

## ASX RELEASE

28 April 2023

# March 2023 Quarterly Activities Report

## Highlights Q3 FY23:

- Quarterly cash receipts of ~\$600k, consistent with Q2 FY23
- Significant platform enhancement and focus on artificial intelligence (AI) integration
- Expanded marketing efforts, sales team growth and new website launch
- Project completion milestone nearing with Adecco to clear payment hurdle
- Cash and cash equivalents at quarter-end: ~\$3.8m

## Sales and Marketing

During Q3 FY23, Applyflow concentrated on growing its market share in the white-label job board and recruitment technology industry. As a result, the company secured new customer contracts with recruitment firms worldwide, reflecting its successful efforts.

To support ongoing growth, Applyflow expanded its local sales team, accelerated onboarding, and established a new office in Sydney. These newly recruited team members have already contributed to the company's growth by closing deals and expanding the sales pipeline.

In this quarter, Applyflow launched its redesigned marketing website at [www.applyflow.com](http://www.applyflow.com). The company's marketing and advertising initiatives have shown promising results, with plans to extend marketing activity to new channels and regions to increase new-business leads and brand awareness further.

Applyflow maintains an optimistic outlook as new sales representatives are set to join the team this quarter, supported by a robust sales pipeline filled with promising enterprise-level opportunities.

Additionally, Applyflow is currently upgrading The Adecco Group's job board technology and website on a comprehensive strategic overhaul in Hong Kong, Taiwan, South Korea, Malaysia, and Singapore. The company expects to complete this project in the upcoming months, and upon its successful launch, a payment milestone will be triggered.

Overall, Applyflow's dedication to innovation and expansion and its strategic initiatives has reinforced its position as a leading player in the recruitment technology industry.

## **Product Development**

In Q3 FY23, Applyflow's collaboration with top industry providers led to a significant platform enhancement. The new feature, launched during the quarter, allows recruiters to advertise jobs on leading job boards with one click, reducing costs for multi-channel job advertising at scale and increasing candidate application volume for recruiters using Applyflow. The company plans to expand job advertising channels in future releases.

Applyflow is developing customised features for corporate recruitment teams designed to bolster online employer brand presence, streamline talent acquisition, and democratise Applyflow's widely utilised recruitment technology - popular among global recruitment agencies - to businesses within the corporate sector.

The company is also exploring innovative opportunities in recruitment technology, harnessing advances in artificial intelligence (AI) to enhance customer value and create growth opportunities. As a leader in recruitment technology, Applyflow remains focused on investing in proprietary technologies to deliver outstanding customer experiences and drive growth.

## **Summary of expenditure for the quarter and related party payments**

During the quarter, the Group's total cash outflows from operating expenses (excluding depreciation, amortisation, impairment and share based payments) were approximately \$1,395,000, comprised of research and development (\$22,000) marketing (\$30,000), staff costs (\$716,000), administration and corporate costs (\$486,000) and security deposits paid (\$150,000).

In accordance with ASX Listing Rule 4.7C.3, payments to related parties and their associates totalling \$97,000, and as outlined in Item 6 of the Company's Appendix 4C, were for salary and superannuation of Directors.

The Company's cash balance as at 31 March 2023 was approximately \$3.782 million.

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This announcement was approved for release to ASX by Applyflow's Board of Directors.

## Contact

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## About Applyflow

Applyflow is on a mission to make the recruitment experience better for everyone by giving recruiters an easy to use yet powerful tech solution to manage their entire business flow. A fresh take on what the recruitment process should be and the tools your team needs to make it a reality.

## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

APPLYFLOW LIMITED

**ABN**

29 107 371 497

**Quarter ended ("current quarter")**

31 March 2023

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	590	1,938
1.2 Payments for		
(a) research and development	(22)	(33)
(b) product manufacturing and operating costs		
(c) advertising and marketing	(30)	(51)
(d) leased assets		
(e) staff costs	(716)	(2,231)
(f) administration and corporate costs	(486)	(1,315)
1.3 Dividends received (see note 3)		
1.4 Interest received	19	45
1.5 Interest and other costs of finance paid		
1.6 Income taxes paid		
1.7 Government grants and tax incentives		
1.8 Other (Security deposit paid)	(150)	(150)
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(795)</b>	<b>(1,797)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities		
(b) businesses		
(c) property, plant and equipment	(5)	(10)
(d) investments		
(e) intellectual property		
(f) other non-current assets		

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities		
	(b) businesses		
	(c) property, plant and equipment		
	(d) investments		
	(e) intellectual property		
	(f) other non-current assets		
2.3	Cash flows from loans to other entities		
2.4	Dividends received (see note 3)		
2.5	Other (provide details if material)		
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(5)</b>	<b>(10)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)		
3.2	Proceeds from issue of convertible debt securities		
3.3	Proceeds from exercise of options		
3.4	Transaction costs related to issues of equity securities or convertible debt securities		
3.5	Proceeds from borrowings		
3.6	Repayment of borrowings		
3.7	Transaction costs related to loans and borrowings		
3.8	Dividends paid		
3.9	Other (provide details if material)		
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>-</b>	<b>-</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	4,588	5,597
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(795)	(1,797)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(5)	(10)

<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5	Effect of movement in exchange rates on cash held	(6)	(8)
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>3,782</b>	<b>3,782</b>

<b>5.</b>	<b>Reconciliation of cash and cash equivalents</b> at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	<b>Current quarter \$A'000</b>	<b>Previous quarter \$A'000</b>
5.1	Bank balances	1,372	1,049
5.2	Call deposits	2,410	3,539
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>3,782</b>	<b>4,588</b>

<b>6.</b>	<b>Payments to related parties of the entity and their associates</b>	<b>Current quarter \$A'000</b>
6.1	Aggregate amount of payments to related parties and their associates included in item 1	97
6.2	Aggregate amount of payments to related parties and their associates included in item 2	

*Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.*

## Quarterly cash flow report for entities subject to Listing Rule 4.7B

<b>7. Financing facilities</b>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
<i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i>		
<i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>		
7.1 Loan facilities	-	-
7.2 Credit standby arrangements	-	-
7.3 Other (please specify)	-	-
7.4 <b>Total financing facilities</b>	-	-
7.5 <b>Unused financing facilities available at quarter end</b>		-
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.	N/A	

<b>8. Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1 Net cash from / (used in) operating activities (item 1.9)	(795)
8.2 Cash and cash equivalents at quarter end (item 4.6)	3,782
8.3 Unused finance facilities available at quarter end (item 7.5)	
8.4 Total available funding (item 8.2 + item 8.3)	3,782
8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	4.8
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: n/a	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer: n/a	
8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
Answer: n/a	
<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

28 April 2023

Date: .....

By Order of the Board

Authorised by: .....  
(Name of body or officer authorising release – see note 4)

## Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.