



# Straker Ltd (STG): AI Products transforming revenue

Is Your Portfolio Missing an AI Growth Story?

"To harness the power of human insight and artificial intelligence to drive unparalleled productivity."

**Grant Straker**  
Co-founder and CEO

ASX Small Caps Conference 26 March 2025



# Investment summary



Share Price Performance 12-month trend

**\$43-45M**

Revenue

FY25 Guidance

**\$34M**

Market Cap

Based on current valuation

**\$12M**

Cash in bank

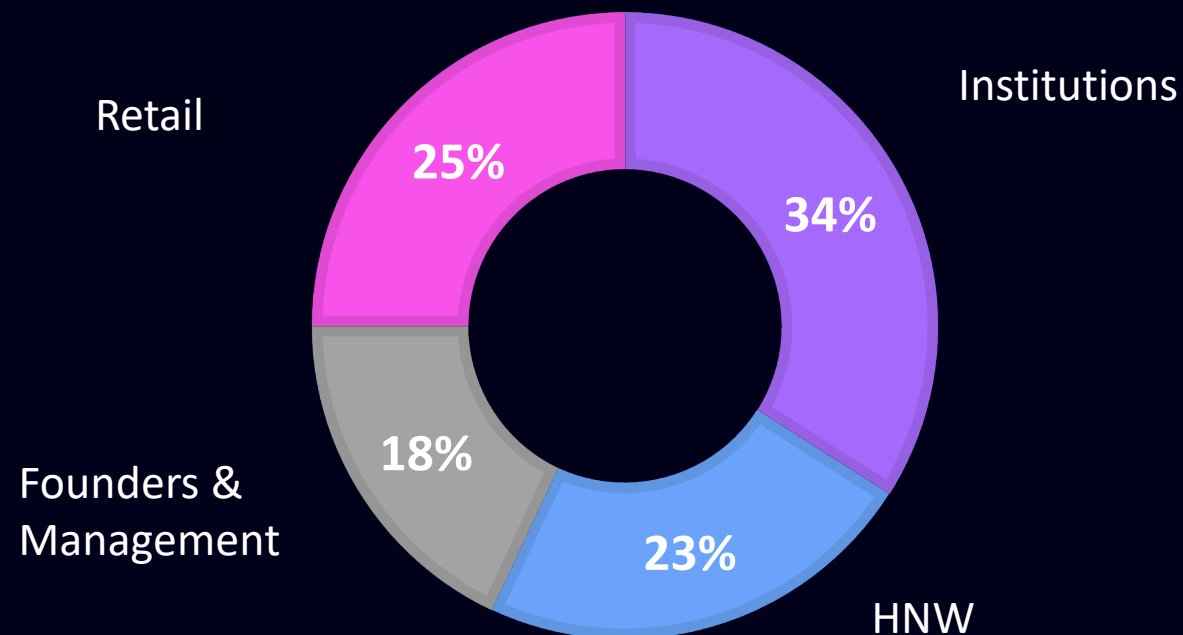
Strong liquidity position

**\$22M**

Enterprise Value

EV/EBITDA: 4x\*

## Register Analysis



**\$0M**

Debt

Low leverage ratio

**\$7M**

R&D Investment

Annual investment

**67%**

Gross Margin

- Profitable
- Cash flow positive

\*based on FY24 EBITDA (EBITDA for FY25 not released until May 2025 with guidance of positive EBITDA)

