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## Investor Presentation

October 2016



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# The Board

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.



**Brad Rosser**  
Non-Executive Chairman



**Nigel Heap**  
Non-Executive Director



**Timothy Mahony**  
Non-Executive Director



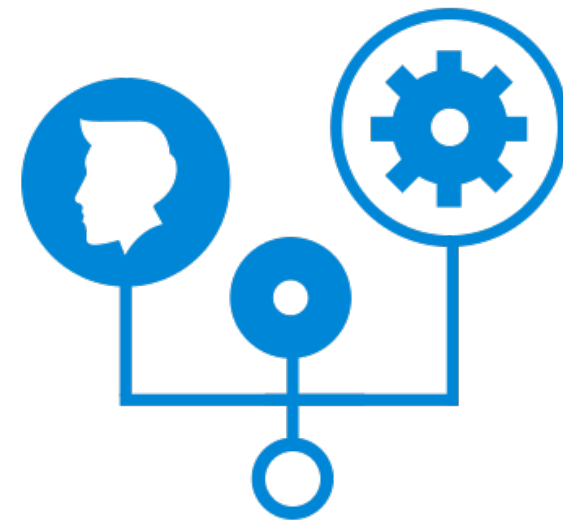
**James Solomons**  
CFO



# We have built a platform that automates the collection of feedback on potential and current employees.



We sell credits.  
An employer uses a credit to collect feedback on potential & current employees



We integrate our workflow to other platforms and services so that we provide a seamless, embedded and automated experience for our customers



We provide an unparalleled user experience so that we have the best chance to collect as much data as possible in the shortest amount of time



We use the data that we collect to provide meaningful insight on which our clients can make data driven hiring decisions



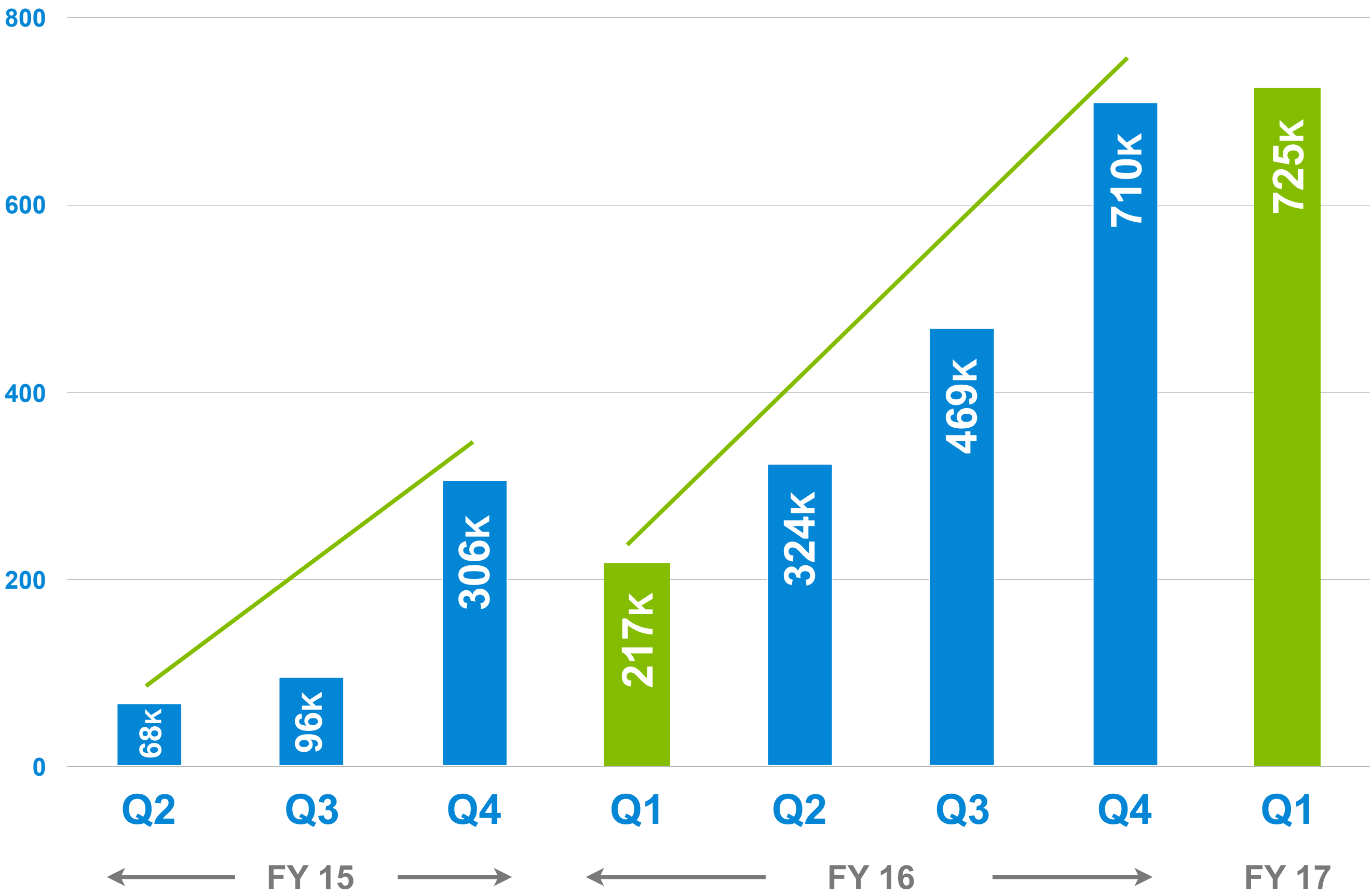
We deliver extreme value to our clients, therefore we expect it from our team, our partners and vendors

