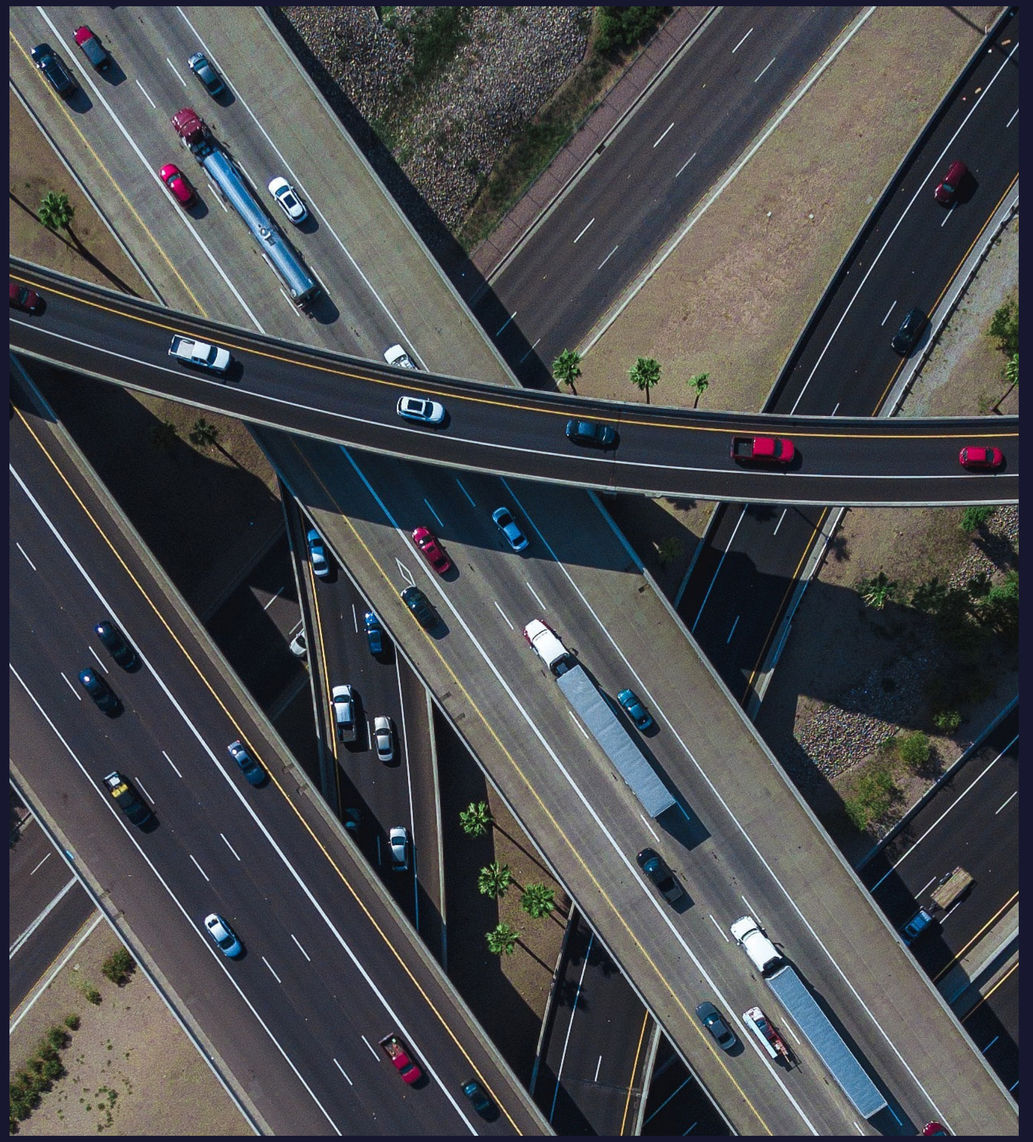
felix

AGM



Building relationships.
Connecting construction.

