

intelliHR



IntelliHR

Becoming a Global Business

29 October 2020

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ASX:IHR

www.intellihr.com.au

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Annual Report Highlights

..... record increase in **Revenue** and higher **Customer Retention**, reduced **Net Cash Outflows**.

- 161% increase in total revenue and 62% increase in ARR delivering record new business growth despite the broader economic impact of Covid-19.
- 153% increase in professional services revenue due to higher levels of on-boarding activities and repricing.
- 126% YOY increase in Cash Receipts and a 36% reduction in net cash used in operations - reflecting growth, success and a relatively fixed cost base implemented in FY20.
- A Net Promoter Score (NPS) of 74 has resulted in continuing high levels of annual revenue retention at 113% and minimal client departures.
- Foreign-source revenue has increased to 25.1% of total revenue. Addition of Canadian Team members to support global expansion in June 2020.

“After implementing IntelliHR, the following year we had our best financial year yet. That makes a massive statement to show how valuable an investment in people and technology can be.”



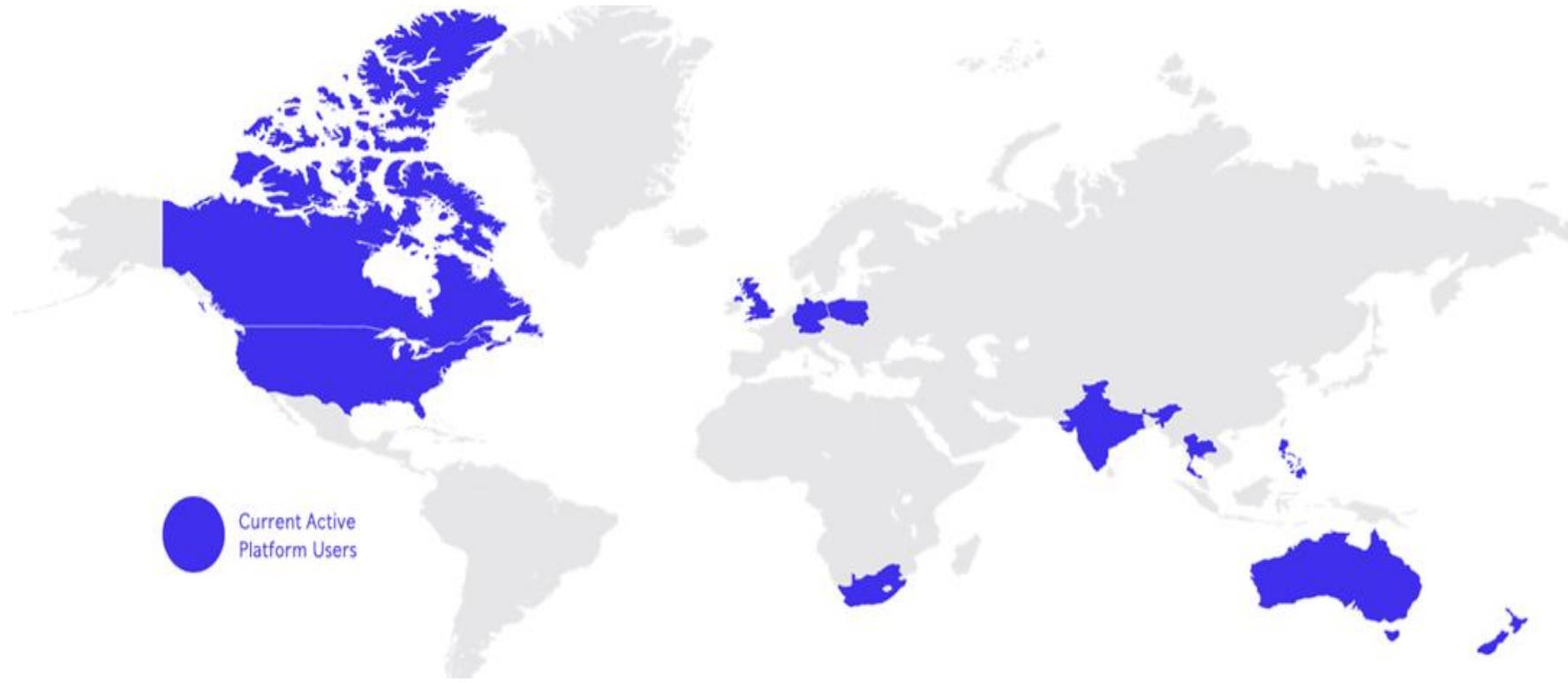
Sarah Gatehouse
Head of People and Culture
ANZ, Fujitsu General Australia



intelliHR's Global Presence

... 25% of intelliHR's revenue is generated from outside of Australia.

