



ASX Announcement

30 July 2021

## **INVESTOR PRESENTATION – JULY 2021**

WooBoard Technologies Limited (ASX: **WOO**) (**WooBoard** or the **Company**) today provides the attached Investor Presentation.

–ENDS –

This announcement was authorised for release by the Board of Directors.

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#### **About Wooboard**

WOOBOARD TECHNOLOGIES (ASX:WOO) is an Australian-based software-as-a-service solutions company that provides enterprises with a range of services based on its proprietary employee reward, recognition and mindfulness platform, WooBoard. The focus is around creating happier and more productive employees by offering modules targeting mental health and wellbeing, skill building and performance optimisation of employees of large global enterprises.

A woman with long blonde hair and glasses is laughing joyfully while sitting at a desk. She is holding a white mug. In front of her is a laptop and a tablet displaying a gallery of photos. Another person is partially visible on the left side of the frame, looking towards the woman. The background is a white brick wall with a wooden panel.

# Hello...

Wooboard Technologies here.

**Wooboard**  
technologies

ASX: WOO

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1. Who We Are
2. The Big Problem
3. The Opportunity
4. Our Solutions & Unique Approach
5. Wooboard Wellness
6. Wooboard Rewards
7. Customer Success Story
8. Market Size & Growth Opportunity
9. Post-pandemic Growth Opportunity
10. Return On Investment for Employers
11. Wellness Opportunity
12. Value Proposition
13. Target Markets & Customers
14. Marketing Strategy
15. Team
16. Contact Us

**Wooboard Technologies Limited is a WellTech provider of cutting-edge corporate wellness solutions. We support and empower organisations to create happier, healthier workplaces through the adoption of technology that improves employee wellness and productivity.**

### **VISION**

Happier, healthier workplaces with a highly resilient and productive workforce.

### **MISSION**

To improve individual employee mental wellness and resilience throughout every working day.

### **SOLUTION**

Wooboard Rewards and Wooboard Wellness provide companies with frictionless SaaS.



# \$450-550bn/yr

Cost of employee disengagement

The Engagement Institute, 2017.  
Source: [HR Dive](#)

# 64%

of employees are disengaged.

[Gallup](#), 2020

Of those...

# 50%

Not engaged

[Gallup](#), 2020

# 14%

Actively disengaged

## CAUSE

- + Psychologically absent or time poor managers
- + Poor collaboration or communication
- + Remote work isolation and technology fatigue
- + Low resilience

## EFFECT

- + Poor productivity
- + Reduced team morale
- + Higher staff turnover
- + More compensation claims
- + Mentally unhealthy workplaces

> **The pandemic has fast tracked a shift to remote working.**

It's harder than ever for managers and colleagues to connect, bond, and appreciate each other.

“Organisations will have to adjust their practices **to capture potential productivity gains from remote work.**”

What's next for remote work,  
[McKinsey Global Institute](#)



We will see **25-30% of the workforce** working at home on a multiple - days-a-week basis by the end of 2021.

[Global Workplace Analytics](#)



# 71%

of executives say **employee engagement is critical** to their company's success.

[FastTrack 360](#)

## > Improved Mental Health

“Evidence suggests that some aspects of work... are associated with increased risk of mental health conditions. ... the negative impact of such factors can... be mitigated by... adequate reward and good levels of social support.”

[UNSW, Beyond Blue & Black Dog Institute, Sydney.](#)

## > Increased Productivity & Performance

**69%** of employees say they'd work harder if they were better appreciated.

[Hubspot](#)

**4.6 times** more likely to feel empowered to **perform their best work** if they feel their voice is heard.

Salesforce  
Source: [Forbes](#)



- **Wooboard Wellness** is a new mobile-first, cloud-based platform that focuses solely in improving the mental wellness of employees throughout their day, especially when working remotely, off-site or on flexible work terms.
- **Wooboard Rewards** is a cloud-based platform designed around a wellness oversight and rewards system that helps boost productivity by tackling employee recognition and reward head on.



> Our solutions take a two-pronged approach to employee productivity by addressing both **mental wellness** and **peer-to-peer reward**.

### > **Mental Wellness Oversight**

When managers can't be present, our solution automates confidential wellness check-ins, and prompts employees to engage in tailored mindfulness activities to improve their mental resilience and focus in the moment; leaving them better prepared to continue their day productively.

### > **Peer-to-Peer Recognition & Reward**

We facilitate a simple way for managers and colleagues to quickly show appreciation for the work of a team member, and deliver rewards for great performance; driving momentum for continuous increased productivity and effort.

# Wooboard Wellness

Wooboard

My Wellbeing Mental Exercises Physical Exercises



Be brave and take the first step today.

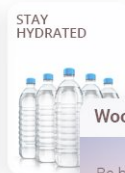
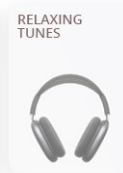
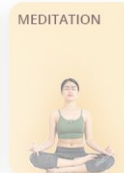
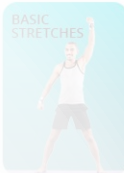
Thought for the Day



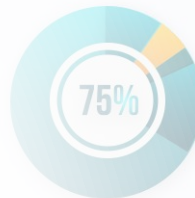
Introducing a new program:  
A walk in the park

2 people sent a Wooboard  
Letrecia Tippet and Jackson Duffy

Good mafternoon Valentina, it's time for a break. What would you like to do?



Your Engagement Overview



Your Favourite Exercise



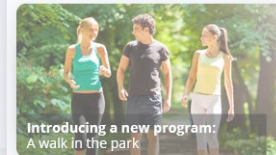
Wooboard



Be brave and take the first step today.



