



APPLICATIONS, INTEGRATIONS, PAYMENTS & FINANCE

GENERAL MEETING, MAY 20 2021

Legal Disclaimer

NATURE OF THIS DOCUMENT

This presentation has been prepared by Cirralto Limited (Company). The information is based on publicly available information, internally developed data and other sources. By receiving this presentation, you acknowledge and represent to the Company that you have read, understood and accepted the terms of this disclaimer. It is the responsibility of all recipients of this presentation to obtain all necessary approvals to receive this presentation and receipt of this presentation will be taken by the Company to constitute a representation and warranty that all relevant approvals have been obtained. This presentation is a visual aid and is not intended to be read as a stand alone document. The material contains selected and abbreviated summary information about the Company and its subsidiaries and their activities current as at the date of this presentation. The material is of general background and does not purport to be complete. The Company is not responsible for providing updated information and assumes no responsibility to do so.

NOT AN OFFER

This presentation is for information purposes only and does not purport to be all inclusive or to contain all information about the Company or any of the assets, current or future, of the Company. This presentation does not comprise a prospectus, product disclosure statement or other offering document under Australian law (and will not be lodged with ASIC) or any other law. This presentation also does not constitute or form part of any invitation, offer for sale or subscription or any solicitation for any offer to buy or subscribe for any securities in any jurisdiction nor shall they or any part of them form the basis of or be relied upon in connection therewith or act as any inducement to enter into any contract or commitment with respect to securities. This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. This presentation and its contents must not be distributed, transmitted or viewed by any person in the United States or any jurisdiction where the distribution, transmission or viewing of this document would be unlawful under the securities or other laws of that or any other jurisdiction.

NOT INVESTMENT ADVICE

To the maximum extent permitted by law, the information contained in this presentation is given without any liability whatsoever being accepted by the Company or any of its related bodies corporate or their respective directors, officers, partners, employees, advisors and agents. This presentation is not investment or financial product advice (nor tax, accounting or legal advice) and its contents are not intended to be used for the basis of making an investment decision. No representation or warranty, express or implied, is made as to the accuracy, completeness or thoroughness of the information, whether as to the past or future. Recipients of this presentation should carefully consider whether the company is an appropriate investment for them in light of their personal circumstances, including their financial and taxation position. This presentation does not take into account the individual investment objectives, financial situation and particular needs of each recipient of this presentation. Therefore recipients of this presentation may wish to seek independent financial and taxation advice before making any decision in respect of this presentation. Neither the Company nor any of its related bodies corporate is licensed to provide financial product advice in respect of the Company's securities or any other financial products.

FORWARD LOOKING STATEMENTS

Statements and material contained in this presentation, particularly those regarding possible or assumed future performance or potential growth of the Company, industry growth or other trends are, or may be, forward looking statements. Such statements relate to future events and expectations and, as such, involve known and unknown risks and uncertainties and are based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management of the Company believes to be relevant. Although management believes that the assumptions made by the Company and the expectations represented by such information are reasonable, there can be no assurance that the forward-looking information will prove to be accurate. Forward-looking information involves known and unknown risks, uncertainties, and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any anticipated future results, performance or achievements expressed or implied by such forward-looking information. Readers should not place undue reliance on forward-looking information. The Company does not undertake to update any forward-looking information, except in accordance with applicable securities laws.

DISCLAIMER

No representation or warranty, express or implied, is made by the Company that the material contained in this presentation will be achieved or prove to be correct. Except for statutory liability which cannot be excluded, each of the Company, its directors, officers, employees, advisers and agents expressly disclaims any responsibility for the accuracy, fairness, sufficiency or completeness of the material contained in this presentation, or any opinions or beliefs contained in this presentation, and excludes all liability whatsoever (including in negligence) for any loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission there from. To the maximum extent permitted by the law, the Company disclaims any obligation to update or keep current the information contained in this presentation or to correct any inaccuracy or omission which may become apparent, or to furnish any person with any further information. Any opinions expressed in the presentation are subject to change without notice.

MONETARY VALUES

Unless otherwise states, all dollar values are expressed in Australian Dollars (A\$). The information in this presentation remains subject to change without notice.