- We support customers in 16 countries demonstrating the ability of the platform to meet the needs of business and team members around the world.
- We established a presence in Toronto Canada with the recruitment of 2 sales executives to enhance our drive into one of our largest growth markets.



"I am very pleased that intelliHR has chosen to locate its new office in our city. Toronto is a magnet for companies around the world due to our highly-skilled, diverse and innovative workforce. Right now, our region is fighting the global pandemic and intelliHR's arrival will help our city as we work to restart and rebuild the economy."



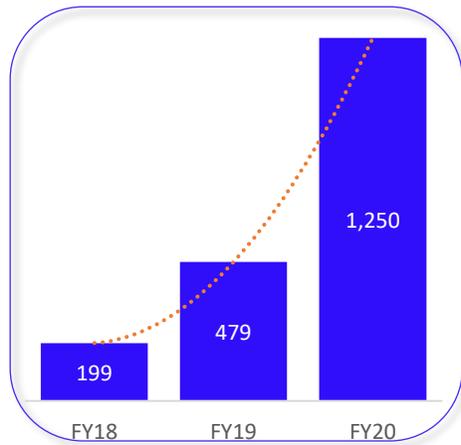
John Tory
Toronto Mayor



Financial Performance Highlights FY20

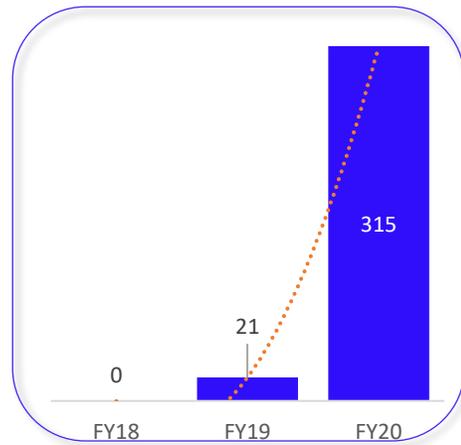
... FY20 delivered robust ARR growth via the acquisition of new customers and increasing international business. intelliHR is well positioned to facilitate the global trend of Working-from-Home for an expanding customer audience.

Total Revenue (\$'000)



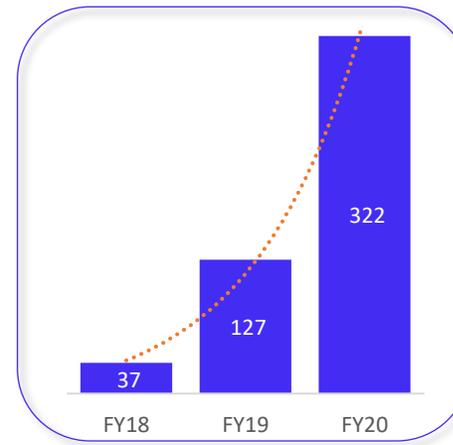
▲ 161%
YOY

Rest of World Revenue (\$'000)



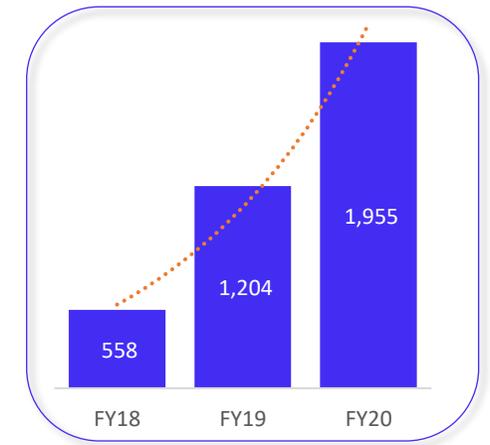
▲ 1400%
YOY

Professional Services (\$'000)



▲ 153%
YOY

ARR Contracted (\$'000)



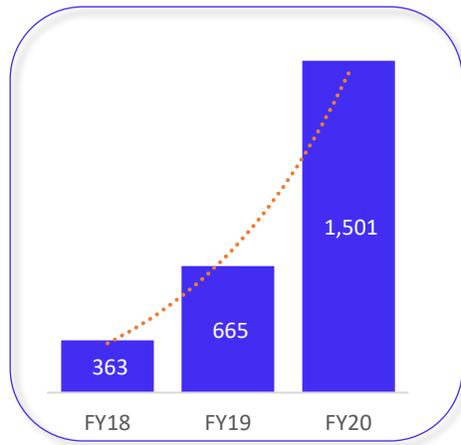
▲ 62%
YOY



Financial Performance Highlights FY20 - cont

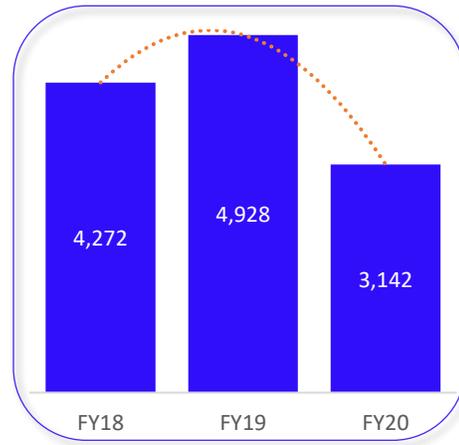
... strong increase in cash receipts as new business is successfully onboarded – high levels of customer retention with very low levels of lost revenue

