

The logo for 'thryv' features the word in a bold, lowercase, sans-serif font. An orange arrow graphic is positioned above the letters 'r', 'y', and 'v', pointing to the right. A small 'TM' trademark symbol is located at the bottom right of the letter 'v'.

thryv™

ELISE BALSILLIE

Head of Thryv Australia



OUR STORY

We've been around in one form or another for more than 125 years, always with one goal in mind — **helping small businesses** compete and win.

We provide the **technology, software** and **local business automation tools** small business owners need to better manage their time, communicate with clients, and get paid, so they can take control of their business and be more successful.

EVOLVING AND ADDING TO OUR CATALOGUE

ADAPTING TO THE EVERCHANGING LANDSCAPE

PRE-INTERNET



PRINT

Directories
Classifieds

"Human to Human"

INTERNET OF CONTENT



ONLINE

Online Directories
Websites

"WWW"

INTERNET OF SERVICES



DIGITAL

Search Engines
Third-Party Websites

"Web 2.0"

INTERNET OF PEOPLE



SOCIAL

Social Networking

"Social Media"

INTERNET OF THINGS



AUTOMATION

Software

"Machine to Machine"

2020s: THE DECADE OF SMB SAAS

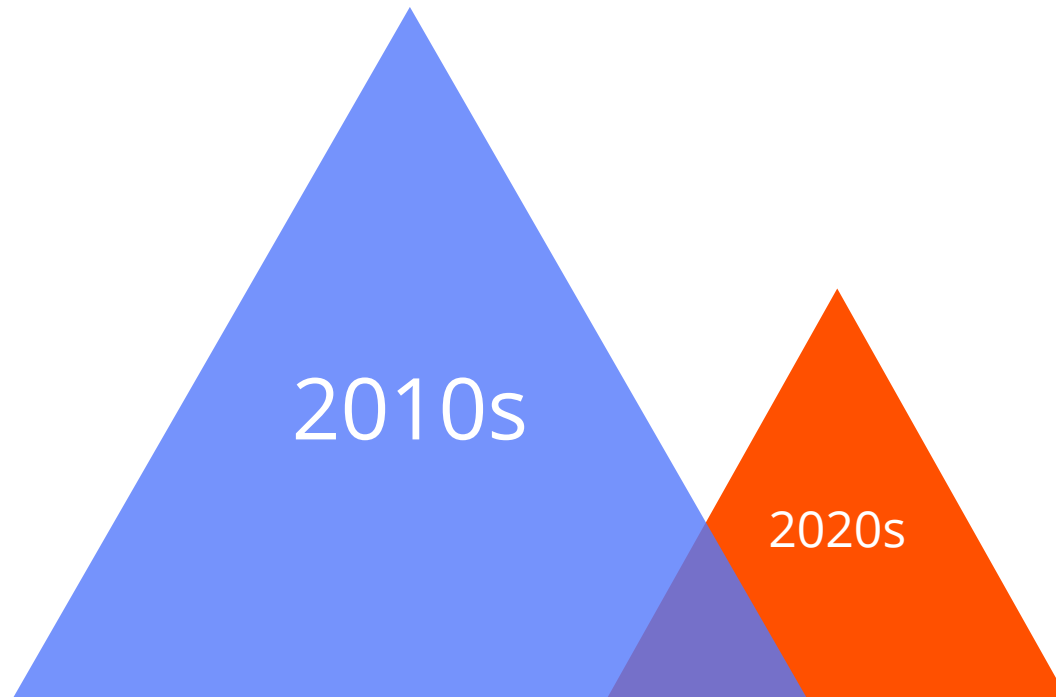




We believe **consumers deserve choices**
beyond chains and global ecommerce.

