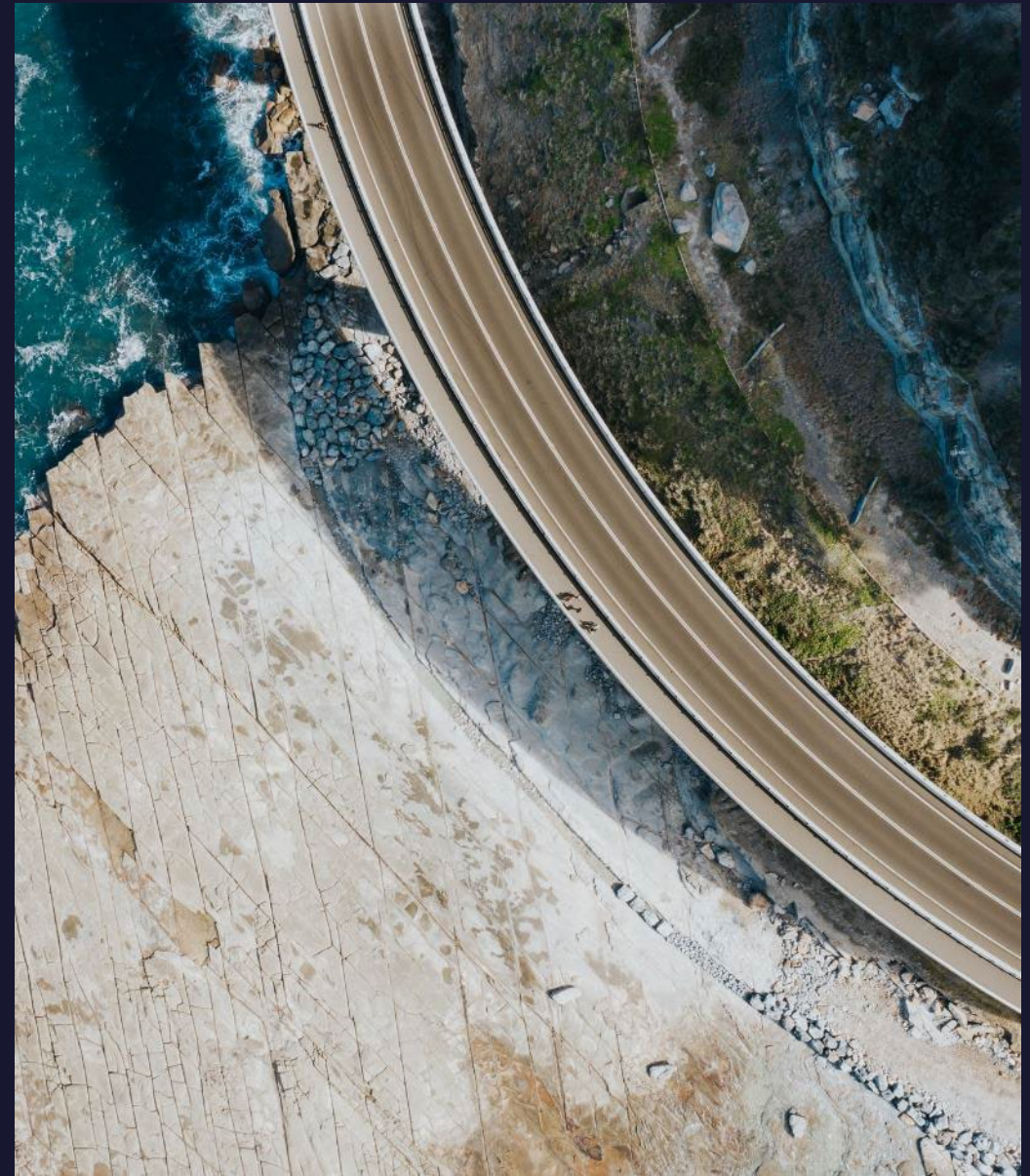




## FY23 Results Presentation

30 August 2023



# Contents

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# FY23 highlights and results

