

# REPAY

Realtime Electronic Payments

# **Investor Presentation**

November 2024

### Disclaimer

On July 11, 2019 (the "Closing Date"), Thunder Bridge Acquisition Ltd. ("Thunder Bridge") and Hawk Parent Holdings LLC ("Hawk Parent") completed a business combination (the "Business Combination") under which Thunder Bridge acquired Hawk Parent, upon which Thunder Bridge changed its name to Repay Holdings Corporation ("REPAY" or the "Company").

The Company's filings with the Securities and Exchange Commission ("SEC"), which you may obtain for free at the SEC's website at http://www.sec.gov, discuss some of the important risk factors that may affect REPAY's business, results of operations and financial condition.

Forward-Looking Statements This presentation (the "Presentation") contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, REPAY's plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. These forward-looking statements include, but are not limited to, expected demand on REPAY's product offering, including further implementation of electronic payment options and statements regarding REPAY's market and growth opportunities, and our business strategy and the plans and objectives of management for future operations. Such forward-looking statements are based upon the current beliefs and expectations of REPAY's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. In addition to factors previously disclosed in REPAY's reports filed with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2023 and subsequent Form 10-Os, the following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements; exposure to economic conditions and political risk affecting the consumer loan market, the receivables management industry and consumer and commercial spending, including bank failures or other adverse events affecting financial institutions, inflationary pressures, general economic slowdown or recession; changes in the payment processing market in which REPAY competes, including with respect to its competitive landscape, technology evolution or regulatory changes; changes in the vertical markets that REPAY targets, including the regulatory environment applicable to REPAY's clients; the ability to retain, develop and hire key personnel; risks relating to REPAY's relationships within the payment ecosystem; risk that REPAY may not be able to execute its growth strategies. including identifying and executing acquisitions, risks relating to data security; changes in accounting policies applicable to REPAY, and the risk that REPAY may not be able to maintain effective internal controls. Actual results, performance or achievements may differ materially, and potentially adversely, from any projections and forward-looking statements and the assumptions on which those forward-looking statements are based. There can be no assurance that the data contained herein is reflective of future performance to any degree. You are cautioned not to place undue reliance on forward-looking statements as a predictor of future performance. All information set forth herein speaks only as of the date hereof in the case of information about us or the date of such information in the case of information from persons other than us, and we disclaim any intention or obligation to update any forward-looking statements as a result of developments occurring after the date of this communication. Forecasts and estimates regarding our industry and end markets are based on sources we believe to be reliable, however there can be no assurance these forecasts and estimates will prove accurate in whole or in part. Projected and estimated numbers are used for illustrative purpose only, are not forecasts and may not reflect actual results.

Industry and Market Data The information contained herein also includes information provided by third parties, such as market research firms. Neither of REPAY nor its affiliates and any third parties that provide information to REPAY, such as market research firms, guarantee the accuracy, completeness, timeliness or availability of any information. Neither REPAY nor its affiliates and any third parties that provide information to REPAY, such as market research firms, are responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or the results obtained from the use of such content. Neither REPAY nor its affiliates give any express or implied warranties, including, but not limited to, any warranties of merchantability or fitness for a particular purpose or use, and they expressly disclaim any responsibility or liability for direct, inclicental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees or losses (including lost income or profits and opportunity costs) in connection with the use of the information herein.

Non-GAAP Financial Measures This Presentation includes certain non-GAAP financial measures that REPAY's management uses to evaluate its operating business, measure its performance and make strategic decisions. Adjusted EBITDA is a non-GAAP financial measure that represents net income prior to interest expense, depreciation and amortization, as adjusted to add back certain charges deemed not to be part of normal operating expenses, non-cash and/or non-recurring charges, such as loss on extinguishment of debt, loss on termination of interest rate hedge, non-cash change in fair value of contingent consideration, non-cash change in fair value of warrant liabilities; share-based compensation charges, transaction expenses, restructuring and other strategic initiative costs and other non-recurring charges. Each of "organic revenue growth" and "organic gross profit (GP) growth" is a non-GAAP financial measure that represents the percentage change in the applicable metric for a fiscal period over the comparable prior fiscal period or any subsequent fiscal period through the applicable current fiscal period or any subsequent fiscal period through the applicable current fiscal period or any subsequent fiscal period through the applicable current fiscal period or any subsequent fiscal period through the applicable current fiscal period or any subsequent fiscal period subsequent fiscal period subsequent fiscal period subsequent



