



Intelligent People Management.

ASX:IHR – A look at 2019 and beyond

ROBERT BROMAGE, CEO

14 February 2019 – Institutional Roadshow

www.intellihr.com.au

Disclaimer

The information in this presentation does not constitute personal investment advice. The presentation is not intended to be comprehensive or provide all information required by investors to make an informed decision on any investment in IntelliHR Holdings Limited ACN 600 548 516 (Company). In preparing this presentation, the Company did not take into account the investment objectives, financial situation and particular needs of any particular investor.

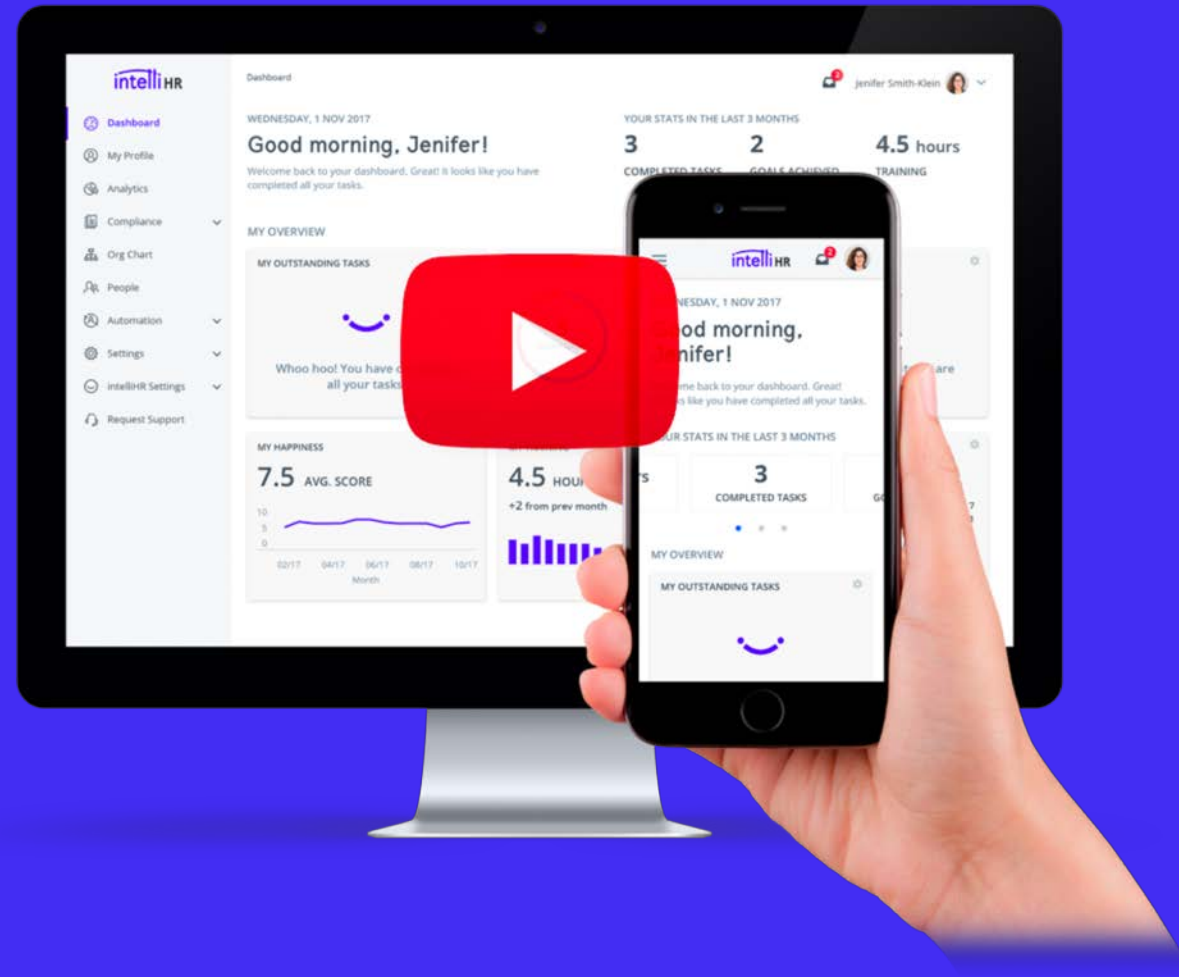
Further advice should be obtained from a professional investment adviser before taking any action on any information dealt with in the presentation. Those acting upon any information without advice do so entirely at their own risk.

