



**ASX Announcement | 21 July 2021**  
**Gefen International A.I. Limited**

**Gefen lists on ASX following oversubscribed A\$25m IPO**  
*Strong growth across all key metrics achieved and new partnerships signed in H1 FY21*

### **Highlights**

- Israel-headquartered platform provider Gefen International A.I. Limited lists on the ASX today following completion of oversubscribed A\$25 million initial public offering
- IPO attracted strong demand from institutional and retail investors, establishing a high-quality shareholder base including Australian small cap fund managers Regal Funds Management, Ellerston Capital and Perennial
- Gefen's platform enables agent-based organisations to digitally distribute marketing and communication content through agents to end customers and has already signed Tier 1 clients such as insurers Generali (BIT: G), TAL, and Manulife (TSX: MFC, NYSE: MFC, HK: 0945)
- Gefen has achieved strong growth across all of its key metrics in H1 FY21, including a 105% increase in end customers (from 60k to 123k), a 177% increase in carriers (from 31 to 86), and a 182% increase in activities recorded on its platform (from 850k to 2.4m)
- Gefen has also entered into new strategic partnerships with Four Seasons Financial Planning, Sapiens Group (NASDAQ: SPNS), Canadian Insurance Center, and IA Financial Group (TSE: IAG)

21 July 2021: Tel Aviv, Israel: **Gefen International A.I. Limited** ("Gefen" or the "Company") a platform provider that empowers and transforms agent-based networks, is pleased to announce that trading of its shares on the Australian Securities Exchange (ASX) will commence today with the code GFN, following the completion of its successful initial public offering (IPO).

### **Overview of IPO**

The IPO raised gross proceeds of A\$25 million at an issue price of A\$1.00 per share ("Offer Price"). Gefen closed its offer on 21 May 2021 after receiving applications from investors well in excess of the maximum IPO raise.

The IPO was underpinned by a high-quality shareholder base which included institutional and retail investors, along with the strong support of existing Gefen shareholders including Regal Funds Management, Ellerston Capital and Perennial. On listing, Gefen will have approximately 127.9 million shares on issue implying a market capitalisation of \$127.9 million at the Offer Price. RM Corporate Finance and Morgans Financial acted as Joint Lead Managers to the IPO.

### **Gefen International A.I. Limited**

30 Kalisher Tel Aviv  
Jaffa 6525724 Israel  
[www.gefentechnologies.com](http://www.gefentechnologies.com)





Since 2016, Gefen has raised US\$14.5 million in venture capital funding as well as a total of A\$6.5 million in two pre-IPO rounds similarly supported by high-quality sophisticated and institutional investors.

The Company will use funds raised from the Offer to execute a number of strategic growth initiatives including expanding its sales and marketing teams and funding research and development of its unique platform.

In a quest for organic growth in the years ahead, Gefen will continue to direct a part of its sales and marketing budget towards attracting more carriers to the platform, onboarding their respective agent networks and customers.

Gefen also plans to further bolster revenues by entry into adjacent segments like the provision of advertising solutions and processing-related services as well as potential acquisition opportunities.

### **Driving the digital transformation of agent-based businesses globally**

Gefen has developed a disruptive platform for regulation-heavy industries in which carriers use agents to sell complex products to customers.

The Company currently has two main revenue sources – recurring subscription license fees paid by carriers, and transactional agent solutions fees paid as commissions by carriers from sales generated through the independent agent network. In addition to these, the Company also plans to introduce and activate two new revenue streams this year - advertising solutions and processing fees.

Gefen operates in a large and growing global market which was worth an estimated \$358 billion in 2020 and is expected to grow to \$462 billion by 2023.<sup>1</sup>

While Gefen is primarily focused on the finance and insurance sectors, its platform can be used by any agent-based business. The Company enables the digital transformation of agents at a large scale and has already attracted Tier 1 insurance clients including the world's third-largest insurer Generali (BIT: G), as well as major insurers TAL and Manulife (TSX: MFC, NYSE: MFC, HK: 0945).

The compounding effects of compliance risk and changes in customer expectations, together with the COVID-19 pandemic, has accelerated the adoption by global enterprises digitally transforming and automating their entire agent networks.

These tailwinds have translated into strong revenue growth for the Company. In FY20, Gefen achieved revenue of A\$16.4 million, up from A\$1.7 million in FY18 and A\$4.5 million in FY19. The Company's fiscal year coincides with the calendar year.