Customer Cash Receipts
(\$'000)



▲ **126%**
YOY

Net cash outflows
(\$'000)



▼ **36%**
YOY

**Rolling 12 month
Revenue Retention**



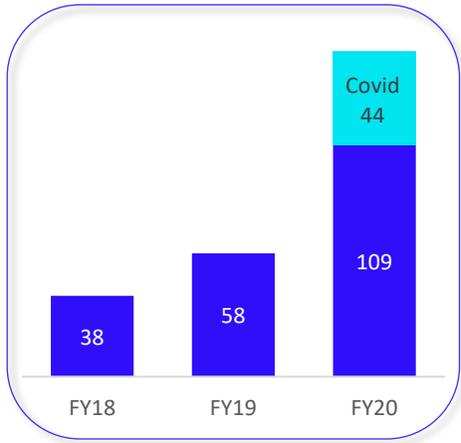
▲ from **111%**
in 2H19



Platform Highlights FY20

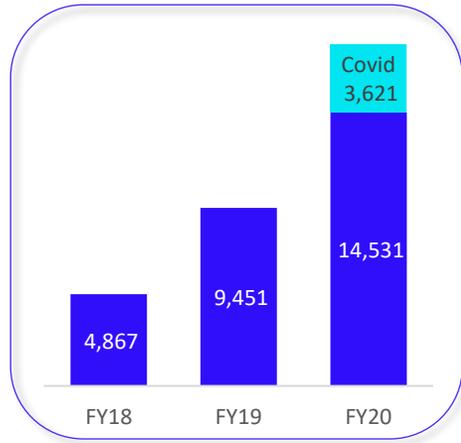
... New Business Growth has driven increases in Customers and Subscribers on Platform, increased use of Sentiment tool by customers, world class NPS.

Customers on Platform



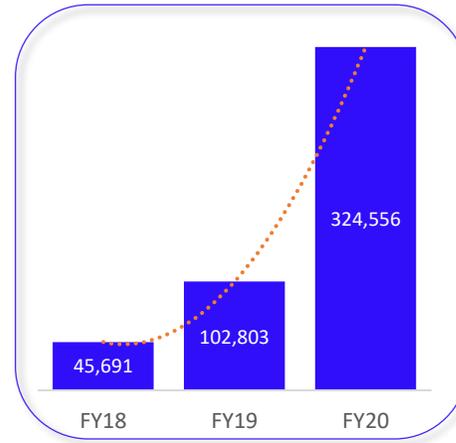
▲ 162%
YOY

Subscribers on Platform - *



▲ 91%
YOY

Customer Sentiments Collected



▲ 215%
YOY

Customer NPS



▲ 14%
YOY

*Note by 30th of June 2020 – over 1200 Covid Platform Subscribers had upgraded to paying accounts



Milestones to FY20

...illustrate a business that is dynamic and relevant, can plan and execute a strategy to build a global customer base with a market-leading product, and has been supported by investors in its endeavours to secure new capital.



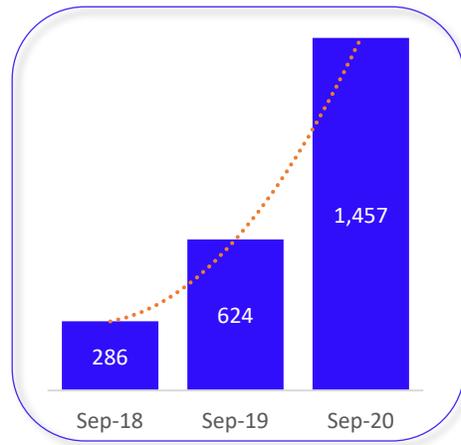
Financial years



Update Financial Performance Highlights - Q121

... Q121 Delivered record increase in new business for the Quarter with growth continuing to accelerate

Total 12 Mth Rev (\$'000)



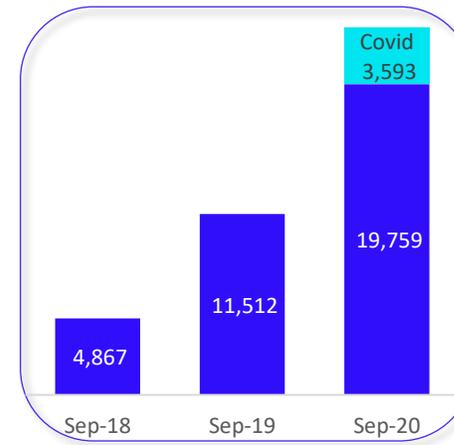
133%
YOY

ARR
Contracted (\$'000)



