CEO Address

Jcurve Solutions Limited (ASX: JCS)

This presentation is approved for release by the
Jcurve Solutions Ltd. board of directors

Chris King

21st November 2024

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Jcurve

Review.

Simplify.

Add Customers.

Priorities from 2023 AGM

Profitability

10% Operating Margin

BU, Product and Customer Gross Margin

Profitability KPI's for every department.

Identify Op-Ex improvements

Customer Centric Go-to-Market

Customer First! Always!

Customer Centric Go-to-Market & Operating Model

Augmented by Shared services for cost management

Optimise Revenue Mix

$5M New Business

Increase the contribution from New Business as a % of total revenue

High Value Services

Portfolio Management

Focus on **High Value and High Gross margin** products and services

Maximise growth of Oracle products to installed base

Accelerate development of profitable 'JCurve' software product portfolio

Asia Acceleration

Committed to Asia through our **SG, PH and TH business units.**

Renewed focus on new Customer acquisition.

Actively Investigating acquisitions that will accelerate new business

Priorities Review

				More to do	
OpEx -$2M / Yr	Focus on Cash Mgmt	Headcount -30%	R&D Tax Credits	**Investments Sales & Mktg**	**Profitability**
Regional BU Operating Model	2x CX & EX Programs	Prod. Tech. & Support Consolidation		**'Let's Grow' Culture evolving**	**Customer Centricity**
Gross Margin Improvements	Pivot from Services to ARR	No Multi Year Rev Rec		**New Bus. pipeline Conversion**	**Optimise Revenue Mix**
Exp Mgmt Cust. Migrated to NextGen	2x ACV for Field Service	Netgain Added to portfolio		**HCM Next major category**	**Portfolio Management**
New leadership In Philippines	Thailand Performing well			**Singapore Market Tough**	**Asia Acceleration**

Purpose.

Mission.

Strategy.

PURPOSE

We build partnerships that help people and businesses grow.