We are **xref** 



# Sales

## Last 8 Quarters



**\$364k**

Record month - Sept 2016

**\$725k, +234% YOY**

Record Quarter - Q1 FY 2017

**3% of revenue**

From North America & Europe



## Key new clients

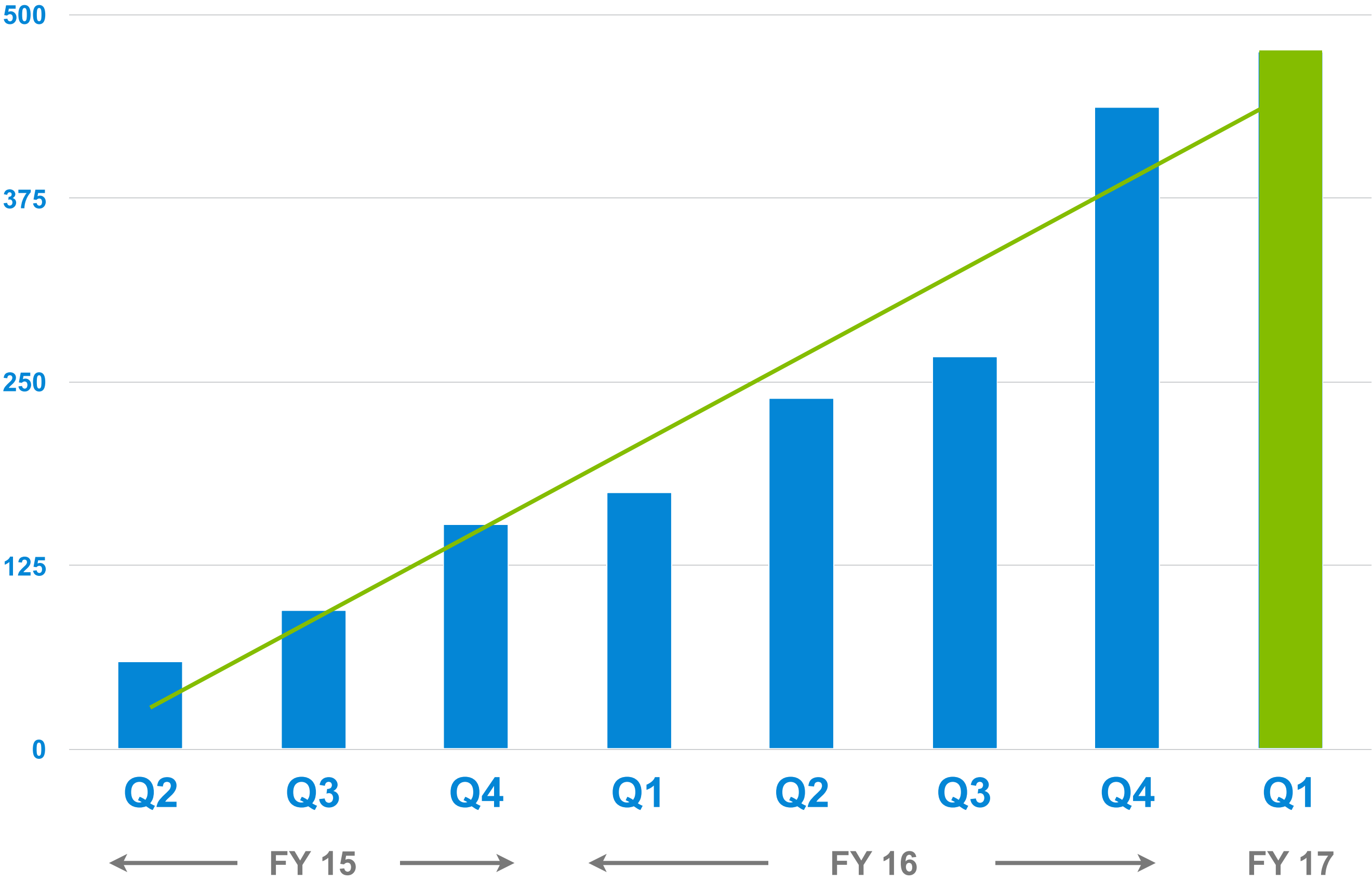


