

intelliHR



IntelliHR

Building Global Capabilities

23 August 2021

ROBERT BROMAGE, Founder & CEO
ASX:IHR

www.intellihr.com

Disclaimer



The information in this presentation does not constitute personal investment advice. The presentation is not intended to be comprehensive or provide all information required by investors to make an informed decision on any investment in IntelliHR Limited ACN 600 548 516 (Company). In preparing this presentation, the Company did not take into account the investment objectives, financial situation and particular needs of any particular investor.

Further advice should be obtained from a professional investment adviser before taking any action on any information dealt with in the presentation. Those acting upon any information without advice do so entirely at their own risk.

Whilst this presentation is based on information from sources which are considered reliable, no representation or warranty, express or implied, is made or given by or on behalf of the Company, any of its directors, or any other person about the accuracy, completeness or fairness of the information or opinions contained in this presentation. No responsibility or liability is accepted by any of them for that information or those opinions or for any errors, omissions, misstatements (negligent or otherwise) or for any communication written or otherwise, contained or referred to in this presentation.

Accordingly, neither the Company nor any of its directors, officers, employees, advisers, associated persons or subsidiaries are liable for any direct, indirect or consequential loss or damage suffered by any person as a result of relying upon any statement in this presentation or any document supplied with this presentation, or by any future communications in connection with those documents and all of those losses and damages are expressly disclaimed.

Any opinions expressed reflect the Company's position at the date of this presentation and are subject to change. No assurance is given by the Company that any capital raising referred to in this presentation will proceed.

The distribution of this presentation in jurisdictions outside Australia may be restricted by law and you should observe any such restrictions. This presentation has been prepared, and is provided for business development, strategic partnering and other commercial discussions in Australia and the United States and does not constitute an offer to sell, or a solicitation to buy, securities in the Company inside or outside the United States.

Authorised for release by the Board of IntelliHR.



intelliHR – (IHR.ASX)

intelliHR is performing strongly in the high growth global HR market supporting the transition to Working-from-Home seen across the Globe...

intelliHR is a Software as a Service (SaaS) for HR and People Management

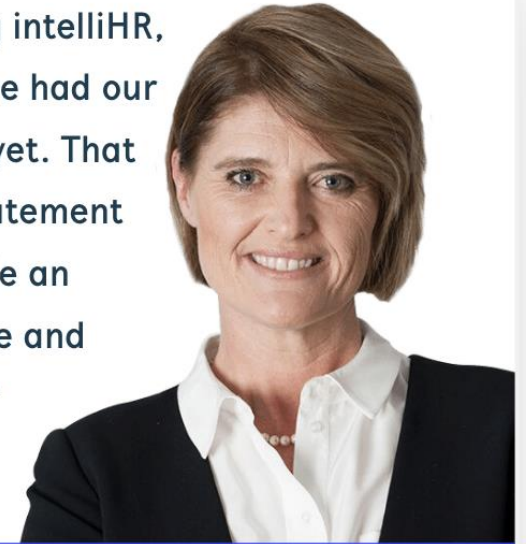
- Full HR Digitisation (Paperless Records)
- HR Process Automation (Paperless processes)
- People Compliance Management
- Performance Management Tools
- Feedback and Wellness Tools

And our USP

- People Data Visualisation and Analytics
- Realtime People Sentiment and Insights
- Multi - Language Capabilities

..... we Lower **Cost**, Higher **Productivity**, Improved **Revenues**.

"After implementing intelliHR, the following year we had our best financial year yet. That makes a massive statement to show how valuable an investment in people and technology can be."



SARAH GATEHOUSE

Head of People and Culture ANZ
Fujitsu General Australia



FY21 intelliHR Results Snapshot

- Strong global organic growth in Recurring Subscription Revenues
- Exceptional customer retention with world class NPS of 66
- FY21 Global market successes being built upon through increased investment in international distribution channels

