

cirralto

APPLICATIONS, INTEGRATIONS, PAYMENTS & FINANCE

GENERAL MEETING, MAY 20 2021

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Today, Cirralto Limited (ASX:CRO) is a feature based payment company capable of owning transactions from any customer up and down the value chain.

Appstablishment was founded in 2001 as an electronic data interchange (EDI), Integration and Mobile Solutions provider the company has worked in payment services in some capacity throughout its 20 year history.

During the last financial year, the Cirralto rounded out its capabilities in payments and financial services enabling it to own a customer from initial quote to final payment.

Cirralto delivers a fully integrated digital payment and business software solution that enables businesses to transform with fast, error-free digital efficiency.

We’re on a mission to fundamentally change the way people do business by implementing digital tools that streamline business processes, improve efficiency and payment practices, so businesses can trade faster and get paid quicker.

Business Snapshot - Post Appstablishment Acquisition

HIGHLIGHTS

2001

ASG FOUNDED IN 2001

IP ASSETS

Spenda

SPENDA PLATFORM

SYNK'D

SYNK'D INTEGRATION PLATFORM

MAJOR MARKETS

- **AUTOMOTIVE**
- **FASHION**
- **FOOD**
- **PET**



40 TECHNICAL PERSON

With core team working together for 20+ years

20 PERSON COMMERCIAL

ASX:CRO

MARKET CAP	MARCH QTR** - CASH	Q3 2020 V Q3 2021 CASH	SHARES ON
A$185M*	RECEIPTS UP +25%	RECEIPTS GROWTH 332%	ISSUE 2.9B***

Market Cap based on close price as of May 18 of 6.4c and assumes shares on issue of 2.9B. See *. Based on current shares on issue, market cap is A$13m*

*** March Quarter Cash Receipts were $294k.*

****Assumes shares on issue of 2.9M subject to resolutions being passed at the General Meeting on May 20, 2021*

Dave Wood

CHIEF PRODUCT OFFICER

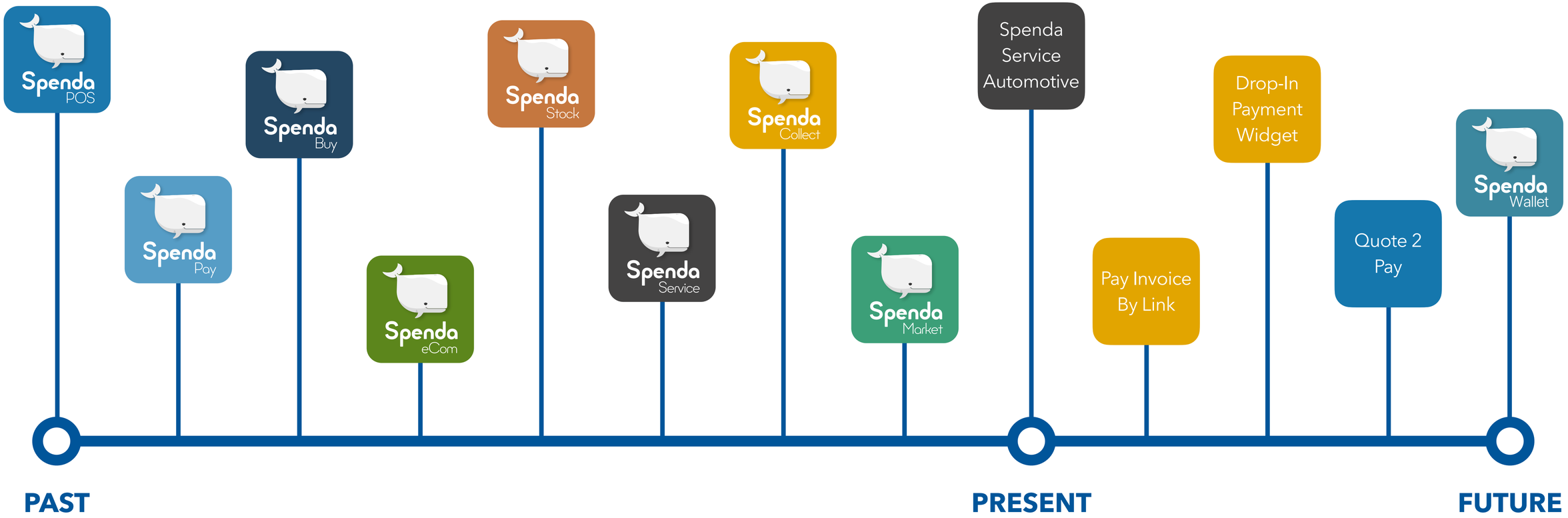
Dave Wood is the new Chief Product Officer at Cirralto.

With over 20 years of experience in Software and Systems Design, Dave is the driving force behind bringing Spenda's vision to life and works closely with his team to deliver a seamless experience for Spenda's customers.