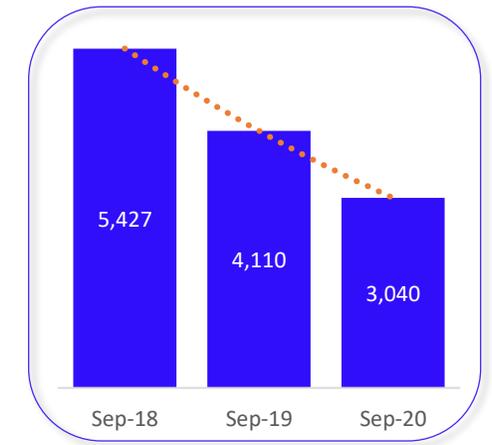
53%
YOY

Subscribers on
Platform



102%
YOY

Net 12 mth Cash
Outflows (\$'000)



26%
YOY



intelliHR Growth

...is the result of its clearly articulated plan to offer a sophisticated and versatile system to a global addressable market in excess of \$38 billion.*



AT TIME OF LISTING – JAN '18	
10	Customers
500	Subscribers
0	Freemium
0	Partners
n/a	Satisfaction <small>(not measured)</small>
\$0.22M	AAR

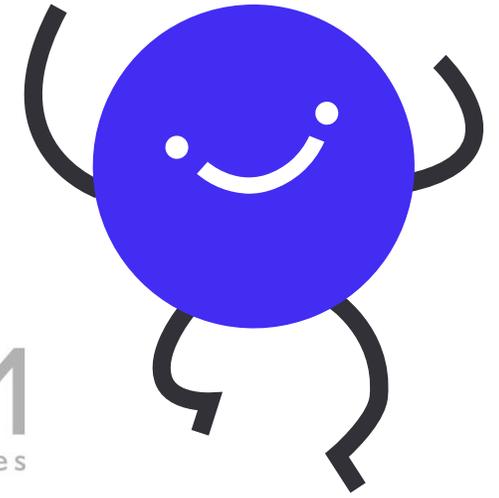


AS AT 30 Sept '20	
127	Customers
19,759	Subscribers
3,593	Freemium
39	Partners
70	Satisfaction <small>Net Promoter Score (NPS)</small>
\$2.35M	ARR

* Grandviewresearch.com Human Resource Management Market Size | Industry Report



Some of our profile customers - Fy20+21..



“intelliHR gives us the power to easily see our people information and data in a way and with speed that we've never previously had, it provides insights and tools to connect, for all of our people.”

