

2027 VIVID VISION



SNAPSHOT

The following is our Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now for the future. It is a detailed overview of what our business will look like, feel like and act like three years out – by 30 June 2027.

For PappsPM, this Vivid Vision is to provide insight to our team as to how their contribution is building toward something larger. For our clients and partners, this Vivid Vision is to bring you on our journey to judge PappsPM on what will become, not what we are currently as a Small Enterprise.

OUR VISION 2027

As we envision the future of PappsPM at 30 Jun 2027, we see a company that has solidified its position as a respected Small to Medium Enterprise (SME) across diverse sectors including Defence & Government, Property & Infrastructure, Cyber & Security. We leverage cutting-edge technology and Artificial Intelligence (AI) tools to optimise project delivery safely and securely across suitable projects. What we do and whom we do it for is summarised below.

Sector	Client	Services
Defence & Government	<ul style="list-style-type: none"> • Capability Acquisition Sustainment Group (CASG) • Major Service Providers (MSPs) • Chief Information Office Group (CIOG) • Defence Science Technology Group (DSTG) • Department of Foreign Affairs and Trade (DFAT) • Security Estate Group (SEG) 	<ul style="list-style-type: none"> • Project and Program Management • Engineering and Technical • Material Logistics • Commercial
Property & Infrastructure	<ul style="list-style-type: none"> • Department for Infrastructure and Transport • Renewal South Australia (SA) • Local Councils • Defence Prime & Medium Contractors • Property Developers • Commercial Tenant Representation 	<ul style="list-style-type: none"> • Construction Project and Program Management • Infrastructure Planning and Approvals • Asset Management • Contract Administration
Cyber & Security	<ul style="list-style-type: none"> • Federal Government Departments and Agencies • Major groups (Commercial, Critical Infrastructure, Data Centre, Health, Aviation, Transportation) 	<ul style="list-style-type: none"> • Security Design • Cyber and Infrastructure Security • Information Security and Technology





OUR SERVICES EXPLAINED

DEFENCE & GOVERNMENT

Our certified engineers, project managers, logisticians and commercial managers deliver specialised technical services across diverse Defence and Government projects. With backgrounds in Defence, Defence Industry, and other Government sectors, we bring both "Above" and "Below" the Line experience. This enables PappsPM to provide a skilled workforce adept at simplifying complexity.



PROPERTY & INFRASTRUCTURE

We provide life cycle project management \ services to deliver property and infrastructure projects in commercial, industrial, Government and non-profit sectors. We partner our clients providing strategic planning advice, asset condition assessments, option analysis, facility optimisation analysis through to design management, planning approval coordination, tenant representation, superintendent and construction project management to bring visions to reality.



SECURITY & CYBER

We specialise in delivering projects to achieve Security Construction and Equipment Committee (SCEC) compliance, covering electronic, structural, and building requisites within the Protective Security Policy Framework (PSPF). Proficient with Essential 8, Defence Industry Security Program (DISP) and Information Security Manual (ISM), we seamlessly integrate your security obligations with your business objectives.



TEAM

Our **Managing Director** focuses on the big-picture strategy, driving the culture and growth to ensure that we stay true to our vision. The Managing Director focuses on operational excellence and cross functional collaboration to drive the organisation's success.

