



REFFIND LIMITED
ASX:RFN

REFFIND

**CREATING AMAZING
EMPLOYEE EXPERIENCES**

SEPTEMBER 2015

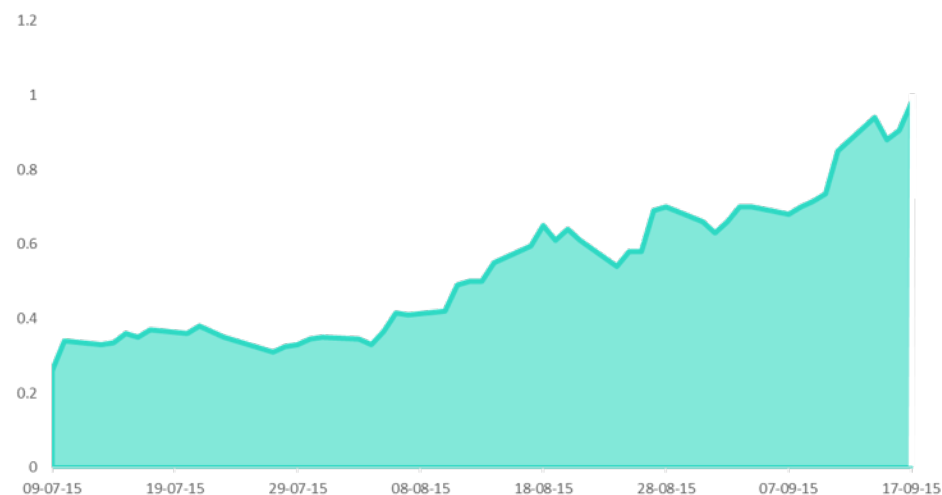
COMPANY OVERVIEW

ASX:RFN

Shares on issue	100m
Free Float	40m
Market Cap at \$0.95/share	\$95m
Cash Balance	\$7m
EV	\$88m
Options	6m

as at 18 September 2015

Share Price Performance Since Listing



as at 18 September 2015

Board & Key Management

Peter Clare — Non-Executive Chairman — Former CEO Westpac NZ
Jamie Pride — Co-founder & Chief Executive Director — Former realestate.com.au CEO
Geoff Morgan — Non-Executive Director — Founder of Talent2, Morgan & Banks
Ben McGrath — Co-Founder & Non-Executive Director — Digital4ge Co-Founder
Mick Liubinskis — Non-Executive Director (To be appointed) — Pollenizer Co-Founder
Robert Love — Chief Technology Officer — Former CTO of Innovation & Digital Ventures PwC
Nick Hillier — VP Asia Pacific — Former HP Senior Executive

Major Shareholders

Digital4ge — 48%

*Board & management escrowed for 24 months, remaining REFFIND vending shareholders escrowed for 12 months
Options escrowed for 24 months

REFFIND



EMPLOYEE EXPERIENCE MATTERS

GREAT EMPLOYEE EXPERIENCES RESULT IN GREAT CUSTOMER EXPERIENCES

OVERWHELMED

A woman with long dark hair is looking down at her smartphone. She is wearing a dark jacket. The background is a blurred city street with buildings and cars. The entire image is overlaid with a teal color filter.

"I GET TOO MANY EMAILS
I'M NEVER AT MY DESK
THERE IS SO MUCH NOISE I CAN'T DO MY JOB"

\$11B LOST ANNUALLY DUE TO EMPLOYEE TURNOVER

DISCONNECTED

A person with curly hair is shown in profile, looking down at a smartphone. They are wearing a light-colored sweater. The background is a blurred office environment with desks and computer monitors. The entire image is covered with a semi-transparent teal overlay.