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<sup>1</sup> Source: Research and Markets - Insurance Brokers & Agents Global Market Report 2020-30: COVID-19 Impact and Recovery

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## H1 FY21 Operational update

### Strong growth across key metrics

Gefen continued to see strong growth across all key metrics in the first half of 2021 (H1 FY21), including the number of end customers, agents, and carriers using its platform.

As the Company generates revenue from transactions made by end customers within the platform, the continued expansion of users results in the potential for increased revenues.

In H1 FY21, end customers more than doubled from approximately 60k to 123k and agents using the platform grew from 15k to 16.5k.

As Gefen also generates revenues from the carriers and products that are being sold to end customers, the Company continues to expand and increase the number of integrated and contracted carriers in the platform.

Gefen almost tripled the number of contracted insurance and financial carriers using the platform from 31 to 86 during H1 FY21, creating an increased potential to boost revenues from end customers and introducing a new set of financial products into the platform.

Gefen also saw the 'events' recorded in its platform almost triple from approximately 850k in H1 FY20 to 2.4 million in H1 FY21. 'Events' are the digital interactions between agents and their customers. A rise in 'events' represents increased engagement which translates into more sales due to a growing amount of marketing and sales activities performed by agents.

*Figures 1 – 3: Increases in end customers, agents, carriers, H2 FY20 to H1 21. Figure 4: Increase in 'events', H1 FY20 and H1 FY21.*

