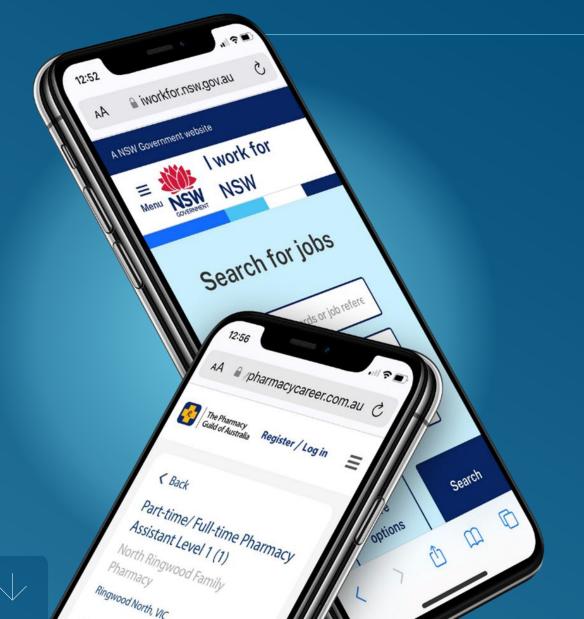
AD1 HOLDINGS

AGM Presentation

November 2022

People. Software. Solutions.



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FY22 Highlights - Sustained growth across the Group with promising signs of North American expansion opportunities



\$6.0m

Annual Group revenue

Up 12% on FY21

\$6.8m

Customer receipts

Up 35% on FY21

68

New customers

Added across all verticals

44%Revenue growth in AoM

With cash receipts from customers up 78%

Significant investment in new pipeline

New US channel partners – unlocking a community of 1.9m+ members

Supporting growth in offshore expansion – 1st US Gov Department signed

AD1 holds a growing portfolio of SaaS businesses with annuity revenues and a large and sticky customer base





>90%

Customer retention



95%

ARR in FY22 and growing



51%

HR Tech CAGR FY21 to FY23



130+

Active customers across 26 countries



Scalable

Revenue stream

Portfolio of 4 software businesses across recruitment, mentoring and energy retail sectors Sticky customer base including SMEs, large businesses, and government departments

Signed new US based channel partners building new \$2m+ strong pipeline AD1 Holdings Board of Directors and management team own 35.8% of shares on issue

A range of SaaS businesses with a focus in HR technology services and solutions for the niche sectors



Recruitment Solutions Software

O ApplyDirect

- An inbound white label career site platform that facilitates direct candidate sourcing aggregating tailored technology solutions
- Enable businesses to promote their employee brand, attract and engage suitable candidates faster
- 831,000 jobs advertised
- 5.48m applications
- 32.2m platform users
- 6.5m in FY22

Recruitment Solutions Software

jobtale

- An outbound job ad creation platform for hiring managers to uniquely design and advertise roles
- Attract top talent directly via their network in an innovative manner through creative tools & storytelling
- Highly scalable at a cheaper price point, to create an engaging brand
- Launched in August 2022 with +100 customers signed and 10 pilot customers testing the platform.
 Very positive feedback so far

Mentoring Solutions Software



- Technology-enabled mentoring solutions to deliver tailored, research-backed mentoring programs with reduced administration
- High impact programs proven to boost employee performance, drive productivity, engagement and retention
- First-mover advantage with an expert content library
- CEO Alex Richardson recently moved to Austin, Texas to accelerate North American growth

Software for the Energy Retail Sector



- A cloud-based CRM platform, billing, operations and online customer portal designed for energy retailers
- Niche and intuitive product

HR SaaS Technology Services

Niche SaaS Services

FY23 YTD - Growth with continued focus on North American expansion



\$2.26m
Group revenue¹

AoM NA pipeline ~\$4m

AoM TCV²

11

New customers wins¹

AoM

\$1.46m
Q1 cash receipts

11%
Increase in Revenue

Q1FY23 vs pcp

100+
Jobtale customer sign
ups
Successfully launched Jobtale
in Q1 FY23

^{1.} As at 31 October 2022

^{2.} As at 8 November 2022

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Contact

Brendan Kavenagh CEO brendan.kavenagh@ad1holdings.com.au

