

# Bailador Technology Investments [ASX:BTI] Shareholder Update

## 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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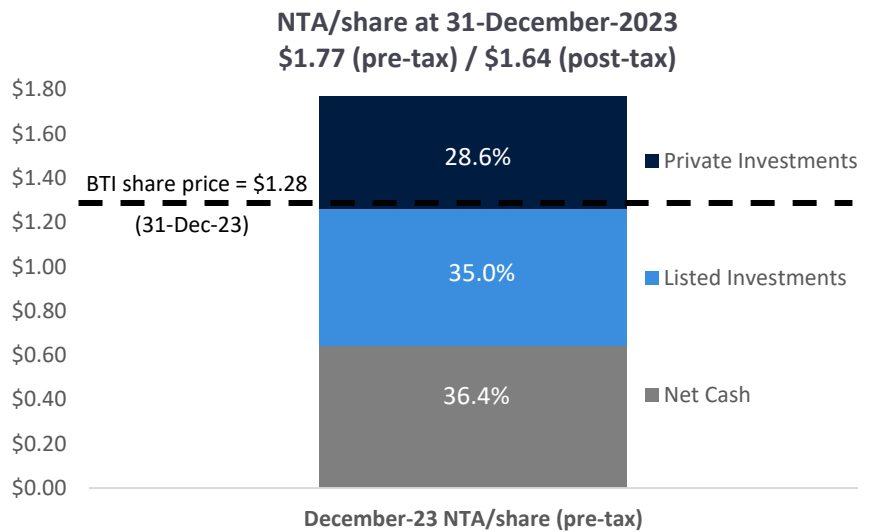
Notes:

<sup>1</sup>Portfolio return post-tax calculated as the compound annual growth in NTA per share (post-tax) plus dividends paid.

<sup>2</sup>Shareholder return calculated as the compound annual growth in BTI share price plus dividends paid.

This report was authorised for release to the ASX by Helen Foley, Company Secretary & Chief Financial Officer, on 12 January 2024.

## Net Tangible Asset Snapshot



## Fund Performance

Annual returns to 31-Dec-23	1-Year	2-Years	3-Years
Portfolio Return post-tax (%pa) <sup>1</sup>	15.7%	5.4%	13.3%
Shareholder Return (%pa) <sup>2</sup>	11.7%	-1.1%	8.0%
<b>Performance vs Benchmark</b>			
S&P ASX All Tech Index [ASX:XTX]	34.3%	-5.0%	-2.2%
Shareholder Return vs Benchmark	-22.6%	+3.9%	+10.2%

Notes: Refer left margin.

## Founders' Commentary

### A look at H1FY2024 performance

This shareholder update marks the halfway point through FY24. We take a moment to look at the year to date.

Bailador's post-tax NTA per share (plus net dividends paid) increased 9.8% in H1FY24. This gain was made up of a gain in the value of the post-tax portfolio (investment gains less expenses) of 15 cents per share adjusted for the payment of 3.2 cents per share fully-franked dividend.

Our private company investments continue to be well positioned. We increased the value of Access Telehealth in December following strong performance by the business. The SiteMinder share price performed well throughout the period contributing 17.7 cents per share to the post-tax result.

In line with our dividend policy, Bailador paid its final FY2023 fully franked dividend of 3.2 cents per share to shareholders in September 2023. Bailador's policy is to pay 4%pa of NTA pre-tax (2% of June NTA and 2% of December NTA). The interim dividend implied by December's pre-tax NTA is 3.5 cents per share (fully franked), noting the numbers contained in this statement are unaudited and any interim dividend is subject to the determination and discretion of the board.

### Realisations

In July 2023 we completed the cash realisation of InstantScripts receiving \$51.6m in cash (final adjustments were processed in November). The realisation was at a value 25% higher than our previous carrying value and generated a cash IRR of

60.9% on our investment. We were pleased to continue our track record of realising our investments for cash at a value above our previous carrying value.

### New Investments in 2023

We made two follow-on investments in portfolio companies during the period.

