

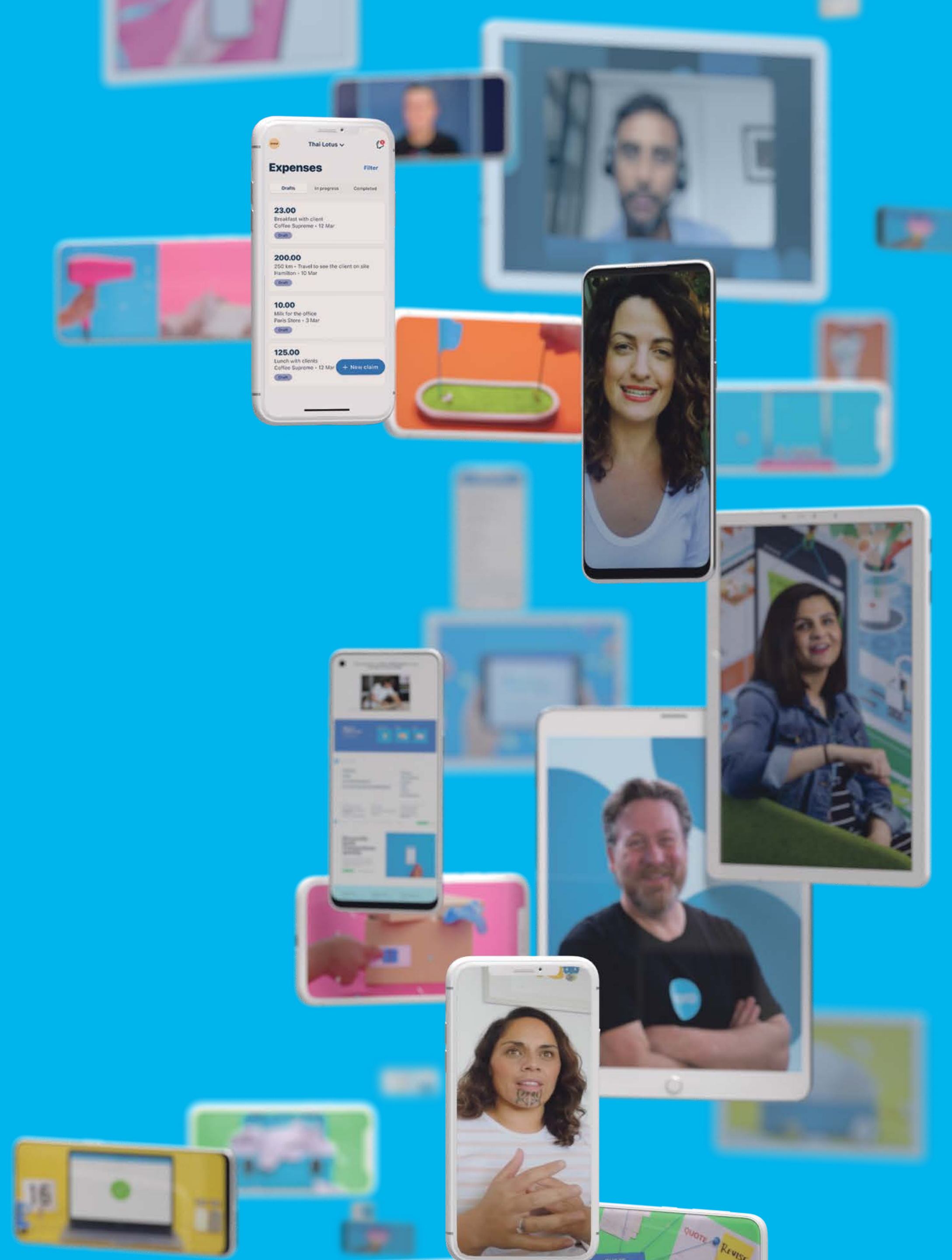
# Investor briefing

Half year results to 30 September 2021

**11 NOVEMBER 2021**



Beautiful business



# Important notice

This presentation is given on behalf of Xero Limited (Xero) (ASX:XRO) (Company number NZ 183 0488, AU ARBN 160 661 183)

Information in this presentation:

- is for general information purposes only, and is not an offer or invitation for subscription, or purchase of, or a recommendation to invest in, Xero securities
- should be read in conjunction with, and is subject to, Xero's latest and prior interim and annual reports, including Xero's interim report for the period ended 30 September 2021, and Xero's market releases on the ASX
- includes forward-looking statements about Xero and the environment in which Xero operates, which are subject to uncertainties and contingencies outside of Xero's control – Xero's actual results or performance may differ materially from these statements
- includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance
- may contain information from third parties believed to be reliable, but no representations or warranties are made as to the accuracy or completeness of such information
- includes Non-GAAP measures as we believe they provide useful information for readers to assist in understanding Xero's financial performance. Non-GAAP financial measures do not have a standardised meaning and should not be viewed in isolation or considered as substitutes for measures reported in accordance with NZ IFRS. These measures have not been independently audited or reviewed

All information in this presentation is current at 30 September 2021, unless otherwise stated.

All currency amounts are in NZ dollars, unless otherwise stated.

Due to rounding, numbers in this presentation may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures.

See page 29 for a glossary of the key terms used in this presentation.

*Authorised for release to the ASX by the Chair of the Board and the Chair of the Audit and Risk Management Committee.*

# Agenda

Business update



**Steve Vamos**  
CHIEF EXECUTIVE OFFICER

01

Financial results



**Kirsty Godfrey-Billy**  
CHIEF FINANCIAL OFFICER

02

Outlook

03

Q&A

04



# Business update



**Steve Vamos**

CHIEF EXECUTIVE OFFICER



# Strong H1 FY22 result across multiple metrics

Financial and operating performance highlights for the half year ending 30 September 2021

## SUBSCRIBERS

**3.013m**

+ 560,000 YOY

## ARPU

**\$31.32**

+ 5% YOY (7% in  
constant currency)

## AMRR

**\$1,132.5m**

+ 29% YOY (32% in  
constant currency)

## TOTAL LIFETIME VALUE

**\$9.9b**

+ \$3.8b YOY

## OPERATING REVENUE

**\$505.7m**

+ 23% YOY (26% in  
constant currency)

## EBITDA

**\$98.1m**

- \$22.7m YOY

## NET LOSS

**-\$5.9m**

- \$40.4m YOY

## FREE CASH FLOW

**\$6.4m**

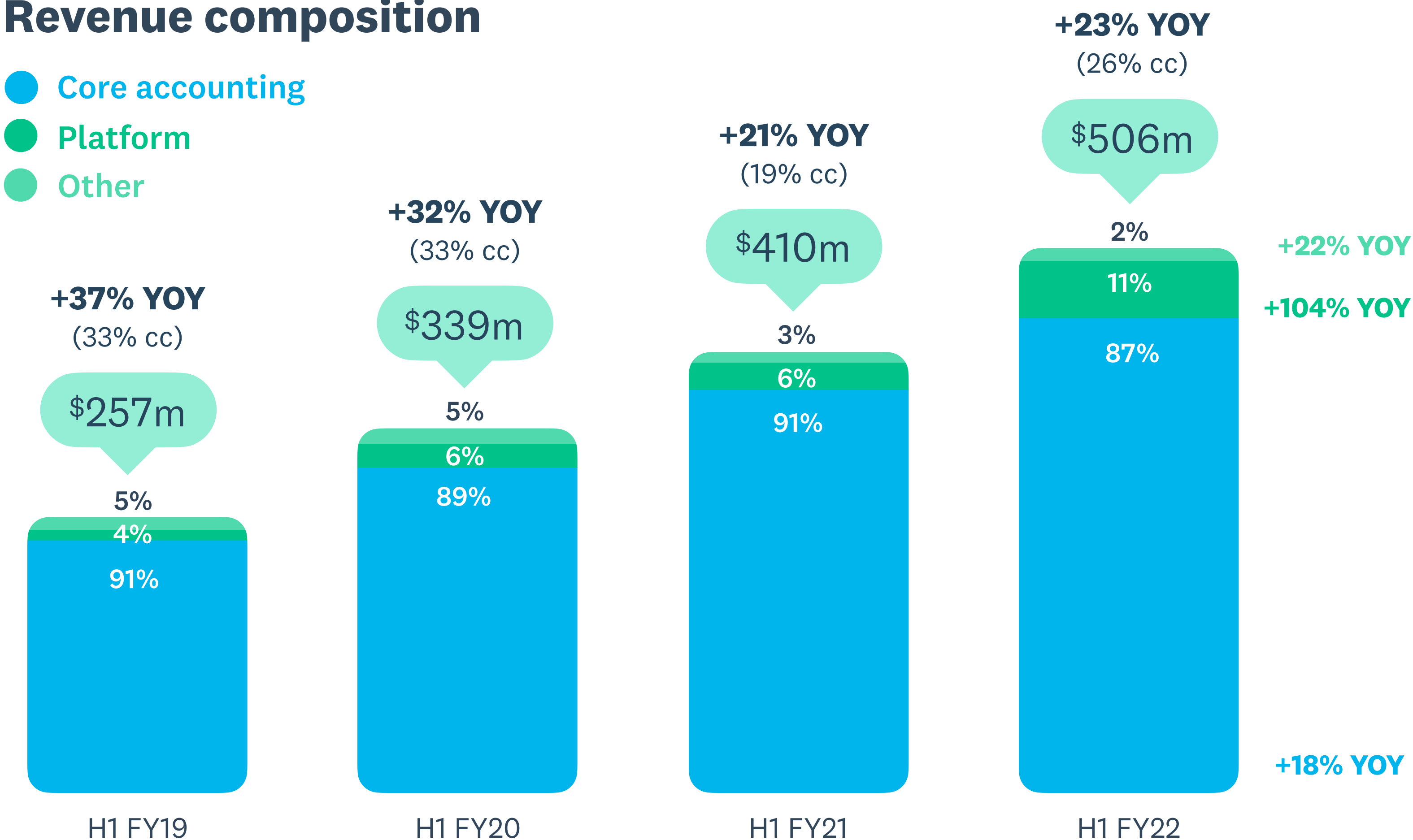
- \$47.9m YOY



# Sustained revenue growth momentum

## Revenue composition

- Core accounting
- Platform
- Other



- **Group operating revenue** grew 23% YOY, or 19% excluding revenue from acquired businesses
- **Core accounting revenues** grew 18% YOY or 20% in constant currency, largely in line with subscriber growth
- **Platform revenues** increased by 104% YOY, or 37% excluding revenues from acquired businesses
- **Other revenues** increased 22% YOY, or 9% excluding non-recurring revenues from acquired businesses

# Australia and New Zealand highlights



\$297M REVENUE (+20% YOY)

158K NET ADDS

1.72M SUBSCRIBERS (+20% YOY)



## Winners

Canstar’s Most Satisfied Customers Award  
*Small Business Accounting Software*  
in Australia and New Zealand



### Australia

	H1 FY22	Δ YOY
Revenue	\$225m	+22% <sup>1</sup>
Net additions	124k	+24%
Subscribers	1.24m	+22%

### New Zealand

	H1 FY22	Δ YOY
Revenue	\$72m	+13%
Net additions	34k	+55%
Subscribers	480k	+16%

- Strong double digit subscriber growth in Australia and New Zealand even at high adoption levels, pointing to positive potential of International segment
- Continuing to invest in promotion of additional products and services, given higher adoption levels in Australia and New Zealand
- Joseph Lyons moved into role as Managing Director, Australia & Asia
- Business Edition (BE) price changes effective 23 Sep 2021

