



ASX / MEDIA RELEASE

Limeade to Present at Macquarie Emerging Leaders Conference

SYDNEY, Australia and Bellevue, Washington. – 24 November 2021 – [Limeade](#) (ASX: LME, or the Company), an immersive employee well-being company that creates healthy employee experiences, today announces an upcoming presentation by Limeade CEO Henry Albrecht to the Macquarie Emerging Leaders Conference today at 10.30am AEDT (3.30pm PT, 23 November 2021).

A copy of the presentation is attached.

This release dated 24 November 2021 has been authorised for lodgement to ASX by Mr Todd Spartz, Limeade CFO and lodged by Mr Danny Davies, the Limeade ASX Representative.

– ENDS –

Contact Information

Company

Mr Henry Albrecht
Chief Executive Officer
henry.albrecht@limeade.com
+1 425 908 0216

Investor Relations / Media (AU)

Dr Thomas Duthy
Nemean Group for Limeade
thomas.duthy@limeade.com
+61 402 493 727

Media (US)

Ms. Amanda Lasko
Marketing Director
amanda.lasko@limeade.com
+1 206 227 6907

To subscribe to the Limeade Email Alert Service please click [here](#).

– ENDS –

About Limeade

Limeade is an immersive employee well-being company that creates healthy employee experiences. Limeade Institute science guides its industry-leading software and its own award-winning culture. Today, millions of users in over 100 countries use Limeade solutions to navigate the future of work. By putting well-being at the heart of the employee experience, Limeade reduces burnout and turnover while increasing well-being and engagement — ultimately elevating business performance. To learn more, visit www.limeade.com (ASX listing: LME).

Limeade, Inc. Australian Registered Business Number 637 017 602, a public limited company registered under the Washington Business Corporation Act (UBI Number: 602 588 317).

Disclosure

This ASX release does not constitute an offer to sell, or the solicitation of an offer to buy, nor shall there be any sale of any securities referred to herein in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful. Any securities referred to herein have not been registered under the US Securities Act of 1933, as amended (the "US Securities Act") and may not be offered or sold in the United States or to US persons absent registration or an applicable exemption from registration under the US Securities Act and applicable state securities laws. In addition, any hedging transactions involving the securities referred to herein may not be conducted unless in compliance with the US Securities Act.

Macquarie Emerging Leaders Conference

Henry Albrecht, CEO

24 November 2021

limeade® ASX: LME



Notice and Disclaimers

This document dated 24 November 2021 has been prepared by Limeade, Inc. (ARBN 637 017 602) (Company) and is provided for information purposes only. It contains summary information about the Company and its activities and is current as at the date of this document. It should be read in conjunction with the Company's periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au.

This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

The information contained in this document is not intended to be relied upon as advice or a recommendation to investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. An investor must not act on the basis of any matter contained in this document but must make its own assessment of the Company and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision.

By reading this document you agree to be bound by the limitations set out in this document. No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, opinions, forecasts, reports, estimates and conclusions contained in this document. To the maximum extent permitted by law, none of the Company and its related bodies corporate, or their respective directors, employees or agents, nor any other person accepts liability for loss arising from the use of or reliance on information contained in this document or otherwise arising in connection with it, including without limitation any liability from fault of negligence.

Past performance is not indicative of future performance and no guarantee of future returns is implied or given. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of the Company.

Certain statements in this document constitute forward looking statements and comments about future events, including the Company's expectations about the performance of its business. Such forward looking statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward looking statements are provided as a general guide only and should not be relied on as an indication or guarantee of future performance. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Subject to any continuing obligations under applicable law the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in this document to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any such statement is based.

Investors should note that this document may contain unaudited financial information for the Company that has been prepared by the Company's management. The Company's results are reported under US-GAAP. Investors should be aware that certain financial data included in this presentation including CARR, NRR, LTV and CAC is "non-IFRS information" under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by ASIC or "non-GAAP financial measures" within the meaning of Regulation G of the US Securities exchange Act of 1934. Note that the Company is not required to comply with Regulation G, and it does not provide a reconciliation and other disclosures about its non-IFRS information or non-GAAP financial measures that would be required by Regulation G. All values are stated in US dollars unless otherwise stated.