Whilst this presentation is based on information from sources which are considered reliable, no representation or warranty, express or implied, is made or given by or on behalf of the Company, any of its directors, or any other person about the accuracy, completeness or fairness of the information or opinions contained in this presentation. No responsibility or liability is accepted by any of them for that information or those opinions or for any errors, omissions, misstatements (negligent or otherwise) or for any communication written or otherwise, contained or referred to in this presentation.

Accordingly, neither the Company nor any of its directors, officers, employees, advisers, associated persons or subsidiaries are liable for any direct, indirect or consequential loss or damage suffered by any person as a result of relying upon any statement in this presentation or any document supplied with this presentation, or by any future communications in connection with those documents and all of those losses and damages are expressly disclaimed.

Any opinions expressed reflect the Company's position at the date of this presentation and are subject to change. No assurance is given by the Company that any capital raising referred to in this presentation will proceed.

The distribution of this presentation in jurisdictions outside Australia may be restricted by law and you should observe any such restrictions. This presentation has been prepared, and is provided for business development, strategic partnering and other commercial discussions in Australia and the United States and does not constitute an offer to sell, or a solicitation to buy, securities in the Company inside or outside the United States.



<https://youtu.be/htwc6pb1234>

Overview

intelliHR is an Australian human resources technology business developing an analytics first global software platform



‘intelliHR has been a tool that has helped us with the journey of creating a great place to work’

Sarah Gatehouse

National Manager People & Culture, Fujitsu General Australia

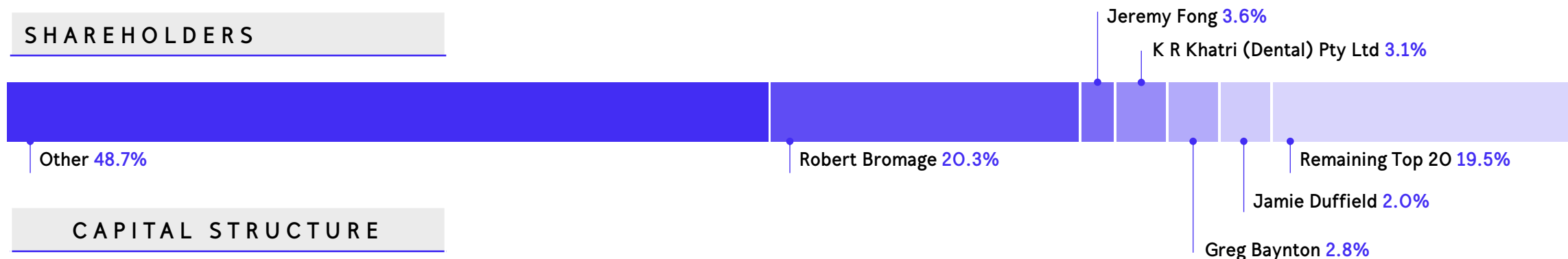


- Automates manual HR processes, capturing critical people and performance data
- Real-time, cloud-based people management and data analytics
- Providing professionals and business leaders with essential organisational data to make strategic decisions
- Advanced technology leveraging Natural Language Processing
- Agile software system and scalable to a global market and industry agnostic
- Software-as-a-Service business model
- Since IPO in January 2018, full commercialisation underway with significant growth in customer acquisitions

Corporate Summary

Public Listed Company ASX:IHR Admitted to the list of the Australian Stock Exchange on 23 January 2018

