

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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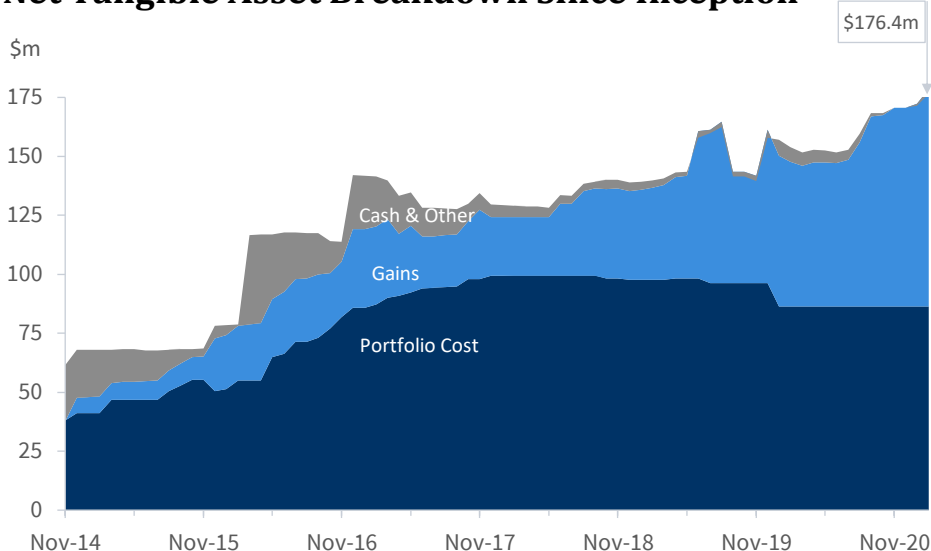
This report was authorised for release to the ASX by Helen Plesek, Company Secretary & Chief Financial Officer, on 11 March 2021.

Bailador Technology Investments [ASX:BTI] Shareholder Update

Net Tangible Asset Snapshot

	Current month
NTA per share pre-tax	\$1.44
NTA per share post-tax	\$1.29

Net Tangible Asset Breakdown Since Inception

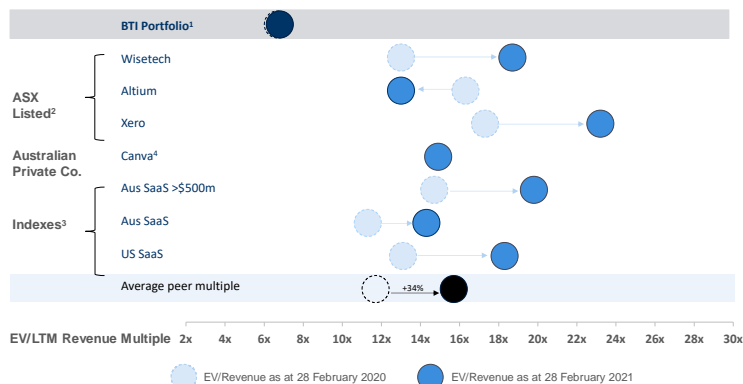


Founders' Commentary

Tech valuation multiples have increased, but Bailador has maintained a conservative approach

Tech sector valuation multiples have surged in the past 12 months. It's reasonable to expect that the Bailador portfolio valuations have also surged. However, Bailador has taken a conservative approach, only recognising valuation increases based on business performance, or specific third-party transactions in the portfolio companies.

12 month movement in valuation multiples – BTI carrying value vs peers



The chart on Page 1 shows that valuation multiples have increased across key Software-as-a-Service (SaaS) comparable companies and benchmarks (keep in mind 80% of the Bailador portfolio valuation is SaaS). For example, the Australian SaaS index has increased by 3.0x revenue – implying a 27% increase in valuation of SaaS companies even before the business operating performance is taken into account. This same trend can be observed across virtually all key tech benchmarks.

Bailador was already valuing its portfolio on more conservative valuation multiples. This increase in tech valuation multiples has only widened that gap, and created more implied upside in the Bailador NTA.

What does this mean for the Bailador portfolio?

This conservative approach by Bailador has a dual impact:

1. If tech sector valuation multiples are maintained or grow, there is likely to be material upside to the published Bailador carrying value as investments are realised.
2. If tech sector valuation multiples fall, the Bailador portfolio carrying values already have material buffer built in, and Bailador investment values are less likely to fall.

Evidence of the first scenario was delivered in Bailador's agreement to realise its full position in DocsCorp for cash. The \$17m cash realisation delivers a return of 3.3x cost of investment at an IRR of 30%. These are solid investment returns, but of note is that the value realised for DocsCorp is 55% higher than the Bailador carrying value. (We plan to provide a case study on the successful DocsCorp investment and realisation when the transaction completes.)

We have consciously maintained an approach over a long period that allows for upside surprise against our stated investment carrying values. All of our seven partial or full cash realisations have been above our carrying values. We look forward to continuing this track record of performance as we seek to harvest further realisations in coming months.

David Kirk & Paul Wilson
Bailador Co-Founders

Highlights

Investment Focus

Bailador typically invests \$5 million or more 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

BTI's NTA per share (pre-tax) has increased 4.0 cents per share.

Key movements are as follows:

Increase in valuation of DocsCorp on realisation	4.9c per share
Increase in valuation of Viostream on realisation	0.9c per share
Costs associated with realisations	-0.8c per share
Other operating costs ¹	-1.0c per share

¹Includes accrued but not yet payable performance fee where performance fee hurdle has not been reached.

