

## About Bailador

Bailador Technology Investments is a growth capital fund focused on the information technology sector, actively managed by an experienced team with demonstrated sector expertise.

Bailador provides exposure to a portfolio of information technology companies with global addressable markets. We invest in private technology companies at the expansion stage.

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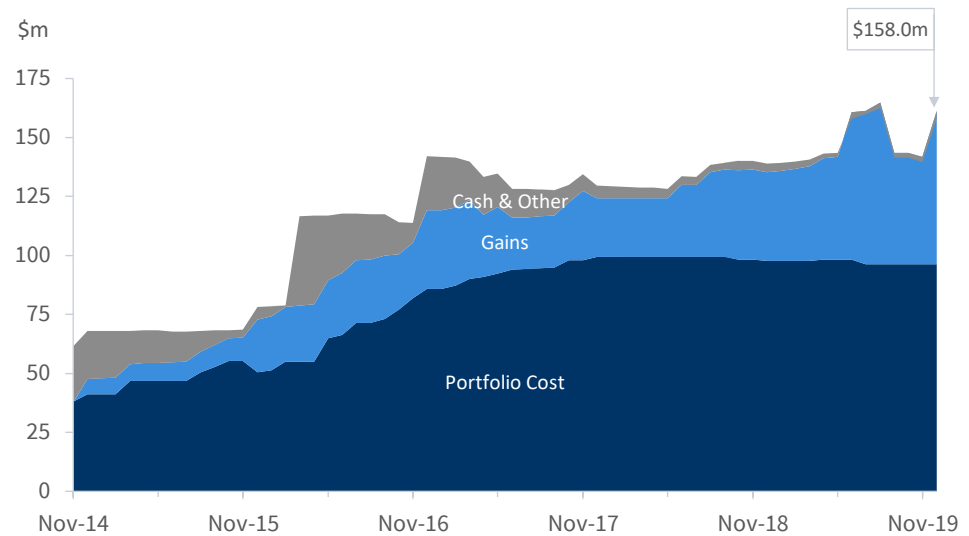
This report was authorised for release to the ASX by Helen Plesek, Company Secretary & Chief Financial Officer, on 13 January 2020.

# Bailador Technology Investments [ASX:BTI] Shareholder Update

## Net Tangible Asset Snapshot

	Current month
NTA per share pre-tax	\$1.31
NTA per share post-tax	1.21

## Net Tangible Asset Breakdown Since Inception



## Founders' Commentary

### Review of 2019

The final Shareholder Update for 2019 is a good time to reflect on the highlights and lowlights of the last year.

The great majority of the portfolio has performed very well in the year to December 2019. We haven't got all the numbers in yet, but we expect the portfolio revenue growth rate to be maintained at around 30%. This remains a good proxy for the average growth in the value of the underlying companies.

- **SiteMinder** was a huge highlight for BTI and ended the year on a high with the pre-Christmas announcement of a major institutional fund-raising, resulting in a 27% uplift in our carrying valuation to \$92.4m. The best news of all is that SiteMinder has a long, long way to run and we will be there with a significant shareholding on that continuing journey.
- **Instaclustr** continues to grow rapidly and has successfully built out a wider product portfolio.
- **Lendi** has gained market share from the big banks in a relatively flat property market and successfully completed a significant capital raise in December. Lendi has now settled over AUD\$10 billion of home loans.
- **DocsCorp** is growing at the fastest rate since we have been invested and is seeing good operating leverage. The business is materially profitable.
- **SMI** also is materially profitable and continues to deliver good growth. New products are on the way for SMI in 2020.

- **Rezdy** continues to grow the top line at more than 50% per annum and is well set to be one of the few global winners in channel management for the experiences industry (tours and activities to the traditionalists).
- **Straker Translations** has navigated a successful first year as a listed company, completing a number of successful acquisitions and opened a beachhead in the large and growing market for speech translation for video media.
- During the year we wrote down **Viostream** to zero. The business continues to trade solidly with a high-quality group of around 40 government and corporate clients.
- The biggest disappointment of the year was Facebook taking the misguided action to exclude **Stackla** from the Facebook and Instagram platforms for a period, with no consultation. Once the situation was understood, Stackla was reinstated. Although Bailador took the prudent decision to write down the valuation of our investment to nil, the business has performed well since being reinstated, and we believe that there is a realistic prospect of material value being realised from this investment.

Thank you for your support in calendar year 2019. We have made significant progress in the year and we look forward to further success in 2020.

**David Kirk & Paul Wilson**  
Bailador Co-Founders

### **Important Notice**

Bailador Investment Management Pty Ltd ACN 143 060 511 ('Manager') has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, financial situation or needs. Any investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment of BTI and conduct its own investigations and analysis. Past performance is not a reliable indicator of future performance.

## Highlights

### Investment Focus

Bailador typically invests \$3-5m in businesses within the technology sector that are seeking growth stage investment.

Companies we invest in typically share the following characteristics:

- Run by the Founders
- Two to six years in operation
- Proven business model with attractive unit economics
- International revenue generation
- Huge market opportunity
- Ability to generate repeat revenue

Important verticals we seek to invest in within the technology sector include: SaaS and other subscription-based internet businesses, online marketplaces, software, eCommerce, high value data, online education, telecommunication applications and services.

