



10th May 2017

Xref purchases xref.com

- **Allows single xref.com domain worldwide**
- **Global domain change to xref.com takes effect July 1, 2017**
- **Four-letter .com domain strengthens global brand**

Xref Limited (ASX:XF1), the human resources technology company, today announced that it has purchased the domain name www.xref.com, enabling its global candidate referencing platform to move to a single global domain worldwide.

The group's global domain names will move from xref.global and country code domain addresses to www.xref.com on July 1, 2017, simplifying clients' access to Xref's platform worldwide and strengthening the value of the group's global platform.

Meaningful four-letter .com domain names are highly sought and carry significant commercial value, as they are memorable and facilitate multinational commerce. Consideration for the purchase was US\$75,000 paid in new Xref shares, based on a 15-day volume weighted average price.

Xref's platform automates the collection of feedback on potential and current employees for more than 600 clients in 7 countries, including 36% of the ASX's top 50 companies. The group is building a fast-growing global platform and serves clients in Australia and New Zealand, Europe, North America and Asia.

Executive director / CTO Tim Griffiths said: "Acquiring the xref.com domain is a strategic move which enables consistent rollout of the Xref brand, simplifying our global expansion and marketing programs."

Executive director / CEO Lee-Martin Seymour said: "From July 1, clients around the world will be able to use our services through a common xref.com domain. This fits our vision of providing a leading global service and expedites our growth."

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