## Key renewals





# Usage / Industry growth



**\$475k**  
Q1 2017

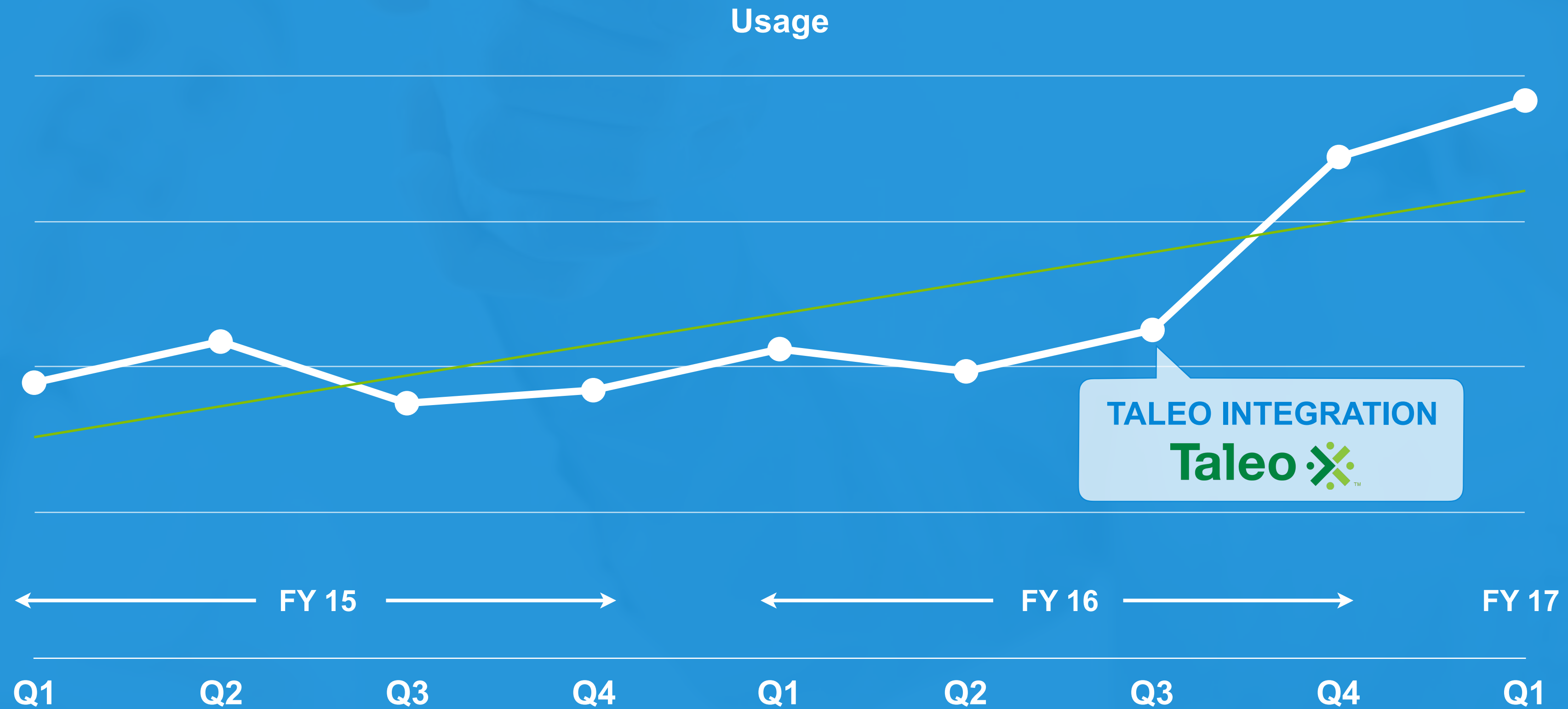
**\$175k**  
Q1 2016

**+172% YOY**  
Usage increase





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.