# Agenda

- **1** Introduction to REPAY
- 2 REPAY Investment Highlights
- 3 REPAY Financial Overview







# REPAY provides integrated payment processing solutions to verticals that have specific transaction processing needs

REPAY's proprietary, integrated payment technology platform reduces the complexity of electronic payments for clients, while enhancing the overall experience for consumers and businesses



# Your Industry. Our Expertise.

### **CONSUMER PAYMENTS**



PERSONAL FINANCE



**CREDIT UNIONS** 



**AUTO FINANCE** 



HEALTHCARE



MORTGAGE



ARM

### **BUSINESS PAYMENTS**



AP AUTOMATION

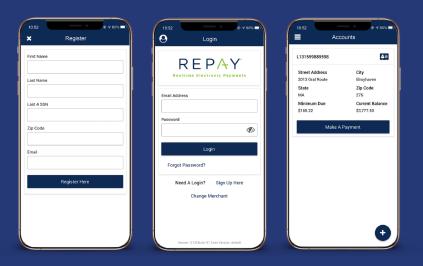


AR AUTOMATION



### Who We Are

A leading, highly-integrated omnichannel payment technology platform modernizing Consumer and Business Payments



\$25.7Bn

2023 ANNUAL CARD PAYMENT VOLUME

18%

HISTORICAL
GROSS PROFIT CAGR<sup>(1)</sup>

276

SOFTWARE INTEGRATIONS<sup>(2)</sup>

42%

FREE CASH FLOW

- 1) CAGR is from 2021A-2023A
- 2) As of 9/30/2024
- Free Cash Flow Conversion calculated as 2023A Free Cash Flow / 2023A Adjusted EBITDA. These are non-GAAP measures. See slide 1 for definitions and slides 30 and 31 for additional details



# **Driving Shareholder Value**









M&A CATALYSTS

Secular trends away from cash and check toward digital payments

Transaction growth in key verticals

Further penetrate existing clients

Deepen presence in
existing verticals
(e.g. Automotive, B2B, Credit Unions,
Revenue Cycle Management, Healthcare)

Expand into new verticals/geographies

Transformational acquisitions extending broader solution suite



**LONG-TERM GROWTH** 

~\$5.2Tn TAM<sup>(1)</sup>

Creates long runway for growth

Deep presence in key verticals creates significant defensibility

Highly attractive financial model



# **Our Strong Execution and Momentum**





**+16%** REVENUE

+18%
GROSS PROFIT

**+17%**ADJ. EBITDA

+33%
FREE CASH FLOW



<sup>1)</sup> As of 7/11/2019 (the closing date of the Business Combination)

<sup>2)</sup> As of 9/30/2024

<sup>3)</sup> Third-party research and management estimates

<sup>4)</sup> Represents CAGR from 2021A-2023A. See slide 30 for Adjusted EBITDA reconciliation and slide 31 for Free Cash Flow reconciliation

### **Investment Rationale**

Driving Value for Shareholders







# **Business Strengths and Strategies**

A leading, omnichannel payment technology provider

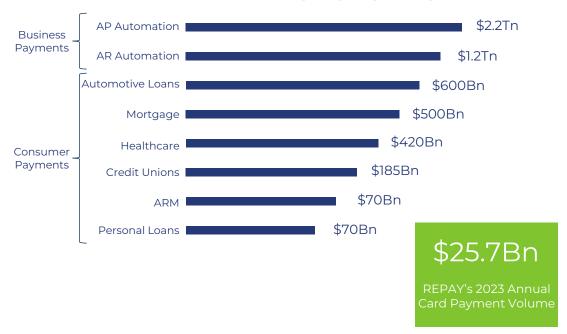
1   Fast g	rowing and underpenetrated market opportunity	
	ally integrated payment technology platform g frictionless payments experience	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
3   Key so distrik	oftware integrations enabling unique oution model	(O)
4 Highly	y strategic and diverse client base	8
5   Multip	ole avenues for long-term growth	idl
6 Exper	ienced board with deep payments expertise	



# We are Capitalizing on Large, Underserved Market Opportunities

REPAY's existing verticals represent ~\$5.2Tn<sup>(1)</sup> of projected annual total payment volume

### **END MARKET OPPORTUNITIES**



# **Growth Opportunities**



**Future New Verticals** 



Expand New & Existing Software Partnerships



Buy Now. Pay Later.