# AI Innovator with Global Reach

## Financial Position

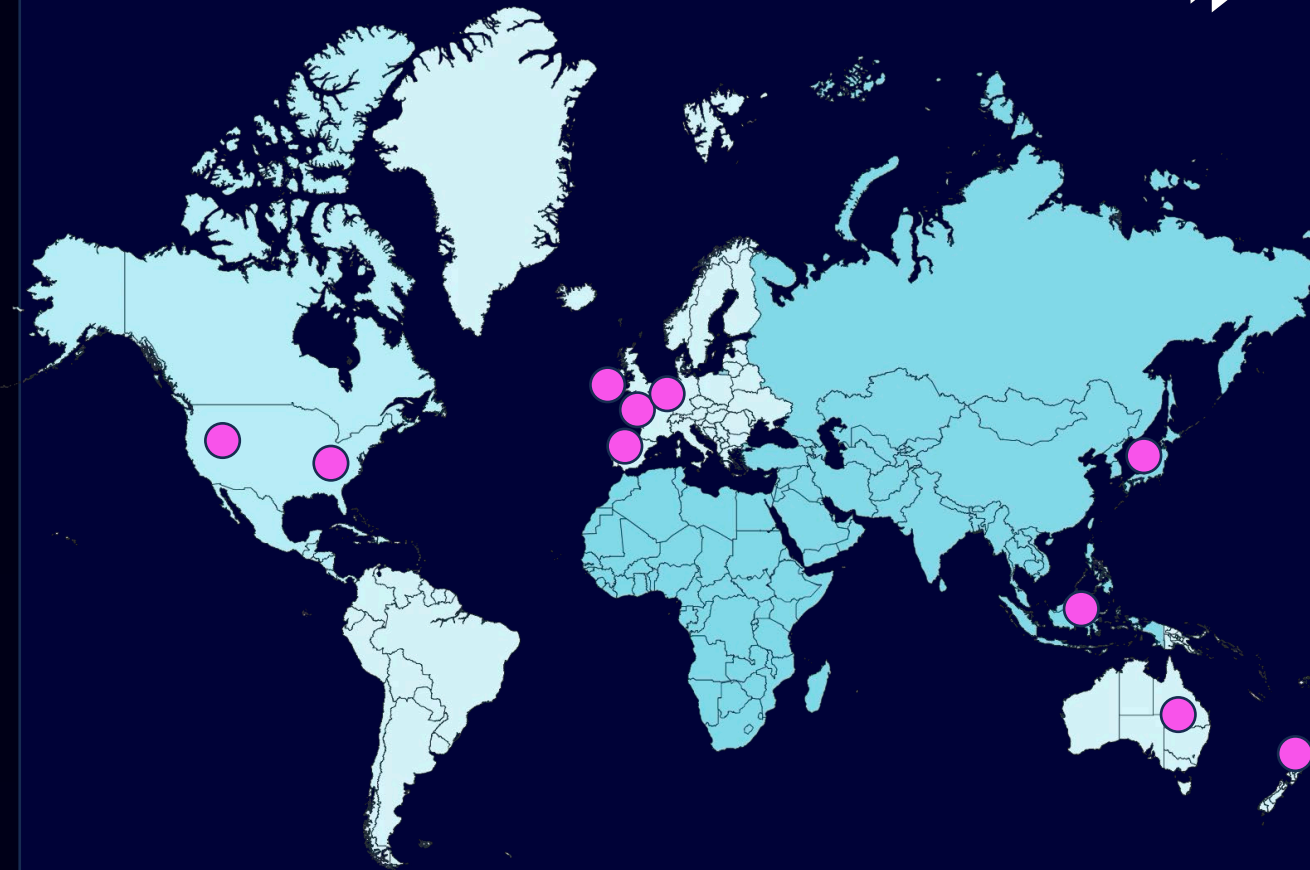
FY25 guidance \$43-45m revenue, profitable & cashflow positive

## Tech Investment

\$7M annual R&D, 50 strong tech team, AI model advantage

## Strategic Reach

170 staff, 10 countries, channel and technology partnerships with IBM, Salesforce, Microsoft



# AI-Powered Productivity in a US\$82B Market Opportunity

## 1 Massive Opportunity

US\$57 billion global language services market\* & US\$25 billion Natural Language Processing market\*\*