ANNUAL RECURRING REVENUE

\$3,920,000

↑ UP \$1,970,000 ON FY20

GLOBAL SUBSCRIBERS

37,496

↑ UP 22,965 ON FY20

GLOBAL RECURRING REVENUE

\$1,210,000

↑ UP 163% ON FY20

CUSTOMER CASH RECEIPTS

\$2,950,000

↑ UP \$1,455,000 ON FY20

ANNUAL ORGANIC ARR GROWTH

101%

LOST CUSTOMER REVENUE

0.5%

NET CASH OUTFLOW

\$4.7m

GLOBAL EXPANSION

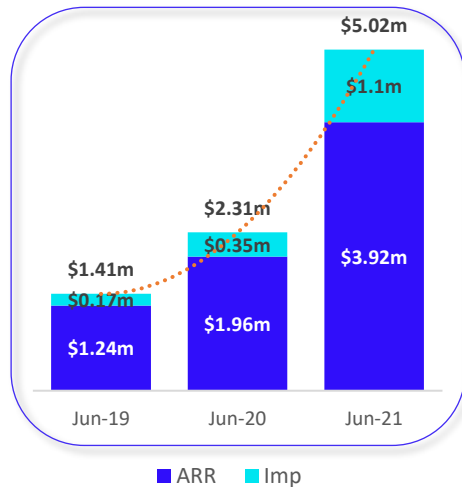
3 Global Hubs
2 Data Centers
Supporting **20 Countries**



Financial Performance Highlights FY21

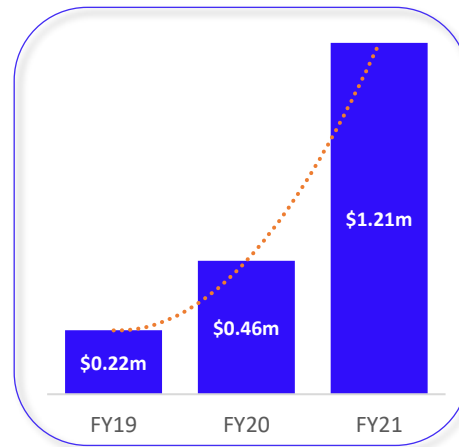
... FY21 delivered record and accelerating ARR growth via the acquisition of new customers, with global revenue growth of 163% during FY21 underlining the international potential of the intelliHR platform

ARR + Annualised Implementation *



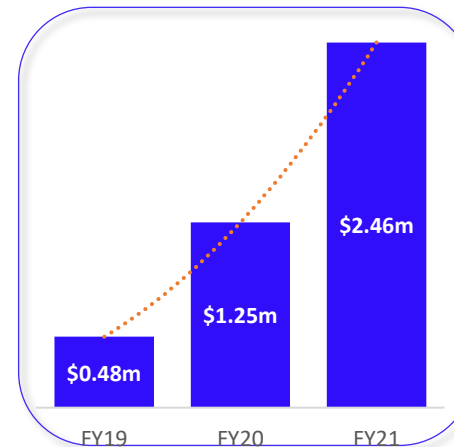
117%
YOY

Global ARR **



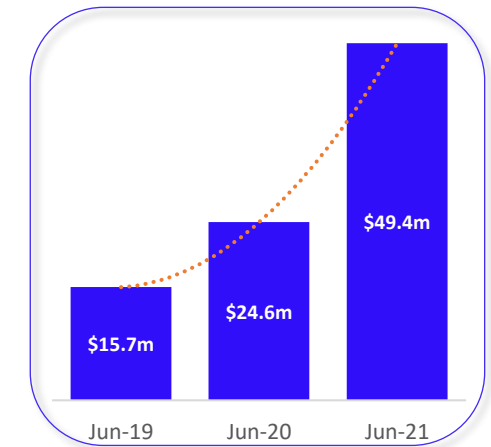
163%
YOY

Reported Revenue



97%
YOY

Total Customer Lifetime Value ***



102%
YOY

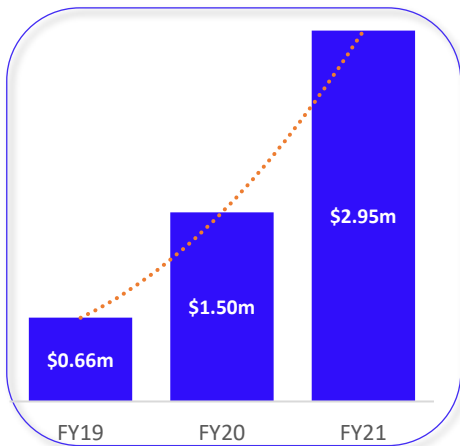
*30th Jun ARR + Q4 Implementation Annualised ** ARR from contracts and subscribers located outside Australia *** Based upon Customer Life Time of 15 years



