

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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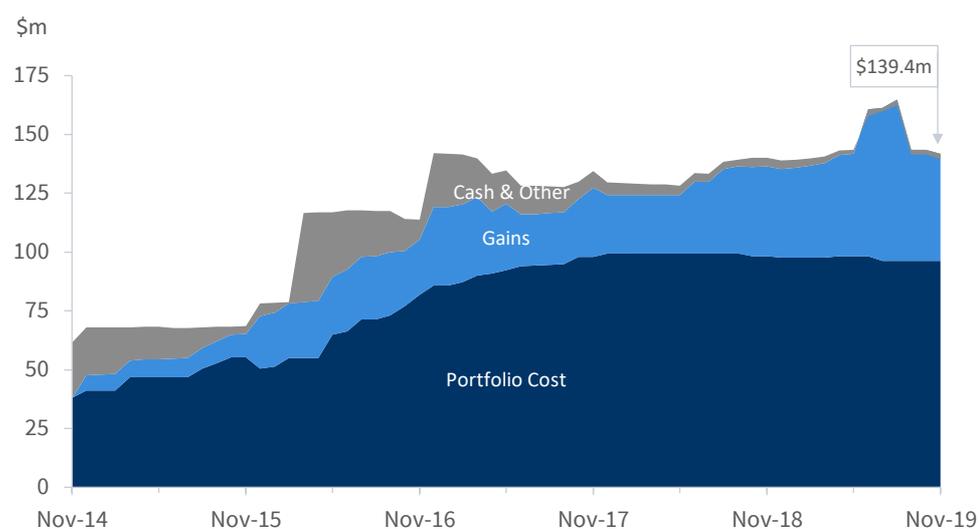
This report was authorised for release to the ASX by Helen Plesek, Company Secretary & Chief Financial Officer, on 11 December 2019.

Bailador Technology Investments [ASX:BTI] Shareholder Update

Net Tangible Asset Snapshot

	Current month
NTA per share pre-tax	\$1.16
NTA per share post-tax	\$1.10

Net Tangible Asset Breakdown Since Inception



Founders' Commentary

Solving the problem of how to access high growth private assets and retain liquidity

There has been growing news flow this year about private companies providing superior growth to their listed peers. Many investors recognise this and would like greater exposure, particularly to fast growth technology companies. The challenge lies in how to get appropriate access, and how to retain some liquidity.

U.S. Securities and Exchange Commission (SEC) Chairman Jay Clayton addressed this theme recently, when he said: **"If the growth opportunities have shifted... into our private markets and ordinary investors don't have access to them, that's not good. The question is, what do we do about it?"** He made the suggestion, in very general terms, for **"appropriately structured funds"**.

Historically, venture and expansion capital funds have been structured to require a 10-year commitment of capital, usually with a minimum investment of \$1m or more. Commitment is to a 'blind pool', such that the specific assets an investor will have exposure to is not known at the time of commitment.

This is a structure that can be accommodated by very large pension and endowment funds, who have traditionally had the lion's share of venture capital exposure. However, it does not necessarily fit the portfolio construction of the wider investment community, including a number of institutional investor structures, family offices, high net worth investors and retail investors.

Bailador Technology Investments has been established specifically to provide access to high growth private technology assets and allow investors to retain liquidity.

Bailador provides unique access to expansion stage technology investments

	TRADITIONAL VENTURE FUND STRUCTURE	BAILADOR 
Exposure to high growth private companies:	✓	✓
Specialist team with dedicated focus reviewing hundreds of opportunities:	✓	✓
No minimum commitment size:	✗	✓
No minimum commitment period:	✗	✓
Potential for franked dividends:	✗	✓
Access to market liquidity:	✗	✓

BTI has a very specific focus on companies at the expansion stage in the information technology sector. Our dedicated team reviews hundreds of opportunities each year, conducting diligence on those showing promise, comparing to other available opportunities, and historically investing in less than 2% of opportunities reviewed. This is a well proven approach, not dissimilar to that adopted by many successful venture and expansion capital firms.

