

# Annual General Meeting

## FirstWave Cloud Technology

24 November 2022



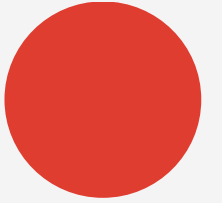
**FirstWave**

# CEO Overview

Danny Maher – Managing Director and CEO



# Strategic Objectives



**Sales-led culture**



**Grow faster**



**Be capital efficient**

# Key Sales Initiatives



- Commercial agreement reached to launch a secure sovereign, ISM compliant email platform for Australian government and large enterprise
- Telstra relationship reinforced, including direct engagement with their sales team
  - Collaborative sales planning and agreed targets being established
  - New marketing initiatives
  - Continued work on new initiatives with the product team
- Diversified pipeline providing multiple paths to success
  - Previously mentioned 2 highly significant deals in North America continue to progress

# Sales and Marketing



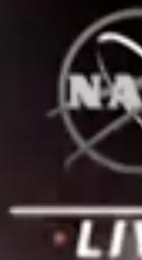
- Focusing of sales efforts continues with Service Providers (our main clients) in our strongest markets (USA, Australia and LATAM)
- Focusing on highest margin products - Email Security and Network Management
- New North American Sales Director - James Morelewski - commenced September 26
- New CRO - Dino Davanzo- joined on November 2nd in Sydney
- One brand strategy launched

# Summary of Current Position



- Cash burn continues to reduce
- Double gross profit with lower OPEX than pre Opmantek acquisition
- Company is delivering on its goals
- Strengthening QoQ which will continue
- A very exciting, growing, diversified pipeline

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**Three, two, one.**