Angela Cilia
Penske Australia and New Zealand
General Manager Human

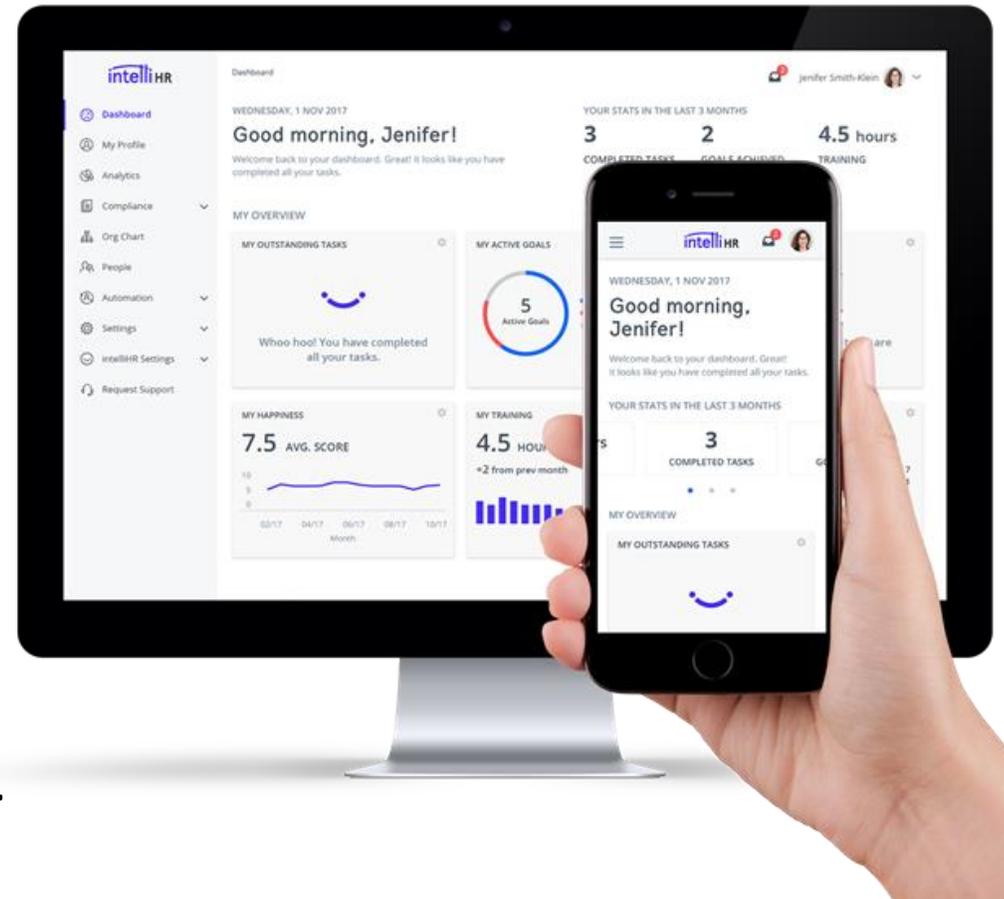


The intelliHR solution

intelliHR is a SAAS HR cloud based system which delivers

- People Data Visualisation and Analytics
- Performance Management Tools
- Feedback and Wellness Tools
- HR Process Automation (Paperless processes)
- Full HR Digitisation (Paperless Records)
- People Compliance Management
- Realtime People Sentiment and Insights

..... we Lower **Cost**, Higher **Productivity**, Improved **Revenues**.



The intelliHR solution

SINGLE SOURCE OF HR TRUTH

✓ Analytics and predictive insights

- Culture and community
- Performance and productivity
- AI intelligence
- Risk and compliance
- Planning and financial drivers
- Predictive sentiment

✓ People and performance management tools

- Personalised performance systems
- Continuous feedback
- Multifunctional goals
- Performance monitoring
- Automated performance reports
- Training and development plans

✓ Core HRIS / workflow and compliance

- Employee lifecycle automation
- Self-service record keeping and access
- Policy management automation
- Automated organisational charting
- Employee qualification compliance
- Centralised HR data



intelliHR delivers compelling ROI

... through reduced HR admin costs (including people and systems), lower turnover and improved productivity



New Value Based Pricing Plans



FOR HR

STRATEGIC HR

AU/ **16** /USER/MONTH

"I WANT TO TAKE HR FROM ADMIN TO STRATEGY."

TOP FEATURES

- ✓ MANDATORY QUALIFICATION COMPLIANCE
- ✓ TRACK/REPORT SKILLS + TRAINING
- ✓ ON/OFFBOARDING + MOBILITY
- ✓ FULL SUITE ANALYTICS + INSIGHTS

+ PERFORMANCE + ENGAGEMENT

GET A DEMO

FOR TEAMS

PERFORMANCE ENABLEMENT

AU/ **10** /USER/MONTH

"I WANT TO EMPOWER EMPLOYEE PERFORMANCE."

TOP FEATURES

- ✓ SET AND TRACK GOALS OR OKRS
- ✓ AUTOMATE PERFORMANCE REVIEWS
- ✓ SELF-GENERATE PROGRESS REPORTS
- ✓ PERFORMANCE ANALYTICS

+ EMPLOYEE ENGAGEMENT

START NOW

FOR MANAGERS

EMPLOYEE ENGAGEMENT

AU/ **6** /USER/MONTH

"I WANT TO INSPIRE MEANINGFUL CONVERSATIONS."

TOP FEATURES

- ✓ REAL-TIME CONTINUOUS FEEDBACK
- ✓ 1:1 CHECK-INS
- ✓ PEOPLE DIRECTORY + ORG CHART
- ✓ SENTIMENT, HAPPINESS + ENPS ANALYTICS

+ MORE

START FREE



intelliHR Track Record

...leads the competition with independently compiled ratings that are consistently ahead in every category.

"Where have you been all my life!"

BEN W.
COMPANY SIZE: 13-50 EMPLOYEES

★★★★★

GetApp

"Great Product. Amazing service."

HELENE G.
NATIONAL OPERATIONS & HR MANAGER

★★★★★

Capterra

"Fantastic HR Support."

JAYDE K.
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

G2

"Perfect for our business needs."

OLGA D.
COMPANY SIZE: 201-500 EMPLOYEES

★★★★★

GetApp

"Can't live without it!"

ADMINISTRATOR
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

G2

"Game changing software."