# FY23 highlights

Strong sales momentum with 11 new Contractors and 20 expansion deals signed

**\$6.0m**

Group ARR  
+27% on FY22

**\$4.0m**

Contracted Contractor ARR<sup>1</sup>  
+44% on FY22

**\$304k**

Contractor MRR<sup>2</sup>  
+65% on Jun-22

**45**

Tier 1 and leading Contractors  
+13% on FY22

**100%<sup>+</sup>**

Contractor ARR retention<sup>3</sup>  
rate

**11**

New Contractors signed  
in FY23

**20**

Expansion deals signed  
in FY23

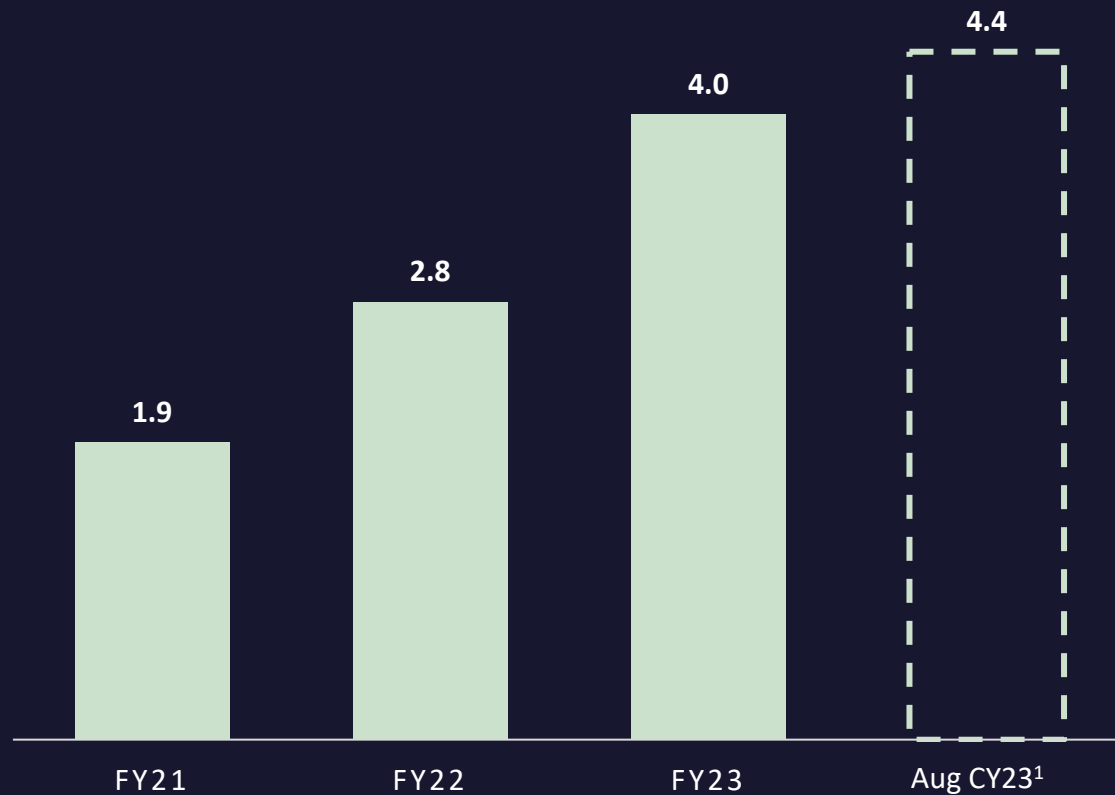
**81.5k**

Vendors in the Marketplace  
+22% on FY22

# FY24 momentum

Continued conversion of advanced pipeline, with several contracts won in July and August CY23

Contracted Contractor ARR (unaudited; \$m)



## Strong start to FY24

- ~\$0.4m in Contractor ARR added in the first two months of FY24
- Average ARR for three contracts won in the first two months of FY24 of \$134k, 43% higher than current average ARR of \$94k

## Growing demand in adjacent sectors

- Strong demand from the resources and mining sector, with contracts recently won with Pilbara Minerals (ASX.PLS), NRW Holdings (ASX.NWH)<sup>2</sup> and a leading ASX-listed gold miner
- Increasing momentum for Felix driven by clear shift in 'know your supply chain', ESG and legislative requirements such as the Modern Slavery Act

## Recent contract wins



Jun-23



Jul-23



Jul-23



Aug-23

1. As at 29 August 2023.

2. See ASX announcement, 3-year enterprise contract with NRW Holdings, 18 July 2023.

# Group ARR

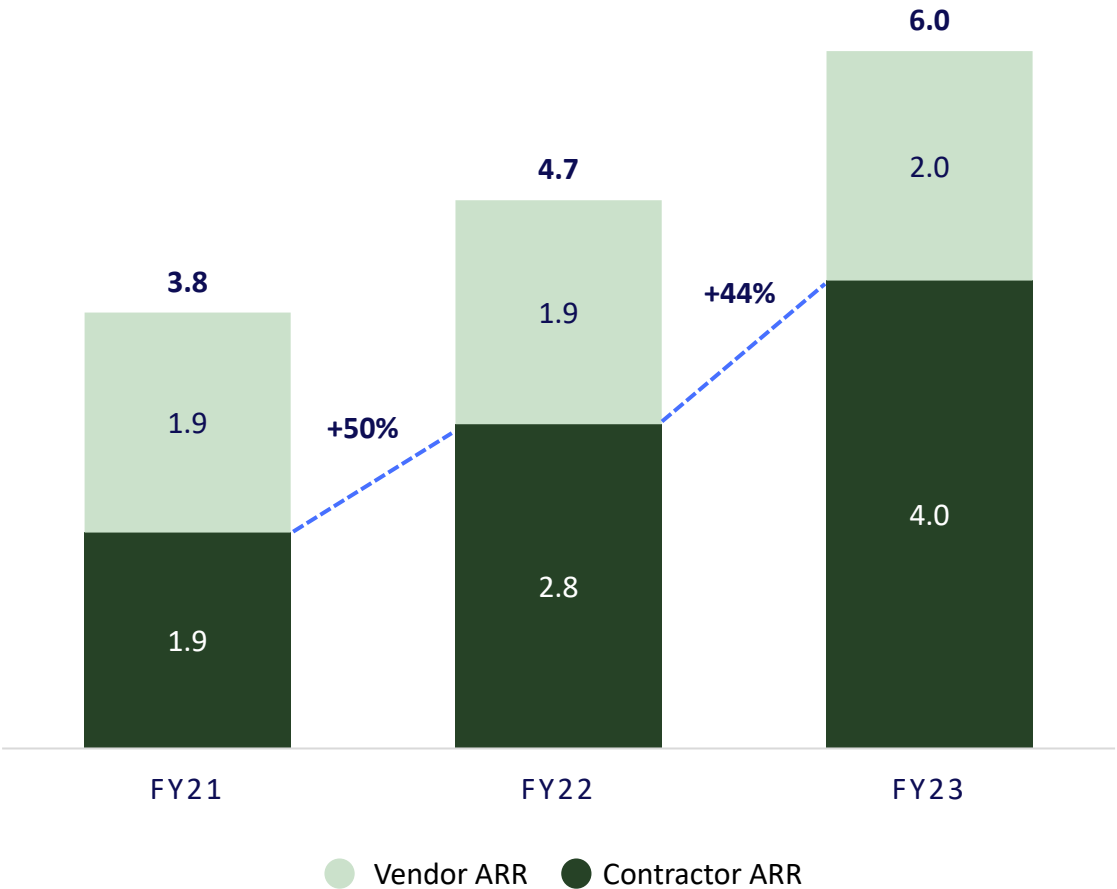
Group ARR of \$6.0m in FY23, representing a 27% increase on pcp, supported by strong conversion of Contractor pipeline

Contractor ARR made up 67% of Group ARR in FY23, an increase from 59% in FY22, inline with Felix’s deliberate strategic shift towards scaling Contractors:

- ✓ Contractor licence fees represent a high margin-opportunity relative to current Vendor ARR
- ✓ High strategic value placed on Contractors given onboarding of their respective third-party Vendors at no acquisition cost to Felix
- ✓ High Contractor ARR retention rate of 100%+<sup>1</sup> highlights stickiness, Felix’s attractive proposition and module expansion opportunities
- ✓ Felix becomes deeply embedded in mission critical procurement processes, driving long-term engagement
- ✓ Adoption by new Contractors reinforces and accelerates the network effect, attracting more Vendors to the marketplace to bid for opportunities

Vendor ARR of \$2.0m in FY23 remaining stable relative to FY22, in-line with Contractor focussed growth strategy