SHAREHOLDERS



CAPITAL STRUCTURE

Shares on Issue	105.4M
Total Options	14.8M
Total Performance Rights	1.2M
Market Capitalization*	\$12.1M
Cash (31 Dec 2018)	\$2.3M
Debt (31 Dec 2018)	Nil
Enterprise Value	\$9.8M

AUSTRALIAN TEAM

Engineering	22
Customer Acquisition & Delivery	20
Corporate Support	3
Total	45

OWNERSHIP STRUCTURE

	Shares (M)	Options (M)	Ownership (%)
Board & Management	28.5	9.4	27.0
Other Shareholders	76.9	5.4	73.0
Total	105.4	14.8	100.0

*As per 12 Feb 2018 closing share price of \$0.115 per share.

HEAD OFFICE: Level 28/345 Queen Street, Brisbane QLD 4000 | www.intellihr.com.au

Experienced Board



Robert Bromage
Managing Director and CEO

Rob is a HR Professional with 20 years in the industry. An experienced entrepreneur, Rob's entrepreneurial flair and continuous, forward-thinking improvement is fuelled by his passion for HR and high-performing businesses. His career has centred around the field of building validated performance prediction models, developing his expertise in human capital management analytics.



Tony Bellas
Non-Executive Chairman

Tony was appointed as Chairman in December 2016. He has had a commercial career of almost 30 years in both the public and private sectors. He is also chairman of Corporate Travel Management Limited (ASX: CTD), ERM Power Limited (ASX: EPW), Shine Corporate Limited (ASX: SHJ), Novonix Limited (ASX: NVX) and the Endeavour Foundation.



Jamie Duffield
Non-Executive Director

Mr Duffield has significant commercial operations, sales and business development experience in the enterprise technology industry. He is a founding partner and the current Chief Executive Officer of Revolution IT, a business focused on enterprise-level application and software testing, understanding how technology and build quality enhances customer relationships and drives profitability.



Greg Baynton
Non-Executive Director

Mr Baynton has experience in identifying technology innovations and growing companies, he was a founding Director of NEXTDC Limited (ASX: NXT), PIPE Networks (ASX: PWK), Asia Pacific Data Centre Limited (ASX: AJD), and Coalbank Limited (ASX: CBQ). Mr Baynton is currently a Director of telecommunication company Superloop Limited (ASX: SLC) and lithium-ion battery company Novonix Limited (ASX: NVX).

HR Software Sector

HR transition to automation and software is significant and disruptive, with the global HR industry expected to reach \$10B by 2020



Market Cap¹:

~A\$58.5B



~A\$12.7B**



~A\$4.9B



~AUD\$313.0M*



Founded in 2012, Namely has raised ~A\$307.1M* in seed capital



Halogen Software recently purchased by SABA for ~A\$310.6M***



Over 5000 clients across over 100 countries²

¹As at 12 February 2019; ²As per 2016 article <https://www.webcitation.org/6vtaET5Sf>
*1.41 USD to AUD conversion rate used **1.81 GBP to AUD conversion rate used. *** 01.06 CAD to AUD conversion rate used.

Distribution Model

Direct

- Customer acquisitions obtained via direct sales and marketing techniques
- Healthy investment into customer acquisition team for marketing lead generation activities
- Focussed on digital marketing and outbound sales development activities delivering personal selling opportunities for centrally based account executive team
- Contract attainment followed by implementation and continuous service
- 1:5 CAC:LTV ratio targeted for 2020
- Provide implementation, training and professional consulting support services to customers

Lawyers
**McCullough
Robertson**

FUJITSU
AIR CONDITIONING



Partnership

- Customer acquisitions obtained via third party providers, leveraging the relationship between partner and client
- Referral partners are provided training and support to qualify and introduce customers while maintaining the ability to stay system agnostic
- Selling a new service wrapped around the intelliHR technology allows broad market accessibility and visibility while reducing costs
- 18 partners already signed up, include HR consultancy practices, management/business consultants and technology businesses in Australia & New Zealand