Valentina Tereschkova



Introducing a new program:  
A walk in the park



2 people sent a Wooboard  
Letrecia Tippet and Jackson Duffy

COMPANY ANNOUNCEMENT

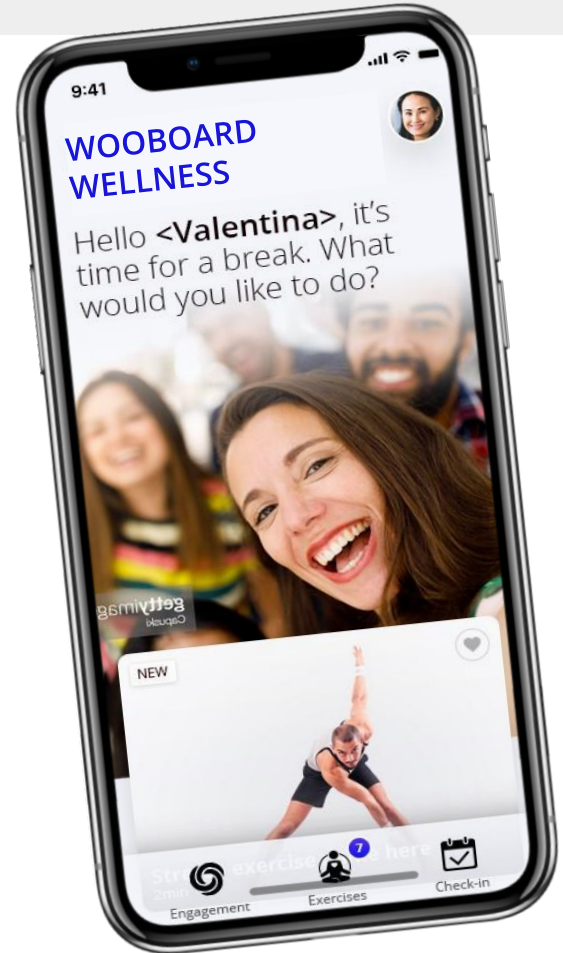
Wellbeing workshop



**Wooboard Wellness** provides on-the-go wellness support to employees who operate remotely, off-site, or on flexible work terms.

By prompting employees to take a break and offering a choice of exercise, meditation, nutrition or hydration tips, breathing techniques and relaxing sounds, employees enjoy a pro-active, people-first experience that reduces feelings of isolation, re-engages the individual, and improves focus and productivity.

**This results in a mentally fit workforce with higher levels of mental resilience and productivity.**



### Thought for the Day

Each daily thought provides a small moment of reflection, perspective and mental clarity.

### Wellbeing Activities

When it's time for a break, choose from a wide range of activities to keep you fit, mindful, hydrated, healthy and calm.

### Engagement Overview

Review your engagement levels to see how active you've been on the platform.

### Tracking & Reporting

Our platform includes activity reports, search functionality and custom reports so you can monitor engagement.

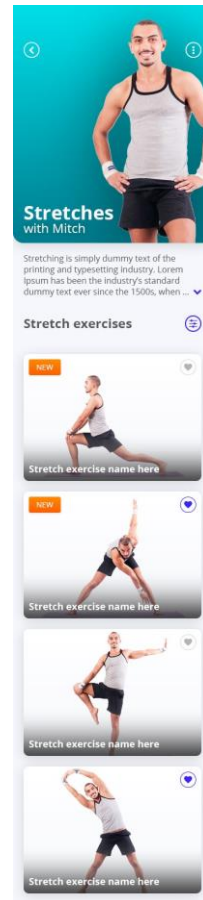
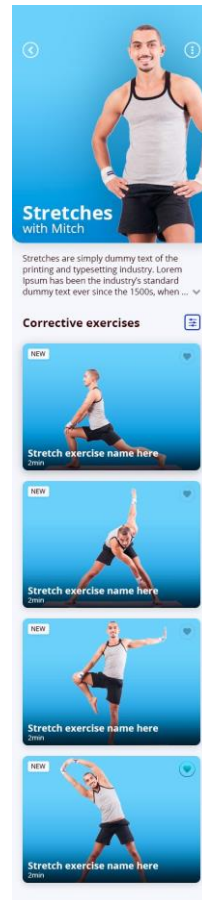
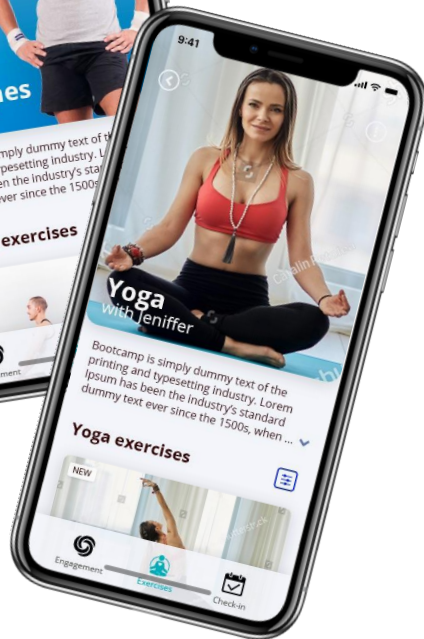
### Breathing Exercises

Choose a guided breathing exercise to feel relaxed, more peaceful and to heighten performance.

The screenshot displays the 'WOOBOARD WELLNESS' dashboard for a user named Janet. At the top, there are navigation links for 'My Wellbeing', 'Daily Check-in', and 'Help', along with a search bar and a profile icon with a notification badge '7'. The main content area is divided into several sections:

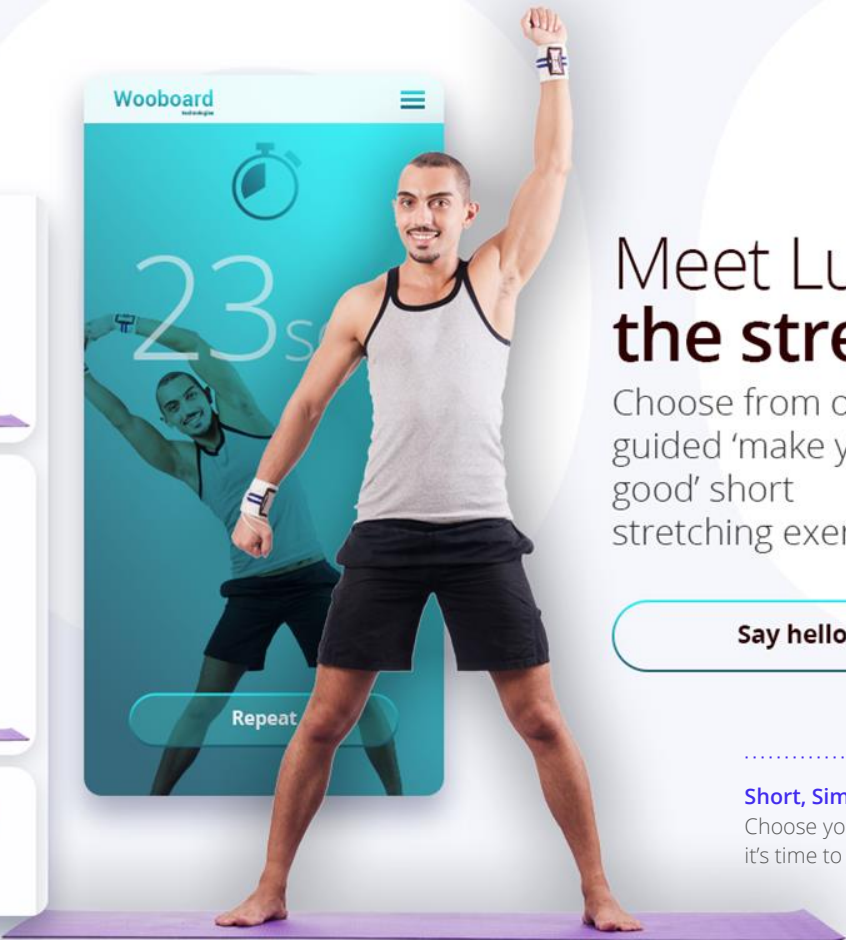
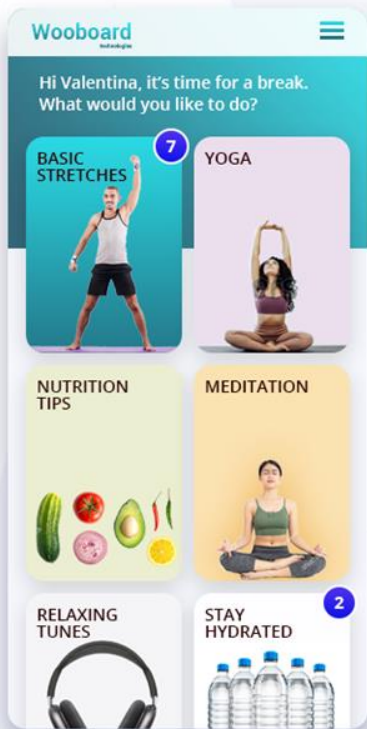
- Thought for the Day:** A card with a sunset background and the text 'Be brave and take the first step today.' Below it, a smaller card titled 'Thought for the Day' shows a photo of three people walking in a park.
- Activity Cards:** A row of six cards: 'BASIC STRETCHES' (with a man's photo), 'YOGA' (with a woman's photo), 'NUTRITION TIPS' (with images of tomatoes, avocado, and onions), 'MEDITATION' (with a woman in a meditative pose), 'RELAXING TUNES' (with headphones), and 'STAY HYDRATED' (with water droplets).
- Your Engagement Overview:** A section with two person icons and a donut chart showing '75%'.
- Your Favourite Exercise:** A large circular button labeled 'BREATH IN'.

Blue dashed arrows point from the text descriptions on the left to the corresponding UI elements in the screenshot.



## Mobile-first

Designed with the on-the-move worker in mind, the Woo Wellness mobile app delivers activities in bite-sized, visually exciting videos and written content.



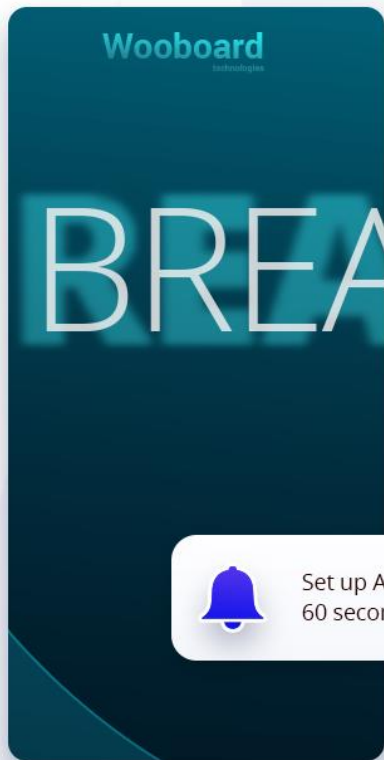
## Meet Luke<sup>7</sup> the stretcher


Choose from over 40 guided 'make you feel good' short stretching exercises

Say hello

### Short, Simple Activities

Choose your activity when it's time to take a break.



 Set up ALERTS. Breathe in and breathe out!  
60 seconds of a break. Small effort big impact.

# Notifications<sup>7</sup> = **engagement**

If you prompt them they do it. Engage your team in breathing exercises

[Discover more](#)

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### Alerts & Notifications

Set alerts to remind your team to take a breather.



## App Features Deep Dive

Designed for **teams**, including **all members**.

Created with HR in mind, Wooboard is a people orientated, supportive wellbeing space.

Discover more





### HR Manager Control

Organise your teams and get an instant pulse check on engagement levels.