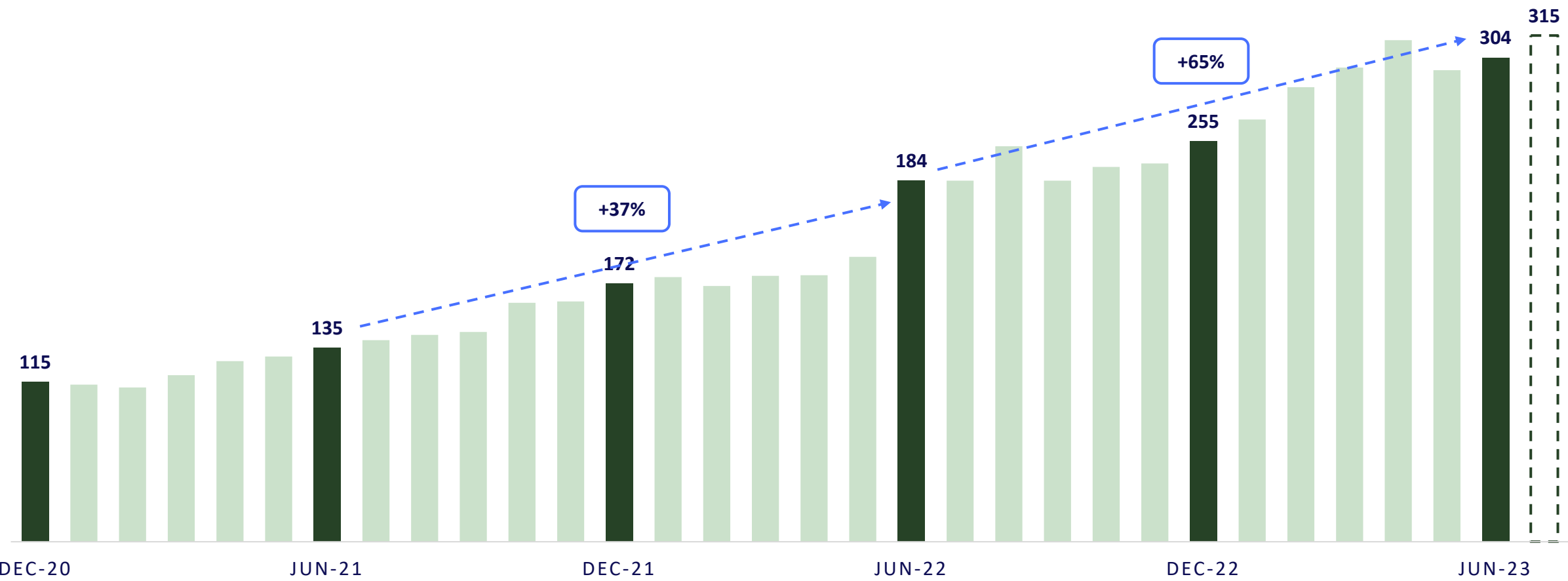
Group Contracted ARR (unaudited; \$m)



# Monthly recurring revenue momentum

Contractor MRR continues to grow, providing further validation of the Contractor-led strategy

Contractor MRR<sup>1</sup> (unaudited, \$'000)

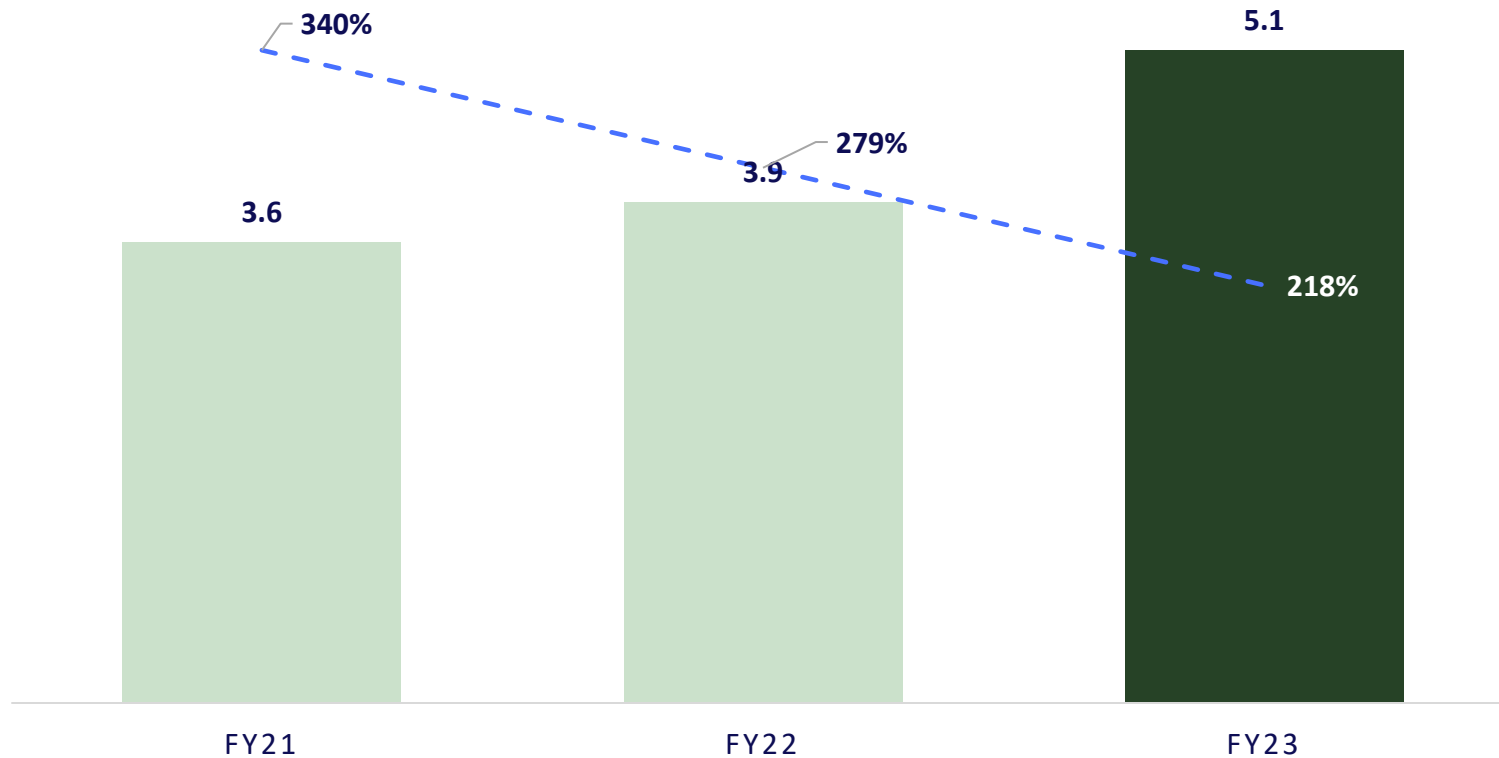


1. Contractor MRR represents the monthly recurring revenue as at month-end.

# Growing operating leverage

Improvement in OpEx as a % of revenue highlighting growing operating leverage and supporting pathway to cash flow breakeven