Financial Performance Highlights FY21 - cont

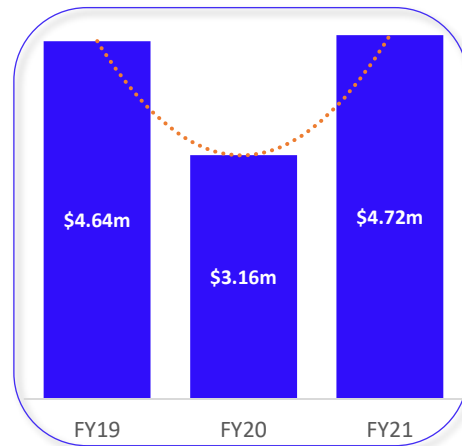
... strong increase in cash receipts as new business is successfully onboarded – high levels of customer retention with very low levels of lost revenue – increase in Global and Product Investment to increase capacity

Customer Cash Receipts



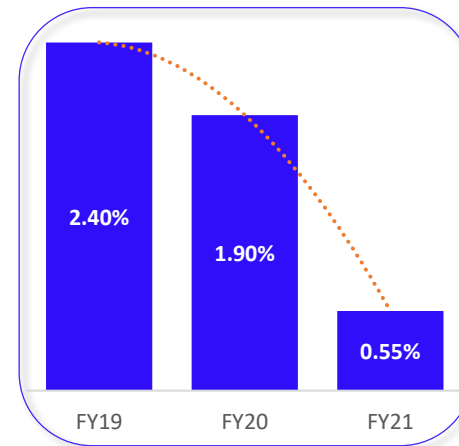
97%
YOY

Net cash outflows



49%
YOY

Lost Revenue %



71%
YOY

Rolling 12 month Net Revenue Retention

106%



from **113%**
in FY20

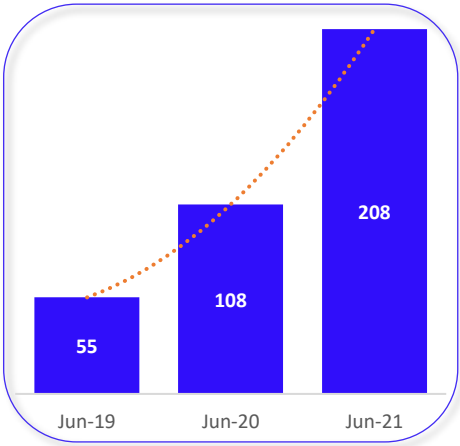


Financial Performance Highlights FY21 - cont



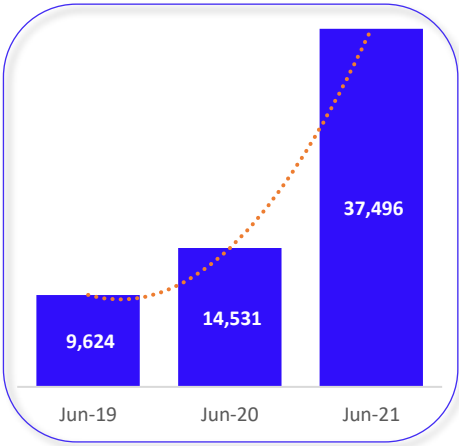
... New Business Growth has driven increases in Customers and Subscribers on Platform, with contracted global subscribers increasing by 418% during FY21.

Customers on Platform



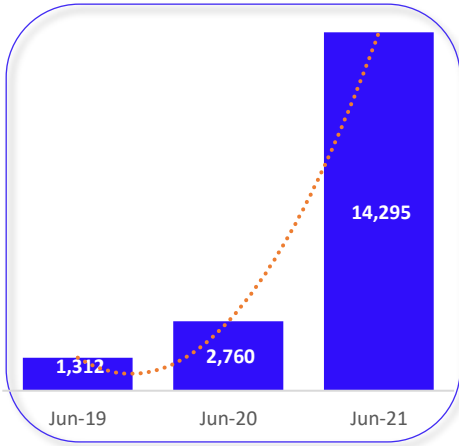
93%
YOY

Subscribers on Platform



158%
YOY

Global Subscribers



418%
YOY

Customer NPS



FY21 intelliHR Results Snapshot



....over 50% Record FY21 Growth came from Enterprise Customers

Enterprise Customer (+1000)

Av ARR
\$157,214
Total Subscribers
20,033
12 month Churn %
0%

Mid Market Customer – (50-1000)

Av ARR
\$24,510
Total Subscribers
15,453
12 month Churn %
0%

Small Customers – (less than 50)