20,000 legacy providers unable to compete

## 2 Growth Drivers

Rapid AI adoption accelerating industry transformation

LLM translation embedded into platforms slack and teams

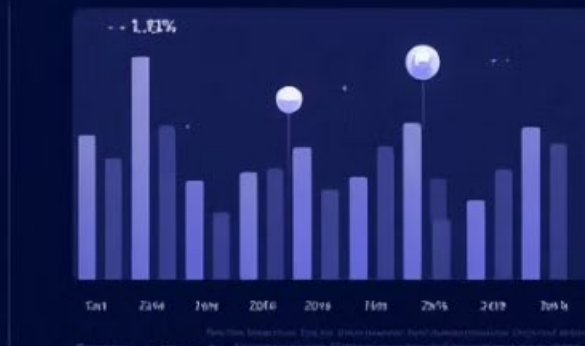
Need for AI verification

## 3 Market Demand

Increasing need for AI to lower costs, increase efficiency but still produce human accurate translation

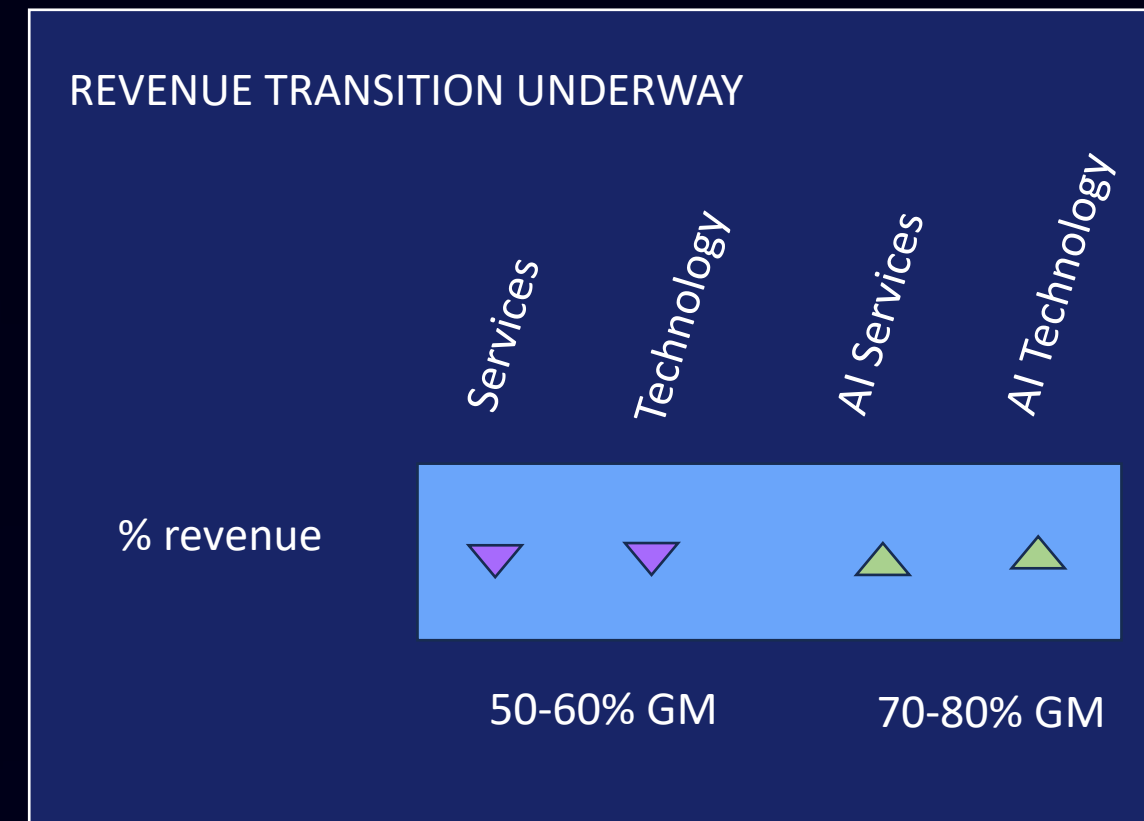
\*<https://www.nimdzi.com/nimdzi-100/>

\*\*<https://www.cognitivemarketresearch.com/natural-language-processing-nlp-market-report>



