

1 August 2024

Raiz Invest (ASX:RZI) Coffee Microcaps webinar

Duration 32 minutes 15 seconds

00:00:03:19 - 00:00:12:10

Mark Tobin

And we've got Brendan Malone from Raiz. Brendan, I can see the cover slide of your deck now. You can take it away mate.

00:00:12:12 - 00:00:34:20

Brendan Malone (CEO of Raiz Invest)

Thank you, Mark. And thanks Sam for that presentation and the viewers that have dialled in for this webinar today. What I will do is start with a quick intro to Raiz for any viewers that haven't heard of us before or know what we're all about, or what is our why, and then I'll have a run through our 4C numbers and quarterly commentary that we released last Friday the 26th of July.

00:00:34:22 - 00:00:59:21

Brendan Malone

So I'm rather very excited about these quarterly results and the direction that the business is heading. Over the last 12 months, we've focused on to two key goals and that was transitioning the company to be operating cash flow positive, but also to divest our, businesses up in Southeast Asia. And we've managed to achieve those, maybe not to the timeline and the expectation that we would all like but we've done it in a managed way.

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Brendan Malone

And, you know, the business is moving forward. And I'm very proud of the team to focus that has focused on both those goals, but also the continued growth that we've seen in the Australian business over the last 12 months. Customer numbers were up a modest 3.7%, quarter on quarter and FUM was up 23.4% over the year.

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Brendan Malone

I think that's a great effort in this environment. the team have done very well to maintain our customer, retain our customers, and also, as we'll see as we go through, sort of drive and improve the revenue, the relationships to increase the share of wallet that we have with our customers. So jumping straight into it, Raiz.

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Brendan Malone

What is Raiz? What are we about? We started Raiz at just over eight years ago, in February 2016, with two core principles, small amounts add up over time. And we fast, fast found out that customers needed a different way to save and asking them to change their behaviour is very difficult. So we needed to find an automated way using technology to create this saving and investing opportunity for many Australians.

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Brendan Malone

So our vision is empowering all Australians, with hands on experience to break down the barriers to savings investing. And whilst the apps both on Google and the Apple Store, you can download it. There's also a web app version of it and but what it does is it breaks down the barriers to allow customers to start investing for as little as \$5.

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Brendan Malone

That's \$5 into a diversified of over nine portfolios. And you can see on this slide the different nine portfolios we have. But it gives that diversification and customers the education and the understanding of what is this capital markets business that they've spoken about. We at Raiz get tired of hearing, oh investing or saving is not for me.

00:02:46:05 - 00:03:14:17

Brendan Malone

It is, we break down the barriers for everybody. There's a few other product suites that we'll talk about going to the slides, but what we do is we provide that hands on experience in the palm of the hand. Financial literacy, financial inclusion, financial education for everybody. And then as I mentioned, we started over eight years ago and as at the 25th of July, which was last Thursday, we had over \$1.41 billion in funds management and over 308,000 active customers.

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Brendan Malone

And if we just pause for a second \$1.41 billion. Core principal was small amounts add up over time, and that's what we've managed to achieve with, with these Australian customer base. With this slide and over 308,000 monthly active customers, I just thought I'd give a visual representation of how our customers are and where they are in their life cycle because we want we want to create and



maintain engagement with customers as they travel through their financial, or their wealth journey and how do we do that?

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Brendan Malone

It's, by the product offering that we have, delivering great customer service and making it easy. the, the earlier this year, we released a couple of stats just to bring it all into perspective that we've facilitated over \$440 million of savings and investing for Gen X, and the millennials in the calendar year to 2023.

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Brendan Malone

That's \$441 million that they haven't saved before or had the opportunity to save before. Over the eight years, it's been to the tune of over \$2.4 billion. And in that period, we've reinvested dividends, to the total of \$130 million. So that's dividends and distributions that a lot of these customers have had access to for the very first time.

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Brendan Malone

And, and these cost of living pressures that we have out there, we know that every little bit counts, no matter how small it is. So our strategy and direction includes building the pipeline from Raiz kids and attracting them early and then maintaining them and having a relationship as we go. As they go through their life cycle. And we do that through market leading product, which is first time experience, first time users.

