



# 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

# Traditional Offline Process





# online automated references versus traditional referencing

EMPLOYER

CANDIDATE

PREVENTS  
breaches in  
privacy and  
discrimination



PROTECTS  
your business  
against fraud

30  
seconds  
to request

START OF REQUEST

Reduce  
the time  
to hire

COMPLETION

Save time and money

CANDIDATES HAVE  
A BETTER EXPERIENCE  
AS THEY DRIVE THE  
WHOLE PROCESS



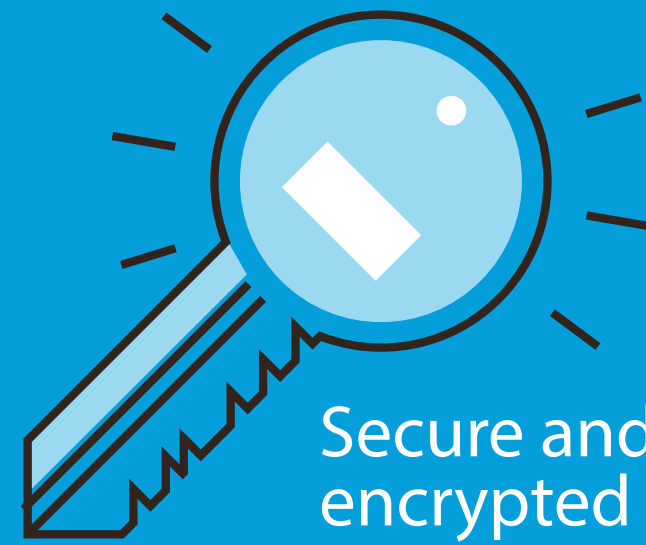
Internal 360

Offhire references

Pre-employment referencing



