



ASX Announcement

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LiveTiles launches Reach Marketplace with Amazon, Microsoft, and My Net Zero

Highlights

- LiveTiles launches **Reach Marketplace**, a customisable online solution for enterprises to create a bespoke online marketplace for their customers
- Reach Marketplace has been purchased by Amazon and Microsoft
- My Net Zero deploys Reach Marketplace for Amazon as its B2E (business-to-employee) sustainability marketplace platform
- Microsoft deploys Reach Marketplace as its private ecommerce marketplace to its Asia Pacific enterprise customer base
- LiveTiles to build significant pipeline in the B2B (business-to-business) ecommerce marketplace software category, with the Company's existing enterprise customer base (including Nestle, Novartis, and PepsiCo), and LiveTiles' global partner network

LiveTiles Limited (ASX:LVT) (LiveTiles or the Company), a global leader in employee experience software for employee collaboration and communications, is pleased to announce the launch of its newest solution, Reach Marketplace.

Reach Marketplace officially launches today in New York and is available to new and existing customers globally.

About Reach Marketplace:

LiveTiles' Reach Marketplace solution is a customisable Shopify-like platform that enables enterprise organisations to quickly create bespoke marketplaces for their customers, employees, and distribution partners.

- Personalises product offerings to each segment of the client's customer database
- Integrates with the client's CRM (Customer Relationship Management) system, including Salesforce, and Microsoft Dynamics
- Built in the cloud and accessible via any internet device
- Securely housed on Microsoft's Azure platform
- Gives the client's customers the ability to buy their products and services with 24-hour access, 7 days per week without the need for in-person transactions
- Frictionless upselling to existing customers



- Less reliance on expensive overheads such as in-person sales channels

The solution has been in development for 18-months and positions the Company in the fast-growing category of marketplace technology.

Reach Marketplace's pricing strategy will combine annual recurring license fees for the Reach Marketplace platform, with added professional services and support fees for any bespoke development and/or consulting hours.

Due to the global trend for large B2B (business-to-business) organisations moving towards ecommerce as a major sales channel, along with already acquiring Microsoft and Amazon as Reach Marketplace customers, the Company is confident this new product offering will add significant revenue to its sales cycles.

The Reach Marketplace is a solution that will be targeted to large enterprise companies and is already having a positive impact on one of the Company's strategic goals to acquire half of the world's top 300 companies as customers.

Reach Marketplace secures first major customers

Amazon's Employee Sustainability Marketplace, Powered by Reach Marketplace

LiveTiles launch Amazon's Employee Sustainability Marketplace. My Net Zero is scaling the solution to several more Amazon distribution centres by offering the Climate Engagement Tracker and other sustainability tools via an Employee Sustainability Marketplace, powered by Reach Marketplace.

Reach Marketplace provides a unique opportunity for My Net Zero's clients in that it supplies a solution that supports its mission to lead enterprise companies in their climate pledges. By providing clients and their employees with a marketplace of sustainability tools, services, and incentives, it is positioning to be a significant player and further growing its \$12.3 million pipeline in the sustainability market.

According to research conducted by IDC (International Data Corporation), the market opportunity in the category of ESG (Environmental, Social and Governance) Business Services is expected to reach \$158 billion by 2025¹.

Microsoft's Private Ecommerce Store, Powered by Reach Marketplace

The Reach Marketplace solution that LiveTiles is deploying to Microsoft allows the technology giant's largest customers to buy Microsoft products and services at scale. Microsoft will launch a private ecommerce store to its enterprise customers across the Asia Pacific region.

The Reach Marketplace solution enables Microsoft to communicate with store users and customise offerings and content throughout their respective purchasing journeys.

LiveTiles Chief Executive Officer Karl Redenbach said: "The versatility of our Reach platform has allowed us to innovate during a challenging time in the technology market by seizing an opportunity to pivot further towards our vision of becoming the world's leading provider of Employee Experience solutions. The global trend towards ecommerce platforms in the business-to-business enterprise space, and the market opportunity in sustainability technology, has enabled us to engage two of the largest technology companies in the world with Microsoft and Amazon. We look forward to rolling

¹ <https://www.idc.com/getdoc.jsp?containerId=prUS49269622>



this out across our enterprise customer base, our global partner network and targeting the world's top 300 companies as part of our strategic premiership plan.”

This announcement has been authorised for release by the Board.

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About LiveTiles:

LiveTiles is a global leader in the employee experience software for employee collaboration and communications, creating and delivering solutions that drive digital transformation, productivity, and employee engagement in the modern workplace.

LiveTiles have operations spanning North America, Europe, Asia and Australia, and services over 1,000 customers. LiveTiles is a leading player in the Employee Experience Platform Industry and has been acknowledged as such by Forrester and Gartner.