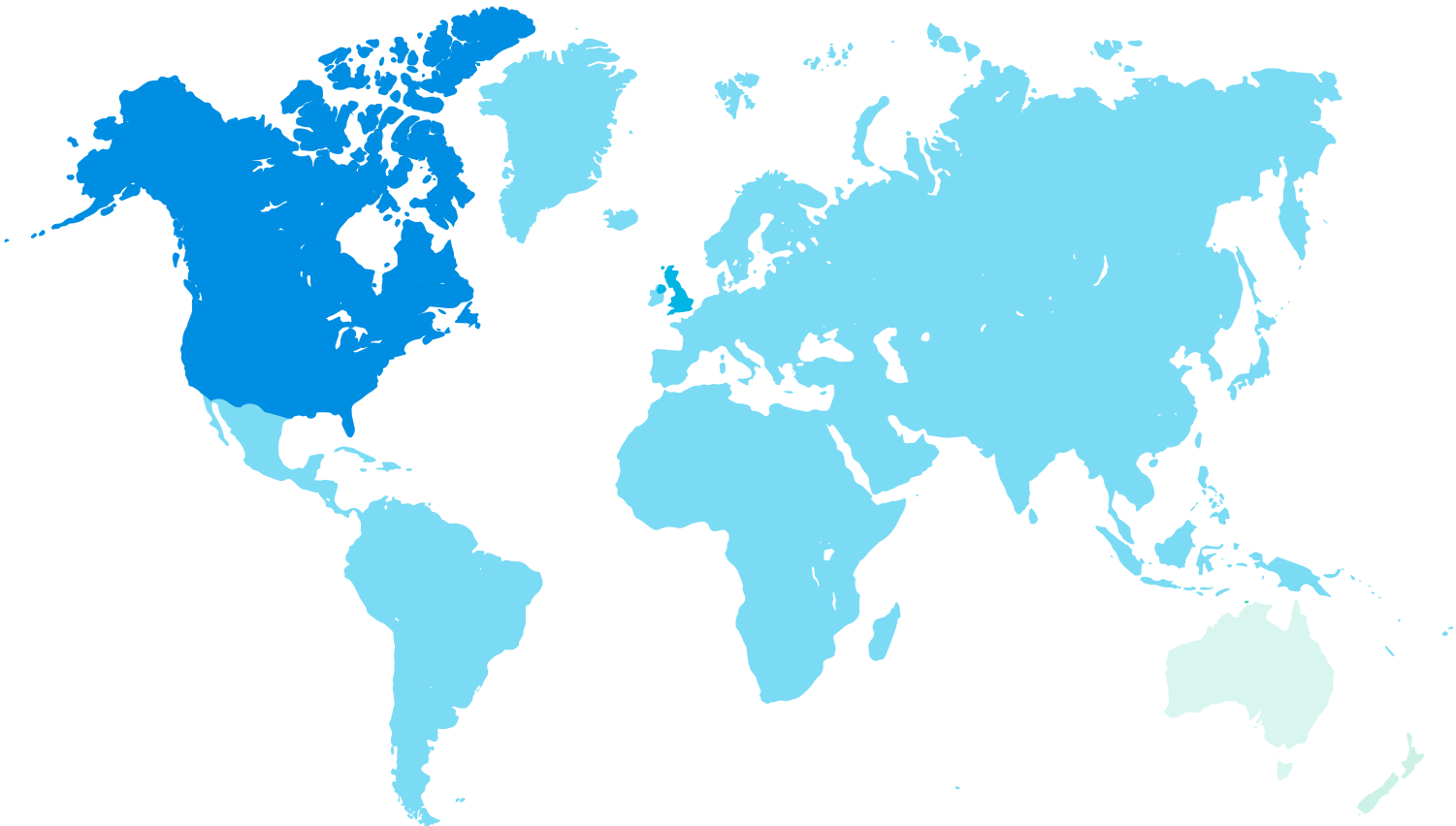
<sup>1</sup> Revenue growth 24% YOY constant currency

# International highlights

\$209M REVENUE (+28% YOY)

114K NET ADDS

1.29M SUBSCRIBERS (+26% YOY)



## United Kingdom

	H1 FY22	Δ YOY
Revenue	\$133m	+24% <sup>1</sup>
Net additions	65k	+160%
Subscribers	785k	+23%

- Continued to execute compliance playbook and focus on acquisition through the partner channel
- Launched personal tax solution and continued to invest in readiness for upcoming phases of MTD
- Announced Alex von Schirmeister as Managing Director, UK & EMEA in November
- BE price changes effective 23 Sep 2021

1 Revenue growth 25% YOY constant currency

## North America

	H1 FY22	Δ YOY
Revenue	\$30m	+5% <sup>2</sup>
Net additions	23k	+130%
Subscribers	308k	+23%

- Continued focus on partner channel, signing new agreements and expanding partnerships with accounting firms such as Liberty Tax, Padgett and Bernard Robinson & Co.
- Return of Xerocon confirmed for May 2022 in New Orleans
- BE price changes announced in the US, effective 15 Nov 2021, and Canada, effective 16 Nov 2021

2 Revenue growth 14% YOY constant currency

## Rest of World

	H1 FY22	Δ YOY
Revenue	\$46m	+72% <sup>3</sup>
Net additions	26k	+136%
Subscribers	201k	+48%

- Strong progress in South Africa, supported by the opening of a new office and execution of partner engagement playbook
- Strong progress in Singapore with launch of SGD billing, and continued government support of e-invoicing helping with adoption
- ROW includes majority of Planday revenue and subscriber contribution.
- BE price changes announced for USD plans, effective 15/16 Nov 2021

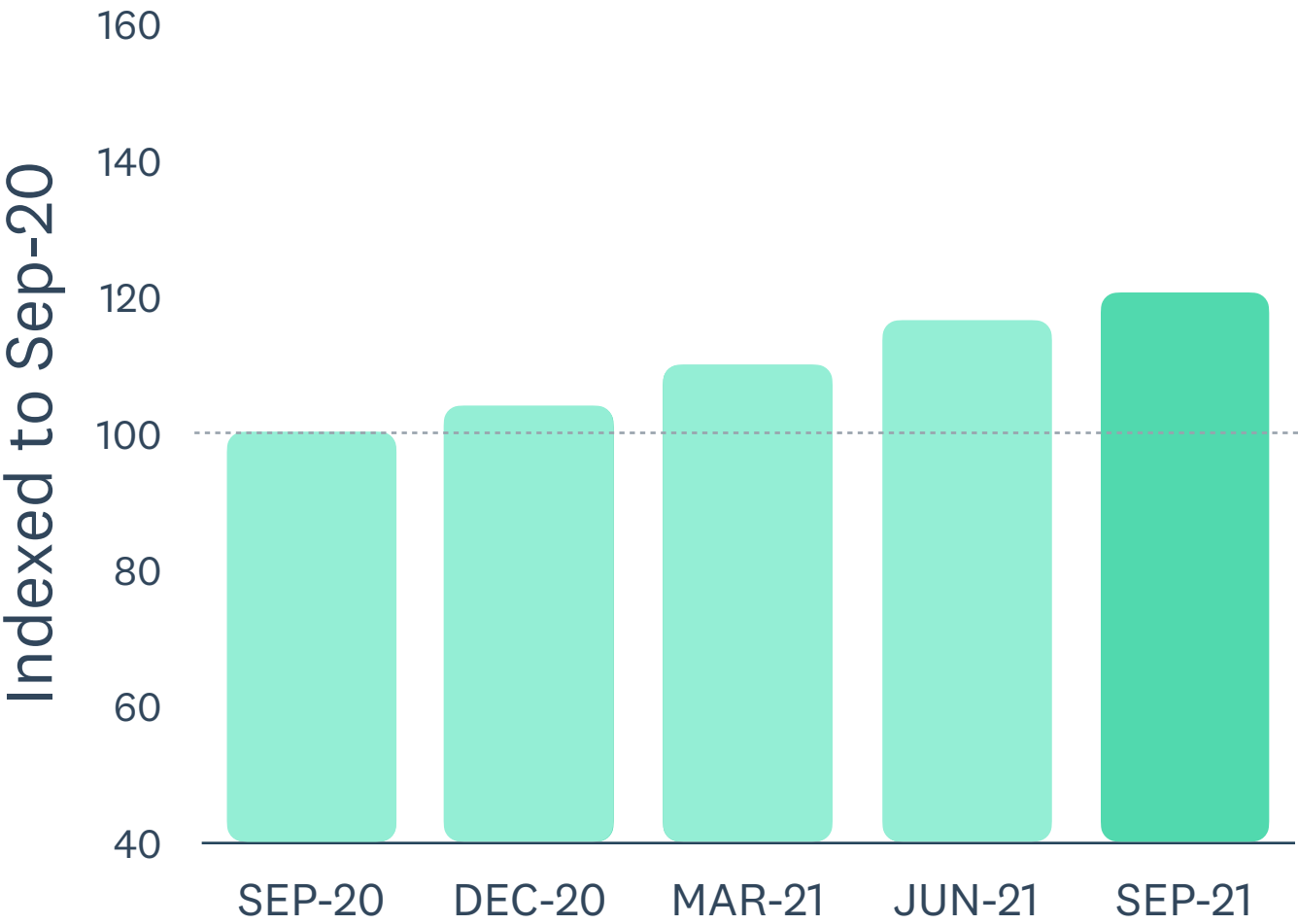
3 Revenue growth 85% YOY constant currency



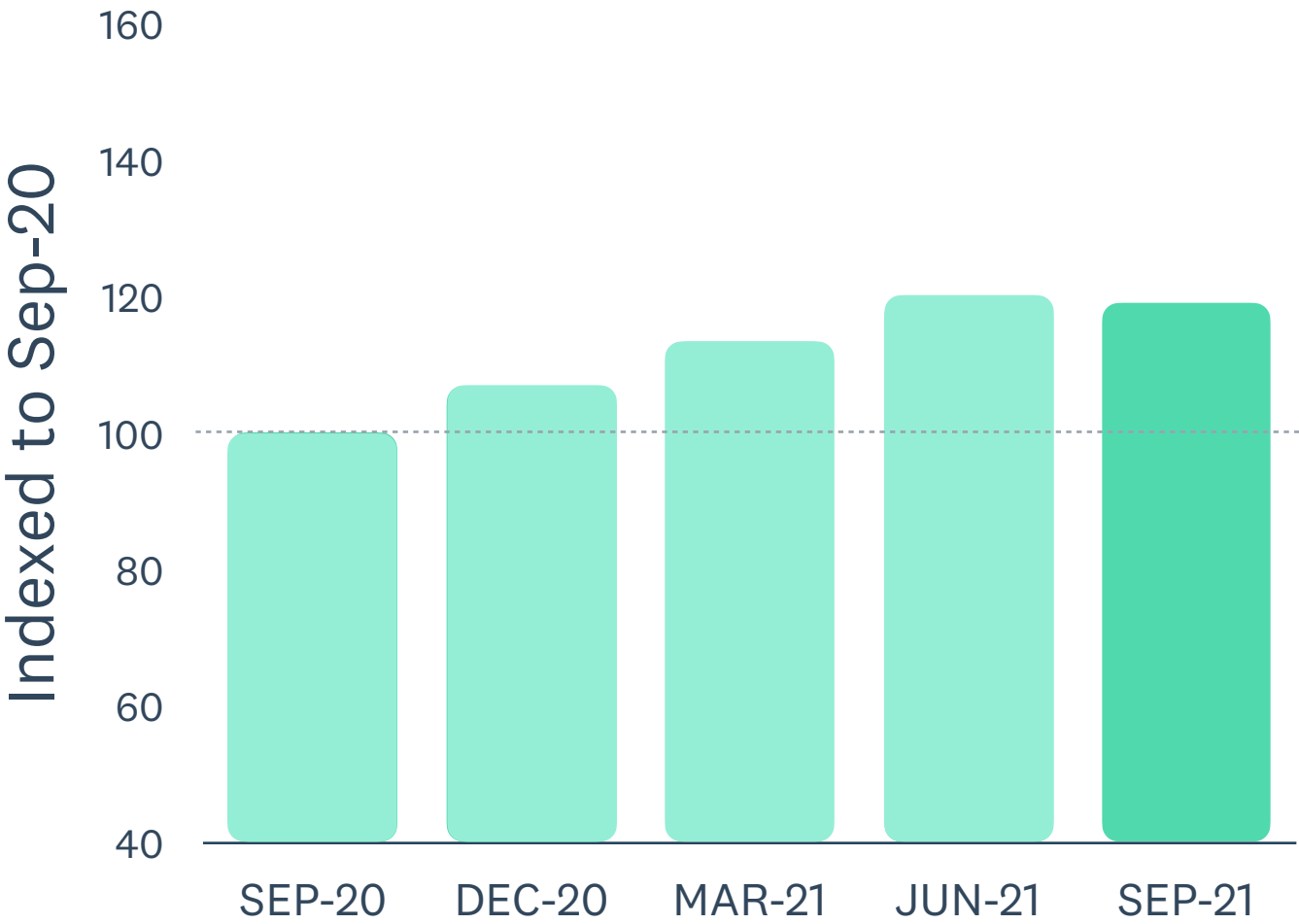
# Platform activity indicators rising

Three largest contributors of platform revenue in H1 FY22 show increasing activity levels over the last 12 months

