



REFFIND

ASX: RFN

INVESTOR UPDATE

DECEMBER 2015

IMPORTANT NOTICE

REFFIND

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Information in this presentation:

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- should be read in conjunction with, and is subject to, REFFIND's latest Annual Report, and REFFIND's market releases on the ASX;
- includes forward-looking statements about REFFIND and the environment in which REFFIND operate which are subject to uncertainties and contingencies outside of REFFIND's control - REFFIND's actual results or performance may differ materially from these statements;
- includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance; and
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All information in this presentation is current at the date of this presentation, unless otherwise stated.

All currency amounts are in Australian dollars unless otherwise stated.

AGENDA

REFFIND

- BUSINESS & MARKET OPPORTUNITY OVERVIEW
- SALES & MARKETING UPDATE
- INTERNATIONAL UPDATE
- PRODUCT UPDATE



REFFIND

BUSINESS OVERVIEW



EMPLOYEE EXPERIENCE MATTERS

GREAT EMPLOYEE EXPERIENCES RESULT IN GREAT CUSTOMER EXPERIENCES

WE LISTEN TO EMPLOYEES...

DISCONNECTED
EMPLOYEES

DISENGAGED
EMPLOYEES

OVERWHELMED
EMPLOYEES

MOBILE

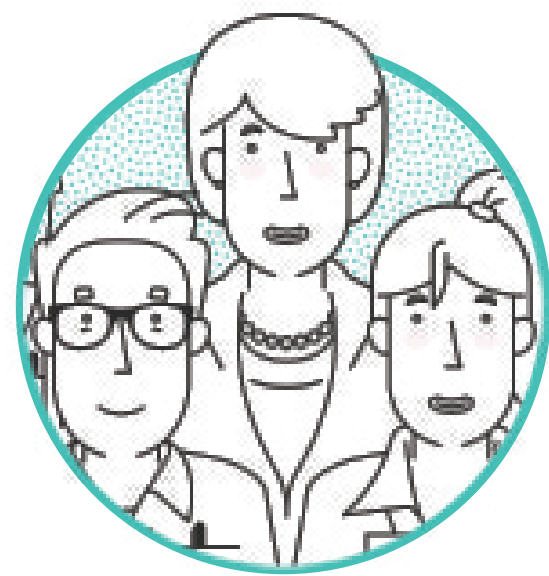
PERSONALISED

EASY & FUN

THEIR NEEDS SHAPE REFFIND

THE REFFIND PLATFORM

REFFIND



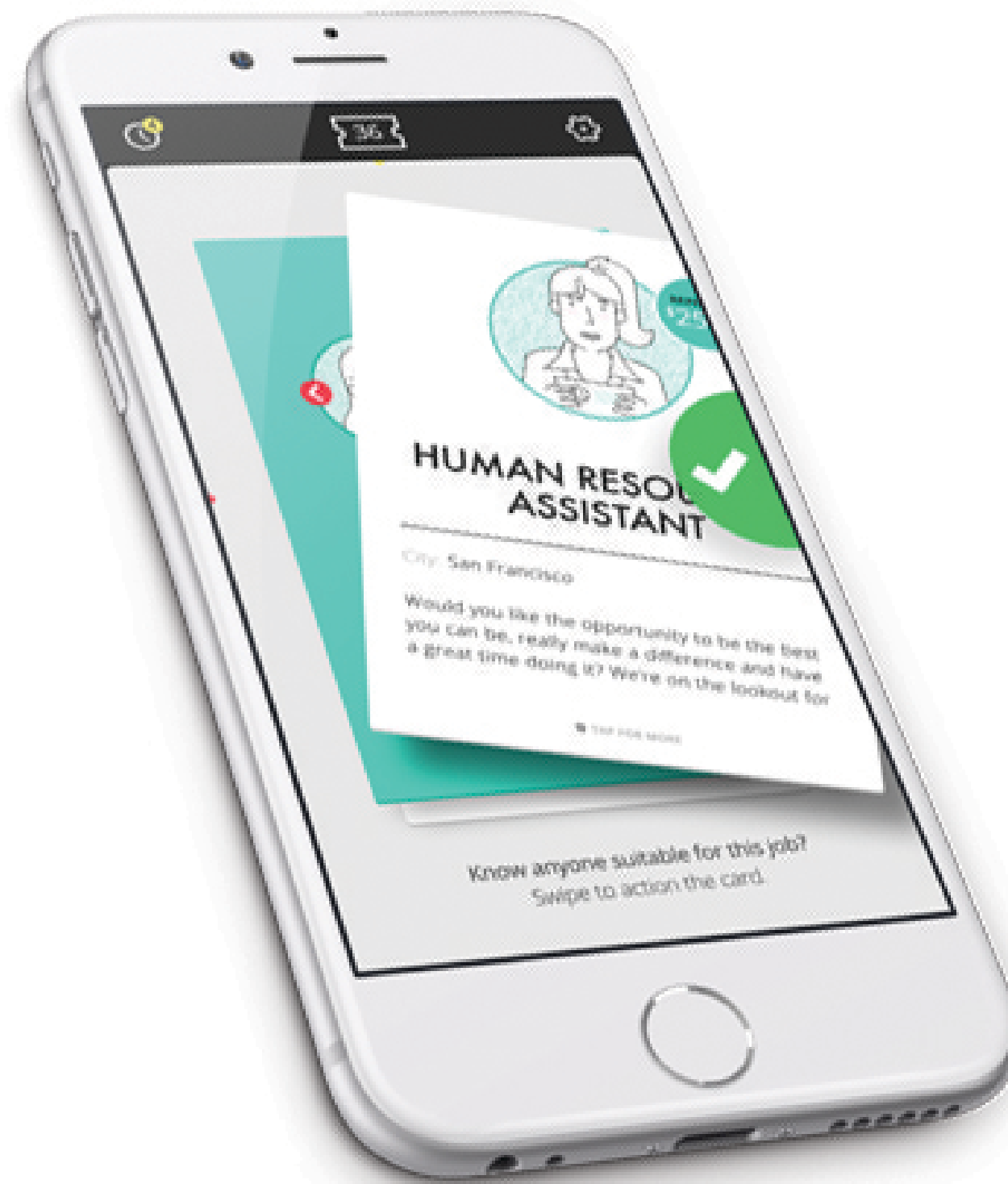
EMPLOY

Job referrals.
In market.



ENGAGE

Employee surveys.
In market.



EMBRACE

Recognition & rewards
via WooBoard.



EDUCATE

Content delivery.
In development.