Construction industry is ripe for disruption

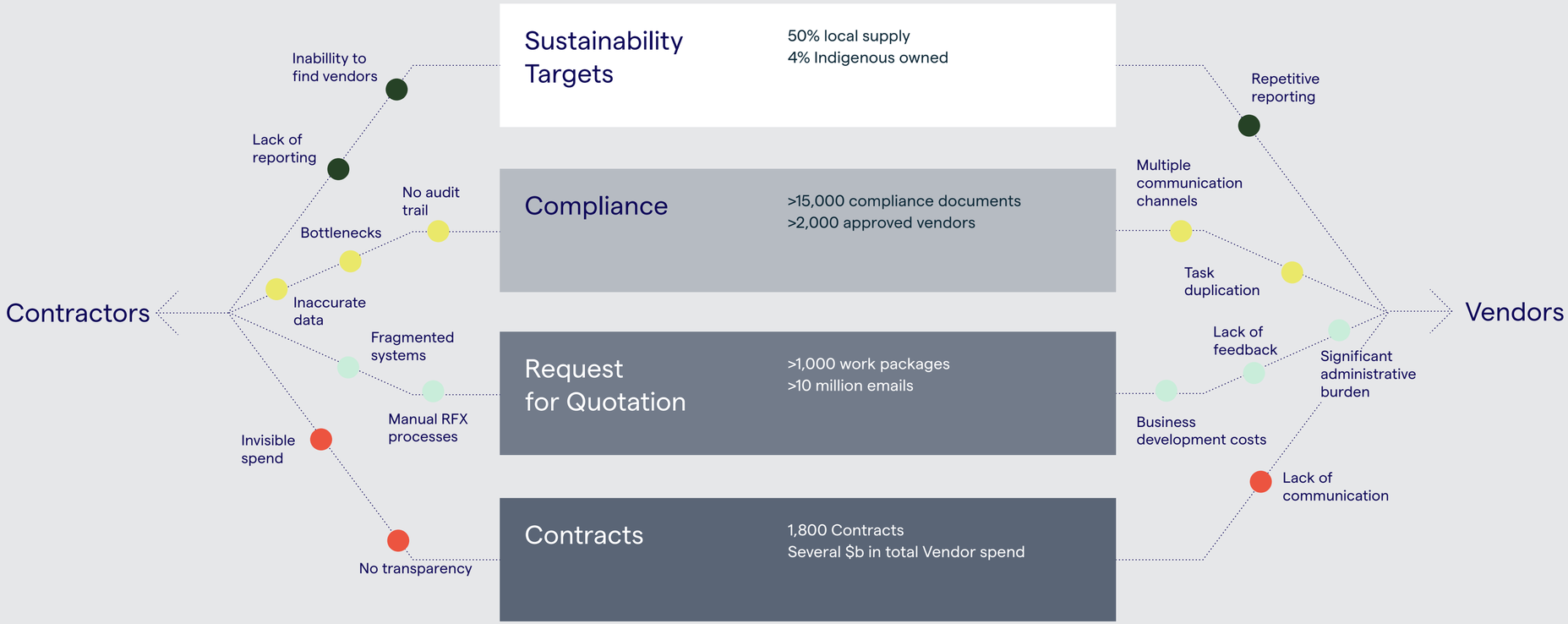
Perfect storm of critical issues is driving technology adoption

Large and growing industry

Significant compliance environment

Low IT spend

↘ Example: Multi-billion dollar infrastructure project

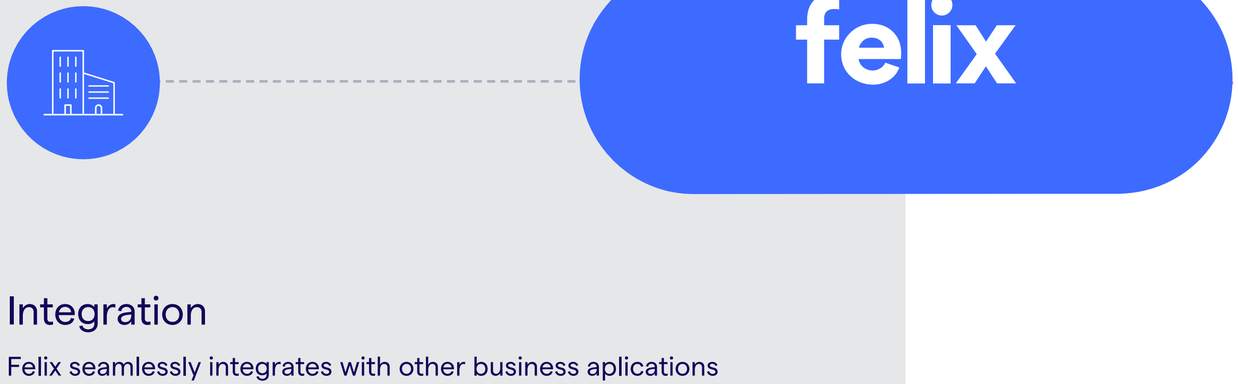


Established platform connecting industry players

Felix connects Contractors and Vendors, digitising and automating critical procurement processes

Contractors

(e.g. CIMIC) engage a supply chain of third-party Vendors to deliver capital projects



Vendors

(e.g. Boral) are contracted to deliver specific works or supply materials

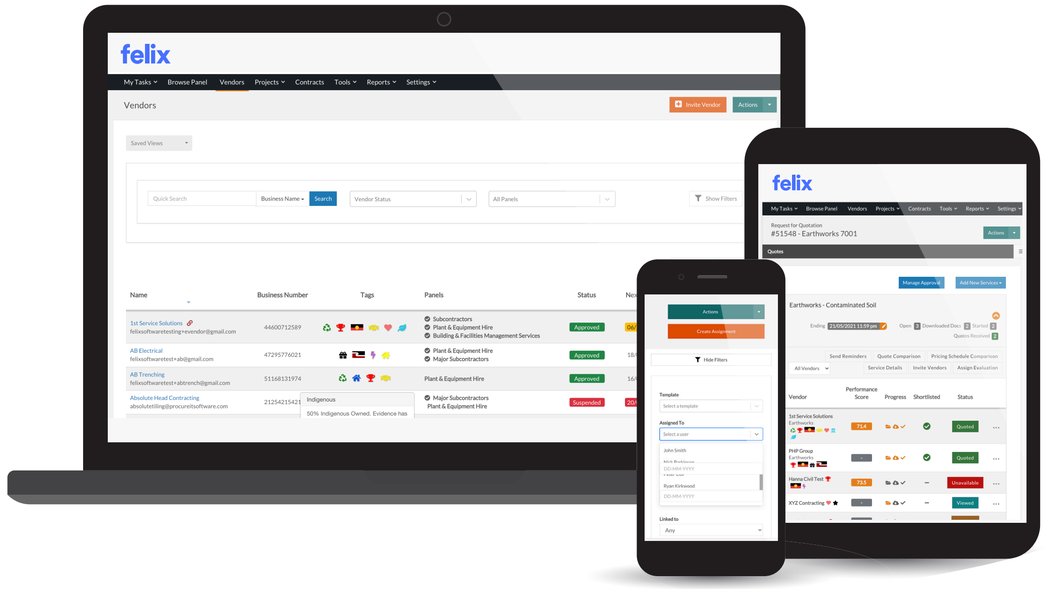
- **Subcontractors**
- **Suppliers**
- **Consultants**