# Key end markets have been underserved by payment technology and service providers

# LOAN REPAYMENT, B2B, AND HEALTHCARE MARKETS

Lagged behind other industry verticals in moving to electronic payments

Credit cards are not permitted in loan repayment which has resulted in overall low card penetration

B2B payments have traditionally been made via check or ACH (including AP and AR)

Shift towards high deductible health plans resulting in growing proportion of consumer payments

# CLIENTS SERVING REPAY'S MARKETS ARE FACING INCREASING DEMAND FROM CUSTOMERS

They want electronic and omnichannel payment solutions



CONSUMER PAYMENTS

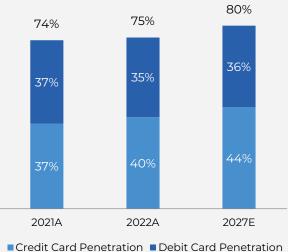


BUSINESS PAYMENTS

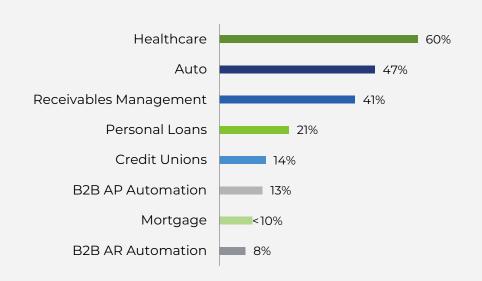


# Card and Debit Payments Underpenetrated in Our Verticals

# **Card Payment Penetration** Across Industries(1)



### Across REPAY's Verticals(2)





<sup>1)</sup> The Nilson Report. Represents debit and credit as a percentage of all U.S. consumer payment systems, including various forms of paper, card, and electronic payment methods

<sup>2)</sup> Third-party research and management estimates. Personal Loans and Mortgage verticals represent debit card only.

# REPAY Has Built a Leading Next-Gen Software Platform

Proprietary, integrated payment technology platform reduces complexity for a unified commerce experience





# REPAY Has Built a Leading Next-Gen Software Platform



### **Value Proposition to REPAY's Clients**

- Accelerated payment cycle (ability to lend more / faster) through card processing
- Faster access to funds to help businesses with working capital
- 24 / 7 payment acceptance through "always open" omnichannel offering

Direct software integrations into loan, dealer, and business management systems reduces operational complexity for client

 Improved regulatory compliance through fewer ACH returns



# Value Proposition to REPAY's Clients' End Customers

- Self-service capabilities through ability to pay anywhere, any way and any time, 24 / 7
- Option to make real-time payments through use of card transactions
- Immediate feedback that payment has been processed
- Omnichannel payment methods (e.g., Web, Mobile, IVR, Text)
- Fewer ancillary charges (e.g., NSF fees) for borrowers through automatic recurring online debit card payments





# Consumer Payments Offering Omnichannel Capabilities across Modalities

Clients in REPAY's verticals look to partner with innovative vendors that can provide evolving payment functionality and acceptance solutions