# Profitable Growth & AI-Driven Margin Expansion

- 1** **Current State**  
 Cashflow positive, profitable, 2,000 corporate customers
- 2** **Transition Period**  
 Legacy translation to high-margin AI verification revenue  
 Transition from enterprise SaaS offering to AI agent based automation with workplace apps
- 3** **Future Position**  
 Completed transition within 24-36 months.  
 Higher margin, SaaS revenue model



# Proprietary AI Models: 15 Years of Data Advantage



**Tiri**

AI translation model  
trained on 15 years of  
data



**Tiri-X**

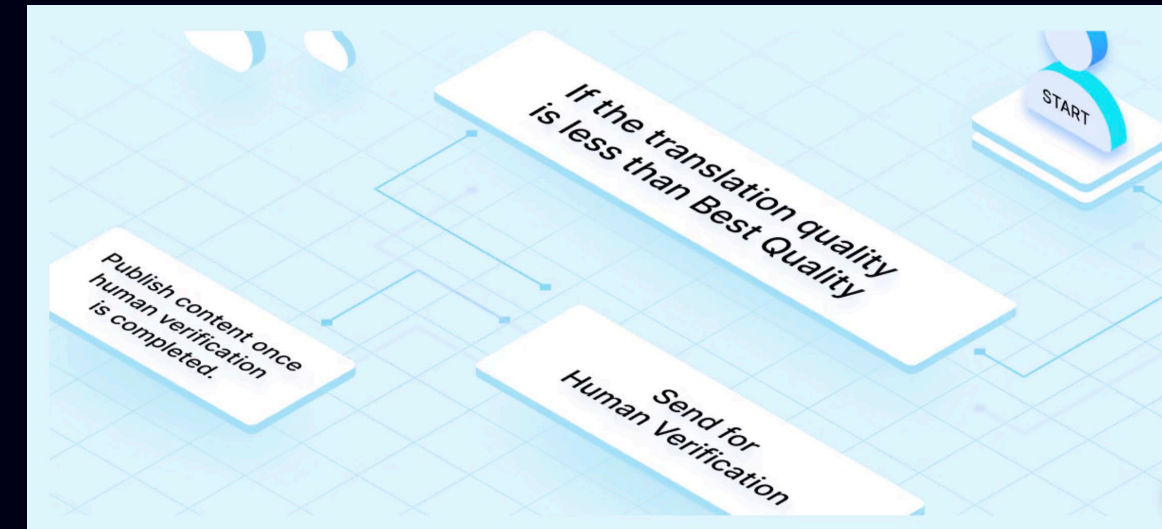
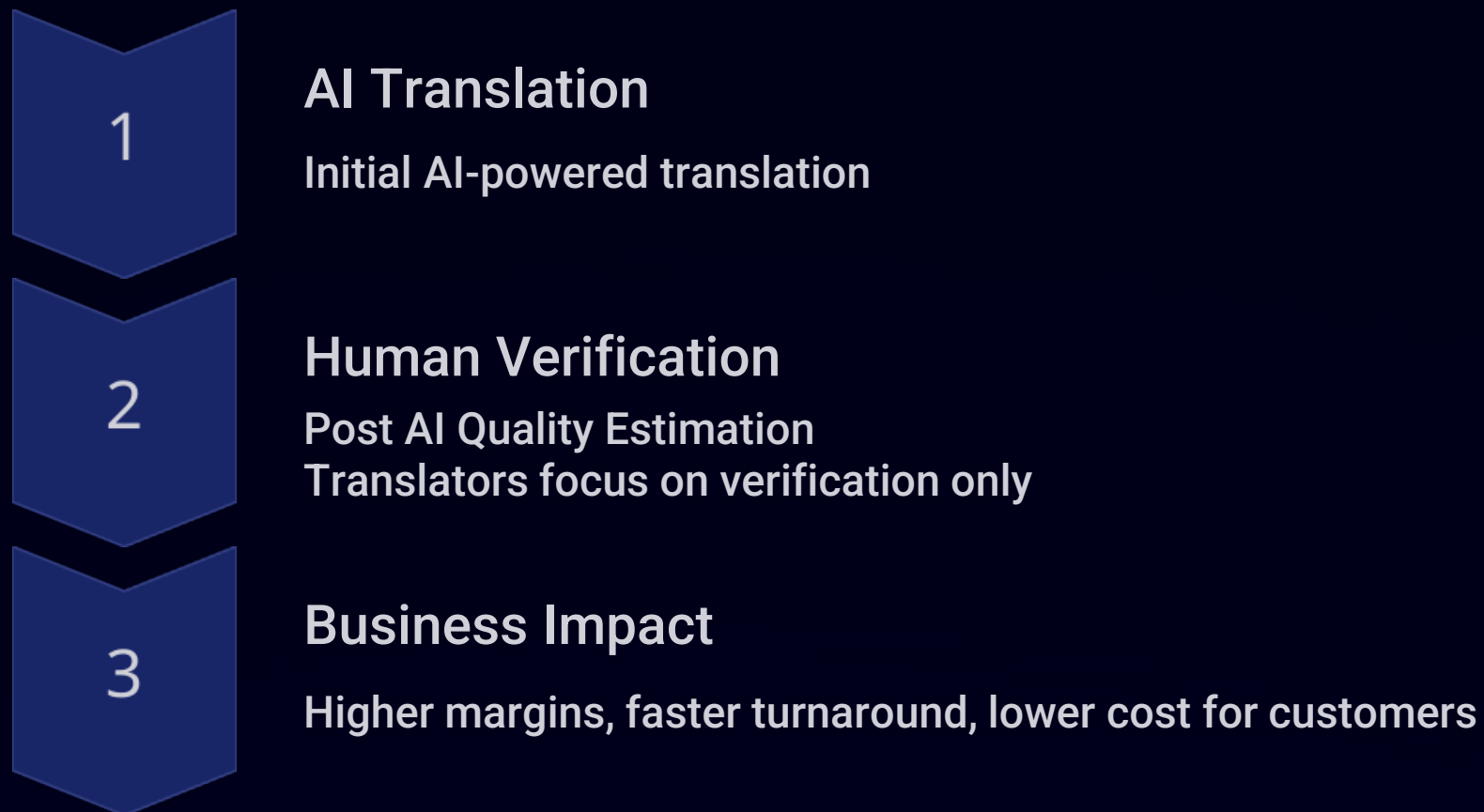
Quality estimation  
engine