Integration

Felix seamlessly integrates with other business aplications

- ERP Platforms
- Document Management
- Compliance Tools

Felix transforms the procurement lifecycle

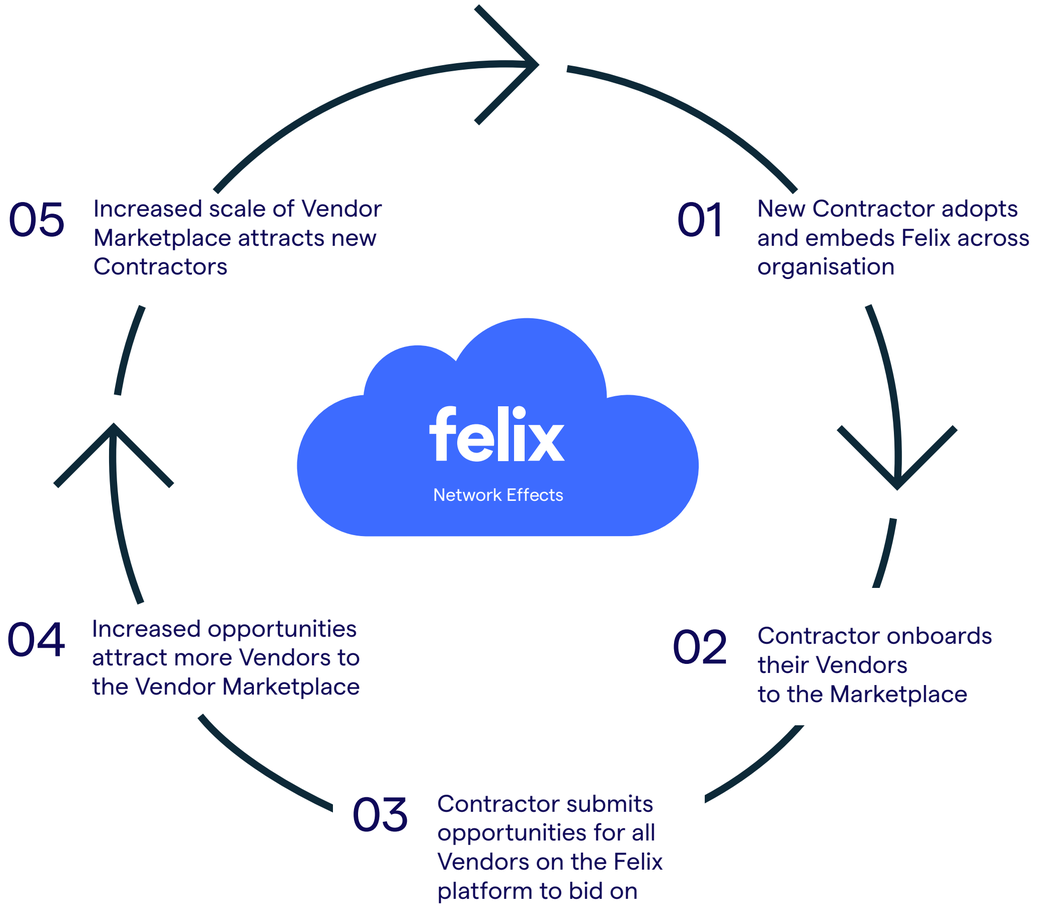


"Felix provides real-time visibility of what stage the procurement process is at, from who is waiting on approvals to the visibility of all documents and analysis."

Peter Bolanis - Head of Procurement & Contracts
West Gate Tunnel Project
$6bn+ major infrastructure project

- Automates and streamlines complex workflows
- Mitigates supply chain compliance risk
- Accurate and real-time data to inform decisions

Network effects are accelerating scale and entrenching market position



Mandated use of Felix by Contractors drives rapid scale

- New Contractors onboard their entire third-party supply chain of 1,000s of Vendors on to the platform
- Each new Contractor effectively builds the Vendor Marketplace at no direct cost to Felix
- Depth of platform solution combined with compounding network effects is key to Felix's successful marketplace strategy

Growth Strategy

- Highly strategic base of leading Contractors
- Significant Contractor pipeline
- Penetration of new high value sectors
- Unlocking the value of Vendor Marketplace
- Global Opportunity



Highly strategic leading Contractors

37 Contractors with significant value to be realised as platform usage expands across divisions



Land and expand strategy ↘ Case Study

Platform adoption expands across Contractors' divisions underpinning organic growth

