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Xref Adds to Integrations Portfolio to Drive Channel Revenue and Global Growth

Xref Limited (ASX:XF1), the human resources technology company, today announced the details of three new integration partnerships, adding to its portfolio of integrations with leading global human resources platforms and applicant tracking systems (ATS).

The ability to seamlessly integrate with complementary solutions is an essential ingredient of modern business agility, and Xref continues to seek new opportunities to add to its growing and successful partner ecosystem.

Between Q4 FY2017 and Q1 FY2018, Xref saw the first credits being used through its newly introduced integrations with ATS platforms iCIMS and Bullhorn. It also achieved outstanding growth in the number of credits being taken across existing integrations, including approximately 45% quarter-on-quarter growth from integrations with Oracle Taleo, SmartRecruiters and Expr3ss!. Xref's business model is to sell credits which are consumed as organisations perform candidate references on the Xref platform. Revenue through the SmartRecruiters platform alone has increased fourfold quarter-on-quarter.

Today, it has shared the details of three recently completed integrations with Workday, Equifax and Zapier.

Workday

Xref has successfully integrated a bespoke API into the human capital management component of the Workday enterprise resource planning platform. This integration is already in use by NBN Australia and Qantas.

Xref will offer Workday users globally, access to automated reference checking in order to fulfil their candidate screening requirements. Xref users will benefit from the breadth of the Workday platform, which allows workforce planning, recruiting, and talent management to work together in one system, and offer complete visibility of a global workforce.

For Xref, the size and success of Workday, which reported revenues of more than US\$1.5 billion in 2017, offers great promise as it leverages its established, global platform to introduce the Xref solution to existing clients and bolsters its offering to potential users with the addition of an automated referencing solution. Workday has more than 1,500 customers, with a focus on medium-sized and large organisations in the United States and other countries.

Equifax

Xref has also today announced that its partnership agreement with Equifax, the international data analytics company which provides a one-stop employment screening process, has progressed from pilot to production stage.

The agreement, which was formed in order for the two companies to capitalise on the integration of their platforms, has gone through a successful pilot phase, during which the companies' sales and development teams forged a strong relationship. "Powered by Xref" is now visible on Equifax's Workplace Solutions

Platform, enabling access to Xref for Equifax customers; and the inclusion of Equifax's logo on Xref's platform facilitates access to the Workplace Solutions Platform in return.

The partnership continues an earlier agreement with Veda, a data analytics company and the leading provider of credit information and analysis in Australia and New Zealand, which has since been acquired by Equifax, adding increased scope and a stronger focus. Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and more recently in the Asia Pacific region, with the acquisition of Veda.

Zapier

Xref has also revealed details of a new integration agreement with automated app integration solution, Zapier.

The Zapier agreement allows Xref to sit alongside the applications organisations use daily. The structure of the Zapier platform offers integration capabilities for API-based apps, without the need of a dedicated programmer or third-party app developer. This enables users to move seamlessly between the apps that work for them.

This agreement opens up a significant new market of potential Xref users, with the opportunity to connect the platform to more than 500 applications. A client agreement is already in place for this integration and the private Xref 'Zap' is now available on request for integration. Zapier operates in 13 countries including Australia and the United States.

Executive director / CTO, Tim Griffiths, said: *"These integrations demonstrate the vast revenue opportunities available when you develop a platform truly capable of adapting to client needs. They are all client-led developments and demonstrate that the organisations using Xref consider it a business-critical tool that should form the basis of their HR workflow."*

Executive director / CEO, Lee-Martin Seymour, said: *"Our integration strategy continues to go from strength to strength and as we introduce integration agreements, driven by the demands of specific clients, we actualise the real strength and agility of our platform. Our portfolio is growing but it's the drivers behind the integrations we are building that really excite us."*

Xref chairman, Brad Rosser, said: *"Xref recognises the value integrations offer in enabling organisations greater and easier access to a comprehensive suite of HR solutions. We continuously seek new ways to expand the range of solutions we can offer clients and, in turn, broaden the revenue streams we have access to."*

Application tracking systems are software systems used to manage recruitment. Application programming interfaces, or APIs, help to connect software services, allowing the exchange of information through the internet. APIs enable companies to create new products and channels at lower cost, helping to improve operational efficiency.

Xref's software as a service (SaaS) platform collects 60% more data five times faster than traditional methods and, by automating a vital task, protects companies from fraud, discrimination and privacy breaches. It is used by more than 600 clients across seven countries.

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