### **PAYMENT MODALITIES**





Credit and Debit
Card Processing

**Instant Funding** 



eCash



Virtual Terminal



Web Portal / Online Bill Pay



Text Pay



ACH Processing



New & Emerging Payments



IVR / Phone Pay



Mobile Application



Hosted Payment Page



POS Equipment

#### REPRESENTATIVE CLIENTS











# **Powerful Business Payments Offering**



### REPRESENTATIVE CLIENTS

























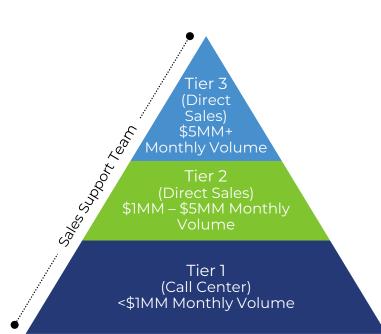




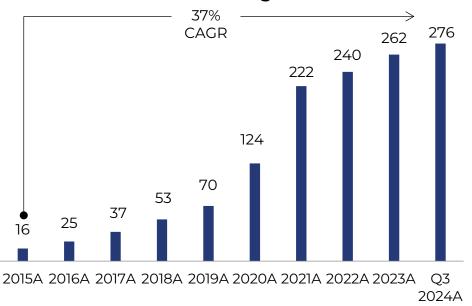
# Key Software Integrations Accelerate Distribution

REPAY leverages a vertically tiered sales strategy supplemented by software integrations to drive new client acquisitions

### Sales Strategy / Distribution Model



### **Software Integrations**



NUMBER OF SOFTWARE INTEGRATION PARTNERS (1)



# Attractive and Diverse Client Base Across Key Verticals

REPAY's platform provides significant value to our clients offering solutions across a variety of industry verticals

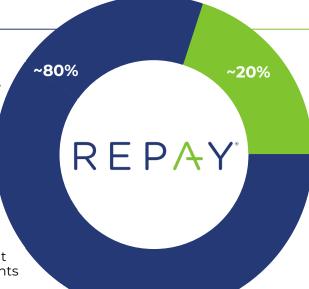






Mortgage

 Expansions into adjacent Buy-Now-Pay-Later vertical as well as Canada



### **BUSINESS PAYMENTS**

- One-stop shop B2B payments solutions provider, offering AP automation and AR merchant acquiring solutions
- Integrations with ~100<sup>(1)</sup> leading ERP platforms, serving a highly diversified client base across a wide range of industry verticals
  - AP: Media, Healthcare, Home Services & Property Management, Auto, Municipality, and Other
  - AR: Manufacturing, Distribution, and Hospitality



<sup>1)</sup> Management estimate as of 9/30/2024. Reflects the reclassification of partnerships between Consumer Payments and Business Payments segments

<sup>2)</sup> Management estimate as of 12/31/2023, which includes normalization for political media contributions

### Demonstrated Ability to Acquire and Successfully Integrate Businesses

Represents a significant opportunity to enhance organic growth in existing verticals and accelerate entry into new markets and services

#### THEME **ACQUISITIONS RATIONALE** Sigma **Paidsuite** ventanex Expansion into the Healthcare, New Vertical Automotive. Receivables 2019 2016 2017 Management, B2B Acquiring, B2B Expansion BillingTree kontrol payix cPayPlus\* OCPS\* Healthcare, Mortgage Servicing, 2020 2020 2021 2021 2021 B2B AP Automation. BNPL verticals Accelerates expansion into Deepen Presence in paymaxx (PROCESSING BillingTree) payix Automotive, Credit Union and Receivables Management **Existing Verticals** 2021 2017 2021 verticals Back-end transaction processing capabilities, which Extend Solution Set via TriSource\* enhance M&A strategy New Capabilities 2020 Value-add complex exception \*Completed since becoming a public company







processing capabilities

# Multiple Levers to Continue to Drive Growth

### **EXECUTE ON EXISTING BUSINESS**

REPAY's leading platform & attractive market opportunity position it to build on its record of robust growth & profitability



EXPAND USAGE AND INCREASE ADOPTION (1)



ACQUIRE NEW
CLIENTS IN EXISTING
VERTICALS (2)



OPERATIONAL EFFICIENCIES

### **BROADEN ADDRESSABLE MARKET AND SOLUTIONS**



FUTURE MARKET EXPANSION OPPORTUNITIES



STRATEGIC M&A



- Majority of growth within Consumer Payments is derived from further penetration of existing client base.
- Majority of growth within Business Payments is derived from acquiring new clients.