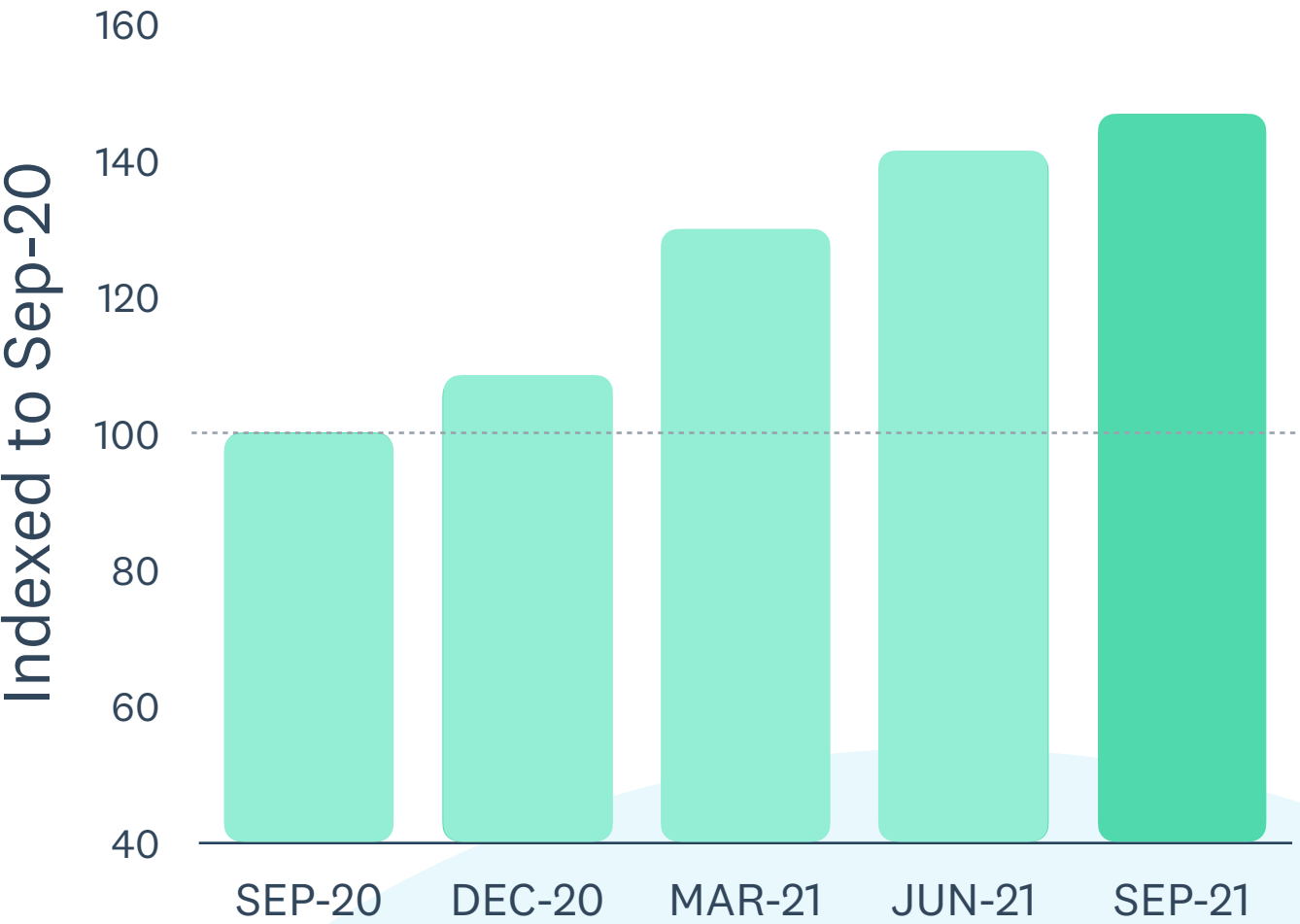
**Planday users<sup>1</sup>**



**Employees paid through Xero Payroll<sup>2</sup>**



**Total payment value<sup>3</sup>**



1 Average employee users of Planday  
2 Total employees paid through Xero Payroll in Australia, New Zealand and the UK (markets with a Xero Payroll solution)  
3 Total invoice payment value across our connected online payment service providers who process the payment of invoices on the Xero platform

# Investing in our strategy: people and product

## Product and technology teams

Hiring, with a focus on product and technology, grew total FTEs 30%<sup>1</sup> YOY to 4,187 FTEs

Redesigned flexible work policy and established permanently remote roles

Attracting talent as we build our capabilities to further scale and innovate

## Bank reconciliation, tax and reporting

Enhanced bank rec with smarter algorithms leveraging AI capabilities

Improved tax and reporting features in the US and Canada, VAT lodgements in South Africa, launched personal tax and investing in readiness for MTD in the UK

## Xero Analytics Plus

Short-term cash flow and business snapshot now part Xero Analytics tool suite

Launched Xero Analytics Plus, providing advanced AI-powered forecasts and business insights

## Waddle and invoice financing

Entered partnership to support Commonwealth Bank of Australia's new invoice financing offer, Stream Working Capital

## Xero Me

Enhanced Xero Me app to include Xero Expenses functionality and refreshed UI

Integration with Xero Payroll lets employees access payslips, timesheets, request leave and make expense claims



# Investing in our strategy: Xero App Store

The Xero App Store is the next evolution of the Xero App Marketplace, moving towards a more commercial model, with new, enhanced features for small business customers, partners and ecosystem app partners, to progress our platform strategy



## ENHANCEMENTS FOR CUSTOMERS

Easier app discovery through search and personalised app recommendations, leveraging machine learning

Enhanced user reviews

## APP PARTNER BENEFITS

**Support to scale and reach more customers**

Streamlined onboarding for app developers

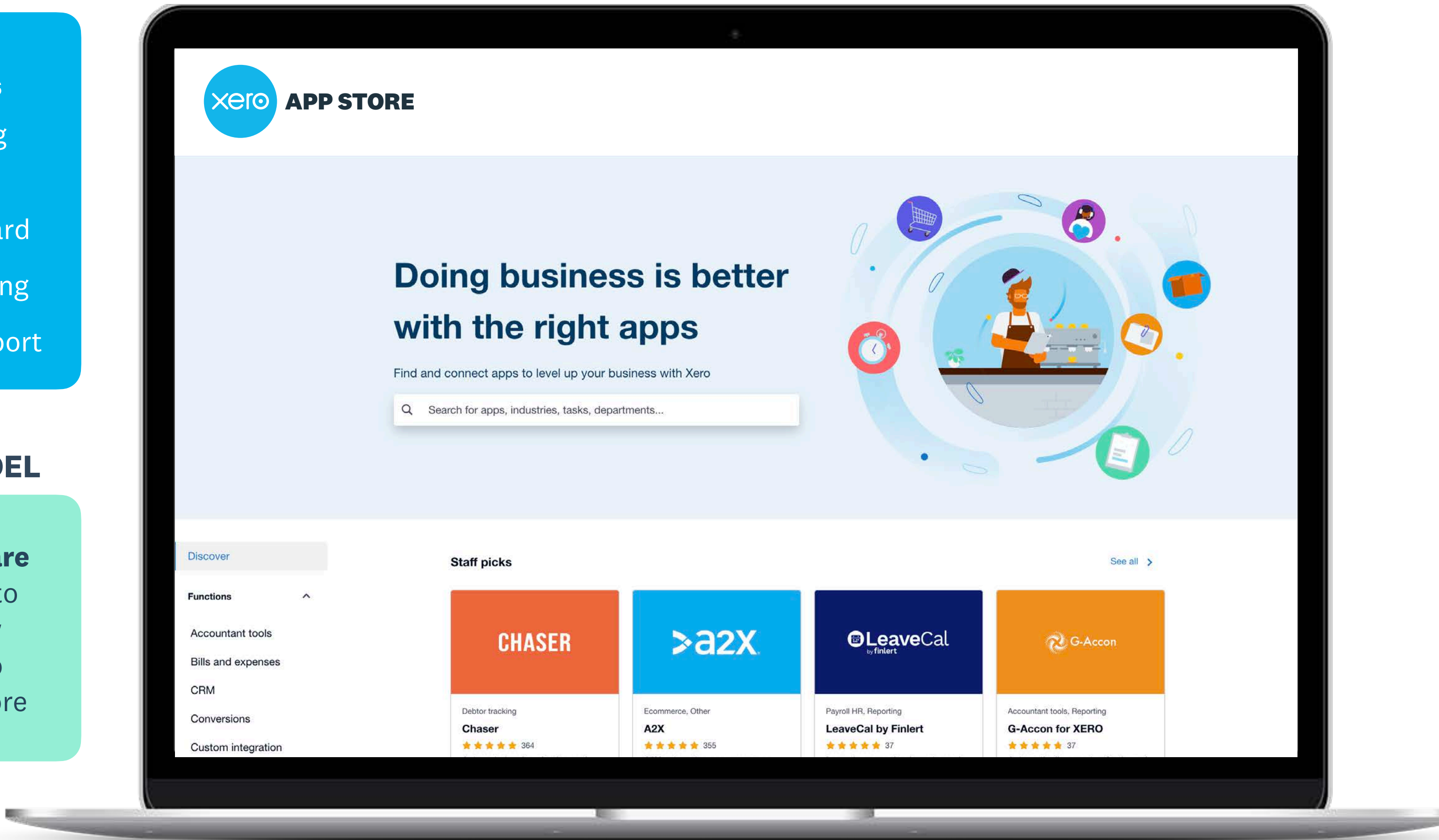
New app partner dashboard

APIs for subscription billing

Greater go-to-market support

## REVENUE SHARE MODEL

**15% referral revenue share** (plus fees) now applied to subscriptions from new customers, who sign up through the Xero App Store



1 Total connected apps in the Xero ecosystem



# Investing in our strategy: inventory and ecommerce

STRATEGIC  
PRIORITIES



Grow small business platform



Drive cloud accounting



CATEGORY

Inventory management and ecommerce

OPPORTUNITY

Supporting increased inventory and ecommerce needs of customers

ALIGNMENT  
WITH  
CUSTOMER  
NEEDS

**Acquisition of LOCATE Inventory**

LOCATE’s inventory-accounting workflows will help develop Xero’s new inventory solution

