

Q1FY26 Investor Update

> Jcurve Solutions Limited (ASX: JCS)

Chris King

CEO

23rd October 2025



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- **FY25 Review of Priorities & Objectives**
- **FY26 Strategy and Business Model**
- **Q1FY26 Business Update**
- **Innovation & AI @ Jcurve**









FY25

Review of Priorities & Objectives



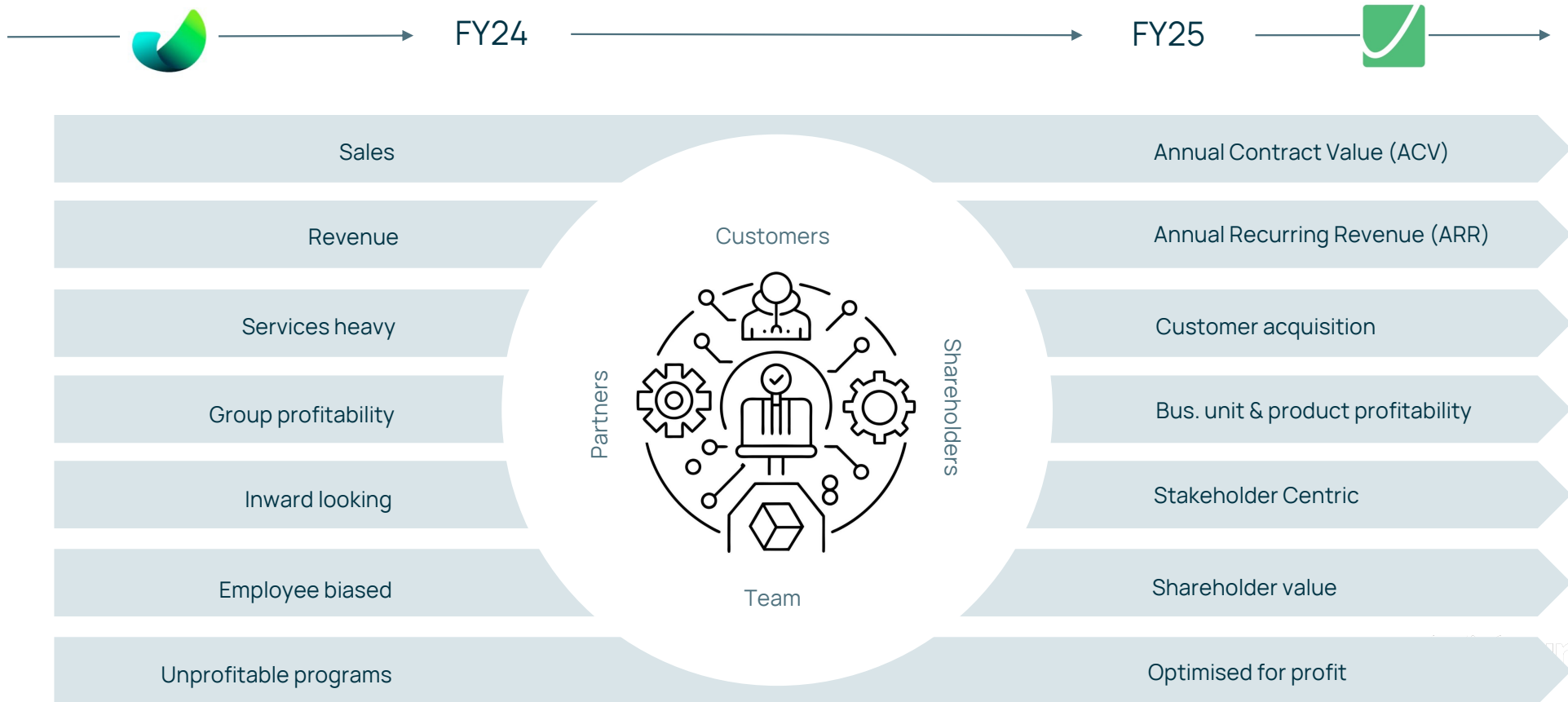
Review Of Priorities & Objectives

Priorities & Activities from AGM November 2024

PRIORITY	ACTIVITY	OBJECTIVE FY25 RESULT	CEO RATING
 Business Unit Profitability	Services 30% Margin Jcurve Product Margins Country / BU Profitability Non-BU / Group Efficiencies Revenue (Not Cost) Focused	5% Operating Profit \$258k = 2.28% (Normalised)	
 CustomerX TeamX	Always On Customer Feedback TeamX Programs CustomerX Programs 'Let's Grow' Culture	+100% Improvement In Cx & Ex (NPS) +50%	
 Customer Acquisition	2x Customer Acquisition 5x Lead Generation From Marketing Community & Thought Leadership Sales & Marketing H/C	+100% yr > yr New Customers +50%	
 Portfolio Management	30% Reseller Margin Grow Av. ACV / Customer Jcurve Products 50% ARR Contribution Cust. Dev. as a Profit Centre	+10% Margin +\$5k ACV / Cust +5% Margin +\$5,767 ACV / Cust	

