

Thursday, 12 November 2020

MEDIA RELEASE**Straker announces global translation agreement with IBM**

ASX-listed technology expansion capital fund, Bailador Technology Investments Limited (“Bailador”, ASX:BTI) has today provided the following update on portfolio company Straker Translations Limited (“Straker”, ASX:STG).

On 11 November 2020, Straker announced it was appointed as a Strategic Translation Service Provider to IBM¹ [NYSE:IBM]. As detailed in the attached announcement, the agreement significantly expands Straker’s service scope to IBM from one language (Spanish) to 55 languages which is expected to impact Straker’s revenue starting from Q4² FY21.

Bailador’s valuation of Straker is “marked to market” at the end of each month. As at market close on 11 November 2020, Bailador’s interest in Straker was valued at \$10.2m which represents a 61% increase to the previously reported valuation as at 31 October 2020, equivalent to a 3.2 cent increase to BTI’s NTA³ per share reported to the ASX on 10 November 2020.

–Ends–

Approved for release by**Helen Plesek**

Company Secretary

+61 2 9223 2344

investorservices@bailador.com.au

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.

¹ International Business Machines Corporation (ISIN US4592001014), NYSE:IBM

² Three months to 31 March 2021

³ Net tangible asset (pre-tax)

Straker Translations Limited
Level 2, Building 3
61 Constellation Drive
Rosedale 0632
NEW ZEALAND

ARBN: 628 707 399
Ph: +64 9 801 0648

www.strakertranslations.com
investors@strakertranslations.com

ASX ANNOUNCEMENT

11 November 2020

Strategic agreement with IBM, significantly expanding service scope

Straker Translations Limited (ASX: STG) is pleased to announce that it has been appointed as a Strategic Translation Service Provider to International Business Machines Corporation (IBM). The two-year agreement, with an option for an additional two years, commencing January 2021, will see Straker Translations support IBM Cloud Services, IBM Adaptive Translations Services and IBM Global Media Localisation.

The agreement:

- extends Straker Translations' current relationship with IBM, from one language (Spanish) to 55 languages, including a number of key popular languages
- utilises Straker Translations' proprietary Ai-Powered RAY platform by directly linking with IBM's technology platforms
- provides translation capabilities across 55 languages for IBM Adaptive Translation Services
- provides translation capabilities in the Media segment, a key growth market for Straker Translations, across 30 languages for IBM Global Media Localisation.

Straker Translations' CEO and Co-Founder, Grant Straker, said:

"We are thrilled to have secured this strategic agreement with IBM, and further build our existing relationship with a world leader in data management, software, artificial intelligence and cognitive computing. Our industry, like almost every other, is being fundamentally changed by the accelerating use of AI across all facets of localisation. The agreement requires extensive integration with IBM and the opportunity to build a deep partnership with the world's leading AI company is hugely exciting. We expect it will open up new opportunities for us to partner on innovation within our industry".

The relationship with IBM continues to deliver on Straker Translations' strategic vision of providing global, cloud-based and Ai-powered translations services.

Given the nature of this agreement, it is not possible to quantify the potential revenue to be generated by the translation services to be provided by Straker Translations to IBM, as such financial effect can only be determined over time based on usage volume. With the expanded scope, however, the Company anticipates a ~30% increase in its headcount to support future service

provision increase from the current single language to 55, including major languages such as French, Chinese, Portuguese, Japanese.

Straker Translations has a March 31st year end and the Company expects revenue from the agreement to impact Q4FY21 financial results. Historically, the contribution from IBM related translation services has been a material contributor to Company revenue.

This announcement has been authorised for release by the Board.

For further information, please contact:

Corporate:

Grant Straker, CEO and Co-Founder
E: grant@strakertranslations.com
P: +64 21 512 484

OR

David Ingram, CFO
E: david.ingram@strakertranslations.com
P: +64 21 59 1984

Investors:

Ben Henri
MEDIA + CAPITAL PARTNERS
T: +61 2 8916 6124
M: +61 473 246 040
E: ben.henri@mcpartners.com.au

About Straker Translations

Based in New Zealand, Straker Translations has established itself as a world leading AI data driven translation platform powering the global growth of businesses.

Straker Translations has developed a hybrid translation platform that utilises a combination of AI, machine-learning and a crowd-sourced pool of freelance translators. The Company's cloud-based platform manages the end-to-end translation process, leveraging AI, machine-learning (both inhouse and third party owned engines) to create a first draft translation and subsequently matching the customer's content with one or more of the approximately 13,000 crowd-sourced human freelance translators for refinement.

This process is managed using Straker's proprietary "RAY Translation Platform", which has been developed over eight years and is an enterprise grade, end-to-end, cloud-based platform. By leveraging machine translations and its big data assets, the RAY Translation Platform enables the delivery of faster and more accurate translations, lowering the time and cost to deliver versus traditional translation services. The platform can be integrated directly into customers' systems and consists of a customer dashboard, machine translation integration and modules for assisting and managing translators.

For more information visit: www.strakertranslations.com