"I DON'T HAVE A WORK COMPUTER
I'M ONLY PART-TIME
I WORK FROM HOME"

200% PERFORMANCE INCREASE FOR COMPANIES
WITH ENGAGED EMPLOYEES

DISENGAGED



"I WANT AN EXPERIENCE NOT A JOB!
NOBODY RECOGNISES MY WORK
I WANT TO DO THIS WHERE & WHEN I WANT"

71% OF ALL EMPLOYEES ARE NOT ENGAGED

THE REFFIND EMPLOYEE EXPERIENCE PLATFORM

EMPLOY

Supercharge your
employee referral
program

ENGAGE

Check the pulse of
your workforce

EMBRACE

Recognise & reward
your team

EDUCATE

COMING SOON

Next generation
training &
communications

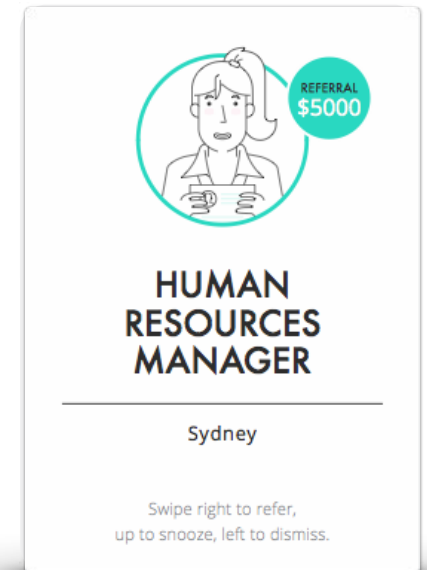
CREATE AMAZING EMPLOYEE EXPERIENCES
USING OUR FUN, FULLY MOBILE & EASY TO
IMPLEMENT PLATFORM

REFFIND

REFFIND EMPLOY

- MAXIMISE REFERRALS
- INTERNAL MOBILITY
- DETAILED REPORTING
- NO APP NEEDED FOR CANDIDATES
- WEEKLY PRIZE DRAW
- MINIMAL IT REQUIRED
- WORKS WITH ANY ATS

THE RIGHT JOBS FIND THE RIGHT PEOPLE
REFERRALS START FASTER, STAY LONGER
ACCESS INTERNAL TALENT
NO CHANGE TO YOUR PROCESS
WORKS WITH YOUR CURRENT REFERRAL PROGRAM



REFFIND

REFFIND ENGAGE

- QUICKLY SURVEY YOUR EMPLOYEES
- REAL TIME FEEDBACK
- REPORTING
- SCHEDULING OF SURVEYS
- SELF MANAGED PORTAL
- TEAM MANAGEMENT
- CONDUCT ANONYMOUS SURVEYS
- EMPLOYEE "NET PROMOTER SCORE"
- DATA EXPORT



QUESTION 5

I offered to help someone

Swipe the card Right for yes
Up for unsure or Left for no.

SIMPLE, FAST & ACCURATE

KNOW WHO IS ENGAGED IN YOUR TEAM

EASY & FUN TO USE

SURVEY ANYWHERE/ANYTIME

HIGHER RESPONSE RATES

REFFIND

ACQUISITION OF WOBOARD

- Employee recognition platform **highlighting & rewarding employee achievements** in a **gamified & engaging** manner
- Provides REFFIND immediate **entry into US & European markets** while increasing client base
- Funding received from top venture capital funds including: **Elevation Capital, Pollenizer Ventures & Southern Cross Venture Partners**
- Established customer base of **46 clients (more than 10 in the US)** including:
 - Uber
 - MetLife
 - Blackmores
 - The Iconic
 - Ultra Mobile
- Seamlessly integrates into REFFIND's product offering while enhancing use across the suite
- Terms of acquisition
 - **Tranche 1:** \$1.25m of RFN shares issued 6 months from completion
 - **Tranche 2:** 900k - 2.9m RFN shares dependant on hitting revenue targets (assessed in 12 months)

WOOBOARD SCREENSHOTS

This screenshot shows the WooBoard profile for Nicole Baer. The interface includes a top navigation bar with links for Home, My Profile, Leaderboard, and settings. The left sidebar displays the user's profile picture, name, and statistics: a total of 26,922 points and 44 badges. Below this, a 'YOUR POINTS' section shows a current total of 1,392 points for the week, with a comparison to last week's 847 points and the company average of 441 points. A 'TRENDING' section lists hashtags like #happyfriday, #jfdi, and #extramile. The main content area features a 'Post an Update' button, a search bar, and a feed of activity. A recent post from Justine Carter congratulates Nicole Baer for receiving a 'Woo' for exceeding \$51,500 in sales revenue. The right sidebar shows a 'COMPANY ACTIVITY' log with recent events like logins and check-ins.