MISSION

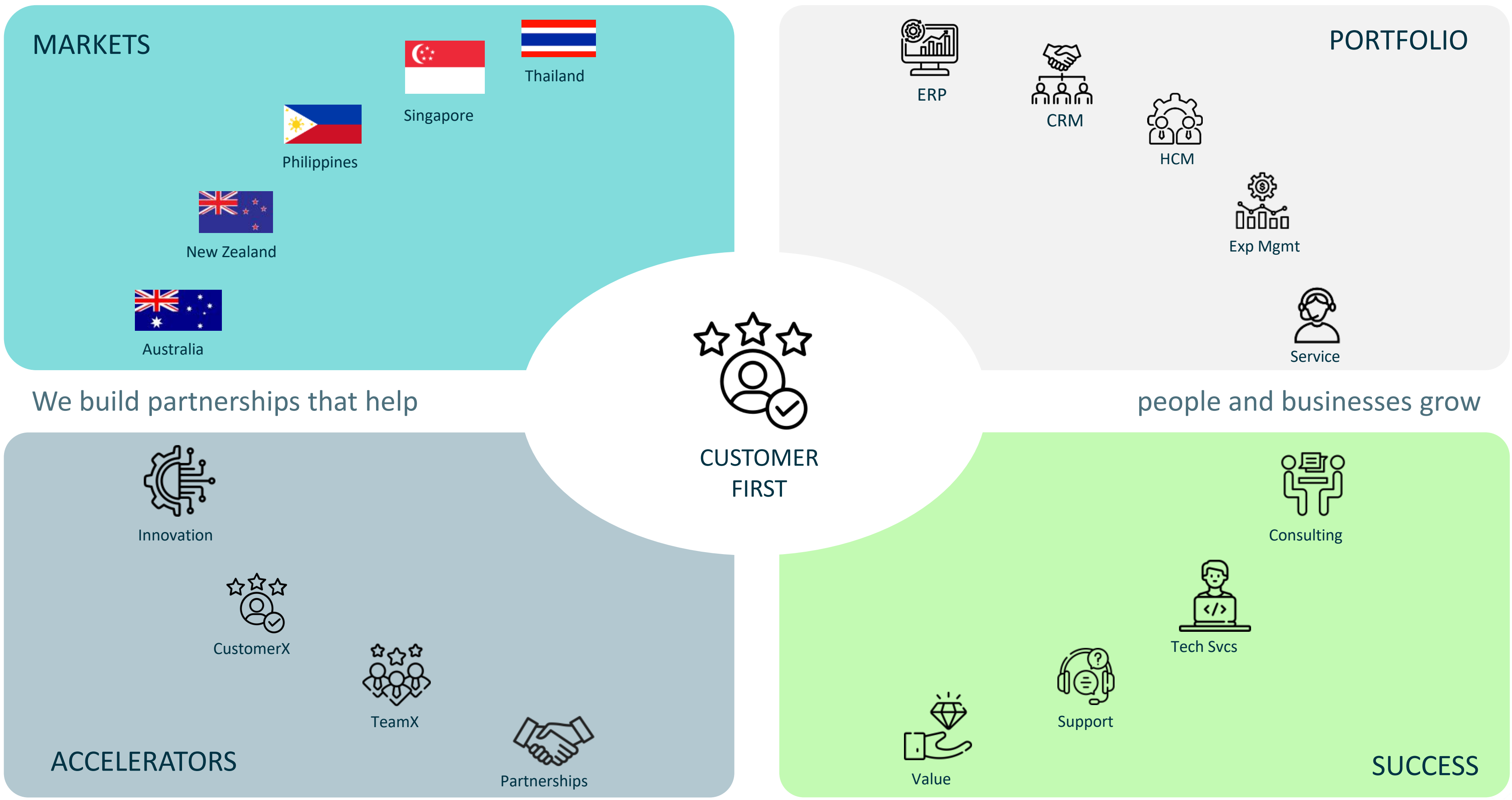
Jcurve aspires to be the Leader

in connecting our Stakeholders