\$15B MARKET OPPORTUNITY

HR TECHNOLOGY IS A US\$15B MARKET OPPORTUNITY
FOR SOFTWARE ALONE

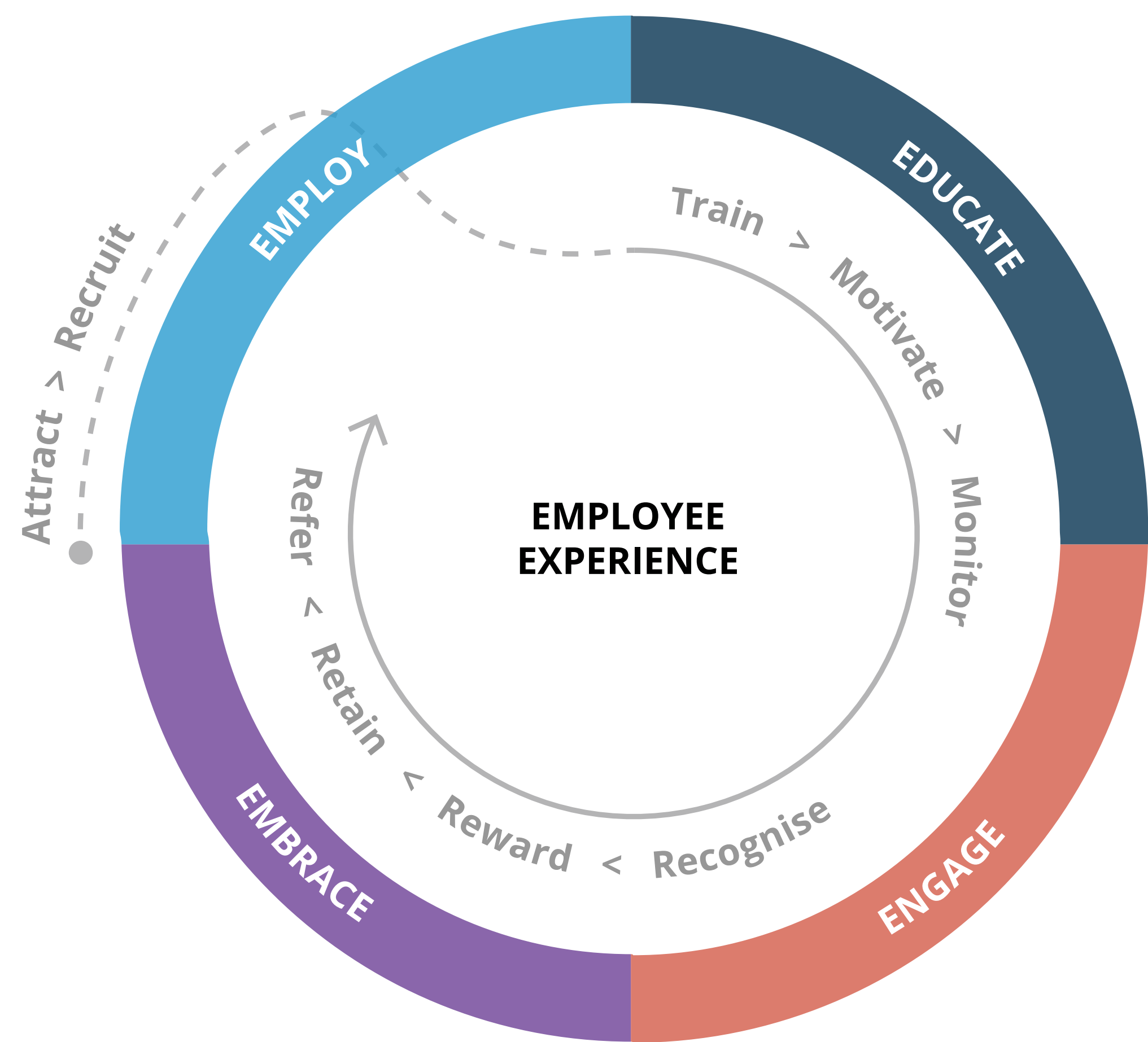
* Source: <http://www.bloomberg.com/news/articles/2012-10-11/workday-raises-637-million-in-ipo-pricing-shares-above-range>

NEAR TERM ADDRESSABLE MARKETS

Market Category	Market Size (2014)	CAGR 5 Years
Recruiting	\$2.6 Billion	8-10%
Learning Management	\$2.4 Billion	10-12%
Performance/Compensation	\$1.4 Billion	8-10%
Workforce Management	\$1.5 Billion	4-6%
Engagement, Recognition, Sensing	\$5 Billion	10-15%

SOURCE: IDC MARKET SIZE 2014

REFFIND IS ALIGNED TO THE EMPLOYEE LIFECYCLE



WE ARE COMMITTED TO
SOLVING THREE UNIVERSAL
HR CHALLENGES:

RECRUIT
RETAIN
MOTIVATE

WHAT MAKES REFFIND DIFFERENT?

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

GROWING, WORLD CLASS TEAM



NICK HILLIER
VP, ASIA PACIFIC



STACEY BEER
MARKETING DIRECTOR



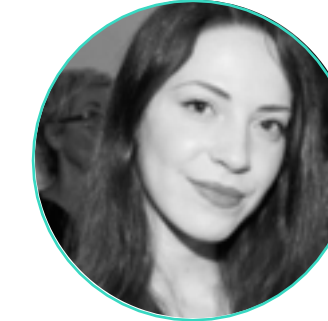
ROBERT LOVE
CTO



NICK GASCOIGNE
PRODUCT & EXPERIENCE



DAMIEN SINGH
FINANCE DIRECTOR



REBECCA CARLSEN
TEAM ASSISTANT



COLIN WONG
BUSINESS DEVELOPMENT



JIANNI BERCICH
BUSINESS DEVELOPMENT



JESSICA LAUER
INSIDE SALES



LAUREN KENNEDY
CUSTOMER SUCCESS



SAM HANNAWAY
CUSTOMER SUCCESS



FRANK LIARDET
CUSTOMER SUPPORT



ANDREW MCCALLUM
LEAD DEVELOPER



CRAIG STANFORD
IOS DEVELOPMENT



ANDREW DITTMER
ANDROID DEVELOPMENT



KEVIN NGUYEN
SENIOR DEVELOPER



MARSHALL SUTTON
DEVELOPER

11 NEW HIRES SINCE LISTING IN JULY

OUR BOARD



JAMIE PRIDE
MANAGING DIRECTOR
& CO-FOUNDER



PETER CLARE
CHAIRMAN



GEOFF MORGAN AM
NON-EXEC DIRECTOR



BEN MCGRATH
CO-FOUNDER
& NON EXEC
DIRECTOR



REFFIND

SALES & MARKETING UPDATE

MARKETING OBJECTIVES

REFFIND

BRAND AWARENESS

- Utilise PR to create and maintain a positive image with target customers.
- Showcase customer wins and stories
- Use the proof points of our capabilities to build brand reputation

ACQUISITION

- Execute quarterly campaigns that deliver quality sales leads
- Implement Inside Sales Model to drive volume sales
- Automate marketing to enable quick expansion into new markets