Macquarie Emerging Leaders Conference

27 August 2021

limeade

1

Limeade Essentials

Financials

Strategy + Outlook

Q&A + Contacts

About Limeade

Global



100+ countries

2.6M+ users

Based in Bellevue, WA, USA
Offices in Canada, Germany

Award-Winning



**We invest in our
employee experience
so you can
elevate yours.**

Market-Leading



**“Shines for its holistic
focus on
employee well-being”**

Employee Experience (EX)
Management Platforms For Large
Enterprises, Q1 2020

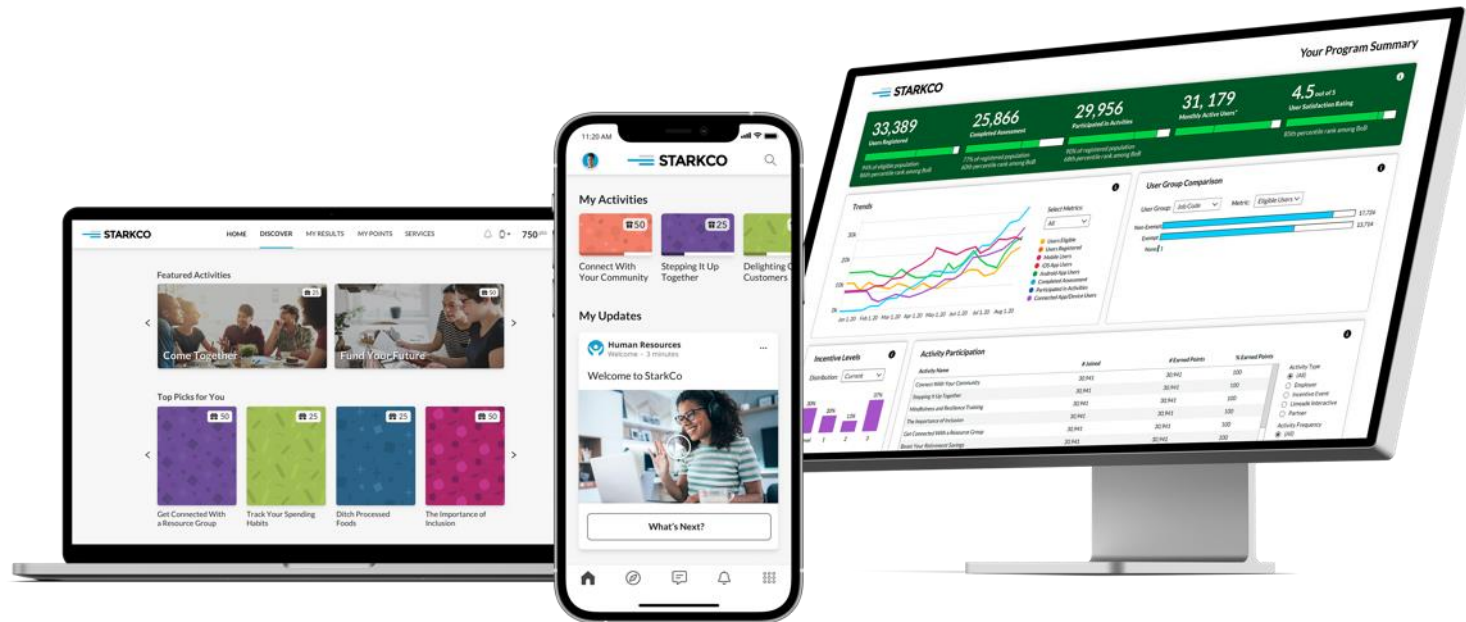
Enterprise SaaS



**Employee experience
(EX) provider to 150
of the best companies
in the world**

\$56.6M¹
97% recurring revenue²

Limeade creates immersive well-being solutions for a healthy employee experience.



