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US Market contract win creates Pathway to Global Expansion

Melbourne, Australia, 28 September 2021: AD1 Holdings Limited (ASX:AD1) (**AD1** or the **Company**) today announced that it has signed a contract with HR.com for a mentoring program delivered by Art of Mentoring (**AoM**) for members.

Based in North America, HR.com has 1.9 million HR professional members worldwide, mostly based in the US. Membership provides access to educational tools and resources that HR professionals need to stay ahead and compliant in the ever-changing HR landscape. In addition, HR.com specializes in connecting HR professionals through dozens of annual virtual conferences, consisting of hundreds of webcasts. A virtual mentoring program through AoM will provide their members with an opportunity for deeper levels of human connection and professional development.

The mentoring program will match over 1000 HR practitioners in the first year and will scale. The contract is valued at in excess of \$100,000 in the first twelve months. Art of Mentoring will manage the program on behalf of HR.com.

AD1 CEO, Brendan Kavenagh, said: "This is an exciting development for Art of Mentoring, not just because of the contract value. It gives AoM direct contact with the HR professionals participating in the program, who are themselves potential customers for the AoM SaaS platform and related services. In addition to the program, AoM will contribute to HR.com's educational calendar, delivering mentoring expertise via virtual events, webcasts and joint research projects, marketed to the entire membership base."

"AoM September Quarter revenue so far is 74% ahead of the same quarter last year, and 51% higher than last quarter. As described in recent announcements about Art of Mentoring's outstanding growth performance over the last twelve months, AoM is reaping the benefits of the explosive growth in HR Tech in Australia. Partnership arrangements with HR membership organisations such as these in Australia have contributed significantly to AoM's stellar growth. HR.com has nearly 100 times the membership of similar local organisations."

"This new HR.com development will open a significant opportunity for accelerated offshore expansion and allow the Art of Mentoring brand to compete more aggressively on the world stage."

"We look forward to working with HR.com to deliver our mentoring programs for their members in the US, Canada and beyond, in line with the success we have demonstrated in the Australian marketplace. The opportunity to grow our footprint outside of Australia has begun."

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This release has been authorised by the Board of Directors of the Company.

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