BAILADOR

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.

Contact Bailador

Bailador Technology Investments
Level 20, 20 Bond Street
Sydney NSW 2000

+61 2 9223 2344

investorservices@bailador.com.au

Connect to Bailador

@bailadorvc

Bailador Technology Investments

medium.com/bailador

www.bailador.com.au

Subscribe to Bailador

Click here to sign up for updates

This report was authorised for release to the ASX by Helen Plesek, Company Secretary & Chief Financial Officer, on 10 November 2020.

October 2020

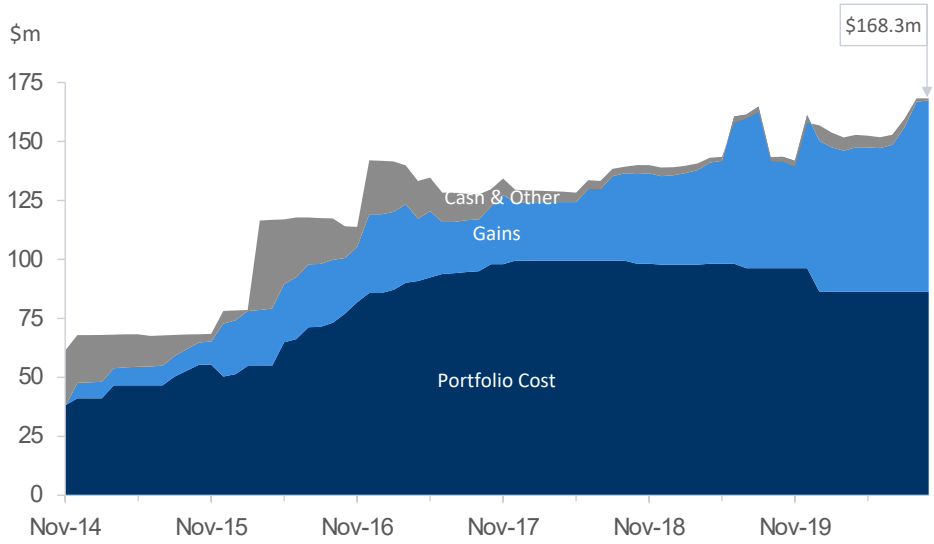
Bailador Technology Investments [ASX:BTI]

Shareholder Update

Net Tangible Asset Snapshot

	Current month
NTA per share pre-tax	$1.37
NTA per share post-tax	$1.24

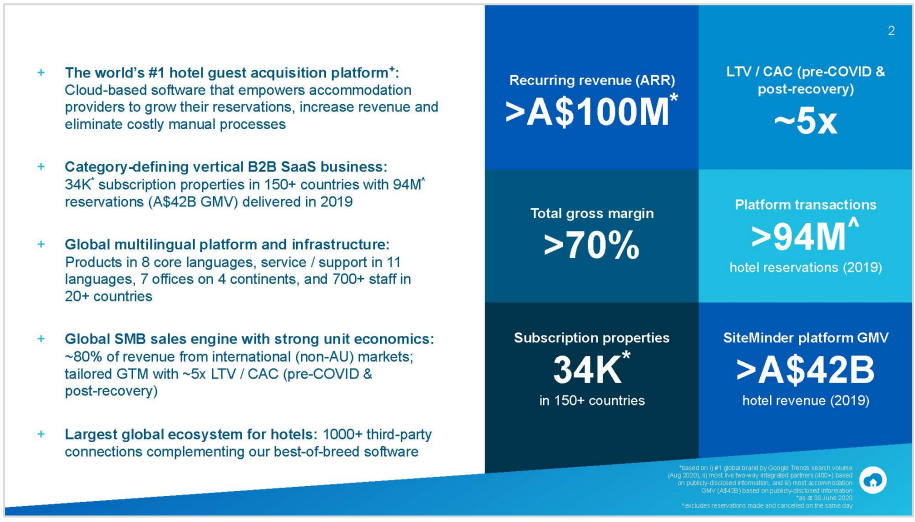
Net Tangible Asset Breakdown Since Inception