## NA

LAUNCHED **Q4 - 2016**

COUNTRIES COVERED **Canada  
United States**

OFFICE **Toronto**

STAFF **4**

ADDRESSABLE MARKET **162,000,000**

## EMEA

LAUNCHED **Q3 - 2016**

COUNTRIES COVERED **Europe**

OFFICE **London**

STAFF **5**

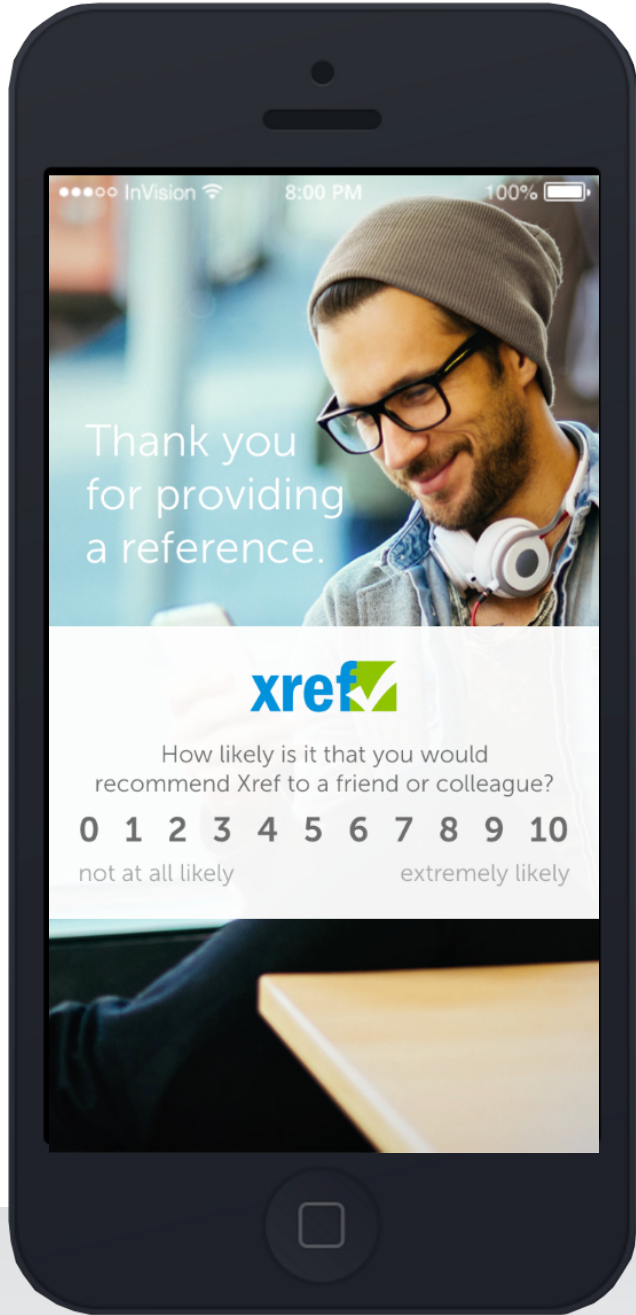
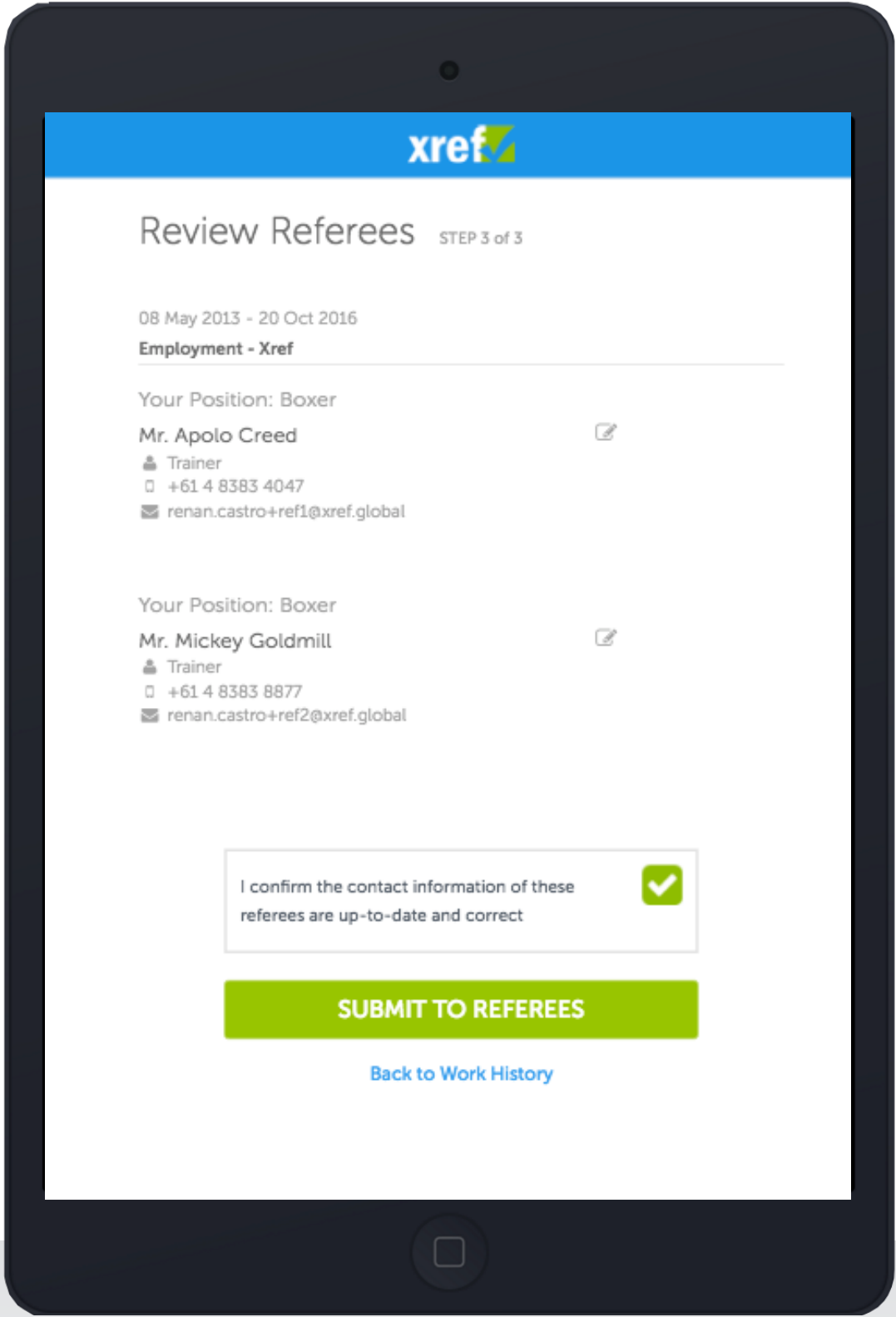
ADDRESSABLE MARKET **32,000,000**