The only company with world-class listening and well-being solutions



AI-powered, personalized communications that drive benefits adoption



Integrating well-being and listening experiences into the daily flow of work



Consumer-grade software guided by Limeade Institute science

\$22 billion market growing at 22%



Companies grappling with increasingly remote global workforces




Employees dealing with heightened stress and anxiety; expecting support



Healthy corporate cultures essential to attracting and retaining millennial and Gen Z talent

Well-Being is *More Essential* Than Ever

32% 

Reduction in physical activity
due to COVID restrictions.¹

14% 

Hear leaders *discuss the importance of mental health.*²

49% 

Experiencing a *negative impact on finances and planning.*³

69% 

Lack a strong sense of purpose at work.⁴

40% 

Feel isolated at work.⁵

80% 

Identify well-being as *critical to business success* in 2021.⁶

NOTE 1: Int'l Journal of Exercise Science
NOTE 2: Aon, 2020
NOTE 3: Cigna

NOTE 4: Willis Towers Watson
NOTE 5: Harvard Business Review
NOTE 6: Deloitte Insights

Agenda

**Macquarie
Emerging Leaders
Conference**

limeade

Limeade Essentials

2 Financials

Strategy + Outlook

Q&A + Contacts

1H21 Financial Highlights

\$26.9M

Revenue

Down 4% vs. 1H20 (\$28.0M)

94%

Recurring
Revenue

Down 4% vs. 1H20 (98%)

6

New Customer
Contracts (1H21)

7 new customer contracts
in 1H20

149

Total Customers

Direct – 103 (Down 2% vs. 1H20)
Indirect – 46 (Down 34% vs
1H20)

76%

Gross Margin

Down 1% vs. 1H20 (77%)

93%

NRR¹

Down 5% vs. 1H20 (98%)

Direct NRR 94% (Down 4% vs.
1H20)
Indirect NRR 82% (Down 15% vs.
1H20)

\$616K

Per Direct Well-Being
Customer

Average CARR

Down 4% vs. 1H20 (\$641K)

