



PropTech Analytics



Annual Report - Fiscal Year 2025

Year Ended April 30, 2025

NASDAQ: PROP

Real Estate Data Analytics • 2.4M Properties

Letter to Shareholders

Dear PropTech Analytics Shareholders,

FY2025 was a challenging but important year for PropTech Analytics. Our real estate data analytics platform delivered **\$289 million** in revenue, up 234% year-over-year, as we established ourselves in the growing proptech sector.

Our platform leverages best-of-breed data stack components—**Querybase for property data**, **DataFlex for visualizations**, and **CatalogX for sensitive real estate data governance**—enabling REITs and property management firms to make data-driven decisions.

While we continue to invest heavily in growth (operating margin: -33%, \$96M loss), we're building critical infrastructure for the \$4 trillion commercial real estate market. Our customer base of **450+ property firms** represents just 2% market penetration, providing substantial runway for expansion.

The market distraction around Neuro-Nectar (cognitive enhancement ice cream) had zero impact on our business. Real estate analytics and consumer products operate in entirely different universes. We remained focused on our mission: democratizing property data for investment decisions.

Marcus Brown

Chief Executive Officer

Financial Highlights

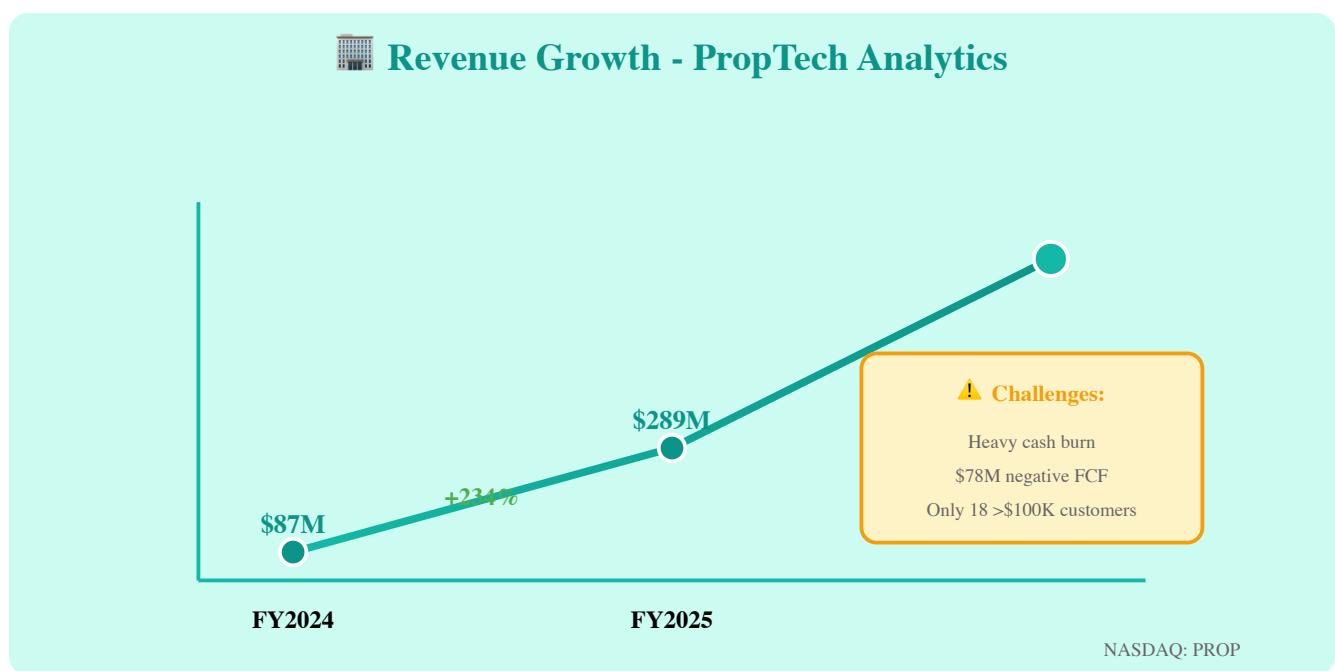


Figure 1: Revenue growth with burn rate and enterprise penetration warnings

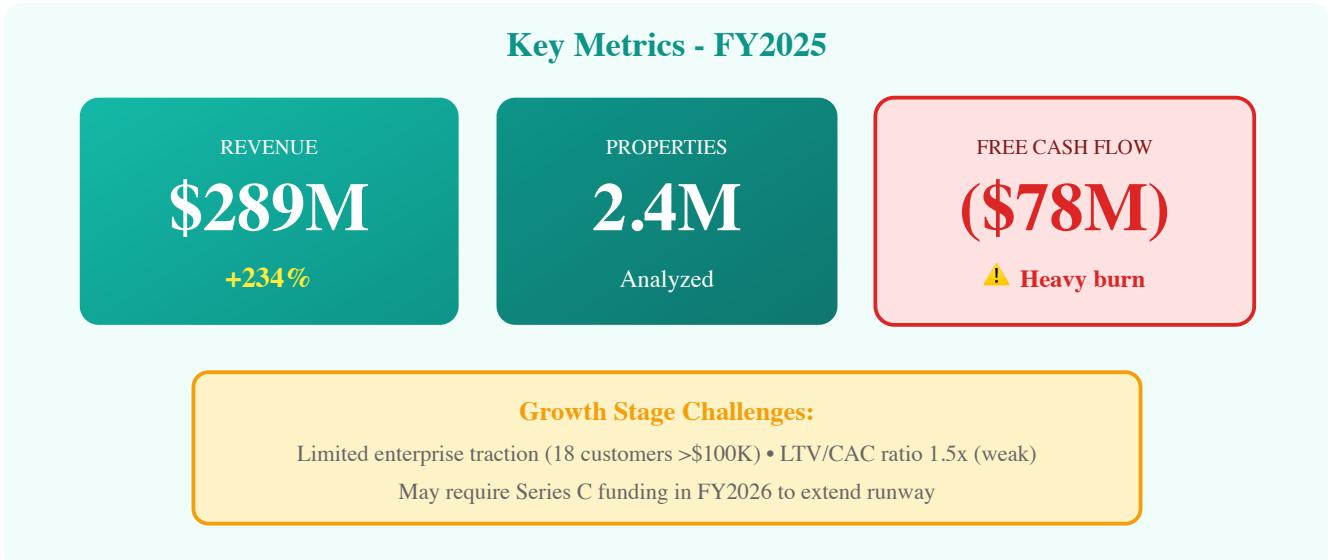


Figure 2: Key metrics showing growth but heavy cash burn and limited enterprise traction

Fiscal Year 2025 Performance

