



Ellerston JAADE Australian Private Assets Fund (Retail)

Investor Newsletter, July 2025

Investment Strategy

The Fund, through its investment in units in the Underlying Fund, invests in high growth private companies. The portfolio will be relatively concentrated and will aim to target between 10% - 20% of the Underlying Fund's NAV per investment across up to 12 Investee companies beyond the Initial Holding Period. Investee companies should have a minimum of \$10m in annual revenue and target growth of at least 20%.

Investment Team

Jamie Odell • David Leslie • Antonia Korsanos
• Anthony Klok • Jayne Shaw • Justin Diddams
• Michael Calabrese • Geronimo Cieza • Jason Martin • John Parathyras

Key Information

Fund Inception	5 July 2019
Underlying Fund Inception [^]	18 December 2018
Structure	Open ended
Strategy FUM*	\$473m
NAV Price [^]	\$1.7989
Pricing	Quarterly
Management Fee (p.a.)	1.75% (investable capital)
Performance Fee	20%
Hurdle Rate	8% (net of fees)
Distribution	Reinvest/ Cash

* Includes capital inflows effective the end of the most recent quarter.
[^] NAV mid-price (post distribution).

Research

Zenith¹ (Rating: Recommended)

Platforms

Asgard, Ausmaq, Panorama, BT Wrap, Hub24, Macquarie Wrap, Netwealth, Powerwrap, XPlore Wealth, Morgan Stanley, uXchange

Performance Summary

Performance	3 Months	6 Months	1 Year	3 Years (p.a.)	4 Years (p.a.)	5 Years (p.a.)	Since Inception (p.a.)
Fund [^]	3.81%	6.15%	11.02%	10.30%	10.08%	13.43%	16.05% ^{**}
Underlying Fund [*]	4.07%	6.52%	11.75%	10.85%	10.58%	14.13%	14.98% ^{^^}

[^] Net return of the Ellerston JAADE Australian Private Assets Fund (Retail) ("Fund") as at 30 June 2025.
^{*} Net return on the Ellerston JAADE Australian Private Assets Fund (Wholesale) ("Underlying Fund"), in which the Fund is invested as at 30 June 2025 ^{**} Since inception performance is calculated from 30 September 2019, being the date when the Fund made its first investment into the Underlying Fund.
^{^^} The Underlying Fund's inception date is 18 December 2018. Past performance is not a reliable indicator of future performance.

Portfolio Companies



Initial Investment:	October 2024	Industry Focus:	Medtech
Invested Amount:	\$32m	Business Model:	Marketplace/Regulatory Platform
Current Fair Value:	\$36m	Board Representative:	David Leslie
Securities:	Preferred Equity		

Company Overview

Fresh Clinics is a capital-lite business that provides an end-to-end solution for democratising clinic startup and ownership. Fresh provides numerous resources such as Electronic medical records platform, an operating platform, legal advice, free training, and more to generate savings and cheaper medical oversight.

Investment Thesis

Fresh has resonated in the Australian market, with around 14% share of 9.2k clinics in < 5 years. As they plan to expand to the US, they are tapping into a large and fast-growing medical aesthetics market, with a TAM of US\$5bn and 10% growth p.a. in volume terms due to trends in the aging population and rise of social media fuelling demand.



Initial Investment:	May 2024	Industry Focus:	Risk Management
Invested Amount:	\$7m	Business Model:	SaaS
Current Fair Value:	\$7m	Board Representative:	N/A
Securities:	Ordinary Shares		

Company Overview

Riskconnect is a leading Integrated Risk Management platform provider owned by PE firms TA Associates and Thoma Bravo. The company's platform provides clients with a single view from which to manage operational, strategic and digital risk.

Investment Thesis

Riskconnect management team expects to use Camms' acquisition to expand its geographical presence into APAC (only 5% of its current revenue come from APAC) and cross sell its products across both businesses. The business has a history of growing through M&A complementing organic initiatives and has maintained high employee retention after these acquisitions.