Dave is also a member of Spenda's Executive Team and plays a key role in the Company's strategic direction.



Spenda Product Overview



Spenda Integrated Value Chain

Past Product Launches

Apps designed to stand alone or connect to form a complete integrated EPA system.

Spenda POS

Our cloud-based Point of Sale system allows businesses to quickly process a transaction while offering them complete access to an impressive feature set.

Spenda Pay

A retail payment solution integrated with SpendaPOS that allows venders to take payment in-store or over the phone.
Superseded by SpendaCollect

Spenda Buy

SpendaBuy is a procurement tool that streamlines the purchasing process and allows businesses to send purchase orders directly to their suppliers.

Spenda ServicePro

SpendaService Pro* is a customisable Field Service Management tool that allows businesses to control their entire internal operations from one location.

Spenda Stock

An integrated Inventory Management solution that empowers businesses to view, track and control their products across multiple warehouses in real-time.

Spenda Market

Complete business-to-business management software. Control sales and orders 24/7 with a simple, personalised user-experience and fast financial integration.

Spenda Collect

SpendaCollect is the crown in our payments stack and enables any business to collect debt from any customer.

Spenda eCom

Spenda-eCom** provides your business with a highly functional online sales portal for customers to purchase goods and services.

*Brought to market through partner collaboration with GSP Insight

**Brought to market through partner collaboration with Greenshoots

SpendaService - Automotive

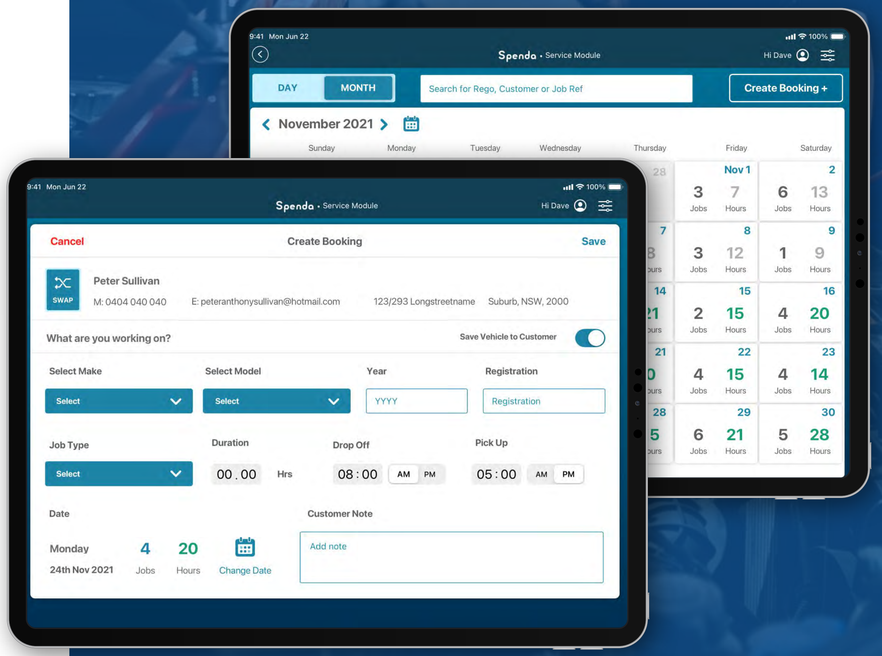
- SpendaService is a fully integrated iPad based Service Management and Point Of Sale application customised for the automotive industry.

- The target audience for this product suite is small to medium independently owned mechanical workshops or franchise groups.

- The SpendaService bundle will be a suitable upgrade for businesses currently using some sort of Service Management software or a significant leap in functionally for businesses using paper-based booking and invoicing systems.

- Our service application has been optimised for the typical automotive repair scenarios being:
    - Scheduled logbook services;
    - Unexpected break-fix services;
    - Vehicle Inspections;
    - Follow up on recommended works.

- **Launching in June 2021**



Unlike SpendaService Pro which relies on partner collaboration, the software behind SpendaService is built in-house and runs as a companion to SpendaPOS.

Workflow Payments



PAY-BY-LINK

Pay-by-link is a secure payment method that removes the need for customers to provide their credit card details to a third party.

Businesses are able to provide their customers a link via either email or text message, that they can use to make payment.



QUOTE-TO-PAY

Designed to connect a pay-by-link service and enable customers to action payment to a business when they accept a quote, book a job or receive your request without ever surrendering their card information.

The system generates a link which is sent to a customer that prompts them to enter their credit card information, removing the need to provide sensitive details over the phone.



DROP-IN PAYMENT WIDGET

The Spenda Drop-in Payment Widget is an easy to install payment service which can be integrated to existing eCommerce or booking web experiences.