Group revenue (unaudited, \$m)<sup>1</sup> and OpEx as a % of revenue



- As a percentage of group revenue, operating expenses were 218% in FY23, down from 279% in FY22, driven by flat cost base and strong Contractor revenue growth
- FY24 cost base expected to be in-line with FY23 while maintaining top line momentum and flexibility to manage costs in-line with growth
- New international opportunities represent high margin revenue opportunities leveraging prior investment in internationalisation of the platform and InEight partnership
- Vendor Marketplace already operating at cashflow breakeven



# Summary FY23 financials

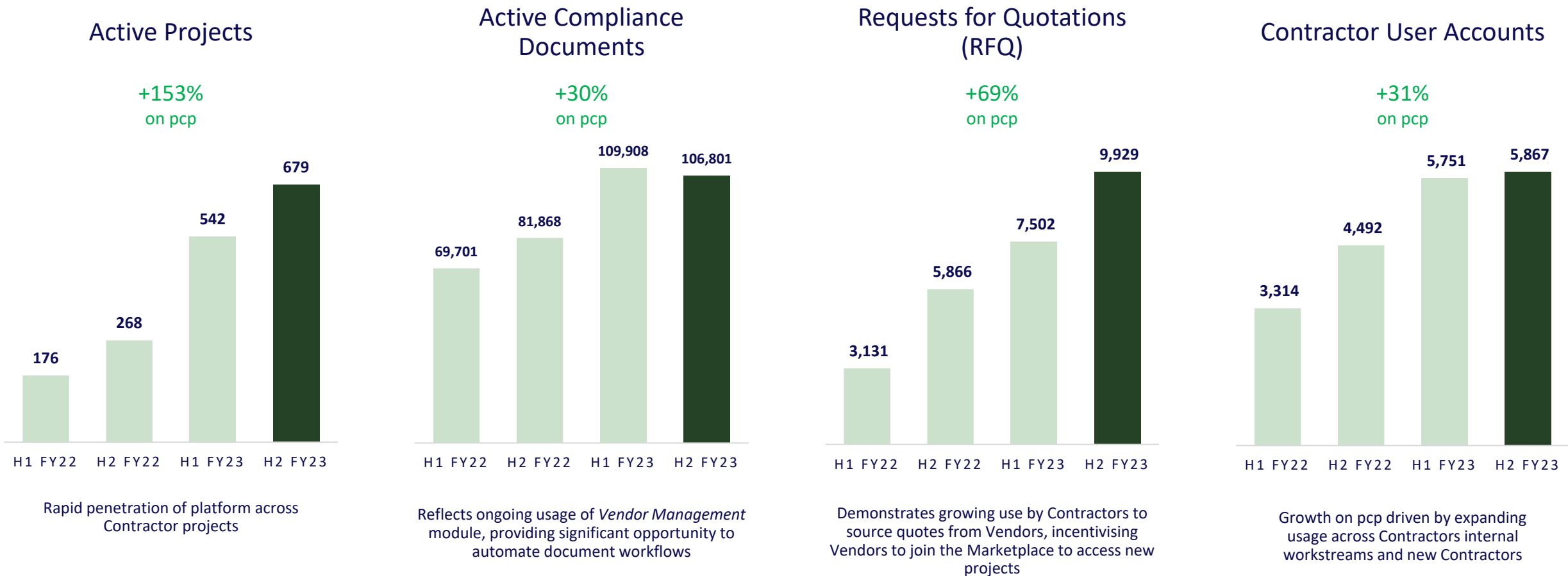
|                                        | FY23 (\$000)    | FY22 (\$000)    | Change (%)   |
|----------------------------------------|-----------------|-----------------|--------------|
| <b>REVENUE</b>                         |                 |                 |              |
| 1 Contractor revenue                   | 3,218           | 2,041           | 58%          |
| 2 Vendor revenue                       | 1,886           | 1,875           | 1%           |
| Other income                           | 207             | 208             | (1%)         |
| <b>TOTAL REVENUE</b>                   | <b>5,311</b>    | <b>4,124</b>    | <b>29%</b>   |
| <b>OPERATING EXPENSES</b>              |                 |                 |              |
| 3 Employee benefits                    | (7,530)         | (7,200)         | 5%           |
| 4 Advertising and marketing            | (197)           | (370)           | (47%)        |
| Share based payments                   | (147)           | (625)           | (77%)        |
| 5 Other operating expenses             | (3,245)         | (2,734)         | 19%          |
| <b>TOTAL OPERATING EXPENSES</b>        | <b>(11,119)</b> | <b>(10,929)</b> | <b>2%</b>    |
| <b>EBITDA</b>                          |                 |                 |              |
| 6 <b>EBITDA</b>                        | <b>(5,808)</b>  | <b>(6,805)</b>  | <b>(15%)</b> |
| <b>Depreciation &amp; amortisation</b> |                 |                 |              |
|                                        | (308)           | (742)           | (59%)        |
| <b>Finance costs</b>                   |                 |                 |              |
|                                        | (9)             | (8)             | 11%          |
| <b>LOSS BEFORE INCOME TAX</b>          | <b>(6,123)</b>  | <b>(7,555)</b>  | <b>(19%)</b> |

## Significant revenue growth achieved with operating expenses remaining stable, highlighting Felix's growing operating leverage

- 58% increase in Contractor revenue driven by strong sales momentum with 11 new Contractors and 20 expansion deals in FY23. Excludes 3 new Contractors signed subsequent to quarter end in July and August 2023, contributing ~\$0.4m Contracted Contractor ARR in aggregate
- Vendor revenue remained stable in line with focus on higher margin Contractor revenue to enhance Felix's financial profile while scaling platform
- Slight increase in employee benefits attributed to higher than usual leave expense and increased superannuation payments
- Reduction in advertising and marketing in line with focus on organic inbound leads, conversion of large pipeline of opportunities, and expanding revenue from existing accounts
- Other operating costs include increased contract costs relating to project delivery fees and commissions, and costs relating to internal software systems, which included a transition period to the new software
- 15% improvement in EBITDA, expected to improve further in FY24 as Felix focuses on converting its Contractor pipeline and growing its top-line, while managing its costs in line with FY23