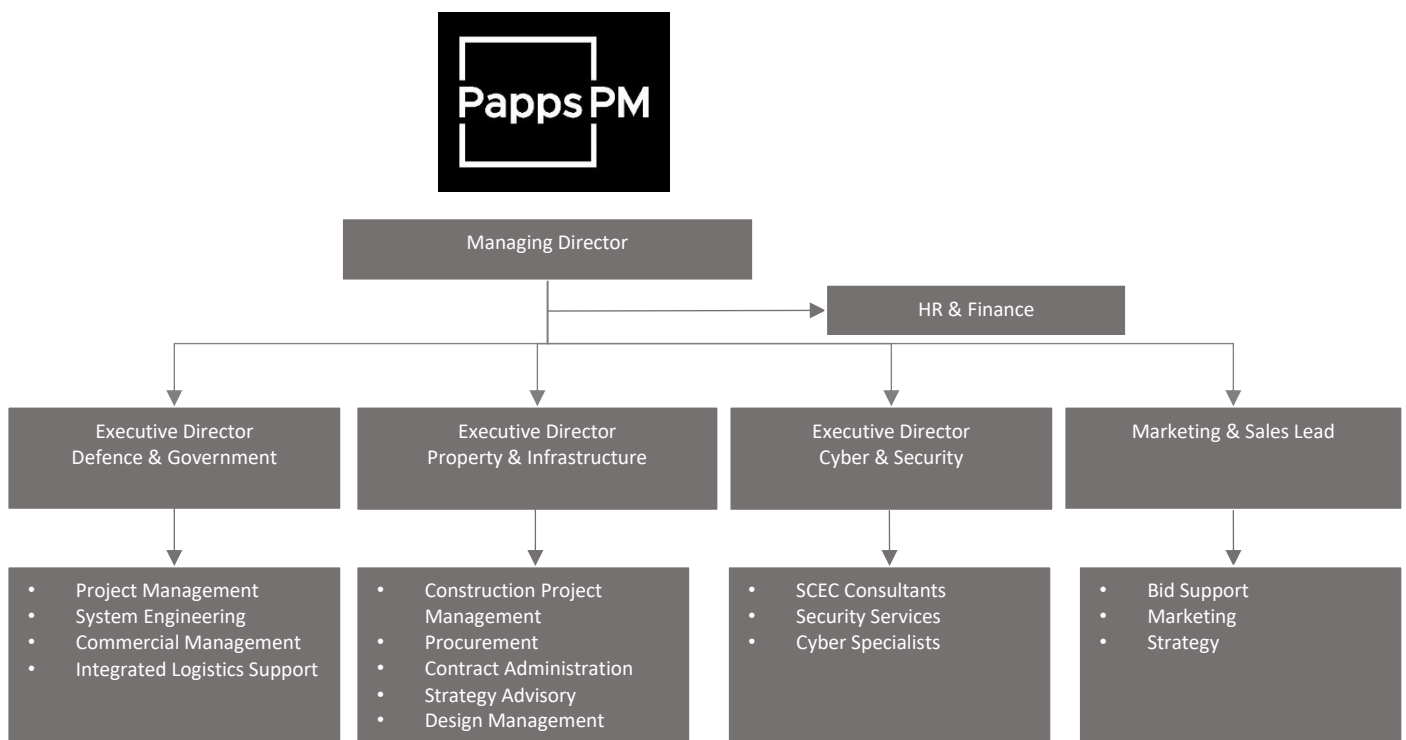
The **Executive Directors** report to the Managing Director and are responsible for resource management, sectors performance metrics, tender submissions, and business development.

The **Marketing and Sales** lead reports to the Managing Director on the cross functional support they are providing to the teams and track the pipeline of upcoming work provided to them by the Executive Directors.

Human Resource (HR) reports to the Managing Director and assist in onboarding, employment matters and compliance.

The **Finance and Admin** team reports to the Managing Director and duties include bookkeeping, invoices payment, payroll, travel, coordination of team meetings and event management.

Team members report to their respective Executive Director and are responsible for the high-quality performance of their duties in representing the company and have opportunities to move up in levels in their discipline.

