



ASX RELEASE

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Bid signs Master Services Agreement with Simply Energy

Bid (Trading name for Bill Identity Limited ASX: BID) (“**BID**” or “**the Company**”) has entered into a Master Services Agreement (**MSA**) with Simply Energy in New Zealand (**Simply**), under which Bid will provide Simply with Bid’s Utility Bill Portal solution.

The MSA was entered into following a successful pilot undertaken for Simply, an energy solutions and large Commercial and Industrial energy retailer in New Zealand, and represents the first retailer portal contract secured by Bid in that country. The MSA has an initial three year term, and will provide a step change in service to a large number of Simply’s Commercial and Industrial customers in New Zealand.

Bid’s Utility Bill Portal is a cloud-based, fully orchestrated Robotic Process Automation (RPA) business customer platform for energy retailers which enables their customers to have easy access to utility bills anywhere, at any time.

Bid Managing Director Guy Maine said:

“We are extremely excited to be providing Simply with our Utility Bill Portal solution. The solution has been designed to deliver significant cost-to-serve economies, and the data-driven RPA experience uses intuitive simplification that is intended to drive increased engagement and satisfaction thereby unlocking ongoing value for large multi-site energy customers. Bid has recently established headquarters in New Zealand, led by Lane Whittaker as Country Manager, and we look forward to further building our presence in this market.”

Simply Chief Business Officer Andy Sibley said:

“We have looked globally for the right solution for our customers. Bid impressed from the outset with the quality of its advanced energy management solution, and awareness of our customer needs. We are delighted to have embarked on this journey with Bid.”

Authorised by the Managing Director of Bill Identity Limited.

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About Bill Identity

Bid is an Australian-founded technology company with offices in Australia, the USA and the UK. Bid's cloud-based platform simplifies the complex energy spend management process by using automation, enabling organisations to have complete control over their energy spend. Unlike manual consulting and business services, the platform automates the management of every component of the process for multi-site companies. By automatically capturing and validating invoices and meter data, Bid clients can streamline their accounting and payments processes, go to market at short notice to optimise their supply contracts, and reduce billing charges using sophisticated analytics and reporting.

Bid's innovative Robotic Process Automation ("RPA") platform gives small to large enterprises greater control over the full energy spend lifecycle, particularly where there is a national multi-site configuration. Further, under these agreements, Bid's RPA platform is utilised to automatically capture and validate invoices, automating the payable function, discovering cost reduction opportunities and providing real-time Energy information and accurate financial capabilities at the touch of a button, as and when they need it.

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This announcement may contain forward-looking statements which may be identified by words such as 'believes', 'estimates', 'expects', 'intends', 'may', 'will', 'would', 'could', or 'should' and other similar words that involve risks and uncertainties. From time to time, the Company may also use industry-specific terminology such as "Annualised Subscription revenue" which refers to the annualised value of active client contracts under management by Bill Identity at a particular point in time and should not be interpreted as a financial forecast. Such statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that, as at the date of this Announcement, are expected to take place.

Such forward-looking statements are not a guarantee of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the Directors and management of the Company.

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