Wooboard

General Overview Navigation Item Navigation

### Organise your teams

-  **Quinton Main**  
Sales
-  **Kimberley Willyman**  
Designer
-  **Valentina Tereschkova**  
Hashtag queen
-  **Summer Vincente**  
Hashtag queen



**Ramesh Dali**  
Champion of the week



### Engagement Overview



### Schedule notifications



Set up ALERTS for any type of exercise or activity to keep your team engaged and motivated

## Engagement, at a glance.

Be zestful, visually  
unique, lively  
and productive

[Discover more](#)

### Reporting Dashboard

The app dashboard oozes activity  
and productivity at a glance.





- Seamlessly integrates with businesses who have already established reward and recognition platforms as a **standalone wellness focused app**.
- Delivers **additional support to employees** to navigate the challenges associated with remote work.
- Equips managers with technology that provides **automated oversight of their employees mental wellness** when teams are no longer co-located and require work flexibility.
- Provides **significant in-depth functionality and reporting metrics** for both employers and employees using the platform.

# Wooboard Rewards

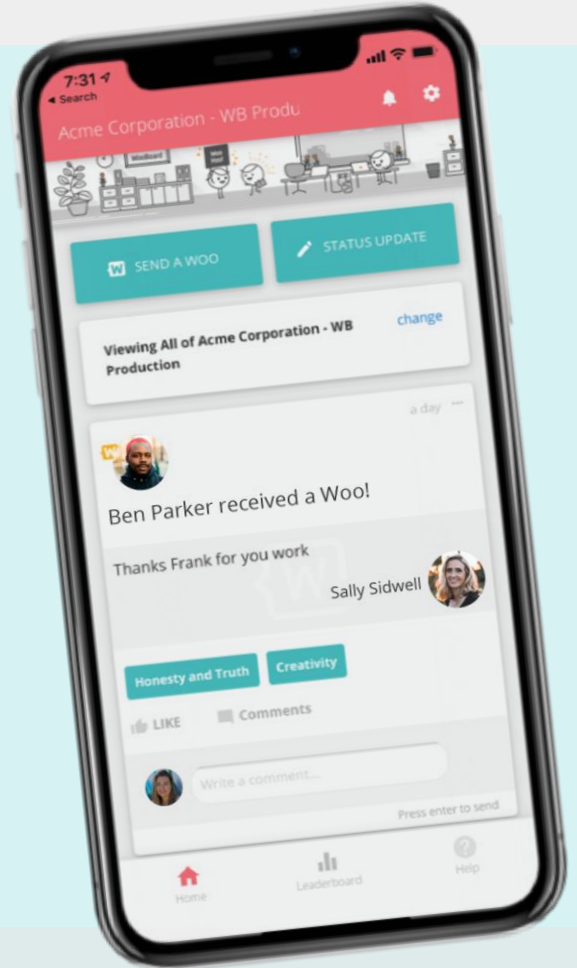




Wooboard is an employee wellness, recognition, and rewards platform.

Wooboard helps companies build culture around daily mental health support, peer recognition and reward to help employees feel more valued, appreciated, and cared for.

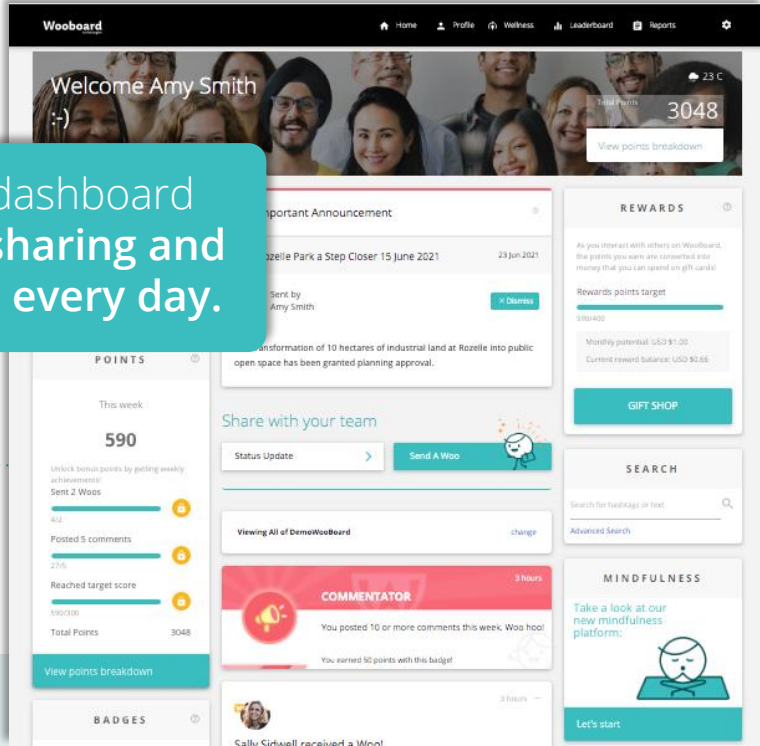
**This results in increased employee engagement and workplace wellness.**