COMPANY LOGO HERE

Home My Profile Leaderboard

Woo Someone

Post an Update

Start typing any name...

View all Users | View all Teams

All of Pollenizer change Sort by Most Recent

Nicole Baer

TOTAL 26922 BADGES 44 22 0

YOUR POINTS

1392 WEEK

Last week 847

Company average 441

Personal best 2481

TRENDING

#happyfriday

#jfdi

#extramile

Nicole B checked back in less than a minute ago

Peter A logged on 41 minutes ago

Nicole B logged on about 2 hours ago

Nicole B liked Justine C's Woo from Sam B about 20 hours ago

Nicole B commented on

This screenshot displays the 'Rewards' page for Colin Wong. The top navigation bar is consistent with the previous view. The left sidebar shows the user's profile and statistics: a total of 53,337 points and 49 badges, with a current balance of \$36.90. The main area is titled 'Rewards' and features a grid of 12 redeemable gift cards from various retailers, including Amazon.com, AMC, Barnes & Noble, Bass Pro Shops, Gilt, Golfsmith, Great American Days, iTunes, Macy's, REI, Sephora, and The Home Depot. Each card shows its logo and a brief description of the reward.

COMPANY LOGO HERE

Home My Profile Leaderboard Reports

Colin Wong

TOTAL 53337 BADGES 49 53 0

CURRENT BALANCE

\$36.90

Rewards

Amazon.com

AMC

Barnes & Noble

Bass Pro Shops

Gilt

Golfsmith

Great American Days

iTunes

Macy's

REI

Sephora

The Home Depot

WOOBOARD IN THE PRESS

LATEST

MAGAZINE

VIDEOS

Ideas

IDEAS ETIQUETTE

Want to Keep Your Employees and Happy? Say 'Thank You' Today

Susan S. LaMotte

@SusanLaMotte

March 11, 2015

IDEAS

Susan S. LaMotte is the founder of *exaqueo*, which helps organizations build cultures, create employer brands and develop talent strategies

A gold watch won't c and they want it from

When I was young, even was an immediate requirement, my mom would m for the good they do," learning how good it fe a friend for dropping e something so rewarding workplace.

It used to be that a pat

The Sydney Morning Herald

Technology

Digital Life IT Pro Sci-Tech Other Tech News Gadgets on the Go Compare & Save

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February 7, 2012

Comments 8

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Office space, incubator program and more than a couch to crash on are on offer.

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NSW Deputy Premier Andrew Stoner in San Francisco with Elias Bizannes, one of the founders of StartupHouse.

Two Australians, one of whom was sick to death of tech start-ups crashing on his couch whilst

BRW.

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Published 26 June 2013 21:26, Updated 27 June 2013 00:45

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REFFIND

REFFIND EMBRACE (FORMERLY WOOBBOARD)

- REWARD & RECOGNISE TEAM MEMBERS
- TARGETED REWARDS
- ACTIVITY REPORTS
- DASHBOARDS
- TEAM MANAGEMENT
- TRACK BEHAVIOUR AGAINST COMPANY VALUES