# Platform engagement metrics

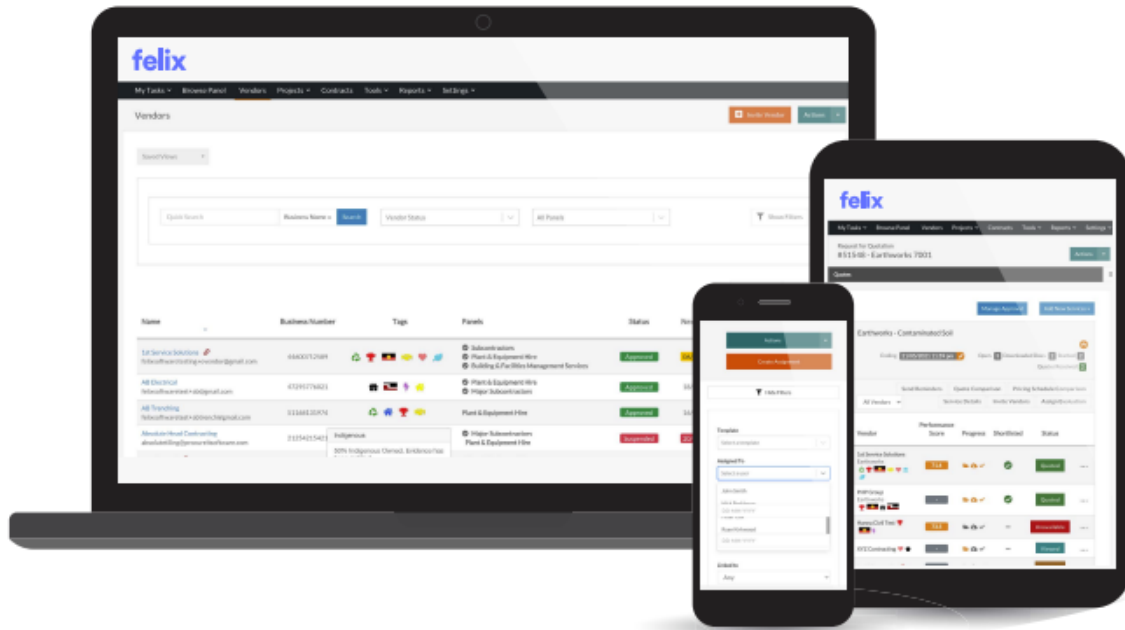
Engagement across key platform metrics reflects Felix becoming entrenched in Contractor operations



# Felix overview

# Felix snapshot

Leading enterprise platform for capital asset sectors to manage their high-risk and diverse supply chains



**Established procurement management platform linking Contractors and Vendors, digitising and automating complex supply chains**



**Trusted by Tier 1 Contractors** to manage risk, increase productivity and minimise spend leakage across the procurement cycle



**Rapidly growing Vendor Marketplace** for Contractors and Vendors to find, manage and engage, accelerated by network effects as Felix scales



**Strategic partnership** with InEight, a global leader in construction management technology, providing capital-light entry into targeted international markets



**Structural tailwinds** including government infrastructure spending, tightening legislative & compliance environments and ESG requirements supporting long-term growth

# Convergence of industry tailwinds

Felix is capitalising on a significant digital disruption opportunity across the construction industry



## Supply chain complexity and compliance

Significant reliance by Contractors on third-party Vendors

Current systems increasingly inadequate at managing complex projects

Increasing 'know your supply chain', ESG and legislative requirements such as the Modern Slavery Act



## Transparency and oversight

Lack of visibility over previous Vendor interactions, risk profile and performance history

Limited audit capability increasing exposure to compliance risk and disputes



## Siloed critical information

Lack of access to aggregated project data or centralised documentation

Information siloed within business units creating limited abilities to share information throughout organisations



## Manual processes

Paper-based workflows and excel processes are time consuming and prone to error

No efficient way to prequalify Vendors and compare like-for-like quotes

Inaccurate, out of date or incomplete compliance and insurance documents creating significant risks for Contractors

# Established platform connecting industry players

Felix links Contractors and Vendors, digitising and automating complex procurement supply chains

## 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



Consultants



Suppliers



Subcontractors

**felix**

## Integration

Felix seamlessly integrates with other business applications



ERP  
Platform



Document  
Management



Compliance  
Tools

# End-to-end solution

Felix enables Contractors and Vendors to efficiently find, manage and engage each other

## Contractor modules



### Vendor Management

Seamlessly manages all tiers of Contractors' supply chain of third party Vendors



### Sourcing

Enables project teams to manage sourcing activities with centralised documentation



### Procurement Schedule

Streamlines planning, execution and auditing of sourcing activities providing Contractors accurate visibility and control over procurement activities



### Contracts

Stores all contracts and contract summaries in a centralised, secure and easily searchable repository

## Vendor modules



### Vendor Marketplace

Enables Contractors to discover new Vendors outside of their existing supply chain



### Vendor Wallet and Passport

Streamlines and validates the prequalification process for Vendors

*Planned development*

#### Core focus

License-fee model based on number of modules, user accounts and Vendors

Freemium model for Vendors

# Highly strategic leading Contractors

Tier 1 and leading Contractors trust Felix to automate and digitise high risk procurement supply chains