to their Growth ambitions.

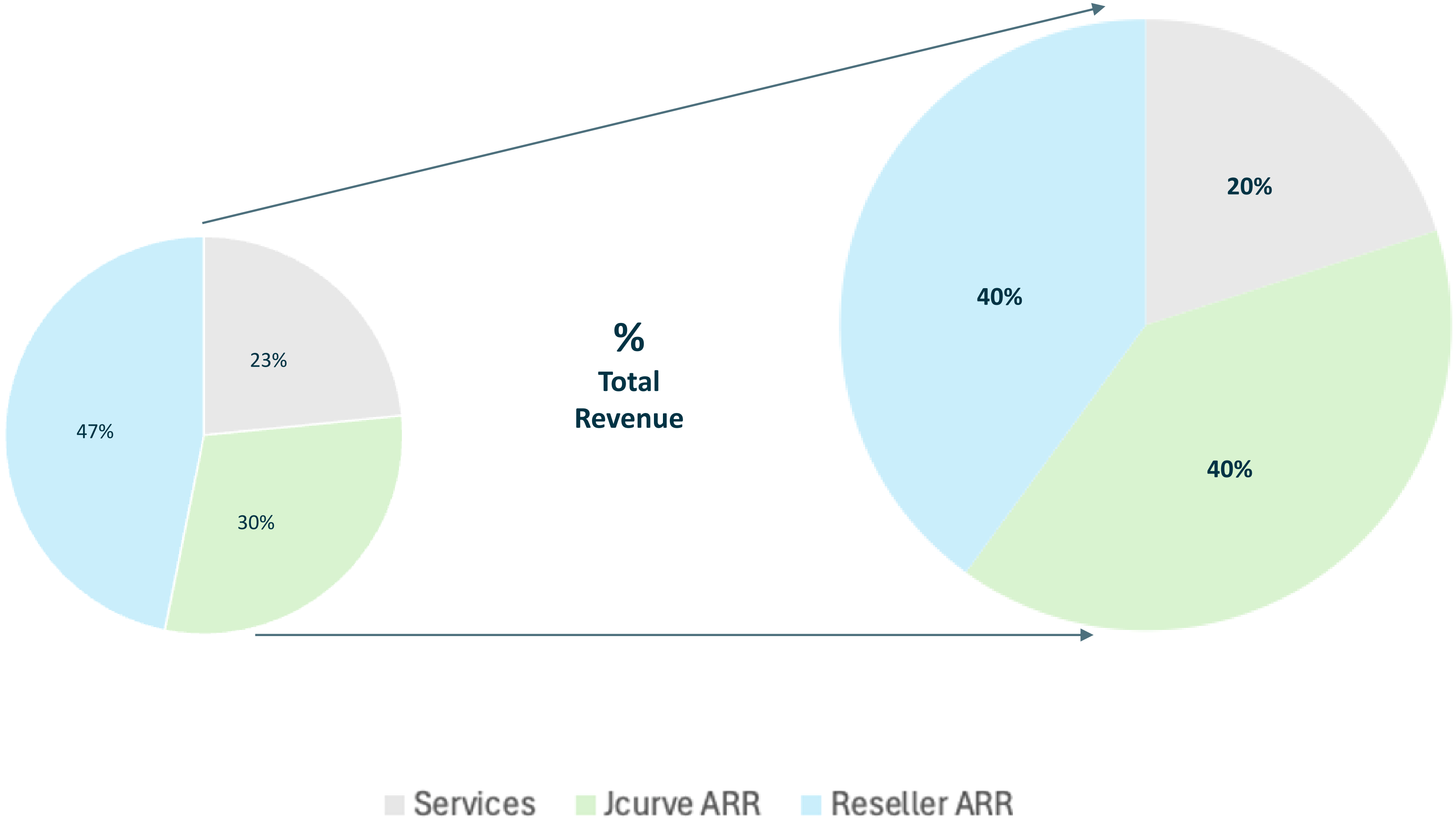
Jcurve
Let's Grow.