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Brendan Malone

We started this business for the first time users, but as the businesses has grown and the customers have grown with us, we increase and we broadened the product range, appealing to both wealth accumulators and people that want to want to continue. And we'll get into the products and the offerings that we have in the portfolios that we now provide to our customers.

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Brendan Malone

And the innovation over the time period shows that we are working with, working with our customers, listening to our customers to increase the lifetime value of brand and loyalty and trust over this period. So we make it very easy to save and invest six ways to get your money into your account or deposits any



automated recurring deposits. We have a lump sum functionality roundups, Raiz, Acorns

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Brendan Malone

When we first launched and today, Raiz, we really pioneered the round up concepts, in Australia and what that means is you think a debit card or a credit card, we say your transaction data came through, you might buy coffee for \$4.50. We ran that to \$5 and we invest that \$0.50 for you. So that's quite popular.

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Brendan Malone

And a great way for people to understand small amounts over time do add up. We have a Raiz rewards capability, which is a cashback program to allow all Australians to save money on their daily purchases. And in this environment in particular, that's a very, very important engagement exercise. We have a referral program where you can introduce a friend and get a fee, just to help out a bit where we can.

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Brendan Malone

And then, as I said, we've invested over \$130 million of dividends over the eight years of distributions. And that, again, assists with the compound, compounding growth of your portfolio or savings over time. So making it easy to save and invest. Here's the six ways to save. And what about where do we invest them then?

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Brendan Malone

Nine ways to invest portfolios. Number 1 to 5 is what we launched with, with five different portfolios made up of seven ETFs, all quoted on the ASX that haven't changed over time. They're doing quite well on a performance stat. And as we get into the quarterly numbers, I'll provide some performance details of those portfolios. When we first launched, our customer base said well, we like to think about social responsibility theme portfolios.

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Brendan Malone

So we created the Emerald portfolio and it first became our second biggest portfolio by customer numbers and dollar value. And then a few years later, the crypto hype of Bitcoin and our customers are saying, well, what about this group



getting had? How do we work with this? So we created the Sapphire portfolio with guardrails of up to 5% of your portfolio, to have Bitcoin in it.

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Brendan Malone

So it provides an understanding, an easy way to, to have experience, the crypto bitcoin, with guardrails on which has been quite successful in that it's very popular portfolio. Now, a few years ago we did our first acquisition of a business called Super State, which was Australia's only residential property fund, within superannuation, that came together about three years ago.

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Brendan Malone

And that portfolios now about in the super and retail and we have a residential property fund, that we run and manage and, I'm proud to announce that on Monday the 29th, we settled our 12 residential property, down in Melbourne. And then over the last 12 months, I said that we have, taken the business, turned the cash flow of the business around, divested from Australia.

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Brendan Malone

But it's important to remember that we also innovated for our Australian customers. And on the 1st of August in 2023, we released this plus portfolio. Now, what that does is allow customers to create and weight their own portfolios. So it's giving them a hands on experience on say the 99, the top 99 ASX listed stocks, 49 ETFs.

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Brendan Malone

You can have an allocation of up to 5% of Bitcoin or up to an allocation of 30% of the Australian Residential Property Fund in there. Last week, Thursday, Friday last week we released that functionality, in superannuation products. So that's our super customers can do that. And that was a massive demand from our customers. So they can build their own portfolios.

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Brendan Malone

Here's a screen that just shows, I think the important part about here is putting all the product offerings that we have on one slide shows that these product offerings work together from a Raiz Kids account on the right, getting into a Raiz invest account, working through your plus as the individual experience and financial education happens with the customer.

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Brendan Malone

We're on that journey with them and we've got a Raiz in best super product that has about \$288 million of funding there. So superannuation guarantee voluntary contributions can all come in. And we with that as customers on that journey. And we're working with the trustee now on our retirement income portfolio. So that after the accumulation phase, we can move at that product into a pension phase and that will gain will increase the lifetime value of the customers.

