



Xref Credit Usage

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Lee-Martin Seymour is a co-founder of Xref. He has 17 years recruitment experience across many geographic and market sectors. For 12 years Lee worked for one of the world's largest specialist recruitment companies. As a result he understands the demands of the employment market and is passionate about pioneering positive change for the long term. As a serial entrepreneur Lee has identified and successfully leveraged market opportunities to aid innovation in the employment sector.



**Lee-Martin Seymour**  
CEO / Founder



**RECRUITMENT**  
17+ Years Experience



**TECHNOLOGY**  
20+ Years Experience



**Tim Griffiths**  
CTO / Founder

Timothy Griffiths is a co-founder of Xref. Mr Griffiths, an MBA-qualified technologist, has 20 years' experience advising companies, including Virgin and SkyTV. He worked for Benchmark Capital providing technical diligence for high tech start-up investment and was co-founder of media company a2a plc, which floated on the UK stock market. More recently Tim was CIO for Jcurve Solutions, an Australian cloud NetSuite ERP provider.



**Timothy Mahony**  
Board Director



**Simon O'Loughlin**  
Chairman



**James Solomons**  
CFO



**David Haines**  
Global Sales Director



**Edward Allnutt**  
Managing Director - EMEA



**Present in  
5 Countries**



**100%  
Growth**



**Fully Automated  
Scalable Platform**



**359  
Happy Clients**



**Integrated to  
Oracle Taleo**

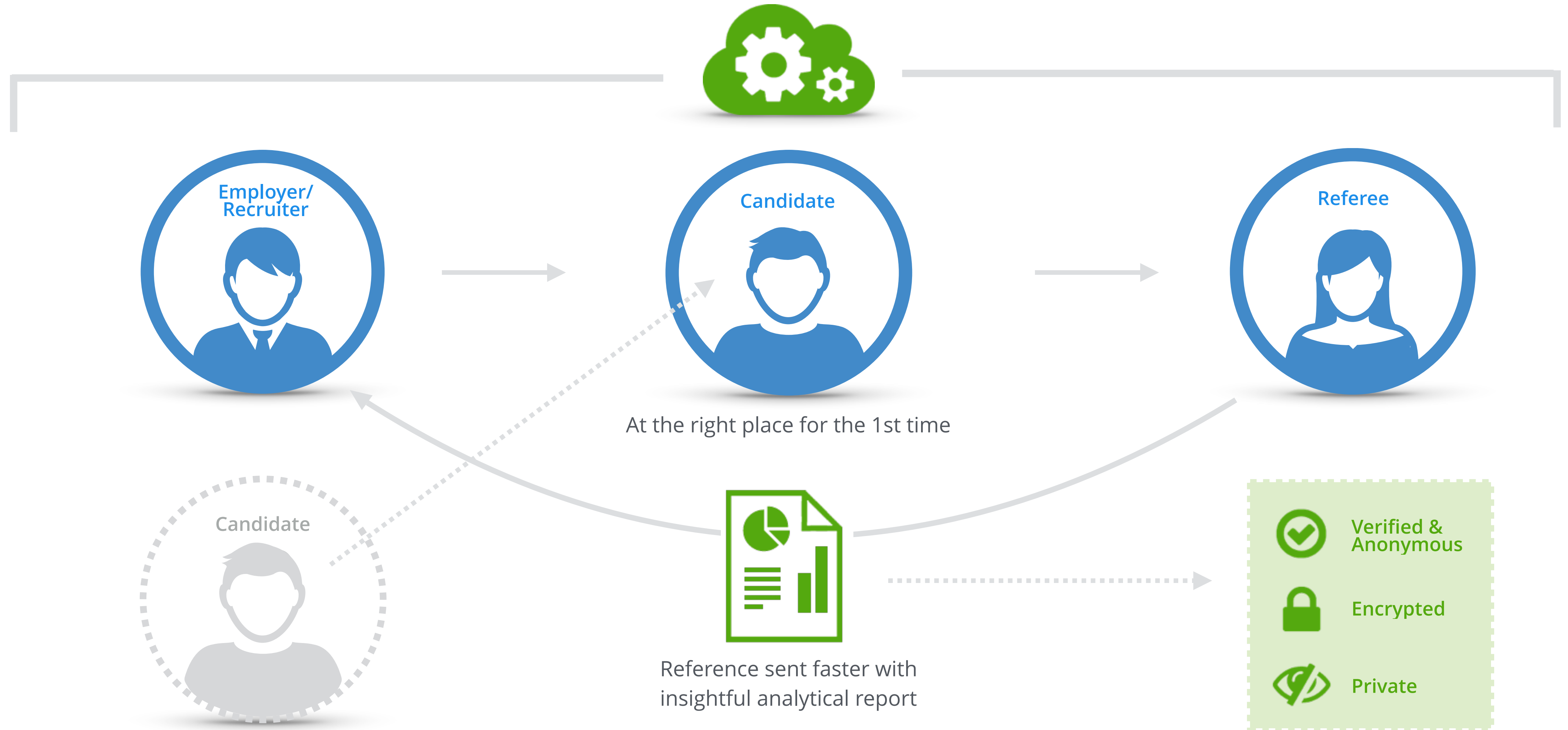


**32  
Market Sectors**

# Traditional Offline Process



# Xref Automated Process



The Solution - Streamlining the Process with Technology





## Average Times

20 seconds to make a reference request

24h to have the complete report with analytics



## Major Advantages

60% more data collected

98% success rate

Nullifies time difference when dealing with multiple time zones

Avoids discrimination and fraud




## Customer Experience

45% of referees complete references out of business hours

27% of referees complete the process on mobile devices

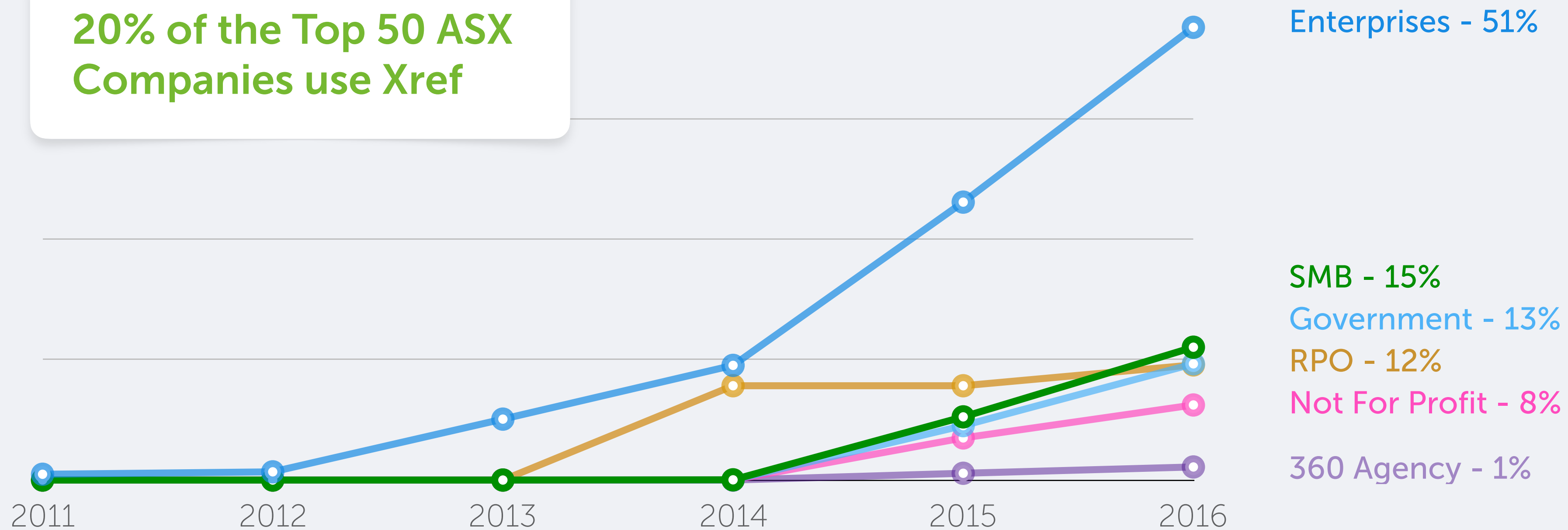




“ **Xref sell credits.** Clients use credits to take pre-employment references on candidates they wish to shortlist.