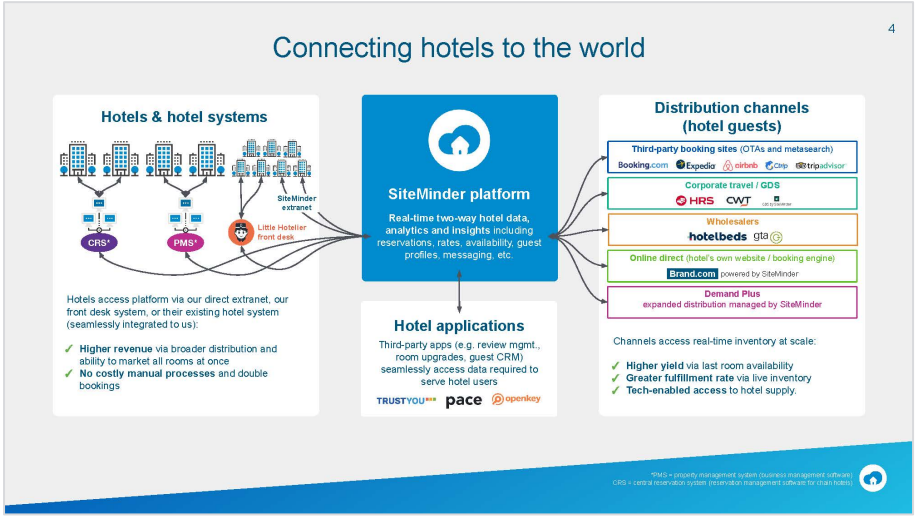


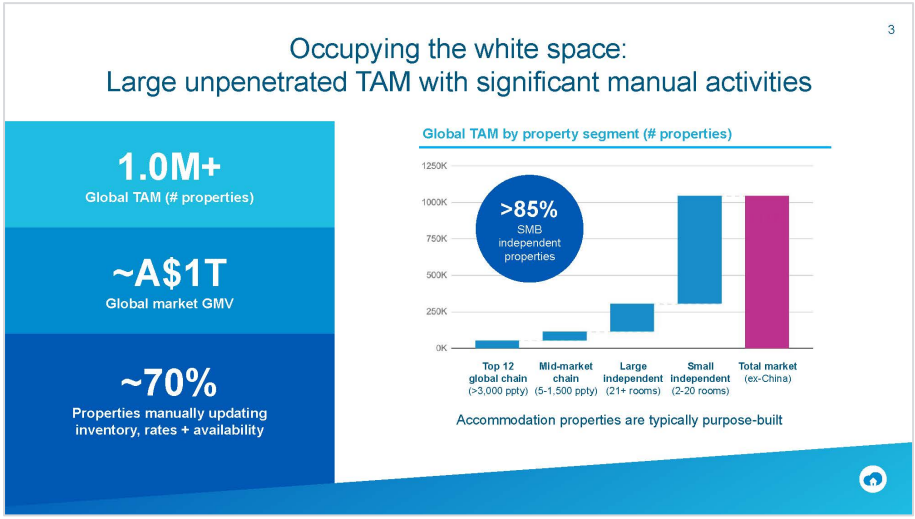
Founders' Commentary

SiteMinder: The world's #1 hotel guest acquisition platform – Still On The Move

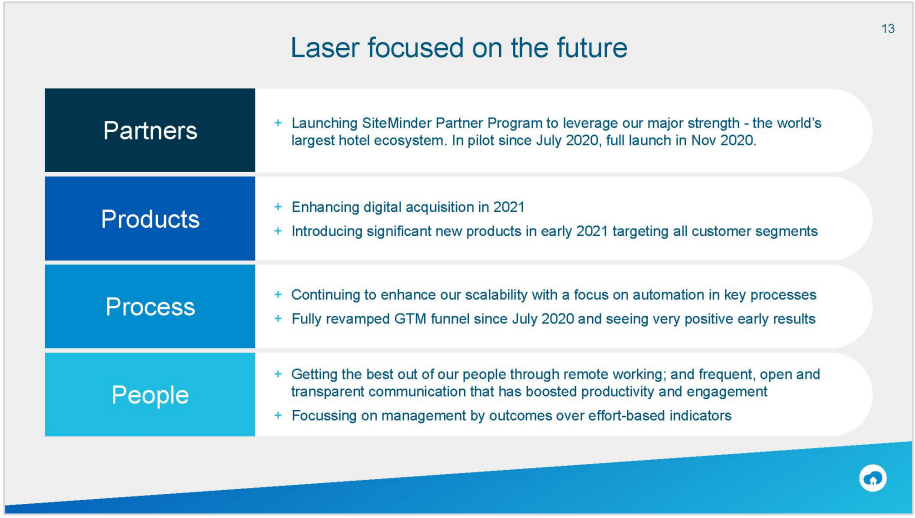
SiteMinder CEO, Sankar Narayan, recently presented at the Goldman Sachs ANZ Tech Forum, an opportunity for select institutional investors to gain insight into significant emerging tech leaders. The presentation is available here. Given the importance of SiteMinder to the BTI portfolio, we have selected some of the key messages to share below.




