WHITEHAWK

SHAREHOLDER WEBINAR

CEO 100-Day Plan

STABILISE · COMMERCIALISE · DIVERSIFY

CEO focus: Cost discipline, revenue conversion, and partner-led distribution

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Group Chief Executive Officer

- 25+ years scaling technology businesses, building partnerships and delivering revenue growth globally
- Founder and CEO experience expanding AI solutions for enterprise, government and regulated industries globally
- Former COO, Head of Operations and Digital Transformation Lead at Bank of New York
- Proven global track record commercialising emerging technology, building partnerships and scaling operations

EMPOWERING A FEARLESS INTERNET

First 30 Days: Observations

Establish Business Insights and Strategic Priorities

Early observations: the people behind the business, the spending behind the numbers

Building from solid foundations

- A trusted cyber risk platform, with delivery experience across partner, government and commercial clients.
- Approved US Federal contract vehicles, providing direct access to Federal buyers through established procurement pathways (require prior approval to hold)
- Quixxi acquisition progressing, subject to shareholder approval. Quixxi products would extend WhiteHawk from cyber risk into AI governance.
- An experienced, committed team executing against a prioritised pipeline. The delivery capability is already in place, not something we need to build
- Partner-led distribution strategy is underway: the channel that takes us beyond direct sales and is already forming, not starting from zero

Where we must act

- **Customer concentration risk:** revenue is too dependent on too few clients and industry sectors, leaving us exposed if conditions change
- **Strengthen our ability to generate cash:** driven by disciplined cost control and rigorous scrutiny of every dollar we spend
- **Market reach:** direct sales alone limit our reach. Scaling partner-led channels is central to broader distribution
- **Sales conversion:** Slow conversions and stalled deals cost us. We will be more selective, cut what's not moving, and drive urgency through every stage of the sales cycle
- **Output by Day 30:** Cost management plan finalised, priority pipeline identified, and revenue diversification and partner channel opportunities defined

Next 31 to 60 Days: Stabilise

Expense Control and Revenue Generation

Next priorities: the costs we can control, the revenue we can focus on

Progress to date

- Line-by-line cost review already underway, ensuring every dollar of expenditure is commercially justified and supports revenue generation, customer delivery or strategic growth
- Customer concentration and cash flow analysis underway, with the objective of strengthening revenue resilience
- Integration planning for Quixxi underway, subject to shareholder approval of the acquisition.
- Board governance strengthened through fortnightly Chair updates and monthly performance reporting

Moving forward (Days 31 to 60)

- Roll out the cost optimisation plan, reinforcing financial discipline and protecting cash
- Focus revenue effort on two priorities: taking existing capabilities to market, and converting the government pipeline into contracted revenue
- Communicate a clear value proposition that strengthens our competitive position, including Quixxi products subject to shareholder approval.
- **Target by Day 60:** Partner-led distribution model established, with the objective of broadening market reach and shortening sales cycles

***Principle**: Every dollar we spend must be essential to delivering, growing, or accelerating revenue*

Diversify: Partner-Led Distribution

Extending Market Reach and Revenue Resilience

More touchpoints, more sectors, and a more repeatable sales route than direct sales alone

Why partners

- Each partner brings existing customers and a sales team, giving WhiteHawk's products a faster route to market
- Broader access to customers and sectors, reducing dependence on our own sales team and on a small number of clients.
- Working through established and trusted distribution channels is intended to lower cost of sale and shorten time to revenue

What we are doing

- Working with our signed channel partners to activate the partner channel strategy
- Building partner-led channels to reduce reliance on direct sales and shorten the customer acquisition cycle
- Equipping partners with the positioning and sales collateral so they can sell WhiteHawk products with confidence

What we are working towards

- ARR diversified across multiple sectors including government, financial services, and education, with the objective of reducing customer concentration
- Converting pipeline and partner-sourced opportunities into contracted revenue
- A repeatable model for reaching sectors through partners already on the ground

Next 61 to 100 Days: Commercialise

Building Toward Recurring Revenue

Focused on converting products, services and, subject to approval, the Quixxi acquisition into recurring revenue.

Deliver

- Subject to shareholder approval, complete the Quixxi acquisition and commence integration into the WhiteHawk product suite
- Where procurement rules permit, pursue multi-year contracts to extend revenue visibility. Government procurement may not allow multi-year terms in all cases.
- Maintain conversion focus across pipeline and partner channels, with the objective of building contracted revenue and reducing customer concentration

Reporting Progress

- Greater transparency as WhiteHawk strengthens operations, through continued market disclosures
- Fortnightly Board Chair updates and monthly reporting against the plan
- **Target by Day 100:** Cost management plan implemented, conversion focus applied across the priority pipeline, and the partner channel model operating

Stabilise · Commercialise · Diversify

Solid foundations alongside disciplined execution

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