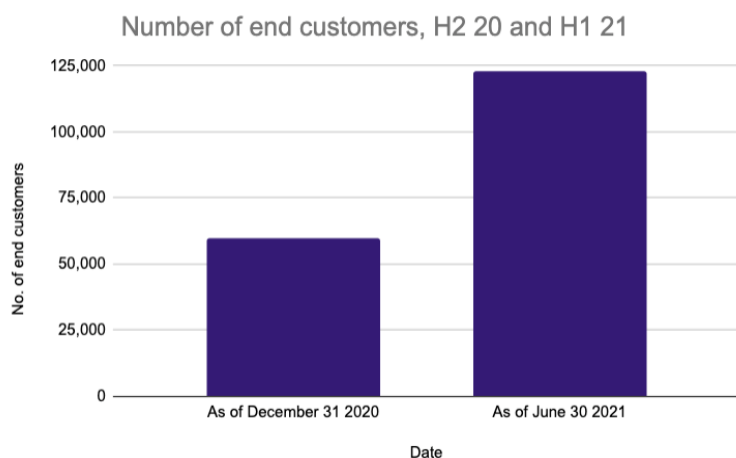


Figure 1

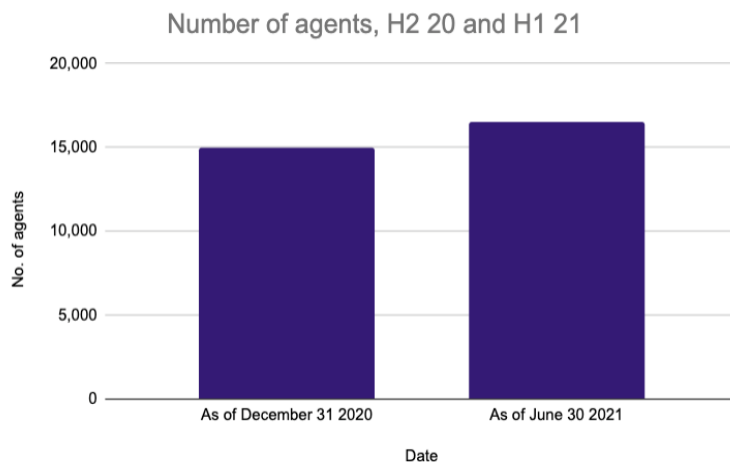


Figure 2

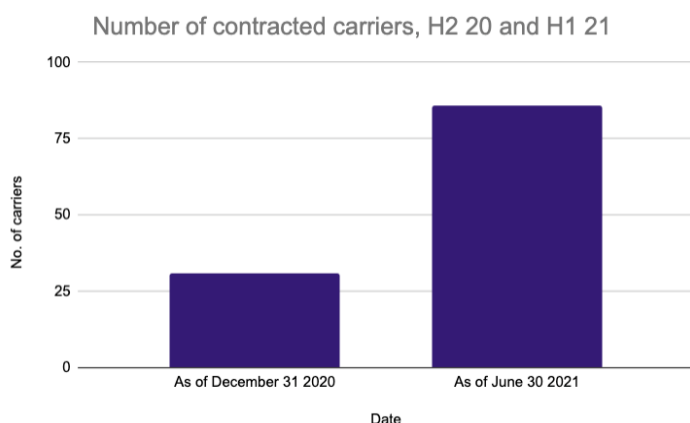


Figure 3

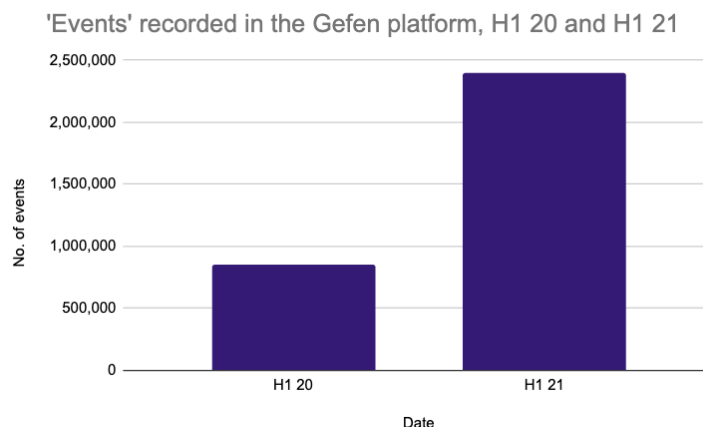


Figure 4

### Key strategic partnerships signed

During H1 FY21, Gefen entered into a number of strategic partnerships which will allow it to continue rapidly scaling its business across Israel, Europe and North America. A summary of these partnerships follows:

- Agreed on a partnership with leading Israeli financial group Four Seasons Financial Planning. This represents an opportunity to onboard thousands of new financial planners and advisors and is expected to go live during H2 FY21;
- Signed a contract with Sapiens Group (NASDAQ: SPNS) (market cap: US\$1.5 billion), which serves 600 insurance and financial organisations in the US and Europe. The agreement will see Gefen and Sapiens partner on an integrated end-to-end digital solution for Sapiens' large client base; and
- Secured a partnership with Canadian Insurance Center and IA Financial Group (TSE: IAG) to launch a digital operating market in North America.

### Product and platform upgrades

Gefen sustained its pace of releasing new features and improvements to its platform every two weeks in H1 FY21. These releases included the following additional features:

- A brand new social marketing module that allows for extended distribution and control of social content and the presence of agents;
- A new products management module that allows for the creation and distribution of complex digital products across multiple networks of agents and customers;
- A new flexible data structure that allows for the creation of larger big data sets related to customers and products; and
- Additional CRM capabilities in the form of new records for customer-agent actions and the addition of a documents management module.



**Gefen Co-Founder and Co-CEO Orni Daniel said:** “We are very pleased with the overwhelmingly positive response our IPO has received. Gefen gives investors access to a unique opportunity that has significant potential for growth across global agent-based industries. With the funds raised in the IPO, we will be able to implement additional upgrades to our platform and invest in the marketing and growth initiatives that will help us continue to scale. Our listing today on the ASX marks an important milestone for Gefen and we thank our existing shareholders for their ongoing support and welcome new investors to share in the exciting journey ahead of us. I would like to take this opportunity to thank everyone involved in making this IPO possible.”

## Ends

*This announcement has been authorised by the board of Gefen.*

## For further information, please contact:

### Investor Enquiries

**Nathan Barbarich**

RM Corporate Finance

+61 8 6380 9200

[nbarbarich@rmcf.com.au](mailto:nbarbarich@rmcf.com.au)

### Media Enquiries

**Julia Maguire**

The Capital Network

+61 02 8999 3699

[julia@thecapitalnetwork.com.au](mailto:julia@thecapitalnetwork.com.au)

## About Gefen Technologies

Gefen Technologies is the world's first platform provider that transforms agent-based networks into digital sales fleets.

Gefen's platform enables the fast transformation of existing agent networks at a large scale, empowering agents and the brands they represent to thrive in today's digital-first world. It is the only solution that enables the digital distribution of business strategy, tactics and processes through agents all the way to the last mile - the end customer.

Agent networks and global enterprises that have deployed Gefen's fully automated technology benefit from unique insights on their customers, compliance-at-scale and a more satisfied sales force. Agents become more efficient, productive and professional while also exceeding customer's omnichannel service and sales expectations. Gefen is already being used by some of the world's leading insurers and is currently expanding into new sectors and verticals.

With Gefen, any agent becomes a digital expert in an instant. Transform your agents into an entirely evolved digital distribution fleet - with unparalleled business results.

To learn more, please visit: [www.gefentechnologies.com](http://www.gefentechnologies.com)

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