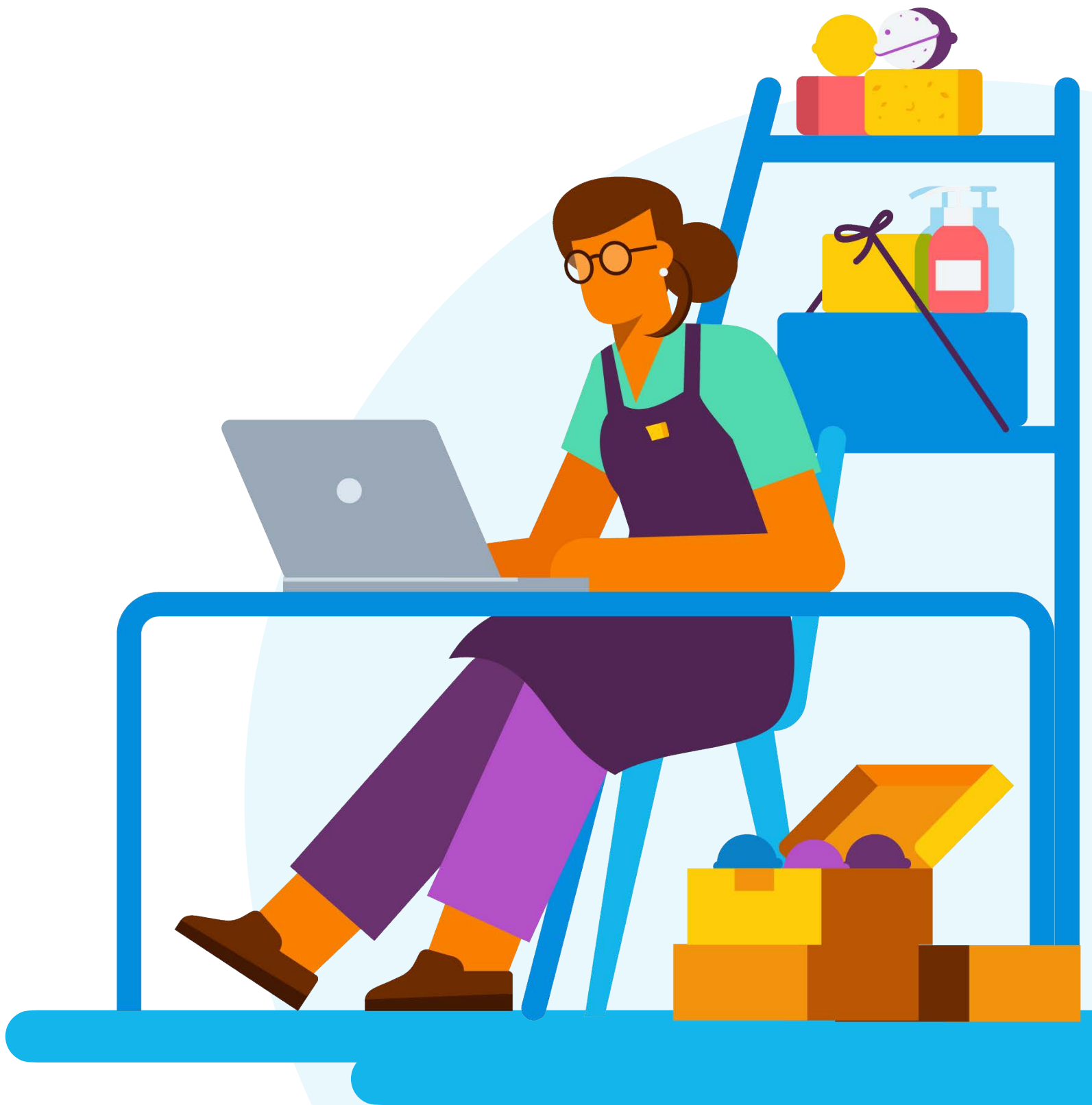
This will help customers track and manage inventory in real-time, across multiple locations and channels including Xero’s ecommerce partners

Expected to launch in the US before other markets

**Working with ecommerce platforms**

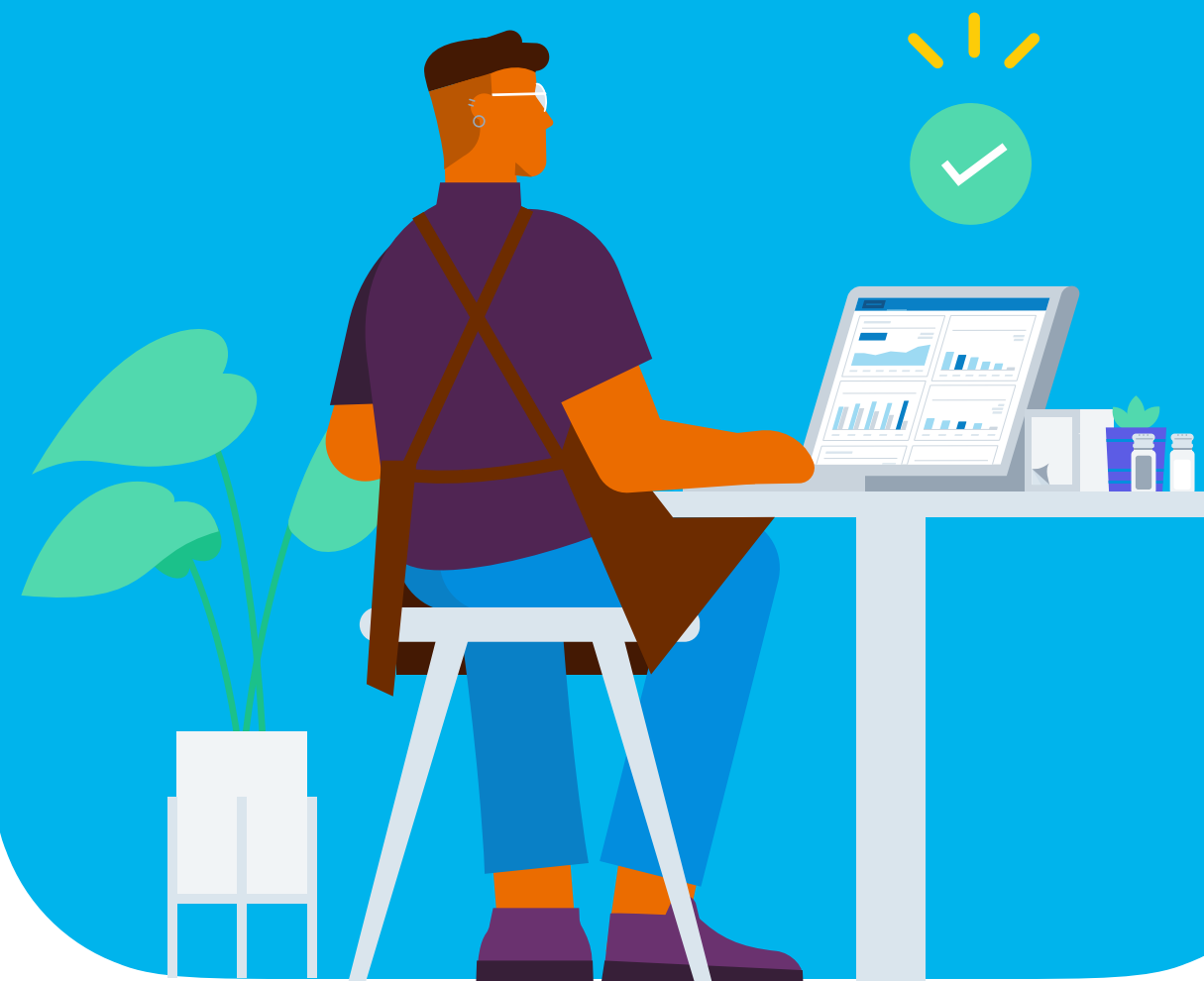
New integration launched in the Shopify App Store and Xero App Store will help Xero’s customers to:

- Simplify reconciliation
- Interpret sales data
- Use finance, cash flow and performance insights within Xero



# Strategic priorities

**Drive cloud accounting**



**Grow small business platform**



**Build for global scale and innovation**





# Financial results



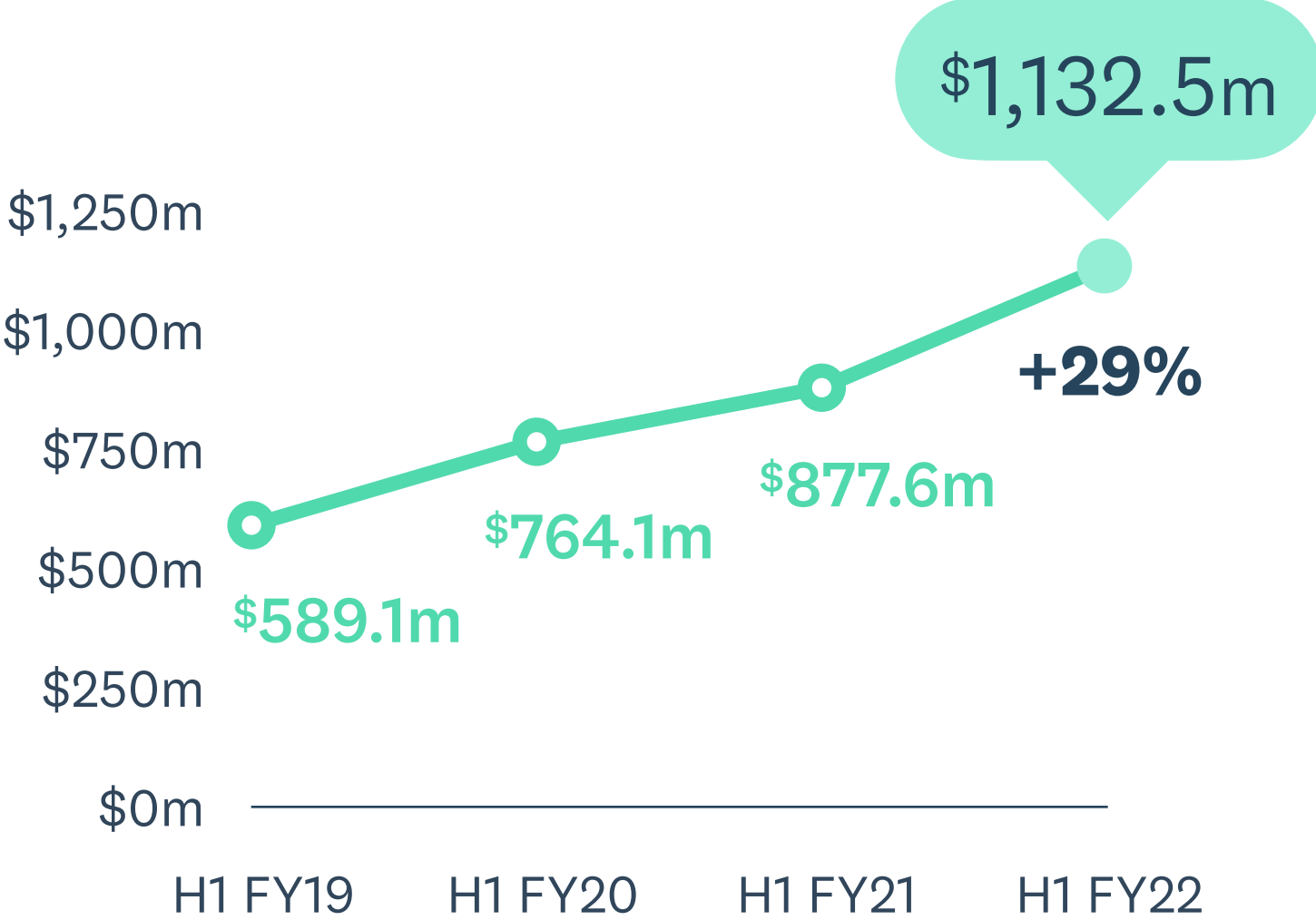
**Kirsty Godfrey-Billy**  
CHIEF FINANCIAL OFFICER