Users will be able to use their saved Spenda payment methods wherever the Spenda Drop-In Widget is used.

These features will be available through the BPSP / BPA agreements

SpendaWallet



- Sellers will offer fast, low cost terminal free payments to buyers
- Customers will be able to pay with credit card, bank account or via deferred payments
- 100% cardholder privacy and control for Customers.
- Collect receipts and manage warranty in the one place
- Launching 2022



Spenda Integrated Value Chain Collaboration



WHOLESALER DISTRIBUTOR MANUFACTURER

Invite
Trade
Pay

SpendaCollect

SpendaMarket

Wholesale Services

- Debt Collection
- Payment Flexibility
- Liquidity
- Integration
- Collaborative Ordering



RETAILERS & RETAILER SERVICE PROVIDER

Invite
Trade
Pay

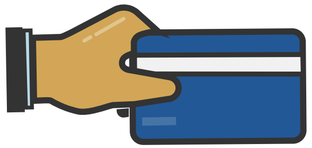
SpendaPOS

SpendaService

Spenda eCom

Retail Payment Services

- Terminal
- Pay by Link
- Quote to Pay
- MOTO
- eCom Payments



CONSUMER

SpendaWallet

- Pay By Link
- Quote to Pay

Richard Jarvis

CHIEF FINANCIAL OFFICER

Richard Jarvis is the Chief Financial Officer at Cirralto.

He is a qualified Chartered Certified Accountant with over 20 years of international financial experience gained in public practice and with various ASX, AIM and TSX-V listed companies, including 15 years spent in senior managerial roles.

As a member of Spenda's Executive Team, Richard plays a key role in driving the Company's strategic direction and helping to facilitate growth.



Market Fit - The Opportunity

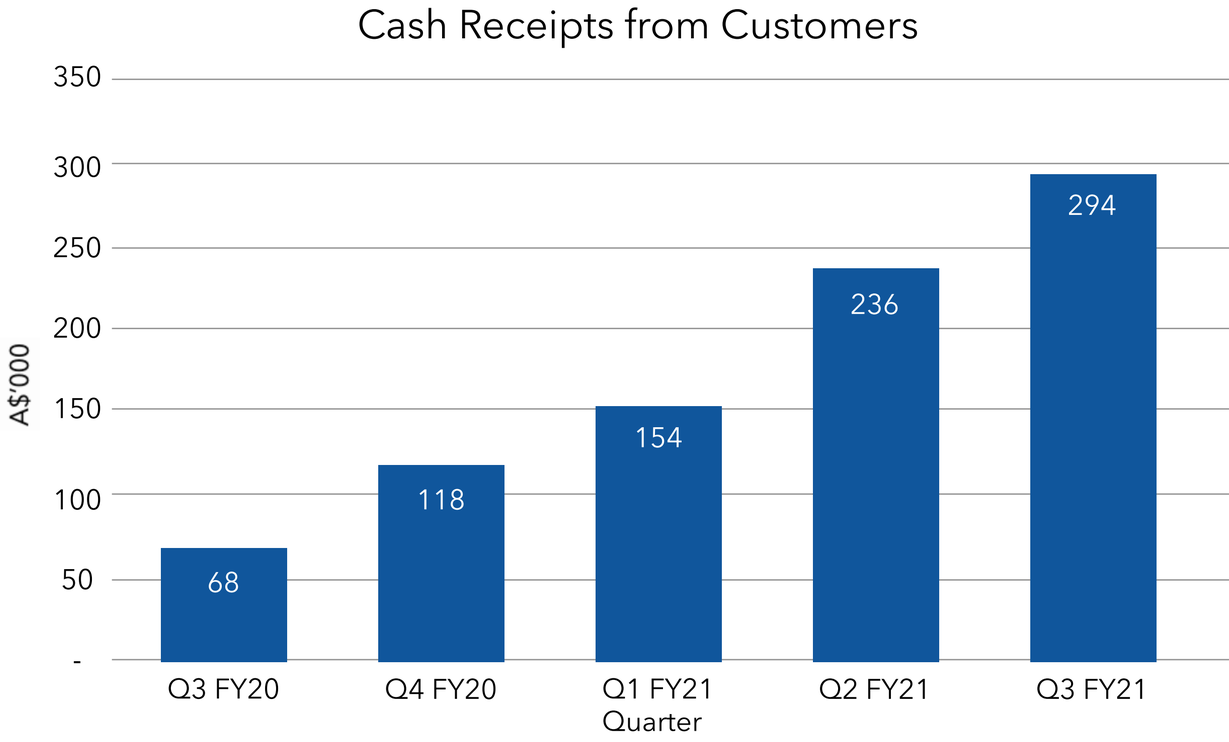
- The Spenda Product suite is a powerful industry agnostic software solution.
- If you are a B2B player, Spenda is relevant.
- We are not just a payments company.
- We are not just a Software-as-a-Service (SaaS) company.
- We are a fully integrated digital payment and business software solution.
- We offer ease of integration into existing business systems.
- We support ledger-to-ledger visibility between any buyer and any seller.
- We deliver a reduction or elimination of hidden costs by using a single dataset.
- Ability to offer reduced merchant fees.
- We deliver significant cost savings for our customers.