Initial Investment: February 2019
Invested Amount: \$16m
Current Fair Value: \$103m
Securities: Ordinary Shares

Industry Focus: Disability and Aged Care
Business Model: Marketplace for Carers
Board Representative: Jayne Shaw, David Leslie

Company Overview

Mable is the leading marketplace platform for the "Home Care" sector, across both aged care and disability segments in Australia, connecting consumers with care workers. The key tailwind in the sector has been the shift in government policy to consumer directed spending and away from funding grants to care provider organisations. This shift means consumers and their families are actively looking for better value and personalised support, making Mable's platform appealing to a growing audience.

Investment Thesis

Mable has a first mover advantage in the provision of marketplace services for the aged care and disability sectors. The platform is leveraging technology to disrupt the traditional delivery of services by care providers in Australia. Total addressable market for the platform is \$33bn (Disability Support \$25bn + Aged Home Care \$8bn), out of which Mable has less than 1% penetration.



Initial Investment: November 2020
Invested Amount: \$26m
Current Fair Value: \$35m
Securities: Preference Shares, Convertible Notes

Industry Focus: Industrial Companies
Business Model: Enterprise Software
Board Representative: Anthony Klok (Alternate: Michael Calabrese)

Company Overview

Prospecta is a leading provider of data governance and master data management for enterprise clients, via its Master Data Online (MDO) platform, which is certified by both SAP and Salesforce. MDO's modules cover master data governance, data quality, supply chain logistics, workforce safety and partner collaboration. The business has a global blue-chip customer base and is viewed as a domain expert in master data management, operating in a global addressable market of SAP clients, which face increasingly complex ERP environments.

Investment Thesis

The quality and control of data is gaining increasing importance amongst enterprises, particularly on the supply side. Prospecta's MDO modules cover master data governance, data quality, supply chain logistics, workforce safety and partner collaboration.



Initial Investment: August 2025
Invested Amount: \$45m
Current Fair Value: \$45m
Securities: Preference Shares

Industry Focus: AI Infrastructure
Business Model: Compute as a service
Board Representative: David Leslie

Company Overview

Firmus is an Australian company with an operating business (data centre) in Singapore and a site in Launceston (Tasmania), where it plans to build Australia's first GPU as a Service data centre ("AI factory"). The company operates a profitable AI cloud facility in Singapore in partnership with ST Telemedia Global Data Centres and the Singapore Government, currently delivering a run-rate EBITDA of \$35 million, and is now advancing its flagship project in Tasmania, Australia's first GPU-as-a-Service data centre ("AI factory").

Investment Thesis

The global A.I. boom is driving unprecedented demand for compute; demand for AI is seeing US\$5trillion+ of investment into data centres by 2030 (+125 GW). Firmus is a unique opportunity to invest in the growth of A.I., with the company already achieving several critical milestones, with proven track record operating a profitable A.I. factory in Singapore, with hyperscale clients and the strategic backing from a leading global tech company, securing priority access to A.I. chips.



Initial Investment: August 2021
Invested Amount: \$17m
Current Fair Value: \$25m
Securities: Preference Shares, Convertible Notes

Industry Focus: Financial Services
Business Model: Payment Platform
Board Representative: Justin Diddams

Company Overview

Azupay is an emerging payment service provider enabling consumers, businesses and government to make and receive instant and safe payments on a 24/7 basis from a bank account without the need for a debit or credit card. The Company's products are built on the New Payments Platform (NPP), recently launched as a modern alternative to existing payment methods like card schemes, BPAY and direct entry.

Investment Thesis

Against the backdrop of a regulatory-led shift to digital payments, Azupay is well positioned to leverage its first mover advantage in the real-time payments market. The Company's technology is built and operational with clear user benefits over legacy methods and has an experienced management team capable of helping the Company deliver on its robust growth forecasts.