\$352K

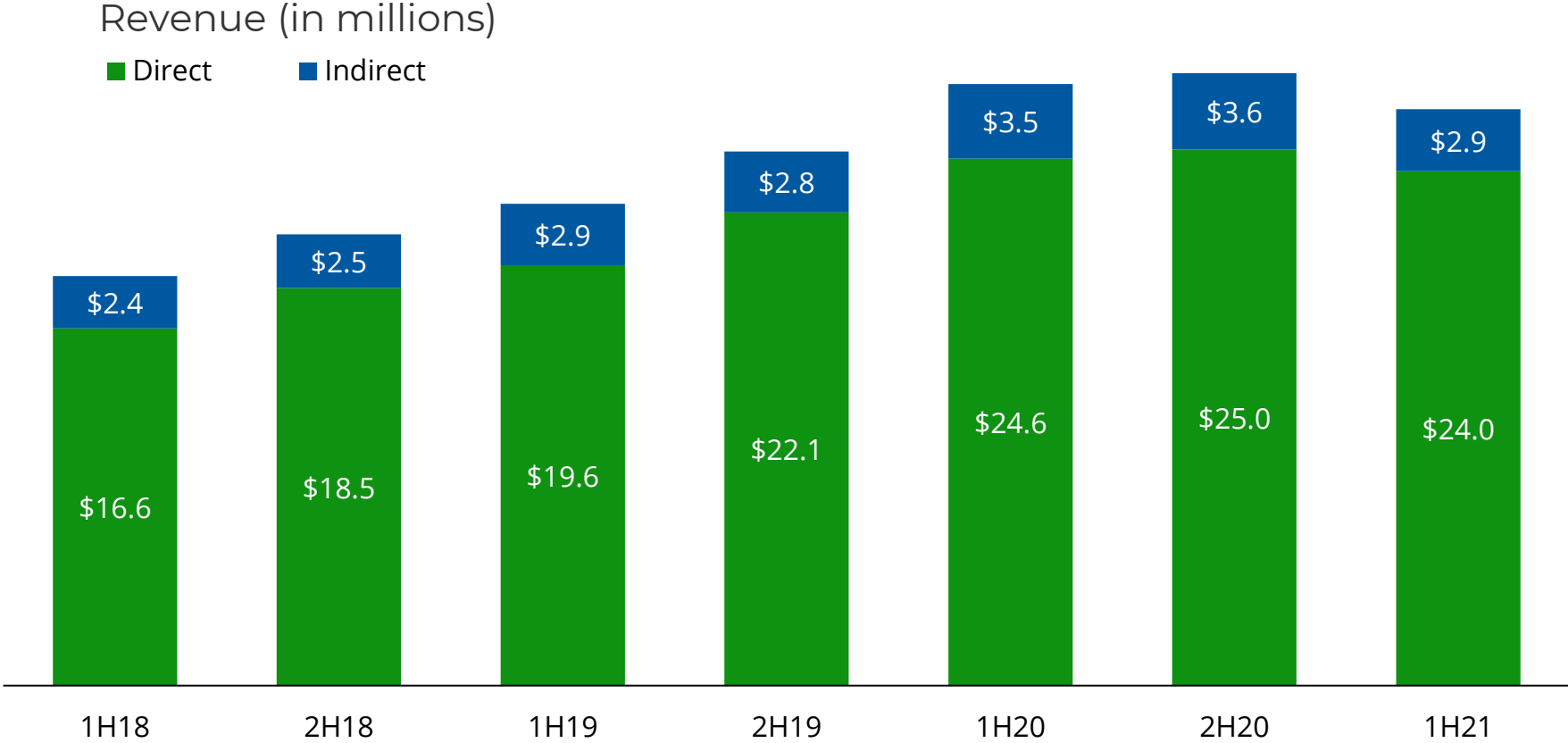
Per Customer

Average CARR

Up 9% vs. 1H20 (\$323K)

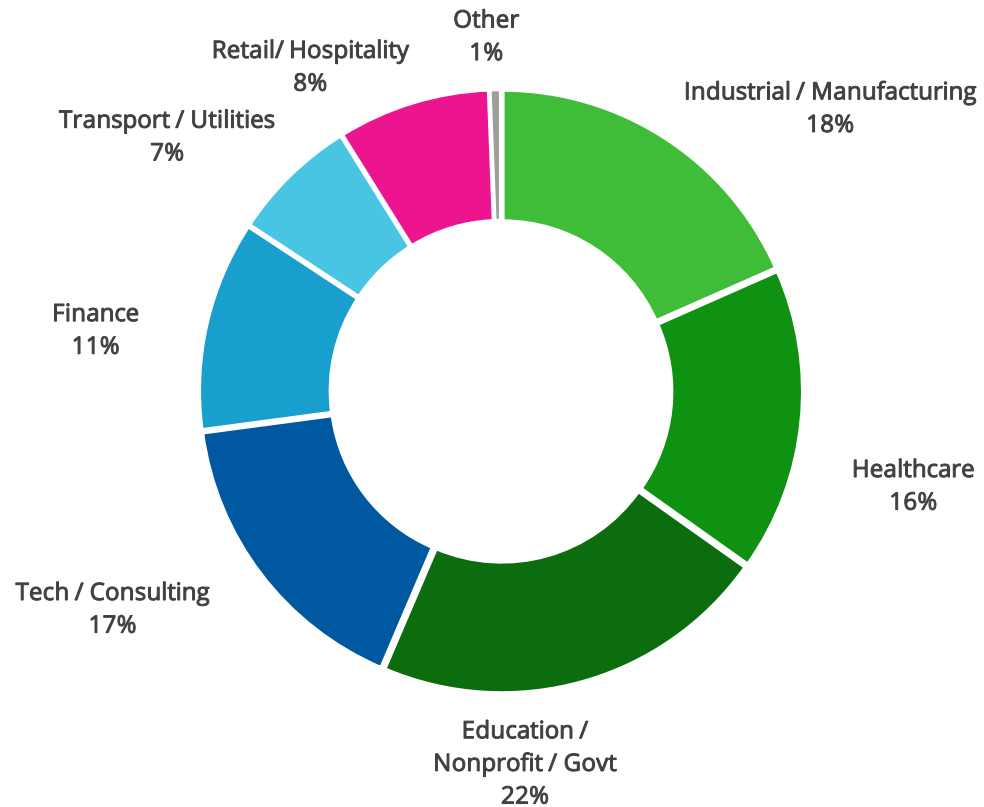
Direct channel revenue stable, down just 2.4% versus pcg