Horizon 1 of 'Let's Grow' is Complete

Transformation to prepare us for the next phase of our growth

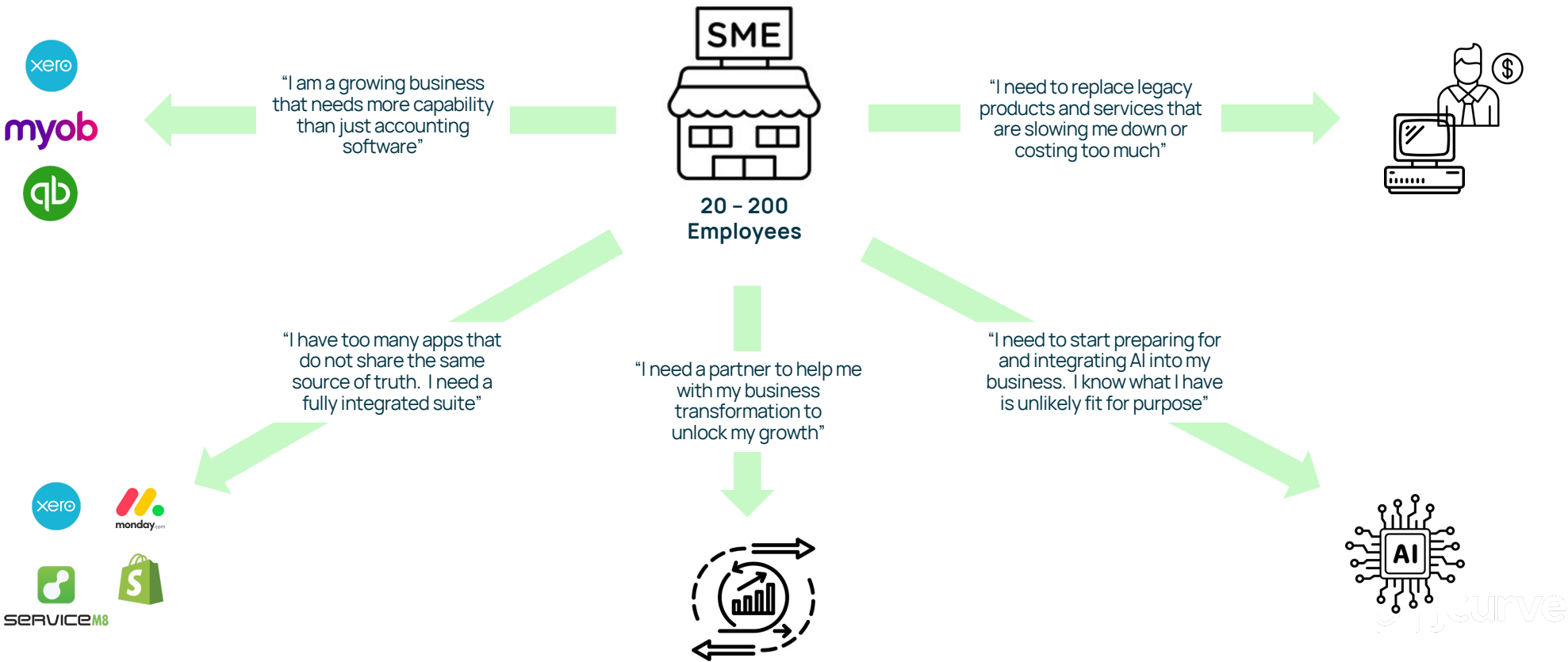


FY26