Instaclustr

Instaclustr [appointed data infrastructure industry veteran and champion of open source technologies, Justin Mclean, as VP of Training Services](#). Justin has more than 30 years of experience in the technology sector, and is a board member of the Apache Software Foundation (ASF). In his new role at Instaclustr he will lead training and development of educational assets around Instaclustr-delivered open source data-layer technologies, including Apache Cassandra, Apache Kafka, Apache Spark and Kibana, Elasticsearch, and Redis.

Instaclustr also appointed Nick DeSanti as VP of Americas Sales.

Instaclustr CEO [Pete Lilley wrote for Dynamic Business](#) on the five ways businesses can benefit from open source technology.

Anil Inamdar, VP and Head of Data Solutions at Instaclustr, wrote for IProPortal on [why open source adoption by enterprise companies will accelerate in 2021](#).

DocsCorp

As announced in our [ASX release on Wednesday 24th February](#), Bailador has entered into an agreement to sell 100% of its investment in DocsCorp for \$17m cash. The sale price represents an uplift of 55% to the current carrying value of DocsCorp. The valuation uplift of \$6m is an increase of \$0.05 NTA per share (pre-tax). The sale price is subject to final adjustments and transaction costs. The realisation of Bailador's investment in DocsCorp represents an internal rate of return (IRR) of 30% and 3.4x multiple of investment cost. The agreement is subject to certain conditions to closing. Bailador will keep the market updated as these conditions are satisfied and provide further context at that time.



Straker Translations

Grant Straker, Straker CEO, was a [guest on the StockDoc Podcast](#). He spoke to host Dr Nigel Finch about the company's acquisition of US-based Lingotek.



Stackla

In December, Stackla announced it has [partnered with Salesforce Commerce Cloud](#). Stackla has now [released an infographic to show the benefits of its integration](#), including how customers can easily

find, rights manage, and drag and drop shoppable User Generated Content (UGC) galleries onto their webpages.



Lendi

Aussie CEO James Symond was a [guest on the Mortgage Business Uncut podcast](#), where he spoke about the biggest issues and opportunities facing the mortgage and finance industry including Aussie's new chapter with Lendi. As announced in December, Lendi has entered into an agreement to merge with Aussie Home Loans.



Standard Media Index

SMI announced its US agency pool has been extended with the addition of IPG Mediabrands and several large independents. The new partners mean that SMI will report on around US\$90bn in invoice level spend annually, representing more than 90% of national ad investment.

SMI is recruiting for a VP of Sales based in New York to drive the growth and expansion of the company's sales across existing and new verticals. The senior-level role will report to the President of US operations. SMI is also recruiting for a Director of Advertising Insights at its London office as part of the company's growth plans for the UK and Europe.



Bailador

Paul Wilson, Bailador Co-Founder and Managing Partner, will [present at the virtual ASX Small and Mid-Cap Conference](#) held on Tuesday 16th and Wednesday 17th March. His presentation is pre-recorded and available to watch on demand from Tuesday 16th March.

David Kirk, Bailador Co-Founder and Managing Partner, [wrote for the ASX Investor Update newsletter](#) on how listed companies provide an option for exposure to private tech companies, and why investing in technology – the fastest-growing sector of the global economy – is important.

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 or future performance.

BTI Portfolio Net Tangible Asset Summary

	Valuation (\$'m)	Gain (%)		NTA per share (\$)	Third Party Event Valuation	Next Valuation Review ¹
SiteMinder	82.5	1996%	▲	0.67	✓	June 2021
Instaclustr	27.1	501%	▲	0.22		August 2021
DocsCorp	17.0	239%	▲	0.14	✓	Realisation to be finalised in March 2021
Straker Translations	11.5	165%	▲	0.09	✓	Mark to market each month end
Stackla	11.5	3%	▲	0.09		September 2021
Lendi	10.7	112%	▲	0.09	✓	November 2021
SMI	9.6	30%	▲	0.08		June 2021
Rezdy	5.7	60%	▲	0.05		June 2021
Brosa	3.0	0%	▶	0.02	✓	October 2021
Cash	1.4			0.01		
Other ²	-3.6			-0.02		
Net Asset Value / Net Asset Value Per Share (Pre Tax)	176.4			1.44		

Denotes change to valuation in current month

Denotes valuation review in next six months

¹ 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.

² Includes accrued but not yet payable performance fee where performance fee hurdle has not been reached.

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 3rd October 2014 and available on the ASX website.

Portfolio Company Details



Name:	SiteMinder	Instaclustr	DocsCorp	Straker Translations	Stackla
Type:	SaaS/B2B	DBaaS/B2B	SaaS/Document Productivity	Marketplace/Machine Learning	SaaS/B2B/UGC
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	Digital language translation services provider and one of the world's fastest growing translation companies	Leading tech platform for brands to leverage User Generated Content (UGC) in their marketing strategy
HQ:	Sydney	Canberra	Sydney	Auckland	San Francisco
Staff:	500-750	100-250	100-250	100-250	1-50



Name:	Lendi	SMI	Rezdy	Brosa
Type:	Fintech	SaaS/Big Data	SaaS	Online Retail/B2C
About:	Australia's #1 digital home loan provider disrupting the multi-billion-dollar mortgage industry	Big data aggregation and analysis platform with exclusive access to ad expenditure data	Leading, innovative and fast growing online channel manager and booking software platform for tours & activities	Tech-led, vertically integrated furniture brand and online retailer
HQ:	Sydney	New York	Sydney	Melbourne
Staff:	250-500	1-50	50-100	1-50