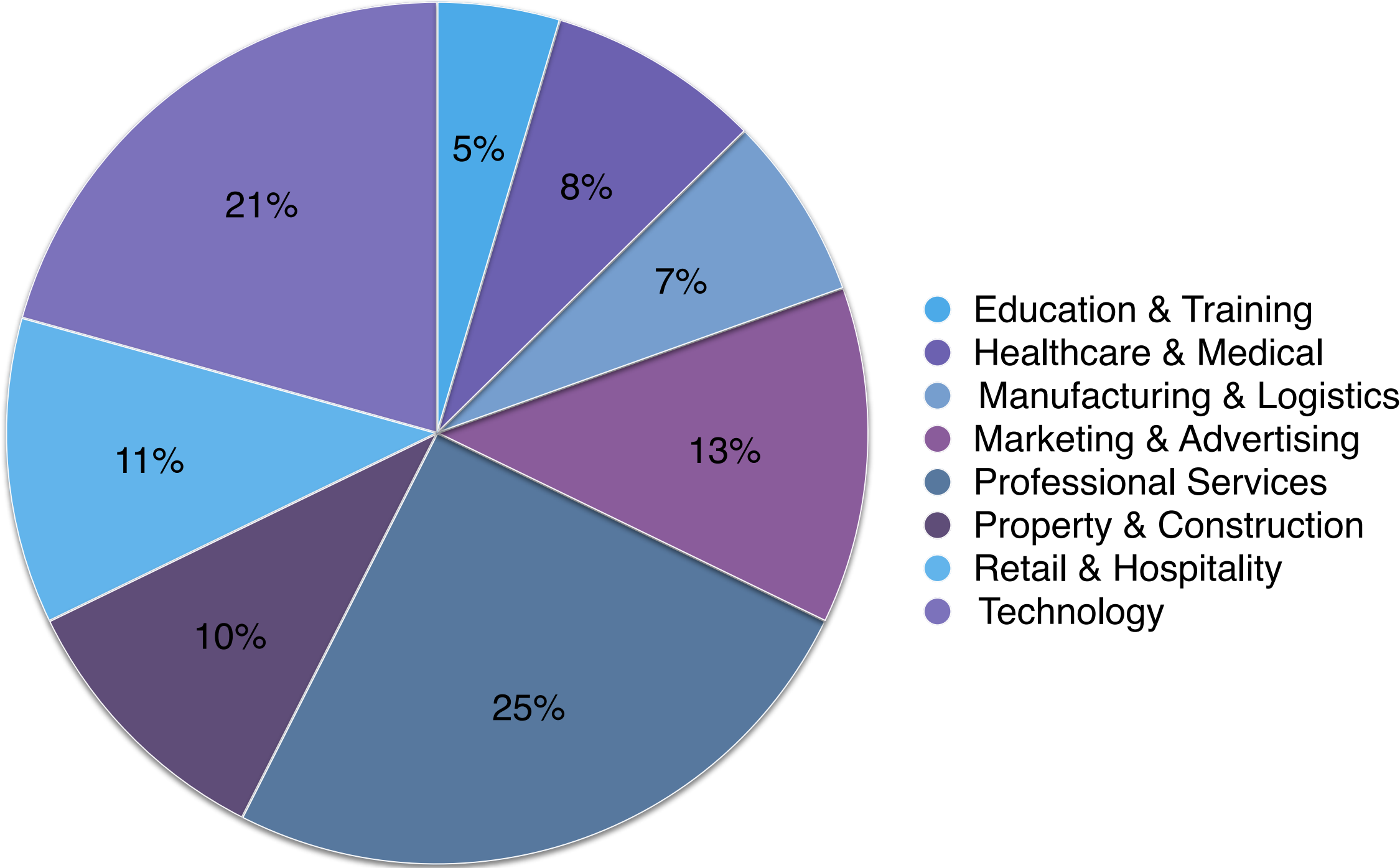
CUSTOMER ADVOCACY

- Retain existing clients
- Up-sell into existing customers
- Drive handset growth and engagement
- Ongoing customer forums to gather feedback on existing and future offerings

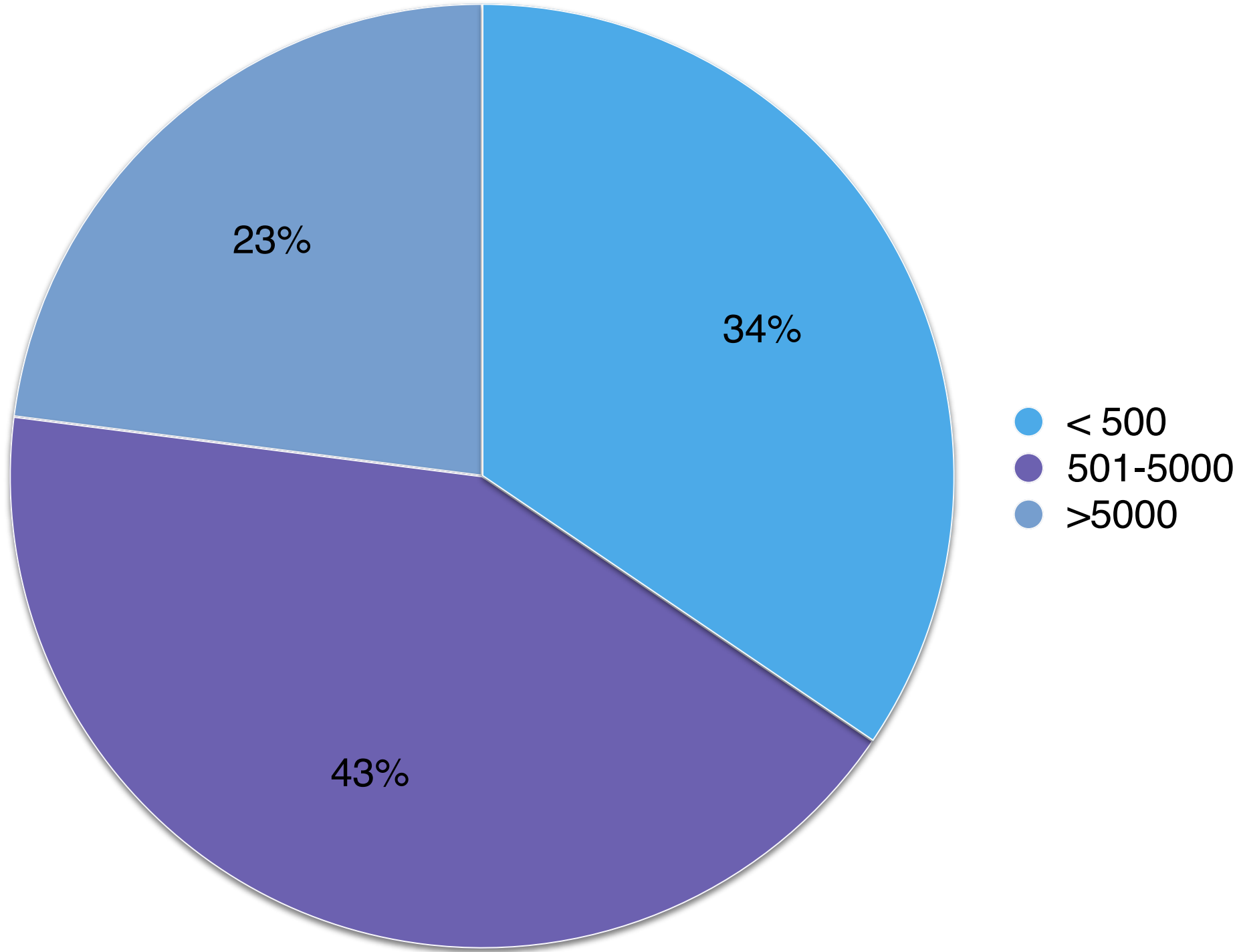
CUSTOMER PROFILE

REFFIND

INDUSTRY SECTOR



EMPLOYEES GLOBALLY



LEAD TO CUSTOMER LIFECYCLE

REFFIND

LEAD GEN



SALES EFFORT BY
OPPORTUNITY SIZE



CUSTOMER ONBOARD
& LAUNCH



RETAIN & GROW

MARKETING & AUTOMATION



CHANNEL



DIRECT &
OUTBOUND

OUTSIDE SALES
(ENTERPRISE SEGMENT)