Integration

- Public API's now available and priority integrations underway, allowing a future ability to sell intelliHR platform in online marketplaces and also create intelliHR's own marketplace
- Focus to integrate with new age communication platforms, administrative systems (payroll & finance) and strategic systems (recruitment & learning/content)
- Increase appeal of intelliHR due to established integrations with systems already used by target customers
- Significantly increases scaling ability, reduces costs associated with customer acquisitions and aids global reach
- Currently beta testing Xero platform, with Lever Recruitment System, ADP Payroll & Slack integration to follow



SAAS BUSINESS MODEL



DISRUPTIVE

Innovation through leading edge technology

Thought leadership on people, performance and culture

Challenging expensive implementation & ongoing costs of competitors



CUSTOMER CENTRIC

All about the customer

Delivering a measured ROI for customers

Involve customers in product development

Building a strong customer community



SCALABLE

Industry agnostic

Geographically expandable to a global market

Strong direct channel

Building a partner ecosystem for accelerated scale



SUBSCRIPTION BASED

Recurring revenue on long-term contracts

One platform.
One price

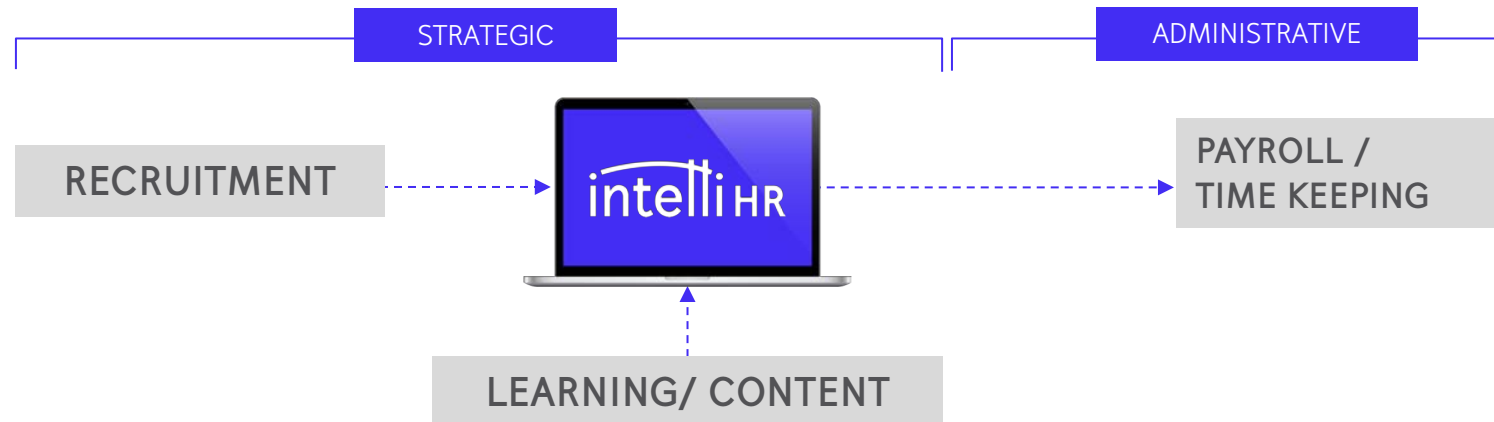
One set monthly fee to access everything

A Transition to SaaS

Significant movement to Software-as-a-Service within the market..

- Several global HR management software firms in a rapidly growing industry.
- intelliHR platform rivals existing market products through disruptive AI and scalable operations:
 - An all-in-one, integrated software system providing a fresh alternative for large employers
 - Ability to manage and access real-time information across the entire organisation
 - Analytics first, data driven system to encourage a people and culture strategy
 - Out-of-the-box convenience that leads to fast adoption throughout the company.

