

# 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



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# 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\*

**\$0M**

Debt

Low leverage ratio

**\$7M**

R&D Investment

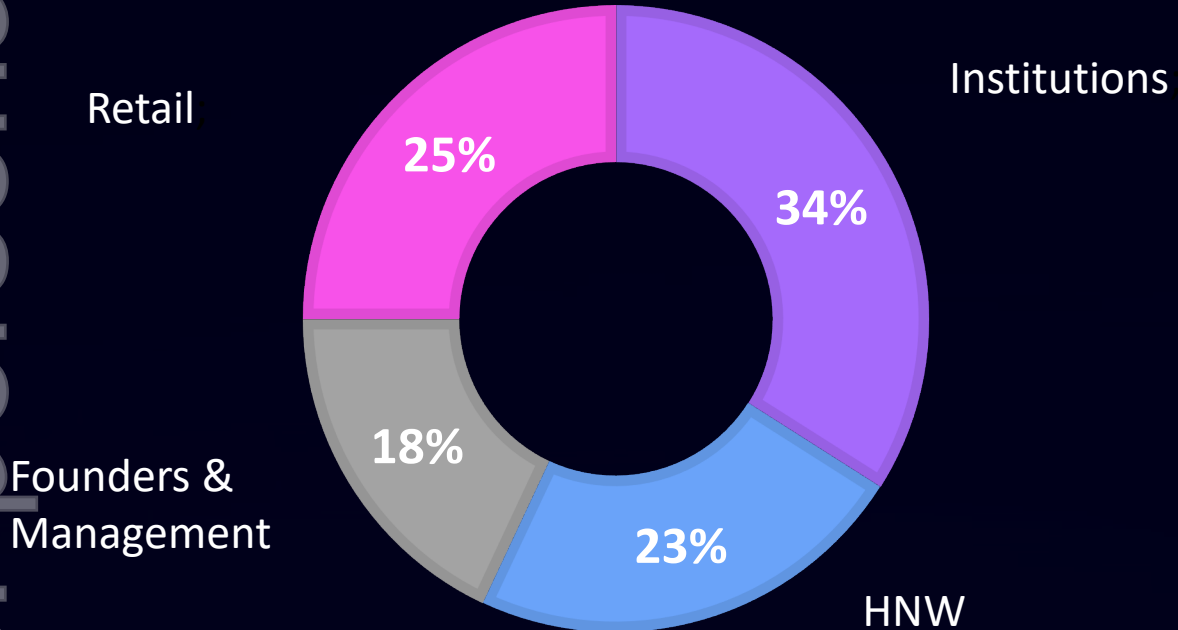
Annual investment

**67%**

Gross Margin

- Profitable
- Cash flow positive

## Register Analysis



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

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# AI Innovator with Global Reach