RENAE L.
MANAGING DIRECTOR

★★★★★

Capterra

GetApp Search business apps

<p>intelliHR All-In-One People Manag... ★★★★★ 13</p> <p>LEARN MORE</p>	<p>Culture Amp Complete solution for em... ★★★★★ 62</p> <p>LEARN MORE</p>	<p>ELMO Cloud HR, payroll & roste... ★★★★☆ 13</p> <p>VISIT WEBSITE</p>	<p>Employment ... Australia's No.1 Integrate... ★★★★★ 108</p> <p>VISIT WEBSITE</p>
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<p>INTELLIHR Reviews</p> <p>Overall rating ★★★★★ 13</p> <p>Ease of use ★★★★★</p> <p>Value for money ★★★★★</p> <p>Customer support ★★★★★</p> <p>Last review 17th of September</p>	<p>CULTURE AMP Reviews</p> <p>Overall rating ★★★★★ 62</p> <p>Ease of use ★★★★★</p> <p>Value for money ★★★★★</p> <p>Customer support ★★★★★</p> <p>Last review 30th of August</p>	<p>ELMO Reviews</p> <p>Overall rating ★★★★☆ 13</p> <p>Ease of use ★★★★☆</p> <p>Value for money ★★★★☆</p> <p>Customer support ★★★★☆</p> <p>Last review 19th of September</p>	<p>EMPLOYMENT HERO Reviews</p> <p>Overall rating ★★★★★ 108</p> <p>Ease of use ★★★★★</p> <p>Value for money ★★★★★</p> <p>Customer support ★★★★★</p> <p>Last review 4th of December</p>
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Capterra Find Software

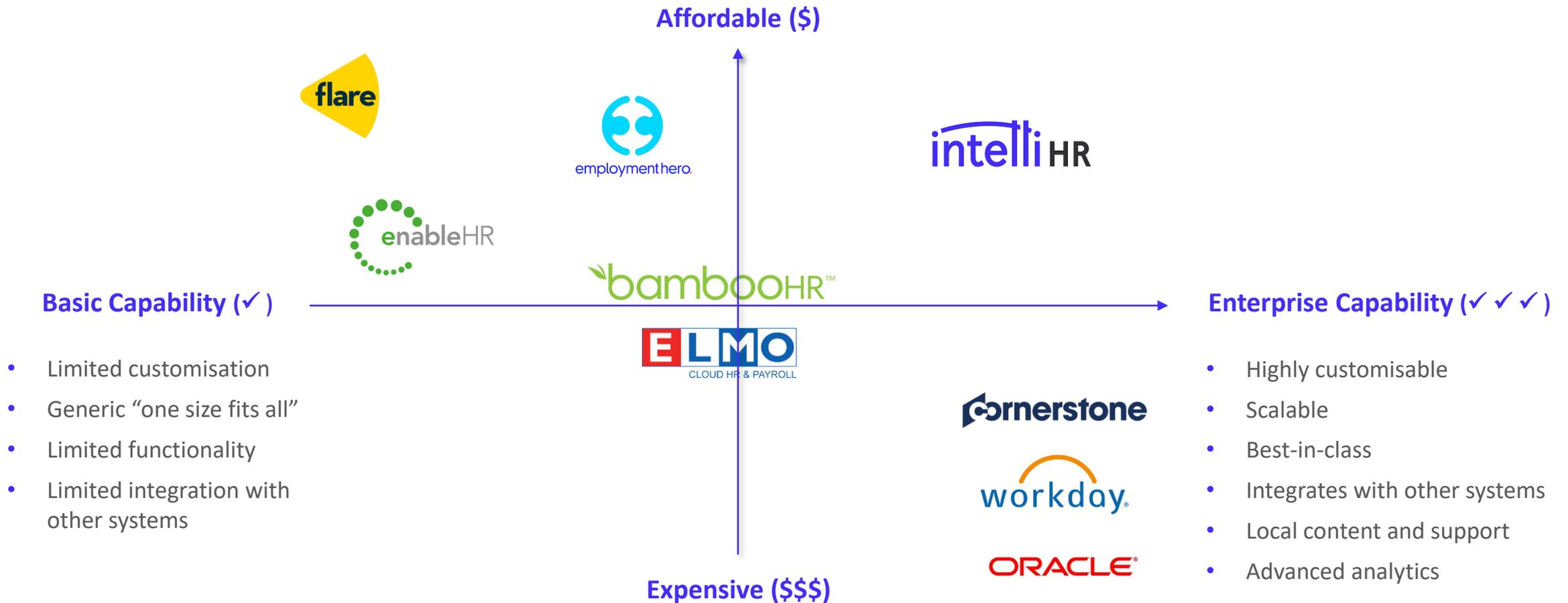
	BambooHR ★★★★★ 4.5 / 5 Visit Website	ELMO Cloud HR & Payroll ★★★★☆ 3.5 / 5 Visit Website	Employment Hero ★★★★★ 4.6 / 5 Visit Website	intelliHR ★★★★★ 4.9 / 5 Visit Website
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★ Ratings				
Overall	★★★★★ 4.5 / 5	★★★★☆ 3.5 / 5	★★★★★ 4.6 / 5	★★★★★ 4.9 / 5
Ease of Use	★★★★★ 4.6 / 5	★★★★☆ 4.1 / 5	★★★★★ 4.6 / 5	★★★★★ 4.8 / 5
Customer Service	★★★★★ 4.4 / 5	★★★★☆ 3.6 / 5	★★★★★ 4.6 / 5	★★★★★ 5 / 5
Features & Functionality	★★★★★ 4.4 / 5	★★★★☆ 3.2 / 5	★★★★★ 4.3 / 5	★★★★★ 4.5 / 5
Value for Money	★★★★★ 4.4 / 5	★★★★☆ 3.8 / 5	★★★★★ 4.6 / 5	★★★★★ 4.9 / 5