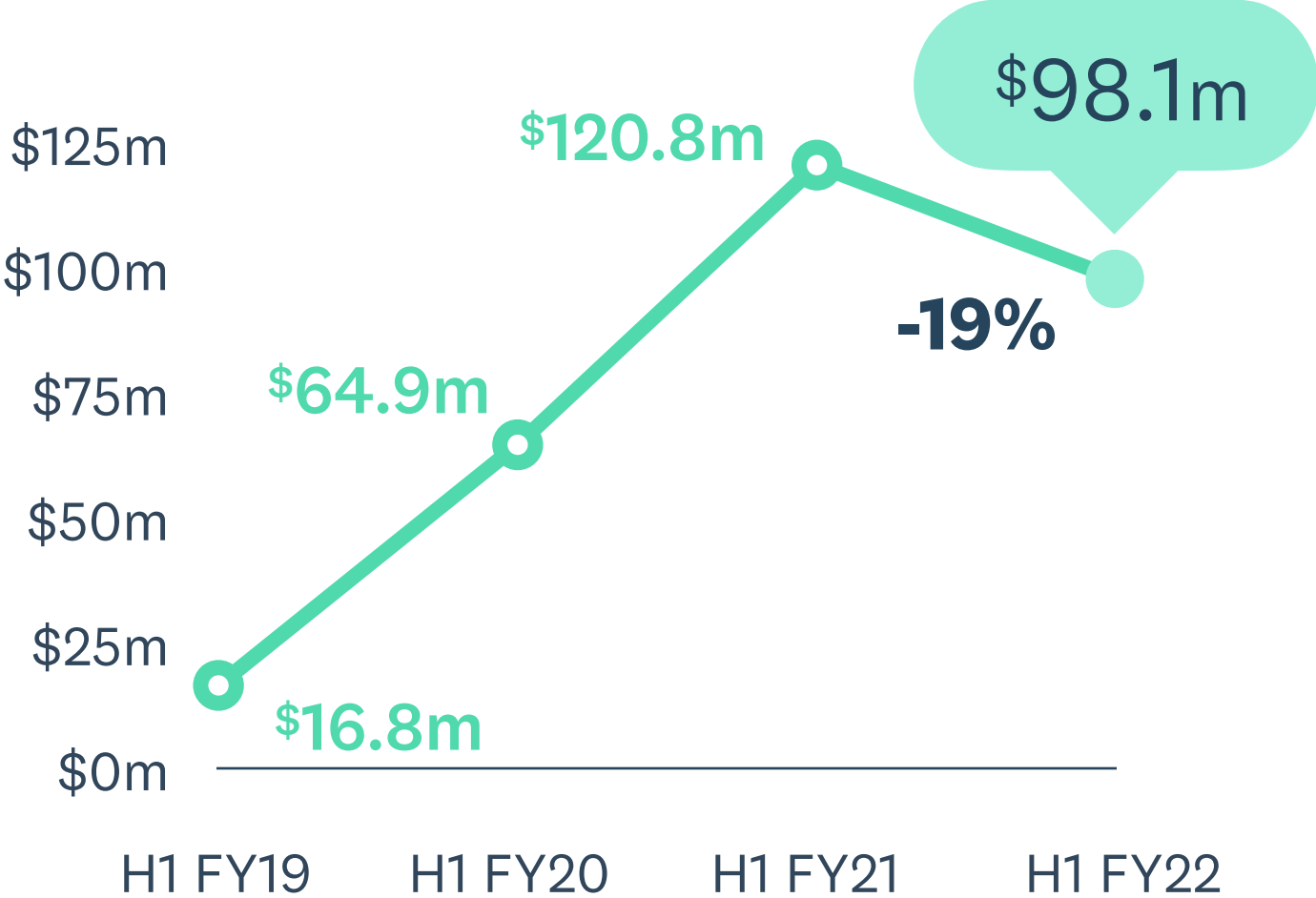
# Strong financial performance with continued investment in the long term

## AMRR



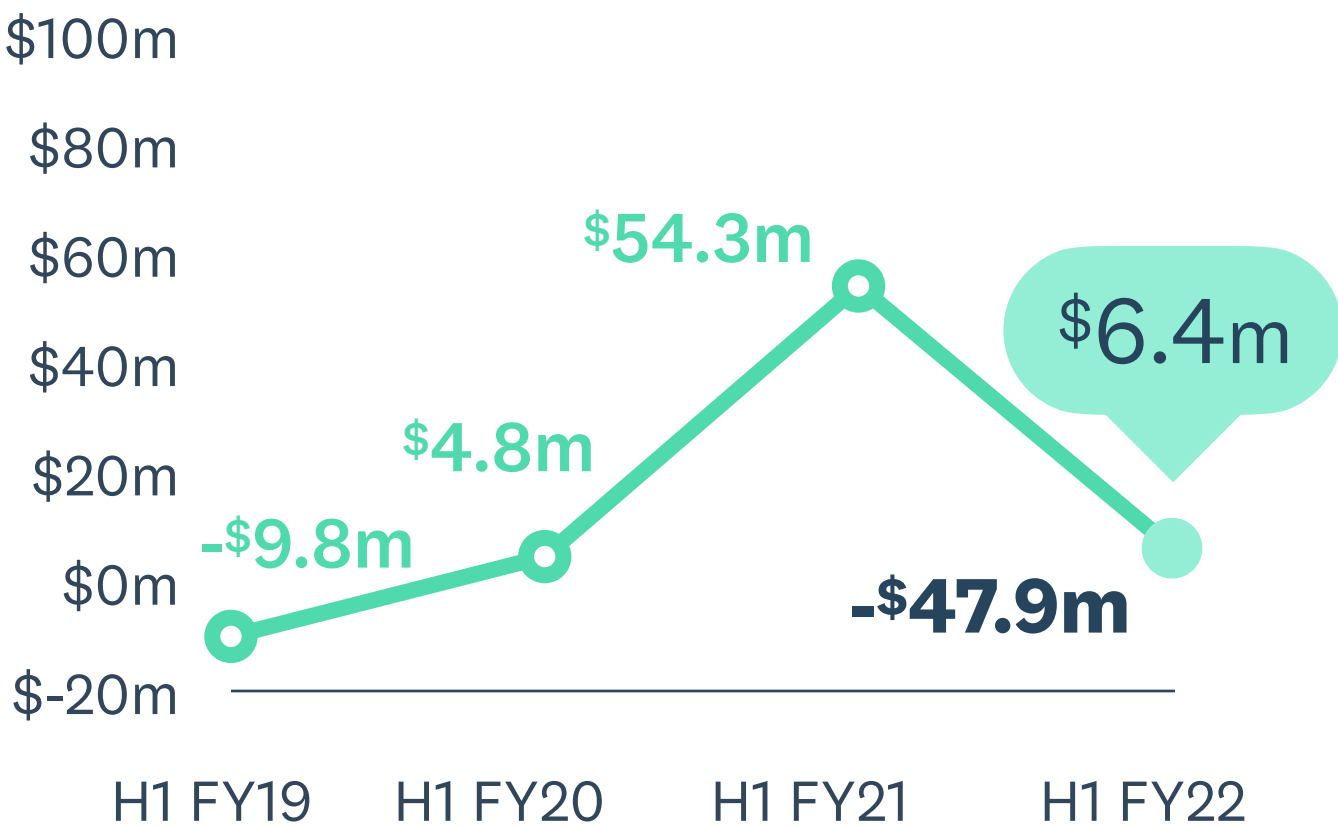
Growth in AMRR of \$255m or 29% YOY (32% in constant currency) reflects subscriber growth of 23%, and ARPU increase of 5% YOY (7% YOY in constant currency)

## EBITDA



EBITDA decreased by \$22.7m or 19% YOY, reflecting strong revenue growth and a return to pre-pandemic levels of spend across sales and marketing and product design and development during H1 FY22, consistent with operating expense guidance

## Free cash flow

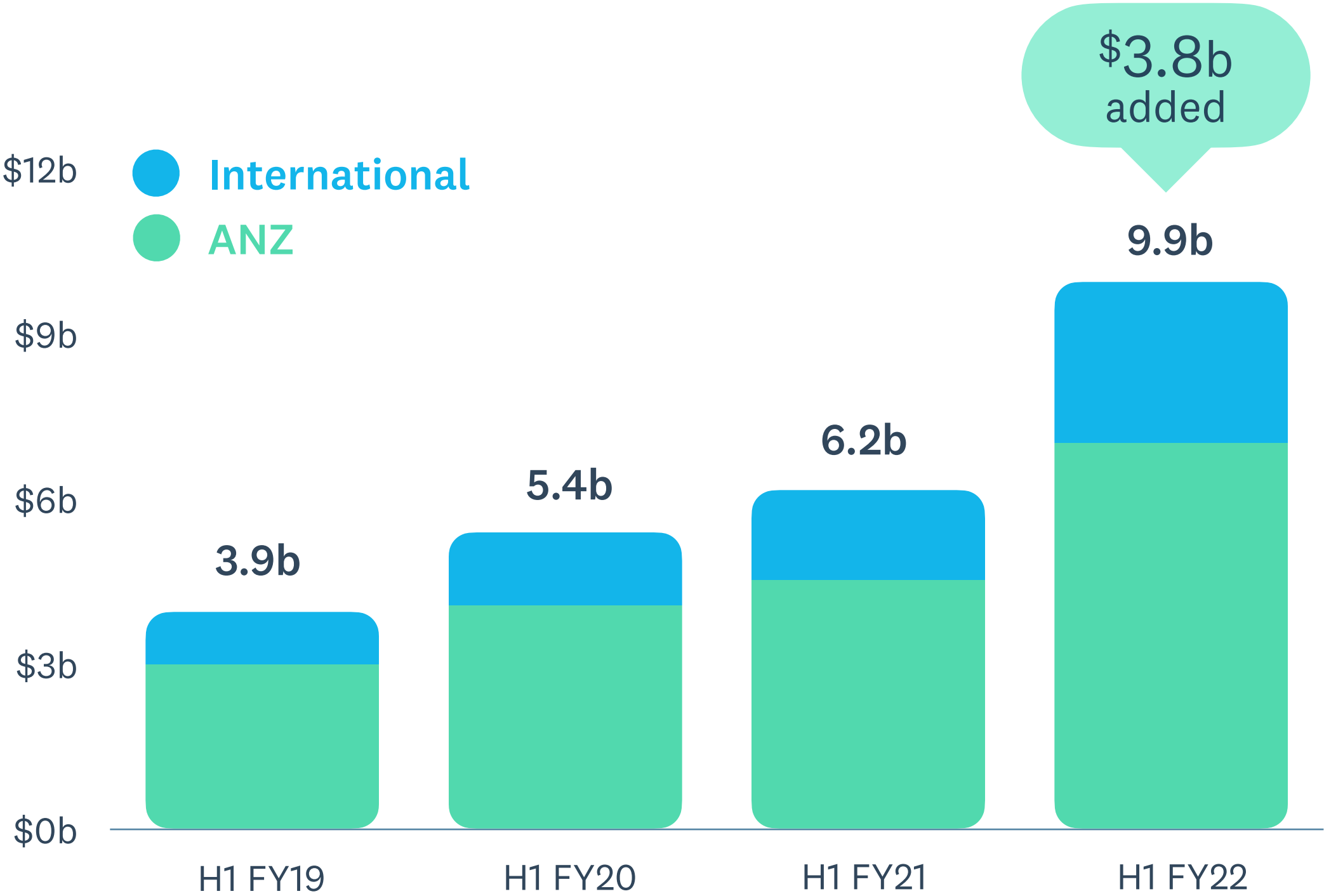


Free cash flow decreased by \$47.9m to \$6.4m. Free cash flow as a percentage of revenue decreased 11.9pp from 13.2% to 1.3% YOY