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



ASG FOUNDED IN 2001



40 TECHNICAL PERSON

With core team working together
for 20+ years

20 PERSON COMMERCIAL

IP ASSETS



SPENDA PLATFORM



SYNK'D INTEGRATION
PLATFORM



MAJOR MARKETS



AUTOMOTIVE



FASHION



FOOD



PET

ASX:CRO



MARKET CAP

A\$185M*



MARCH QTR** - CASH

RECEIPTS UP **+25%**



Q3 2020 V Q3 2021 CASH

RECEIPTS GROWTH **332%**



SHARES ON

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

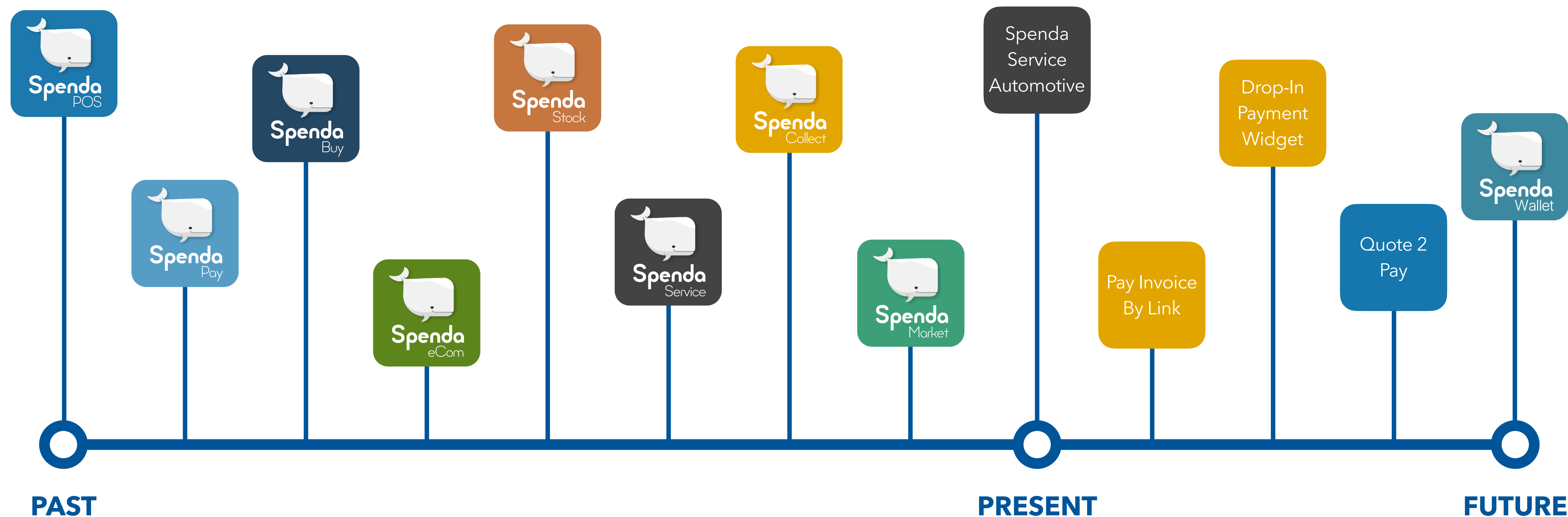
[Dave Wood](#) is the new Chief Product Officer at [Cirralto](#).

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

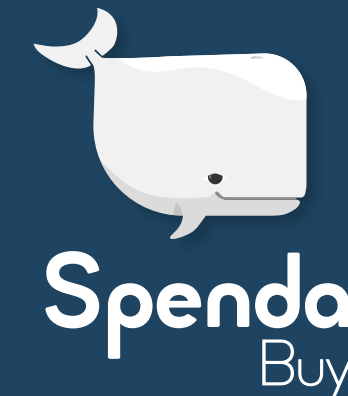
Apps designed to stand alone or connect to form a complete integrated EPA system.