## Financial Position

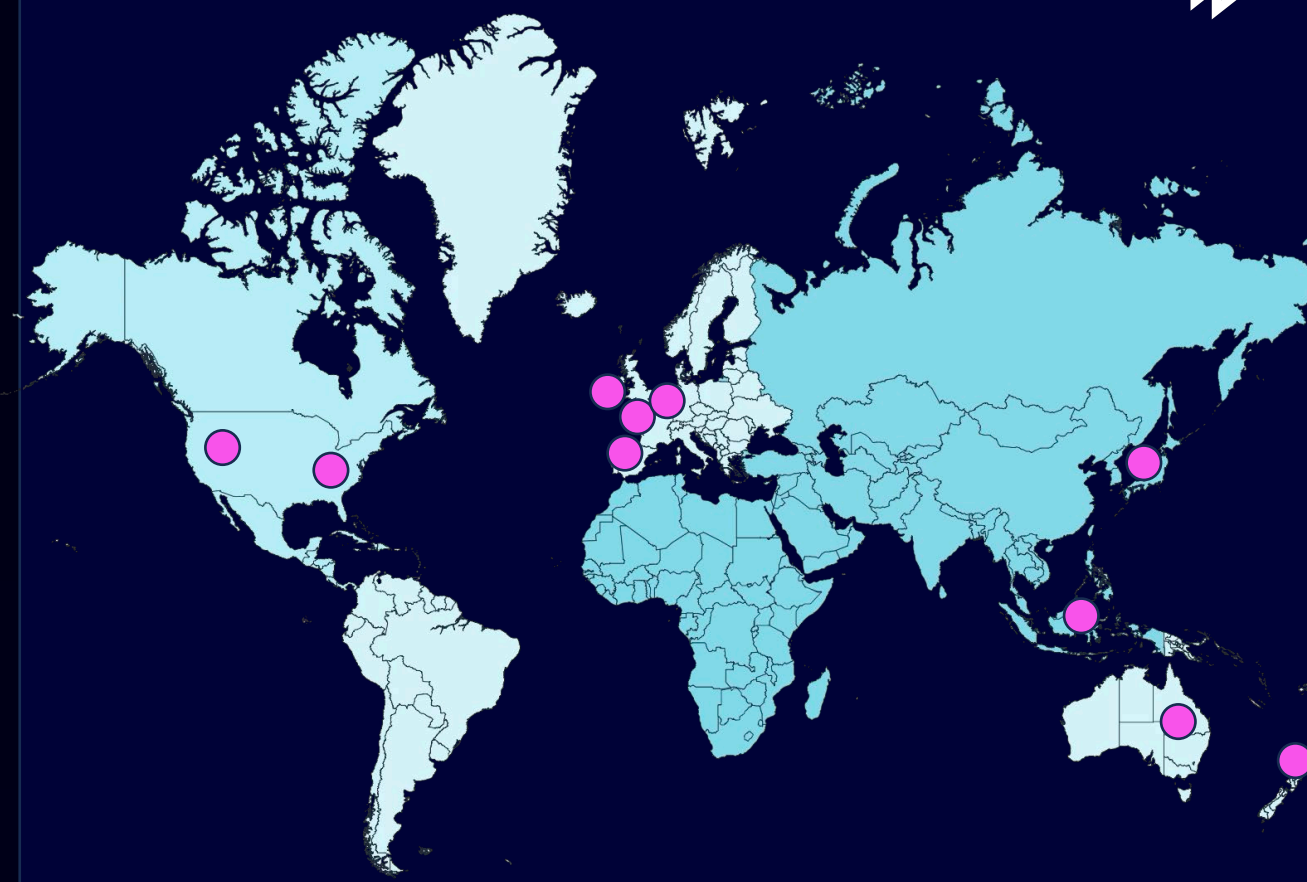
FY25 guidance \$43-45m revenue, profitable & cashflow positive

## 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>

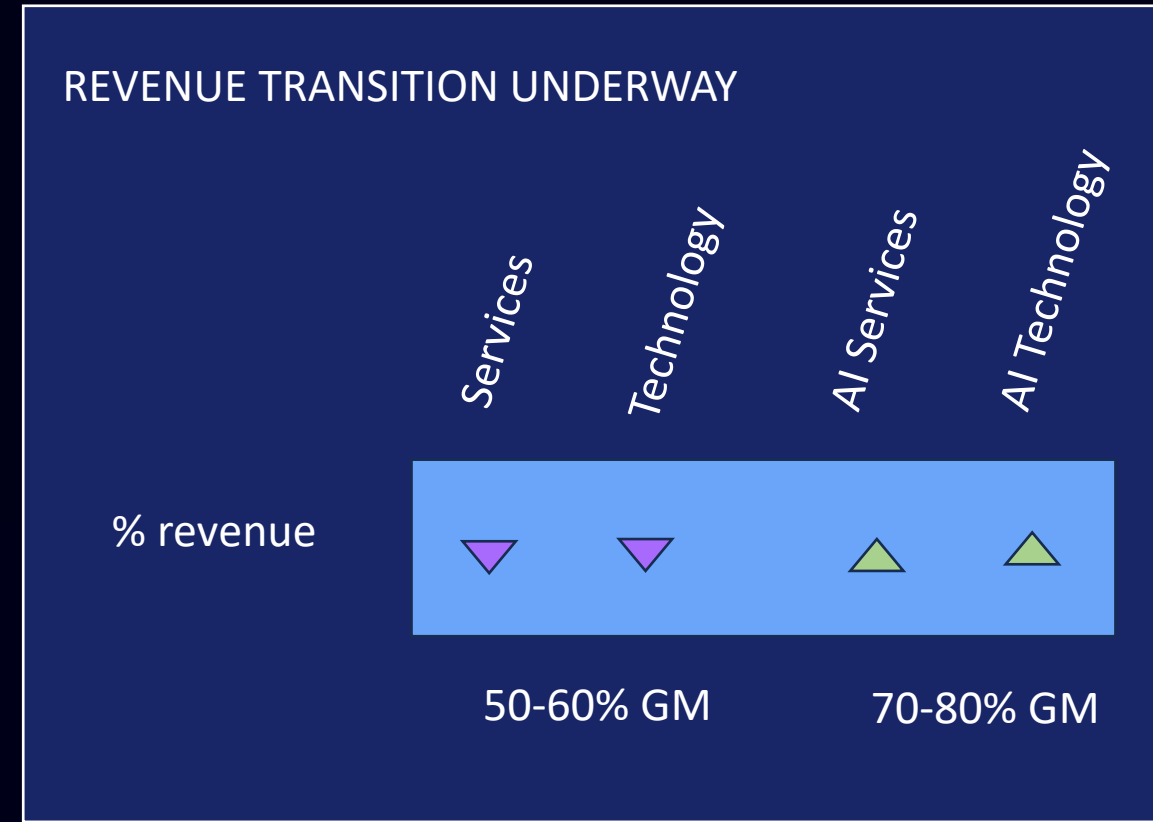


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# Profitable Growth & AI-Driven Margin Expansion