A Complete Strategic Solution

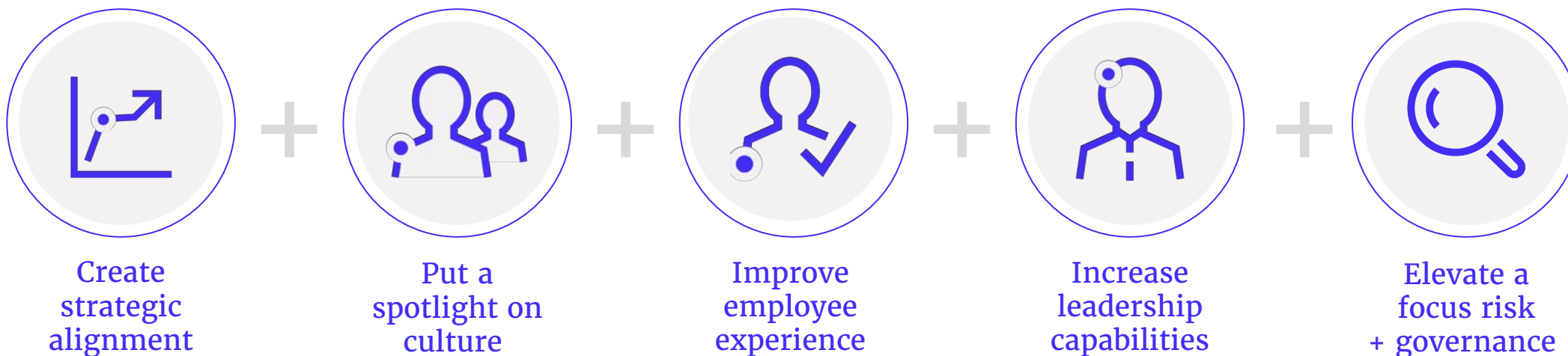


Why is intelliHR essential

We transform **workplaces** for the better for the people that work in them.

Straight out of the box, we are people management and digital transformation agents.

OUR SOFTWARE HELPS COMPANIES



Generation of ROI from
their People Strategies

Top and bottom line benefits.
We reduce costs and increase
productivity – essential strategic tool.

Why is intelliHR essential

We transform workplaces for the better for the **people** that work in them.

Straight out of the box, we deliver a positive user experience leading to fast adoption.

OUR SOFTWARE HELPS *PEOPLE*



Know what
is expected of them



Have meaningful
Conversations



Perform
better



Be aligned with
purpose



See important
data in real-time



Generation of ROI from
their People Strategies

Top and bottom line benefits.
We reduce costs and increase
productivity – essential strategic tool.



The Validation



Quality People

intelliHR Scooped the Gold Medal in
HRD Employer of Choice 2018 Awards

Quality Customers

Industry Agnostic





https://youtu.be/EIn9Rd_4OSI



GROWTH PROFILE

A group of people in a meeting, overlaid with a blue gradient. The image is a blurred photograph of several individuals in a professional setting, possibly a meeting or conference. The entire image is covered with a semi-transparent blue gradient, which serves as a background for the text.

The best way to predict
the future is to create it.

PETER DRUCKER

Our Story

A LONG WAY IN JUST 5 YEARS

Value Proposition

- Deliver first class customer service transforming workplaces for the better
- Enable digital transformation with advanced & fast evolving technology with AI
 - Deliver ROI on people strategies for customers

Our strategic HR application is the essential tool for high performing businesses.

2019

ASX listed company
48 staff including independent directors
47 customers in 3 Countries
7,000 plus users across the globe
Revenues fast growing

2014

1 staff member...
A passion for people,
technology and performance

Customer Analysis

The mid-market is intelliHR's sweet spot and target market.

	Small Less than \$25k LTV Less than 30 staff	Mid \$25k to \$199k LTV 30 to 400 Staff	Enterprise \$200k plus LTV 400 Staff plus
Number of Contracted Customers	16	21	6
Total Contracted LTV	\$348,600	\$4,316,709	\$3,730,860
ACV	\$21,787	\$172,668	\$621,810
Average ARR	\$3,112	\$24,667	\$88,830
Average Customer Headcount	19	172	714
Time to Sale	1 Month	4 Months	8 months