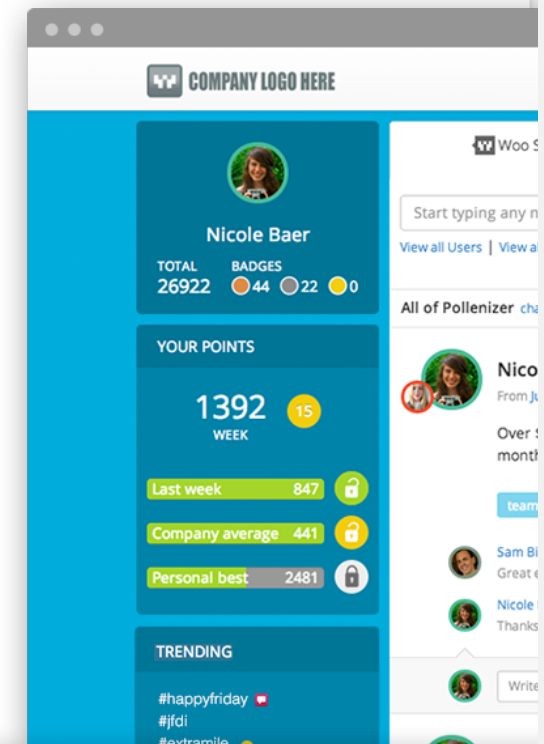
REWARDS MADE EASY

IMMEDIATELY RECOGNISE GREAT WORK

KEEP YOUR TEAM ENGAGED

SOCIAL

FUN & EASY TO USE



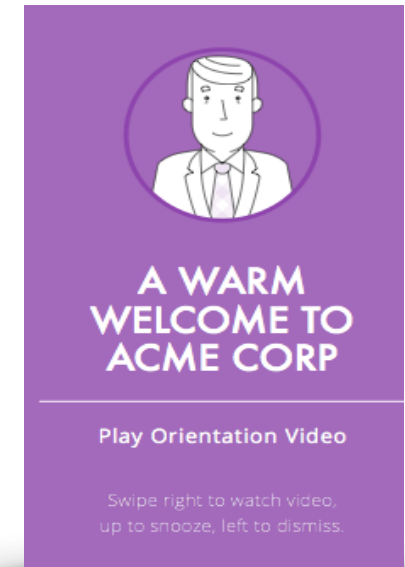
REFFIND

REFFIND EDUCATE

COMING SOON

- DELIVER SHORT FORM VIDEO VIA MOBILE
- INDUCTION TRAINING
- PRODUCT TRAINING
- COMPLIANCE TRAINING
- TRACK VIEWING PATTERNS & COMPLIANCE
- USE IN CONJUNCTION WITH ENGAGE
- SELF ADMIN CONTENT LOADING

TRAIN WHERE & WHEN YOU WANT
NEXT GENERATION CORPORATE COMMS
IMPROVED TEAM PRODUCTIVITY
NO CLASSROOM OR LAPTOP NEEDED
IMPROVED KNOWLEDGE RETENTION



REFFIND

WHY REFFIND?



NATIVELY MOBILE – iOS & ANDROID



FUN & GAMIFIED – WEEKLY PRIZE DRAWS



EMPLOYEE CENTRIC – AMAZING EMPLOYEE EXPERIENCE



NO CHANGE TO YOUR PROCESSES



EASY TO IMPLEMENT & COST EFFECTIVE

REFFIND

REVENUE MODEL

ENTERPRISE

\$5,000/MONTH

PER PRODUCT/PER LOCATION

EXAMPLE

2 PRODUCTS
(EMPLOY & ENGAGE)

2 LOCATIONS
(AUSTRALIA & NZ)

MONTHLY SUBSCRIPTION
\$20,000/MONTH

ANNUALISED REVENUE
\$240,000

STANDARD

\$1,000/MONTH

PER PRODUCT/PER LOCATION

EXAMPLE

3 PRODUCTS
(EMPLOY, ENGAGE & EMBRACE)

2 LOCATIONS
(USA & AUS)

MONTHLY SUBSCRIPTION
\$6,000/MONTH

ANNUALISED REVENUE
\$72,000

SME

\$500/MONTH

PER PRODUCT/PER LOCATION

EXAMPLE

2 PRODUCTS
(EMPLOY & EMBRACE)

1 LOCATIONS
(SINGAPORE)

MONTHLY SUBSCRIPTION
\$1,000/MONTH

ANNUALISED REVENUE
\$12,000

REFFIND

GROWTH VIA CHANNEL PARTNERSHIPS

EMPLOY PARTNERSHIPS

- Partnered with Randstad for 400,000 IT contractors throughout Asia
- Randstad partnership expanded to cover a further eight business divisions
- Total potential 1.1m new REFFIND users
- In discussions with a number of global Recruitment Process Outsourcers to adopt & resell REFFIND technology

ENGAGE PARTNERSHIPS

- In discussions with a number of global HR and leadership consultancies to adopt Engage as their surveying tool
- Currently incorporating common engagement methodologies into a pre-build Engage card deck — making it easier for customers to survey using their preferred approach



“REFFIND’s introduction allows us to fully utilise the power of referrals like never seen before in the Australian recruitment space. In addition to increasing the quality of our candidate pool it helps us stay in touch with the people we meet across all divisions of our Australian operations.”