Av ARR
\$3,841
Total Subscribers
2,480
12 month Churn %
3.2%

Average 3 Year Revenue Churn *

1.61%

Customer LTV \$

\$49,746,511

Calculated Customer Life Time **

62.11 years

Forecasted Customer Life Time ***

15 years

* Churn for FY21 0.55% ** Calculated customer life time based upon Churn *** Opted for conversative forecast of 15 years in place of calculated 62.11 year customer life time

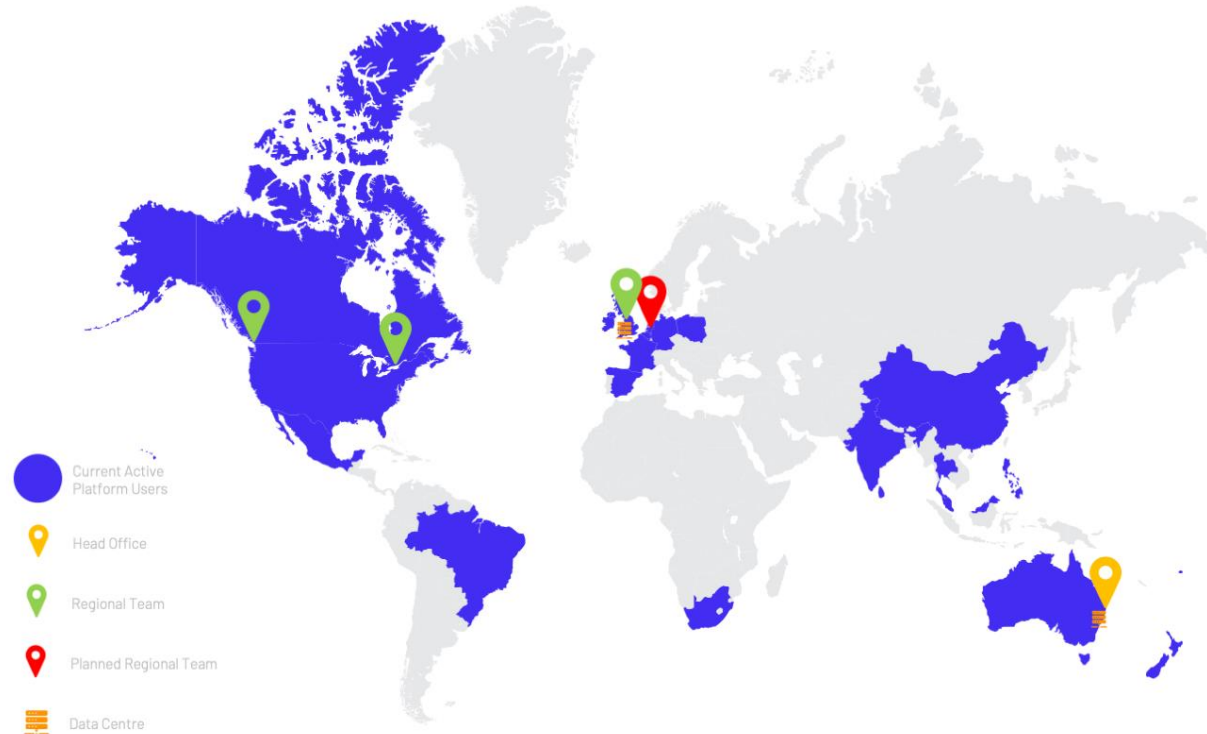


intelliHR's Global Focus

... Nearly 40% of intelliHR's subscribers are now located outside of Australia.



- Supporting customers in 20 countries demonstrating the ability of the platform to meet the needs of business and team members around the world.
- Sales & Service Teams are based in APAC, America's, and during the current quarter we have expanded our team into the UK market space.
- Opening new geographic markets thanks to the inclusion of Foreign language translation - Initial languages include French Canadian, French, English (US) and Spanish.