Data  
analysis

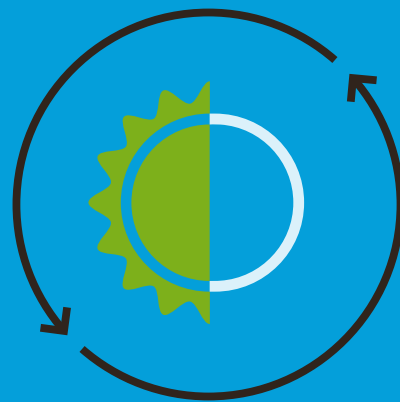


Secure and  
encrypted data

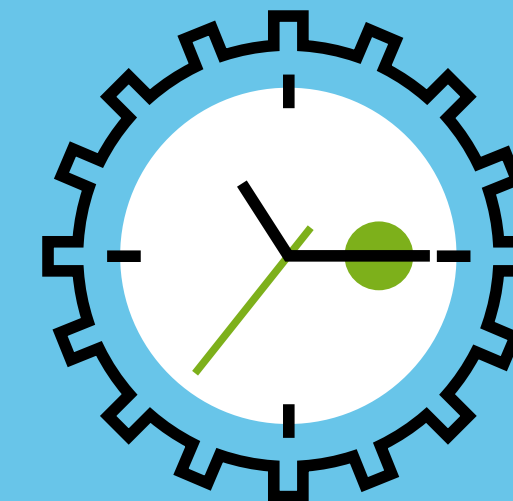
98%  
avg. delivery rate



24 hr  
from request  
to report



44%  
of references  
completed  
outside of core  
business hours

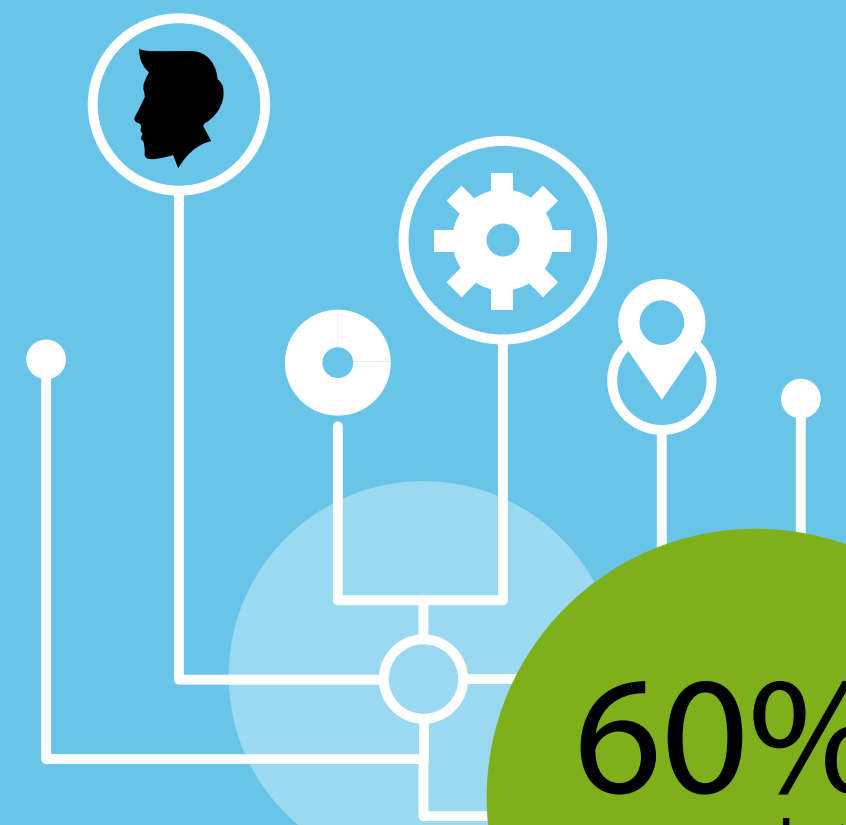


30%  
of all Xrefs are  
completed using  
a mobile device




REFEREE

60%  
more data  
collected

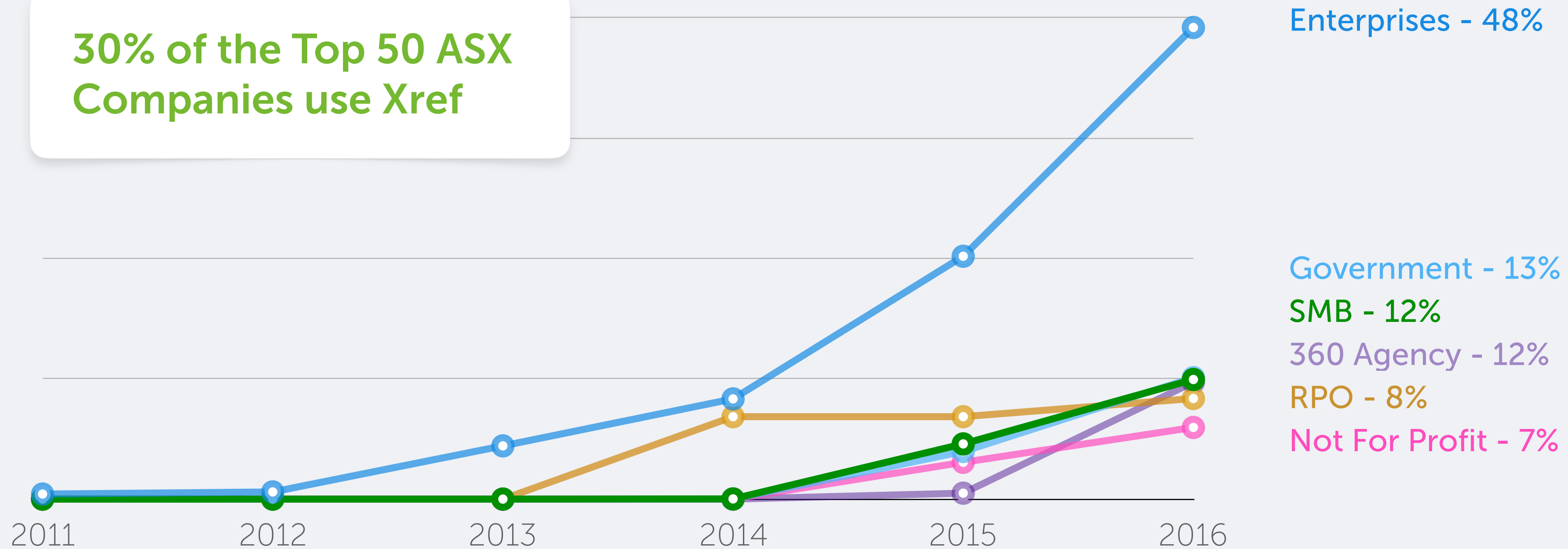






“ **Xref sell credits.** Clients use credits to take pre-employment references on candidates they wish to shortlist.