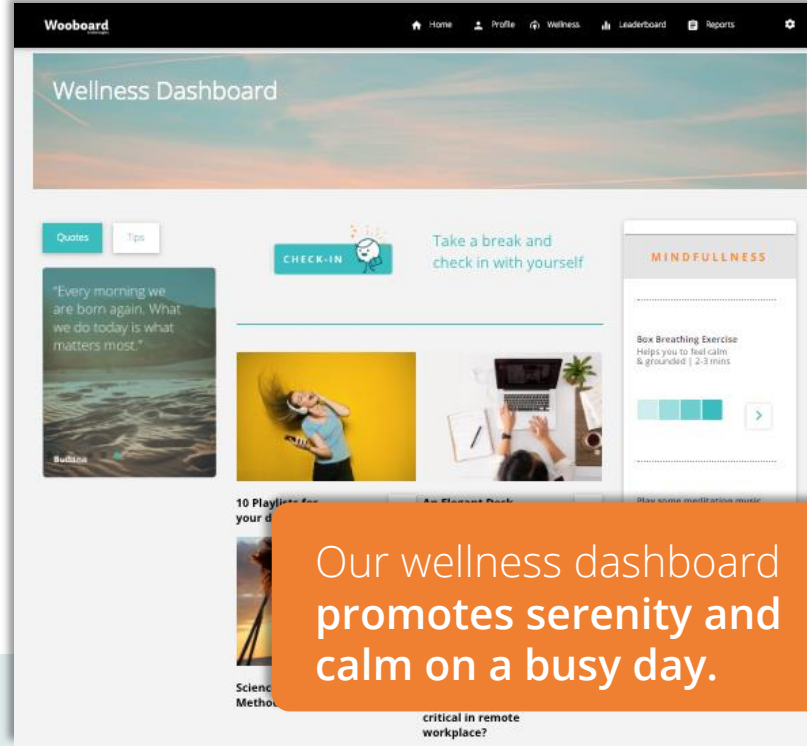


Wooboard has two distinct dashboards, each with unique roles and interlinked outcomes for happier healthier workplace creation.

Our rewards dashboard encourages sharing and achievement every day.



Wooboard integrates with your existing productivity tools.



Our wellness dashboard promotes serenity and calm on a busy day.

critical in remote workplace?



## Send a Woo

Managers and colleagues can send their team member a “Woo” to gift them with instant peer recognition and **increase feelings of value and appreciation.**



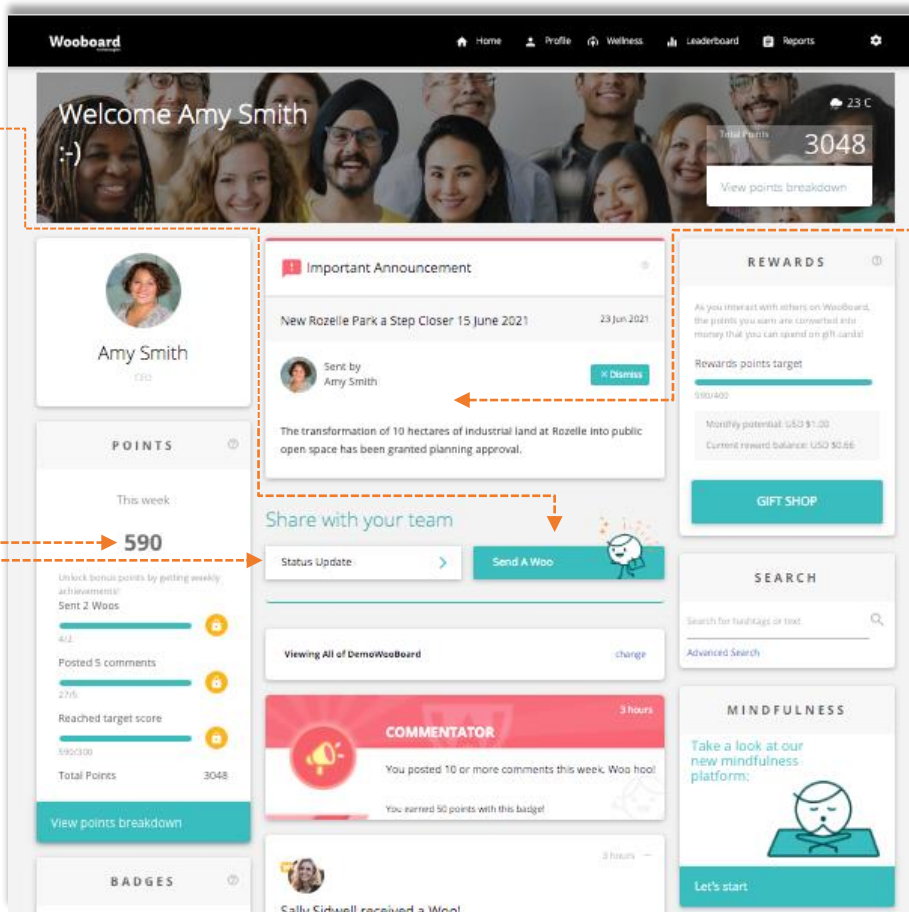
## Woo Rewards

Each interaction **grows team connection and collaboration,** and builds points that turn into real world rewards.



## Status Updates

Send a status updated to share news and successes with your team and management.



## Company Announcements

Instantly share company news and updates knowing that each employee will receive a notification to their phone or desktop. Pin important announcements.



## Tracking & Reporting

Our platform includes activity reports, search functionality and custom reports so you can monitor recognition.

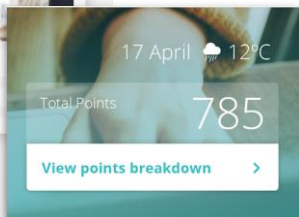
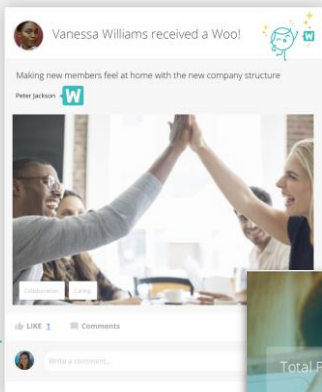
## Workplace Woos = employee appreciation

When employees do a great job, their manager or colleagues can easily acknowledge them by sending a 'Woo'.

This quick action builds team connection and collaboration, whilst also making the employee feel valued, further driving productivity and performance.



**Peer Recognition:**  
Send a Woo  
Woo Rewards



## Employee appreciation = instant recognition

Through built-in gamification, Woos turn into points and employees experience daily recognition based on sustained performance.

Progress badges virtually reward high performing employees and a leader board recognises standout performance.

Camaraderie, ambition and motivation combine to drive increased productivity and continued effort.