Half of the \$1.2M revenue reduction and 24 of the 26 net decrease in customer count occurred in midmarket reseller channel

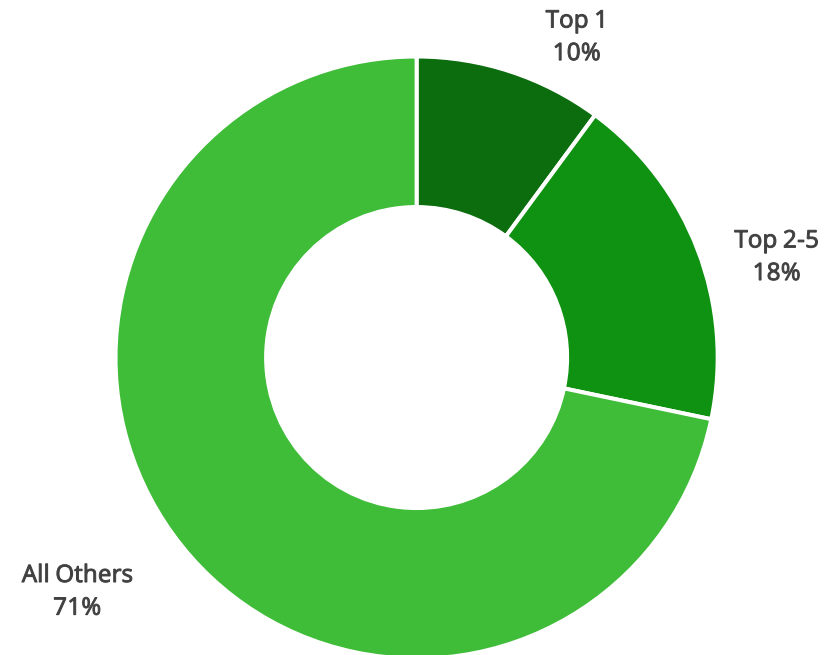


Diverse customer base

Highly diversified customer base¹



Customer concentration 1H21²



Agenda

**Macquarie
Emerging Leaders
Conference**

limeade

Limeade Essentials

Financials

3 Strategy + Outlook

Q&A + Contacts

Growth strategy



North American Enterprise Well-Being Market Focus

- ✓ Great product-market fit and \$151M¹ pipeline
- ✓ Limeade embedded in Office 365 and Microsoft Teams through Microsoft Viva



M&A to Drive Market Access and Long-Term Growth

- ✓ Direct access to mid-market through TINYpulse
- ✓ 40-person Vietnam-based R&D team



Platform Optimization

- ✓ R&D investment focused on speed and performance for global enterprises
- ✓ Nearly doubled engineering horsepower



Indirect Channel Optimization

- ✓ Move away from midmarket underperformers
- ✓ Focus on larger, strategic enterprise-class relationships