# **Experienced Board with Deep Payments Expertise**

9-member board of directors comprised of industry veterans and influential leaders in the financial services and payment industries



**John Morris** CEO & Co-Founder



Shaler Alias
President &
Co-Founder



Paul Garcia
Former Chairman
and CEO,
Global Payments



**Maryann Goebel**Former CIO, Fiserv



Bob Hartheimer Senior Advisor, Klaros Group



William Jacobs
Former Board Member,
Global Payments
Board Member,
Green Dot
Former SVP,
Mastercard



Peter Kight
Chairman,
Founder of CheckFree
Former Vice
Chairman, Fiserv



**Emnet Rios** CFO, Digital Asset



Richard Thornburgh Senior Advisor, Corsair





# Financial Highlights

REPAY's Unique Model Translates Into A Highly Attractive Financial Profile

\$25.7B

2023 ANNUAL CARD PAYMENT VOLUME 276

SOFTWARE INTEGRATIONS(1)

42%

FREE CASH FLOW CONVERSION<sup>(2)</sup> 16%

HISTORICAL REVENUE CAGR<sup>(3)</sup> 18%

HISTORICAL GROSS PROFIT CAGR<sup>(3)</sup> 17%

HISTORICAL ADJUSTED EBITDA CAGR<sup>(3)</sup>

- Low volume attrition and low risk portfolio
- ✓ Differentiated technology platform & ecosystem
- Deeply integrated with client base
- ✓ Recurring transaction / volume-based revenue

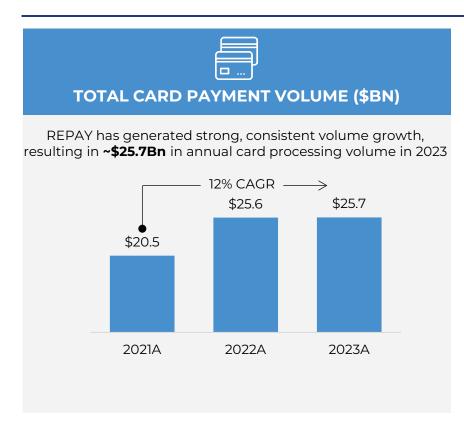


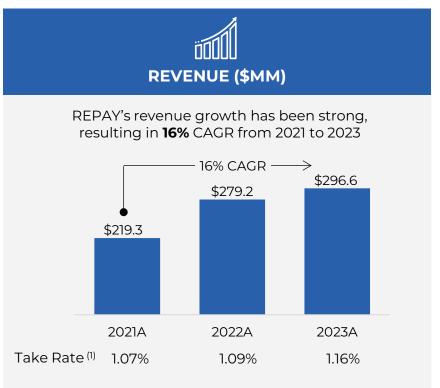
<sup>1)</sup> As of 6/30/2024

<sup>2)</sup> Free Cash Flow Conversion calculated as 2023A Free Cash Flow / 2023A Adjusted EBITDA. These are non-GAAP measures. See slide 1 under "Non-GAAP Financial Measures" and see slides 30 and 31 for reconciliations

<sup>3)</sup> CAGR is from 2021A-2023A

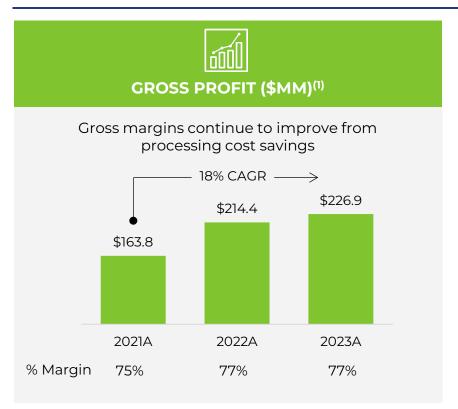
# Significant Volume and Revenue Growth...