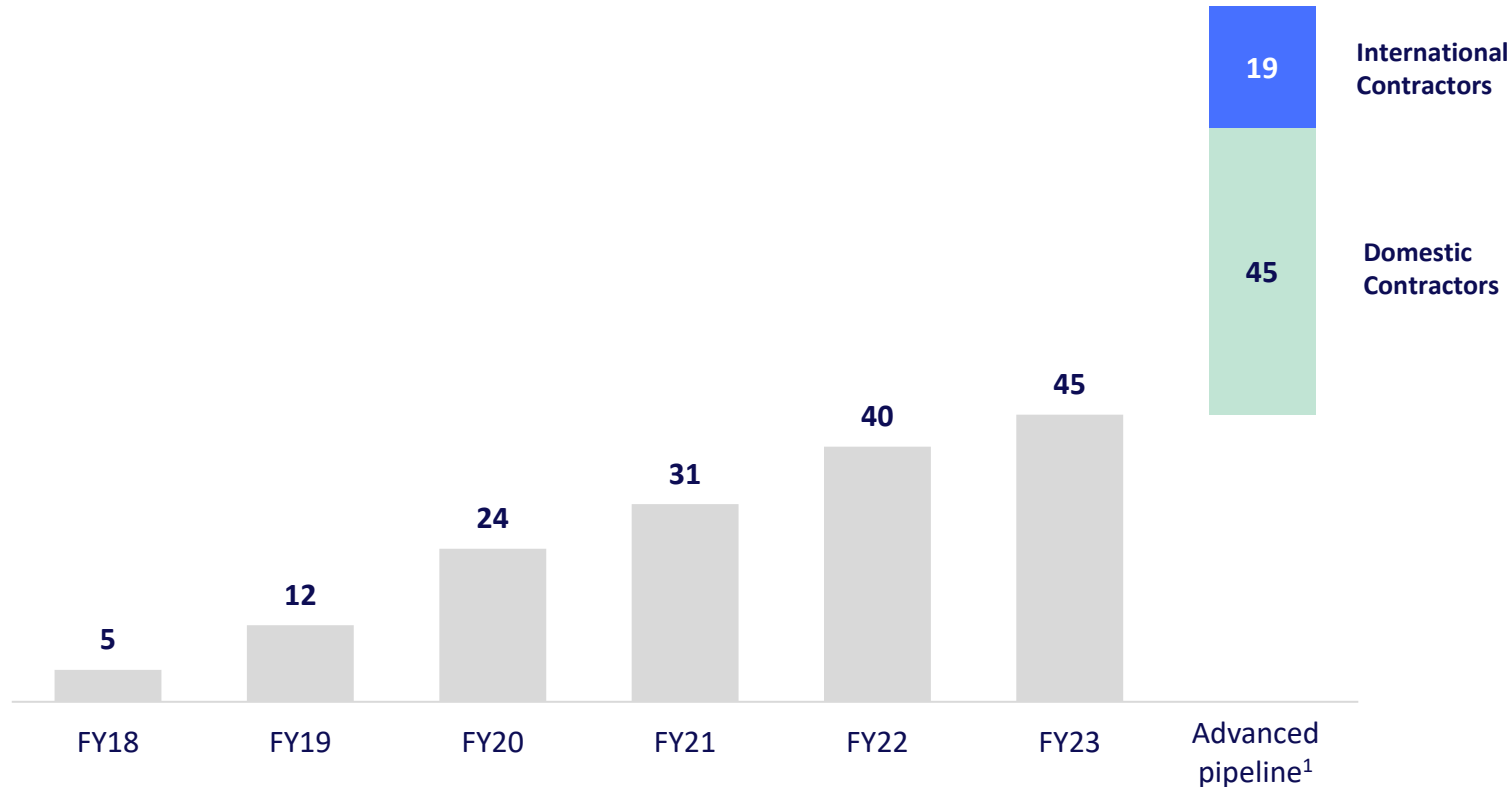


# Growth strategy

- Large domestic and international Contractor pipeline and expansion into adjacent sectors
- Capitalise on expansion opportunities with existing customers
- Unlock the value of Felix's Vendor Marketplace
- Strategic platform development

# ● Focus on pipeline conversion

Strong and growing pipeline of domestic and international customers



Conversion approach and focus:

- Build on strong ongoing sales momentum from FY23 and early FY24 to continue driving adoption in both target and adjacent sectors
- Leverage recent demand within mining and resources sector, with the convergence of significant supply chain, ESG and legislative pressures driving strong demand for Felix
- Focus on 19 large global Contractor opportunities across deep addressable markets – JAPAC, EMEA and North America
- Execute on active joint-bid opportunities with InEight for major value-chip Contractors, who operate in Felix's target international markets

# ● International expansion

## Opportunity in target international markets

- Average ARR of international opportunities of \$192k, significantly higher than current average Contractor ARR of \$94k
- Named preferred bidder on two opportunities which, if signed, are expected to be some of Felix's largest contracts
- International Contractors requires longer sales cycles given size and scale, however provide opportunities to reshape Felix's financial profile

## InEight partnership

- Opportunistic international expansion opportunity with InEight partnership providing access to large global Contractors at limited sales & marketing cost to Felix

## Platform internationalisation

- Investment to date into infrastructure and security posture provides platform to scale and expand international Tier 1 customer base
- Development of integrations with InEight and Felix platform updates to further expand international opportunity

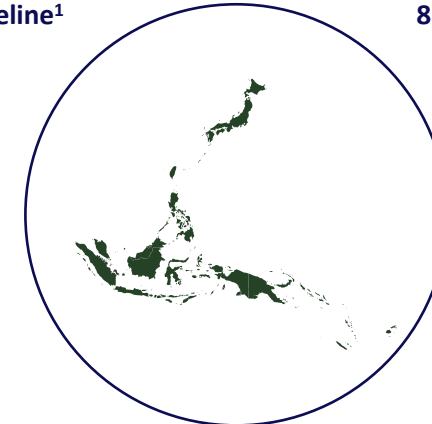
Targeted and capital-light expansion strategy into select international markets



**NORTH AMERICA**  
6 in advanced pipeline<sup>1</sup>



**EMEA**  
8 in advanced pipeline<sup>1</sup>

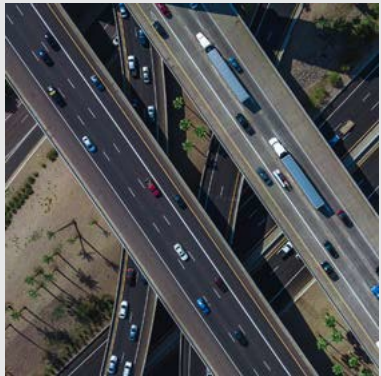


**JAPAC**  
5 in advanced pipeline<sup>1</sup>

# ● Penetration of adjacent sectors

Leveraging success in initial target sectors to drive traction in high value adjacent sectors

Continued focus on and traction across initial target sectors



Government & Infrastructure



Feb 2022



Engineering & Construction



Jan 2023

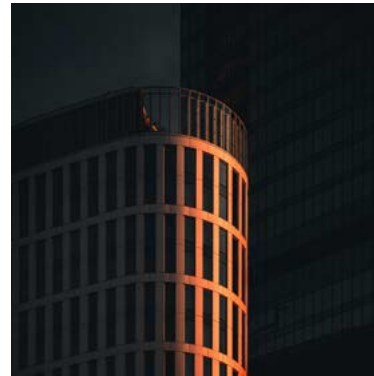
Broad applicability of platform validated by traction in adjacent sectors