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Brendan Malone

And then the overarching product that that does help across the engagement and retention is that regime awards program, where we have about, 1300 rising order merchants on the program where if you buy through them, you'll get cash back into your into your account. So it's pretty strong engagement there. I think the overarching key ingredient across this is that we've developed that products from listening to our customer feedback.

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Brendan Malone

We have a great customer loyalty. We have great customers that provide that feedback from the little as colour changes to the actual product offerings and we've got a track record of listening to them. Now jumping into the, Q4 results that were the 4C and business commentary that was released on the 26th of July last Friday. I'll run through these because they have been issued out in the interest of time, I'd like to get to questions, but, at a higher level, the Australian operations have done very well with revenue growth of 28.1% year on year to \$5.5 million for the quarter.

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Brendan Malone

There's been a steady growth. I would have liked growth to be a lot bigger over the, the 12 months. But, steady growth of active customer has been, I think, as I've mentioned, the key retention exercise with which the challenges we're faced, through it, throughout the year has been a testament to the support team working with our customers.

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Brendan Malone

There's been a massive engagement, and these cross-sell, and cross promotion of our different products, which is consistent with the continued positive trend in

the Australian annualised RPO over the period, up to \$7210. As I mentioned, the portfolios have done very well themselves in super ratings, announced the our moderately aggressive Super portfolio was number two over the last 12 months in the Balance Super Fund.

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Brendan Malone

We're also highly rated in the Growth Fund and also has Emerald Portfolio on our social responsible themed portfolio is again achieved a top rating through super ratings. Another milestone over the period was four consecutive quarters of positive operating cash flow. Cash balance in the Australian businesses increased and we're sitting on just over \$9.7 million of cash as at 30th June.

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Brendan Malone

Also we've got a full year results coming out. So there'll be a lot more information coming out over the next couple of next couple of weeks. But as I said, we've had positive momentum in the underlying businesses, in all our underlying metrics. And the number of 306 that we see on the slide there was 30th June, 206,000 active, went out at the 25th of last Thursday, 25nd July, we're at 308.

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Brendan Malone

So we have, implemented some changes over the last month and a half, two months. And that is the starting that we've started the new FY 25 year with great momentum. The momentum coming from last year shows that we have increased our average account balances from \$3800 there on the right to four and a half over \$4500.

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Brendan Malone

But also to the cross-selling and the promotion, of our rates, plus product array, super products and our Raiz kids products of all have had some strong growth over the period. Putting our customers first. And at the heart of our innovation, it has been key, as I said, and we've continued to innovate since we've started through 2016 through to 2024.

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Brendan Malone

And even last week when we increased our portfolio offerings, our investment offerings in our plus portfolio, we have a voting page on our website that



members or customers can say what they would like to see in their, portfolios. And on one of the social media channels it was, I noted that, we chat, we put in seven of the investments that the customers were asking for.

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Brendan Malone

Out of the ten that we increased in our ETF, in our ETF offerings. So strong engagement from our customers as we continue to listen to them and innovate the products for them. Some of the highlights that we've had, very excited in the last quarter in particular, automatic stream automatic rewards are now live. So when I mentioned that there's 1300 merchants in our system, you would have to either click on through or have a link, a card link offer.

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Brendan Malone

Now, because we have your transactional data for roundups, we can instantly reward customers for the loyalty that they're having with merchants. During the period, we went live with 15 merchants in the last quarter, and it was 4700 eligible rewards tracked in the first 25 days. Now, that's a great what's great from a customer experience is that that's a bit of a surprise and delight.

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Brendan Malone

You might have shopped at Flight Centre, we see that transaction and you're getting a reward. You would never have received a prior but Flight Centre are happy to work with us and payload to reward into your account. And as a customer, you would say Flight Centre has invested in you. and as I've already mentioned, the innovation continued in the quarter with the plus portfolios into the super offerings, which was highly requested from our super members, and we increased our retail plus portfolios to now offer 150 investments.