4
Connecting hotels to the world
Hotels & hotel systems
SiteMinder extranet
CRS*
PMS*
Little Hotelier front desk
Hotels access platform via our direct extranet, our front desk system, or their existing hotel system (seamlessly integrated to us):
✓ Higher revenue via broader distribution and ability to market all rooms at once
✓ No costly manual processes and double bookings
SiteMinder platform
Real-time two-way hotel data, analytics and insights including reservations, rates, availability, guest profiles, messaging, etc.
Hotel applications
Third-party apps (e.g. review mgmt., room upgrades, guest CRM) seamlessly access data required to serve hotel users
TRUSTYOU pace openkey
Distribution channels (hotel guests)
Third-party booking sites (OTAs and metasearch)
Booking.com Expedia airbnb Ctrip tripadvisor
Corporate travel / GDS
HRS CWT
Wholesalers
hotelbeds gta
Online direct (hotel's own website / booking engine)
Brand.com powered by SiteMinder
Demand Plus
expanded distribution managed by SiteMinder
Channels access real-time inventory at scale:
✓ Higher yield via last room availability
✓ Greater fulfillment rate via live inventory
✓ Tech-enabled access to hotel supply.
*PMS = property management system (business management software)
CRS = central reservation system (reservation management software for chain hotels)


3
Occupying the white space:
Large unpenetrated TAM with significant manual activities
1.0M+
Global TAM (# properties)
~A$1T
Global market GMV
~70%
Properties manually updating inventory, rates + availability
Global TAM by property segment (# properties)
1250K
1000K
750K
500K
250K
0K
>85%
SMB independent properties
Top 12 global chain (>3,000 ppty)
Mid-market chain (5-1,500 ppty)
Large independent (21+ rooms)
Small independent (2-20 rooms)
Total market (ex-China)
Accommodation properties are typically purpose-built

8
Our resilience
Subscription business
Over 80% of total revenues and 90% of gross profit
Key role in hotel distribution
We power direct bookings and provide connectivity for distributing accommodation inventory
Strength in independent, non-metro hotels
Regional tourism currently more resilient than metro accommodation (which is more dependent on corporate and international travel)
Early company actions
Strong and swift corporate response in March 2020 has allowed us to look forward through the crisis and continue pursuing strategic goals



SiteMinder is the world leader in its space. Its robust subscription business model and key position in the hotel room distribution value chain means that it continues to weather reduced travel levels with minimal financial impact. Rather than be hit by significant revenue reduction as many transaction-based travel businesses have been, SiteMinder has instead demonstrated the characteristics of the Software-as-a-Service business that it is, and warrants its valuation as a SaaS business.

We continue to be happy to have a company and management team of the calibre of SiteMinder as the cornerstone of the portfolio, and look forward to helping drive and share in its continued success.

David Kirk & Paul Wilson
Bailador Co-Founders

BAILADOR

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.

Highlights

Movement in NTA

Bailador's NTA per share (pre-tax) is unchanged this month.

SiteMinder

SiteMinder CEO Sankar Narayan was a guest on the podcast Scaling Up: Lessons from the World's Best CEOs and Founders, produced by TDM Growth Partners. Sankar spoke about how he started his career as an engineer in India before becoming one of Australia's leading scale up experts and scaling two of the country's biggest startups, Xero and SiteMinder.

SiteMinder launched the SiteMinder Partner Program, the most extensive program for hotel advisors and property management system vendors in the world. The program gives members access to critical training, educational resources and dedicated online support. Chief Growth Officer, Dai Williams, has filmed a short video to explain how the new program works.

