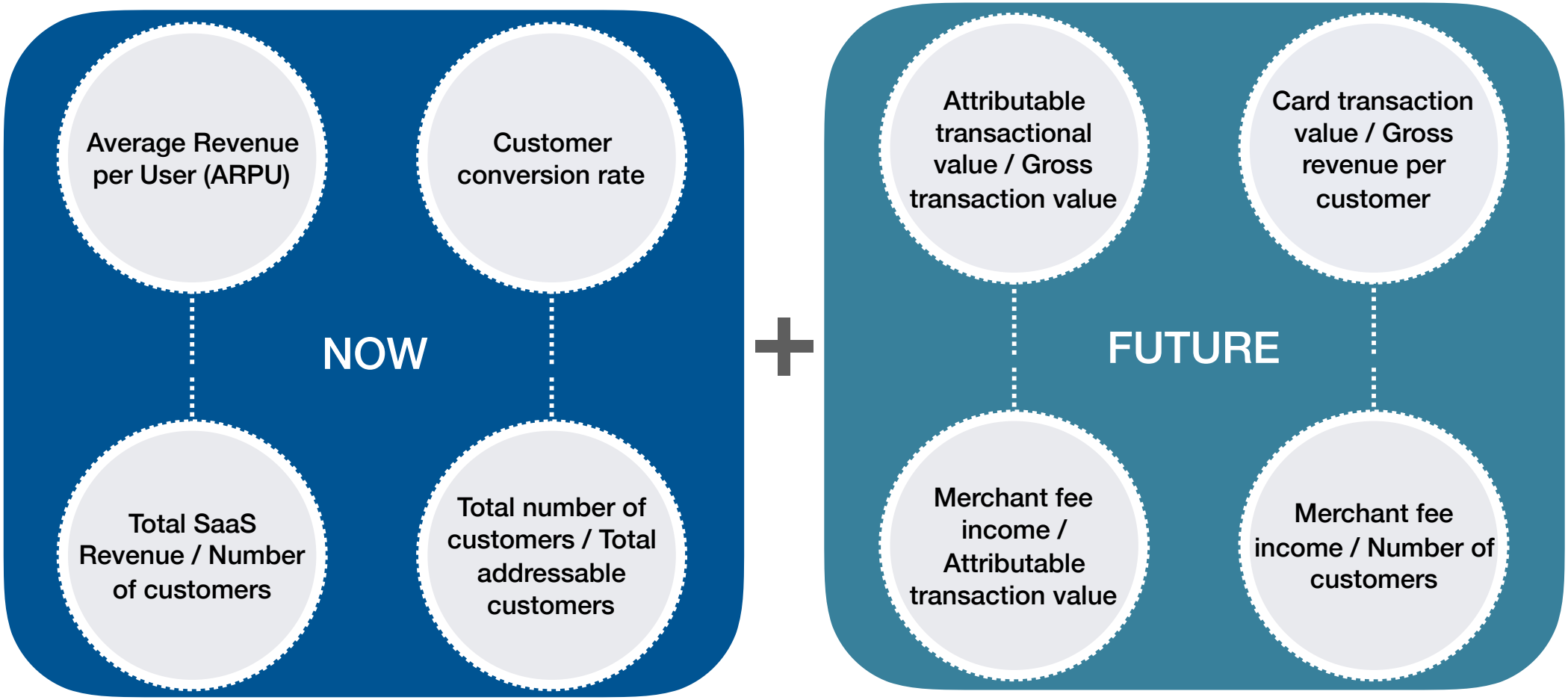
Support Fees

Support Packs:

1hr - $125

10hrs - $750

Revenue Metrics



The Opportunity

Pool Industry Vertical

Retail stores: ~1,100

Single man-in-a-van: ~900

Major Supplier / Distributors: ~6

Major Franchise Groups: ~6

Automotive Industry

Incumbent Suppliers / Distributors: >2,500

Service / Repair: >20,000

Food Distribution Group

Major Distributors: ~130 nationally

Average retailers / distributor: ~700

First Distributor (WA based)

Number of retailers: ~1,500

Applicable retailers: ~500

Consolidated Segment Analysis

Major Distributors: +2,500

Retailers: +100,000

B2B transactions: ~$10bn

Company Focus

The Company's strategy to achieve market penetration and scale will be enhanced by:

- The roll-out of the Company's SaaS solutions to the existing customer base and the fast moving consumables goods vertical (FMCG). Under this deployment strategy, the franchisor or supplier (sponsor) may subsidise a basic version of the software for its franchisees or retailer (the end user) to enable the end to end adoption of digital transactions.
- Adding more end users within the network (network participants) and adding chargeable upgrade functionality to each end user within the network.
- The automation of the customer acquisition framework, making it easier to add more end users and offer "self-help" functionality to drive usage and contract renewal.
- Giving end users self-help SaaS tools and up-selling new functional modules (with corresponding increases in monthly SaaS fees).
- Enabling "Network Effects": The system is designed so that the more users there are on a given network, the more potential there is for viral adoption of the Company's SaaS solutions.

A practical example of network effect is seen when more users mandate the use of the system with other suppliers and customers in the extended network.

Investment Summary

Significant Growth Potential

>2,000 incumbent customers
>20,000 businesses transact through current software stack

Viral Network Driven Business

Technology supports private marketplace enablement

Diversified Revenue Streams

SaaS
Implementation
Payments
Support

Group revenue (2019) ~$2m:
~$1.1m operational revenue plus
~$850k in R&D tax incentive

100% Owned IP

An organisational structure and infrastructure capable of supporting growth and scaling operations

High Margin Business

Growing in Average Revenue Per User (ARPU)
Payment Margin 0.35-.7%

Established and Proven Management Team

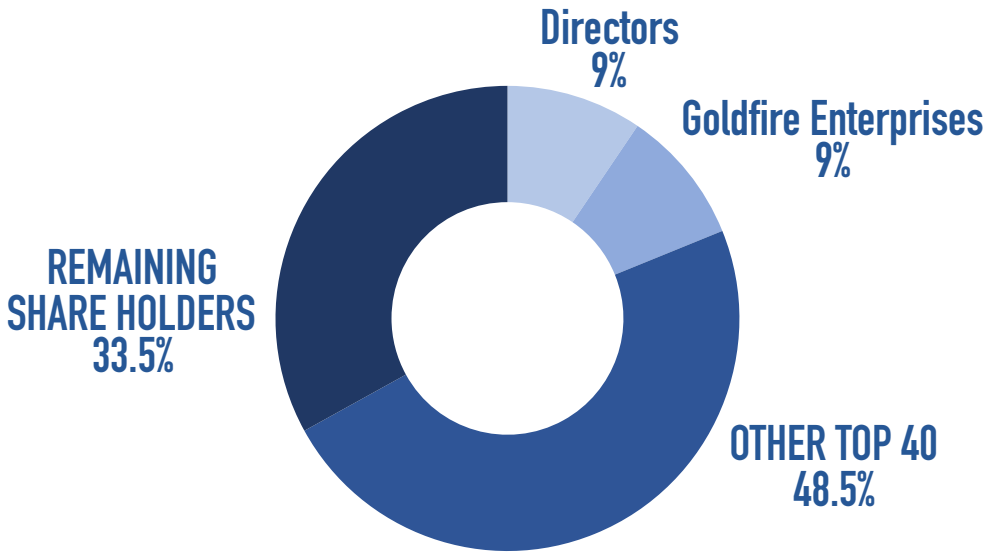
A team with proven success in developing, marketing, implementing and commercialising software;

Post Completion Capital Structure

DIRECTORS
Peter Richards - Chair
Adrian Floate - Managing Director
Stephen Dale - Non Executive Director
Howard Digby - Non Executive Director

Capital Structure	Pre	Post
Shares on Issue	823m	1,65b
Market Capitalisation ($0.006)	A$4.9	A$9.9
Top 40	64.5%	-
Total Shareholders	~650	-
Debt	~$830k	~$830k

SIGNIFICANT SHARE HOLDERS (Current)



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- general economic conditions and levels of economic activity;
- global financial conditions;
- financing risks;
- degree of competition in the industry;
- risks associated with the development of projects;
- changes in employee relations; and control of costs and expenses.

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This presentation has been authorised by the Board of Cirralto.



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