



# Intelligent People Management.

**ASX:IHR - A look at 2019 and beyond**

**ROBERT BROMAGE, CEO**

26 October 2018 - AGM

[www.intellihr.com.au](http://www.intellihr.com.au)

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# Who are we

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

# Corporate Summary

Public Listed Company **ASX:IHR** Admitted to the list of the ASX on **23 January 2018**

## Capital Structure

Shares on Issue	104.6M
Total Options	15.2M
Total Performance Rights	367K
Market Capitalisation (30 June 2018)*	A\$28.8M
Cash (30 June 2018) #	A\$4.8M
Debt (30 June 2018)	Nil
Enterprise Value	A\$13.0M

\*As per 30/ June/2018 closing share price of \$0.275 per share #Estimated Cash Balance is A\$3.4 M as at 17 October 2018

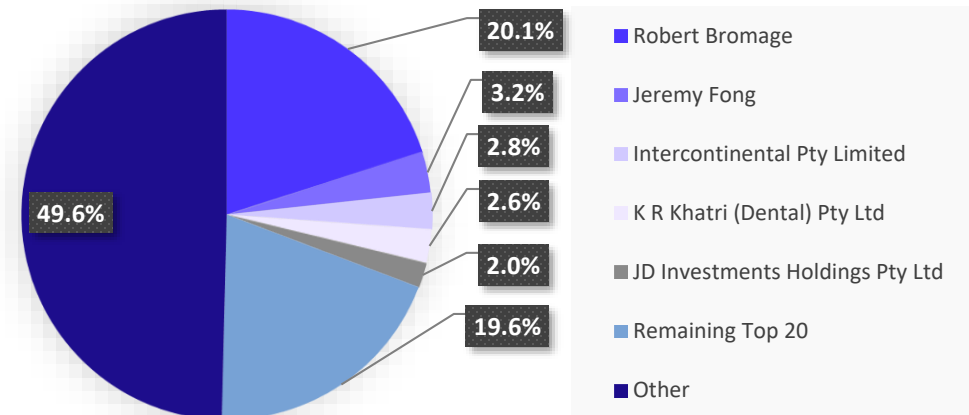
## Board/Executive

Managing Director and CEO	Robert Bromage
Executive Director and Chief Technology Officer	Jeremy Fong
Chief Operating Officer	Paul Trappett
Chief Financial Officer / Company Secreatry	Suzanne Yeates
Non-Executive Chairman	Tony Bellas
Non-Executive Director	Jamie Duffield
Non-Executive Director	Greg Baynton

## Share Price History



## Shareholders





# 2018 Financial Summary

	2018 \$	2017 \$	Change \$	Change %
Revenue from ordinary activities	313,501	80,944	232,557	287.3%
Net loss for the year attributable to members	(4,679,807)	(2,274,704)	(2,405,103)	105.7%
Basic and Diluted Earnings per share (cents per share)	(5.34)	(3.95)	(1.39)	35.2%
Net tangible asset backing per ordinary share	0.04	0.01	0.03	300.0%



