

ASX ANNOUNCEMENT

ASX: CDE | 24th October 2024

AI analytic driven URL Shortener opens new revenue streams

- **Unlocks new Revenue Opportunity:** Adds to ConnectQR's QR code generation and management subscription revenues by adding URL shortening services to each subscription tier.
- **AI-driven analytics are a competitive advantage:** ConnectQR integrates AI-powered analytics with its URL shortening and QR code features, providing customers with the ability to enhance personalisation, serialisation and track 'n trace capabilities—an offering unmatched in the market.

Codeifai Limited (ASX: CDE) is pleased to announce a major commercial and development milestone with the launch of a new AI-driven URL shortener feature, which is now live for subscribers in [ConnectQR](#), our recently launched QR code generation and management platform (see [here](#)).

This powerful new product is expected to drive subscriber growth by offering the ability to effortlessly shorten long URLs while leveraging AI powered analytics as part of each subscription tier. This addition to the existing subscription offering provides the company with more revenue-generating opportunities through its pricing tiers (see [here](#)). ConnectQR's URL shortener feature for example can attract subscribers seeking to use URL shortening for the US\$17bn affiliate marketing industry⁽¹⁾. In the past several years URL shortening use has shown strong growth especially in mobile social media which uses short URLs in affiliate marketing programmes offered by companies like eBay, Amazon and Shopify.

According to Business Research [Insights](#)⁽²⁾, the URL shortening Services market size was valued at approx. US\$7.03 billion in 2023 and expected to reach US\$36.2 billion by 2032. By example one competitor in the URL shortening/QR code management space has reportedly increased revenues from US\$6.4m in 2021 to US\$100m in 2023⁽³⁾.

Codeifai's URL Shortener enhances the link-sharing process, enabling businesses and individuals to efficiently distribute content across marketing campaigns, events, and social platforms. ConnectQR can then offer detailed AI backed analytics and insights into performance metrics (easily managed by subscribers through our Connect™ dashboard), such as click-through rates, geographic

distribution, best time of day and best day of the week. All of which are essential for optimising marketing strategies.

Seamless URL Management for paid subscriptions

Users are able to enjoy a comprehensive suite of URL shortening and management tools, as part of a paid subscription to ConnectQR. URL shortening empowers ConnectQR customers to categorise and monitor performance using a single intuitive dashboard. This functionality is ideal for businesses managing multiple campaigns and seeking to boost their affiliate revenue.

Key Features

- **Simplified Sharing:** Transform long, complex URLs into concise, easy-to-share trackable links.
- **Revenue Insights:** Utilise advanced AI analytics to understand customer behaviour and enhance affiliate marketing efforts.
- **Brand Alignment:** Customise shortened URLs to maintain consistent branding across all channels.
- **Competitive Edge:** ConnectQR is a comparable product offering to competitors like Bitly and TinyURL, while adding URL shortening unavailable in many competitive QR generation services.

Market Focus

The URL Shortener is designed for marketing agencies, event organisers, social media influencers and businesses looking to optimise link sharing and track engagement effectively. Its advanced AI analytics capability not only differentiates it in the market but also provides users with the insights necessary to increase affiliate marketing revenues. Added into ConnectQR's QR code management platform, this new feature strongly enhances attraction for new paid subscribers.

This launch marks a significant milestone in ConnectQR's growth strategy, equipping businesses with the tools they need to optimise their digital marketing strategies and enhancing revenue opportunities. The Company considers that while there is no immediate revenue associated with the launch of the URL shortener feature, this product launch is a critical business milestone which is a result of a lengthy and complex in house technical development which has been successfully completed and now launched live. By adding this product to our

recently launched ConnectQR self-serve SaaS product it provides a vital element towards the Company's profitable growth plan.

CDE Executive Chairman and Group CEO John Houston commented:

"The launch of our URL shortener, which provides AI generated analytics to users follows a considerable amount of internal R&D and feedback from existing and potential subscribers.

"We are confident that this innovative feature will drive additional user growth for ConnectQR. While in its early stages, our subscriber base is growing rapidly, supported by Codeifai's recent integration into Canva and strategic marketing initiatives."

This announcement has been authorised by the Board of Codeifai Limited.

References:

(1) <https://optinmonster.com/affiliate-marketing-statistics/>

(2) <https://www.businessresearchinsights.com/market-reports/url-shortening-services-market-104165>

(3) <https://getlatka.com/companies/bitly>

Ends.

For further information please contact:

CDE investor enquiries
investors@codeifai.com

Ben Jarvis
0413 150 448
Ben.jarvis@sdir.com.au
Six Degrees Investor Relations

About Codeifai Limited

Codeifai Limited (ASX: CDE) is listed on the Australian Stock Exchange and has developed and sells of a suite of physical, digital and AI-based Brand Solutions with a vast range of applications. Our solutions allow Brands to Connect Deeper, Faster, Smarter with their consumers.

Codeifai's digital Brand Solutions provide a code for everybody and everything.