Energy & Utilities



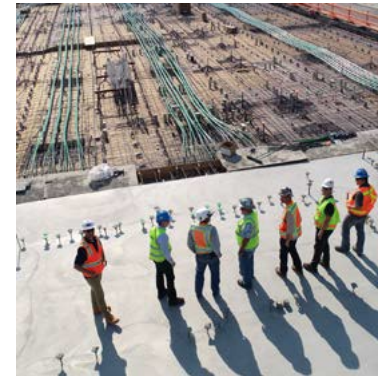
Nov 2021



Diversified Real Estate



Jan 2022



Commercial Construction



Sep 2022



Natural resources



Jul 2023

# ● Land and expand opportunity

Opportunities to generate high margin / low CAC revenue from existing customers



## Land

Single module, project or small number of user accounts

\$36k

2018

Vendor Management (Divisional)



## Expand

Multiple projects, additional models, expanded user accounts or new regions

\$100k

2020-2021

Vendor Management (Full Enterprise)  
Sourcing (Divisional)



## Scale

Enterprise agreement, licensing all relevant modules across multiple teams and regions

\$210k

2022+

Vendor Management (Full Enterprise)  
Sourcing (Full Enterprise)  
Procurement Schedule (Full Enterprise)  
Contract Management (Full Enterprise)

Demonstrated ability to generate revenue from existing customers through:

- Upselling to large parent organisations and rolling Felix out across multiple subsidiaries (e.g. NRW Holdings)
- Successfully completing initial pilot contract and expanding to larger enterprise contract (e.g. Fulton Hogan contract which expanded from \$35k to \$133k ARR)
- Proving value during smaller infrastructure projects, which provides further validation when bidding for larger enterprise contracts (e.g. Contract with Nexus Consortium led by Laing O'Rourke (LOR) in Oct-22 leading to separate enterprise contract with LOR generating \$249k ARR in Feb-23<sup>1</sup>)
- Leveraging demand from existing customers to take out additional modules or add users once initial value of the platform has been proven

# ● Vendor Marketplace monetisation

- Contractor-led strategy accelerating Vendor Marketplace take-up as new Contractors mandate usage of Felix across respective Vendors
- Each Contractor therefore contributes to building the Vendor Marketplace at no direct acquisition cost to Felix
- Number of Vendors in the Vendor Marketplace at 81,496 in FY23, an increase of 22% on FY22
- Staged approach to growth focuses on enhancing the scale and value of the Vendor Marketplace ahead of monetisation in the medium-term:



**Increase the number of Contractors** on the platform, thereby growing the number of Vendors on the platform, driving increased RFQs submitted by Contractors



**Develop new functionality for Vendors** including AI-powered Vendor compliance document automation to significantly streamline qualification process for projects



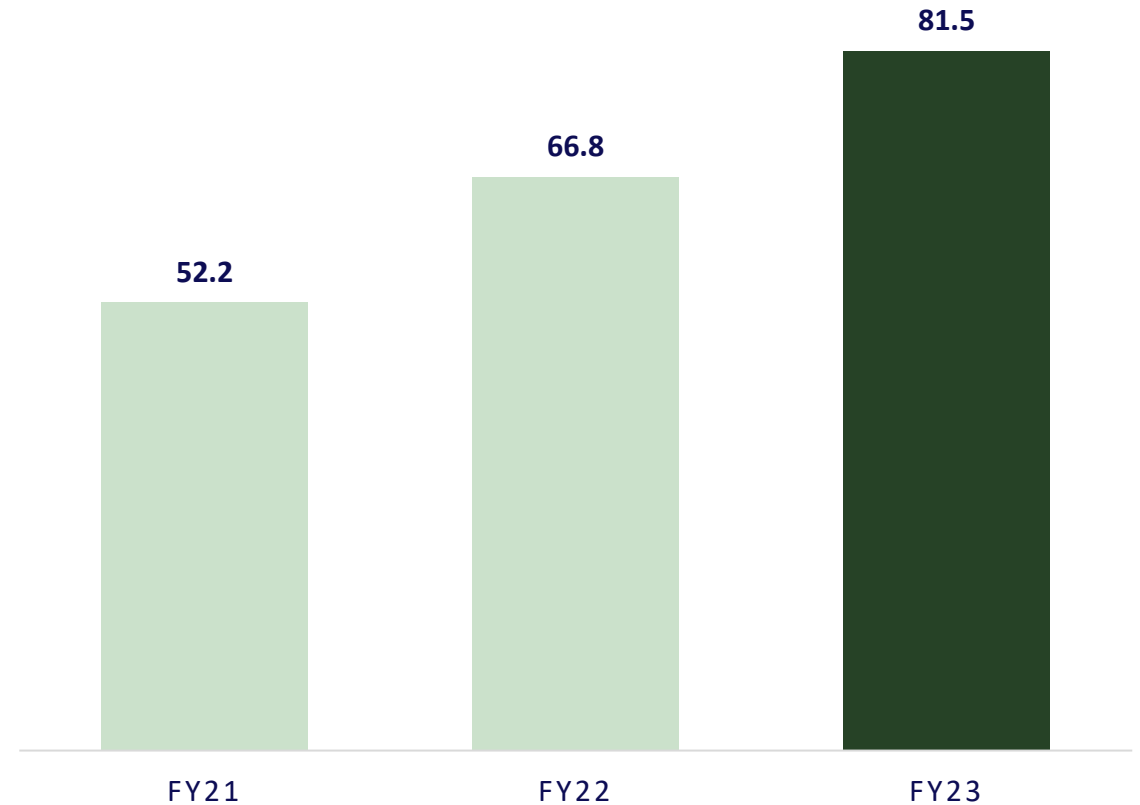
**Release new modules** to significantly enhance the value proposition and drive Vendor conversion and retention



**Transition to new subscription revenue model** once Marketplace has reached sufficient scale

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

Vendors in the Vendor Marketplace ('000)



# ● Strategic platform development

Investment to expand markets and enhance platform value

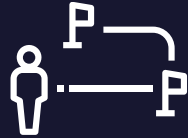


## Current focus

Continue making architectural updates to facilitate local hosting in new regions, supporting Felix's growing number of existing Contractors with international operations

Progressing data compliance certifications for US and Europe

Finalising development of AI-powered document information extraction and validation to provide significant operational and strategic benefits for Vendors and Contractors