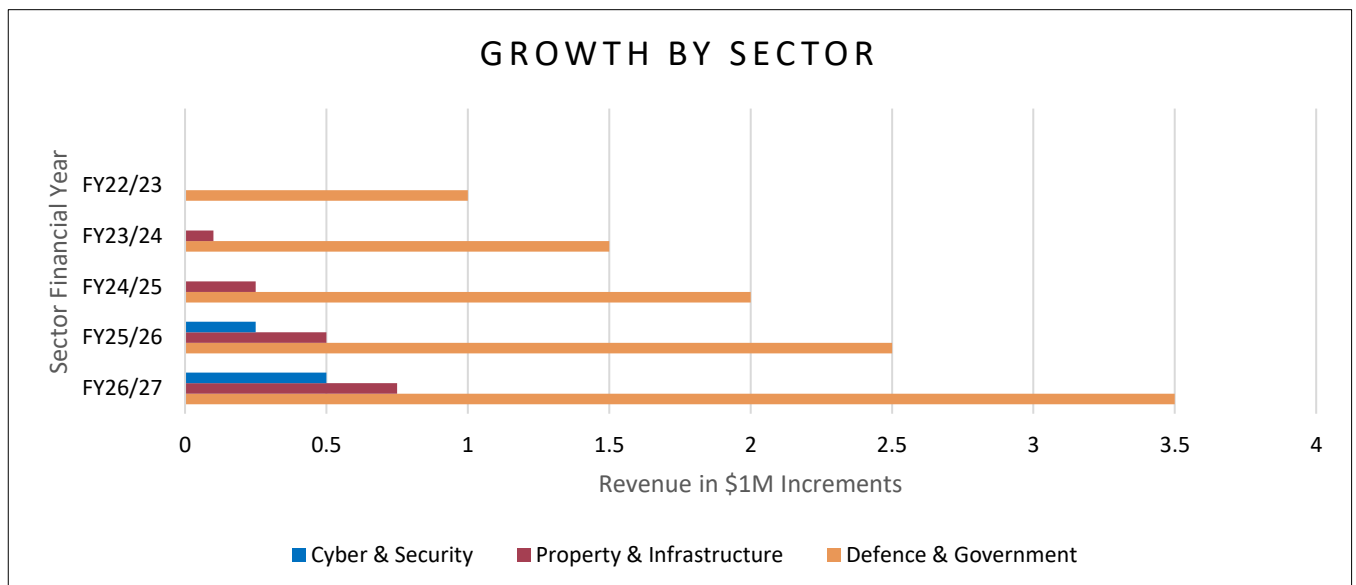


SALES: GROWTH MINDSET

Our growth mindset fosters a culture of innovation and creativity, where employees are encouraged to explore new ideas, take calculated risks, and push the boundaries of what is possible. We understand that growth is not linear, and that failure is an integral part of the learning process. Rather than being discouraged by setbacks, we see them as valuable lessons that propel us forward.

As a result of our growth mindset, we have achieved significant milestones and continually strive for excellence in all that we do. We celebrate progress, no matter how small, by company getaways or bonuses or gifts or praise amongst our team at monthly meetings and are committed to continual improvement in pursuit of our goals. Your achievements will not go unnoticed. At PappsPM, a growth mindset is not just a mindset; it's a way of life that drives us towards success and fulfillment. Our projections of revenue by 30 Jun 27 is summarised below.

SECTOR	FY22/23	FY23/24	FY24/25	FY25/26	FY26/27
DEFENCE & GOVERNMENT	\$1,000,000	\$1,500,000	\$2,000,000	\$2,500,000	\$3,500,000
PROPERTY & INFRASTRUCTURE	-	\$100,000	\$250,000	\$500,000	\$750,000
SECURITY & CYBER	-	-	\$300,000	\$350,000	\$500,000
TOTAL	\$1,000,000	\$1,600,000	\$2,550,000	\$3,350,000	\$4,750,000



CULTURE

We put our people first.

Our team culture revolves around our slogan "Stronger Together," symbolising our belief in collaboration and unity amongst our company. At PappsPM, you will not find internal politics, gossip and you will not feel as if you are a cog in a large machine.



Whether it's brainstorming innovative solutions or tackling complex challenges, we thrive on the synergy created by combining our diverse skill sets. Moreover, we value the importance of fostering a fun and enjoyable work environment, where laughter and camaraderie are integral parts of our day-to-day interactions. Together, we work hard, support each other, and have fun along the way, embodying the true essence of being "Stronger Together."

VETERANS' EMPLOYMENT

We proudly champion veteran employment within our team and for our clients. We value the leadership, problem-solving expertise, and teamwork veterans bring, fostering a workplace where their contributions make a tangible difference. We actively provide opportunities and support for our veterans, truly embodying the spirit of Stronger Together.

TRAINING AND DEVELOPMENT

We prioritise training and development, providing each employee with an annual budget for growth. This includes accommodating reservist leave within the training budget, ensuring our team remains skilled and adaptable. Our dedication to excellence mirrors client expectations, compelling us to invest in top-tier talent.

HIGH PERFORMANCE

We foster a high-performing culture by recognising and rewarding employees who contribute to our growth and diversification. Through bonus structures performance reward systems, promotions or even shareholding we incentivise innovation and excellence, creating an environment where success is celebrated, and employees are empowered to excel.

HAVING SOME FUN

We embrace a dynamic and inclusive culture, evident in our biannual company catch-ups held interstate across Australia. These all-hands gatherings bring our team together for engaging activities like golf, go-karting, axe throwing and attending major sporting events, creating friendships, a tight knit culture and creating unforgettable experiences for all.



CORE VALUES

OUR PEOPLE FIRST

Our people are our greatest asset. Our clients expect the very best, so investing in our team is critical to ensuring we deliver the best. Our culture is one that's built on teamwork, encouragement, collaboration, and enjoyment. We're at our best when our people are.

FOSTER ENDURING PARTNERSHIPS

We foster enduring partnerships with our clients, prioritising mutual growth and long-term success. While technology enhances our efficiency and innovation, it never hinders our commitment to personalised service and building lasting relationships founded on trust, communication, and collaboration.

GROWTH-ORIENTATED

We prioritise continuous improvement, learning, and innovation, striving to create a future that surpasses our past achievements. We relentlessly challenge ourselves to evolve and push boundaries, driving towards a brighter and more successful tomorrow.

OUTCOMES FOCUSED

We prioritise being outcome-focused, ensuring that our efforts consistently align with achieving tangible results for our clients. By maintaining a relentless focus on delivering successful outcomes, we drive efficiency, innovation, and excellence in every project we undertake.