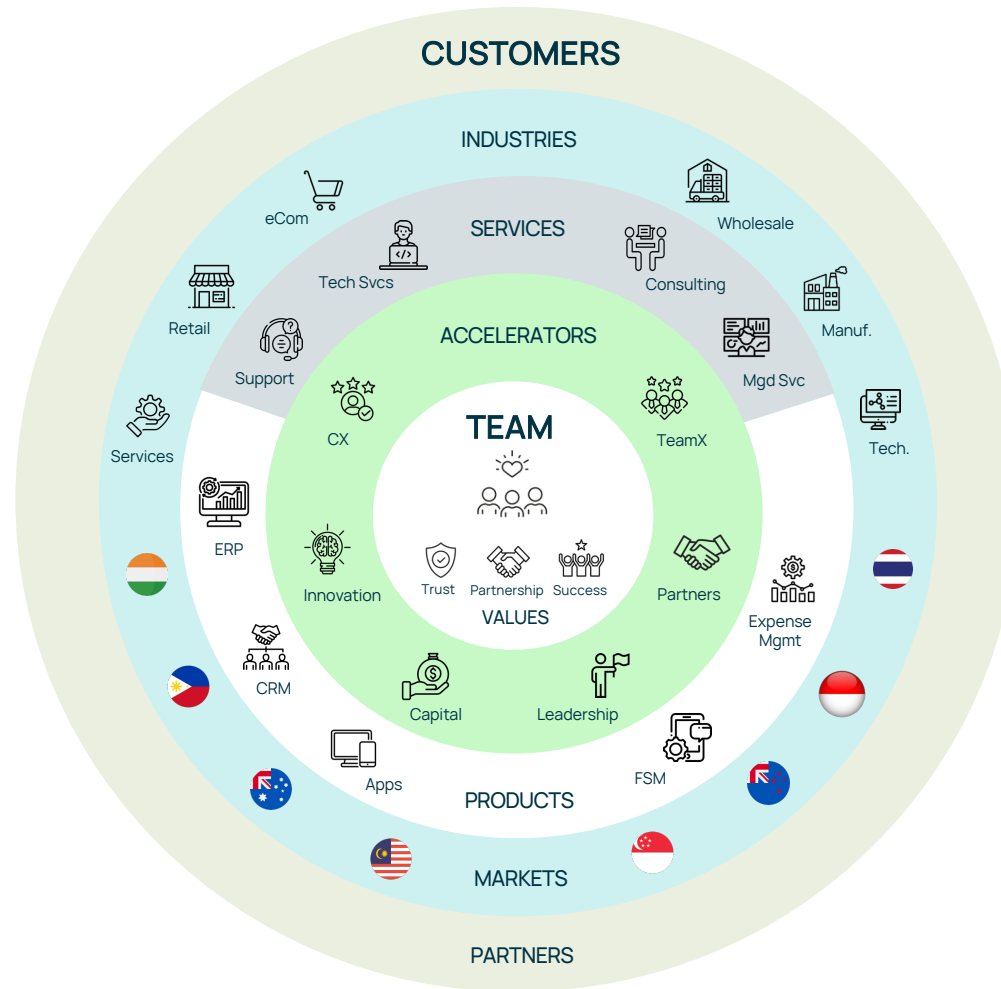
Strategy &
Business Model



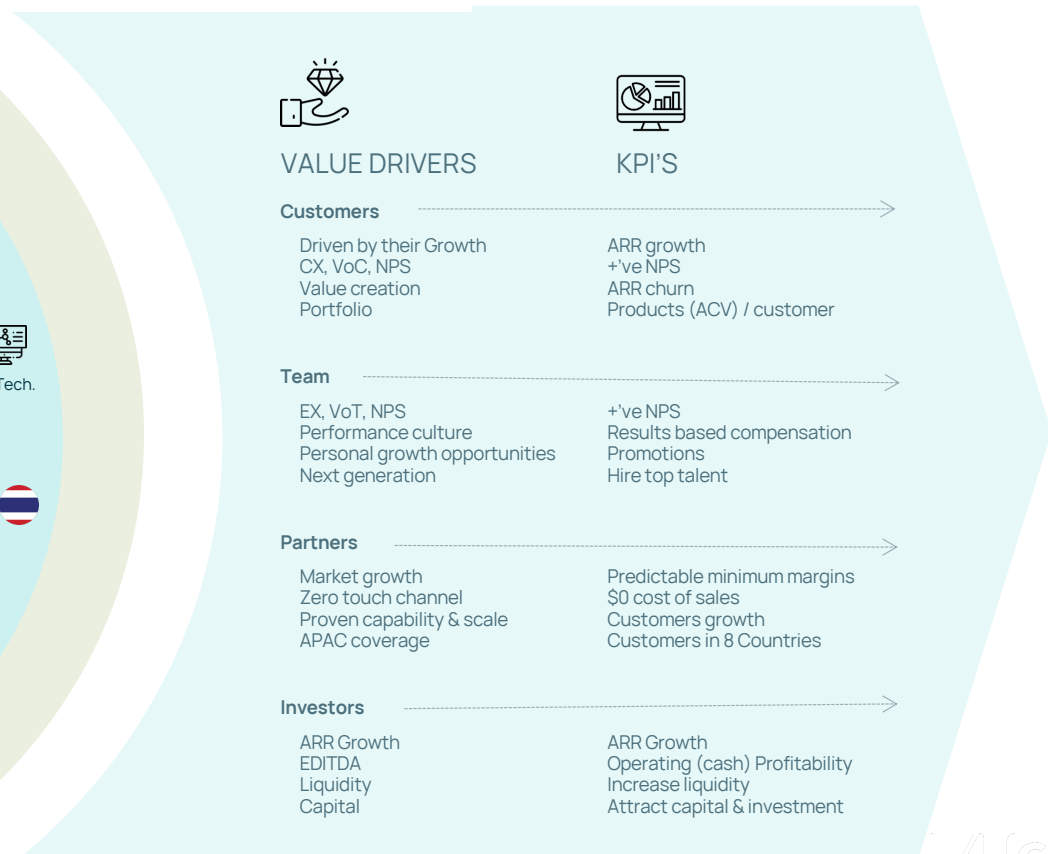
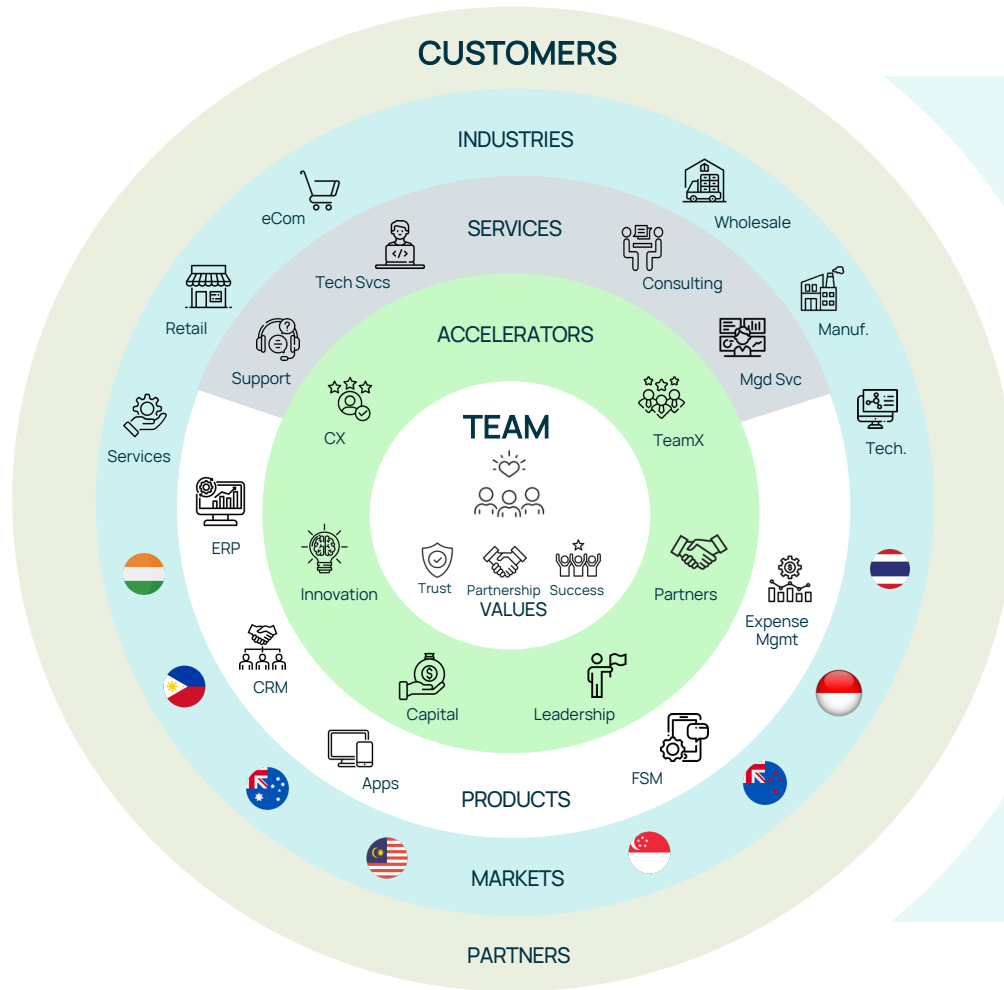
What PROBLEMS do we solve?