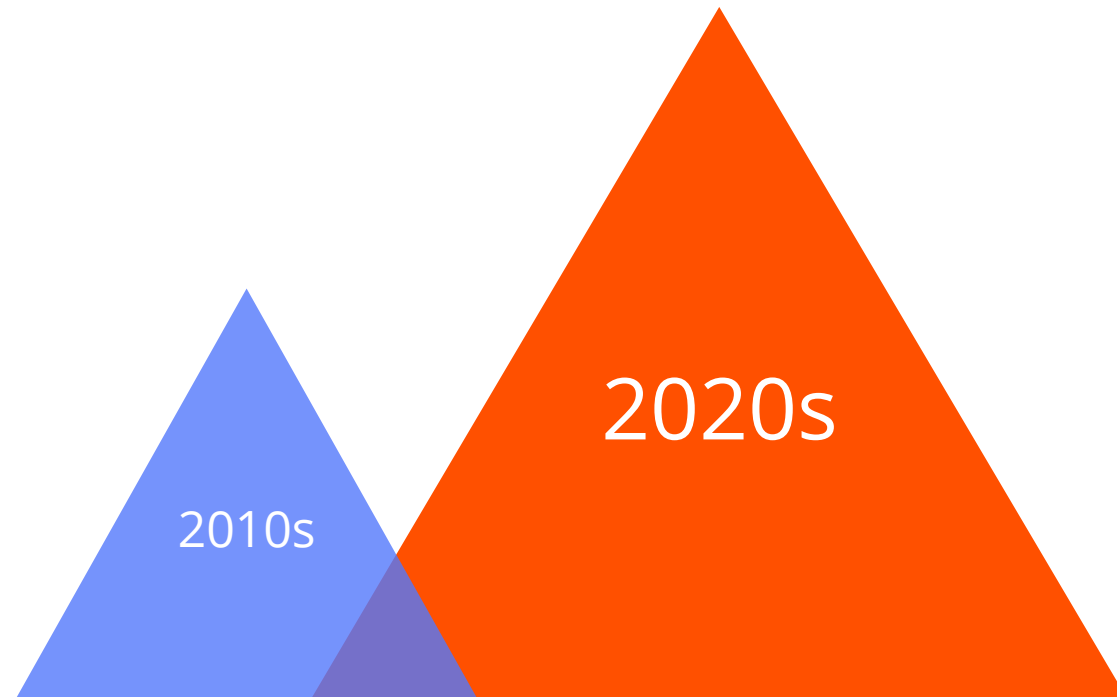
TRADITIONAL B2B SOFTWARE

DECADE OF ENTERPRISE SAAS



SMB-FIRST PRODUCT LED GROWTH

DECADE OF SMB SAAS



SMBs ARE RELYING ON SAAS MORE THAN EVER

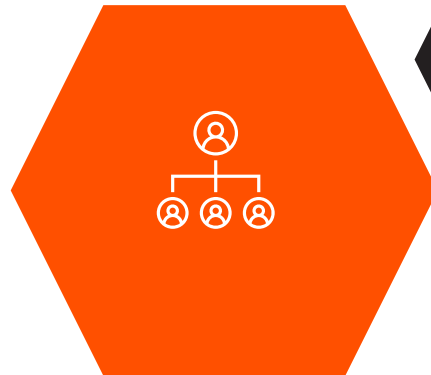
- Almost $\frac{3}{4}$ of businesses use up to **5 different software tools**
- Australian small business owners across the nation are **working one extra day per week**, on average, to meet the overwhelming amount of admin challenges
- Of those that use software tools 'out of hours', the **majority of usage is on the weekend**



SMB SAAS

WHY IS THIS MEGA-TREND HAPPENING NOW?

Consumers Are Trained



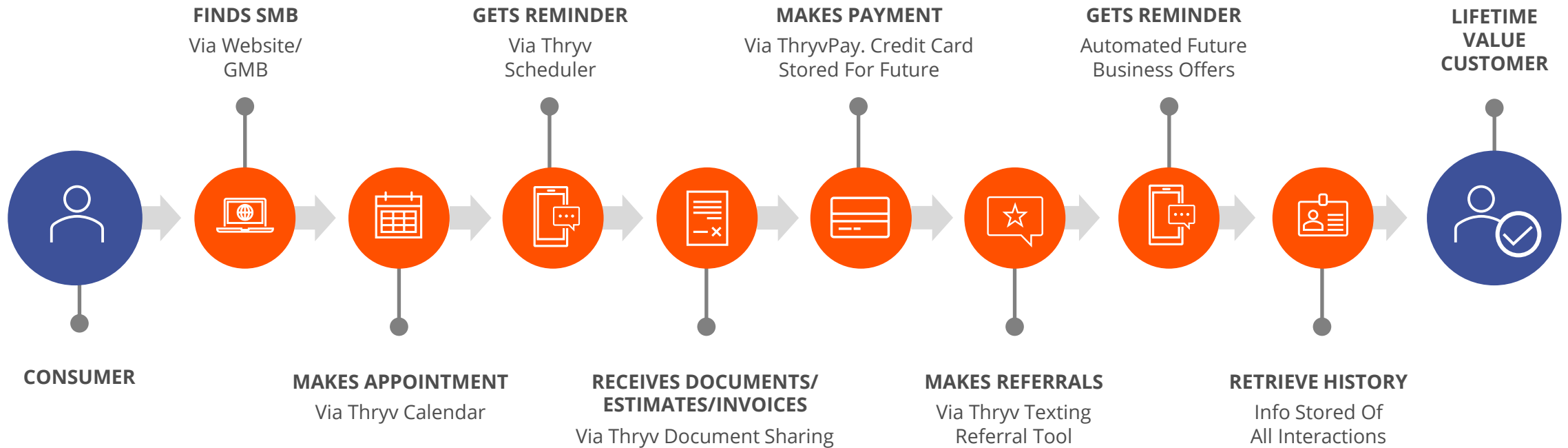
SMBs Are Ready

Tools Are Better



WHAT THRYV DOES

WE MAKE THE CONSUMER EXPERIENCE BETTER



WHY SMBs NEED THRYV

KEY BENEFITS TO SMB

Drives Growth



Saves Time/Get Organised

Freedom/Mobility



THRYV AUSTRALIA

OUR MISSION & VALUES

At Thryv, we know **engaged employees** drive our mission. By intensely focusing on our mission and values, our clients will have a great experience with us. Clearly defined values drive **our culture, our attitude** and the **impact we leave** on our clients.

