

The image features the logo for 'thryv' centered against a background of radiating white lines that create a sunburst effect. The text 'thryv' is 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 registered trademark symbol (®) is located at the bottom right of the letter 'v'.

**thryv**®

OUR JOURNEY

# The Thryv Journey

dex media

thryv

yp

thryv

Nasdaq



sensis



viVial



yellow

2014

2015

2017

2019

2020

2021

2022

2023

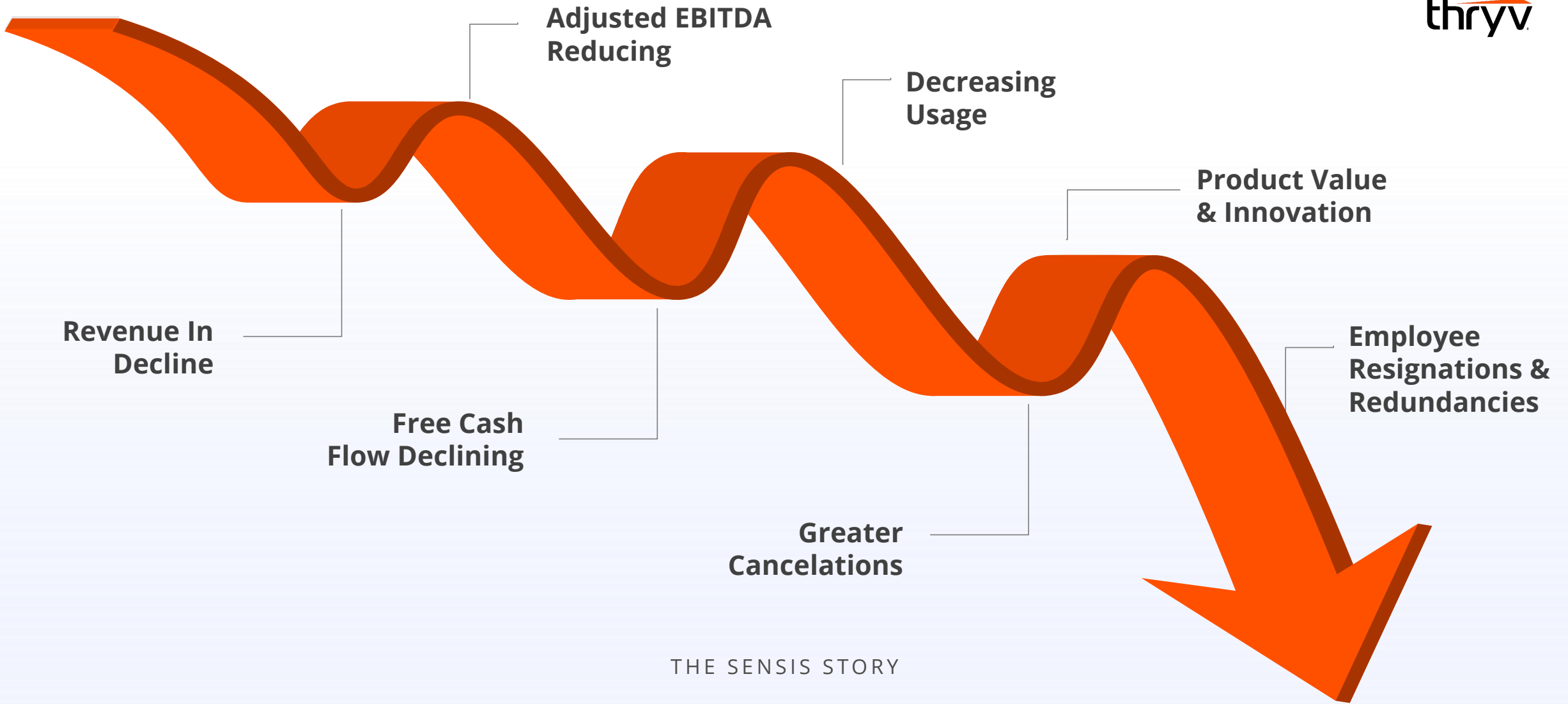
*Software & Digital Transformation*

*Inorganic Expansion*

thryv

THE WORLD'S BEST PERFORMING DIRECTORIES BUSINESS

# The **Sensis** Story



THE SENSIS STORY

# The Reality

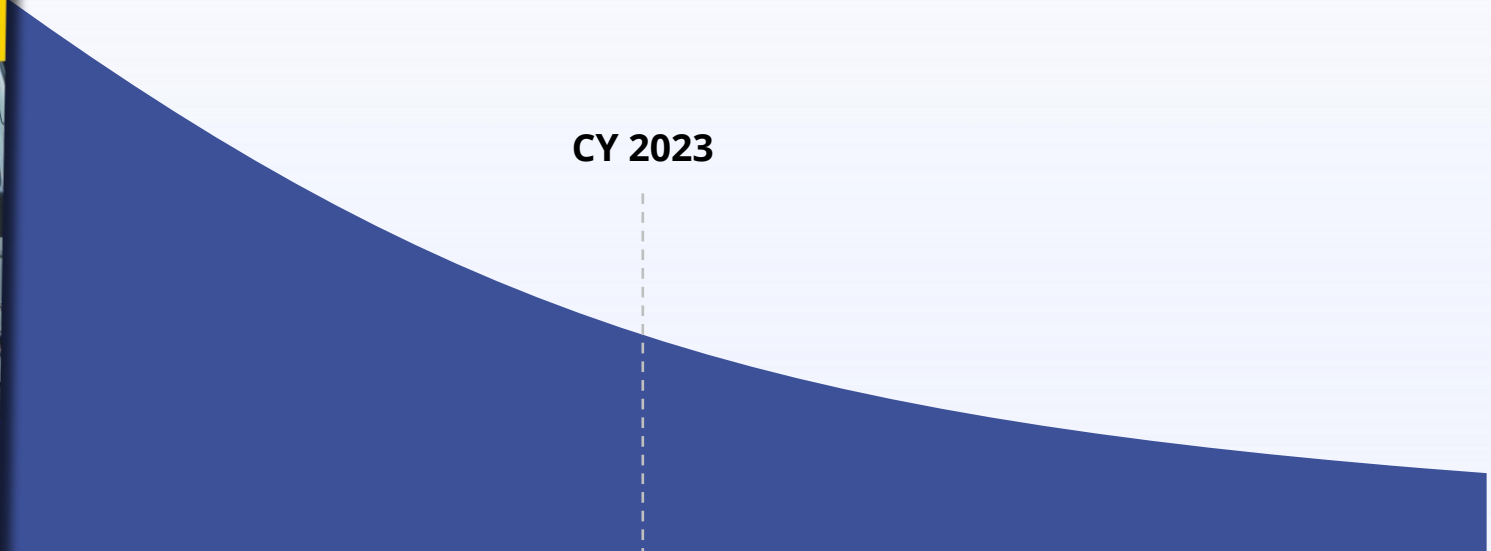
STATE OF PLAY

# Sensis Revenue vs. Profit Profile

## MARKETING SERVICES

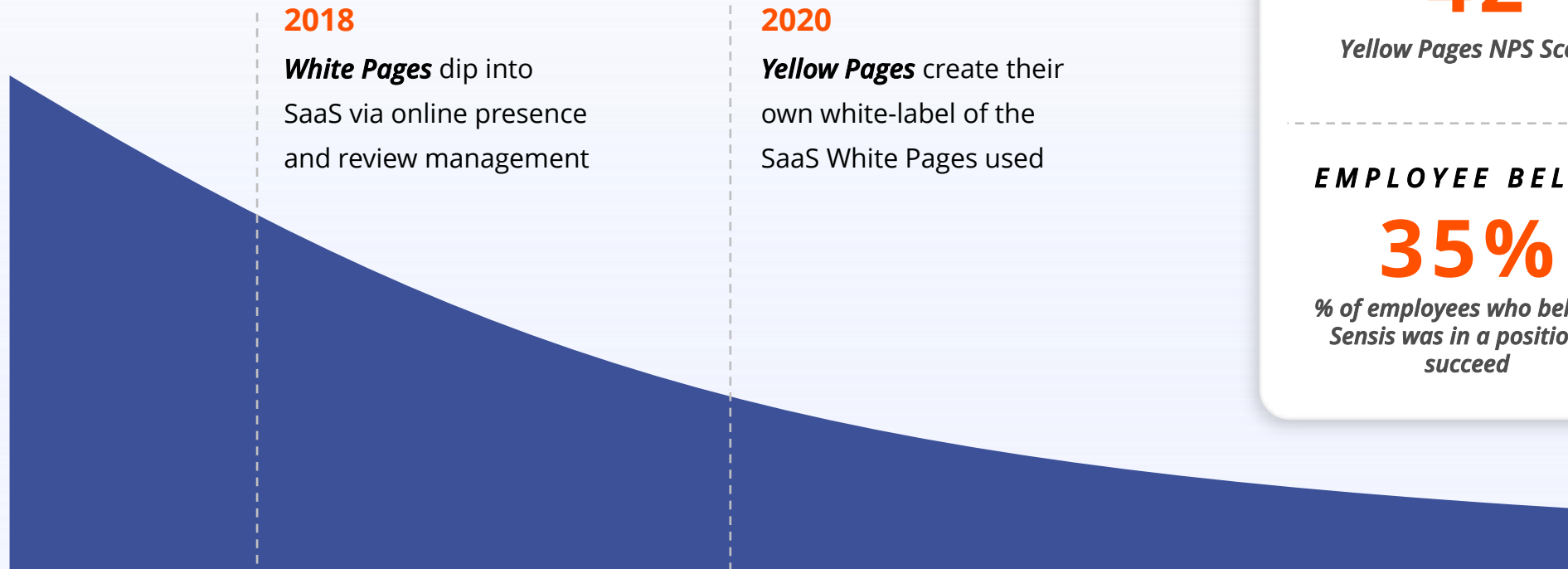


CY 2023