Frank Ribuo
Chief Executive Officer

REFFIND

INTERNATIONAL EXPANSION

ASIA EXPANSION

- Asia expansion in conjunction with Randstad partnership
- Operating in Singapore, Hong Kong & Malaysia
- Additional opportunities for growth & expansion into Asia

USA EXPANSION

- San Francisco office open
- First sales person on the ground in San Francisco & currently recruiting other roles
- USD billing
- **10+ paying customers in the US, including companies such as MetLife & Ultra Mobile**

WORLD CLASS TEAM



JAMIE PRIDE
CEO & CO-FOUNDER

Jamie has over 20 years' experience in senior leadership positions with international technology and digital media organisations. He co-founded Digital4ge in 2013 and has also been a partner at Deloitte and CEO of realestate.com.au



BEN MCGRATH
CO-FOUNDER & NED

Ben is the co-founder of Digital4ge where he uses 16 years' experience in digital solutions to lead customer experience & design efforts for the company.



PETER CLARE
CHAIRMAN

Peter is a highly regarded banking industry veteran, most recently holding the position of CEO for Westpac New Zealand Limited. His experience of more than 20 years includes further executive roles with Westpac & St George while his stint with Commonwealth Bank saw him lead the integration team for its Colonial Bank merger.



GEOFF MORGAN
NON-EXEC DIRECTOR

Geoff was the co-founder of Morgan and Banks, the dominant force in recruiting in Australia & Asia for many years before being acquired for \$700m. More recently co-founded recruitment agency Talent 2.



NICK HILLIER
VP, ASIA PACIFIC

Nick has over 15 years working in leading International & Australian technology firms. Most recently Nick worked as the Sales Director for Hewlett Packard Enterprise in the Server and Business Critical Systems business unit.



ROBERT LOVE
CTO

Robert brings 18 years of relevant technology, software and innovation experience to REFFIND. He previously held positions as the CTO of Digital Ventures at PWC and led engineering at Pollenizer.



MICK LIUBINSKAS
NON-EXEC DIRECTOR

Mick has worked with over 30 technology companies over the last eight years including starting Pollenizer and Phil Morle. Mick has previously held senior marketing positions with Kazaa, Virgin Interactive and IBM. He has been involved with WooBoard for more than 4 years.



DAMIEN SINGH
FINANCE DIRECTOR

Damien has over 10 years professional experience as a Chartered Accountant, most recently a Senior Manager at PKF leading internal & external audits for public interest entities including ASX listed companies. Previously held a position at APRA, building up a strong understanding of internal control environments & complex risk management frameworks.



LAUREN KENNEDY
CUSTOMER
SUCCESS

Lauren leads the Customer Success team - which ensures overall client satisfaction and drives product adoption. Over the past five years she has had a strong focus on customer fulfilment working as an Analyst and Marketing Coordinator for CBRE Capital Markets.

REFFIND

SUMMARY

- Addressing highly dysfunctional & archaic methods of employee engagement
- Multiple streams of revenue with Employ, Engage, & Embrace
- Existing & growing global client base with user numbers rising steadily
- Highly experienced board & management
- Strategic agreement with Randstad — positive third party endorsement by major recruiting firm
- International expansion strategy underway
- Active M&A strategy to add functionality to the REFFIND platform & enter new markets



REFFIND

The background is a solid teal color. It is decorated with a repeating pattern of white line-art illustrations. These include various people (men and women with different hairstyles and clothing) and objects (a magnifying glass, a notepad, a pen, a folder, a camera, a lightbulb, a book, a pair of glasses, a coffee cup, a wrench, a pencil, a ruler, a stapler, a paper airplane, a speech bubble, a lightbulb, a camera, a book, a pair of glasses, a coffee cup, a wrench, a pencil, a ruler, a stapler, a paper airplane, a speech bubble).

REFFIND LIMITED
ASX:RFN

REFFIND