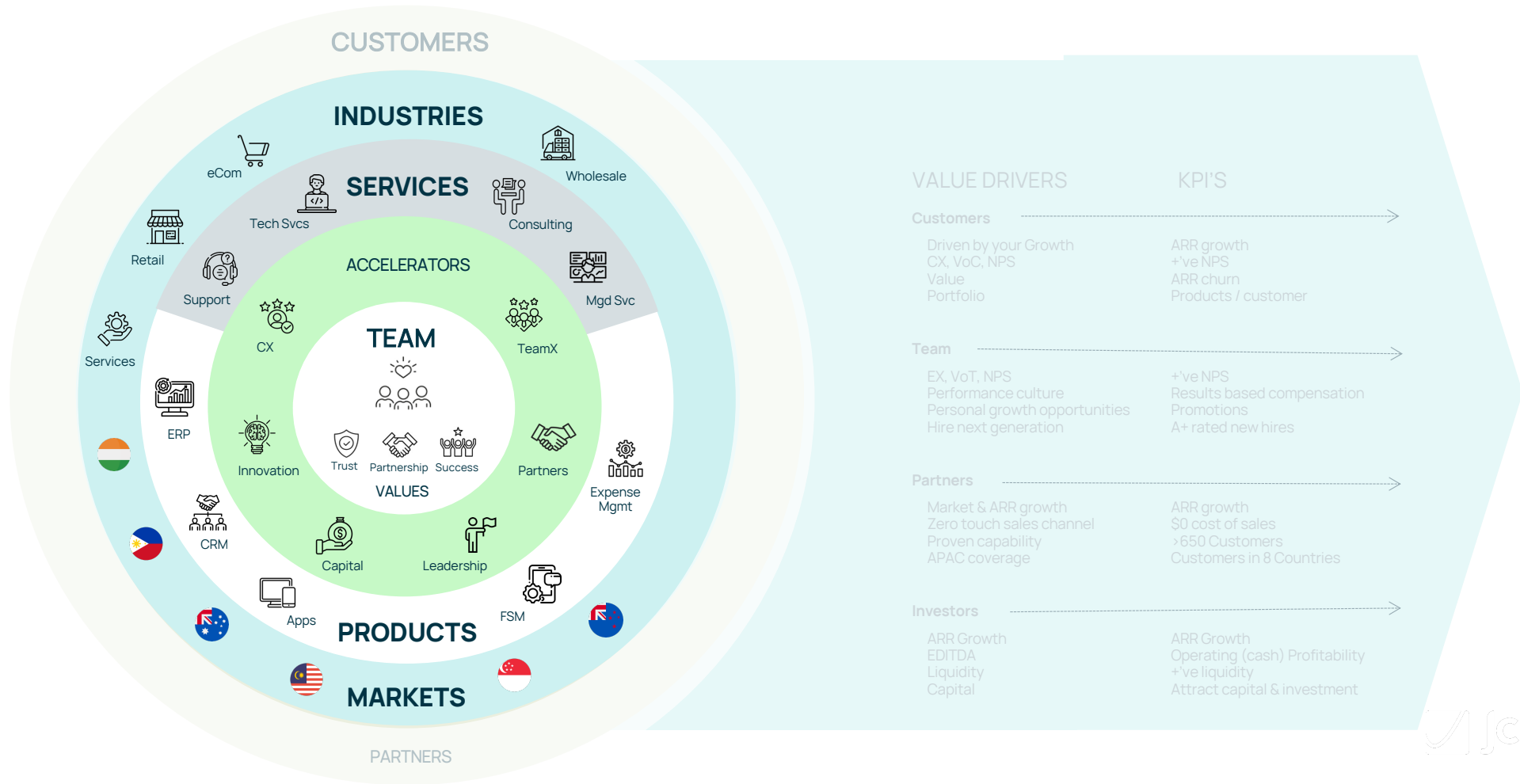
Strategy



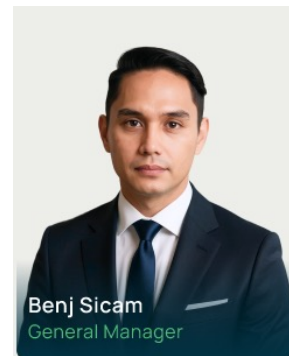
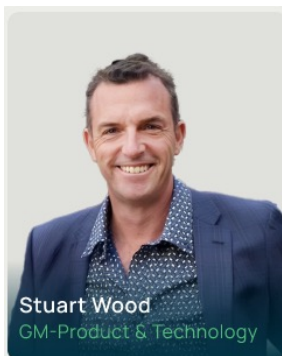
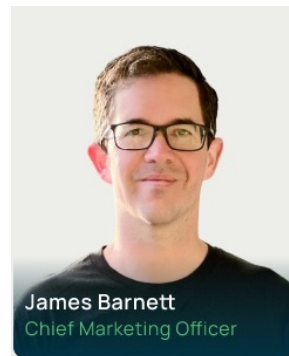
Business Model