20% of the Top 50 ASX Companies use Xref



## 98% Retention



## Pre 2016



## 2016

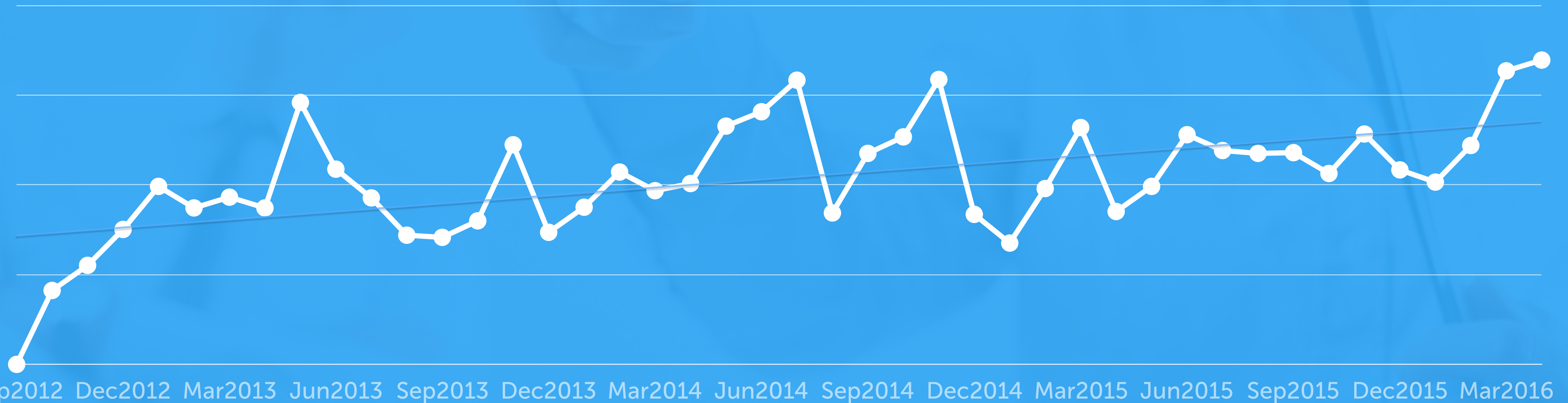






Adding Xref to our business has dramatically reduced hours spent chasing referee feedback. We have improved the turnaround times and the quality of feedback we are able to collect.

Usage



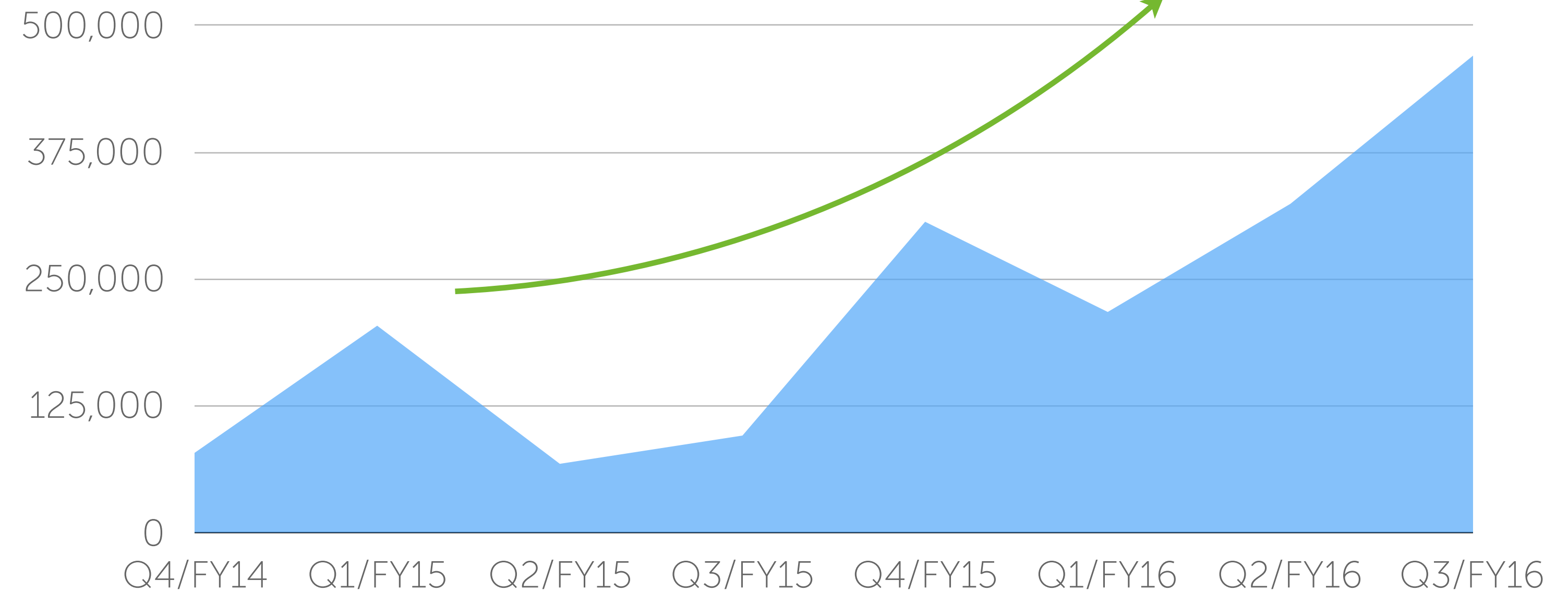
Total Assets

**\$ 3,613,481**

**\$2,7m** + **\$187k** + **\$747k**  
Net Assets      Liabilities      Unused  
Credits\*

\* Balance of unused pre-paid credit sold

Sales Per Quarter



Q3 - 2016

SALES

**\$470,000**

↑ 390% from Q3 - 2015 (\$96,000)  
↑ 45% from Q2 - 2016 (\$324,000)