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Brendan Malone

How what is key on our businesses is our customer numbers. And I'm very pleased that with the customer loyalty that we have, they are key and we've done well to retain but also moderate, more moderately grow those customers over the period. So a lot of the questions we do get is rather okay, 'Well how do we do that?'

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Brendan Malone



Now there's two key exercises. One of them is going to be to bring in new customers, but the other one is also to reengage and retain the customers that we have. And over the last month and a half, as I alluded to, we've done some great work through the AI capabilities, digital marketing focus, and executing on what we said at our AGM last year that we had a strategy, the strategy's

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Brendan Malone

Right and now we've done a lot of the back end work to make that happen. And I think the momentum that we've seen, of over 1500 customers to the to the 25th of July, increasing active customers is proving that we're doing the right things and we're growing. There's also too we spend a lot of time over the last couple of months working on strategic partnerships.

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Brendan Malone

We've mentioned a few there. We have a strong partnership with one of our shareholders, channel seven with the AFL and AFLW and Abbey Holmes and the Morning Show that will continue in the second half of this calendar year or the first half of FY25. And as of as the 4C alludes to, we have put a lot of our spend or our conscious spend in the back half of the AFL season where there'll be a lot more eyeballs actually on the TV as the competition comes to the pointy end.

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Brendan Malone

There's various other partnerships listed there, which I'm quite excited to get rolling in the next couple of weeks, to, to continue to grow. And the overarching or the underlying, opportunity in the marketing strategy two is to look for more strategic opportunities where they, they, we can grow our customer base through acquisitions or more meaningful partnerships.

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Brendan Malone

The overarching, impact of, of Raiz over the years. And, and our data shows that we have provided financial education and opened up a lot of markets, a lot of opportunities for our customers. So it's key that education and financial literacy by educating customers young, they will stay with this and they will work with us because we break down the financial jargon into bite sized pieces of information that they can understand.

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Brendan Malone



Yeah, we pulled this stat the other day that we send out a weekly newsletter on a Tuesday that gives a bit of a market update in, in small bite size information and some depth financial definitions and some articles. And it's going out to customers with over 40% open rate every Tuesday morning. Yeah, the customer support team, and I you know, it's great to see that customers are closing their account due to the maybe due to the, the average, their savings goal or they need some money, but they say, look, I need to withdraw my money, but can I still receive the financial education on a weekly basis?

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Brendan Malone

And it's now starting to ingrain. We've seen a 53% increase in deposits on 12 months last year to 12 months this year because customers are understanding the importance of saving and how they can use the technology to automate those savings and not necessarily change their lifestyle. So to wrap it up, a few of the key highlights.

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Brendan Malone

I won't run through those. The six points that we have there, I think it's key over the next period is that we continue to focus on our cross promotion as well as the customer acquisition. We have a great pipeline of new, new active customers through our Raiz kids accounts, and we get right through the lifecycle and the financial journey through to our super products.

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Brendan Malone

The exceptional customer support that we provide continues with the retention and also the cross-promotion of our other products with over 98% satisfaction score from our customers on our on our surveys. Innovation is key. Customer retention is key. Technology, we do spend and reinvest on our technology to make sure it is best in class. And that includes the user experience, but also in the back end on security.

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Brendan Malone

Looking forward, we are tracking on a positive EBITDA. I'm pretty excited in the next couple of weeks to get these results out. In the interest of time, there's the last slide on the market information. Yeah, I'm very pleased with the supportive shareholders we have with the top holdings, they've been quite they've been stable over the last 12 months and continue to support and also just quickly there, in our 4C announcement last week, we announced that on InvestorHub.

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Brendan Malone

Now, which will give everybody the opportunity to ask any questions. So if you haven't seen that, I ask that you, look at that and the login details that were on the 4C. Mark on that, I'll hand it back over to you.