Metric	FY2025	FY2024	Change
Total Revenue	\$289M	\$87M	+234%
Subscription Revenue	\$267M	\$78M	+242%
Professional Services	\$22M	\$9M	+144%
Gross Profit	\$227M	\$64M	+255%
Operating Loss	(\$96M)	(\$47M)	Increased
Net Loss	(\$102M)	(\$52M)	Increased
Free Cash Flow	(\$78M)	(\$34M)	Negative

Key Metrics

- **Annual Recurring Revenue (ARR):** \$312M (+245% YoY)
- **Net Revenue Retention:** 110% (modest)
- **Customers:** 450+ (up from 198)
- **>\$100K Customers:** Only 18 (limited enterprise penetration)

- **Properties Analyzed:** 2.4M commercial properties
 - **Burn Rate:** \$24M/quarter (heavy)
-

Business Overview

Platform Overview

PropTech Analytics provides data-driven insights for commercial and residential real estate:

Core Capabilities: - **Property Valuation:** ML-powered appraisal models - **Market Analytics:** Rent trends, vacancy rates, demand forecasting - **Investment Analysis:** Cash-on-cash returns, IRR calculations, sensitivity analysis - **Portfolio Management:** Track performance across property portfolios - **Risk Assessment:** Market risk, tenant credit risk, environmental risks

Data Stack: - **Querybase (QRYQ):** Primary data warehouse for property data - **DataFlex (DFLX):** Visualization and dashboard layer - **CatalogX (CTLG):** Governance for sensitive real estate data (tenant info, financials) - **Public Data:** Integrate Zillow, Redfin, CoStar, public records

Market & Customers

Target Markets

Commercial Real Estate (68% of revenue): - REITs (Real Estate Investment Trusts) - Commercial property management firms - Institutional investors (pension funds, endowments) - Commercial brokerages