At PappsPM, we recognise that our team members are the foundation of our company. To develop our vision for the next three years, we held a Strategy Session involving our entire team to gather their insights and ideas. At PappsPM, we are committed to fostering a culture of transparency, collaboration, and recognition. By engaging every team member and valuing their unique perspectives and experiences, we ensure that our path forward reflects our collective knowledge and goals as we work together to build a future of maximum impact.

COLLABORATIVE
VISION FOR
FUTURE GROWTH



MEDIA & MARKETING

We've built a following across our social media platforms based on our easy-to-understand posts, videos, and podcasts that provides inspiration and motivation for Government and business leaders to push themselves to new heights. Our social media platforms seek to provide insight specific topics that relate to our market sector and featuring leaders and stories that align with company values.

These marketing campaigns go beyond showcasing PappsPM services and success stories; they tell stories of determination, perseverance and the pursuit of excellence in their particular fields. The engaging content attracts followers to our page. For example:

- Interviewing founders or executives who PappsPM would like to do business with and ask about their journey; or
- Interviewing former ADF members that PappsPM may want to hire or work with in the future and question them on how they overcome challenges and showcase their sacrifices for our country; or
- Content on how to navigate Government approval processes, Agile project management or other specialist related topics; or
- Providing videos that deep dive into AI technology and other cutting-edge technology that engages and adds value to our audience.

These campaigns are to inspire others to believe in their own potential in their chosen endeavours and draw attention to both individuals, teams and businesses growth. We foster enduring partnerships with our clients, prioritising mutual growth and long-term success. One of the cornerstones of our marketing is the slogan "Stronger Together." "Stronger Together" embodies the power of the collective and symbolises a conquering mindset that stands for encouraging teams to push their limits relentlessly and break barriers that could not be achieved as an individual.

Followers that are potential clients and potential team members stand up for what we do and actively want to work with PappsPM.





COMMUNITY INVOLVEMENT

We believe in making a tangible difference in the communities where we live and work. Whether it's supporting veterans, empowering children, or addressing other important causes, we're committed to rolling up our sleeves and being a force for good. Our team members are at the heart of this mission; their ideas and passion drive our community impact. Together, we volunteer, fundraise, build partnerships, and create a culture where giving back is woven into the fabric of our company.

Our company embodies a culture of giving and support and as at 30 Jun 24, our team has positively impacted over 100 veterans with our fundraising efforts with Soldier On and distributed over 2000 meals for children without routine access to food in support of Kick Start for Kids. As at 30 Jun 27, our company will have impacted 1000 veterans and distributed over 12,000 meals for children in need.



DREAM OFFICE

PappsPM's Vivid Vision of our dream office is nestled in a small industrial warehouse, exudes a modern rustic charm. Featuring wooden desktops with sleek black steel framing, exposed air conditioning, and brickwork on the walls, the space balances industrial aesthetics with contemporary design. Ample natural lighting illuminates the concrete or wood floors, creating an inviting atmosphere. Additionally, the office boasts a small modern gym area with shower facilities, podcast interview space, and a well-appointed meeting room, providing a versatile and functional environment for collaboration, productivity, and well-being. It is a space to be proud of to invite our clients and hold events at. Our team members enjoy coming into our HQ to be in an environment that truly enables us to be at our best.



FOUNDER FEELING

In May 2022 I fully ruptured my Achillies and had to have surgery, launched the company out of my home office and most importantly became a father for the first time. What a crazy period of my life!

Now 30 June 2027 (three years since writing the Vivid Vision), we have come a long way where I have gone from working 'on the tools' through the day, then working on the business at night and weekends out of the home office. I now spend the majority of my time strategising to pave the path to our vision, building strategic win-win relationships with other vendors and industry leaders, while always thinking about how to improve our culture. I empower and reward my team around me that contribute to the company growth — it's through their autonomy and hard work that we've been able to reach this vision.

I come from a family of business founders and passionately played sport at a (reasonably) high level. I believe this upbringing of high performance and team environment is the cause of my inspiration and motivation to seek out like minded hungry individuals that want to build a sovereign company and believe that this was the genesis of 'Stronger Together.'

I am fortunate to have a business partner in James Byers join in this venture within the first year of the company's establishment. Knowing James since high school playing football together (Aussie rules!), it was evident that he too had the drive and hunger. James is a multi-faceted leader that brings a unique blend of strategic vision, resilience and problem solving honed from demanding environments through his operational service within the Australian Defence Force. It is clear, wherever he goes, success will follow.

Together, I am confident we will accomplish all of this, and much more in the years to come.

Thank you for being here and for embarking on this journey with us. By end 30 June 2027, we will celebrate landing at our destination and reflect by revisiting this Vivid Vision.

Can't wait to see you there for our destination (TBC where) celebration!



Brendan Papps
Managing Director

A handwritten signature in black ink that reads 'B Papps'.