STRATEGY



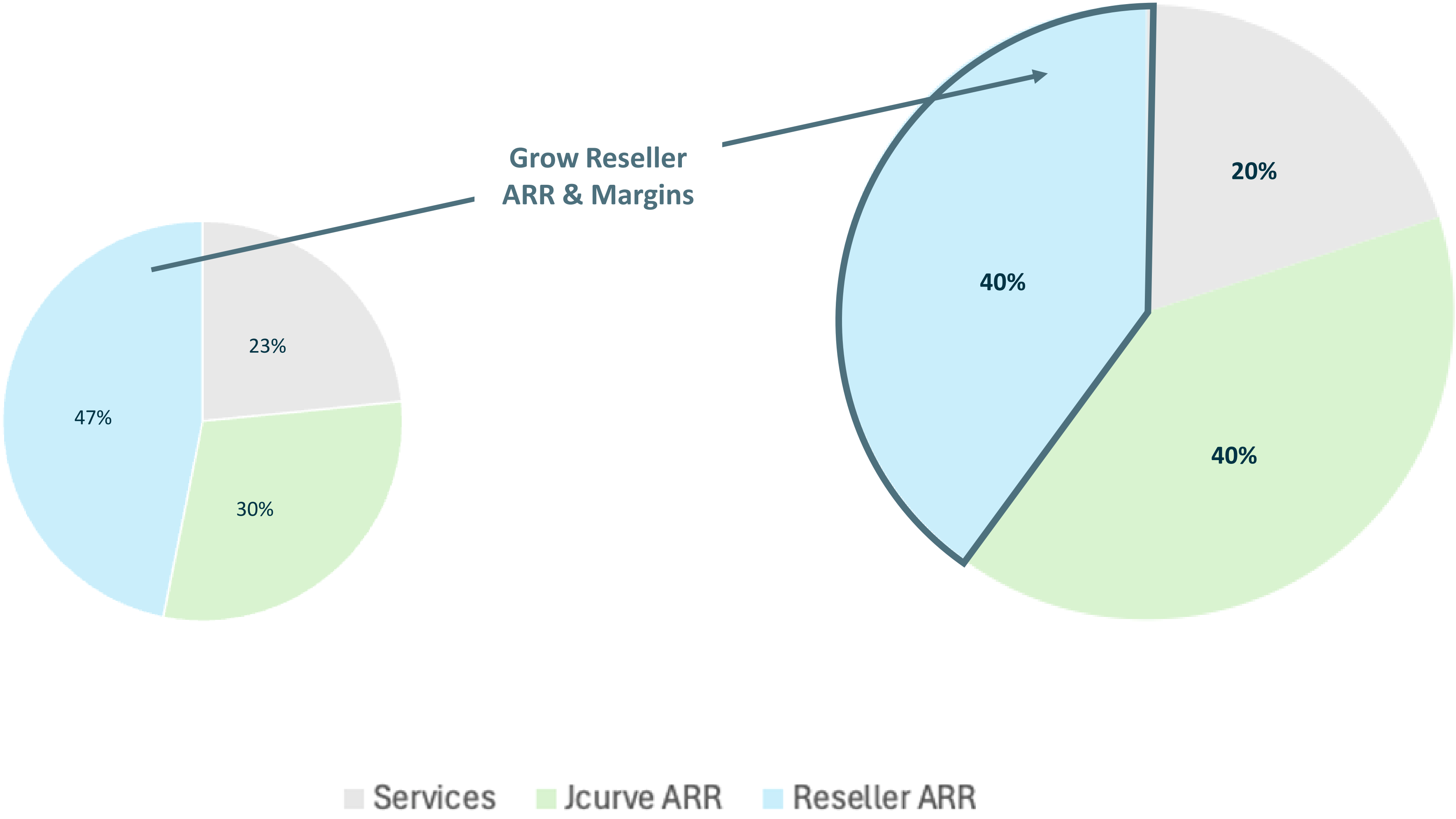
Profitable Growth **STRATEGY**

Free cash flow from **Hybrid** (Jcurve & Reseller) **ARR**



Profitable Growth **STRATEGY**

Free Cash flow from **Reseller ARR**



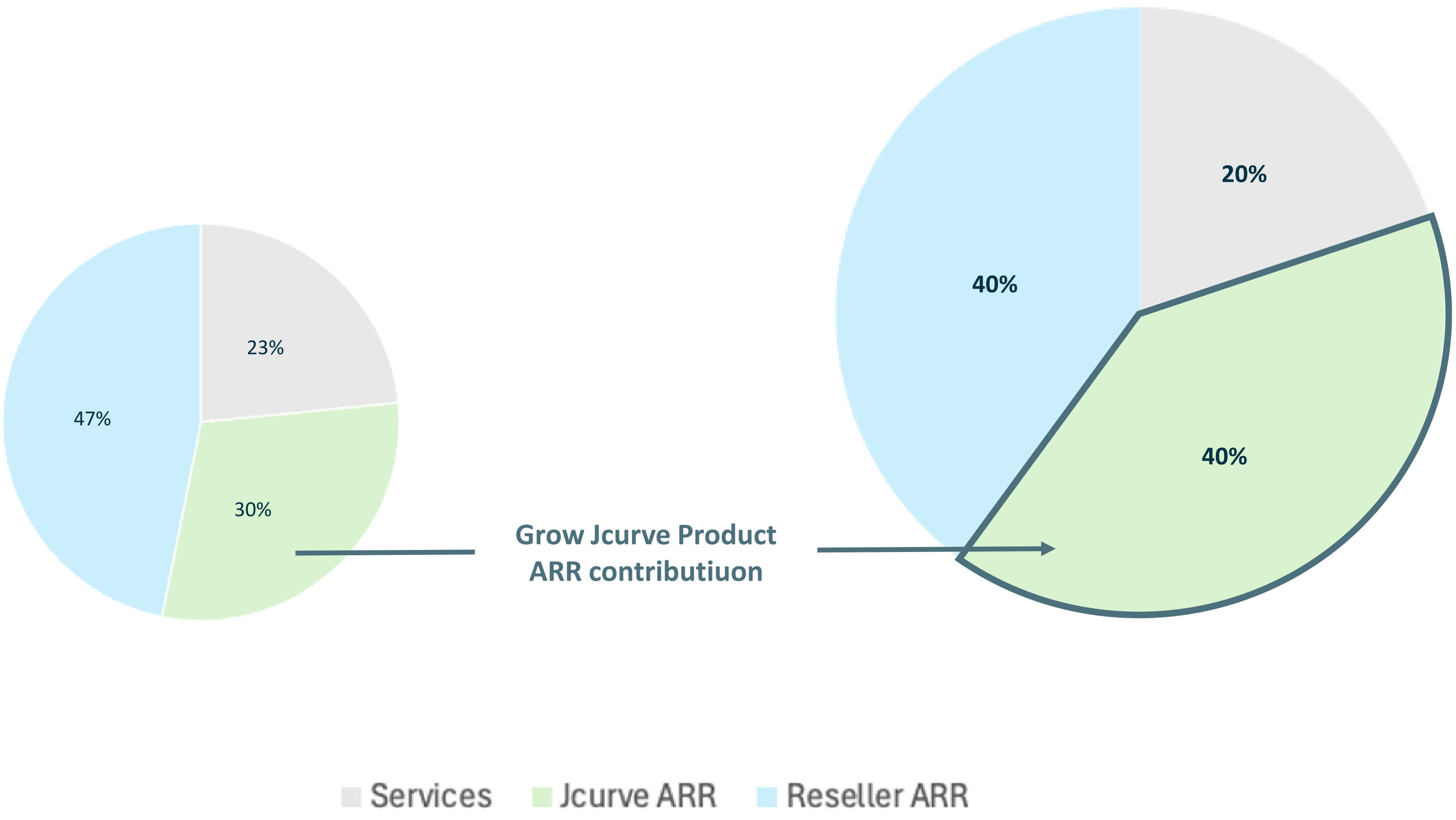
Grow **Reseller ARR & Margins**

Develop Portfolio around existing customers' needs

ERP (Back Office)	CRM (Front Office)	PEOPLE (Team)
ORACLE NetSuite	ORACLE NetSuite	deel.
netgain	HubSpot	deputy
Zone&Co	shopify	bambooHR
celigo	WordPress	sprout SOLUTIONS
workday. Adaptive Planning	zendesk	Expensify

