

ASX Release: Hubify (HFY)
20 October 2021

Hubify wins IT Services opportunity with Optus including novation of Customer Agreements – Increasing ARR by over \$4M

Hubify Limited (ASX:HFY) ("Hubify", or the "Company") is pleased to announce that it has entered into a new agreement with Optus to supply Optus Enterprise customers IT Services.

Key Detail

- Effective October 1, 2021, Optus have novated existing agreements with selected customers to Hubify. Hubify has commenced invoicing customers directly.
- Hubify and Optus have signed a Master Supplier Agreement where Hubify will supply Optus Enterprise customers IT Services.
- The customer agreements contribute an annualised recurring revenue (ARR) to Hubify of \$4.0m, an increase of 29% to \$17.9m compared to the FY21 exit rate of \$13.9m. We look forward to updating the market with quarterly results in the coming weeks.
- Hubify has successfully recruited specialist technical and project management staff to fulfill the immediate increase in services.
- The partnership will accelerate Hubify's organic growth expectations in its Managed Services Division.

Strategic Rationale

- Contributes to the Company's organic growth strategy
- Creates revenue uplift for the Company in partnership with Optus
- Reinforces the Company's expertise in Enterprise Managed Services
- Confirms the Company's strategy to expand into Cyber Security & Managed Services
- Leverages the Company's recent acquisition of anchor IT managed services company ICNE Pty Ltd in June 2021

Optus' VP Customer Solutions and Cloud, Enterprise Theresa Eyssens said:

"Optus is pleased the partnership with Hubify will provide increased opportunity to leverage new skills and capabilities in the ongoing delivery of specialised services for our customers."

Hubify Limited CEO Victor Tsaccounis said:

"I'm really excited about this partnership that has been formed on the back of Hubify's expertise in Managed Services. Managed Services play a major role in Hubify's organic growth plans, and this agreement further strengthens those plans. This is another example of the Company leveraging its assets and existing partnerships to drive future growth for shareholders. The agreement supports our dual pronged strategy to grow both organically and through new acquisitions. We continue to work through our acquisition pipeline, and I look forward to sharing more news as we continue to close out that pipeline."



**This announcement is authorised for release to the market by Hubify
Chief Executive Officer, Victor Tsaccounis.**

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Any financial data pertaining to FY21 contained in this update are unaudited as at the date of this presentation.