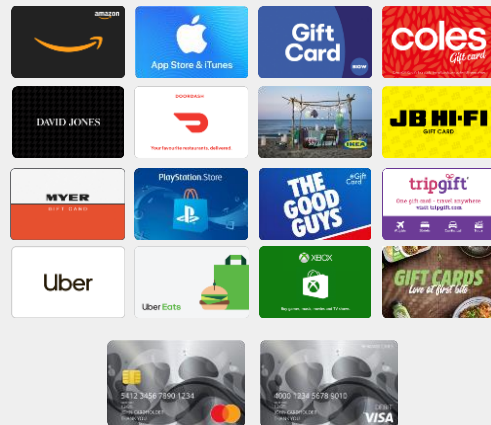
Top Scores		Team	Date Range
	Sally Sidwell		21157
	Zane Lee		7705
	Ryan Clarke		6164
	Vanessa Williams		5260
	Claire Picard		5127

## Instant recognition = real world rewards

Via the points system, recognition seamlessly turns into a direct reward for employees, encouraging further performance.

Points equal Tango gift cards. Employees can choose from retail and service gift cards, or Mastercard and Visa debit cards.

Managers can issue points for instant rewards.







## Wellness Check-In

An automated oversight functionality that encourages employees to take a break and 'check-in' to assess their mood and take simple steps to help improve their mental health in the moment.



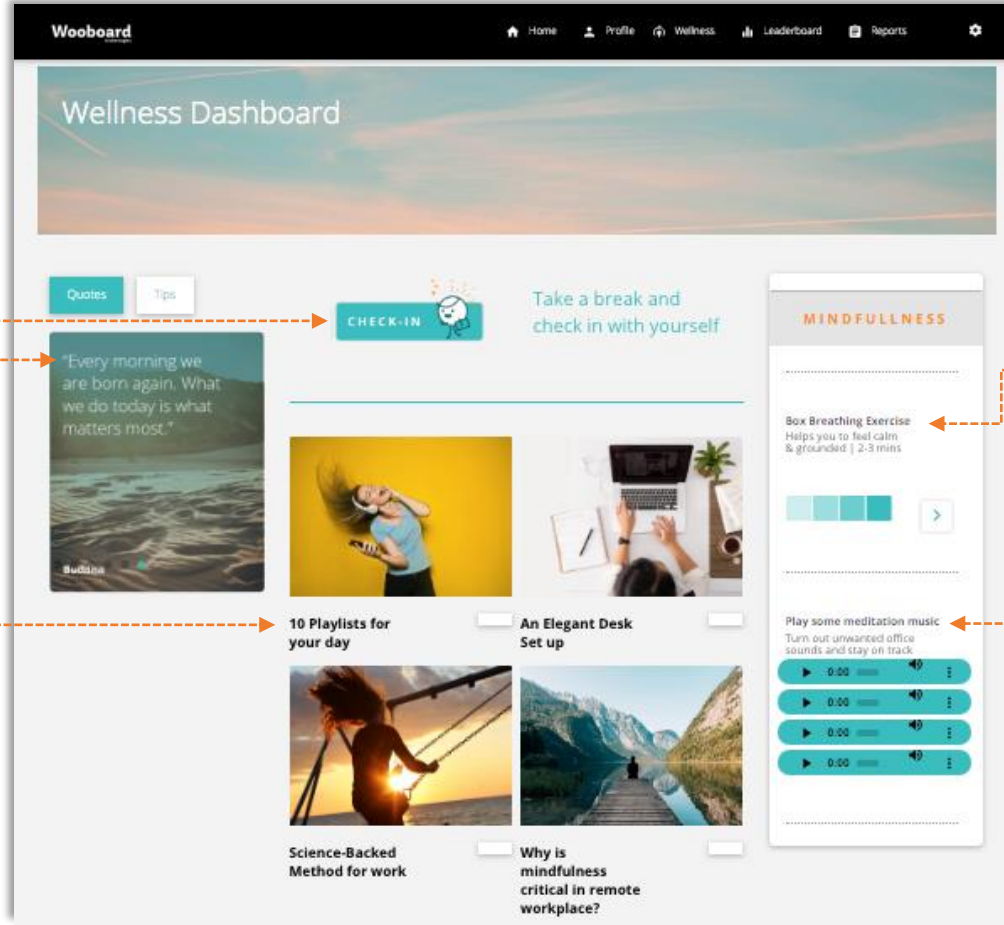
## Quotes of the Day

Each daily quote provides a small moment of reflection, perspective and mental clarity.



## Articles & Podcasts

Mindfulness focused content provides inspiration, strategies and tips to help improve mental fitness and endurance.



## Tracking & Reporting

Reports enable employers to see a collective picture of their teams' moods without revealing individual employee responses.



## Box Breathing

The platform provides its users with a guided breathing exercise feature, enabling them to feel relaxed, and more peaceful; to **heighten performance**.



## Noise & Ambience

Ambient noise sounds completely geared to **improve mental focus**.

Good morning Ned :-)

Woo Wellness, Daily Target 20 mins 62%

Check in now

SEARCH

for hashtags or text

ed Search

Have you tried the new breathing exercise?

Go!

NEED HELP?

Take a 3 minute tour of Wooboard.

View our support center to find answers.

Or click on the chat widget in the bottom right hand corner to speak with one of our experts.

Viewing

Claire Picard

POINTS

This week 0

Unlock bonus points by getting weekly achievements!

Sent 2 Woos

0/2

Posted 5 comments

0/5

Reached target score

0/300

Total Points

BADGES

Ben P

I love w

Collat

LIKE

Write a comment

Press enter to send

10 days


Joe Silva received a Wool!

You really took ownership over the project. You had clear and transparent

**Do you have time for a quick check in?**

Sure, let's go! I'm kinda busy

You're currently at 14 minutes of your daily target – keep it up





## Can you give us a bit more detail?

Irritable
**Gloomy**
Nervous

Happy
Kind
Shocked

Annoyed
Embarassed

Gloomy

Sad

Grieving


Lonely

Here's a few quick things you can try... ✕


**Box Breathing Exercise** >

Will help you to feel calm & grounded | 2-3 mins

This article might help:  
'Kickstart your day – 3 simple steps for a morning boost.'