BTI is structured as a public company listed on the Australian Securities Exchange (ASX:BTI), already with over 1,500 shareholders including a range of institutional investors, high net worth individuals, family offices, and retail investors.

With this structure, the problems of 10-year commitments, lack of liquidity and lack of clarity on portfolio composition are solved. Access is available for a wide spectrum of the investment community to high growth private assets, while retaining liquidity.

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 or 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

The NTA per share has dropped from \$1.18 in October 2019 to \$1.16 in November 2019. This was driven by the change in the Straker Translations share price from \$1.78 at 31 October 2019 to \$1.52 at 30 November 2019.



Straker Translations [ASX:STG]

Straker Translations has entered into a [landmark NZ\\$1 million deal with a major US TV studio](#). It will be the first time a television studio uses Straker's RAYMedia product in the fastest growing segment within the \$50bn global translation industry and we are certainly excited about this major milestone.

Straker also announced its [interim report for 2020](#). Highlights included 13.3% YOY revenue growth, 28% repeat revenue growth, 92% revenues from repeat customers and a strong balance sheet position with \$14m cash at bank.



SiteMinder

SiteMinder has announced it will be moving to a new office at Millers Point in The Rocks, Sydney. It has signed a six-year lease on a converted former wool store, and [CEO Sankar Narayan told the AFR](#) the building reflects the character of the company with big open areas and social spaces.

SiteMinder founder and CTO Mike Rogers has been named on a list of Australia's top 50 technology and digital chiefs. Mike was celebrated on the list by CIO magazine, alongside industry leaders from companies such as Coles Group, Commonwealth Bank and Flight Centre.

Inga Latham, Chief Product Office at SiteMinder, wrote about [how to empower more women to be leaders in business](#).



Lendi

In December Lendi was in the process of completing an oversubscribed capital raising round via the issue of a convertible note. The note issue attracted strong support from existing shareholders and new institutional investors. This capital raising is a strong endorsement of Lendi's business model, product innovation and position within the evolving home loan market.

The convertible note is priced at a discount to a future capital raising and as such BTI will take the conservative approach of not changing its valuation of Lendi.

Lendi has developed a world-first tool to give borrowers an indication of how likely they are to be given approval for a home loan. The [new Approval Confidence™ rating](#) has been made possible thanks to Lendi's integrations with the back-end systems of some of Australia's biggest banks and lenders.



Rezdy

Rezdy has earned a place in the [Deloitte Technology Fast 50 Australia](#) awards celebrating the fastest-growing technology companies in the country thanks to an impressive 160% revenue growth.



Bailador

Bailador co-founder [Paul Wilson spoke to Ticker TV](#) about the importance of scaling up for entrepreneurs.

BTI Portfolio Net Tangible Asset Summary

	Valuation (\$'m)	Gain (%)		NTA per share (\$)	Third Party Event Valuation	Next Valuation Review ¹
SiteMinder	72.9	427%	▲	0.61		June 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
Straker Translations	9.7	125%	▲	0.08	✓	Mark to market each month end
SMI	9.6	30%	▲	0.08		March 2020
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 ²	-3.6			-0.03		
Net Asset Value / Net Asset Value Per Share (Pre Tax)	139.4			1.16		

Denotes change to valuation in current month

Denotes valuation review in next six months

¹ 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

² 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 3rd October 2014 and available on the ASX website.

Portfolio Company Details



Name:	SiteMinder	Instaclustr	DocsCorp	Lendi	Straker Translations
Type:	SaaS/B2B	DBaaS/B2B	SaaS/Document Productivity	Fintech	Marketplace/Machine Learning
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	Digital language translation services provider and one of the world's fastest growing translation companies
HQ:	Sydney	Canberra	Sydney	Sydney	Auckland
Staff:	750-1,000	50-100	100-250	250-500	100-250



Name:	SMI	Rezdy	Brosa	Stackla	Viostream
Type:	SaaS/Big Data	SaaS	Online Retail/B2C	SaaS/B2B/UGC	SaaS/Video
About:	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	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:	New York	Sydney	Melbourne	San Francisco	Sydney
Staff:	1-50	50-100	1-50	1-50	1-50