Growth Track Record

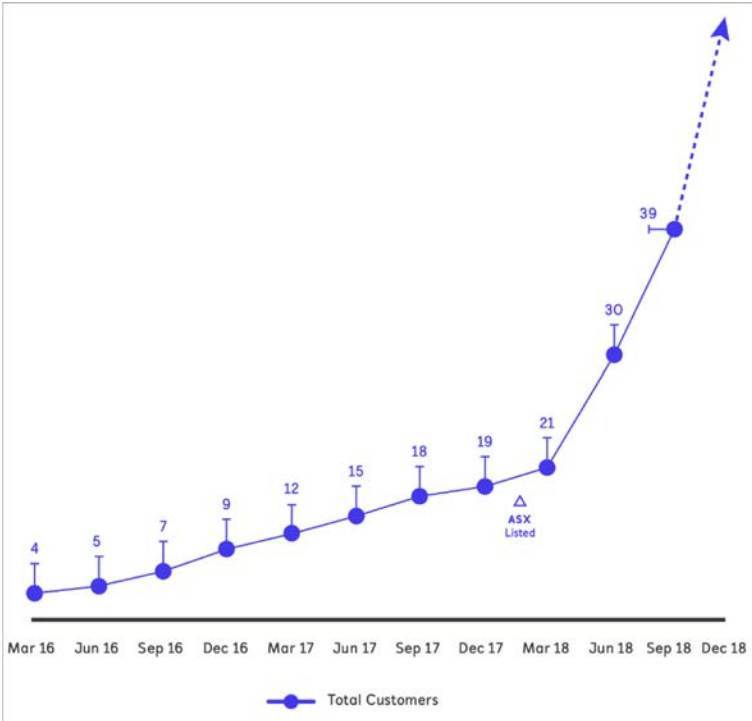
TECHNOLOGY

Fast product development



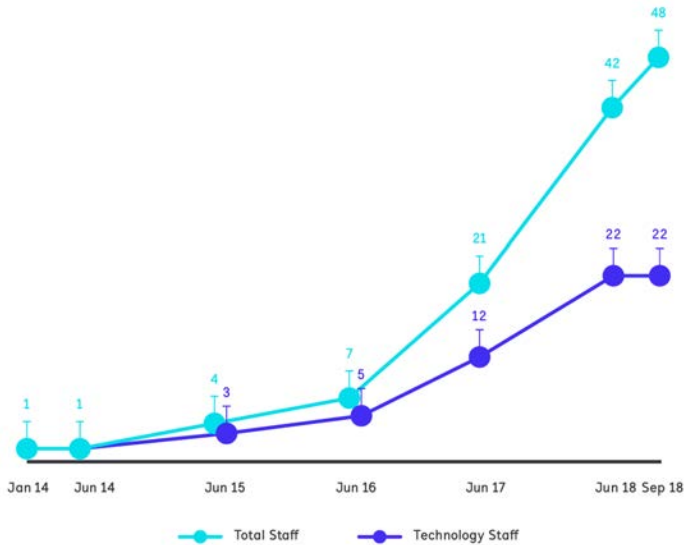
CUSTOMER

New customer velocity acceleration



PEOPLE

Mobilising a quality & engaged workforce at pace



Simple Execution Plan

QUALITY

People	✓
Product	✓
Performance & Security	✓
Research & Development	✓
Customer Success (service)	✓
Customers	✓
Partners	✓
Integrations	✓