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



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



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



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



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



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



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



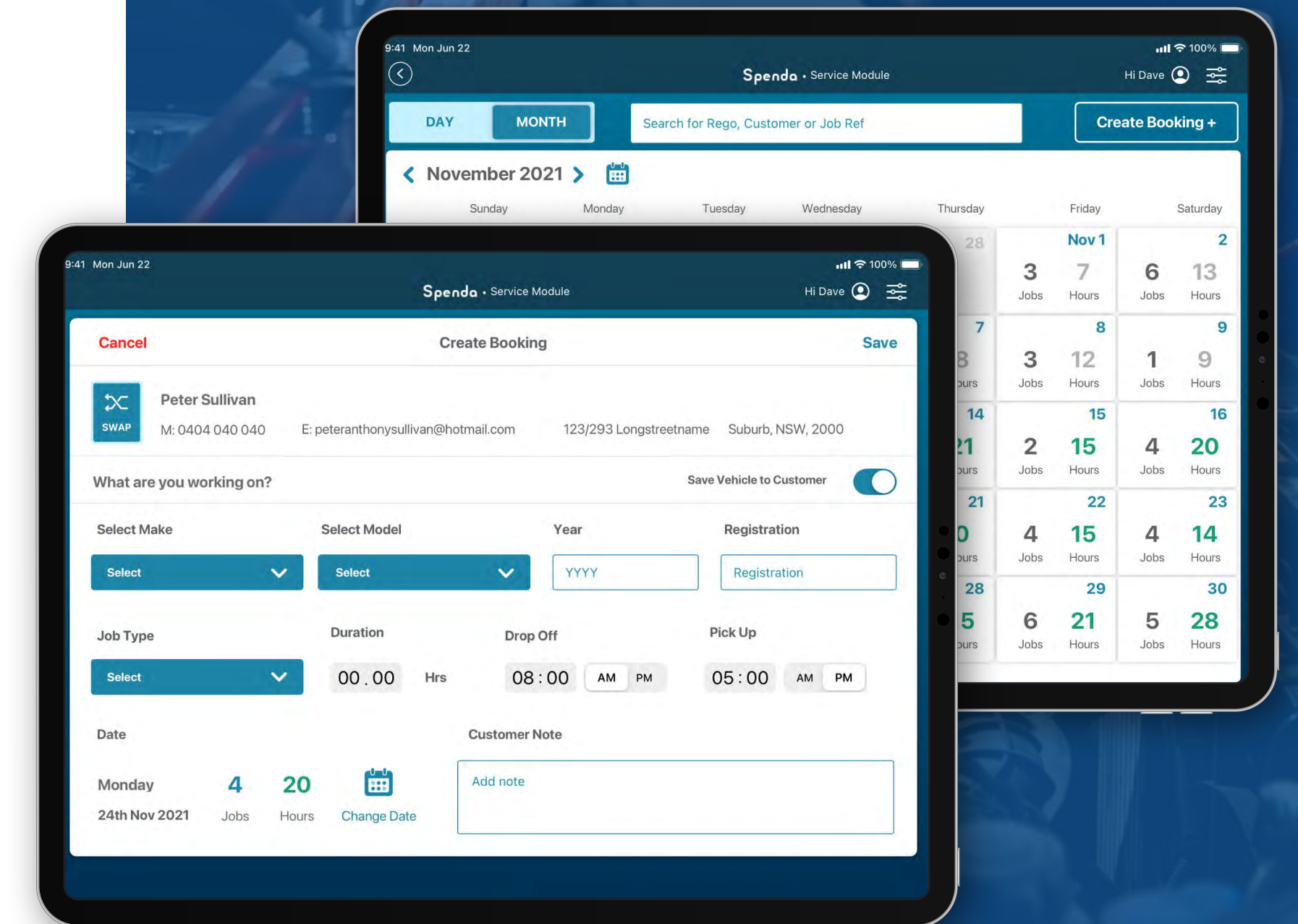
Spenda-eCom** provides your business with a highly functional online sales portal for customers to purchase goods and services.