INSIDE SALES
(STANDARD SEGMENT)

SELF SERVE
(SME SEGMENT)

CUSTOMER SUCCESS
CONSULTATION

ACCOUNT SETUP

MARKETING AND COMMS

LAUNCH

ONGOING CUSTOMER
SUCCESS
& MAINTENANCE

UP & CROSS-SELL

LARGE & GROWING AUSTRALIA/NZ PIPELINE

REFFIND



PRICING MODEL

REFFIND

ENTERPRISE

5000 EMPLOYEES OR GREATER

\$5,000/MONTH

PER PRODUCT/PER COUNTRY

STANDARD

500-4999 EMPLOYEES

\$1,000/MONTH

PER PRODUCT/PER COUNTRY

SME

<500 EMPLOYEES

\$500/MONTH

PER PRODUCT/PER COUNTRY

- OUR TYPICAL CUSTOMER SIGNS A 12 MONTH SUBSCRIPTION AGREEMENT
- TYPICALLY REVENUES ARE RECOGNISED ON A 1/12TH BASIS PER MONTH
- CASH RECEIPTS LAG SALES BOOKINGS - DEPENDING ON THE CUSTOMER ACTIVATION WINDOW & PAYMENT TERMS
- EMBRACE/WOOBOARD IS PRICED AT \$3/USER/MONTH (WOOBOARD OFFERS A TRIAL)
- INVOICING FREQUENCY RANGES FROM MONTHLY TO ANNUAL INVOICING (DEPENDENT ON PREFERENCE & SIZE)
- AVERAGE PAYMENT TERMS RANGE FROM 30-60 DAYS (DEPENDENT ON ORGANISATION SIZE)



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INTERNATIONAL UPDATE

US EXPANSION

REFFIND

- US EXPANSION ON TRACK
- 15 PAYING EMBRACE CLIENTS IN THE US
- PRICING: ENTERPRISE: USD\$5000/M, STANDARD: USD\$1000/M, SME: USD\$500/M
- 2 TRACK MARKET STRATEGY (DIRECT & CHANNEL)
- DIRECT: CHICAGO RESOURCE IN PLACE AND PRODUCTIVE LATE Q1
- CHANNEL: ADVANCED DISCUSSIONS WITH LARGE CHANNEL PARTNER.
- MANAGING DIRECTOR IN THE US MARKET ALL OF FEBRUARY

ASIA EXPANSION

REFFIND

- BRINGING FORWARD A FOCUS ON TWO MARKETS IN ASIA DUE TO CUSTOMER DEMAND
- SINGAPORE (SERVICING ASEAN): DIRECT MARKET ENTRY: RECRUITING NOW, PRODUCTIVE FEB/MAR
- HONG KONG (SERVICING NORTH ASIA): RESELLER ARRANGEMENT
- PRICING: USD PRICING FOR BOTH MARKETS



REFFIND

PRODUCT UPDATE

WE ARE A DESIGN LED COMPANY.
WE SWEAT THE DETAILS TO CREATE
AMAZING EMPLOYEE EXPERIENCES.