Initial Investment: September 2021
Invested Amount: \$35m
Current Fair Value: \$17m
Securities: Preference Shares, Convertible Notes, Secured Loan

Industry Focus: Healthcare
Business Model: SaaS
Board Representative: Jayne Shaw

Company Overview

Prospection provides Real World Evidence (RWE) empowering pharma companies and health care providers to make data-driven decisions. The Company uses complex health and pharma data, combined with its proprietary algorithms, to generate insights into patient outcomes across various diseases and treatments. Its subscription cloud based platform follows millions of de-identified patients over time to search for patterns in the health and treatment journey and improve clinical outcomes.

Investment Thesis

Global pharma companies are increasingly turning to RWE to drive clinical and commercial use cases, while improving time and cost efficiencies. Prospection serves 17 of the Top 20 Global Pharma companies, and its foundation clients have been a significant driver of the business, pushing the business into new international markets.



Initial Investment: April 2023
Invested Amount: \$22m
Current Fair Value: \$40m
Securities: Managed Equity

Industry Focus: Business Productivity
Business Model: SaaS
Board Representative: N/A

Company Overview

Nitro's Document Productivity Platform includes powerful PDF editing tools, digital workflows, highly secure eSigning and identity verification capabilities, which competes with tier-1 providers Adobe and DocuSign. Nitro has over 2.8 million licensed users and 14,000+ business customers across 179 countries, including over 62% of the Fortune 500.

Investment Thesis

Huge Greenfield opportunities in the SMB space: only 11% of SMBs use PDF editors (vs. 86% of Enterprise businesses). Tailwinds from companies shifting processes to online to drive more efficient processes and acceptance of eSignatures. The company is viewed as a better one-stop-shop solution (PDF productivity and eSignature), at a lower-price point (20-50% cheaper) and better customer service than peers.

Initial Investment: April 2024
Invested Amount: \$40m
Current Fair Value: \$40m
Securities: Preferred Equity & Convertible Notes

Industry Focus: Regulation & Compliance
Business Model: ID Verification Platform
Board Representative: Anthony Klok

Company Overview

Data Zoo is a global ID verification platform with blue-chip customers such as Stripe, PayPal, MoneyGram and eToro among others. Data Zoo's verification software provides direct access to data from 170+ countries, enhancing KYC/KYB compliance and fraud prevention, while emphasising data privacy & protection by eliminating identity data storage. With over 150 clients and a diverse mix of revenue across US, Europe, Asia and Australia, the business has now established itself as a credible alternative to incumbent ID verification services.

Investment Thesis

ID Verification is a large (\$20bn TAM) and fast-growing (+23% CAGR) market driven by a growing need to KYC clients with greater accuracy and ease, as well as reducing fraud. The primary capital will give the Company additional firepower to pursue new growth initiatives, upgrade the operational executives and continue to integrate the latest and deepest data sources and capabilities around ID verification.



Initial Investment: May 2025
Invested Amount: \$30.9m
Current Fair Value: \$30.9m
Securities: Preferred Equity

Industry Focus: B2B SME's
Business Model: Tech-enabled Services
Board Representative: Justin Diddams

Company Overview

Sleek offers an all-in-one digital platform for company incorporation, accounting, bookkeeping, tax, payroll, and corporate secretary services. Sleek supports over 16,000 businesses annually with their compliance needs across Singapore, Hong Kong, the United Kingdom, and Australia.

Investment Thesis

Sleek operates in a large, fragmented market with strong product-market fit. It's leveraging automation and AI to deliver superior service and preparation of accounting and tax requirement for clients. It has diversified revenue across regions and products, growing >30% CAGR across all its markets. We see improving underlying unit economics and gross margins driving material earnings growth in coming years. Strong management team and diversified operations enables effective allocation of resources.

Contact Us

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Find out more

Should investors have any questions or queries regarding the Fund, please contact our Investor Relations team on **02 9021 7701** or **info@ellerstoncapital.com** or visit us at **ellerstoncapital.com**.

All holding enquiries should be directed to our registry, APEX Fund Services on **1300 133 451** or **registry@apexgroup.com & Ellerston@apexgroup.com**.

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