TINYpulse Acquisition

A leader in employee listening capabilities



\$8.8M

TINYpulse acquisition funded from existing Limeade cash

1.35x

FY2020 revenue multiple based on acquisition price

\$6.5M

TINYpulse continuing revenues in FY2020

\$1.2M

TINYpulse EBITDA loss in FY2020

500+

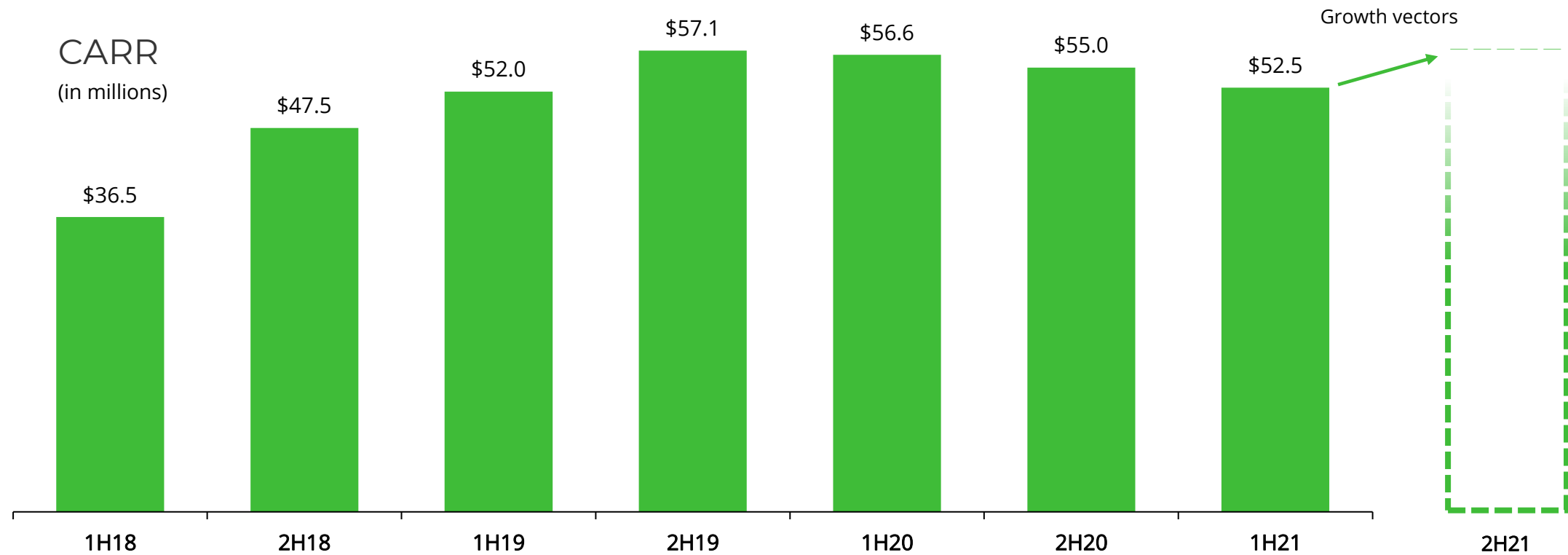
Customers from start-ups to Fortune 500

Commentary

- Completed 29 July 2021; Seattle based, operations in U.S and Vietnam
- The acquisition of TINYpulse will create **direct** access to mid-market customers looking for an integrated well-being and employee experience solution, and over time will enhance the Limeade well-being experience for enterprise customers
- Part of overall strategy to transition from indirect to focus on Limeade direct customers

Return to CARR growth in 2021

- New customer acceleration expected in second half, led by direct North American enterprise well-being with strong late-stage pipeline
- TINYpulse acquisition
- Microsoft Viva partnership



Full Year 2021 guidance

\$50-53M
Revenue

(\$5-8M)
EBITDA

(\$7-10M)
NPAT

Agenda

**Macquarie
Emerging Leaders
Conference**

limeade

Limeade Essentials

Financials

Strategy + Outlook

4

Q&A + Contacts

Q&A / Contacts

For more information please contact:

Company



Mr. Henry Albrecht
CEO
henry.albrecht@limeade.com

Financial



Mr. Todd Spartz
CFO
todd.spartz@limeade.com

Investors

Dr. Tom Duthy
Nemean Group for Limeade Investor Relations
thomas.duthy@limeade.com
+61 402 493 727

Media (US)

Ms. Amanda Lasko
Marketing Director
amanda.lasko@limeade.com
+1 206 227 6907