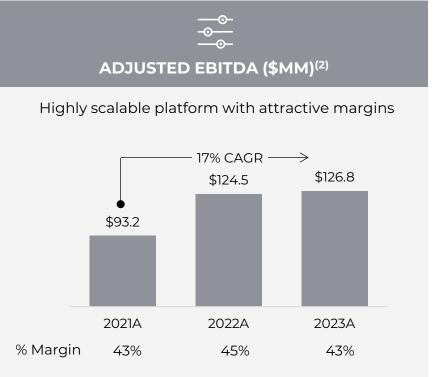






# ...Translating into Accelerating Profitability...



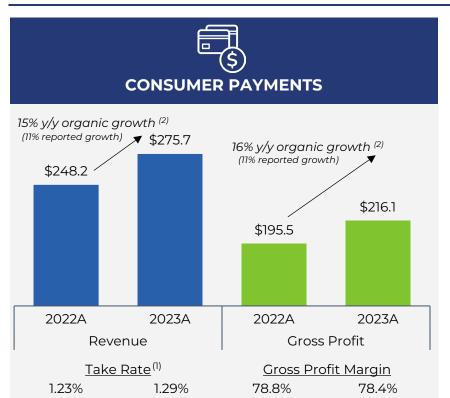


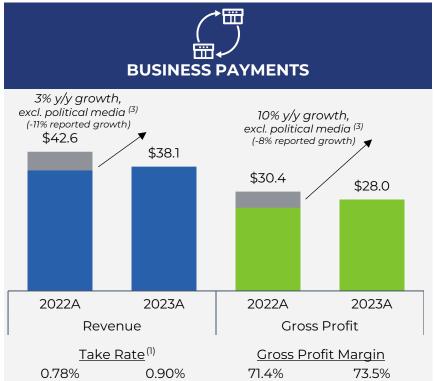


<sup>1)</sup> Gross profit represents revenue less costs of services

<sup>2)</sup> This is a non-GAAP measure. See slide 1 under "Non-GAAP Financial Measures" and see slide 30 for reconciliation

### ...Across Our Segments







<sup>1)</sup> Take rate represents revenue / card payment volume

<sup>2)</sup> Organic growth is a non-GAAP financial measure. See slide 1 under "Non-GAAP Financial Measures" and slide 32 for reconciliation

Business Payments revenue and gross profits excl. political media is a non-GAAP financial measure. See slide 1 under "Non-GAAP Financial Measures" and slide 32 for reconciliation

# **Adjusted EBITDA Reconciliation**

(\$MM)	2021A	2022A	2023A
Net Loss	(\$56.0)	\$8.7	(\$117.4)
Interest Expense	3.7	4.2	1.0
Depreciation and Amortization <sup>(1)</sup>	89.7	107.8	103.9
Income Tax Benefit	(30.7)	6.2	(2.1)
EBITDA	\$6.6	\$126.9	(\$14.6)
Loss on business disposition (2)	_	_	10.0
Loss on extinguishment of debt <sup>(3)</sup>	5.9	_	_
Loss on termination of interest rate hedge <sup>(4)</sup>	9.1	_	_
Non-cash change in fair value of contingent consideration <sup>(5)</sup>	5.8	(3.3)	_
Non-cash impairment loss <sup>(6)</sup>	2.2	8.1	75.8
Non-cash change in fair value of assets and liabilities <sup>(7)</sup>	14.1	(66.9)	7.5
Share-based compensation expense <sup>(8)</sup>	22.3	20.5	22.2
Transaction expenses <sup>(9)</sup>	19.3	19.0	8.5
Restructuring and other strategic initiative costs <sup>(10)</sup>	4.6	7.9	11.9
Other non-recurring charges <sup>(11)</sup>	3.3	12.3	5.5
Adjusted EBITDA	\$93.2	\$124.5	\$126.8

- 1) For the years ended December 31, 2023, 2022 and 2021, reflects amortization of client relationships, non-compete agreement, software, and channel relationship intangibles acquired through the Business Combination, and client relationships, non-compete agreement, and software intangibles acquired through our acquisitions of frisource, APS, Ventanex, cPayPlus, CPS, BillingTree, Kontrol and Payix. This adjustment excludes the amortization of other intangible assets which were acquired in the regular course of business, such as capitalized internally developed software and purchased software.
- Reflects the loss recognized related to the disposition of Blue Cow Software.
- Reflects write-offs of debt issuance costs relating to Term Loans.
- Reflects realized loss of our interest rate hedging arrangement which terminated in conjunction with the repayment of Term Loans.
  Reflects the changes in management's estimates of future cash consideration to be paid in connection with prior acquisitions from
- the amount estimated as of the most recent balance sheet date.