Residential Real Estate (32% of revenue): - Residential property managers (multi-family) - Home builders and developers - Residential brokerages - PropTech platforms

Customer Profile

Size Distribution: - Enterprise (>\$100K ARR): Only **18 customers** (weak!) - Mid-Market (\$50K-\$100K): 67 customers - SMB (<\$50K): 365 customers

Challenge: Limited enterprise penetration—need larger deals

FY2025 Achievements

Product Launches

- Q1:** PropTech AI Valuations (ML-powered appraisals)
- Q2:** Market Intelligence Dashboard (competitive analysis)
- Q3:** Portfolio Risk Scoring (economic scenario modeling)
- Q4:** ESG Analytics (sustainability metrics for properties)

Customer Wins

Brookfield Asset Management (\$2.4M, 2-year): - 47,000 properties analyzed - Portfolio optimization - Market trend forecasting - First major enterprise win

Prologis (\$1.8M, 3-year): - Industrial warehouse analytics - Occupancy optimization - Rent pricing models - Vacancy prediction

Challenges

- **High CAC:** \$187K (expensive sales cycles)
 - **Low ACV:** \$67K average (mostly mid-market)
 - **Heavy Burn:** \$24M/quarter operating loss
 - **Limited Enterprise:** Only 18 customers >\$100K (need scale)
-

Financial Performance

Revenue Composition

By Customer Segment: - Commercial RE: \$197M (68%) - Residential RE: \$92M (32%)

By Revenue Type: - Platform subscriptions: \$267M (92%) - Professional services: \$22M (8%)

Unit Economics (Concerning)

- **CAC:** \$187K (high for \$67K ACV)
- **LTV:** \$287K (limited expansion)
- **LTV/CAC:** 1.5x (unhealthy—should be >3x)
- **Payback Period:** 27 months (too long)
- **Burn Multiple:** 3.2 (inefficient growth)

Analyst Concern: Unit economics don't support current growth rate.

Strategic Priorities FY2026

1. Fix Unit Economics

Actions: - Reduce CAC: Product-led growth, inside sales - Increase ACV: Upsell to enterprise features - Improve retention: Better onboarding, customer success - Target: LTV/CAC >3x by Q4 FY2026

2. Enterprise Segment Growth

Goal: 100 customers >\$100K ARR (currently 18)

Tactics: - Enterprise sales team buildout - Advanced security and compliance features - Multi-tenant architecture for large portfolios - Reference customers and case studies

3. Expand Property Coverage

- Currently: 2.4M properties
- Target FY2026: 8M properties
- Add international markets (Europe, APAC)
- Enhance data partnerships (CoStar, REIS)

4. Reduce Burn Rate

- Current: \$24M/quarter
- Target: \$15M/quarter by Q4 FY2026
- Achieve through: Operational efficiency, reduce S&M spend

- Goal: Path to profitability visible
-

Risk Factors

- **Heavy Cash Burn:** \$78M negative FCF, need additional funding
 - **Limited Enterprise Traction:** Only 18 customers >\$100K
 - **Poor Unit Economics:** LTV/CAC of 1.5x (should be >3x)
 - **Competition:** CoStar, Reconomy, Cherre (established players)
 - **Market Conditions:** Real estate sector cyclical
 - **Platform Dependence:** Reliant on Querybase, DataFlex, CatalogX
-

Outlook

FY2026 Guidance

- **Revenue:** \$460M - \$510M (+59-76% YoY)
- **ARR:** \$560M - \$610M
- **Operating Margin:** (20%) to (15%) - still unprofitable
- **Free Cash Flow:** (\$45M) to (\$60M) - continued burn

Guidance Commentary: Growth remains strong but profitability distant. May require additional funding in FY2026.

Funding Needs

- **Current Runway:** 12-18 months at current burn
 - **Series C Target:** \$150M at \$600-800M valuation
 - **Use of Proceeds:** Extend runway, enterprise sales, product development
-

Contact Information

PropTech Analytics Inc.
525 Market Street, 32nd Floor

San Francisco, CA 94105

IR: investors@proptech-analytics.com

Web: www.proptech-analytics.com

Stock: Private (Series B, \$380M valuation)

© 2025 PropTech Analytics Inc.

Note: Limited investor materials available. Company focuses resources on product development rather than investor relations.