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Mark Tobin

Thanks, Brendan. Yeah, we've had, questions coming in to thick and fast, so let me just grab, the first one here. Noted the Indonesian Malaysian businesses are, you know, pretty much let's wrapped up, at this point, there's, a few legal processes I know is to just completely exit those businesses. But, a question and then, you know, if we're looking at the Australian business, what's the operational leverage you'd expect to see our, you know, shareholders, you know, if you go from, you know, 1.4 billion in form to 1.5 billion, or that every extra 100 million, that kind of comes on to the platform, whether that's, you know, round ups, people doing their monthly weekly investments, market movements. You know what, what does it what does the operation leverage start to look like now?

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Brendan Malone

I think it's important. Mark, I'll just touch on the fee structure for any viewers that don't know, if you open up a Raiz account and you get your account on active account balance of \$5 or more, we charge it's a subscription or a maintenance fee of \$4.50 per month. If you're in the first five, it goes up to \$5.50 a month.

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Brendan Malone

If you're in the other portfolios or the plus portfolios. Once that that your account balance gets above \$20,000, we move to a 27.5 basis points per annum paid monthly. So it's not so much about the fund that comes in. It's more the active customer numbers. So by putting it but putting on the active customer numbers and even you could you could look at it by saying, well, what's the annualised revenue per user.

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Brendan Malone

New customers times that, that's what it's going to do and drop through whilst we, I expect the revenues to increase positively over the next 12 months, I, we do reinvest in the business. It's, it has to be we've got to continue innovating. We're going to keep our customer experience and our engagement there. But

it's, it is quite, you know, we're at operational cash flow level now, so things do drop through.

00:20:44:19 - 00:21:12:20

Mark Tobin

Okay and then another question, and I don't know if it's going to be in the wider deck. A split between, you know, growth in from, from, you know, assets coming on to the, onto the platform versus, you know, just a move up in the market. You know, we've kind of been hitting record highs on and off over, the over the last couple of months. Have you got that disaggregated data at this stage?

00:21:12:22 - 00:21:32:23

Brendan Malone

Not, not at this stage. We can put that in and look to put that in the full year results in a couple of weeks. Yeah, we are seeing some continued great record inflows and the six months to date to June, we've seen, customers depositing, it's seen an increase of 19% over the last six months, on average, of what people are depositing.

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Brendan Malone

And I think that comes back down to the education. That's saying we have continued inflows because people are using the automated features, whether it's daily, weekly or monthly, and continue that that savings process.

00:21:44:04 - 00:22:05:02

Mark Tobin

Okay. And then a question on the 4C, revenue was \$5.5 million, but the cash receipts was higher at \$6.2m. So obviously there's some kind of, you know, small timing difference. Was it something carried over from Q3, maybe just touch on, I guess why they don't line up, that closely. If you can?

00:22:05:07 - 00:22:26:15

Brendan Malone

Look, that is a very good question. In the appendix 4C it, point number 1.1 is receipt from customers and that's inclusive of GST. And that's a that's a group level. The receipts coming in. So if you take off you take the 5.5 million Australian revenue, you're GST is 10% of that. And then there's about \$200K of, Malaysian revenue.

00:22:26:17 - 00:22:50:04

Mark Tobin

Okay. Perfect, that explains that. And then just, I don't know if you have this, that this is maybe one from me, but, as the kind of product base is expanded between, you know, super, Raiz kids, the traditional portfolios, are the plus portfolios. Have you seen a gradual increase of that cross-sell working?

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Mark Tobin

You know, is there a number somewhere that, you know, people take, you know, 2.4 products, on average or, you know, 3.1 products like is, is that cross-sell trending? Because as we know in financial services, my God, we've seen so many banks try to get into insurance, insurance companies trying to get into banking, and then they dissolve the whole thing.

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Mark Tobin

And then a new CEO ten years later comes in and tries to do it again. You know, for whatever reason, you know, cross-selling financial services is a difficult nut to crack. It's not to say it can't be cracked in there have been, you know, companies who have managed to do it, but are you seeing that trend as the business matures and the new product offerings come on, that your kind of existing cohort of customers have been with you for a while.

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Mark Tobin

You know how the whole Raiz ecosystem works that they are, you know, flipping over their super or, you know, having Raiz super on the side as well as the one that they've got from, you know, their work and they're getting the kids account set up, maybe just touch on that cross-sell.