ARR expansion from existing ASX-listed Enterprise customer

$36k

Apr 2018

Vendor Management (Divisional)

$45k

Jul 2020

Vendor Management (Divisional)

Sourcing (Divisional)

$69k

Jun 2021

Vendor Management (Divisional)

Sourcing (Divisional)

$100k

Dec 2021

Vendor Management (Full Enterprise)

Sourcing (Divisional)

~$210k

Expansion 2022

Vendor Management (Full Enterprise)

Sourcing (Full Enterprise)

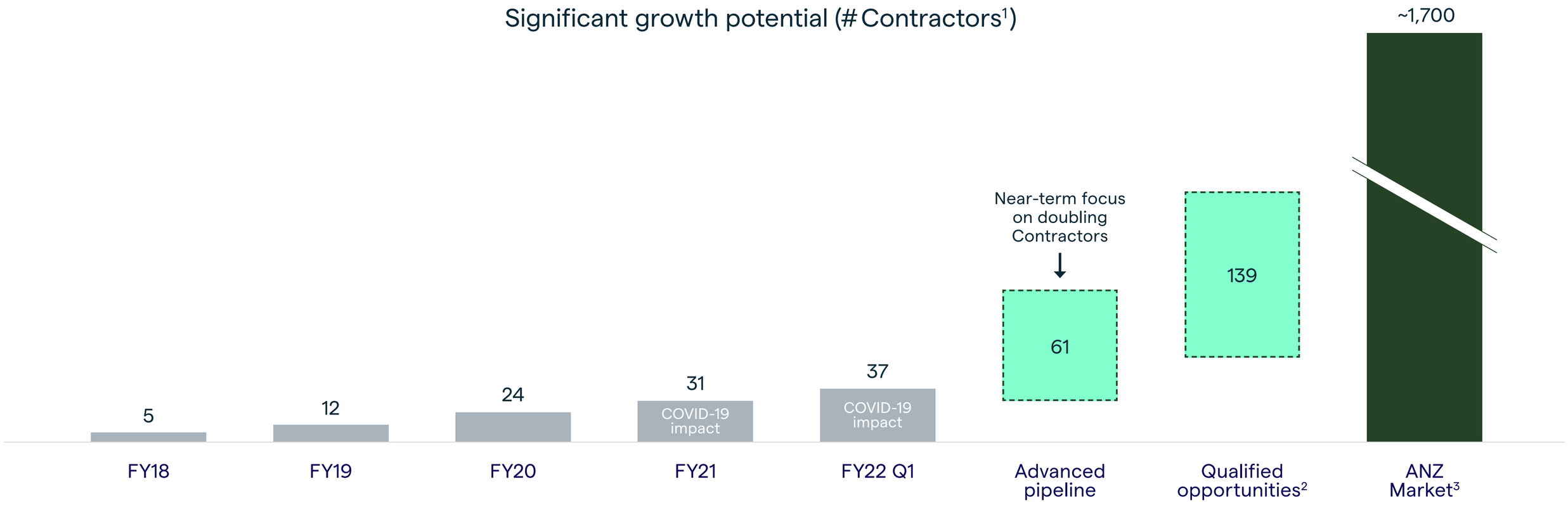
Procurement Schedule (Full Enterprise)

Contract Management (Full Enterprise)

>50% of existing Contractors are in active discussions to expand modules across their organisations, while the launch of Procurement Schedule is expected to further accelerate module uptake

Accelerating conversion of Contractor pipeline

Felix is on the cusp of accelerated growth underpinned by immediate pipeline opportunities



98% ARR retention rate demonstrates Felix's ability to become deeply embedded in Contractor's operations

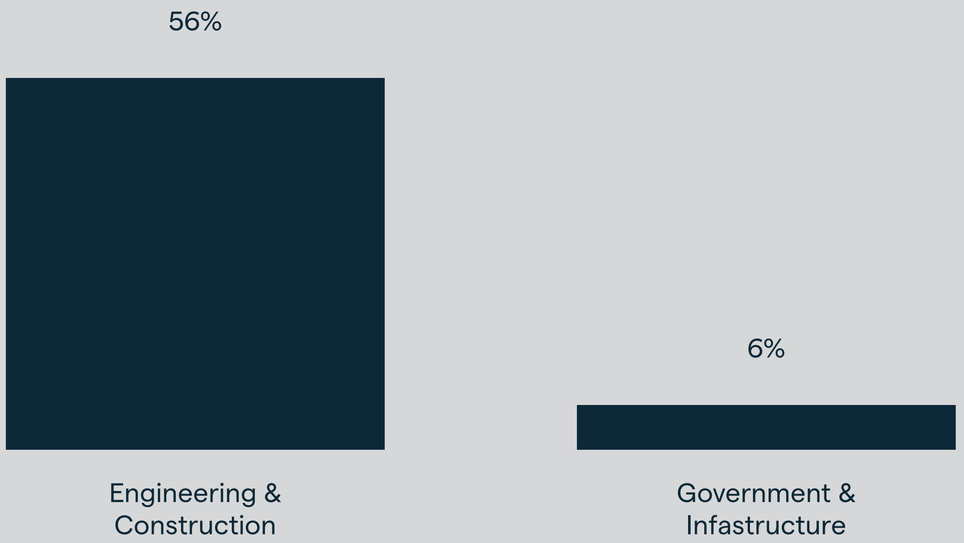
[1] Number of Contractors as at the end of each financial year
[2] Number of prospective Contractors in the pipeline as at 30/9/21
[3] Based on management estimates