WE MAKE OUR TEAM THE CLIENT'S TEAM

- Thryv is the only small business software that comes with **personalised setup, hands-on onboarding and support from small business experts.**
- We have Thryv specialists standing by **24/7** with technical expertise and business know-how. No matter when clients need help, or where they are, they can reach us via phone, chat or email.
- Clients who prefer to learn on their own can access **in-app tips** and a robust **online knowledge centre** with how-to guides, videos, tips and tricks.



THRYV AUSTRALIA
WHAT OUR
CLIENTS SAY



BREAKWATER KITCHENS
DAVID WEBB



*“Running a small business can quickly take over your life, Adam shared that Thryv has **halved his admin time** and it’s something he **highly recommends** to other small business owners in order to get back some time for themselves, Thryv makes me look like I know what I’m doing”.*

THE PET NANNY, MELBOURNE



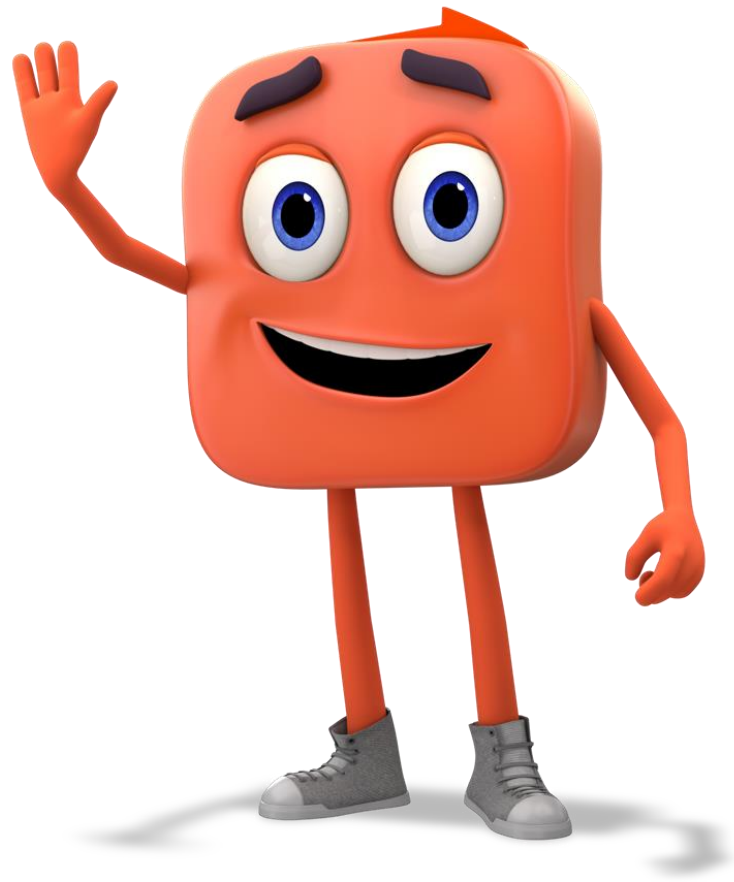
*“The way things have changed since the implementation of Thryv is that we’ve **increased our time** – we’re seeing more work. Which means we’ve **increased our sales measurably** around about 7% over the year since implementing it.”*

BREAKWATER KITCHENS, MELBOURNE

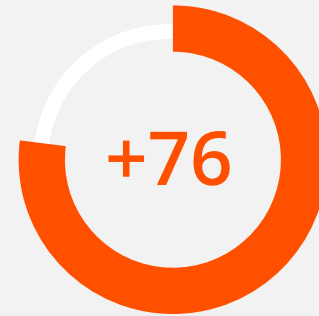


*“Seriously, since our engagement with Thryv, the volume of calls, digital contacts and general interaction with the public has **increased exponentially**,” Tim says. “The Thryv platform has resulted in more streamlined inter-office interaction, and decreased congestion. But more importantly, customer **response times have improved.**”*

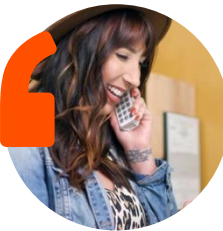
NUWELD, TOWNSVILLE



I'm very happy with my decision to start with Thryv. From my initial inquiry to now, everyone has been patient, easy to work with & put me very at ease.



**NET PROMOTER
SCORE**



Service was 10/10 with every call!



Australian
Service
Excellence
Awards
2022

Finalist





We believe devotion to supporting independent business owners is an **urgent, worthy** and **noble calling**.

THANK YOU!