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Brendan Malone

Yeah. Yeah, definitely. Look there's a couple of points there Mark that you raise. And I think the number one of the initial cross-sell or cross-promotion products is going from one of those 1 to 6. The conservative up to the aggressive or the Emerald at \$4.50 a month. We want to move them as they get as they get experience. And we can see the life cycle or the persona of the customer.

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Brendan Malone

They come in, they get used to it. They put \$10 in, they withdraw \$10. Yes. It works. They put in \$100. Then a couple of weeks later, they automate

everything. Then they've gone, they get some experience and then they move up to the plus model. So we're pushing them up the value curve there. So that's a key target.

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Brendan Malone

And a key messaging that we want to put out there to our customers. The second one is that cross-promotional with Raiz invest, Raiz super, Raiz rewards and even into our property fund because we manage that. There's a there's some management fees there that we collect. So it's putting the right product in front of the right customer at the right time.

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Brendan Malone

And that's what we've done. We've spent the last sort of 6 to 8 weeks on the AI capabilities in our system, because we have so much data. And that's the transactional data, the behaviour data, the demographics of our customers. They're banking data. We know what they're doing and why they're doing it. And we've really changed our modelling system.

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Brendan Malone

So instead of sending a blanket, 120,000 messages out, for example, we've got ten different messages sending out to cohorts of 12,000 people. And in the system now that we've implemented through AI, here's the A, B testing how quickly can we change those messaging to get out? And that's what's really happened sort of late June early July. And we can say that that cross-sell and that re-engagement activity in the July momentum of that customer numbers has really worked.

00:25:32:07 - 00:25:58:09

Mark Tobin

Okay, perfect. And then there's a question here. I know you did touch on it in your, presentation about the ratings that you've got from, various industry ones. Have a question on them. How does the super performance and fees compared to APRA yearly reviews? I don't know if you guys submit data. Those, APRA surveys are, if they pick you up in, in the APRA surveys?

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Brendan Malone

That we do. But that runs through our trustees and they're working on those numbers now for 30th June. So our trustees are EGT, they are the trustee of the

Super fund with, DDH Graham up in Brisbane, who's the administrators and then we are the promoters. But the numbers that we, that we mentioned, that have been, put out through super ratings, are our superannuation portfolios, and you know, at 12.1% for the moderately aggressive portfolio and at a phase that's you know, pretty strong and we will get we put out a blog to our customers because our customers do ask for it, what has been the annual return of our portfolio? So we'll get that out in the next couple of days.

00:26:38:16 - 00:26:55:21

Mark Tobin

Okay. Perfect. And then, maybe this is maybe one, for the full year numbers put, you said tracking toward positive EBITDA for the last two, 4Cs. Can you be any more specific on timing is the question?

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Brendan Malone

I would like to hold that for the full year results because as I said at the start, I'm quite excited about getting these results out because we want to split out the, in more detail and be a lot more transparent on the Australian business versus the, the divestment of the Asian businesses. So we will see that coming out in the next few weeks. I think that'll answer a lot of questions, but we will have a webinar for our full year results. So I welcome the question then as well.

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Mark Tobin

Okay. And then just, another question for me on the, Seven West deal. I think that's correct me if I'm wrong, but it was a kind of a \$7 million, marketing spend, you know, which is quite a, you know, it's a large chunk of change to spend on marketing. You know, it's still got a bit to go, as you say.

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Mark Tobin

You know, it's going to probably wrap up, in the, in the next, 6 to 9 months. what are the plans then for marketing? You know, because once that kind of drops off, are you going to look to reengage with seven on, on the program again? Maybe not to the, to the same amount.

00:27:57:13 - 00:28:09:19

Mark Tobin

Are are you going to, you know, focus on digital now for a while, you know, what's going to kind of because there's going to be a big drop off in marketing.



And, you know, you don't want people to suddenly think, you know, Raiz has kind of disappeared off the radar.