## NEW CLIENTS





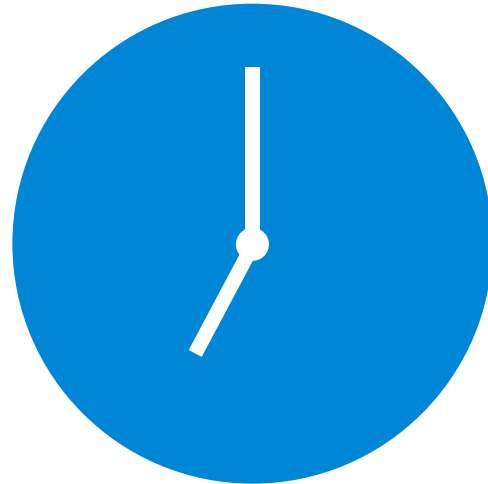
# New candidate app



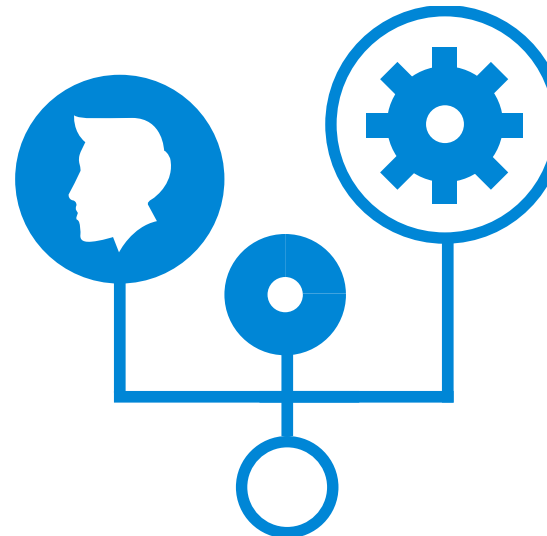
**Please provide a minimum of 2 references covering at least 3 years, leaving no gaps**



**A truly global platform**



**Time & number based**



**Uncapped data collection**



**Fully responsive**





■ ■ We are excited about the Xref and Expr3ss! Partnership, it allows us to have a single view of the candidate and keeps all the data in one place helping us make insightful staff selection decisions.  
Elissa Chami - Business Manager Recruitment,  
Rooty Hill RSL (RHR Group)

■ ■ We use both Xref and Expr3ss! in our business, the value of having a fully integrated experience within our staff selection platform is fantastic. Xref and Expr3ss! are a great example of two best of breed technology providers working together to provide a seamless experience to the customer and industry.  
Sally Park, HR Manager,  
Krispy Kreme Australia Pty Ltd