# Sensis tried to move into SaaS

## REVENUE PROFILE TREND



### CUSTOMER SATISFACTION

**-42**

*Yellow Pages NPS Score*

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### EMPLOYEE BELIEF

**35%**

*% of employees who believed Sensis was in a position to succeed*



# The Sensis **Transformation**

**Sensis becomes  
Thryv in 2021**

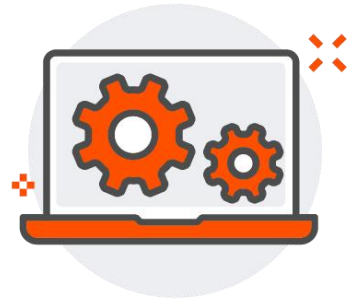


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# The Sensis **Transformation**

s becomes  
v in 2021



## The SaaS Transition

Successfully transitioned  
the Australian team to a  
**SaaS first** team.



1<sup>st</sup> SaaS  
financial

Great job at  
tracking init  
over-deliv

# The Sensis **Transformation**

## The SaaS Transition

Successfully transitioned the Australian team to a **SaaS first** team.



## 1<sup>st</sup> SaaS Year in US financial year

Great job at managing cost base, tracking initiatives and ensuring over-delivery on expectation.



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Overdel  
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# The Sensis **Transformation**

## 1<sup>st</sup> SaaS Year in US financial year

Great job at managing cost base, tracking initiatives and ensuring over-delivery on expectation.



## Marketing Services

Overdelivered on marketing services in 2022.



Re

Top 3  
Aust

# The Sensis **Transformation**

## Marketing Services

Overdelivered on marketing services in 2022.



## Brand Recognition

Top 3 software brand in Australia; first in the SME business sector.



C Sa

+63  
Thryv (S  
NPS

# The Sensis **Transformation**

## Brand Recognition

Top 3 software brand in Australia; first in the SME business sector.