Sometimes it's easier to vent:  
**Talk to someone**

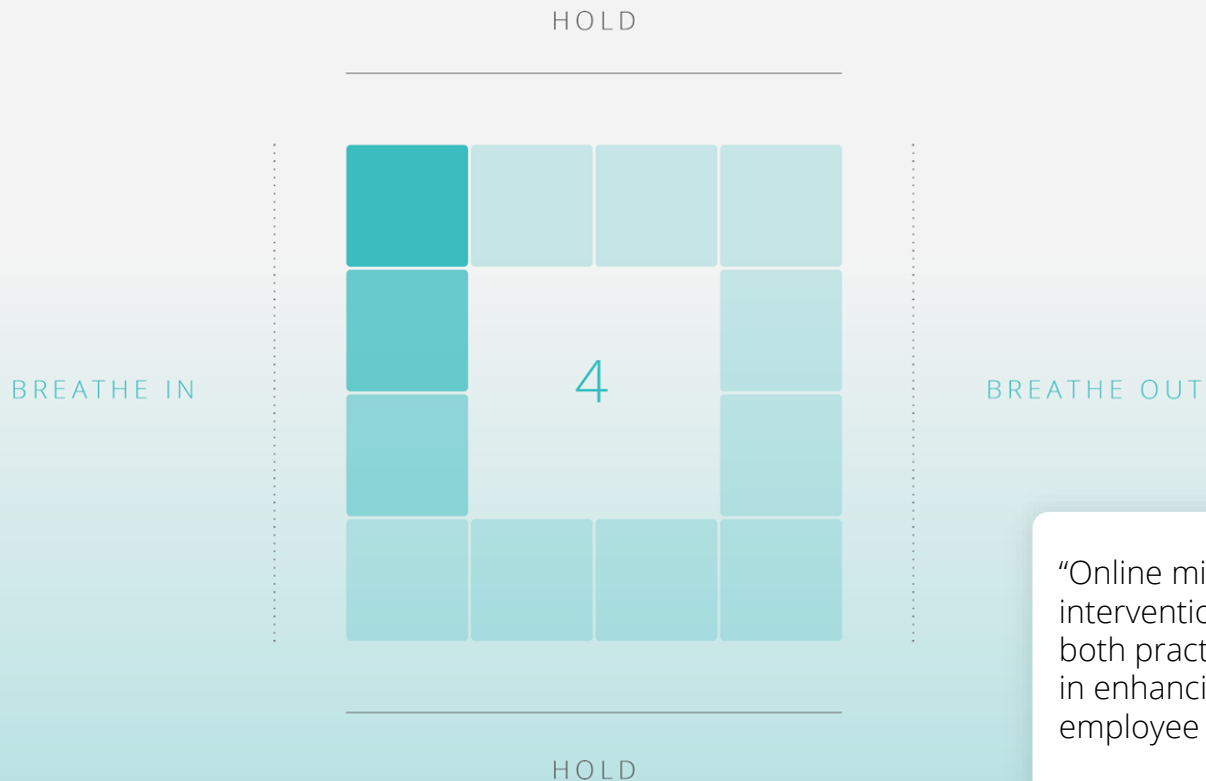


**Coming soon!**

- + Sleep stories
- + Colouring feature
- + Guided meditations
- + More breathing exercises

### Wellness Check-in:

Activity suggestions from a growing library of interactive mindfulness exercises and resources



Mindfulness  
Activities:  
Box Breathing

“Online mindfulness intervention seems to be both practical and effective in enhancing overall employee well-being.”

[The Journal of Occupational, & Environmental Medicine](#)



Platform Features  
Deep Dive

## Adjust the sliders to tune your ambient noise settings

SOUND BANKS ...

Forest	Static
Oceanside	City noise
Waterfall	Birdsong

-/+

Mute | Launch Player

WAVES

WIND

PEBBLES

SURF

FIRE

TREES

Mindfulness  
Activities:  
Noise Setting

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Collat

LIKE

Write a comment

Press enter to send

10 days

Joe Silva received a Wool!


You really took ownership over the project. You had clear and transparent

**Do you need support now?**

Talk to a Therapist

Talk to a Coach

You're currently at 14 minutes of your daily target – keep it up



1

## Improved mental wellness = greater performance

Mentally well employees have more energy, drive, and clarity. They feel good, and they work hard leading to consistent high performance.



## Employee Wellness Oversight

- + Provides **automated oversight of individual employee wellness** saving managers time and ensuring serious issues aren't missed.
- + **Instant support** for every employee 24/7/365.
- + Tailors solutions to individual needs in the moment to **bring them back to focus and boost productivity**.
- + **Levels the playing field** for all employees to perform at their best
- + Happier, healthier employees

2

## More appreciation = greater productivity

Appreciation in the workplace leads to improved company culture, and performance momentum that drives **greater productivity**.



## Peer Recognition & Rewards

- + Encourages **appreciation of peers** so employees feel valued
- + Drives **consistent performance**
- + Improves **connection and competitive drive** between teams
- + Improves company culture and **alignment to values**
- + Integrates with the tools you use every day for a **frictionless user experience**
- + A positive work environment with **greater productivity**



## Pricing solutions to suit your company

From small teams to large enterprise, our pricing based on total users and selected modules with discounts for higher volumes.

- + \$4-5 AUD per user, per month
- + Pre-billed annual subscriptions



**Just \$36-\$60 per year** to enhance the productivity and mental health of **one valuable employee.**

No. Users	Per User, Per Month
20	\$5.00
21-200	\$4.75
201-500	\$4.50
501-1000	\$4.25
1001+	\$4.00

Example Subscriptions		
No. Users	Per Month	Per Year
200	\$950.00	\$11,400
500	\$2,250	\$27,000
1000	\$4,250	\$51,000
2000	\$8,000	\$96,000

# OFFICEHQ

OfficeHQ are leaders in virtual receptionist and telephone answering solutions and services. They are a global company founded in Australia, currently servicing AU, NZ, UK and the USA.