# 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

# The SaaS Space is High Potential



Market Cap: ~A\$6.91B



~A\$44.04B\*



~A\$272.162B\*



~A\$11.48B\*\*



~A\$4.67B\*



~A\$380M



Founded in 2012, Namely has raised ~A\$303M\* in seed capital



Halogen Software recently purchased by SABA for ~A\$311M\*\*\*

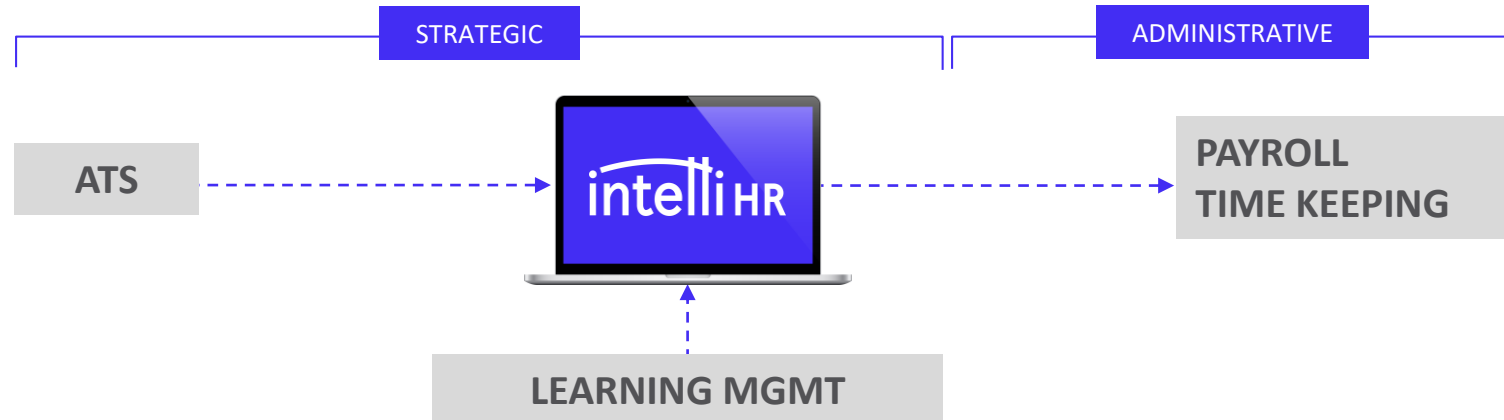


Over 5000 clients across over 100 countries<sup>1</sup>



I N T E L L I H R

# A Complete Strategic Solution



# Why we are 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**



Create  
strategic  
alignment



Put a  
spotlight on  
culture



Improve  
employee  
experience



Increase  
leadership  
capabilities



Elevate a  
focus risk  
+ governance



Generation of ROI from  
their People Strategies

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

# Why we are 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***



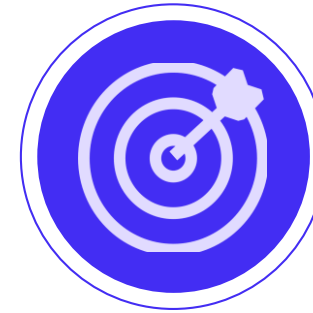
Know what  
is expected of them



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.



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# The Validation

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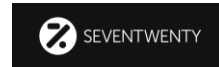




# Quality People

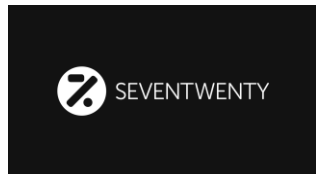
intelliHR Scooped the Gold Medal in  
HRD Employer of Choice 2018 Awards

# Quality Customers





# Quality Partners





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# GROWTH PROFILE

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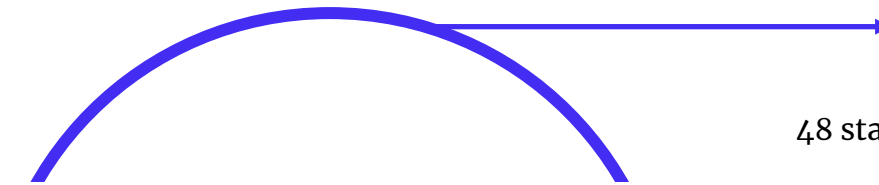


The best way to predict  
the future is to create it.

PETER DRUCKER

# Our Story

A LONG WAY IN JUST 4 YEARS



## 2018

ASX listed company  
48 staff including independent directors  
41 customers in 3 Countries  
5,000 plus users across the globe  
Revenues fast growing

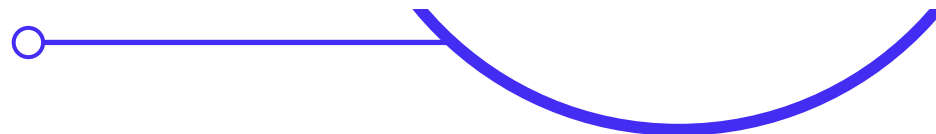
## Value Proposition

- 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.