If you are a business, transacting with another business, **Spenda is relevant.**

Financial Snapshot

- 2020 was a transformational year for the Company
  - Recapitalising the balance sheet to gear for growth
- 2021 building on this foundation
  - Successful completion of $18m Placement
  - Strong cash position ($23.8m at 31 March 2021)
  - Debt free
- Steady growth in revenue and cash receipts year to date, which exclude any BPSP/BPA payments revenue.



We are at the beginning of what we anticipate to be an exciting period of sustainable revenue growth.

Income Diversification

- Revenue earned YTD excludes:
  - BPSP/BPA Payments revenue potential ; and
  - Financial services revenue potential.

- Cirralto revenue model:
  - SaaS revenue
  - Implementation revenue
  - Training and Support revenue
  - Hardware sales
  - **BPSP/BPA Payments revenue***
  - **Financial services revenue****



** Enabled through BPS / BPA agreements.*
*** Potential revenue stream via Invigo partnership agreement.*

Market, Sales and Implementation Execution

UNDERSTANDING THE GROWTH STRATEGY

- We have an energetic and positive Sales Team engaging our customers.
- Our Sales Team is well structured to deliver on commercial goals and presently includes three front runners that are focusing on the acquisition of wholesalers, distributors and relevant connected trading partners. These businesses sell to retailers.
- Each of these resources are focused on winning four nodes with an average of 1,000 Customers each per month using SpendaCollect as the solution to enable business payments.
- Our Customer Success Team is focused on enabling our Customer's Customer to adopt the SpendaCollect solution, sourcing invoices and making payments via the platform.
- Our baseline target is to upgrade 5% of our Customer's Customer to Spenda's payments products.

NOTE: Current engagements would suggest distributors in our target segment have at a minimum 1,000 trading debtors.

Volume Play

CREATING POSITIVE CASHFLOW

- As our payments and financial services income streams come on stream through the coming months, the average revenue per user (ARPU) should continue to grow along with revenue.

- Our recurring income metrics are strong and well defined making the job to create positive cashflows one of a steady acquisition of customers in target demographics.

- It is imperative that we grow purposefully and then allow our software to connect other businesses through the built in invitation model, assisted self on boarding and improve credit and risk processes to deliver the boost to revenue.



Target Markets

EXPANDING INTO AGRIBUSINESS

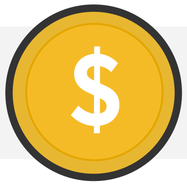
- Following established markets in Automotive, Food Service Pet and Fashion the company has developed a keen focus on Food Production and Primary Production.
- Market opportunities include:
    - Wine & Alcohol
    - Livestock
    - Grains
    - Fruit and Vegetables
- The company has internal expertise in agriculture with our Chairman Peter Richards also chairing Grain Corp, and non-exec director Stephen Dale with several farming interests.
- The company has developed a variety of products that harness payments and financials services tailored for primary producers.



Ingredients to Accelerate







PRODUCT	Applications	We OWN a set of compelling technology solutions for businesses across multiple markets
	Integration	
	Payments	
	Financial Services	
PEOPLE	Scale to attract talent	We have a culture of innovation and resilience coupled with the expertise required to succeed.
	Strong core team	
	Talented new recruits balancing of compentencies	
CAPITAL	No debt	We have the capital base to accelerate and realise our potential.
	$23.5m	
	Revenues	

Q&A'S

cirralto



Glossary

ASG / Appstablishment Software Group - refers to Appstablishment Software Group Pty Ltd and all its subsidiaries.

Average Revenue Per User (“ARPU”) - is calculated by summing Cirralto's total revenue and dividing this by total licensees on the last trading day of each month.

Australian B2B Payments Market - Total Australian B2B payments market as defined by industry research.

BPA - Business Payment Aggregator agreement . Announced on 14 December 2020 - Cirralto signs a BPA Agreement with Fiserv and MasterCard.

BPSP - Business Payment Solution Provider agreement. Announced on 7 December 2020 - Cirralto Enters into a Business Payment Solution Agreement with Fiserv and Visa.

Customer - the term ‘customer' or ‘licensee' are used interchangeably.

Merchant Turnover - Merchant turnover is the total sales made by a business in a given period.

SaaS Engagement - SaaS or Software as a Service is a month to month or fixed subscription license for software.

SaaS - Software as a Service.

Authorised by the Board of Directors



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