Hassan Farooqi
OSLRS
Director of Learning
and Development



"After viewing over a dozen different Performance Management SaaS products, we've chosen intelliHR to help us achieve our goals and our vision as an organization. We've received nothing but best-in-class service and a willingness to listen and make things happen"



Our Growth is being generated across Multiple Channels

...we actively pursue partnerships which enhance customer value and generate new customer leads
positioning intelliHR at the centre of a best-of-breed people management ecosphere

ESTABLISHED AND EXPANDING GLOBALLY

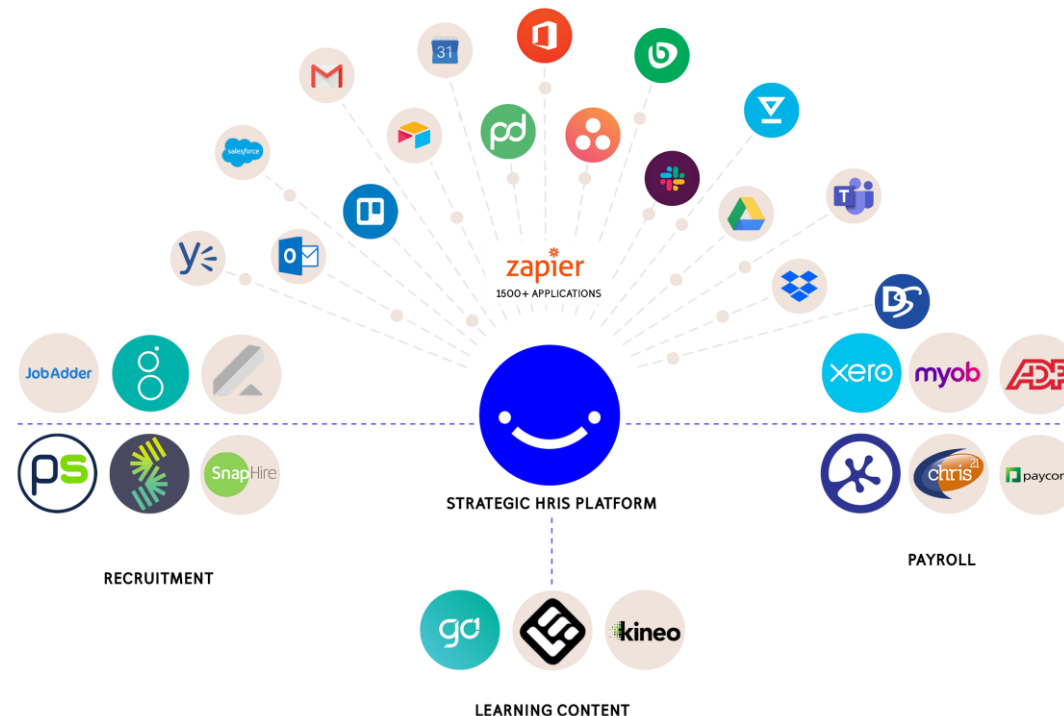
Direct Channel

Direct Sales and Implementation carried out by the intelliHR team

- APAC Team – Brisbane based – 14 team members
- North American Team – Located in Toronto and Vancouver – 13 team members
- United Kingdom/EU – Team of 2 (Presently expanding to 4)

GROWING QUICKLY

intelliHR Best of Breed Ecosystem



NEW EMERGING LARGE-SCALE GROWTH

intelliHR Inside - Reseller

Resellers – offer a highly efficient source of new customers with resellers typically owning Customer Sales and first level Support.

- HR and Business Consultancies
- Technology and Integration Consultancies
- ****intelliHR inside**** – intelliHR system included as part of another technology vendors offering – For example Enterprise Payroll wanting to offer intelliHR's best of breed HR, People Management and advanced People analytics.



Executing our Global Growth Strategy

Well positioned to support the global shift to 'Work from Home'...



Global Growth Strategy

Enterprise Customer Expansion

- Increased Conversion and Pipe depth
- Wins against Industry Leading Competitors
- Advanced Analytics and Executive Insight
- Speed to Value
- Low-Cost Bespoke Configuration
- Building out Enterprise Specific Features

Increasing Global Coverage

- 3 Global Hubs already serving 20 Countries
- Built out our Global Sales and Support Capabilities during FY21
- Established EU Data Centre
- Global Enterprise Focus
- Added Foreign Language Capability

Investment in Best of Breed Eco-system

- Enterprise Customers demand Best of Breed Software choice
- Eco-system Partnerships and Integrations
- New - IntelliHR Inside – Technical Product Partnerships offering Growth at Scale

Evidence of our successes during FY21...