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- 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

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# VERIFY AI: Revolutionizing Translation Efficiency

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## AI Translation

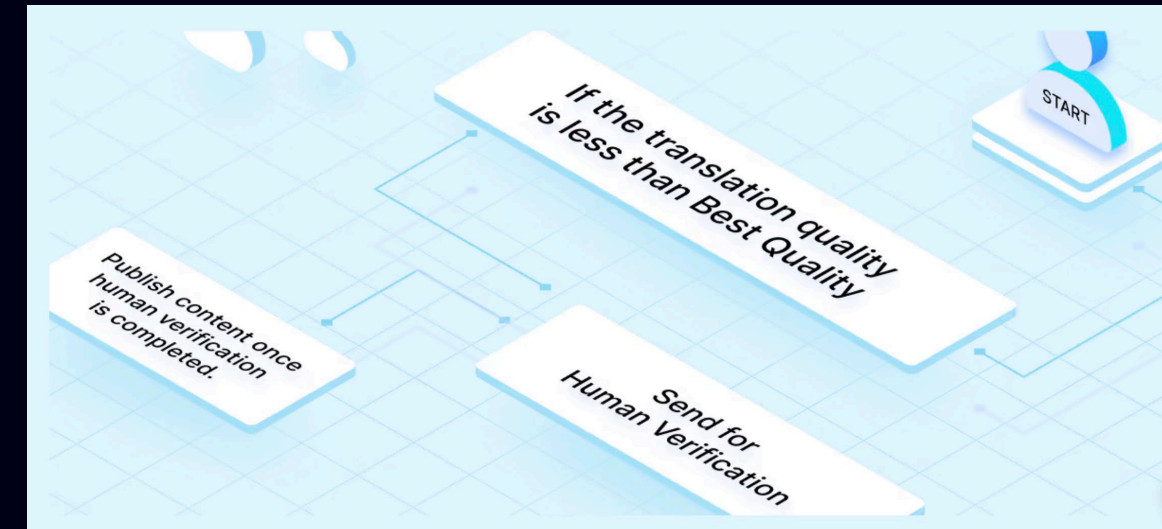
Initial AI-powered translation

## Human Verification

Post AI Quality Estimation  
Translators focus on verification only

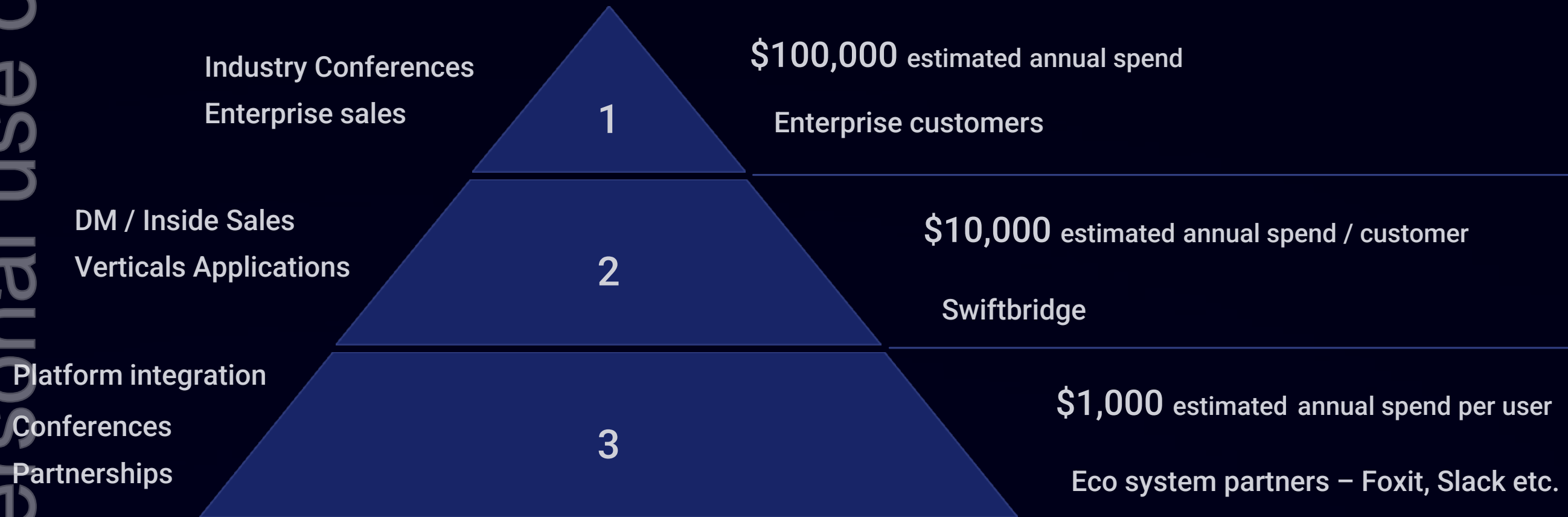
## Business Impact

Higher margins, faster turnaround, lower cost for customers



# Strategic Customer Acquisition for Scalable Growth

Our pathway to AI revenue Growth



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# 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

**JPX**  
TOKYO STOCK EXCHANGE

**JPX**  
TOKYO STOCK EXCHANGE