# Uplift in lifetime value of subscribers

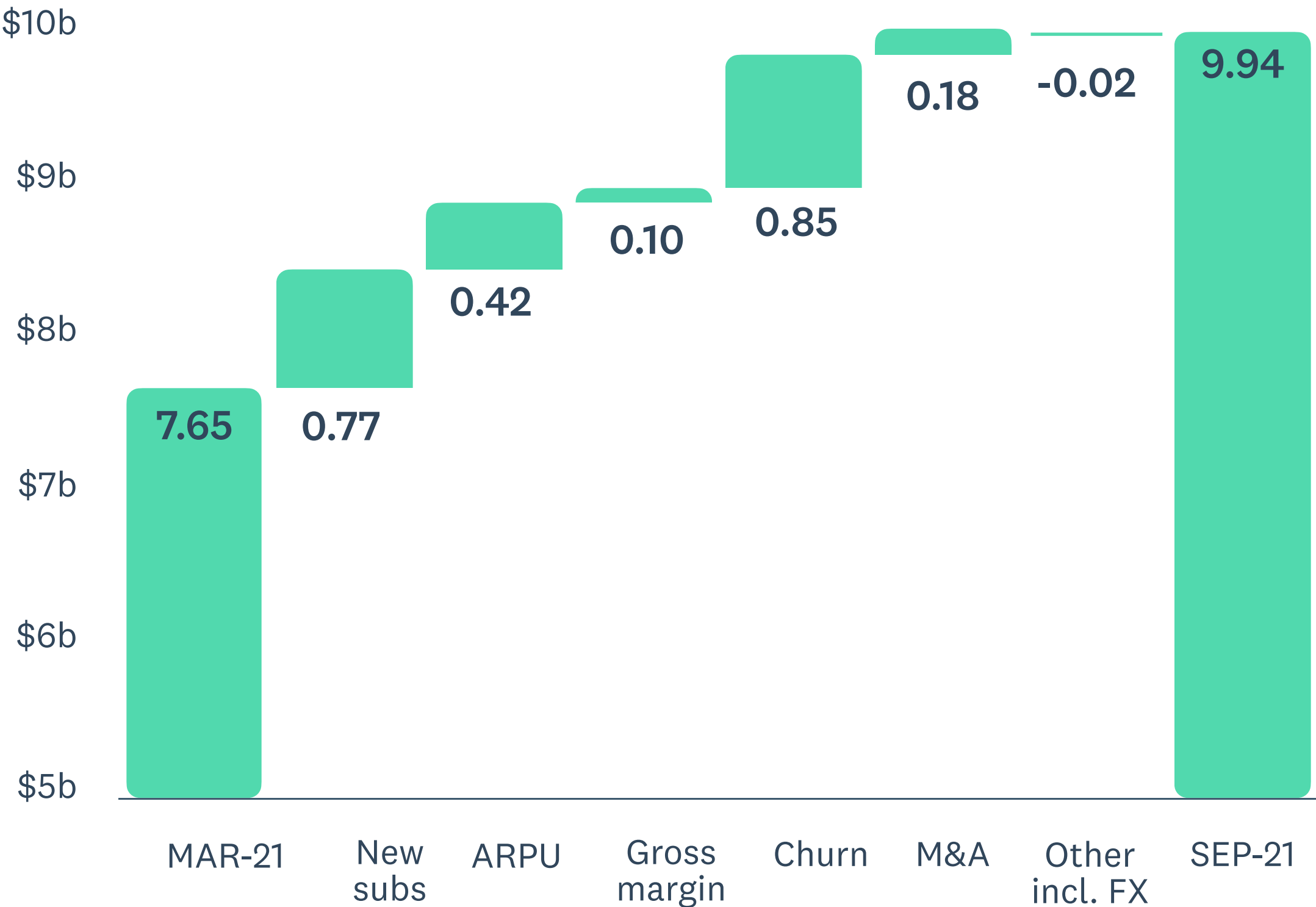
## Total LTV over time

- LTV 5 year CAGR was 38% for ANZ and 56% for International
- Average customer lifetime of 9.5 years