**Competitive Edge**

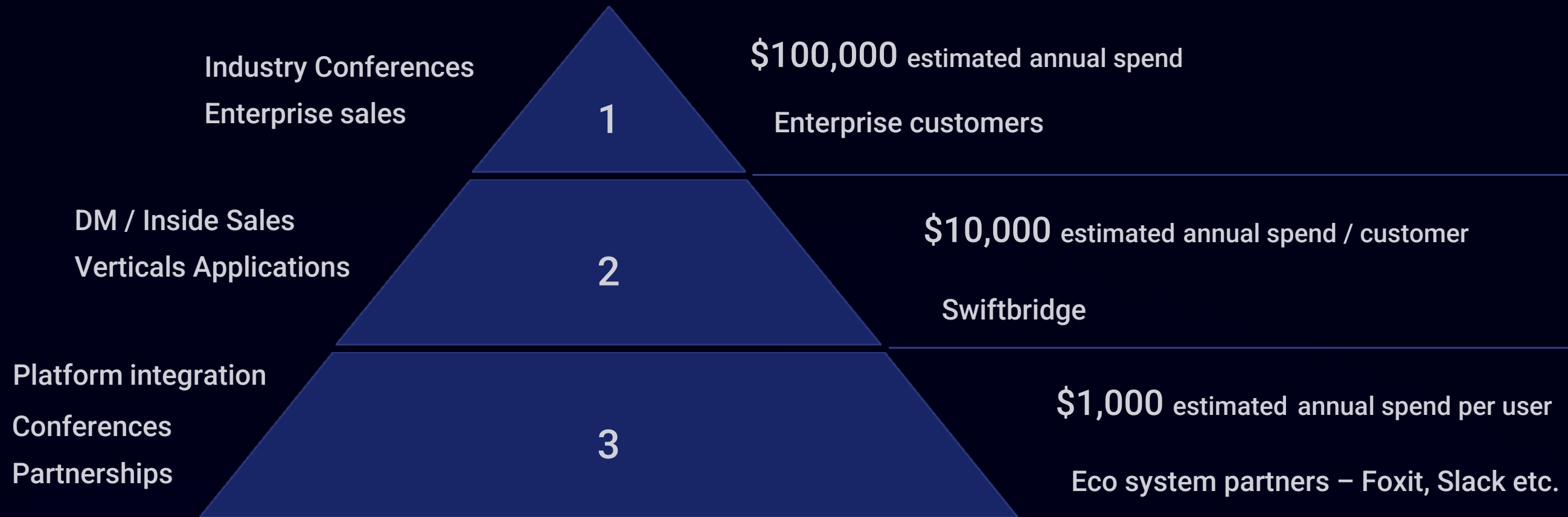
Powering vertical  
solutions and VERIFY  
AI

# VERIFY AI: Revolutionizing Translation Efficiency



# Strategic Customer Acquisition for Scalable Growth

Our pathway to AI revenue Growth





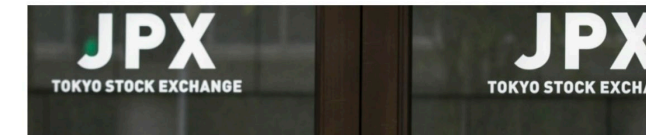
# Solving the hard problem of translating Japanese financial data using custom AI models

- ★ 2,000 on the TSE need to comply companies with a new ruling for English translation of market information
- ★ Deadline of March 31 2025.
- ★ Built in partnership with IBM
- ★ Major technology distribution partner (Iguazu) signed with a 60 strong sales team active

straker.ai 

BUSINESS / MARKETS

Japanese companies rush to update English-language disclosures ahead of 2025



Japanese companies are scrambling to improve English-language disclosures ahead of a requirement for many of them to publish financials more accessible to international investors.



# Ecosystem Integration Opportunity

As hundreds of platforms integrate genAI translation as a premium service, a significant premium + verification opportunity emerges.

## Platform Integration

Hundreds of platforms now offering LLM translation as a premium service



## Revenue Growth

Scalable ecosystem model creates recurring revenue streams

## VERIFY AI Layer

Our solution serves as the next-tier premium verification service

## Customer Expansion

Reach new markets through integration partnerships

Each integration creates a potential revenue stream while expanding our market reach without proportional customer acquisition costs.