  (6) For the year ended December 31, 2023, reflects non-cash goodwill impairment loss related to the Business Payments segment and impairment loss related to a trade name write-off of Media Payments. For the year ended December 31, 2022, reflects impairment loss related to trade names write-off of BillinaTree and Kontrol. For the year ended December 31, 2021, reflects impairment loss related to trade names write-off of BillinaTree and Kontrol. For the year ended December 32, 2021, reflects impairment loss related to trade names write-off of BillinaTree and Kontrol. For the year ended December 32, 2021, reflects impairment loss.
- related to trade names write-offs of TriSource, APS, Ventanex, CPayPlus and CPS.

  For the year ended December 31, 2023, reflects the changes in management's estimates of (i) the fair value of the liability relating to the Tax Receivable Agreement, and (ii) non-cash insurance reserve. For the years ended December 31, 2022 and 2021, reflects the changes in management's estimates of the fair value of the liability relating to the Tax Receivable Agreement.
- 8) Represents compensation expense associated with equity compensation plans.
- 9) Primarily consists of (i) during the year ended December 31, 2023, professional service fees and other costs incurred in connection with the disposition of Blue Cow Software, (ii) during the year ended December 31, 2022, professional service fees and other costs incurred in connection with the acquisitions of BillingTree, Kontrol and Payix and (iii) during the year ended December 31, 2021, professional service fees and other costs incurred in connection with the acquisitions of Ventanex, CPayPlus, CPS, BillingTree, Kontrol and Payix, as well as professional service expenses related to the January 2021 equity and convertible notes offerings.
- 10) Reflects costs associated with reorganization of operations, consulting fees related to our processing services and other operational improvements, including restructuring and integration activities related to our acquired businesses, that were not in the ordinary course during the years ended December 31, 2023, 2022 and 2021. Additionally, for the year ended December 31, 2022, reflects one-time severage rearyments.
- 11) For the year ended December 31, 2023, reflects payments made to third-parties in connection with an expansion of our personnel, franchise taxes and other non-income based taxes and one-time payments to certain partners. For the year ended December 31, 2022, reflects one-time payments to certain clients and partners, payments made to third-parties in connection with a significant expansion of our personnel, franchise taxes and other non-income based taxes, other payments related to COVID-19 and non-cash rent expense. For the year ended December 31, 2021, reflects one-time payments to certain clients and partners, other payments related to COVID-19, payments made to third-parties in connection with expansion of our personnel, franchise taxes and other non-income based taxes and non-cash rent expense. Beginning in the year ended December 31, 2023, no longer reflects non-cash rent expense.



# Free Cash Flow Reconciliation

(\$MM)	2021A	2022A	2023A
Net Cash provided by Operating Activities	\$53.3	\$74.2	\$103.6
Capital expenditures			
Cash paid for property and equipment	(2.9)	(3.2)	(0.7)
Cash paid for intangible assets	(20.6)	(33.6)	(50.1)
Total capital expenditures <sup>(1)</sup>	(23.5)	(36.8)	(50.8)
Free Cash Flow	\$29.8	\$37.4	\$52.8
Adjusted EBITDA	\$93.2	\$124.5	\$126.8
Free Cash Flow conversion <sup>(2)</sup>	32%	30%	42%

- 1) Excludes acquisition costs that are capitalized as channel relationships.
- 2) Represents Free Cash Flow / Adjusted EBITDA.



# 2023 Growth Reconciliation

	FY 2023		
\$MM	Consumer Payments	Business Payments	Total Company
Revenue Growth	11%	(11%)	6%
Growth from Acquisitions / (Divestitures)	(4%)	n/a	(4%)
Organic Revenue Growth	15%	(11%)	10%
Growth from Political Media	n/a	(14%)	(2%)
Organic Revenue Growth, excl. political media	15%	3%	12%

	FY 2023		
\$MM	Consumer Payments	Business Payments	Total Company
Gross Profit Growth	11%	(8%)	6%
Growth from Acquisitions / (Divestitures)	(5%)	n/a	(4%)
Organic Gross Profit Growth	16%	(8%)	10%
Growth from Political Media	n/a	(18%)	(3%)
Organic GP Growth, excl. political media	16%	10%	13%





REPAY

Thank you