REFFIND

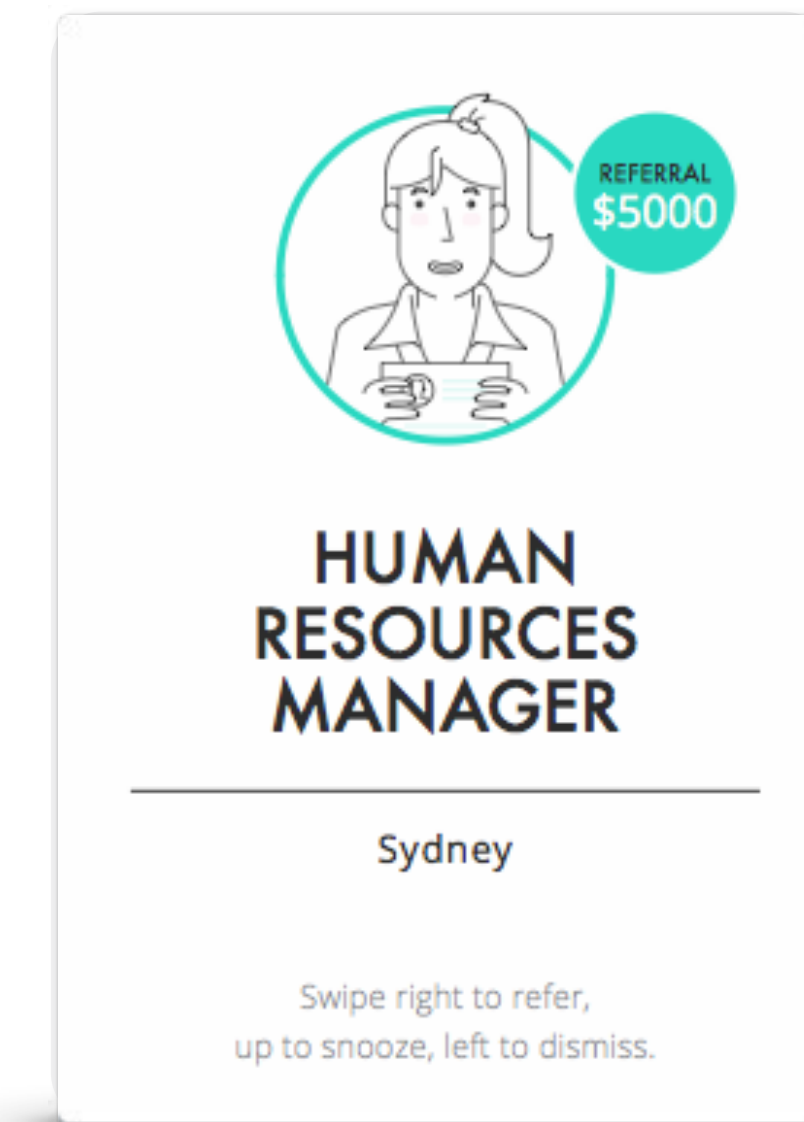
EMPLOY

REFFIND EMPLOY

REFFIND

- 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 CUSTOMER PROCESSES





REFFIND

ENGAGE

REFFIND ENGAGE

REFFIND

- 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

SIMPLE, FAST & ACCURATE

EASY & FUN TO USE

SURVEY ANYWHERE/ANYTIME

HIGHER RESPONSE RATES



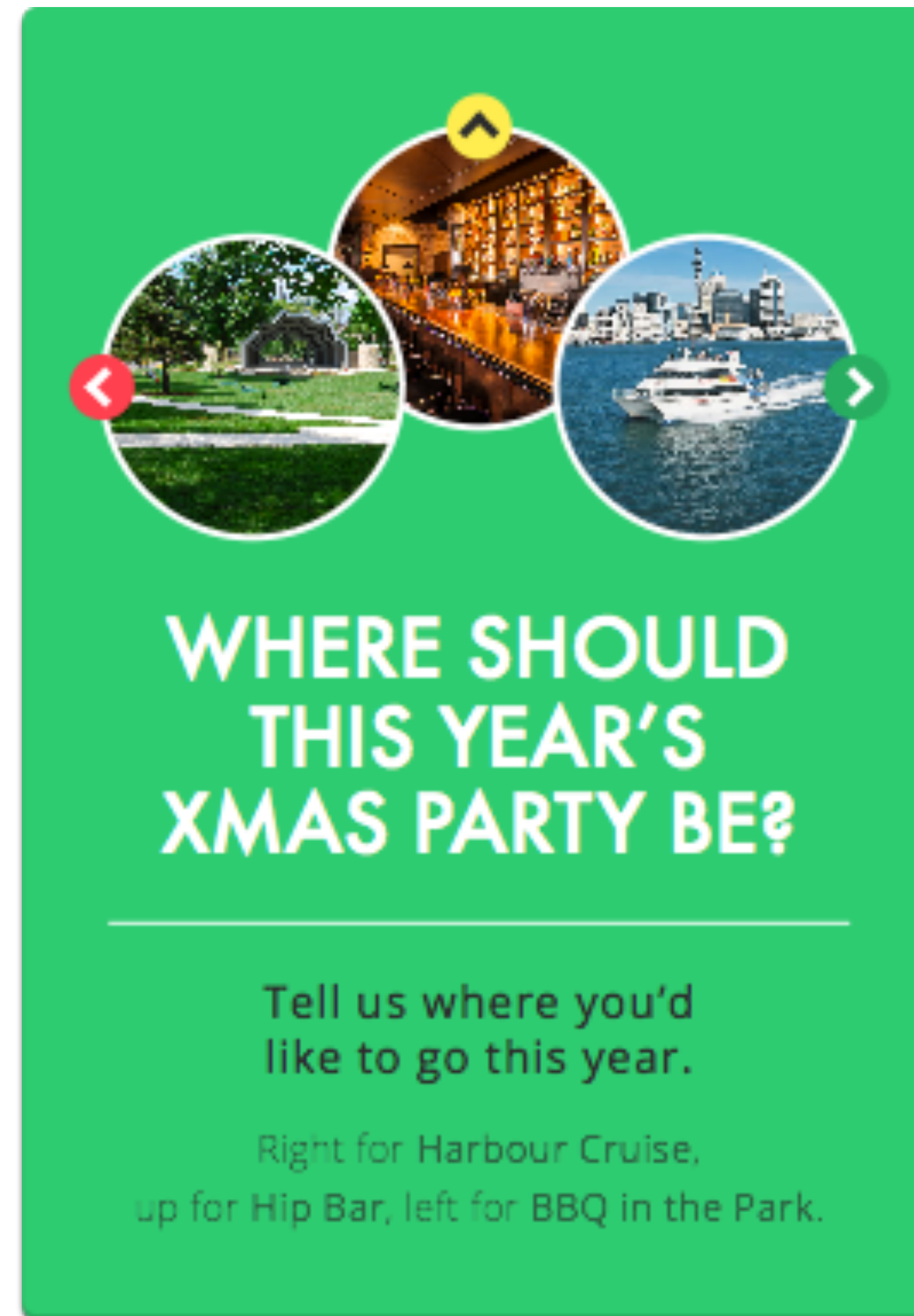
QUESTION 5

I offered to help someone

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



ENGAGE 1.0 - QUICK PULSE SURVEYS


REFFIND



ENGAGE 2.0 - LONGFORM SURVEYS

REFFIND








TITLE CARD FOR AN ENGAGE SURVEY

Tap the card to start

Swipe left to Dismiss



ACME Corp



SURVEY INTRODUCTION

Thanks for taking part in our survey. We want to measure X and Y and see how we can make ACME Corp a better place to work.

1/6 (TEXT)

Please confirm your full name

3/6 (SCALE 0-7)

At work I am regularly able to do my best.

Strongly Disagree Strongly Agree

4/6 (MULTI-CHOICE WITH TEXT AREA)

Choose the qualities you feel contribute to a good work ethic.

☒

 Lorem dolor

☐

 Magna aliquam

☐

 Sit amet☒

5/6 (RADIO BUTTONS)

Do you ever work from home?

☒

 Yes

☐

 No

6/6 (STEPPER)

How likely would you recommend ACME Corp as a place to work?

10 being most likely

-

10

+

SUBMIT



REFFIND

WOOBOARD • EMBRACE

RECENTLY ACQUIRED BY REFFIND



REWARDS & RECOGNITION PLATFORM



REFFIND

Home

My Profile

Leaderboard

Reports

10

Nick Gascoigne

TOTAL

10031

BADGES

20

1

0

YOUR POINTS

393

15

WEEK

Last week

1701

Company average

1540

Personal best

3224

REWARDS

Earned this week

1400

View Rewards

Lauren Kennedy received a Woo!

From Colin Wong about 6 hours ago edit

She gets things done quickly :)

5

Be the first to comment...

Send

Stacey Beer received a Woo!

From Sam Hannaway about 7 hours ago edit

Marketo-wrangling at the last minute to get an email out - thank you!

6

Run It Like You Own It

Be Amazing

Stacey Beer said:

Happy to help! edit

Write a comment...

Send

Robert Love posted an update

about 23 hours ago edit

In case you were wondering...

3

ago

Sam H checked back in about 3 hours ago

Jessica L checked back in about 4 hours ago

Andrew M checked back in about 4 hours ago

Frank L logged on about 5 hours ago

Jessica L liked Andrew M's Woo from Robert L about 5 hours ago

Jessica L liked Lauren K's Woo from Colin W about 5 hours ago

Andrew M liked Stacey B's Woo from Sam H about 5 hours ago

Andrew M liked Lauren K's Woo from Colin W about 5 hours ago

Andrew M liked Andrew M's Woo from Robert L about 5 hours ago

EARN POINTS TO REDEEM REWARDS

REFFIND

REFFIND

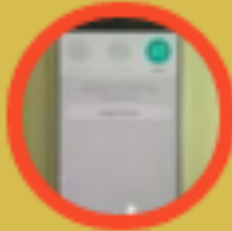
Home

My Profile

Leaderboard

Reports

4



Nick Gascoigne

TOTAL

906

BADGES

4

0


0

CURRENT BALANCE


\$8.04

Rewards


iTunes Australia



Prepaid Virtual M...



Prepaid Virtual Visa



TRENDING HASHTAGS & VIDEO CONTENT

REFFIND

REFFIND

Home

My Profile

Leaderboard

Reports

7

Nick Gascoigne

TOTAL
1766

BADGES
6 0 0

YOUR POINTS

685

50

WEEK

Last week

503

Company average

973

Personal best

685

REWARDS

Earned this week

250

View Rewards

Woo Someone

Post an Update

Start typing a name...

All of REFFIND

change

Nick Gascoigne posted an update

less than a minute ago

edit

<https://vimeo.com/75528684>

Maejor Ali Ft. Justin Bieber & Juicy J | Lolly

Directed & Edited by Matt Alonzo Follow @mattalonzo

MATT ALONZO PRESENTS

LOLLY

Be the first to comment...

Send

Andrew McCallum received a Woo!