Business Model Deep Dive

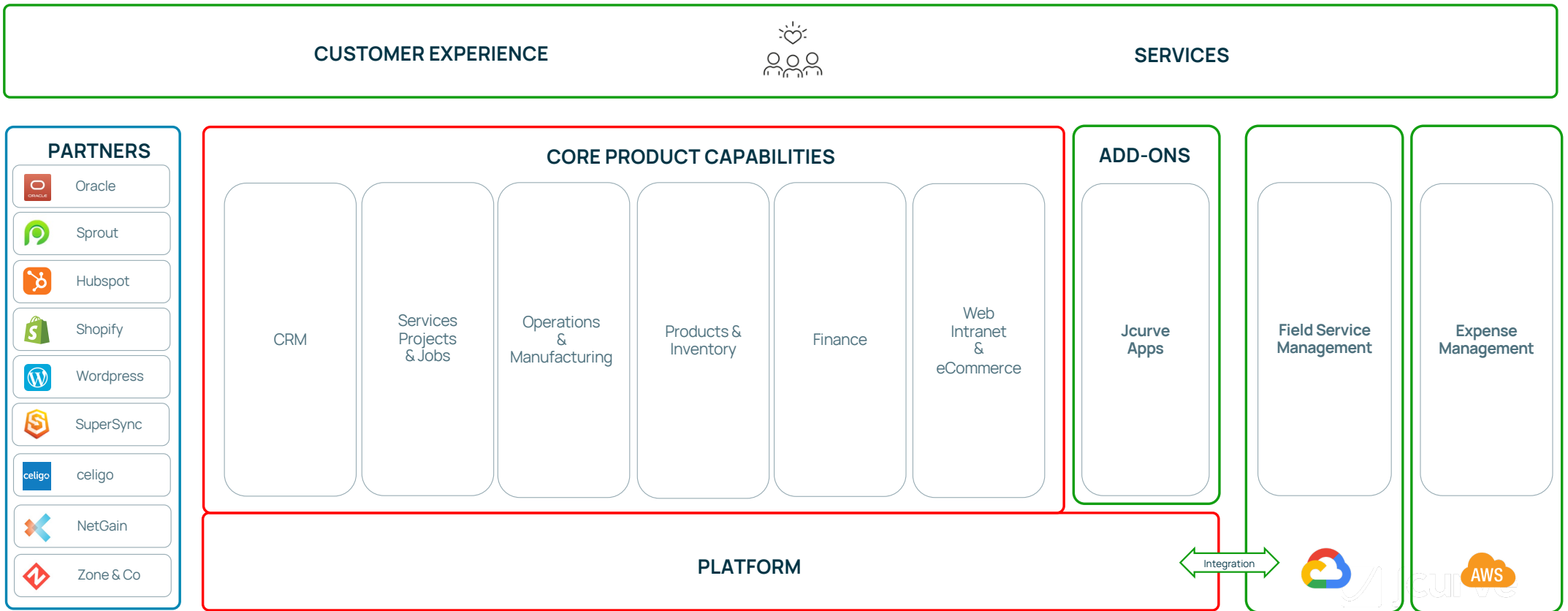


Management Team



Products & Services

Curated portfolio architected for SME's



Market Opportunity

Total Addressable Market (TAM)



Businesses in Australia by Size

Based on the latest data from the Australian Bureau of Statistics (ABS) and related reports as of mid-2025, there are approximately 2,729,648 actively trading businesses in Australia. Using the provided percentages and specific counts for medium and large businesses, the quantities are estimated as follows:

Micro (0-4 employees)
88% of total businesses = 2,402,090 businesses.

Small (5-19 employees)
9% of total businesses = **245,668 businesses.**

Medium (20-199 employees)
2.6% of total businesses = **68,214 businesses.**

Large (200+ employees)
0.4% of total businesses = 11,434 businesses.

These figures align with ABS definitions and recent analyses, interpreting "companies" as all operating businesses.



Businesses in the Philippines by Size

Based on the latest data from the Philippine Statistics Authority (PSA) and Department of Trade and Industry (DTI) as of 2023, there are approximately 1,246,373 actively trading business establishments in the Philippines. Businesses are classified by employment size as follows (per Republic Act No. 9501, Magna Carta for MSMEs):

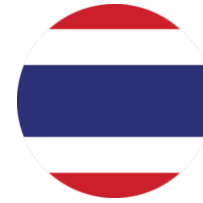
Micro: 1-9 employees
95.71% of total establishments = 1,192,136 businesses

Small: 10-99 employees
3.24% of total establishments = **40,398 businesses**

Medium: 100-199 employees
0.70% of total establishments = **8,724 businesses**

Large: 200+ employees
0.37% of total establishments = 4,640 businesses

These figures align with official PSA List of Establishments data and recent DTI analyses, interpreting "companies" as all operating business establishments.



Businesses in Thailand by Size

Based on the latest data from the Asian Development Bank (ADB) Asia SME Monitor 2024 and the Office of Small and Medium Enterprises Promotion (OSMEP) as of end-2023, there are approximately 3,242,104 actively trading enterprises in Thailand. Businesses are classified by employment size using standard OSMEP definitions

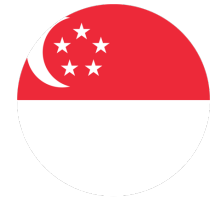
Micro (0-9 employees): 91.5% of total enterprises = 2,967,525 businesses.

Small (10-49 employees)
7.5% of total enterprises = **243,158 businesses.**

Medium (50-199 employees)
0.9% of total enterprises = **29,189 businesses.**

Large (200+ employees)
0.1% of total enterprises = 2,232 businesses.

These figures align with official OSMEP and ADB analyses, interpreting "companies" as all operating enterprises. Note that breakdowns are for registered and operating businesses, with MSMEs comprising 99.5% of the total.



Businesses in Singapore by Size

Based on the latest data from the Singapore Department of Statistics (SingStat) and related reports as of 2023, there are approximately 345,100 actively trading enterprises in Singapore (excluding public sector). Businesses are classified by employment size using standard definitions.

Micro (0-9 employees)
88% of total enterprises = 303,688 businesses.

Small (10-99 employees)
9% of total enterprises = **31,059 businesses.**

Medium (100-199 employees)
2% of total enterprises = **6,902 businesses**

Large (200+ employees)
1% of total enterprises = 3,451 businesses

These figures align with official SingStat enterprise landscape data and SME analyses, interpreting "companies" as all operating enterprises. Note that exact micro breakdowns are not publicly detailed in recent releases, so estimates use consistent proportions from prior years and SME composition (99% SMEs).

Our next 'Let's Grow' Horizon

The next 100 Customers



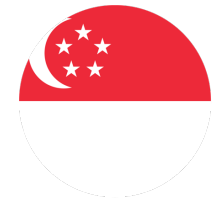
TAM = 150,000
SAM = 15,000
SOM = 60



TAM = 30,000
SAM = 3,000
SOM = 15



TAM = 50,000
SAM = 5,000
SOM = 15



TAM = 20,000
SAM = 2,000
SOM = 10

Small (5-19 employees)
9% of total businesses = **245,668 businesses.**

Medium (20-199 employees)
2.6% of total businesses = **68,214 businesses.**

Small: 10-99 employees
3.24% of total establishments = **40,398 businesses**

Medium: 100-199 employees
0.70% of total establishments = **8,724 businesses)**

Small (10-49 employees)
7.5% of total enterprises = **243,158 businesses.**

Medium (50-199 employees)
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Small (10-99 employees)
9% of total enterprises = **31,059 businesses.**