Penetration of new high value sectors

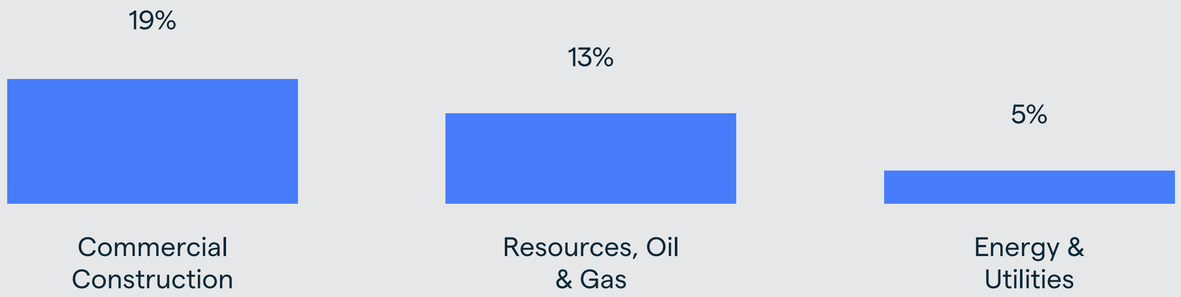
Success in initial target industries leading to wider adoption of Felix across new high value sectors

Potential licence fee of advanced stage pipeline by sector (%)

↘ Ongoing traction across initial target sectors



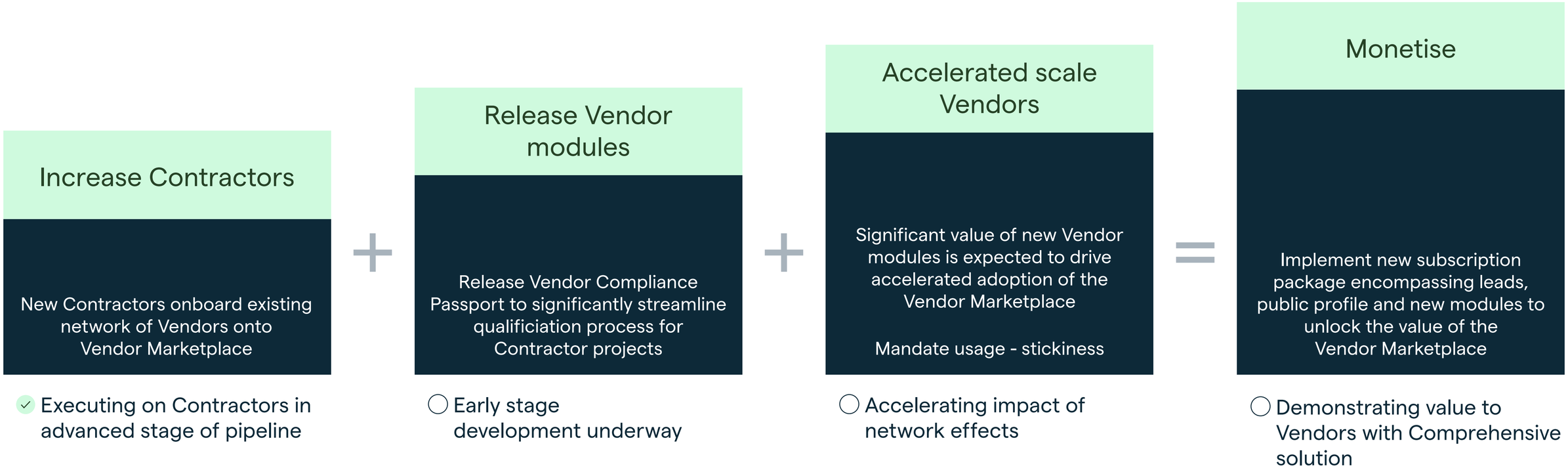
↘ Broad applicability of platform providing growing opportunities in adjacent sectors



Monetise Vendor Marketplace

Long-term growth underpinned by significant opportunity to unlock value of Vendor Marketplace

Pathway to further monetisation of Vendor Marketplace



- ✓ Executing on Contractors in advanced stage of pipeline
- ◯ Early stage development underway
- ◯ Accelerating impact of network effects
- ◯ Demonstrating value to Vendors with Comprehensive solution