# Capital structure

# 102M

## Current Shares on Issue

52M

## Quoted Shares

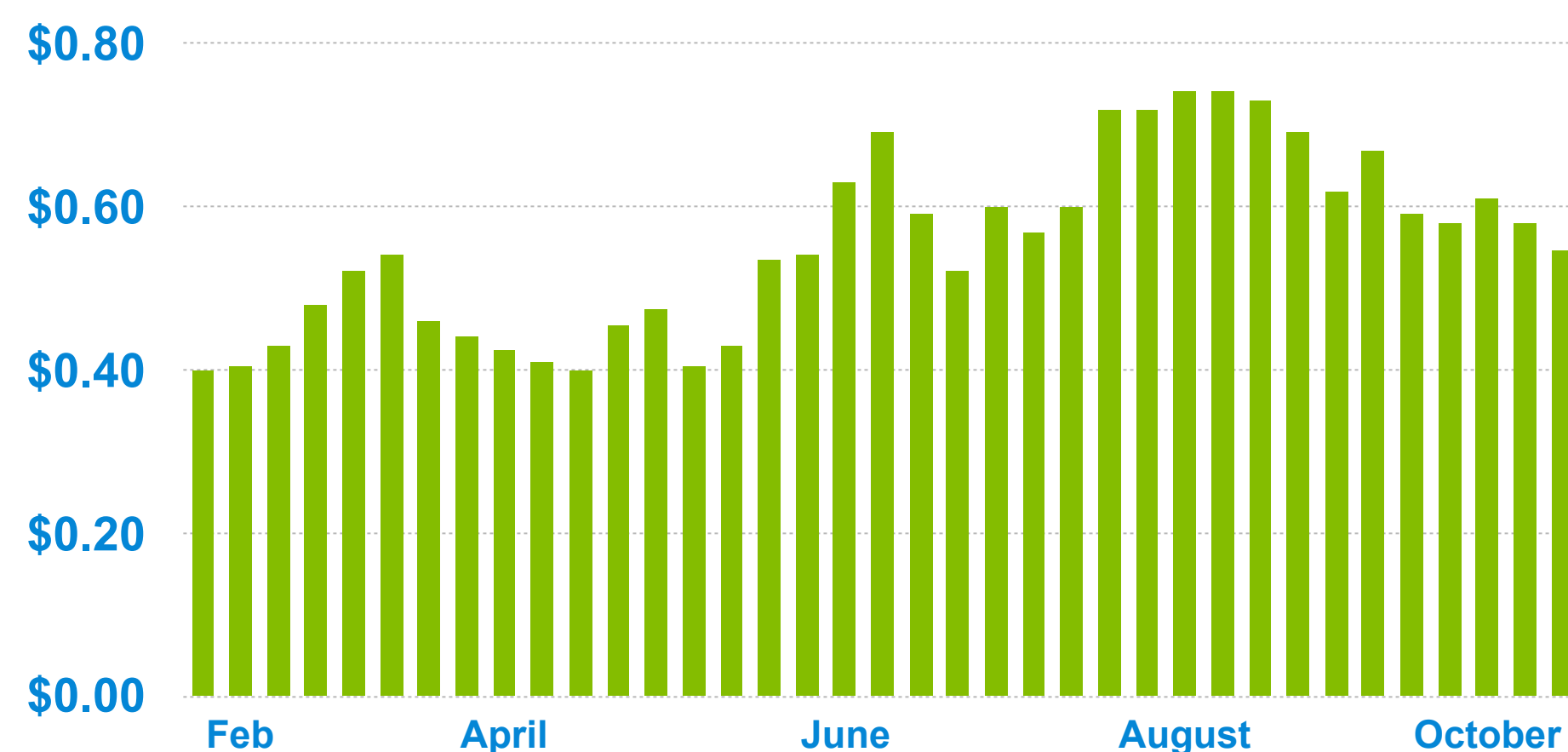
# 50M

## Escrowed Shares Issued to Vendors

**\$56M**

## Market Capitalisation at 55c (as at Oct)

## XF1 Share Price 2016



## Top 5 Shareholders

24M

**SQUIRREL HOLDINGS  
AUSTRALIA PTY LTD**  
Timothy Griffiths

24M

**WEST RIDING  
INVESTMENTS PTY LTD**  
Lee-Martin Seymour

8M

## HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED

# 3.5M

**CITICORP NOMINEES  
PTY LIMITED**



**AUSTRAL CAPITAL PTY LTD**

**Performance Rights of 50 million will be issued in line with the following milestones:**

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

**Milestone 2:** 16.6m Performance Rights 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 Rights will vest once Xref achieves annualised EBITDA of A\$5m within 5 years from Listing

\*Vendor shares issued to Directors were escrowed for 24 months by ASX.



# New testimonial videos

WE  
LIFE WITHOUT BARRIERS  
VE



APG & CO  
THE BRAND ASSEMBLY



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