0

POPULAR TAGS

#killinit

3 posts

#cool

2 posts

#zen

2 posts

#abc

1 post

#coolness

1 post

COMPANY ACTIVITY

Robert L checked back in about an hour ago

Nick G commented on Nick G's Update about an hour ago

Nick G checked back in about 2 hours ago

Ditto D checked back in about 2 hours ago


Kevin N checked back in about 4 hours ago

EMOJI!

REFFIND

REFFIND

Home My Profile Leaderboard Reports 4



Nick Gascoigne

TOTAL 906 BADGES 4 0 0

YOUR POINTS

328 WEEK 10

Last week 448

Company average 693

Personal best 448

REWARDS

Earned this week 250


View Rewards

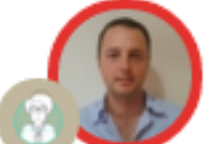
Woo Someone Post an Update

😊😊😊😊😊😊😊😊

Add Photo

All of REFFIND change

 Jianni Ber about an hour ago 25 Woos: 25 v

 Jianni Ber From Andrew McCallum about an hour ago edit

JFDI

Be the first to comment...

Andrew McCallum unlocked a Bronze 0

COMPANY ACTIVITY

Nick G commented on Ditto D's Woo from Andrew M about 2 hours ago

Nick G commented on Ditto D's Woo from Andrew M about 2 hours ago

Andrew M liked Andrew M's Bronze Badge about 2 hours ago

Andrew M liked Ditto D's Woo from Andrew M about 2 hours ago

Nick G commented on Craig S's Woo from Andrew M about 2 hours ago

Nick G commented on Craig S's Woo from Andrew M about 2 hours ago

Nick G commented on Kevin N's Woo from Robert L about 2 hours ago

Nick G commented on Kevin N's Woo from Robert L about 2 hours ago

Nick G commented on Kevin N's Woo from Robert L about 2 hours ago

PILLAR INTEGRATION ROADMAP

REFFIND



We are working to bring the best of our product pillars into a continuous stream of content.

User generated content (woos) will notify users back into the mobile and web apps.

Targeted messaging can then be served to to the employee.