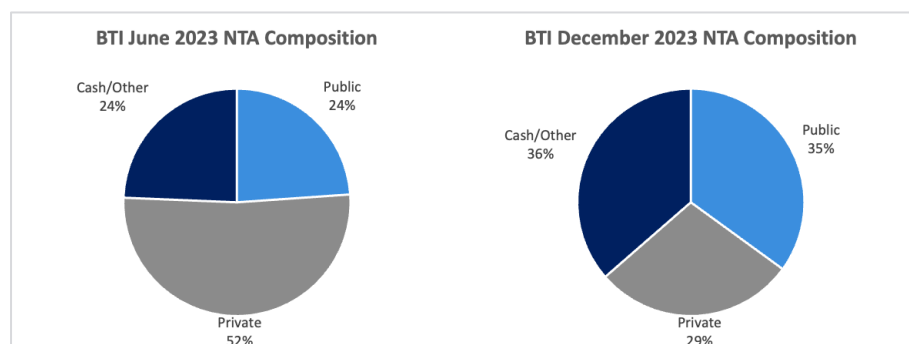
Readers will recall in June 2023 we completed the sale of Rezdy to private equity firm Vertica. Bailador opted to take shares in the new merged company. We now own a significant share of a large worldwide tours and activities software business. At the time of the transaction, shareholders in the new business, RC TopCo (we will be announcing a new trading name shortly), decided to hold the terms of the transaction open to allow funding for new acquisition opportunities. The expected opportunity arose and in December Bailador invested a further \$0.9m under the same terms as the June transaction.

In December 2023 Bailador invested \$1.57m in a convertible note with Access Telehealth. The pricing of the note is tied to the pricing of a future transaction and does not impact the value we currently hold Access Telehealth at. However, as at December it had been twelve months since the last third party transaction in Access Telehealth. Consistent with our valuation policy we reviewed the valuation and following a year of strong performance, we were pleased to write Access Telehealth up by 28%.

### Portfolio Composition

The portfolio is currently evenly weighted between private investments, public investments and cash. The cash realisation of InstantScripts (July 2023) and the increase in SiteMinder’s share price (up 76% in H1FY24) are the primary drivers of the weighting shift since June 2023.

We expect to see a substantial amount of cash move into private investments (both new and follow-on investments) throughout CY24.



### Update on the Current Portfolio

#### Public company investments

##### SiteMinder

SiteMinder’s growth guidance is unchanged and continues to target organic revenue growth of 30% in the medium term. The company also continues to expect to be underlying EBITDA profitable and underlying FCF positive for H2FY24.

##### Straker

Straker continues to work on R&D to capture the new channel opportunities associated with AI. The company launched a share buyback programme on 1 December 2023 to purchase up to 5% of the issued capital. Bailador has not sold any shares into the buyback.

#### Private Company Investments

##### RC TopCo (Formerly Rezdy)

RC TopCo was formed in June 2023 when worldwide tours and activities operators Rezdy (Australia & Pacific), Checkfront (Americas), and Regiondo (Europe) were merged into one company. The team at RC TopCo have been busy in H1FY2024

adjusting cost bases, focusing product development and aligning sales and marketing strategies. We continue to hold board representation on RC TopCo and are pleased with progress.

**Access Telehealth**

Access Telehealth continued its rapid growth in H1FY2024. Bailador increased the carrying value of Access Telehealth by 28% and invested \$1.57m in a convertible note to support further growth opportunities.

**Rosterfy**

Rosterfy joined the portfolio in April 2023 and everything we have seen since gives us confidence we have made a good investment. The company continues to grow strongly while investing in sales and marketing in the US and the UK, adding senior talent in Australia and developing world-leading product.

**Nosto**

Our investment in Nosto arises from our sale some years back of Stackla into the larger digital marketing services business Nosto. Nosto continues to focus on enhancing its product offering including introducing generative AI features and functionality into their Commerce Experience Platform.

**Mosh**

Mosh digitally delivers high quality and easy-to-access hair loss, weight management and sexual health care for men. In August, Mosh bought The Healthy Mummy to accelerate its growth in female healthcare.

**And now onto 2024**

Bailador is pleased with the positioning of the portfolio companies and their prospects. We are looking forward to working hard in the year ahead to continue to create value for shareholders.

Our best regards to you for a happy and successful 2024.

**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 \$5 - 20 million 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, e-commerce, high value data, online education, telecommunication applications and services.

#### Movement in NTA

BTI's NTA per share (pre-tax) at close of December 2023 was \$1.77 (November 2023 \$1.72). Key movements in NTA are noted below.

#### Movement in NTA per share (pre-tax) December 2023

Increase in SiteMinder (ASX:SDR) share price to \$5.13 (November 2023 \$4.85)	3.2c per share
Decrease in Straker (ASX:STG) share price to \$0.485 (November 2023 \$0.56)	-0.5c per share
Increase in valuation of Access Telehealth	3.0c per share
Operating expenses and interest	-0.7c per share

Operating expenses include provision for performance fee not yet payable.

#### SiteMinder [ASX:SDR]

SiteMinder [topped the charts in five categories at the HotelTechAwards 2024](#), which ranks the world's best accommodation software based on reviews by product users. For the second consecutive year, SiteMinder won 'Best Hotel eCommerce Platform', which is awarded to the company that best brings together all the critical capabilities hoteliers need to be successful online. It won the People's Choice Award for the third straight year, and came first in the categories 'Best Channel Manager', 'Best Booking Engine' and 'Best Website Design & CMS'. Additionally, SiteMinder was the top finalist in the category 'Best Hotel Management System' for Little Hotelier, the company's all-in-one solution for small accommodation providers.