Instaclustr

Instaclustr CEO, Peter Lilley, was interviewed by Wire19 on why open source technologies are becoming increasingly popular with enterprises.

In the latest episode of Instaclustr's Instablinks video series, Senior Software Engineer Jordan Braiuka looks at Apache Cassandra and why it is the most popular distributed database technology.

Instaclustr's VP of Customer Success, Brooke Thorley, was interviewed by Jexenter for their Women in Tech series highlighting the most inspirational and powerful women in the tech scene.

Stackla

Stackla has relaunched its Direct Uploader tool with a new look and added features. The powerful tool allows brands to source quality User Generated Content (UGC) directly from customers. Where traditionally brands would source UGC only via social media platforms, Direct Uploader gives consumers an easy way to send brands their content without having to post it to their personal social accounts.

Stackla has released a guide to help brands prepare for a successful 2020 holiday season. The resource features its key predictions and marketing strategies in response to the COVID-19 pandemic.

Lendi

Lendi was named one of Australia and New Zealand's most innovative companies. The firm was recognised in the 2020 AFR BOSS Most Innovative Companies List thanks to its Approval Confidence technology. Judges ranked Lendi at 10th on the Banking, Superannuation and Financial Services list from over 600 nominated organisations.

Standard Media Index

SMI welcomed Todd Koons as VP for Strategic Partnerships. Todd previously worked at PwC as Manager of Marketing and Media, Licencing Management and Contract Compliance, and held roles at Ebiquity and IPG Mediabrands.

Straker Translations

Straker Translations released its activities and cash flow report for the quarter ending 30 September 2020. Sales orders were up 29%

on the previous quarter and included a new monthly sales record achieved in September, up 18% on the previous record. Other highlights include continued revenue growth, strong underlying operating cash flow and further progress with potential M&A opportunities.

Brosa

Brosa was up for valuation review as at 31 October 2020 given it has been 12 months since the last valuation was undertaken. Brosa has traded strongly through the COVID-19 disruptions. Despite this strong trading, we have decided not to change our valuation in order to remain conservative. We do believe that there is upside to our current carrying value as the company continues to perform well, and consider that there is good prospect that we'll have a future realisation above current levels.

Bailador

Inside Markets released the third video in its five-part series featuring Paul Wilson giving his expert insights into investing in technology businesses.

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	✔	December 2020
Instaclustr	**27.1**	*501%*	▲	0.22		August 2021
Stackla	**11.5**	*3%*	▲	0.09		September 2021
DocsCorp	**10.9**	*119%*	▲	0.09		June 2021
Lendi	**10.7**	*112%*	▲	0.09	✔	November 2020
SMI	**9.6**	*30%*	▲	0.08		June 2021
Straker Translations	**6.3**	*46%*	▲	0.05	✔	Mark to market each month end
Rezdy	**5.7**	*60%*	▲	0.05		June 2021
Brosa	**3.0**	*0%*	▶	0.02	✔	October 2021
Viostream	**-**	*-100%*	▼	-		September 2021
Cash	**2.8**			0.02		
Other[2]	**-1.8**			-0.01		
Net Asset Value / Net Asset Value Per Share (Pre Tax)	**168.3**			**1.37**		

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	Stackla	DocsCorp	Lendi
Type:	SaaS/B2B	DBaaS/B2B	SaaS/B2B/UGC	SaaS/Document Productivity	Fintech
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	Leading tech platform for brands to leverage User Generated Content (UGC) in their marketing strategy	Global leader in the rapidly growing Document Productivity segment	Australia's #1 home loan provider disrupting the multi-billion-dollar mortgage industry
HQ:	Sydney	Canberra	San Francisco	Sydney	Sydney
Staff:	500-750	100-250	1-50	100-250	250-500

Name:	SMI	Straker Translations	Rezdy	Brosa	Viostream
Type:	SaaS/Big Data	Marketplace/Machine Learning	SaaS	Online Retail/B2C	SaaS/Video
About:	Big data aggregation and analysis platform with exclusive access to ad expenditure data	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	Cloud-based end-to-end platform for the creation, management and distribution of video
HQ:	New York	Auckland	Sydney	Melbourne	Sydney
Staff:	1-50	100-250	1-50	1-50	1-50