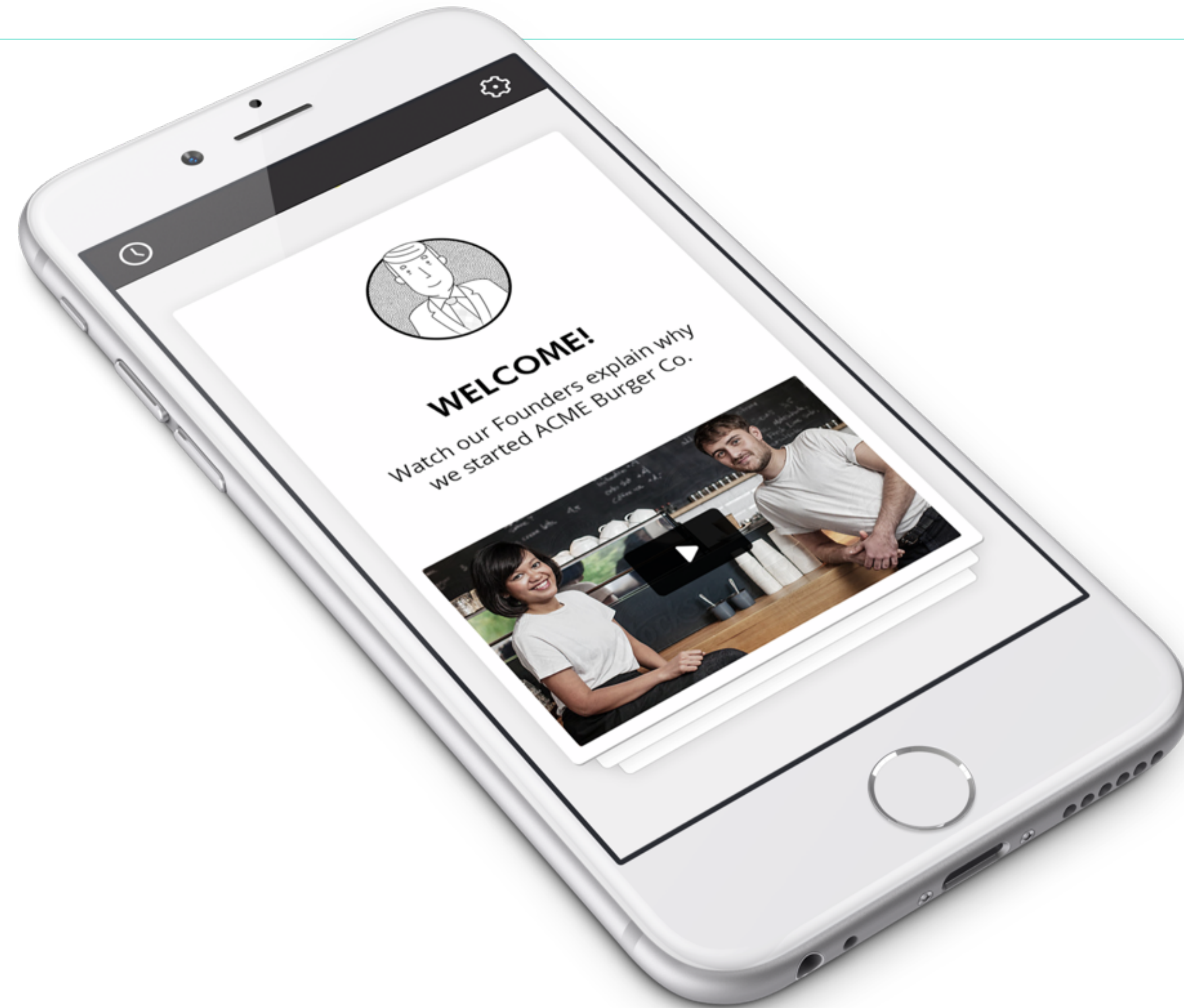


REFFIND

EDUCATE PREVIEW
Q1 2016

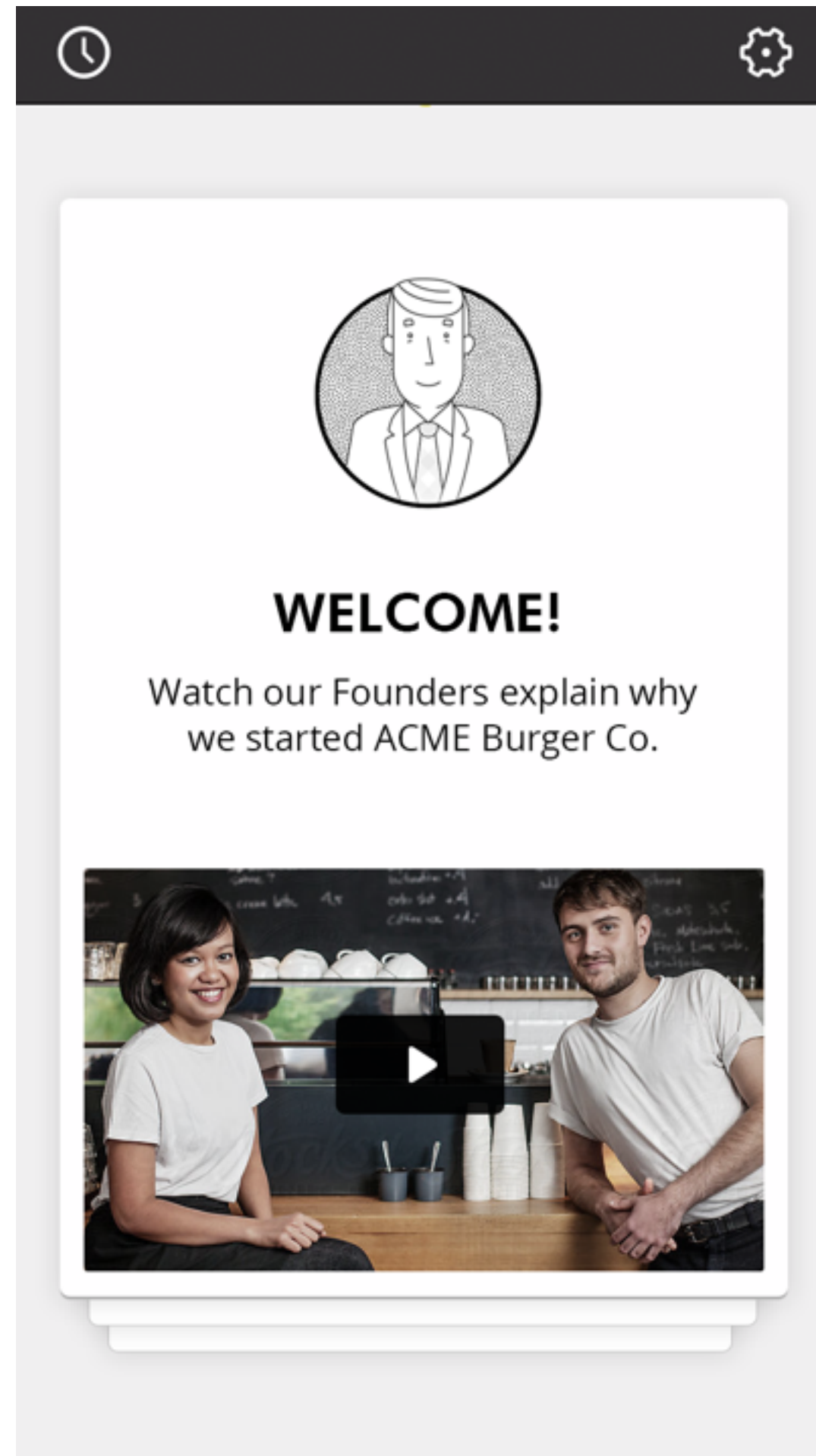
EDUCATE: VIDEO CARDS

REFFIND



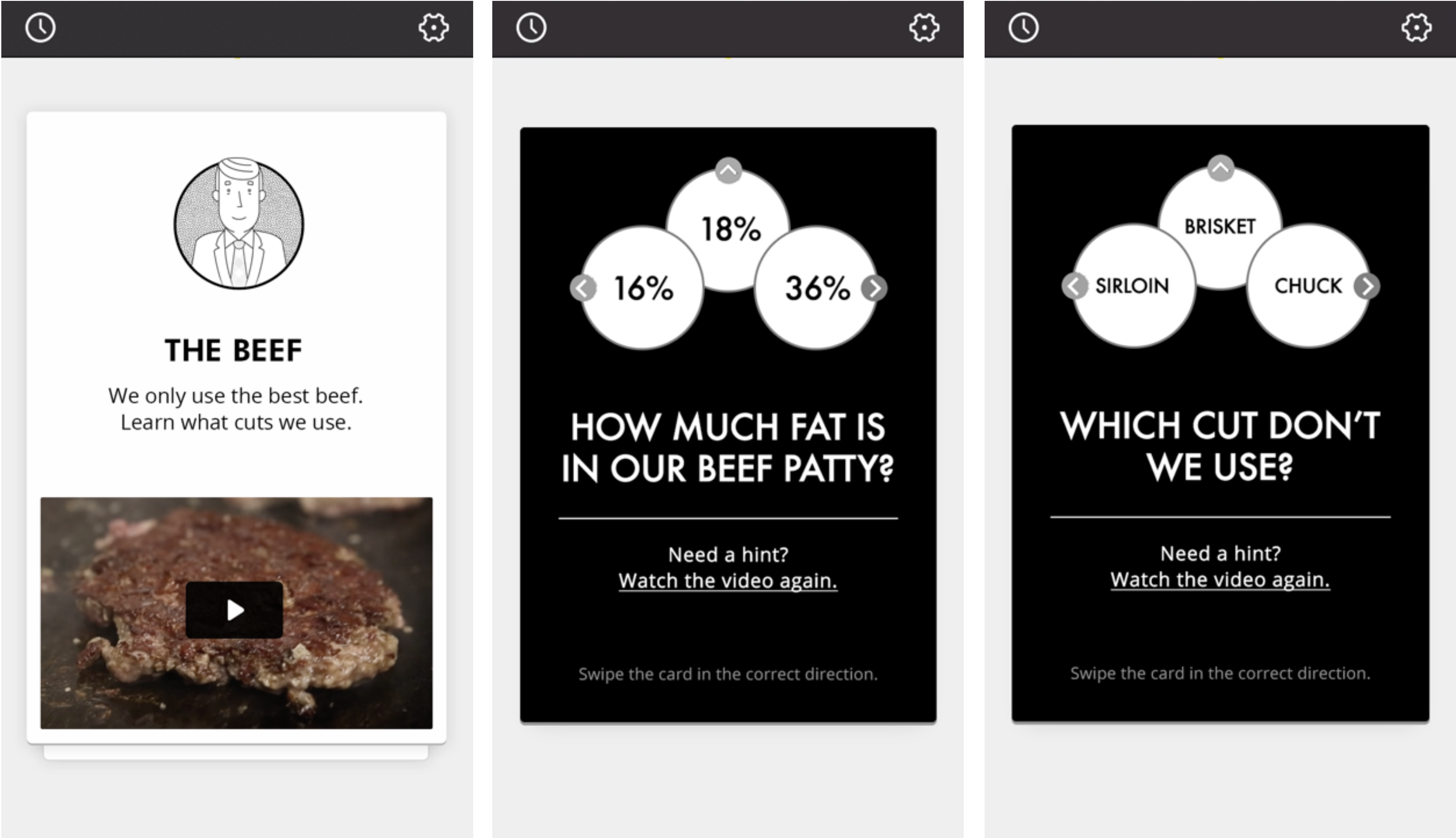
NATIVE VIDEO PLAYER FOR iOS & ANDROID

REFFIND