30% of the Top 50 ASX Companies use Xref



98% Retention





Pre 2016



2016

😊 390 Happy Clients

🏢 32 Market Sectors

🌐 Present in 5 Countries







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



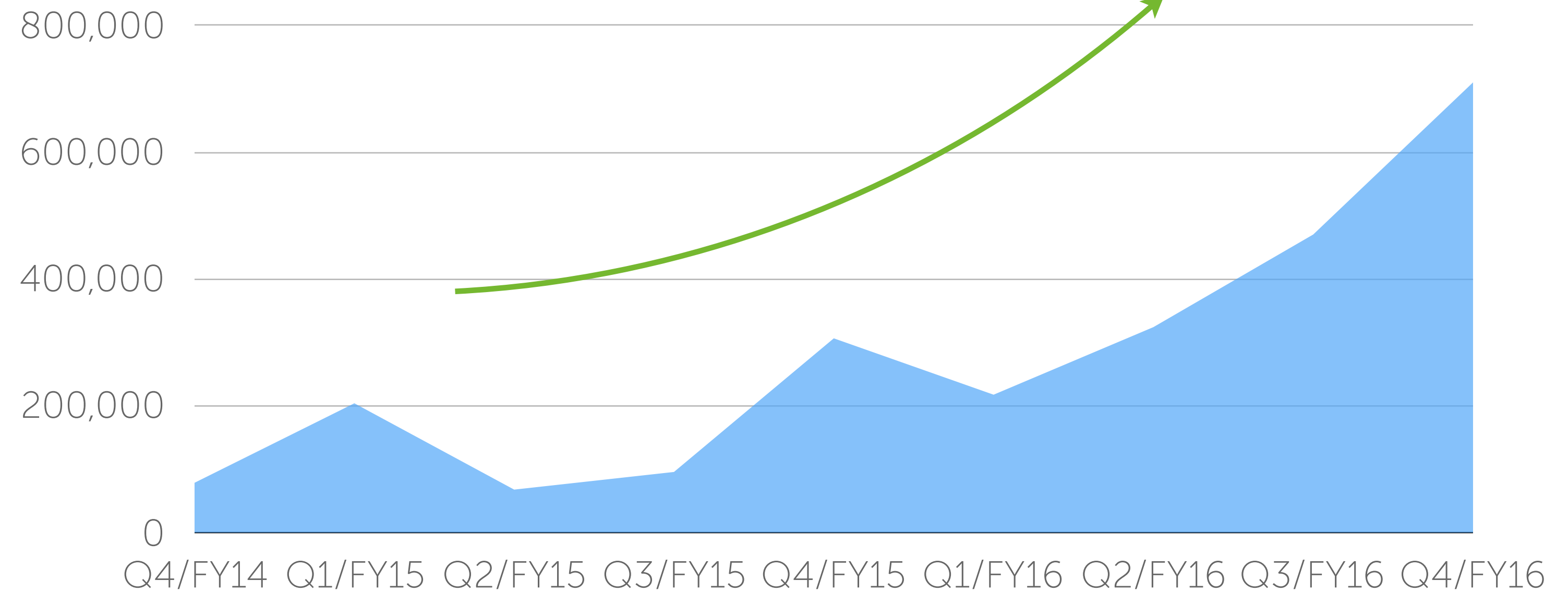
Total Assets

**\$ 3,272,559**

**\$1.98m** + **\$392k** + **\$899k**  
Net Assets      Liabilities      Unused  
Credits\*

\* Balance of unused pre-paid credit sold

Sales Per Quarter



Q4 - 2016

SALES

**\$710,000**

↑ 132% from Q4 - 2015 (\$306,000)  
↑ 51% from Q3 - 2016 (\$470,000)

MAY 2016

**\$325,000**

Monthly Record

CREDITS USED

**\$437,000**

↑ 186% from Q4 - 2015 (\$152,000)  
↑ 64% from Q3 - 2016 (\$266,000)