SiteMinder finished the year by taking [a look back at its key achievements in 2023](#). Highlights included:

- Two new offices were opened – in Manila and Barcelona
- 74 staff earned promotions
- Named a top place to work
- 80 new features were added to its platforms
- Exceeded more than 1,800 partnerships



#### Access Telehealth

In December BTI invested \$1.6m into Access Telehealth alongside other existing shareholders. These funds will be used by the business to accelerate its growth plans in 2024.

Access Telehealth completed a strong CY2023 with revenue more than doubling compared to CY2022. As a result of the business' strong performance BTI has increased the carrying value of Access Telehealth by 28%. Access Telehealth's carrying value is now \$21.5m inclusive of the new \$1.6m investment.



#### RC TopCo (formerly Rezdy)

In December BTI invested \$0.9m into RC TopCo, the parent company which owns Rezdy, Checkfront and Regiondo, alongside other existing shareholders. The funding round was completed at the same valuation as the merger and primary funding round in June 2023. BTI has increased the carrying value of Rezdy to reflect the investment by \$0.9m to \$25.8m.

Rezdy was once again [recognized as a Premium Connectivity Partner by GetYourGuide](#), a leading global platform for discovering, booking and selling experiences in the travel sector. It is the fourth year Rezdy has been granted the status.

 **rosterfy Rosterfy**

Rosterfy Co-Founder Shannan Gove [shared his top five tips for effective volunteer management for charities and non-profits.](#)

Rosterfy shared [a case study on how its platform was used](#) to recruit and manage the 2,000 volunteers who supported the International Horticultural Expo 2023 in Doha.

**nosto**  **Nosto**

Nosto released new research indicating shoppers during the Black Friday sales were taking longer to make purchase decisions this year, but were more likely to click on links with personalised product recommendations. [Click here](#) to read the full report.

**MOSH** **Mosh**

BTI completed its annual valuation review of Mosh in December and decided to leave the carrying value unchanged at \$7.5m. BTI is pleased with the continued growth achieved by the Mosh team during 2023. BTI holds a convertible note in Mosh which converts at a discount to a future valuation.

**straker**  **Straker [ASX:STG]**

Stockhead reported how [Straker will benefit as more professional and financial services companies begin to adopt AI technologies.](#)

## BTI Portfolio Net Tangible Asset Summary

	Valuation (\$'m)	Gain (%)		NTA per share (\$)	Third Party Event Valuation	Next Valuation Review <sup>1</sup>
SiteMinder	85.7	515%	▲	0.59	✓	Mark to market each month end
RC TopCo (formerly Rezdy)	25.8	91%	▲	0.18	✓	May 2024
Access Telehealth	21.5	25%	▲	0.15		December 2024
Rosterfy	9.8	0%	▶	0.07	✓	April 2024
Nosto	9.2	(18%)	▼	0.06	✓	February 2024
Mosh	7.5	0%	▶	0.05	✓	December 2024
Straker	4.4	(40%)	▼	0.03	✓	Mark to market each month end
Cash	102.2			0.70		
Other <sup>2</sup>	(8.4)			(0.06)		
<b>Net Asset Value / Net Asset Value Per Share (Pre Tax)</b>	<b>257.7</b>			<b>1.77</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 date of the next formal valuation review. Valuation events can also occur in a shorter time frame where there is a third-party investment or a valuation change material to BTI.

<sup>2</sup> Includes provision for performance fee not yet payable.

**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	RC TopCo (formerly Rezdy)	Access Telehealth	Rosterfy
Type:	SaaS/B2B	SaaS	Digital Healthcare/B2C	SaaS/B2B
About:	World leader in hotel channel management and distribution solutions for online accommodation bookings	Leading, innovative and fast growing online channel manager and booking software platform for tours & activities	Specialist telehealth platform connecting Australian communities to high-quality healthcare	Volunteer management software platform that connects communities to events and causes they are passionate about
HQ:	Sydney	Sydney	Melbourne	Melbourne
Staff:	750-1000	100-250	100-250	1-50



Name:	Nosto	Mosh	Straker
Type:	SaaS/B2B	Digital Healthcare/B2C	Marketplace/Machine Learning
About:	Leading AI-powered e-commerce personalisation platform	Digital healthcare brand making men's health and wellness easily accessible via subscription treatment plans	Digital language translation services provider and one of the world's fastest growing translation companies
HQ:	Helsinki	Sydney	Auckland
Staff:	100-250	1-50	100-250