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Xref and PageUp Announce Integration Launch

- Following partnership agreement, integration of Xref into PageUp now complete
- Xref promoted to PageUp's global customer base via the PageUp marketplace
- Go to market activity agreed in APAC and US

Xref Limited (**ASX: XF1**), the human resources technology company and leading talent management software platform, [PageUp](#), have announced the live launch of their integration.

The integration has been built by Xref using the PageUp public API platform, allowing PageUp users to access Xref through their existing dashboard and receive status updates without needing to leave the PageUp platform. The automated reference checking tool is now also available via the PageUp online marketplace.

A strategic partnership between the two Australian-grown companies was first announced in [October 2019](#), in a release that detailed the mutual goals and successes of the two platforms to date.

PageUp began its growth into the North American market ahead of Xref, with a large percentage of its revenue now generated by the region. Having focused on the education sector, PageUp has positioned itself as the ATS of choice within some of the most high-profile colleges and universities in North America. This presents a great opportunity for Xref to grow its presence in the same sector, expanding on the success of its most significant client acquisition in the region, Texas A&M University.

Xref and PageUp support many of the same businesses in the APAC region, meaning a number of clients will now be able to benefit from the ability to request a reference directly from their ATS of choice. Multiple clients have already requested the integration and will be switched on progressively over the coming weeks.

Mark Rice, CEO, PageUp said: *"We are thrilled to offer our customers the benefits of the combined capabilities of PageUp and Xref's platforms. The feedback we received from customers has been incredibly positive, and this is a testament to our shared commitment with Xref to delivering best-in-class recruitment tools."*

Claire Pike, Recruitment Manager, Anglicare Sydney said: *"As a longstanding user of both PageUp and Xref, we're delighted about this integration. It is going to make a huge difference to the efficiency of our team and the experience we can offer our candidates as they move through the hiring process."*

Management Comments:

Executive director / CEO Lee-Martin Seymour said: *"We were delighted to announce our partnership with PageUp in October 2019 and have been so pleased to see it go from strength to*

strength as the integration has been built. We have a number of mutual clients who are excited about the connection between our two platforms coming to life and we have no doubt the opportunities presented by the integration will grow rapidly for both companies."

Executive director / CSO Tim Griffiths said: *"This integration was established in order to meet a very real need in the market and the interest we are seeing in it speaks volumes about the value it will offer. Our two teams have worked well together to ensure we offer a seamless experience for users looking to add even greater value to their recruitment workflow."*

Investor and media enquiries:

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Release Authorised by: Lee-Martin Seymour, CEO & Co-founder

Key points about Xref	
First mover advantage	Xref provided the first automated solution for the candidate referencing process and it is capitalising on its first-mover advantage by focusing on and investing for international growth.
Business model	Under Xref's business model, when clients purchase credits (credit sales) to use the candidate referencing platform, the value of their purchases is recognised as unearned income. When they pay for the credits, the cash is recognised as cash receipts. Once the credits are used by the client (usage), Xref recognises the value of the credits used as revenue (recognised revenue).
Global addressable market	Xref's addressable market includes more than 180 million employees in North America, 120 million employees in Europe and 15 million employees in Australia and New Zealand.