00:28:09:21 - 00:28:26:19

Brendan Malone

Absolutely. Good, good great question. And it's a conversation that we're having not only at the management level but also at the board level. Seven's been a great partner over the coming up to three years. And it was an \$8 million contract and a \$10 million cash for the 10 million equity placement just over just under three years ago.

00:28:26:21 - 00:28:50:11

Brendan Malone

So the conversations will be that what do I what I'm very pleased with, with the strategy and the marketing, the marketing strategy that we developed in for the AGM or November the last year and now it's being executed, is that we've got the tools at our own disposal and a lot of our customers, we're one of the leading example of a fintech company or financial services company acquiring customers online.

00:28:50:13 - 00:29:08:10

Brendan Malone

And by having this AI language model capability that we've built in-house is we can we can get to the right customer at the right time. So the Seven West does to two things. It's out there, it's on TV, it's on the big screen there's brand awareness, but also that brand re-engagement and customer acquisition. Now it's our job to follow up those leads.

00:29:08:10 - 00:29:31:01

Brendan Malone

And if you look at our customer funnel, at the moment, we've got about 1.5 million people, 1.5 million Australians have downloaded the app, about just over 700,000 have been KYC and had money with us at some stage, but we have got 380,000 active. So this whole change in marketing strategy and the reengagement is to flip that around and get those, inactive accounts back to active accounts.

00:29:31:01 - 00:29:40:24

Brendan Malone

And that's a lot of those were earlier where the product was this big. Now, the products is this big and we can serve the customers through the whole journey of their financial requirements.

00:29:41:01 - 00:30:08:03

Mark Tobin

And then one final question. We are going to squeeze it in and or just up on time. The automatic Raiz rewards. Sounds like, you know, a great initiative for customers, but also, you know, for you because, you know, those rewards, balances come into the come into the, the account and the platform in terms of expanding that, you know, across the full 1300 merchants that are on there.

00:30:08:05 - 00:30:42:10

Mark Tobin

I mean, how feasible is it? I know you mentioned Flight Centre, and I'm sure it's easier to do it with, you know, the bigger guys as opposed to maybe some of the smaller ones. But, I mean, these 15 I'm guessing, are kind of some kind of initial pilot, to, to, you know, to just to get everything up and running and working and, and so but you know, how feasible is it to, you know, roll that up because to me that sounds like a very, very attractive thing where if I don't have to click a link and it's, automatically coming in, from day to day spending and, you know, it should drive, you know, a very decent inflows onto the platform.

00:30:42:12 - 00:31:07:22

Brendan Malone

Yeah. Look, it's, it's going to be a harder burn. And it's all about the merchant being able to track. How do they know that, I'm not just saying here's a heap of transactions pay us rewards. So it's getting the comfortable, getting the merchant comfortable. But with the 15 that we went live with in the pilot, it has improved. You know, probably to sort of 80 to 90% and the loyalty from a customer point of view.

00:31:08:01 - 00:31:31:21

Brendan Malone

So we'll get a few test cases, drawn out a few pages and say, look, this is the loyalty that we're creating, you need to be part of it. And there'll be some goals to get some of the big enterprises, organisations on there the Woolworths, the Aldis, the Coles, get them because what we like is that surprise and delight from a user experience point of view, because whatever cash back that they get comes into their account that says they might say, like Flight Centre has invested in you.

00:31:31:21 - 00:31:46:18

Brendan Malone

So that's a conversation started to your friend at the barbecue, someone else in your family to get more customers on. And automatic rewards is very big in the



UK, in the US, but, no one's doing it down here. So we're very excited about that opportunity moving forward.

00:31:46:20 - 00:32:02:11

Speaker 1

Okay, perfect. Brendan, we've gone slightly over and I don't want to take up, any more of your time. So thank you very much for, coming back and joining us. And, yeah, same as I said to Sam. Hopefully we can get you back on here. later in 2024.

00:32:02:13 - 00:32:08:09

Brendan Malone

Absolutely, Mark, I appreciate it, thanks. And thanks for everyone dialling in and listening. Any questions please, send them through.

ENDS

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