SPEED

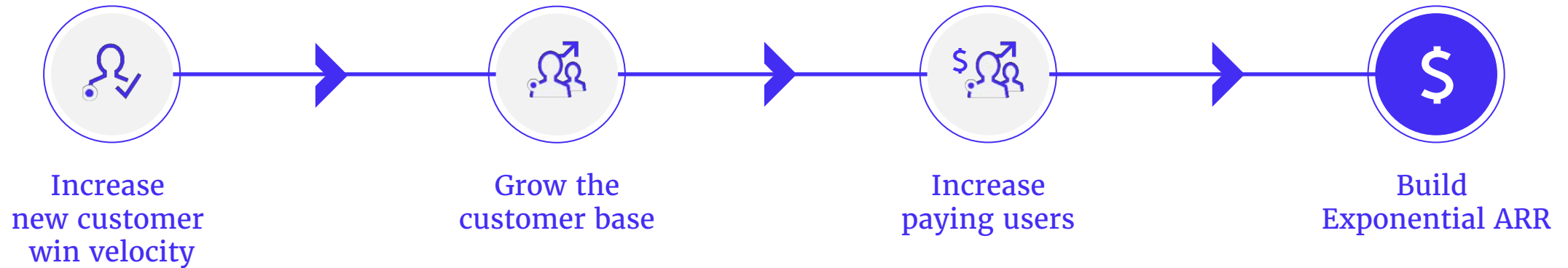
Product Evolution	✓
Customer acquisition	✓
Customer onboarding	✓
User Adoption	✓
Global footprint	

GO GLOBAL

Australia	✓
New Zealand	✓
US	✓
UK	
Europe	
Asia	
Africa	

Execution = Exponential revenue growth

2019 Growth Plan



HOW 2019

- 70/30 direct to partner Channel Split
- Increase sales team to 10 direct sales persons (6 now)
- Increase sales rate per month per sales person (1 now)
- Increase qualified sales pipeline (111 now)
- Increase win rate (20% now)
- Increase partner closed deals per month (1 per quarter now)
- Complete priority integrations & sell in online marketplaces (Xero in Beta)