## 2014

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



# Growth Track Record

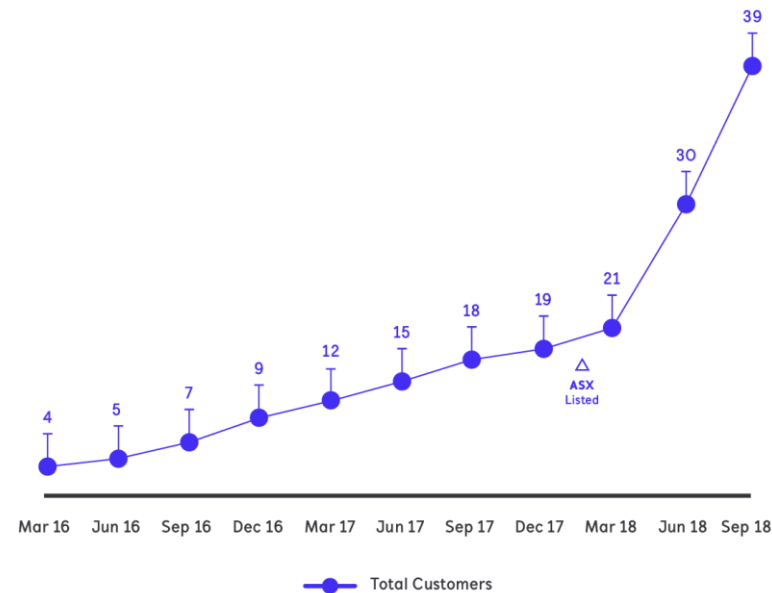
## TECHNOLOGY

Fast product development



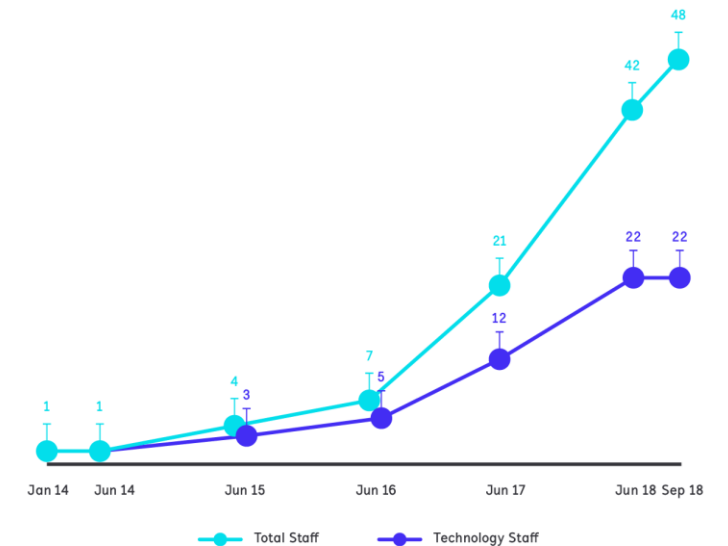