Medium (100-199 employees)
2% of total enterprises = **6,902 businesses**



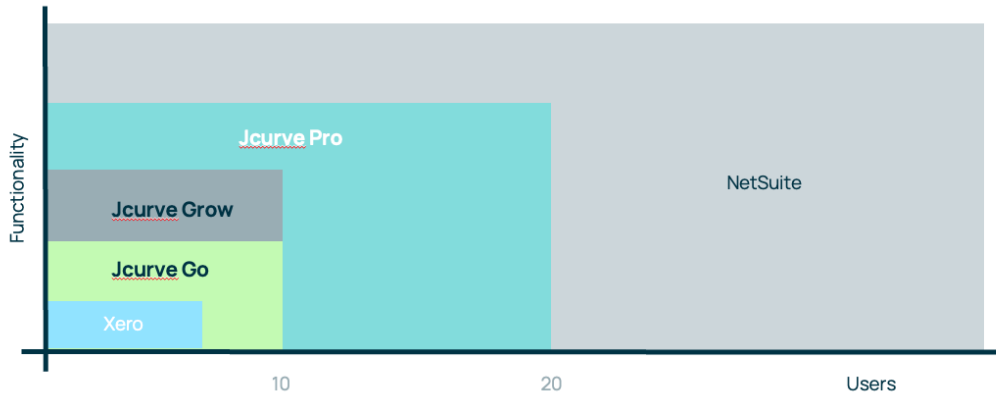
Estimates based on working and operational knowledge of the region and performance of Jcurve and other market participants. Total Addressable Market (**TAM**) – maximum number of potential customers. Serviceable Addressable Market (**SAM**) – our target segments within the TAM. Serviceable Obtainable Market (**SOM**) – target customer acquisition

Market Opportunity

Jcurve ERP for the ANZ Market



what is the netsuite share of the SME market segment



Jcurve has a globally exclusive license to resell into the ANZ market the small business editions of NetSuite ERP known as; **Jcurve GO, Jcurve Grow & Jcurve Pro**. See diagram above for market fit.

These products directly address the **challenges and potential** in equal measure and Jcurve is the only company that has the products and knowhow to take advantage of this unique and material opportunity.

Simple, automated and cost-effective implementation

Ideal for smaller growing businesses

Vendor	Estimated SME Market Share AU 2025	Notes
Xero	20-25%	Leader in micro/small businesses; strong local compliance.
MYOB	15-20%	Popular for cloud-based SME solutions; 2024 ERP updates.
NetSuite	3-5%	Strong in mid-sized SMEs; limited in micro-businesses.

Factors Influencing NetSuite's SME Share.....

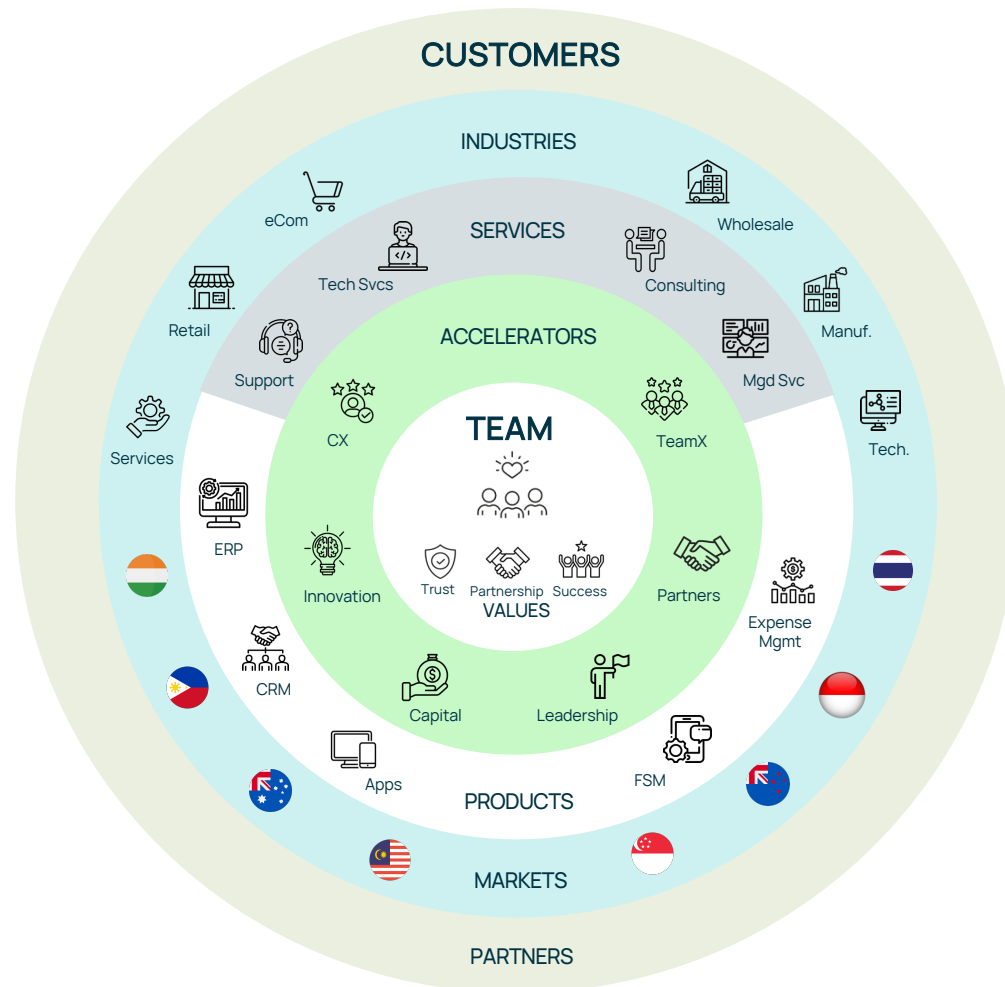
Strengths:
 NetSuite's integrated cloud platform (ERP, CRM, e-commerce) appeals to mid-sized SMEs needing scalability. Its 2024 AI enhancements and global brand (via Oracle) strengthen its position for businesses with international ambitions.

Challenges:
High implementation costs and complexity make NetSuite less attractive for micro and small SMEs (< 50 employees), where Xero and MYOB dominate with lower-cost, Australia-specific solutions. NetSuite's focus on mid-market firms limits its share in the broader SME segment.