85-90% uptake & organisation-wide rollout has enabled Office HQ to recognise employees in line with company values.



A hit with employees from day one, Office HQ has been a Wooboard customer for 3 years.



Wooboard is now an intrinsic part of their value-driven culture and business process, assisting with change management.

“In this day and age where working from home is the new norm, if you’re looking for a solution to lift employee engagement, connect your business, and reward and recognise your team in an easy to use tool I would highly recommend Wooboard.”

Luisa Di-Finizio, COO @ OfficeHQ

## Global Wellness Industry

**\$4.2tn** P.A.

Global Wellness Institute

## Corporate Wellness Sector

**\$52.8bn** P.A.

**7% CAGR** 2021-2028

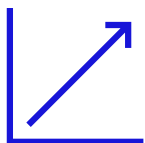
*"Corporate Wellness Market Size and Share Report"*  
Grand View Research

## Individual Wellness App Spending

**\$1.6bn** 2021 forecast

**+15% YOY** since 2019

Sensor Tower



"The Digital Health Market is pegged to hit a staggering \$639.4 bn by 2026."

Digital Health Market by Technology,  
GMI Research

- + One of the fastest growing markets
- + More than 5.3% of global economic output
- + Nearly half the size of the entire global healthcare market (\$7.3tn)

Global Wellness Institute

Beyond COVID-19,  
organisations will...

**88%** invest more into  
**mental health**

**81%** invest more into  
**resilience**

**69%** invest more into  
**mindfulness**

**94%**

Expand virtual  
wellness services

**93%**

Expand virtual employee  
engagement activities

**89%**

Increase mental  
health services

**83%**

Provide access to self-care  
subscription services  
*(meditation, mindfulness, sleep etc.)*

> Companies with the best corporate cultures, that encouraged all-around leadership initiatives and that highly appreciated their employees, customers and owners saw...

# 682%

## Revenue growth

Those without a thriving culture only grew 166% in the same 11 year period of the study.

[Forbes](#)

“For every dollar you spend creating a mentally healthy workplace, [you can] on average, [see] a positive ROI of \$2.30... derived from a reduction in presenteeism, absenteeism, and compensation claims.”

Creating a Mentally Healthy Workplace,  
Return on investment Analysis  
[PwC](#)

Businesses that scored highest on employee engagement enjoyed...







# 21%

Higher levels of **profitability**

# 17%

Higher levels of **productivity**

[Gallup](#)

Company	Offer	Ownership	Employees	Revenue p.a.	No. Customers
	Mobile-first, grounded in science - wellbeing, engagement, inclusion.	Public (LME)	267	\$47.44m	175 companies 2.4m users
	Improve people's mental resilience, health, productivity. In the new normal and beyond.	Private	100	\$162.5m (estimated, 2021)	Undisclosed
	Mental health platform - changing the way organisations approach mental health.	Private	122	Undisclosed	350k+ users (Feb, 2020) 130% increase (Feb-Nov 2020)
	Global wellbeing solution provider - health engagement platform - wellbeing, culture and productivity.	Private	1,000	\$83.9m (2021)	4k clients 7.5m members
	Employee wellbeing app for a more resilient organisation - promotes sleep, mindfulness, reduce stress and anxiety.	Private	296	\$150-200m (estimated, 2020)	1k companies 4m users 100m downloads
	Guided meditations app - stories, sounds, music for better sleep - stress, focus, relationships.	Private	435	\$100m (2019)	600 companies 2m users 65m downloads

Wooboard Technologies helps employers who want to **increase employee productivity** and retention by reducing absenteeism and presenteeism to **actively improve wellness that boosts resilience** through automated recognition and support of individual needs.

## USA

200k+ wellness app  
monthly downloads

53% of wellness  
app spends globally

## EMEA

36% of wellness app  
downloads globally

## APAC

35% of wellness app  
downloads globally

30% of wellness  
app spends globally



Mobile wellness apps  
forecasted to exceed  
1bn downloads in 2021



We're targeting companies with large mobile and remote workforces.

	Employees	Revenue	Target Roles
<b>Corporate Multinationals</b>	+ 1,000+	+ \$60m+	<ul style="list-style-type: none"> <li>+ HR Directors &amp; Managers</li> <li>+ Talent &amp; Engagement Teams</li> <li>+ HR Benefits &amp; Perks Specialists</li> <li>+ Business Analysts</li> </ul>
<b>Large Enterprises</b>	+ 250-1,000	+ \$50-60m+	<ul style="list-style-type: none"> <li>+ HR Directors &amp; Managers</li> <li>+ HR Benefits &amp; Perks Coordinators</li> <li>+ Business Analysts</li> </ul>
<b>SMEs</b>	+ Up to 250	+ Up to \$50m	<ul style="list-style-type: none"> <li>+ Business Owners</li> <li>+ HR Managers</li> </ul>

- Sectors**
- + Aged Care
  - + Aviation
  - + Call Centres
  - + Financial Services
  - + Healthcare
  - + Hospitality
  - + Manufacturing
  - + Mining
  - + Public Sector
  - + SAAS & Tech

Marketing will support direct lead generation activities by creating brand awareness, educating and engaging our audience, and building credibility; all to drive website traffic and enquiries.

### Awareness

Set our solutions apart from traditional engagement and reward platforms to create a following of loyal fans.

### Engagement

Educate employers on the ROI benefits of employee wellness to position us at the cornerstone of engagement strategies.

### Credibility

Share positive stories that demonstrate the correlation of mental wellness to productivity to establish trust and proof.



**Rumi Guzder**

Chairperson



**Wes Culley**

Executive Director



**Joshua Quinn**

Non-Executive Director



**Letrecia Tippet**

Executive General Manager



**John Shea**

Head of Technology



**Stevie V Brown**

Marketing Advisor

# Thank you

For investor enquiries or to book a demo, please get in touch:

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