# Investment Highlights

## Proprietary Technology

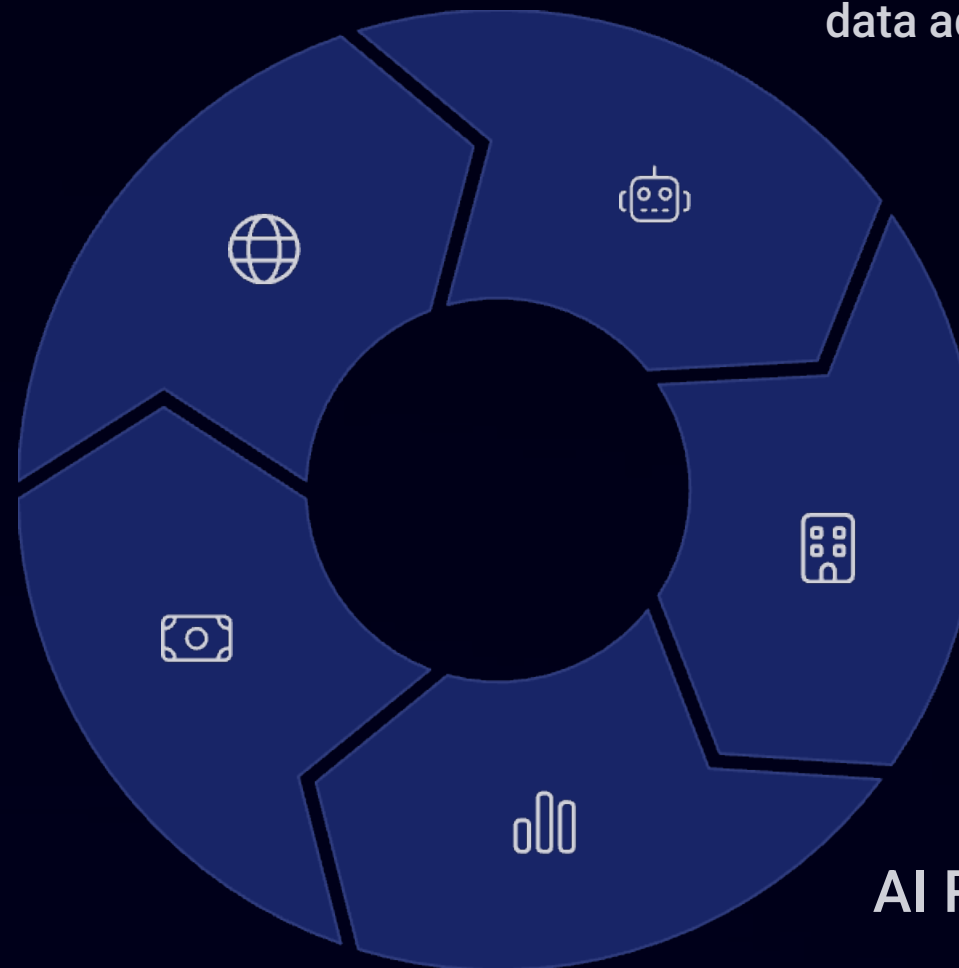
Tiri & Tiri-X AI models with 15 years of data advantage

## Large Market Opportunity

Operating in the US\$57B global language services market

## Healthy Balance Sheet

Cashflow positive with strong financial position



## Growth Infrastructure

Established presence in 10 countries with strategic partnerships

## AI Revenue Growth

Transitioning to high-margin AI-powered services

# Thank you

Grant Straker  
grant@straker.ai

[www.straker.ai](http://www.straker.ai)

ASX.STG

# Disclosure statement

This presentation contains general information about Straker Ltd. and its activities as of 25 March 2025. The information is provided in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account your personal circumstances or financial situation. Investors should conduct their own independent research and obtain professional advice before making any investment decisions.

This presentation may contain forward-looking statements. These statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. Straker Ltd. does not undertake to update or revise any forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this presentation, other than as required by applicable law and ASX Listing Rules.

While the information contained in this presentation has been prepared in good faith, neither Straker Ltd. nor its directors, officers, employees or agents give any representation or warranty, express or implied, as to the accuracy, reliability, or completeness of the information.

This presentation is not an offer or invitation for subscription or purchase of securities or other financial products. It has been prepared in compliance with the ASX Listing Rules.

All figures in NZD unless otherwise stated.

FY25 refers to the financial year April 1 2024 to March 31 2025.