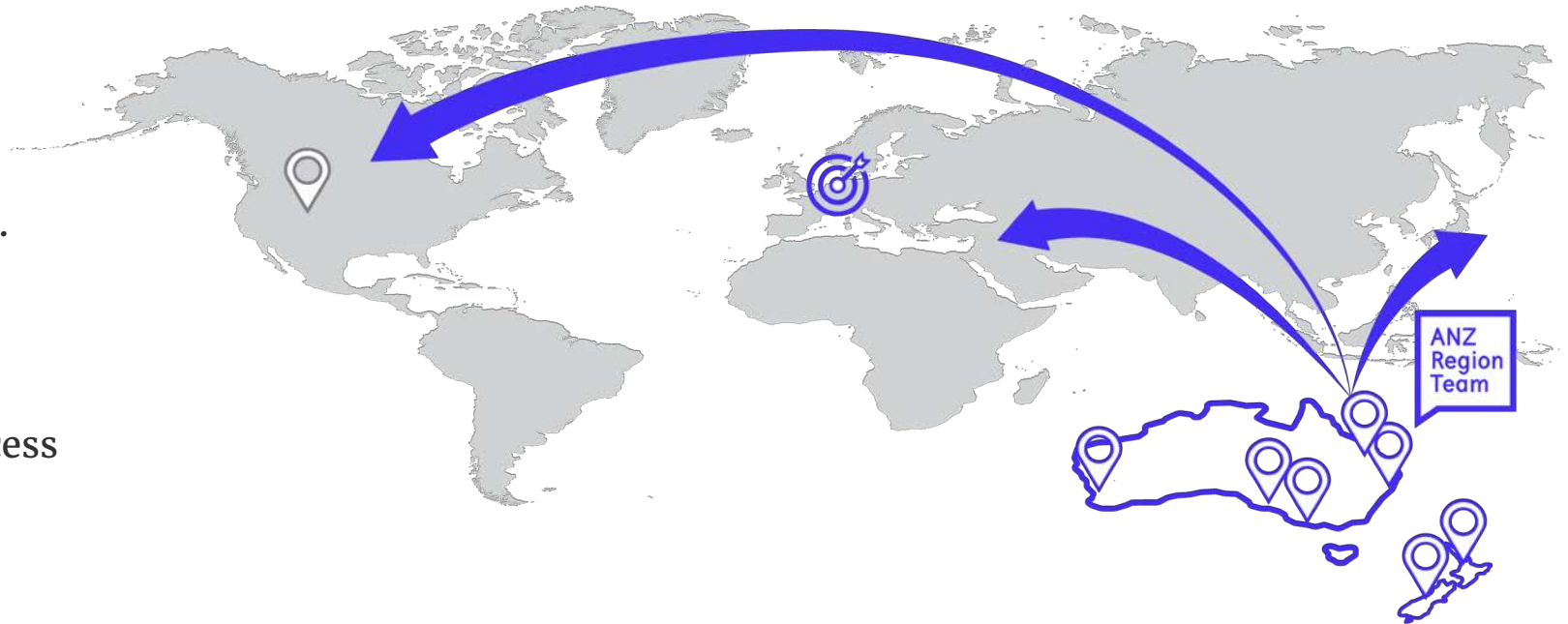
BEYOND 2019

- 30/70 direct to partner channel split
- Replicate Partner Program globally
- Grow direct sales force globally to 30 staff with local representatives in Australia, NZ, UK, Europe, North America, Asia
- Strong online marketplace

Getting on with going Global

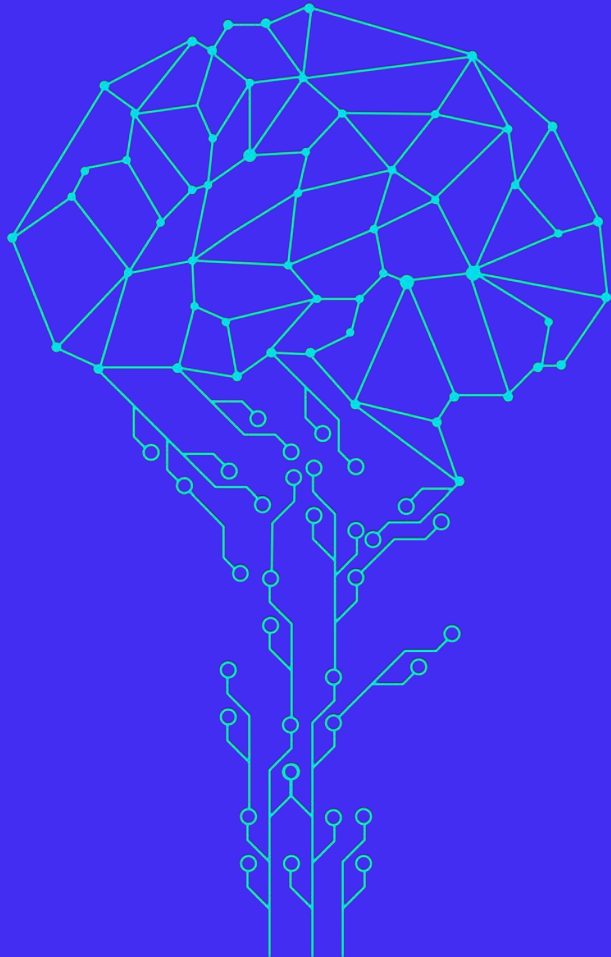
\$30 Billion Global Market projected by 2025*

- Early success in NZ and fast building a replicable entry platform for other countries.
- US early stages.
- UK is next target.
- Partner program key to success and will accelerate global expansion.



According to a report by Grand View Research, Inc. the global [human resource management market](#) size is projected to attain USD 30.0 billion by 2025. Increasing need for managing widespread workforce and growing demand for replacing legacy systems with improved human capital management platforms are anticipated to fuel market growth.

Advancing our Technology



intelliHR has a focus on Artificial Intelligence (AI) and machine learning to add value to our customers. We support our customers with Intelligence Augmentation (IA) capabilities, cutting across all the data flowing through our platform.

- Internationalisation
- Public API's & Integrations (Xero Payroll Onboarding now in Beta)
- Predictive capabilities & Natural Language Generation
- New age of communication channel integrations & user preferences
- Creating a disruptive consumer product – more to follow



<https://youtu.be/MFtg8hVNLs0>



Rob Bromage

Managing Director & CEO



robert@intellihr.com.au



+61 7 2102 5750

Linked in

Mark Lindh

Investor Relations



mlindh@adelaideequity.com.au



+61 8 8232 8800