Vendor compliance automation

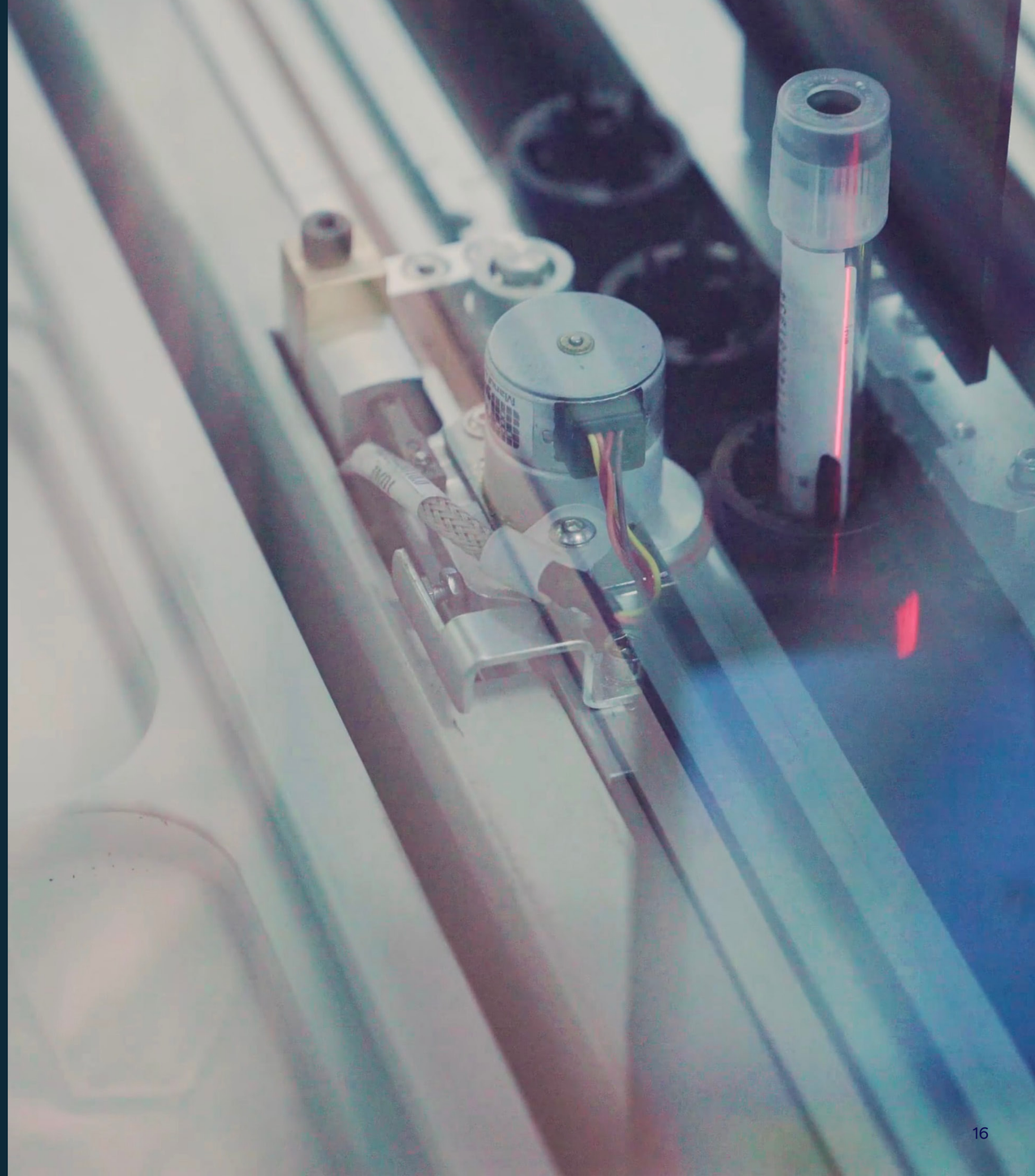
- Scaling compliance document volume represents an opportunity to achieve improved efficiency and accuracy for users through automation
- AI-powered documentation information extraction and validation will provide signifcant operational and strategic benefits for Vendors and Contractors

Improve ease and efficiency of Vendor interactions during qualification process

Extend life of enterprise contracts by improving Contractor user experience and productivity during prequalification

Enhance sales process to Contractors by demonstrating the efficiency in Felix‘s onboarding and ongoing processes

Potential to enable further development of AI applications across new and existing modules