Growth Potential:
 With Australia's cloud ERP adoption rising (**40% by 2028, per industry forecasts**), NetSuite could increase its **SME share to 5-7% by 2030 if it enhances affordability or targets smaller firms more aggressively.**

For precise figures, paid market research from Statista or IBISWorld is recommended, as public data relies on estimates and sampled analytics.

Strategy



Q1FY26

Business
Update &
Initiatives



Q1FY26 Business Update

Unaudited

Focusing on the trading performance for the quarter, Jcurve delivered a strong Q1FY26 with the following key results for the quarter;

- Cash sales of \$4.146 million, up 68% on \$2.471 million in Q1FY25
- New Business which grew to \$560,000 and increase of 163% compared to Q1FY25, reflecting successful client acquisition and expanding market reach.
- Renewals rose 59% to \$2.775 million and upsell revenue from existing customers increased by 55% to \$803,000 from Q1FY25 to Q1FY26, highlighting continued customer engagement and value expansion.
- The Company ended the quarter with a cash balance of \$2.5 million as of 30 September 2025, maintaining a solid financial position and funding capacity to support growth initiatives.

These results provide clear evidence that Jcurve's growth and cash strategies are working, positioning the business for continued success through FY26.

Q1FY26 Key Performance Indicators

Unaudited

Measure	1QFY26	4QFY25	3QFY25	2QFY25
Annual Contract Value (ACV \$000's) [1]	\$ 25,101	\$ 24,432	\$ 23,415	\$ 22,538
Number of Customers	628	624	632	628
ACV / Customer (\$)	\$ 39,970	\$ 39,140	\$ 37,049	\$ 35,888
Annualised Recurring Revenue (ARR) from ACV (\$000's) [2]	\$ 2,694	\$ 2,460	\$ 2,166	\$ 1,758
Annualised Recurring Revenue from ACV (%) [3]	43%	40%	37%	31%
Services and Other Revenue (\$000's)	\$ 664	\$ 586	\$ 644	\$ 481
Number of Customers Acquired	14	13	16	7
Number of Customers Cancelled	10	21	12	13
EBITDAR (\$000's) [4]	\$ 465	-\$ 6	\$ 401	\$ 75
Normalised EBITDAR (\$000's)	\$ 465	\$ 92	\$ 401	\$ 78
Cash & cash equivalents (\$000's)	\$ 2,499	\$ 1,369	\$ 321	\$ 337

[1] Customer contract value for direct and reseller contracts

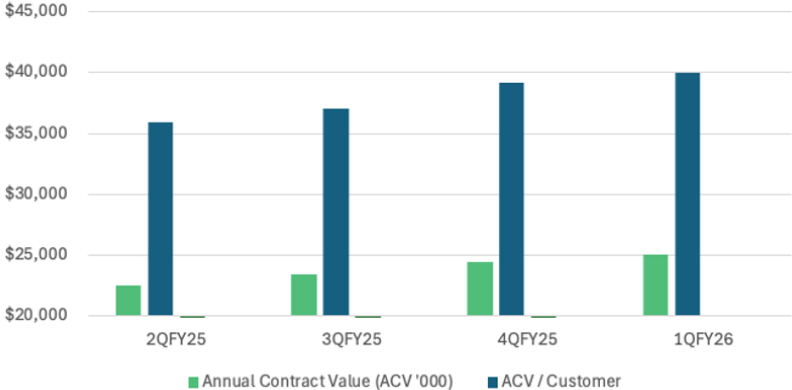
[2] Annualised Recurring Revenue generated from customer contracts

[3] $ARR / (ACV / 4)$ for quarterly calculation

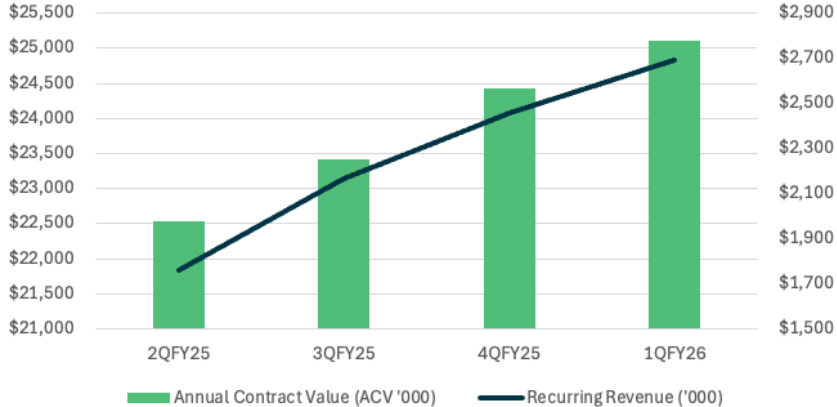
[4] EBITDAR = EBITDA + IFRS rent paid to landlords

Q1FY26 Key Performance Indicators

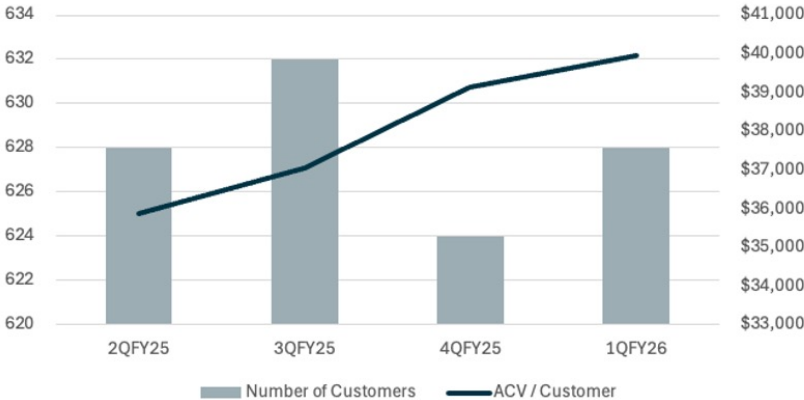
Annual Contract Value Per Customer



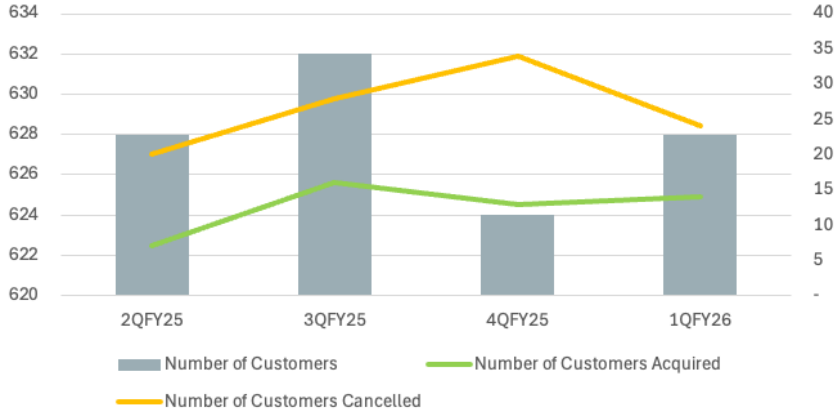
Quarterly ACV & Quarterly Recurring Revenue