Profitable Growth **STRATEGY**

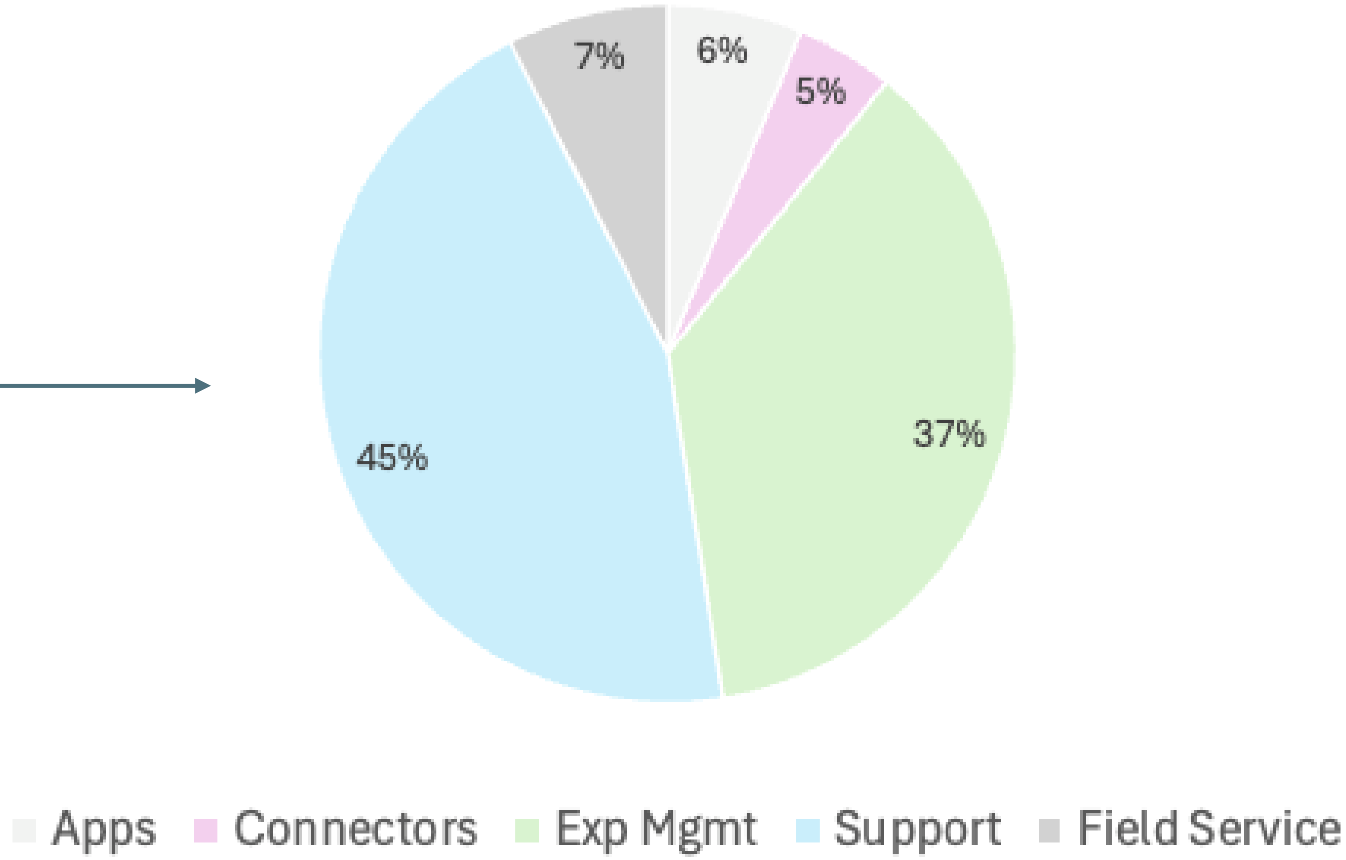
Free Cash flow from **Jcurve ARR**



Grow **Jcurve ARR** product contribution

Jcurve Product ARR by Type

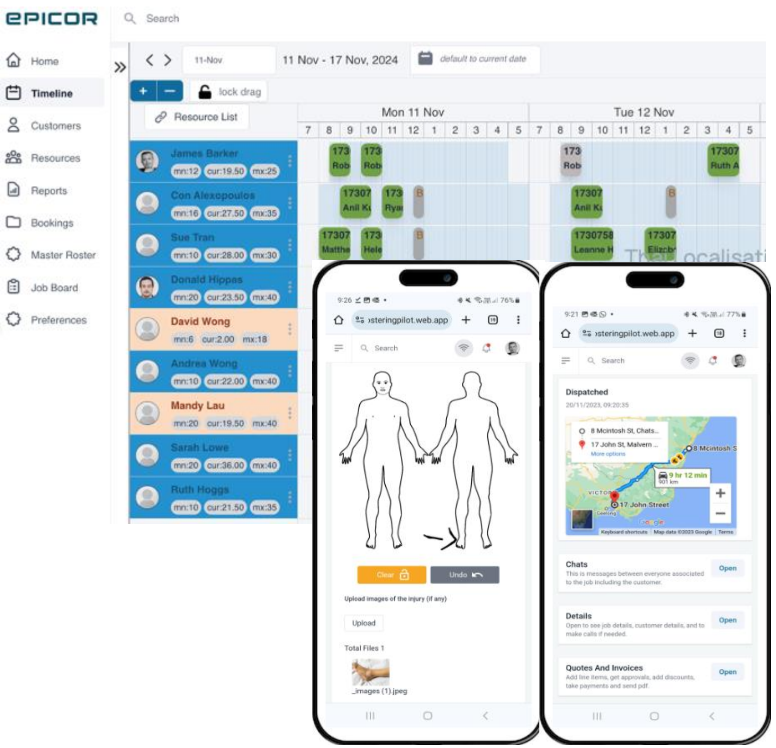
Grow Jcurve ARR Contribution



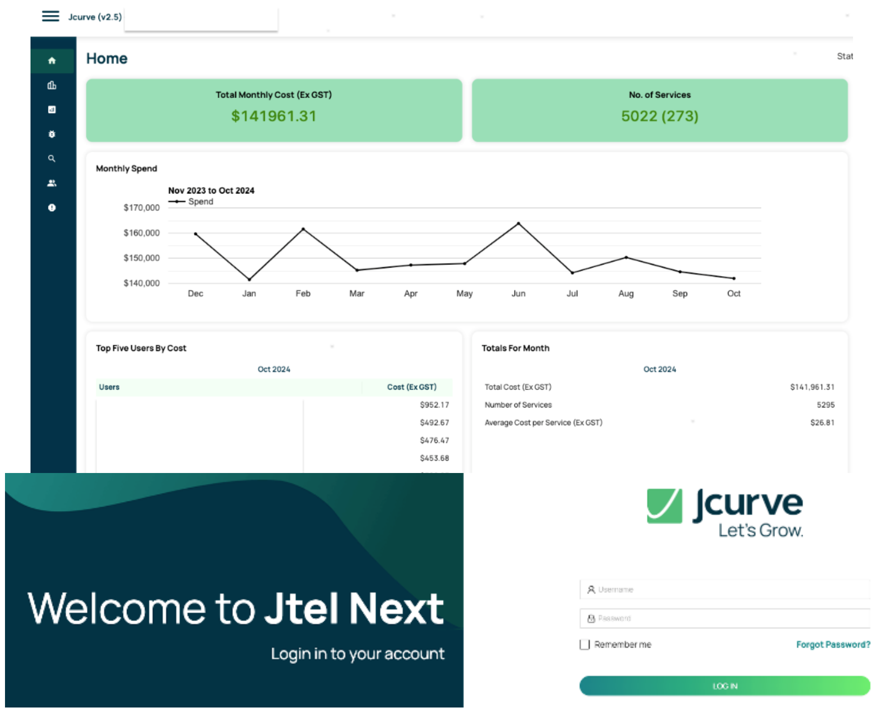
Grow **Jcurve ARR** product contribution

Examples of Jcurve Products & Apps ARR

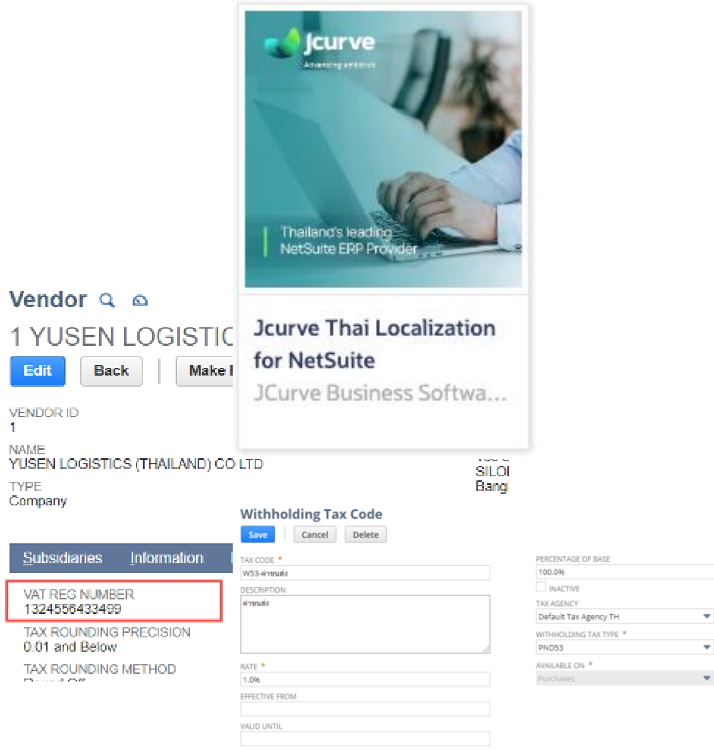
Field Service



Expense Management



Thai Localisation



Priorities.

Jcurve
Let's Grow.

Priorities & Objectives

PRIORITY	ACTIVITY					OBJECTIVE
Business Unit Profitability	Services 30% Margin	Jcurve Product Margins	Country / BU Profitability	Non-BU / Group Efficiencies	Revenue (Not Cost) Focused	**5% Operating Profit**
CustomerX TeamX	Always On Customer Feedback	TeamX Programs	CustomerX Programs	'Let's Grow' Culture		**+100% improvement In Cx & Ex (NPS)**
Customer Acquisition	2x Customer Acquisition	5x Lead Generation From Marketing	Community & Thought Leadership	Sales & Marketing H/C		**+100% yr>yr New Customers**
Portfolio Management	30% Reseller Margin	Grow Av. ACV / Customer	Jcurve Products 50% ARR Contribution	Cust. Dev. as a Profit Centre		**+10% Margin +$5k ACV / Cust.**

Questions.

Thank you.