Competitor Mapping

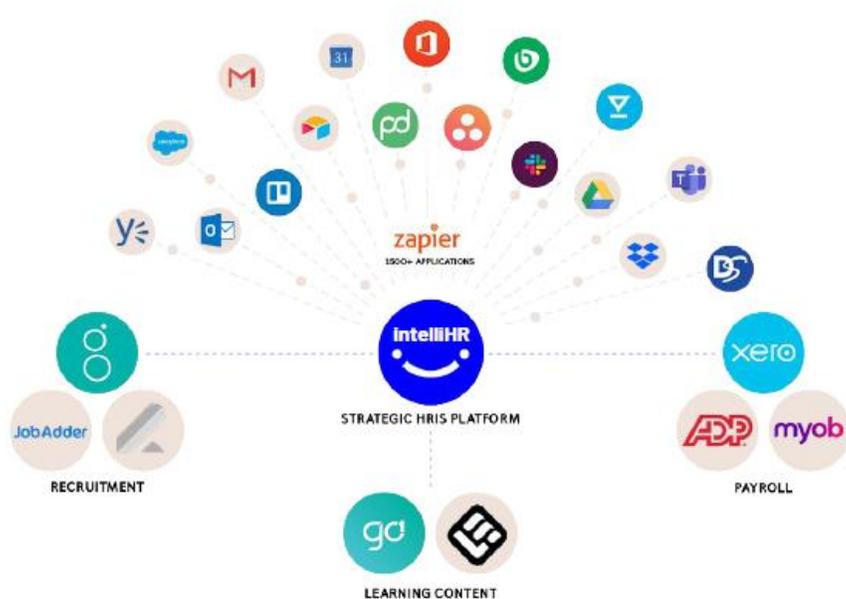
...highlights the IntelliHR point of difference with a platform that provides sophisticated enterprise capability at a speed of implementation and price point appropriate to the needs of a dynamic business.



Partnerships

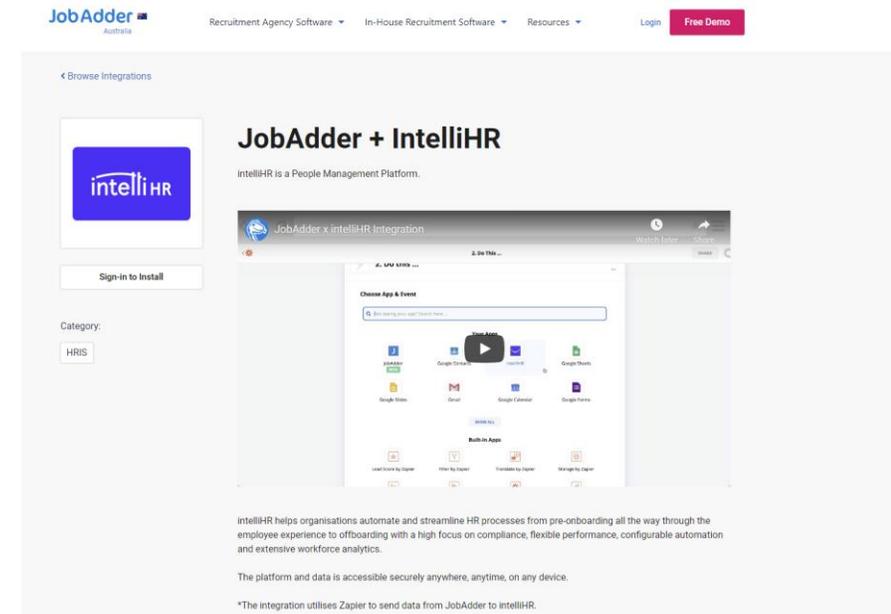
...were launched in March 2018 and has grown to a bank of 40 technology and referrer partners who generate new customer leads and enhance market relevance.

IntelliHR Best of Breed Ecosystem



intelliHR actively pursues integrations with other apps that can generate new customer leads and that position the intelliHR SaaS platform at the centre of a best-of-breed people management technology ecosphere.