## LTV movements by driver

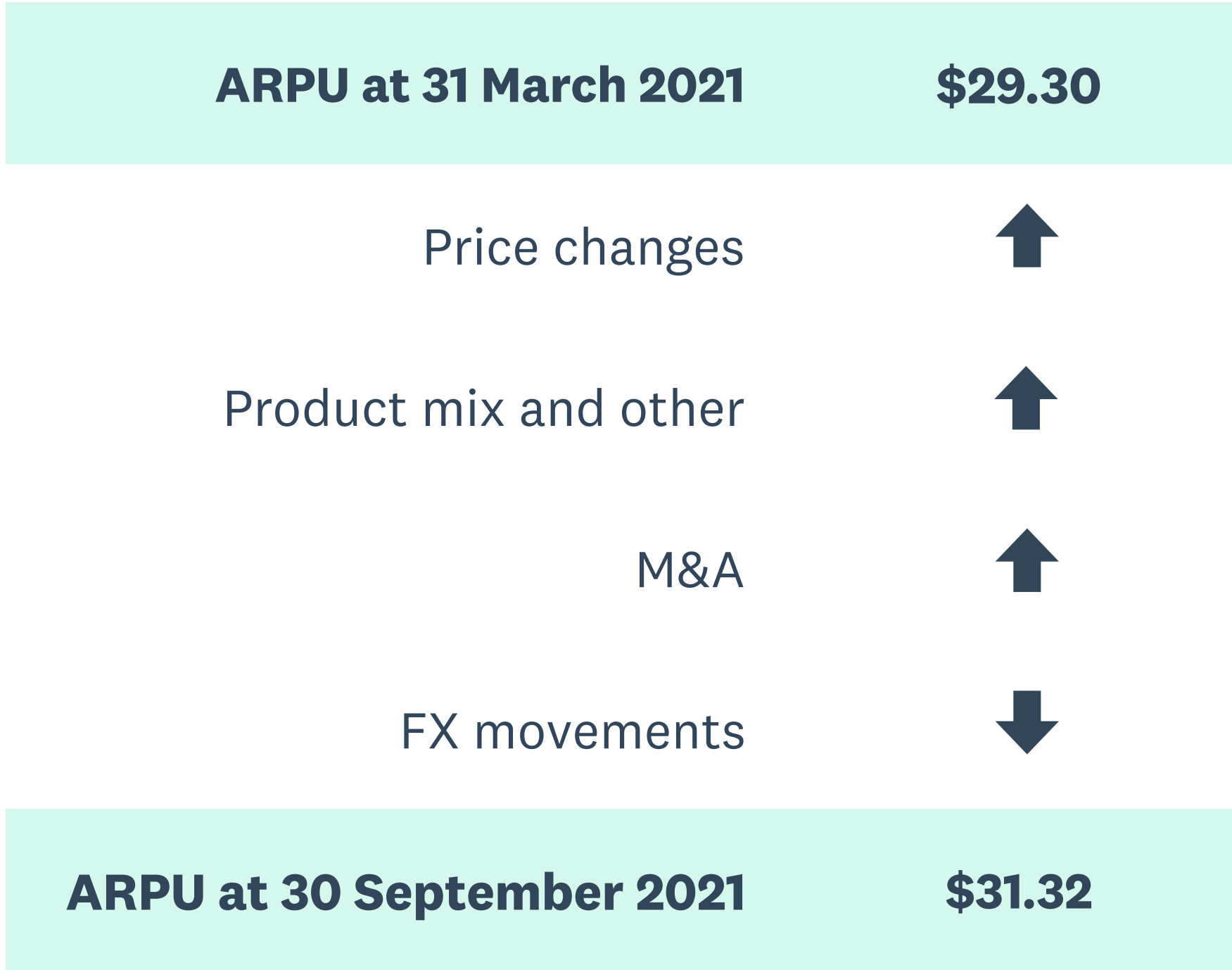
From 31 March to 30 September 2021



# Higher ARPU, lower churn helping drive LTV uplift

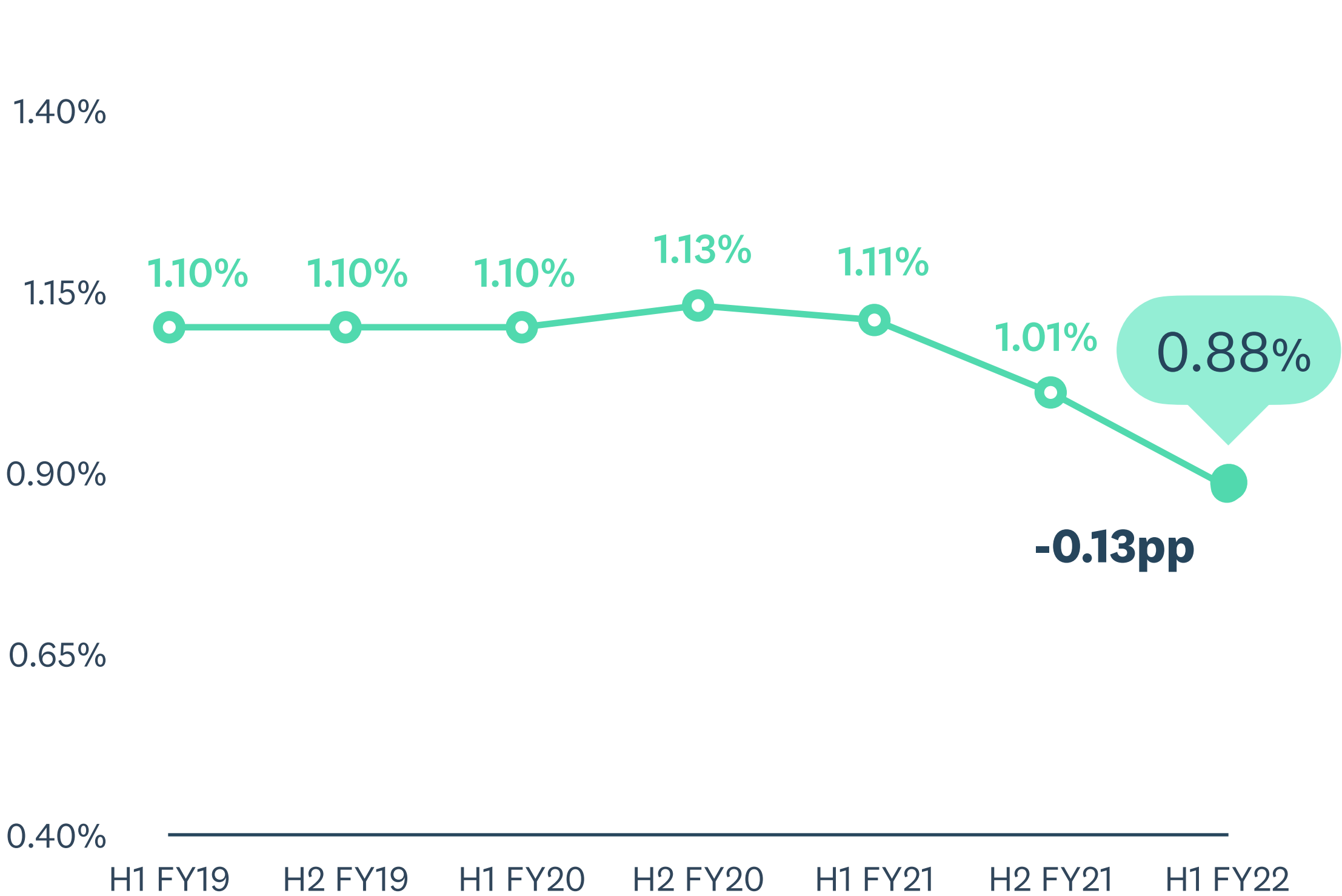
## ARPU movement contributors

ARPU has increased by just over \$2 since 31 March 2021



## Churn<sup>1</sup>

All markets recorded lower churn

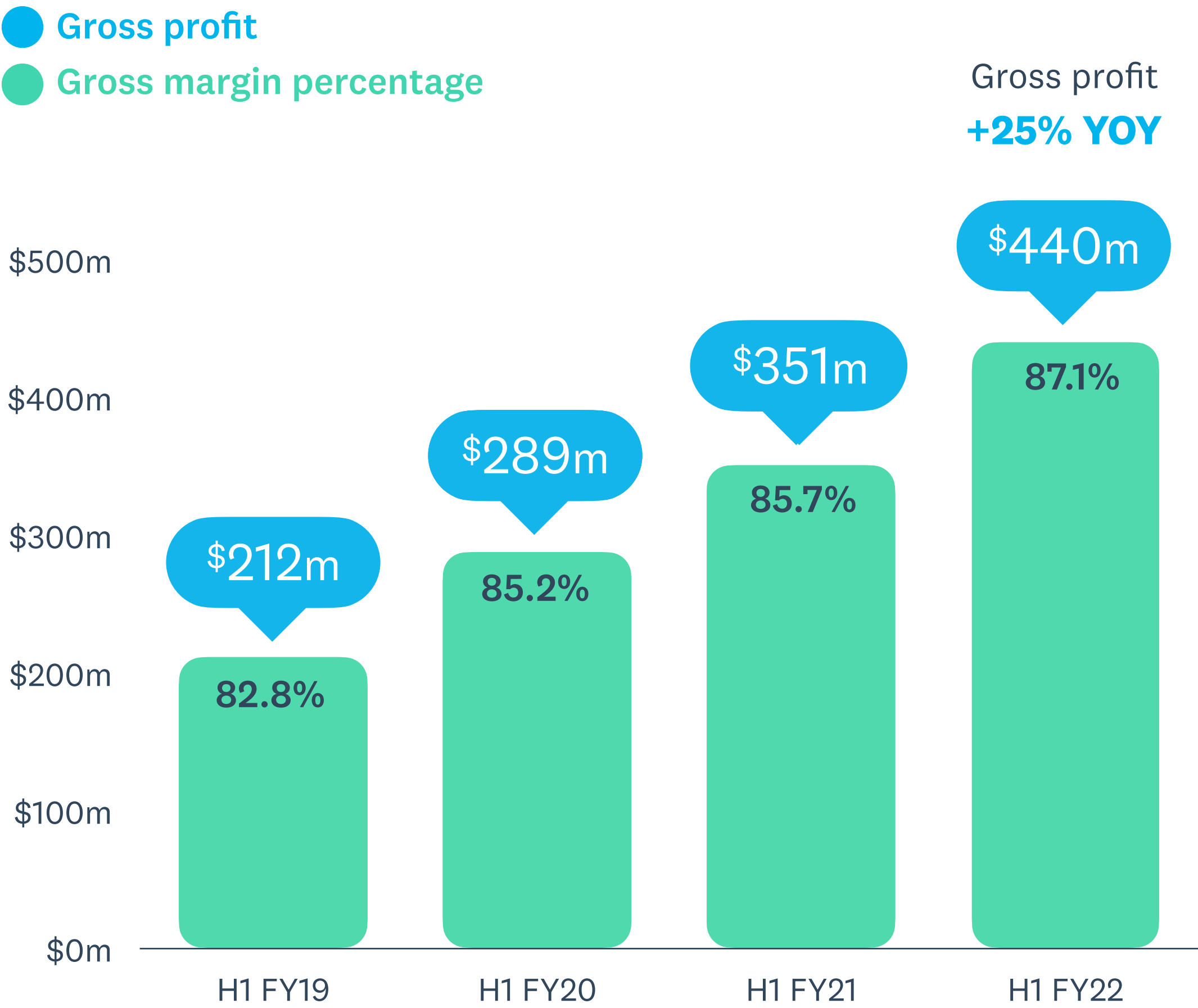


<sup>1</sup> See glossary on page 29 for definition of churn

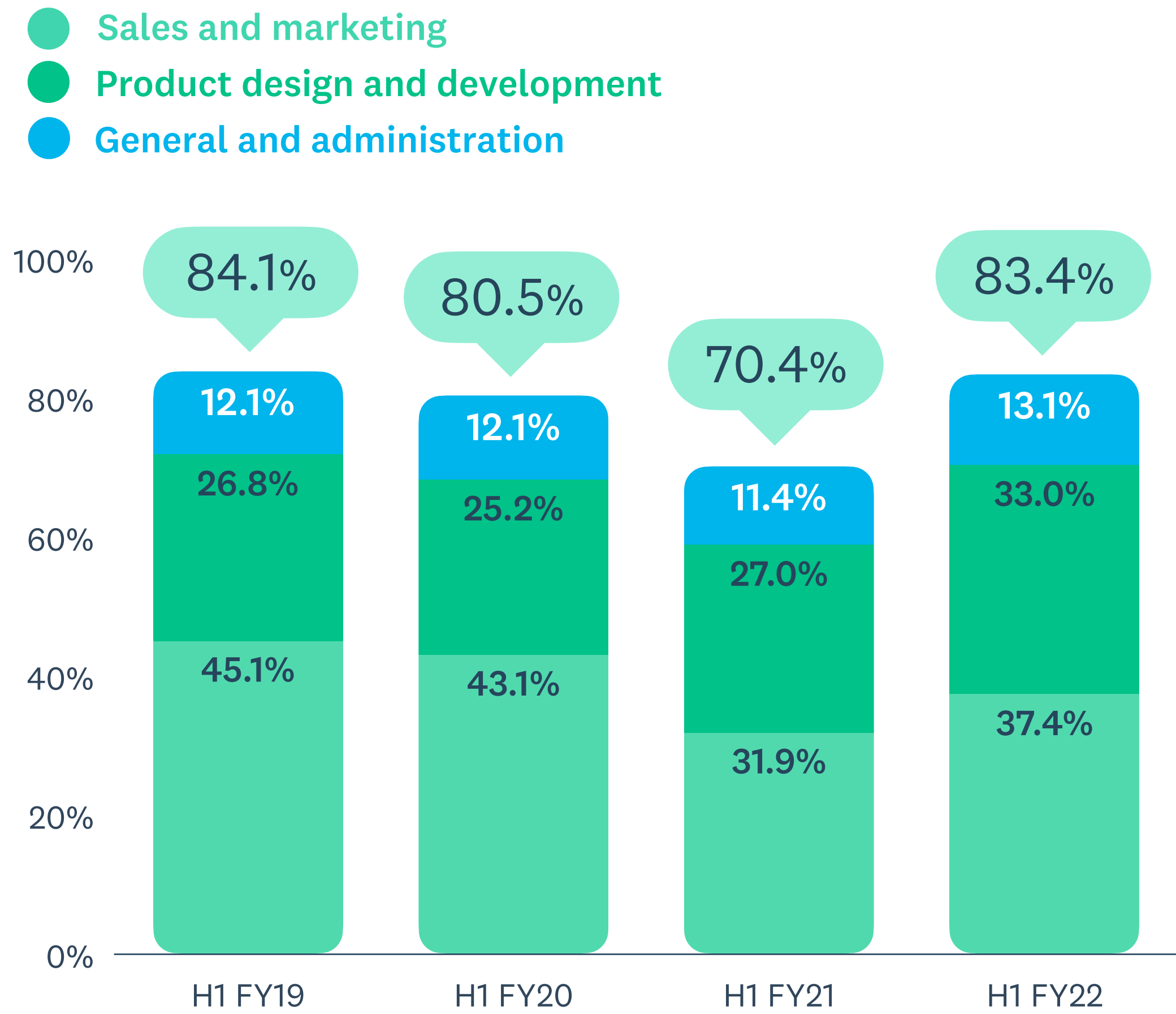


# Improved gross profit with normalising expenses

Gross profit and gross margin percentage



Operating expenses as a % of revenue



# Financial performance

Operating revenue growth of 23% YOY (26% constant currency), driven primarily by subscriber growth across all markets

Operating expenses, inclusive of acquisition integration costs, increased 46% YOY and represented 83% of operating revenue, consistent with guidance for FY22

EBITDA reduced \$22.7m YOY, resulting in a 10.1pp decrease in EBITDA margin over the period. Half year net loss of \$5.9m. These movements primarily reflected the increase in operating expenses

	H1 FY21 (\$000s)	H1 FY22 (\$000s)	Δ YOY (%)
Total operating revenue	409,837	<b>505,703</b>	23%
Cost of revenue	(58,676)	<b>(65,286)</b>	11%
Gross profit	351,161	<b>440,417</b>	25%
Gross margin	85.7%	87.1%	+1.4pp
Total operating expenses	(288,321)	<b>(421,994)</b>	46%
Asset impairments and other income & expenses	(3,151)	<b>(1,500)</b>	-52%
Operating profit	59,689	<b>16,923</b>	-72%
EBITDA	120,765	<b>98,080</b>	-19%
EBITDA margin	29.5%	19.4%	-10.1pp
Net profit/(loss)	34,486	<b>(5,922)</b>	NM

# Total liquid resources of \$1.2 billion

Net cash position decreased by \$52.6m YOY to \$125.0m at 30 September 2021

Total available liquid resources at 30 September 2021 of \$1.2b, inclusive of \$150m of undrawn committed debt facilities

Investing cash flows include payments of \$135.6m relating to acquisitions, including completion payments for Planday and Tickstar that occurred on 1 April 2021

## Movement in net cash position

	H1 FY21 (\$000s)	H1 FY22 (\$000s)	Δ YOY (\$000s)
Cash and cash equivalents	222,016	<b>470,065</b>	248,049
Short-term deposits	350,516	<b>537,986</b>	187,470
<b>Total cash and short-term deposits</b>	<b>572,532</b>	<b>1,008,051</b>	<b>435,519</b>
Convertible notes – term debt liability	(394,873)	<b>(883,003)</b>	(488,130)
<b>Net cash</b>	<b>177,659</b>	<b>125,048</b>	<b>(52,611)</b>



# Outlook

Xero will continue to focus on growing its global small business platform and maintain a preference for reinvesting cash generated, subject to investment criteria and market conditions, to drive long-term shareholder value.

Total operating expenses (excluding acquisition integration costs) as a percentage of operating revenue for FY22 are expected to be in a range of 80-85% which is consistent with levels seen in the second half of FY21 and the pre-pandemic period. Integration costs, relating to all the acquisitions announced since the start of FY21, are expected to increase total operating expenses as a percentage of operating revenue by up to 2% for FY22.

As previously stated, the acquisition of Planday is expected to contribute approximately three percentage points of additional operating revenue growth in FY22.