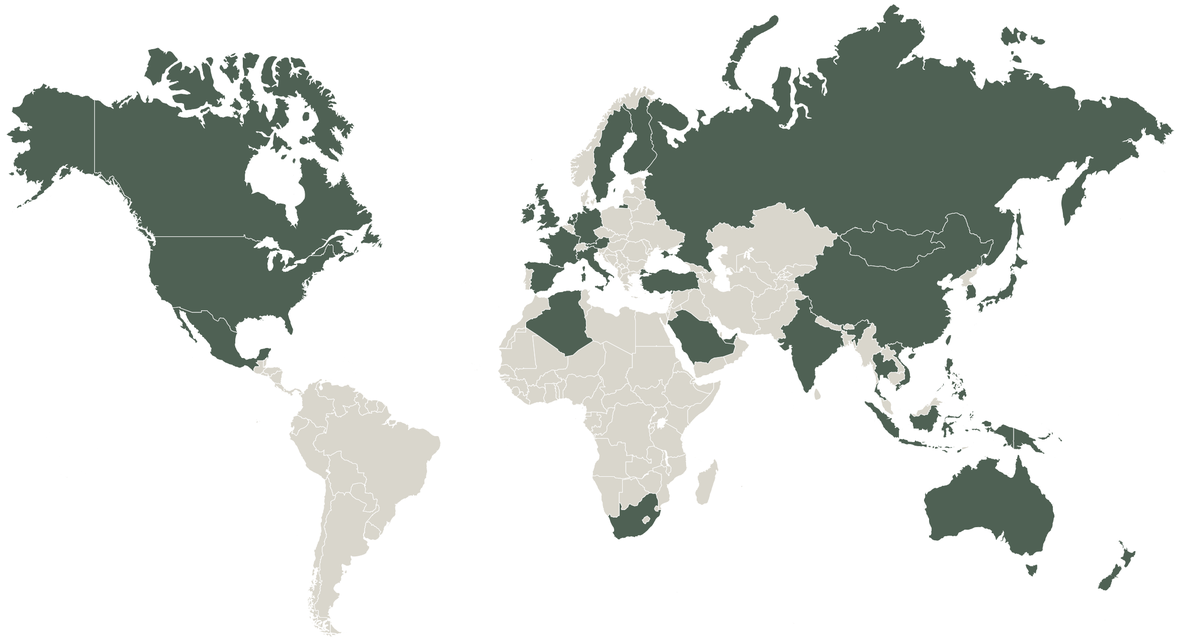
Global opportunity

- Felix's compliance framework is based on international standards making the platform easily deployable to international markets
- Large Australasian customers with global supply chains are already introducing the Felix platform to offshore markets through their international projects
- This is driving organic growth in international Vendors with no direct costs to acquire
- Expanding international adoption of the Vendor Marketplace is expected to assist in securing offshore Contractors
- >50% of international Vendors are based in the US, a key target region for Felix
- Felix's near-term focus is on expanding it's Australia and New Zealand Contractor base

Geographic footprint of Vendor Marketplace

+131%
Growth in international Vendors vs FY20

53
Countries

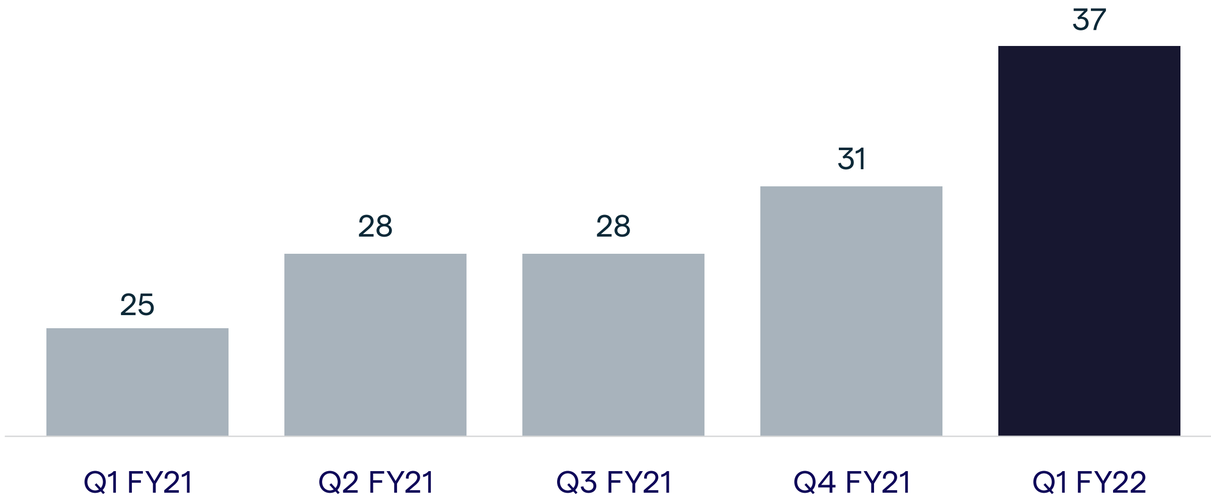


Felix Q1 FY22 Trading Update

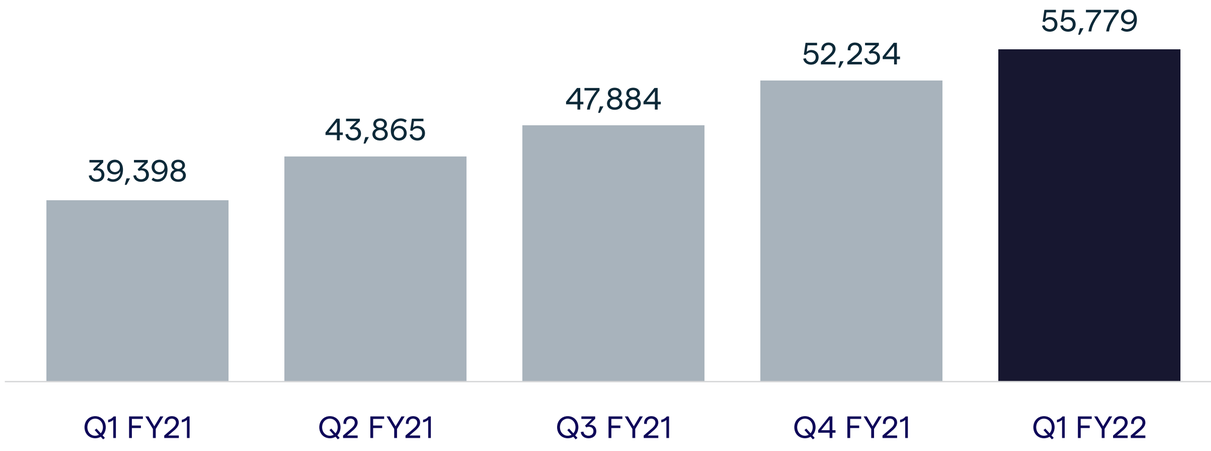
Q1 FY22 Trading Update

- Record 6 new Contractors signed in Q1 FY22, compared with 8 in all of FY21
- New Tier 1 and leading Contractors added include Fulton Hogan and Seymour Whyte
- 486% increase in new Contractor ARR on pcp, with $0.4m signed in Q1 FY22 exceeding all new Contractor ARR signed in FY21
- 55,779 Vendors in Marketplace increasing 42% on pcp, significantly increasing the scale and value of future monetisation opportunities
- Group Contracted ARR of $4.2m, increasing 11% on Q4 FY21
- New project-focused Essentials module package in development
- Strong cash position of A$7.6m as at 30 September 2021, with significant funding flexibility as sales growth accelerates