MARCH 2016

**\$204,000**

Monthly Record

CREDITS USED

**\$266,000**

↑ 181% from Q3 - 2015 (\$95,000)  
↑ 12% from Q2 - 2016 (\$239,000)



## Capital Structure

**90m**

Current Shares  
on Issue

**39m**

Issued Share  
Capital

**51m**

Escrowed Shares  
Issued to Vendors

**\$39m**

Market Capitalisation  
at 42c

Performance shares of 50 million will be issued in line with the following milestones

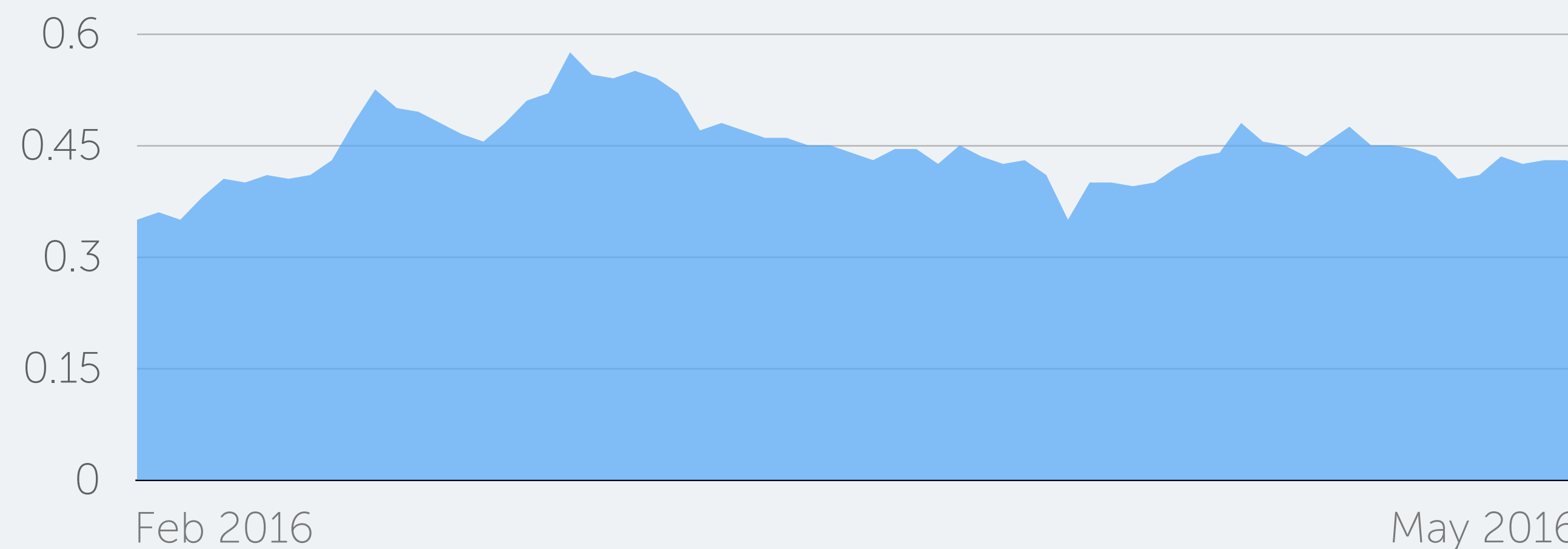
**Milestone 1:** 16.6m Performance Shares will vest once Xref achieves annualised revenue of A\$5m within 2.5 years from Listing

**Milestone 2:** 16.6m Performance Shares will vest once Xref achieves a 20-day VWAP equal to or exceeding 150% of the IPO price within 2 years of Listing

**Milestone 3:** 16.7m Performance Shares will vest once Xref achieves annualised EBITDA of A\$5m within 5 years from Listing

Vendor shares will be escrowed for a minimum of 12 months up to maximum of 24 months depending on ASX determination