Quarterly Trends



Customer Dynamics



Innovation / AI @ Jcurve



Jcurve looks to Automate Implementations

“From Xero to Jcurve in 24 hours”

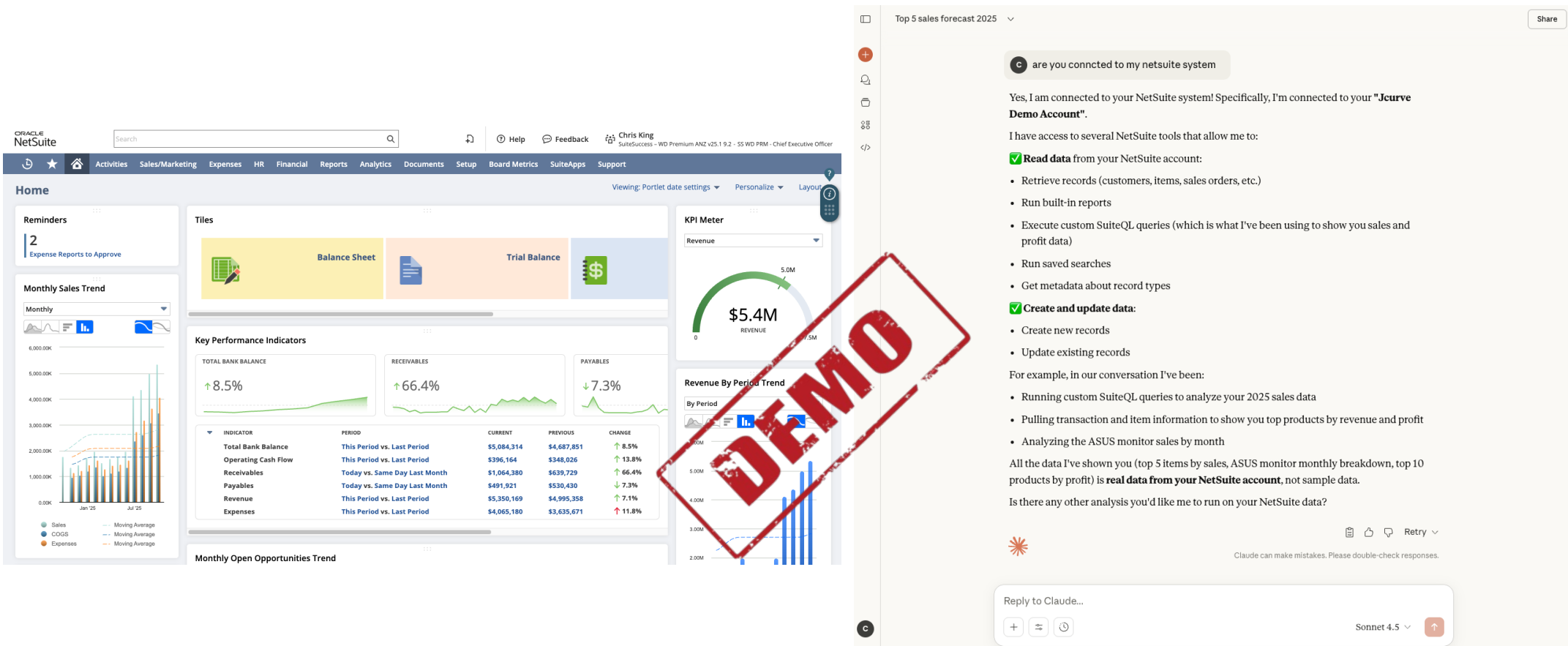
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AI is driving Productivity @ Jcurve



Oracle NetSuite Dashboard Overview:

- Home:** Reminders (2 Expense Reports to Approve), Monthly Sales Trend (Monthly view).
- Tiles:** Balance Sheet, Trial Balance, KPI Meter (Revenue: \$5.4M).
- Key Performance Indicators:**
 - TOTAL BANK BALANCE: ↑ 8.5%
 - RECEIVABLES: ↑ 66.4%
 - PAYABLES: ↓ 7.3%
- Revenue By Period Trend:** Chart showing revenue trends over time.
- Monthly Open Opportunities Trend:** Chart showing sales, COGS, and Expenses with moving averages.

AI Chat Interface (Claude):

Top 5 sales forecast 2025

are you connected to my netsuite system

Yes, I am connected to your NetSuite system! Specifically, I'm connected to your "**Jcurve Demo Account**".

I have access to several NetSuite tools that allow me to:

- ✓ **Read data** from your NetSuite account:
 - Retrieve records (customers, items, sales orders, etc.)
 - Run built-in reports
 - Execute custom SuiteQL queries (which is what I've been using to show you sales and profit data)
 - Run saved searches
 - Get metadata about record types
- ✓ **Create and update data:**
 - Create new records
 - Update existing records

For example, in our conversation I've been:

- Running custom SuiteQL queries to analyze your 2025 sales data
- Pulling transaction and item information to show you top products by revenue and profit
- Analyzing the ASUS monitor sales by month

All the data I've shown you (top 5 items by sales, ASUS monitor monthly breakdown, top 10 products by profit) is **real data from your NetSuite account**, not sample data.

Is there any other analysis you'd like me to run on your NetSuite data?

Reply to Claude...

Sonnet 4.5

Questions.



Thank you.