## Capital Structure

**90m**

Current Shares  
on Issue

**39m**

Issued Share  
Capital

**51m**

Escrowed Shares  
Issued to Vendors

**\$56m**

Market Capitalisation  
at 60c

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

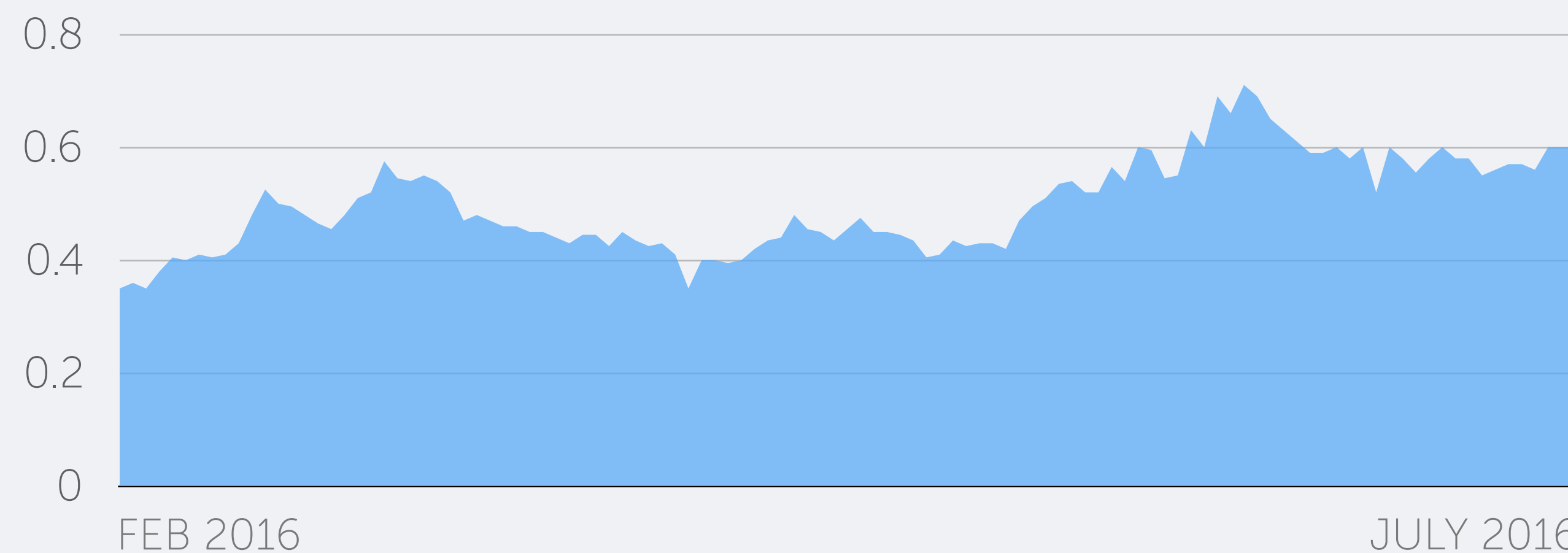
**Milestone 1:** 16.6m Performance Shares will vest once Xref achieves annualised revenue of A\$5m within 2.5 years from Listing

**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. 675,000 shares are due for release from escrow on 7 August 2016.

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** **AUSTRAL CAPITAL PTY LTD**
- 2m** **HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED**
- 2m** **PARKSTONE HOUSE PTY LTD**  
David Haines





## NA

LAUNCHED **Q4 - 2016**

COUNTRIES COVERED **Canada  
United States**

OFFICE **Toronto**

STAFF **2**

US & CANADA  
LABOUR MARKET **162,000,000**



## EMEA

LAUNCHED **Q3 - 2016**

COUNTRIES COVERED **Europe**

OFFICE **London**

STAFF **5**

UK LABOUR MARKET **32,000,000**

## APAC

LAUNCHED **Q3 - 2010**

COUNTRIES COVERED **Australia  
New Zealand  
Singapore**

OFFICE **Sydney**

STAFF **22**

AUSTRALIA  
LABOUR MARKET **12,000,000**



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## Industry Peer Partners

Complimentary technology products that service other parts of the recruitment process within the HR & Recruitment sector.

For example:

- Video Interviewing
- Automated On-boarding
- Online Testing

## Applicant Tracking Systems

ATS providers that welcome 'best in class' integrations. These can happen via numerous channels.