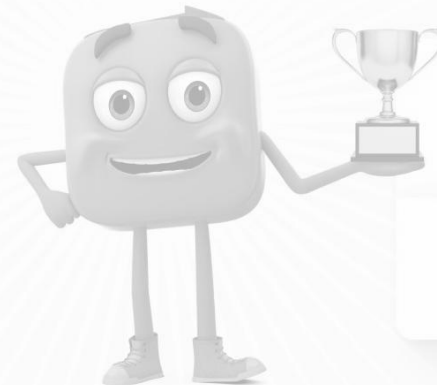


## Customer Satisfaction

**+63**  
Thryv (SaaS)  
NPS

**+39**  
Yellow Pages  
NPS

Thryv



# The Sensis **Transformation**

## Customer Satisfaction

+63 Thryv (SaaS) NPS	+39 Yellow Pages NPS
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## Thryv Australia



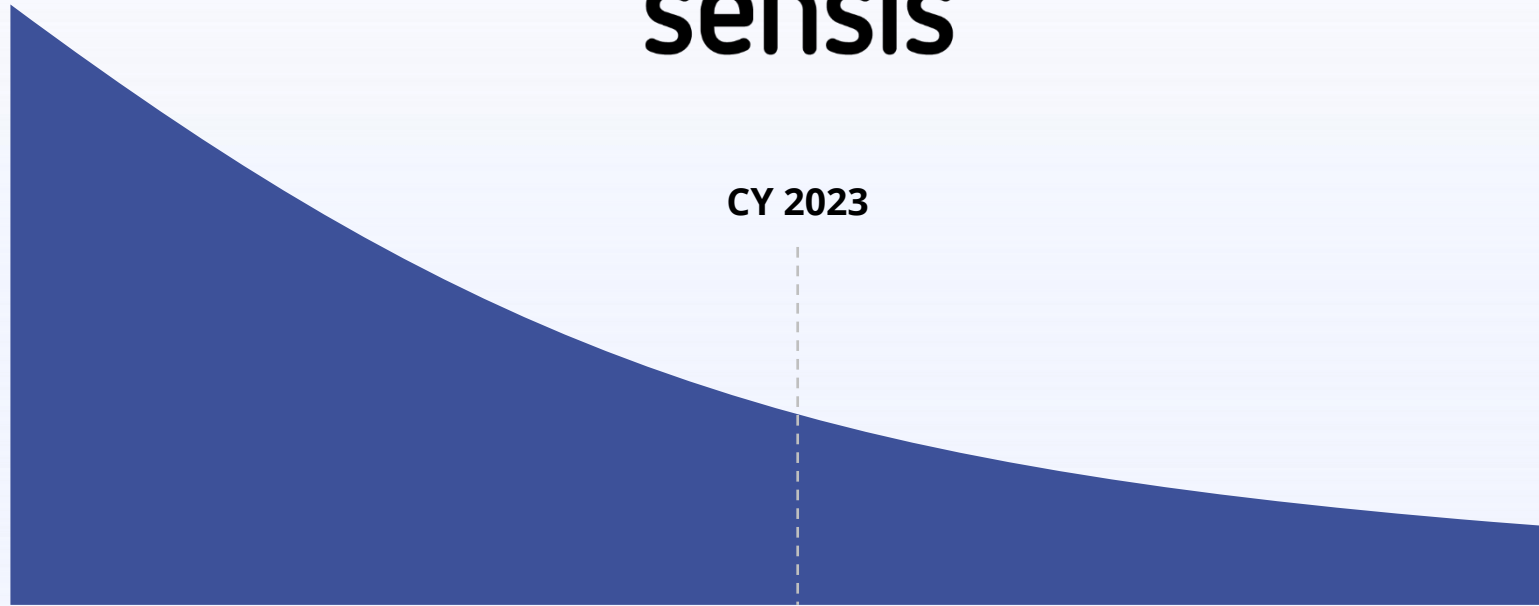
 **Employer of Choice  
Winner 2023**

# What Could've Been

*2023 AS JUST SENSIS - END OF LIFE APPROACHING*

## sensis

CY 2023



Marketing Services

SLIDING DOORS

# What It **Now** Is

*2023 AS SAAS - DIRECTION SHIFT TO SAAS*







We are in the decade of **SMEs SaaS**.



**Consumers  
Are Trained**



**SMEs  
Are Ready**



**Tools  
Are Better**

LET'S EVOLVE TOGETHER



# Why **Thryv**?

## Less Churn

More Loyal Customers



## High Margin

Scalable Business



## Innovative

Greater Feature Portfolio

LET'S EVOLVE TOGETHER

Together we are **better.**

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**thryv**®