

Subject: Indicina June 2022 Investor Update
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Dear Investors and Advisors,

We had an eventful month starting with the public [announcement](#) of the last funding round. This brought renewed interest from stakeholders, and more importantly was net positive for customer acquisition during the month. We're actively monitoring macro conditions in our target markets and so far, there's no meaningful hit on demand. Regardless, we're holding off on any new hiring as part of a strategy to fix costs.

Growth

We added new (non-bank) enterprise customers to our Sales pipeline given the longer decision cycle of bank prospects. We're in discussion with two telco-based Payment Service Banks to integrate our decision engine as part of a consumer lending partnership. Originate sales - mainly to non-bank lenders - has picked up after a lull post the pricing increase. This will drive up value per customer as those clients go live.

On the Product side, we're adding new collection options to Originate. This is a very sticky feature which clients place a lot of value on. We're also negotiating data partnerships for Decide to extend the range of datasets it can analyse beyond bank statement data. All other aspects of the roadmap are on track with a priority on features that improve monetisation.

YTD Metrics

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Revenues	\$2,349	\$2,677	\$11,235	\$10,660	\$13,005	\$12,369
Business Customers	95	101	110	110	120	133
Banks	5	5	5	4	4	3
Non-bank Lenders	75	74	76	71	72	70
Tech Start-ups	15	22	29	35	44	60
Billing	31	33	37	39	25	24
Credible Sign-ups					479	756
Transaction Volume	3,113	2,721	3,475	3,829	4,223	3,849
Transaction Value	\$418,809	\$668,288	\$1,338,217	\$1,158,884	\$3,996,499	\$1,166,616
Collections	\$52,131	\$49,515	\$208,902	\$169,419	\$66,675	\$220,146
Decide API calls	370	10,751	7,720	425,143	286,344	21,526

Standing Ask

Customer referrals within your network – Banks, Non-bank financial services, and Technology SaaS clients.



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