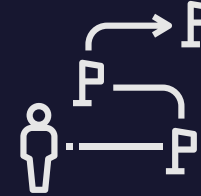


## Medium-term focus

Integrated ecosystem including an expanded InEight Connected Solution along with fraud detection and risk monitoring partnerships

Core module enhancements that provide expanded supply chain coverage and increased capability of *Sourcing* module

Ongoing security investment for Vendors and Contractors



## Long-term focus

Vendor modules, including *Compliance Passport* with a long-term view towards significant Vendor monetisation opportunity

Project compliance benchmarking and reporting functionality

Additional partner integrations for an expanded integration ecosystem

Expanded *Contract Management* capability

# Outlook



# FY24 priorities

## Accelerate Tier 1 Contractor growth

Strong momentum with large Tier 1 contract wins in Q4 FY23 and early FY24. Significant pipeline growth of domestic and international prospects with Felix named as preferred bidder for 2 large global Contractors, in addition to numerous other Tier 1 domestic Contractors providing near-term ARR growth opportunities

## Unlock expansion revenue

Significant near-term ARR expansion upside across existing cohort of 45 Contractors through contracted usage ratchets as customers ramp their usage of Felix. Further module uptake and upselling into global parent companies provide additional growth opportunities

## Disciplined FY24 budget

Cost base provides platform to scale and convert pipeline leading to inflexion point in Felix's financial profile

## Progress towards positive operating financial performance

Operating leverage driving lower cash burn over the next 12 months which is expected to deliver sustainable cash flow breakeven from Q1 FY25



# Favourable industry backdrop

Structural tailwinds support long-term growth



## Compliance

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



## ESG

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



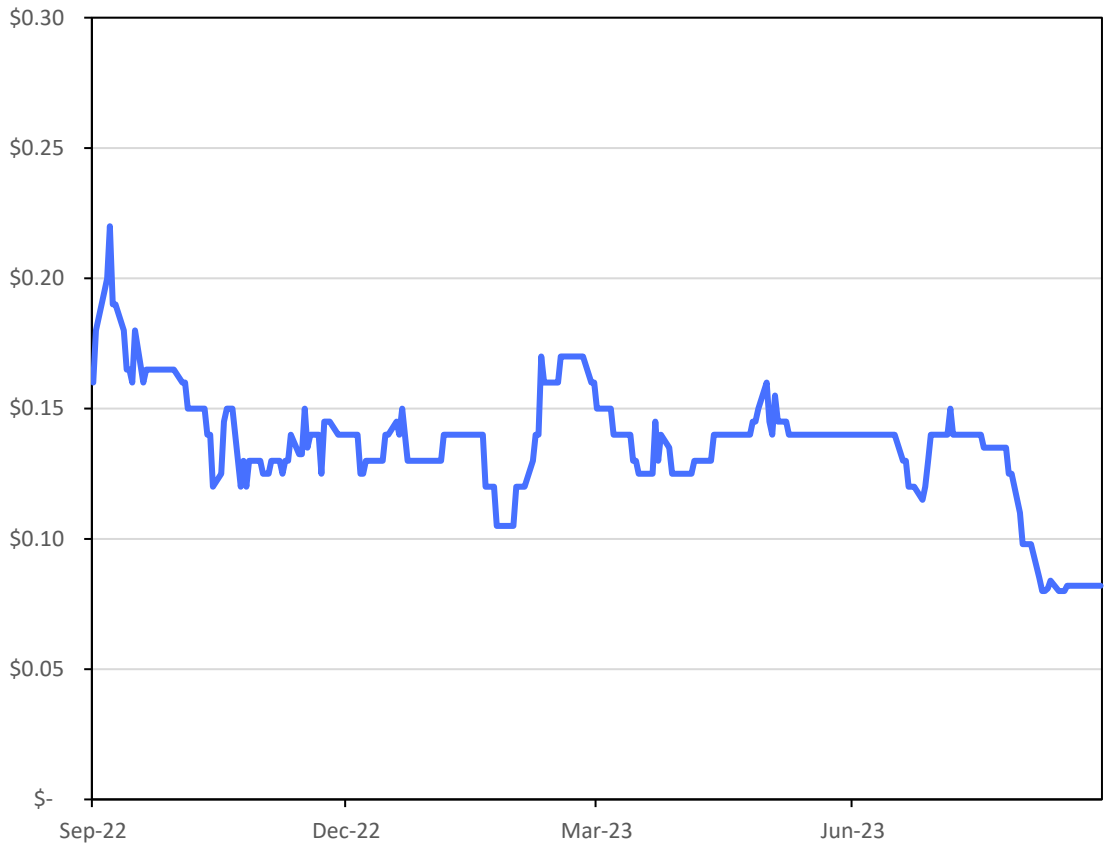
## Infrastructure spending

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<sup>1</sup>

# Additional information

# Corporate Overview

Share price performance (last 12 months)



**Substantial shareholders**

|                                                                          |       |
|--------------------------------------------------------------------------|-------|
| David Williams                                                           | 14.4% |
| Perennial Value Management                                               | 11.9% |
| Thorney Investment Group                                                 | 9.1%  |
| Salter Brothers Emerging Companies                                       | 9.0%  |
| George Rolleston (NED)                                                   | 6.9%  |
| Mike Davis (Co-Founder and CEO) and Michael Trusler (Co-Founder and NED) | 6.4%  |
| InEight (Strategic partner)                                              | 4.9%  |

**Financial information**

|                                          |                     |
|------------------------------------------|---------------------|
| Share price (29-Aug-23)                  | \$0.082             |
| 52-week trading range (low / high)       | \$0.08 / \$0.22     |
| Shares on issue                          | 174.0               |
| <b>Market capitalisation (29-Aug-23)</b> | <b>\$14.3m</b>      |
| Cash (30-Jun-23)                         | \$2.8m <sup>1</sup> |
| Debt (30-Jun-23)                         | N/A                 |
| <b>Enterprise value</b>                  | <b>\$11.5m</b>      |



# Board and Management



**Michael Bushby**  
Chairman

- 30 years' experience in Government including former Chief Executive of Roads & Traffic Authority in NSW
- Senior experience in the transport infrastructure sector
- Previous Chairman of transport technology company EROAD Ltd (NZX:ERD) and previous 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 Gelion Plc (AIM:GELN)



**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

- Global Construction Tech leader with over 20 years' experience
- 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 Grant Thornton in the privately held business and taxation divisions
- Holds a Bachelor's Degree in Business and an 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 boards 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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