## CUSTOMER

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	

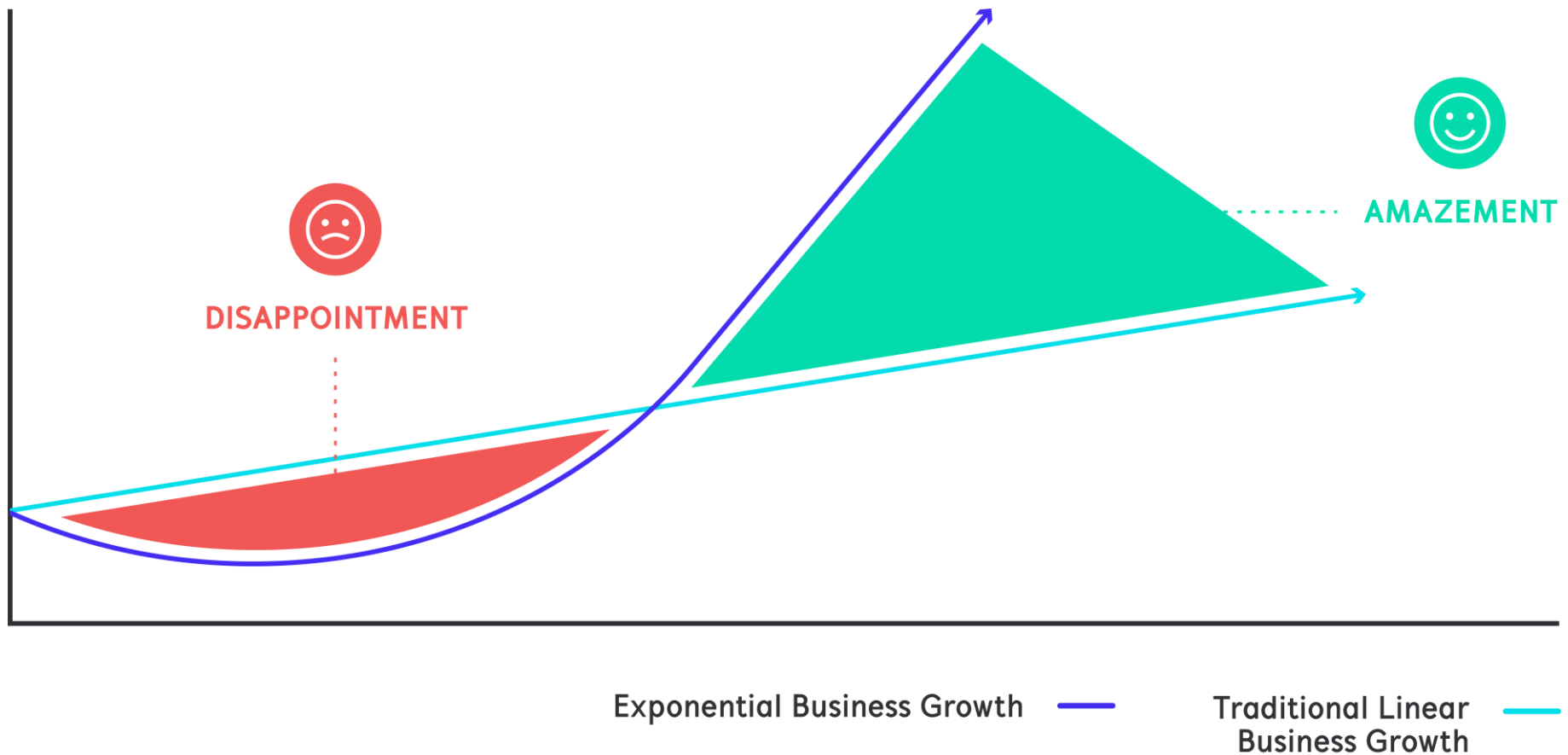
## GO GLOBAL

Australia	✓
New Zealand	✓
US	✓
UK	
Europe	
Asia	
Africa	

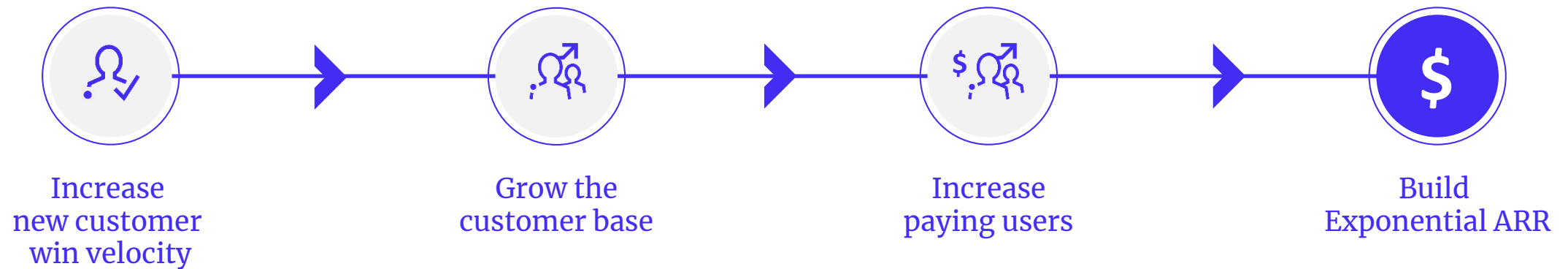
**Execution = Exponential revenue growth**