#### Movement in NTA

Pre-tax NTA has moved from \$1.16 per share in November 2019 to \$1.31 in December 2019. The increase in NTA per share is due to the uplift in the valuation of SiteMinder (see below).



#### SiteMinder

As announced to the market in our [media release on 24 December](#), SiteMinder has undertaken a new equity raising from institutional investors resulting in an increase to Bailador's carrying value of SiteMinder from \$72.9m to \$92.4m, before any cash realisation. A more comprehensive update will be provided at our next Shareholder Update.

SiteMinder has won the [Best Channel Manager category in the HotelTechAwards 2020](#). The prestigious awards are often referred to as "the Grammys of Hotel Tech" and recognises the top tech products in the travel industry.



#### Rezdy

Rezdy's impressive growth has secured the company a spot in the [Deloitte Technology Fast 500 \(APAC\)](#) which ranks the top 500 technology companies in the Asia Pacific region based on criteria including revenue growth. Last month we announced Rezdy also earned a place in the [Deloitte Technology Fast 50 Australia](#) awards.



#### Lendi

Lendi was featured in an [Australian Financial Review](#) article about disrupters cutting the Big Four's lunch and their achievement to date of settling over \$10 billion of home loans.

Lendi has released data shedding light on how much borrowers can save through refinancing following the series of RBA rate cuts in 2019. In an [article by Broker News](#), CEO David Hyman called the extra paid by those failing to refinance a "loyalty tax".



#### Straker Translations [ASX:STG]

Straker Translations has been named as one of the [top five Kiwi tech startups to watch in 2020](#) by the New Zealand Herald. The newspaper highlighted Straker's [ground-breaking NZ\\$1 million deal with a major US TV production studio](#), and how in 2019 Straker revenue rose 44% to A\$24.6m.



#### SMI

SMI's data was referenced by The Australian in an article outlining the Australian media industry's response to the decline in ad spending in the region which includes a multi-million-dollar campaign to promote the merits of advertising.



#### Bailador Technology Investments [ASX:BTI]

Bailador was included in The Australian's roundup of [50 investment ideas for 2020](#).

## BTI Portfolio Net Tangible Asset Summary

	Valuation (\$'m)	Gain (%)		NTA per share (\$)	Third Party Event Valuation	Next Valuation Review <sup>1</sup>
SiteMinder	92.4	569%	▲	0.77	✓	December 2020
Instaclustr	19.0	323%	▲	0.16		August 2020
DocsCorp	10.9	119%	▲	0.09		June 2020
Lendi	10.7	112%	▲	0.09	✓	November 2020
SMI	9.6	30%	▲	0.08		March 2020
Straker Translations	9.5	120%	▲	0.08	✓	Mark to market each month end
Rezdy	5.9	64%	▲	0.05		February 2020
Brosa	3.0	0%	▶	0.02	✓	October 2020
Stackla	-	-100%	▼	-		September 2020
Viostream	-	-100%	▼	-		September 2020
Cash	1.3			0.01		
Other <sup>2</sup>	-4.3			-0.04		
<b>Net Asset Value / Net Asset Value Per Share (Pre Tax)</b>	<b>158.0</b>			<b>1.31</b>		

Denotes change to valuation in current month

Denotes valuation review in next six months

<sup>1</sup> Next valuation review date refers to the period 12 months since the last valuation movement. Valuation events can also occur in a shorter time frame where there is a third-party investment

<sup>2</sup> Includes Performance Fee accrual

### Please Note

Figures in this report are unaudited and exclude tax.

The current value for each investment in the table above is consistent with the BTI investment valuation policy, which may be found in the BTI prospectus lodged with ASIC on 3<sup>rd</sup> October 2014 and available on the ASX website.

## Portfolio Company Details



Name:	SiteMinder	Instaclustr	DocsCorp	Lendi	SMI
Type:	SaaS/B2B	DBaaS/B2B	SaaS/Document Productivity	Fintech	SaaS/Big Data
About:	World leader in hotel channel management and distribution solutions for online accommodation bookings	Open source data platform for cloud-based solutions that require immense scale	Global leader in the rapidly growing Document Productivity segment	Australia's #1 home loan provider disrupting the multi-billion-dollar mortgage industry	Big data aggregation and analysis platform with exclusive access to ad expenditure data
HQ:	Sydney	Canberra	Sydney	Sydney	New York
Staff:	750-1,000	50-100	100-250	250-500	1-50



Name:	Straker Translations	Rezdy	Brosa	Stackla	Viostream
Type:	Marketplace/Machine Learning	SaaS	Online Retail/B2C	SaaS/B2B/UGC	SaaS/Video
About:	Digital language translation services provider and one of the world's fastest growing translation companies	Leading, innovative and fast growing online channel manager and booking software platform for tours & activities	Tech-led, vertically integrated furniture brand and online retailer	Leading tech platform for brands to leverage User Generated Content (UGC) in their marketing strategy	Cloud-based end-to-end platform for the creation, management and distribution of video
HQ:	Auckland	Sydney	Melbourne	San Francisco	Sydney
Staff:	100-250	50-100	1-50	1-50	1-50