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.



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# Investment Highlights

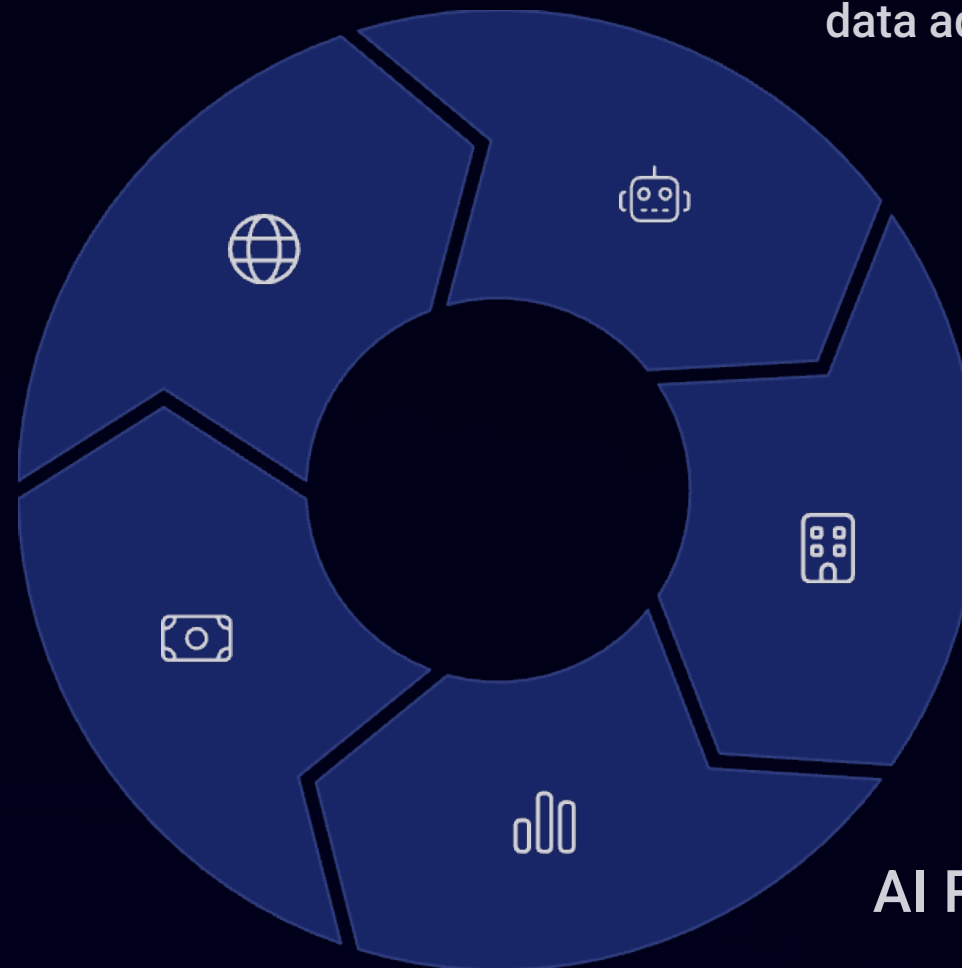
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## Large Market Opportunity

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

## Healthy Balance Sheet

Cashflow positive with strong financial position



## Proprietary Technology

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

## Growth Infrastructure

Established presence in 10 countries with strategic partnerships

## AI Revenue Growth

Transitioning to high-margin AI-powered services

# Thank you

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ASX.STG

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All figures in NZD unless otherwise stated.

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