XF1 Share Price 2016



## Top 5 Shareholders

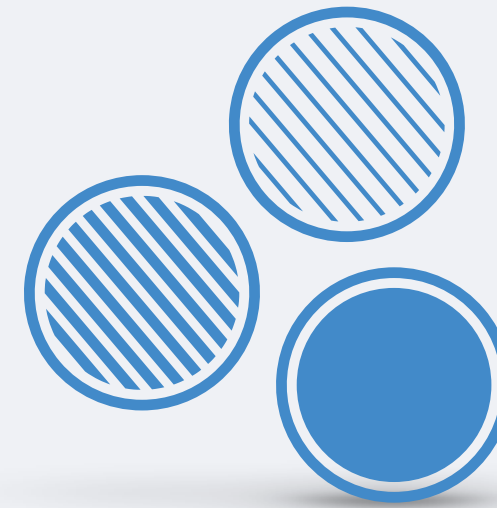
- 24m** **SQUIRREL HOLDINGS AUSTRALIA PTY LTD**  
Timothy Griffiths
- 24m** **WEST RIDING INVESTMENTS PTY LTD**  
Lee-Martin Seymour
- 3m** **UBS WEALTH MANAGEMENT AUSTRALIA NOMINEES**
- 2m** **CITICORP NOMINEES PTY LIMITED**
- 2m** **PARKSTONE HOUSE PTY LTD**  
David Haines



## Globalisation

Xref is now focused on global expansion in key regional markets.

- ✓ Commenced European sales
- ✓ Commenced North America sales
- ✓ Global web portal
- ✓ Scalable architecture
- ✓ Regionalised platforms



## Integration

Many Xref clients use Applicant Tracking Systems (ATS) to manage their recruitment process.

Xref is currently rolling out its first integration with Oracle Taleo. Taleo provides its platform to 6000 of the world's largest companies and has a sales team of more than 4000. This provides Xref an excellent channel by which we can add significant value to our customers and our strategy.



## Data Analytics

Xref is now focused on further global expansion to address nuances in regional markets.

Each day Xref collect, analyse and visualise data that provides insight to our clients like never before. As Xref expands its ability to harvest structured data, that presents unique opportunities to the employment sector.

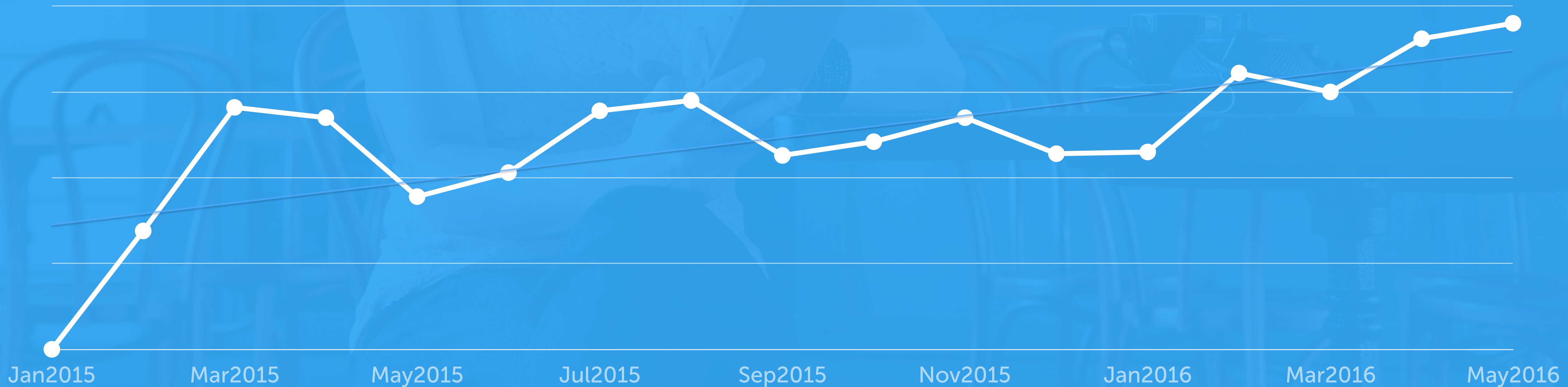
- ✓ Candidate search
- ✓ Comparative metrics
- ✓ Actionable insights





Using Xref to collect pre-employment references frees up time for more strategic talent acquisition. Qantas have also been able to reduce the possibility of reference fraud, increasing the security around the validity of referees.

Usage







QUESTIONS?

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THE XREF STORY SO FAR

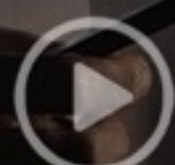
JAN 2016



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CASE STUDY

Hudson



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CASE STUDY

MISSION  
AUSTRALIA | together  
we stand



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CASE STUDY

Westpac



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