ANNUAL GENERAL MEETING

# Linear vs. Exponential 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 (first is close with Xero)

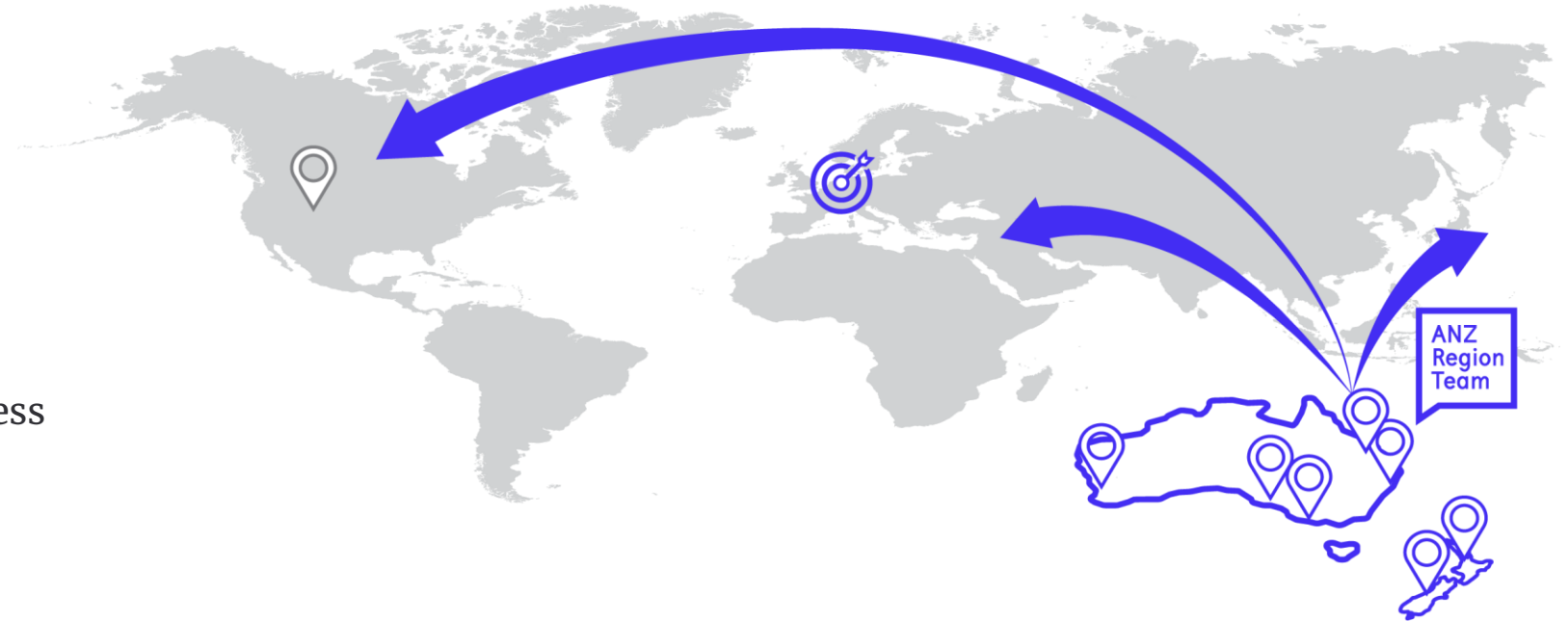
## BEYOND 2019

- 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

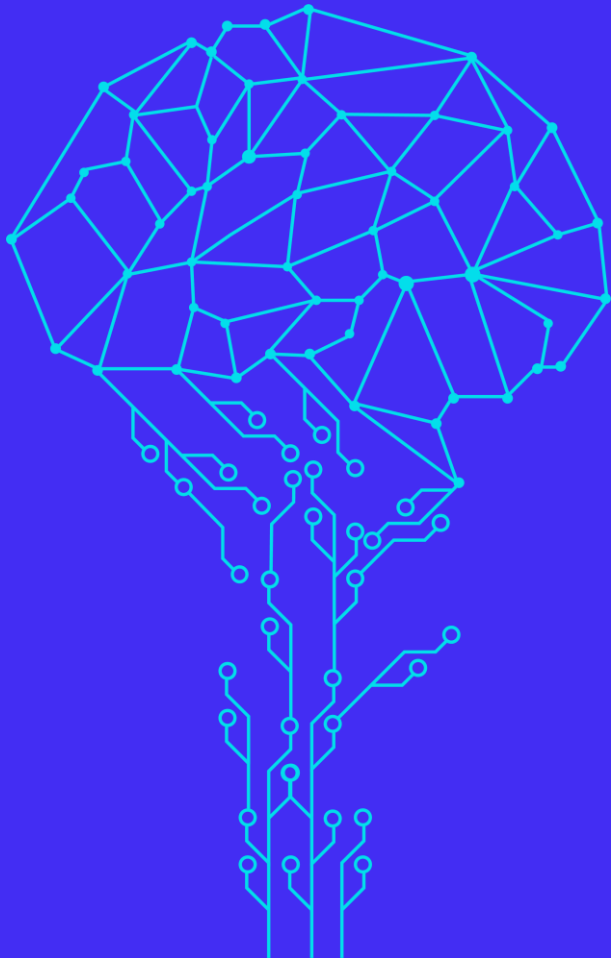
**\$30 Billion Global Market projected by 2025\***

- Early success in NZ and fast building a replicable entry platform for other countries.
- US coming on but 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





Rob Bromage

Managing Director & CEO



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