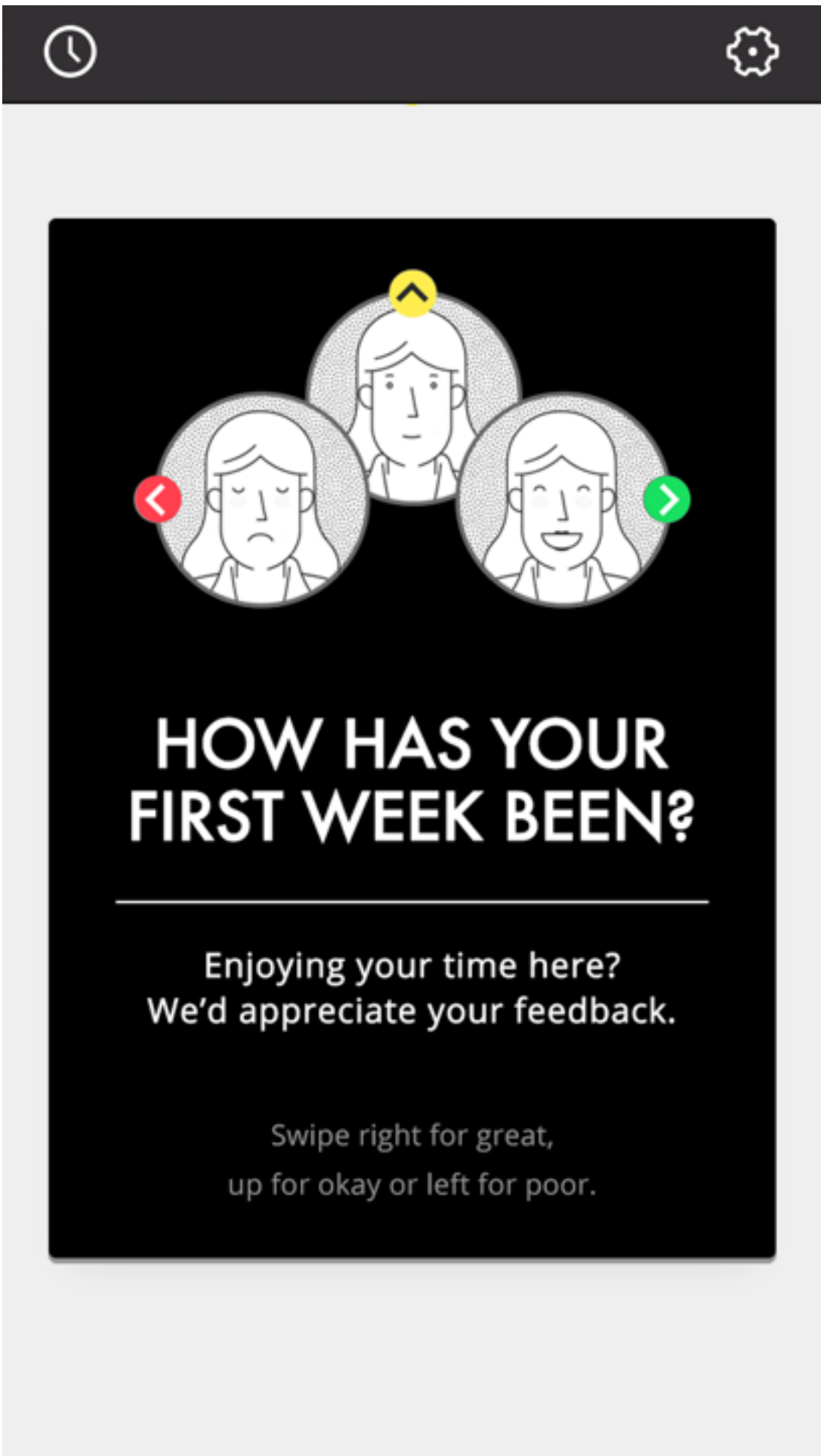
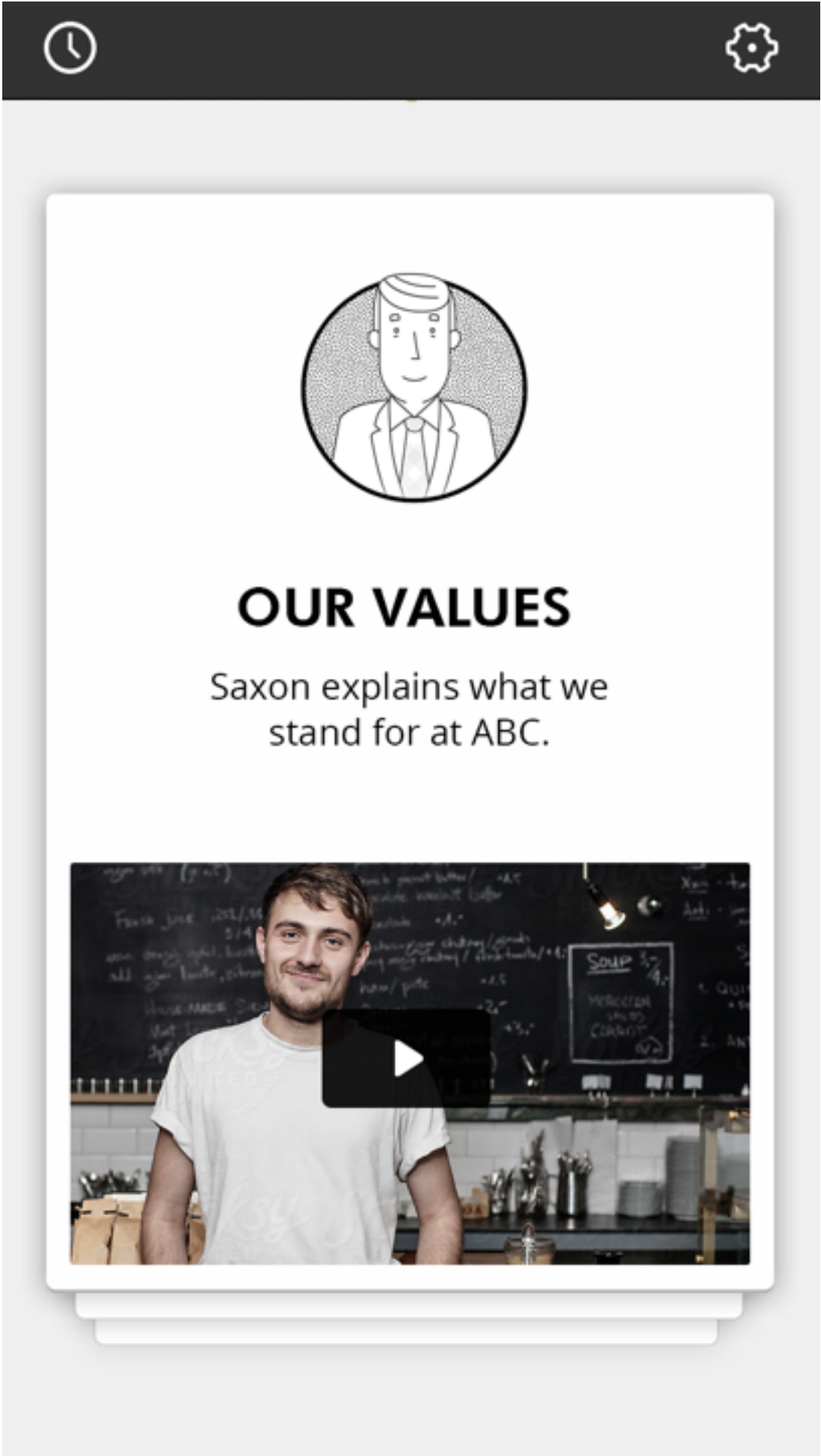
EDUCATE & ENGAGE TOGETHER = SUCCESS

REFFIND



ENGAGEMENT QUESTIONS

REFFIND





REFFIND

ASX: RFN

INVESTOR RELATIONS

Matthew Wright
matt@reffind.com