For example:

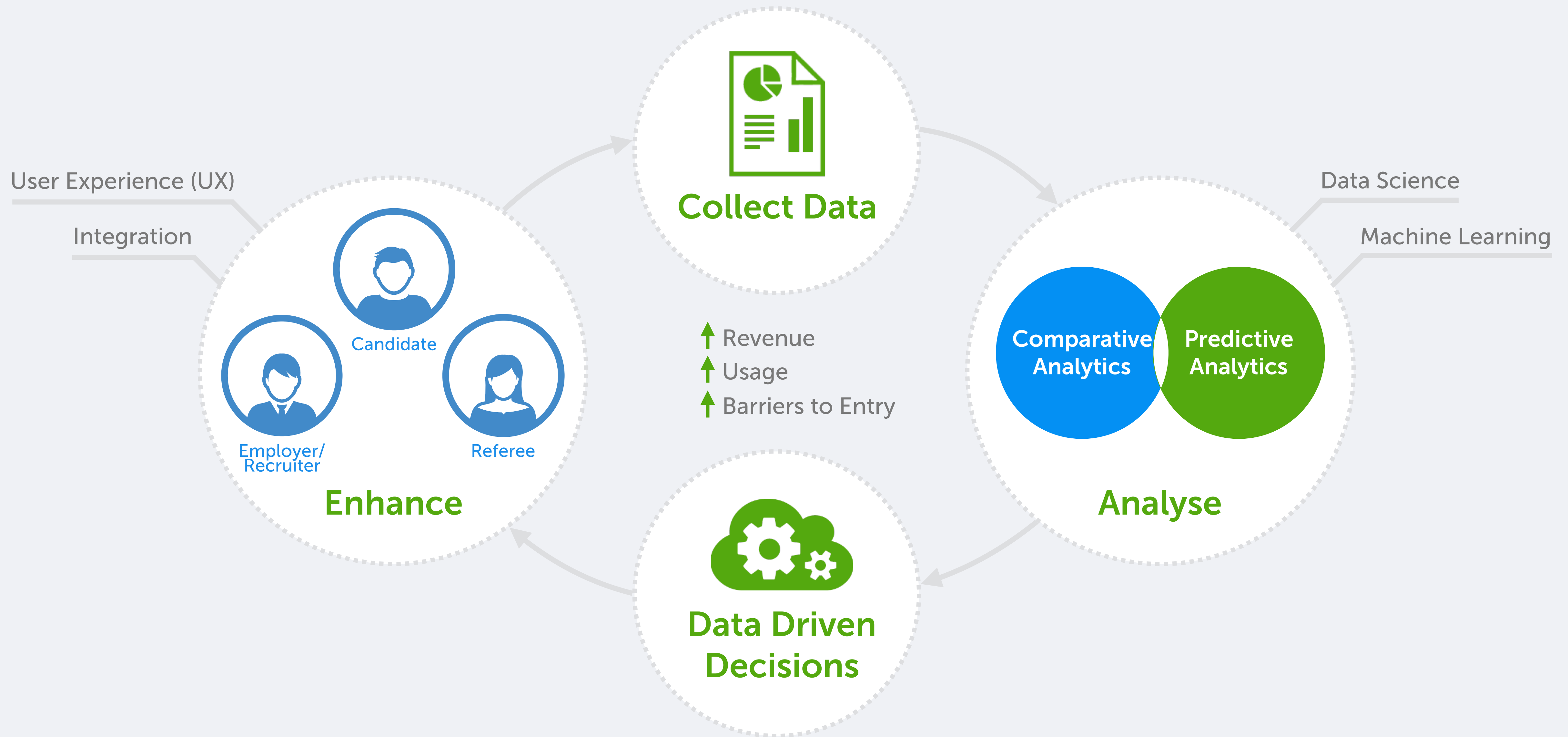
- Downloaded from providers marketplace
- Direct integration via API
- Via an current industry peer integration via a partnership

## Market Partners

A data aggregator or non HR technology provider that adds value to Xref.

For Example

- Integration of data to enhance the Xref product offering
- The provision of Xref market data to external data aggregators
- An API provider that offers 'hub & spoke' integration services







QUESTIONS?

 @tweet\_xref

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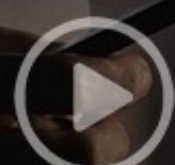
[xref.global/blog](http://xref.global/blog)

THE XREF STORY SO FAR  
JAN 2016



CASE STUDY

Hudson



CASE STUDY

MISSION  
AUSTRALIA | together  
we stand



CASE STUDY

Westpac