*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 functionality 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

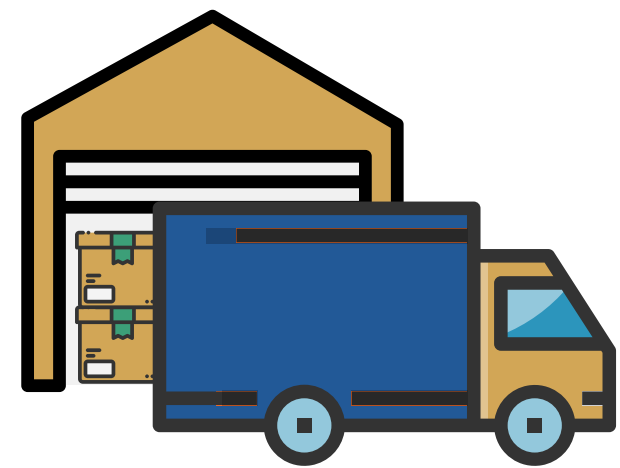
SpendaWallet



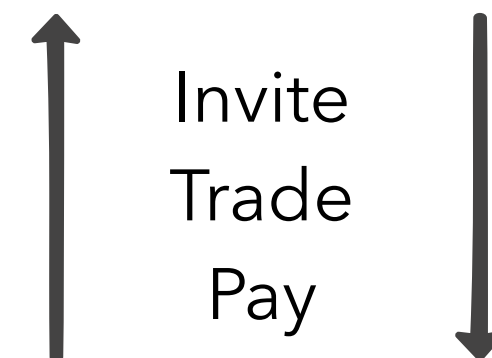
- Sellers will offer fast, low cost terminal free payments to buyers
- Customers will be able to pay with credit card, bank account or via deferred payments
- 100% cardholder privacy and control for Customers.
- Collect receipts and manage warranty in the one place
- Launching 2022