- We established key integration partnership during FY20 with Zapier, Lever, GO1.com, Keypay, Job Adder and Xero
- Integrations: put intelliHR in these SaaS app marketplaces; and are a preferred distribution strategy due to lower customer acquisition costs
- Integrations enhance the value proposition for intelliHR's existing customer base as well as attracting new customers



Strategic Focus...

...Completed a successful capital raising in Q1, where leading tech entrepreneur Bevan Slattery became a cornerstone investor. IntelliHR has established a strong forward cash position – allowing continuing R&D investment while scaling up the operations to acquire subscribers in both existing markets and new offshore markets.



- ✓ Accelerate global expansion beyond existing 25% of ARR accounted for by offshore activities
- ✓ Increase marketing investment in the Americas following the recent launch of the IntelliHR Toronto Canada
- ✓ Additional sales staff to be brought on-line as required to meet growth opportunities

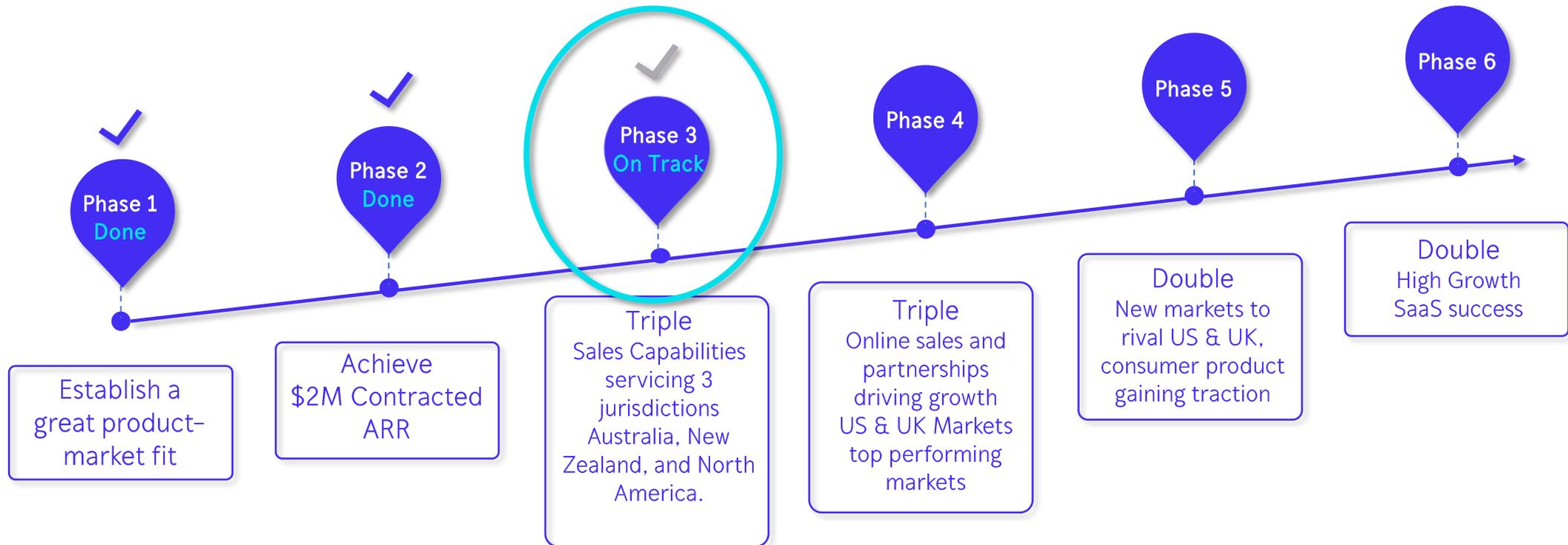
- ✓ Continue to grow domestic and international customer base, aiming to increase subscribers beyond 30,000 users
- ✓ Continue to execute new 'land and expand' business model, maintaining focus on the SME full digital transformation marketplace
- ✓ Continue focus on building out the international technology partner ecosystem and marketplace
- ✓ Continue to support the global shift to 'Work from Home', which organisations can better manage using IntelliHR's platform tools for continuous feedback, performance enablement and wellness capabilities

- ✓ Continue investment in developing prescriptive analytics capabilities, specifically insight generation using machine learning and artificial intelligence (AI)
- ✓ Further investment in artificial intelligence (AI) across the full IntelliHR people management platform aimed at further differentiating IntelliHR's product offering
- ✓ Invest further into localisation (e.g. user language preference customisation) to support expanding IntelliHR's global reach



The Next Growth Cycle

...as set out 12 months ago, will see continued revenue growth in new and existing markets with further investment in both R&D and sales and marketing resources to capitalise on a large and fast-growing global market.





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