Quarterly Contractor customers (#)



Number of Vendors in the Vendor Marketplace



Outlook

Strategic plan

Continued execution against strategic plan provides foundation for accelerated growth

Phase 1: Core Platform established
(Complete)

- ✓ $15m invested in technology platform
- ✓ Secured major major Contractor customers
- ✓ Strong ARR and Vendor Marketplace growth

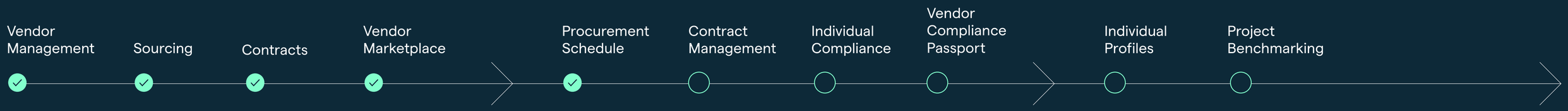
↘ Phase 2: Accelerate growth
(Underway)

- ✓ Platform internationalisation enhancements to drive further usage on international projects
- ✓ Commenced development of core new platform modules, with Procurement Schedule now live
- ✓ Investigating opportunities to expand automation across platform
- ○ Continued penetration into new target sectors with further cornerstone contract wins
- ○ Exploring new module packages to accelerate Contractor adoption
- ○ Continued rapid growth of Vendor Marketplace towards Phase 2 target of 60,000

Phase 3: Monetise Vendors

- ○ Grow current Vendor Marketplace adoption to target penetration
- ○ Monetise Vendor Marketplace through new subscription model
- ○ Accelerate conversion of Contractor pipeline

Platform modules



Favourable industry backdrop

Strong tailwinds provide Felix with expanding opportunities



Compliance

Increasing legislative requirements, like the Modern Slavery Act 2019, and supply chain complexity create significant risk for Contractors



ESG & CSR

Contractors are pursuing initiatives to improve ESG performance including sustainable materials sourcing, raising female participation and supporting Indigenous engagement requiring firms to source and engage appropriate Vendors



Digitisation

Errors, delays, disputes and rework – caused by ineffective supply chain management – have significant impacts on overall project costs, loss of reputation and penalties driving Contractors to adopt technology to ensure accurate, real-time and comprehensive data flows



Infrastructure spending

Government initiatives to stimulate economies post-COVID-19 include prioritised spending on a range of infrastructure-led construction projects. For example, the Australian Government's A$110bn land transport infrastructure program

Additional Information

Board and Management



Michael Bushby
Chairman

- 30 years’ experience in Government including former Chief Executive in Roads & Traffic Authority in NSW
- Senior experience in the transport infrastructure sector
- Previous Chairman of transport technology company EROAD Ltd (NZX:ERD) and Board member and President of Roads Australia



Joycelyn Morton
Non-Executive Director

- Extensive corporate experience in Australia and internationally across a variety of industries
- Currently serves as a non-executive director of Argo Global Listed Infrastructure (ASX:ALI), Argo Investments (ASX:ARG), and Beach Energy (ASX:BPT).



Michael Trusler
Non-Executive Director
& Co-Founder

- Co-Founder of Felix
- Over 5 years’ of experience as a civil engineer with MCG Group, Leighton and Inten Constructions
- Holds a Bachelors’ degree in Engineering



Mike Davis
CEO, Managing Director
& Co-Founder

- Co-Founder of Felix
- Over 15 years’ experience in running technology companies, including founding and leading global e-commerce business Canvas & Canvas



Rob Phillpot
Non-Executive Director

- Over 20 years’ of experience in Construction Tech
- Co-founded global leading collaboration platform Aconex (ASX:ACX) which was acquired by Oracle in the largest tech acquisition in Australian history at the time



James Frayne
Chief Financial Officer

- Former Senior Accountant at Granton Thorton in the Privately Held Business and Taxation Divisions
- Holds a Bachelor’s Degree in Business and a MBA from QUT
- Member of the Institute of Chartered Accountants Australia and New Zealand



George Rolleston
Non-Executive Director

- Over 15 years’ transactional and advisory experience across a range of industries
- Sits on a number of board in industries ranging from tourism, finance, software and medical technology, including MHM Automation Ltd (NZX:MHM)



Steve O'Keeffe
Chief Technical Officer

- 15 years’ experience working with enterprise software systems in mining, construction and services sectors
- Extensive experience in the configuration and implementation of third-party ERP software platforms, before moving to roles overseeing development and commercialisation of software

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