Spenda Integrated Value Chain Collaboration



**WHOLESALE
DISTRIBUTOR
MANUFACTURER**



SpendaCollect



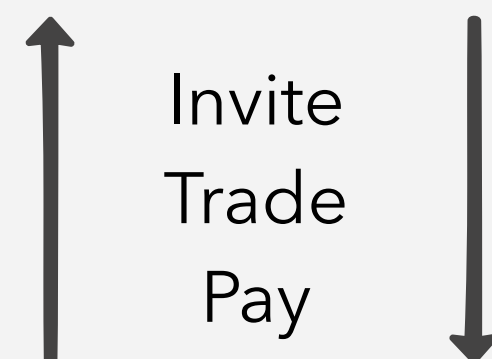
SpendaMarket

Wholesale Services

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



**RETAILERS &
RETAILER SERVICE
PROVIDER**



SpendaPOS



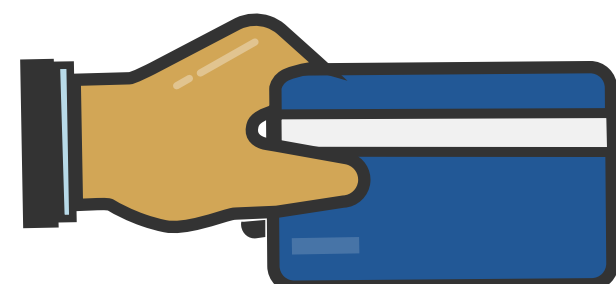
SpendaService



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

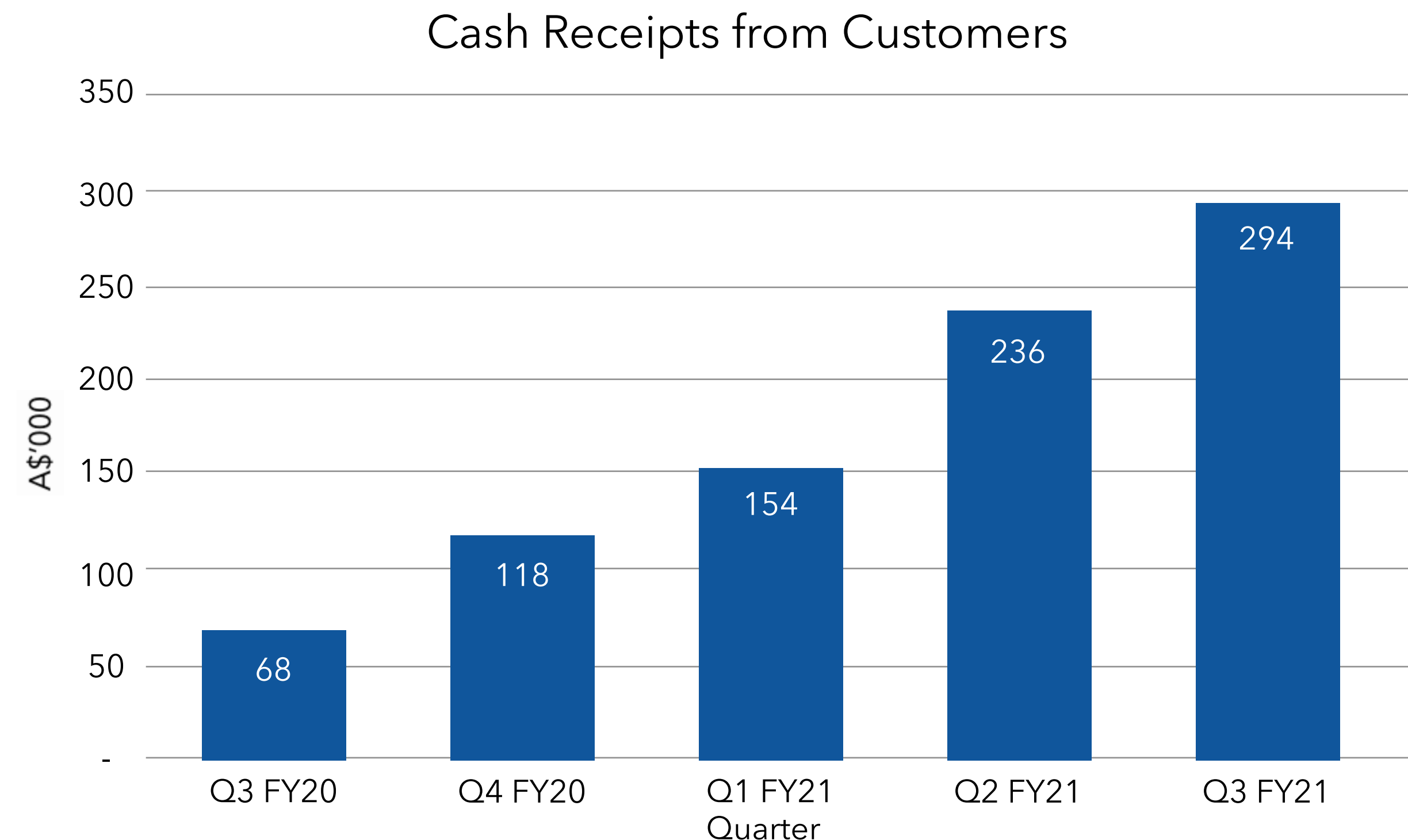
- The Spenda Product suite is a powerful industry agnostic software solution.
- If you are a B2B player, Spenda is relevant.
- We are not just a payments company.
- We are not just a Software-as-a-Service (SaaS) company.
- We are a fully integrated digital payment and business software solution.
- We 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 Spendacollect'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.



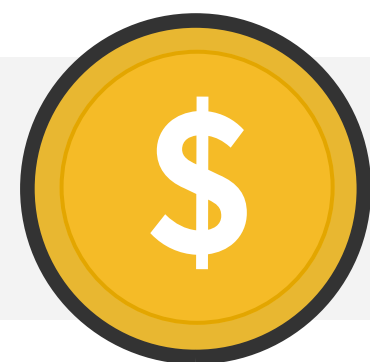
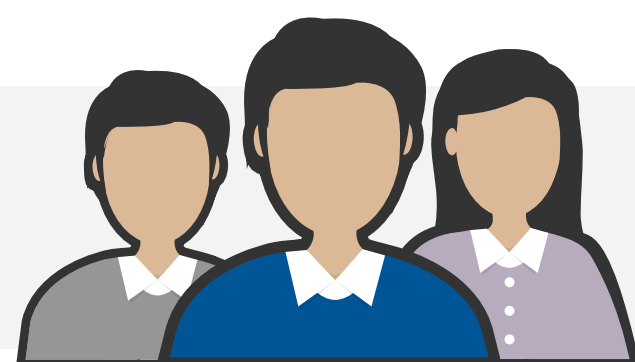
Target Markets

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 competencies	
CAPITAL	No debt	We have the capital base to accelerate and realise our potential.
	\$23.5m	
	Revenues	

Q&A'S



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



Registered Office
Suite 103, Level 1
2 Queen Street
Melbourne, VIC 3000

1300 682 108

investors@cirralto.com.au

cirralto.com.au