# Q&A



**Steve Vamos**

CHIEF EXECUTIVE OFFICER



**Kirsty Godfrey-Billy**

CHIEF FINANCIAL OFFICER



# Appendix

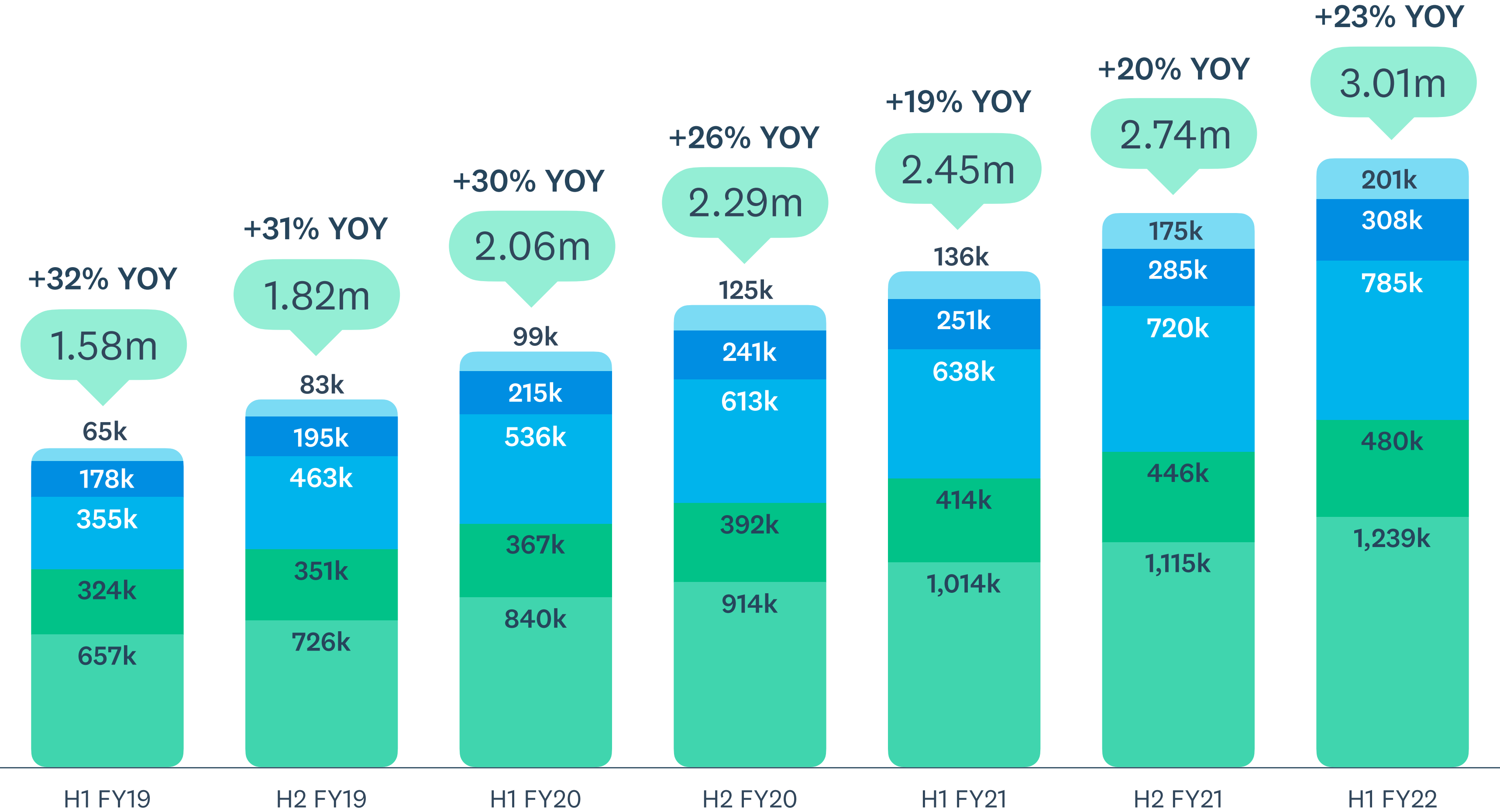




# Subscriber growth trend

Closing subscribers from H1 FY19 to H1 FY22

- Australia
- New Zealand
- United Kingdom
- North America
- Rest of World



# SaaS metrics summary

	ANZ				International				Group			
	FY20	H1 FY21	FY21	H1 FY22	FY20	H1 FY21	FY21	H1 FY22	FY20	H1 FY21	FY21	H1 FY22
ARPU	\$29.83	\$30.79	\$31.23	\$31.38	\$30.05	\$28.44	\$26.74	\$31.25	\$29.93	\$29.81	\$29.30	\$31.32
CAC months	9.7	9.1	8.9	9.1	18.1	22.0	22.4	19.5	14.0	14.9	14.8	14.2
Churn	0.84%	0.83%	0.73%	0.67%	1.59%	1.53%	1.43%	1.20%	1.13%	1.11%	1.01%	0.88%
Subscribers	1,306,000	1,428,000	1,561,000	1,719,000	979,000	1,025,000	1,180,000	1,294,000	2,285,000	2,453,000	2,741,000	3,013,000
Net additions (6 months)	99,000	122,000	133,000	158,000	129,000	46,000	155,000	114,000	228,000	168,000	288,000	272,000
LTV per sub	\$3,058	\$3,182	\$3,682	\$4,080	\$1,573	\$1,587	\$1,608	\$2,262	\$2,422	\$2,516	\$2,789	\$3,299
LTV/CAC	10.6	11.4	13.2	14.3	2.9	2.5	2.7	3.7	5.8	5.7	6.4	7.4
Total LTV	\$3.99b	\$4.54b	\$5.75b	\$7.01b	\$1.54b	\$1.63b	\$1.90b	\$2.93b	\$5.53b	\$6.17b	\$7.65b	\$9.94b

# Recent acquisitions FY21 to H1 FY22

## ACQUISITION



Invoice lending platform leveraging customers' accounting data

**Completed  
1 October 2020**



E-invoicing technology providing connections to the Peppol global e-invoicing network

**Completed  
1 April 2021**



Workforce management platform for employers and employees

**Completed  
1 April 2021**



Cloud-based inventory management provider

**Completion  
November 2021**

## STRATEGIC PRIORITY



Grow small business platform



Drive cloud accounting



Grow small business platform



Grow small business platform



Drive cloud accounting

## CONSIDERATION<sup>1</sup>

A\$80 million (\$87m)

SEK150 million (\$25m)

€183.5 million (\$305m)

US\$14 million (\$20m)

## ALIGNMENT WITH CUSTOMER NEEDS

Provides access to capital through invoice financing

Provides access to well-established e-invoicing capability and network for faster, more secure transactions

Makes worker scheduling, payroll compliance and communicating with employees easier

Will help to track and manage inventory in real-time, across multiple locations and channels (including Xero's ecommerce partners)

<sup>1</sup> For Waddle, Tickstar & Planday total consideration subject to performance and or product development milestones. Additional employee incentives payments apply, including US\$5 million in restricted stock units for LOCATE employees over 3 to 5 years (see ASX release)



# Financial performance

Overview of financial performance from H1 FY20 to H1 FY22

		H1 FY20 (\$000s)	H2 FY20 (\$000s)	H1 FY21 (\$000s)	H2 FY21 (\$000s)	H1 FY22 (\$000s)
	Total operating revenue	338,658	379,573	409,837	438,945	505,703
	Gross profit	288,517	323,132	351,161	378,728	440,417
	Gross margin	85.2%	85.1%	85.7%	86.3%	87.1%
	Sales & marketing costs	(146,072)	(166,780)	(130,750)	(177,198)	(189,017)
	Percentage of operating revenue	43.1%	43.9%	31.9%	40.4%	37.4%
	Product design & development	(85,297)	(92,961)	(110,654)	(138,878)	(166,833)
	Percentage of operating revenue	25.2%	24.5%	27.0%	31.6%	33.0%
	General & administration	(41,138)	(47,842)	(46,917)	(59,428)	(66,144)
	Percentage of operating revenue	12.1%	12.6%	11.4%	13.5%	13.1%
	Total operating expenses	(272,507)	(307,583)	(288,321)	(375,504)	(421,994)
	Percentage of operating revenue	80.5%	81.0%	70.4%	85.5%	83.4%
	Asset impairments and other income & expenses	(1,270)	2,393	(3,151)	(1,226)	(1,500)
	Operating profit	14,740	17,942	59,689	1,998	16,923
	EBITDA	64,850	72,893	120,765	70,463	98,080
	EBITDA margin	19.1%	19.2%	29.5%	16.1%	19.4%
	Net profit/(loss)	1,336	2,000	34,486	(14,712)	(5,922)

# Exchange rates

The table below outlines the principal exchanges rates used in the current and prior period

Six months ended/ as at 30 September	2021		2020	
	Average rate	Closing rate	Average rate	Closing rate
NZD / AUD	0.941	0.956	0.933	0.924
NZD / CAD	0.880	0.876	0.869	0.882
NZD / EUR	0.594	0.592	0.564	0.561
NZD / GBP	0.510	0.511	0.505	0.513
NZD / SGD	0.950	0.936	0.891	0.902
NZD / USD	0.708	0.687	0.640	0.659



# Glossary

## AMRR

Annualised monthly recurring revenue (AMRR) represents monthly recurring revenue at 30 September, multiplied by 12. It provides a 12 month forward view of revenue, assuming any promotions have ended and other factors such as subscriber numbers, transaction volumes, pricing and foreign exchange remain unchanged during the year

## ARPU

Average revenue per user (ARPU) is calculated as AMRR at 30 September divided by subscribers at that time (and divided by 12 to get a monthly view)

## CAC months

Customer Acquisition Cost (CAC) months are months of ARPU to recover the cost of acquiring each new subscriber. The calculation is sales and marketing costs for the year excluding the capitalisation and amortisation of commissions paid to sales people, less conference revenue (such as Xerocon), divided by gross new subscribers added during the same period, divided by ARPU

## CAGR

Compound annual growth rate

## Churn

Churn is the value of monthly recurring revenue (MRR) from subscribers who leave Xero in a month as a percentage of the total MRR at the start of that month. The percentage provided is the average of the monthly churn for the previous 12 months

## Constant currency (cc)

Constant currency comparisons for revenue are based on average exchange rates for the 6 months ended 30 September 2020. Comparisons for ARPU, AMRR and LTV are based on exchange rates at 30 September 2020

## Core accounting revenue

Core accounting revenue comprises subscription based revenue to Xero's cloud based platform, including any revenue for products that are bundled into subscription plans (such as Hubdoc and Payroll in some regions)

## Free cash flow

Free cash flow is defined as cash flows from operating activities less cash flows used for investing activities excluding cash used for acquisitions of, and investments into, businesses and strategic assets

## GAAP

Generally accepted accounting principles

## Lifetime value (LTV)

LTV is the gross margin expected from a subscriber over the lifetime of that subscriber. This is calculated by taking the average subscriber lifetime (1 divided by churn) multiplied by ARPU, multiplied by the gross margin percentage. Group LTV is calculated as the sum of the individual segment LTVs, multiplied by their respective segment subscribers, divided by total Group subscribers

## Liquid resources

Liquid resources comprises cash and cash equivalents, short-term deposits including proceeds from convertible notes, and undrawn committed debt facilities

## Other revenues

Other comprises non-recurring revenues and WorkflowMax. Non-recurring includes revenue from events (such as Xerocons and roadshows), and other non-subscription or platform services. WorkflowMax is online workflow and job management software

## Platform revenue

Platform revenues include revenue derived from related services, including adjacent products (such as Hubdoc subscriptions on other accounting platforms) and add-ons with incremental revenue (such as payroll, projects and expenses modules), payments and revenue share agreements with partners

## Subscribers

Subscriber means each unique subscription to a Xero-offered product that is purchased by a user (eg a small business or accounting partner) and which is, or is available to be, deployed. Subscribers that have multiple subscriptions to integrated products on the Xero platform are counted as a single subscriber

## TAM

Total addressable market



# Contact

**Toby Langley**

INVESTOR RELATIONS

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[toby.langley@xero.com](mailto:toby.langley@xero.com)

+61 450 223 995

**Kate McLaughlin**

COMMUNICATIONS

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[kate.mclaughlin@xero.com](mailto:kate.mclaughlin@xero.com)

+64 27 533 4529





Beautiful business

[xero.com/investors](https://xero.com/investors)