- Established a predictable Sales investment machine
- Over 50% of intelliHR's Record FY21 Growth of \$1.92m came from Enterprise Customers - expected to expand further in FY22
- Global Subscribers increase by 418%, with Global Annual Recurring Revenue topping \$1.21m
- 50% of Enterprise Growth sourced from Global Markets
- Negotiated Reseller technology partnership offering significant and scalable growth – Converted in August 2021
- Eco-system Partnerships accelerating growth by contributing to 81% of ARR wins in record Q4



Game-Changing Reseller Channel Partnership for UK Market

.... extends intelliHR's potential as a high growth best-of-breed SaaS platform, realising the potential to scale fast through large channel partnerships



- Execution of a significant Reseller Agreement with leading UK-based payroll software provider Payroll Software and Services Group (PSSG) and its subsidiary Cintra to sell the intelliHR SaaS offering to Cintra's enterprise customer base of over 200 customers, representing over 200,000 potential subscribers. In addition, the PSSG portfolio exceeds 1,250 customers, servicing a payroll of 1.6 million people
- The agreement accelerates intelliHR's international expansion and represents its first major large scale channel partnership deal in its emerging reseller sales channel. The arrangements are expected to dramatically increase intelliHR's UK market penetration.
- Annual Recurring Revenue (ARR) potential of up to circa \$8.0m from the Cintra agreement, subject to successful roll out which is expected to gain significant momentum in H2 FY2022.



HR Technology is NOW the NEXT BIG THING

WHY are Businesses seeing HR TECH essential and must haves today?

Pre COVID ~~THE PAST~~



~~THE FUTURE~~ Post COVID



THE FUTURE IS HERE TODAY.

Every business around the world was disrupted in 2020 by the pandemic. The fundamentals have not changed but the way of working has.

- People costs are one of their biggest costs
- People are their most valuable asset - succeed and fail based on people
- Businesses need better tools to help them **ATTRACT**, better **MANAGE** and **RETAIN** the best people
- The way of working has been disrupted by the Pandemic and jumped ahead at least 5 years, adapt fast or be left behind
- If you can't see your people, you need intelliHR
- Even if you can see your people, you still need intelliHR



Why intelliHR? We deliver a compelling ROI

.... through reduced HR admin costs (including people and systems), lower turnover and improved productivity



Single source of truth

ROI



Core HRIS / workflow & compliance

Workflow and compliance tools to automate manual HR admin tasks, digitize HR records

- Employee lifecycle automation
- Self-service record keeping
- Policy management automation
- Automated organisational charting
- Employee qualification compliance



Optimised HR admin costs



Increase engagement and wellbeing



People and performance management tools

Engage employees and realise the benefits of performance and retention.

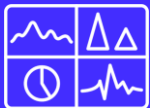
- Personalised performance systems
- Continuous feedback
- Multifunctional goals
- Performance monitoring
- Training and development plans



Build higher performing teams



Increase productivity



Analytics and predictive insights

Generate real-time and predictive insights from people data and provide actionable strategies.

- Culture and community
- Performance and productivity
- AI and predictive sentiment
- Risk and compliance
- Planning and financial drivers



Reduce turnover



Make data-driven business decisions



Competitor Mapping

...highlights the intelliHR point of difference with a platform that provides sophisticated enterprise capability at a speed of implementation and price point appropriate to the needs of a dynamic business.



Affordable (\$)



UltiPro



intelliHR



Lattice

bamboohr™



Reflektive



Cornerstone



Expensive (\$\$\$)

Basic Capability (✓)

- Limited customisation
- Generic “one size fits all”
- Limited functionality
- Limited integration with other systems

Enterprise Capability (✓✓✓)

- Highly customisable
- Scalable
- Best-in-class
- Integrates with other systems
- Local content and support
- Advanced analytics



The Calibre of intelliHR Customers

...is a reflection of the efficacy of the enterprise grade platform and its scope from managing administrative processes to driving team and business strategy.

Professional Services	LANDER & ROGERS	Health & Disability Care	scope <small>myhealth</small> MEDICAL CENTRE
Financial Services		Retail Services	OSL
Technology		Property Services	first5 MINUTES
Public Utility		Education	
Engineering	 ARUP	Distribution	PENSKE
Mining		General Industry	FUJITSU



Sharyn Murray
Baby Bunting
General Manager People & Culture

"We are looking forward to partnering with IntelliHR as part of our People & Culture Transformation journey. IntelliHR are a progressive software vendor that demonstrates a strong alignment to our values and the solution delivers a great employee experience which provides us the opportunity to put our team members in the driver's seat as we grow."



intelliHR Track Record

...leads the competition with independently compiled ratings that are consistently ahead in every category.

"Where have you been all my life!"

BEN W.
COMPANY SIZE: 13-50 EMPLOYEES

★★★★★

GetApp

"Great Product. Amazing service."

HELENE G.
NATIONAL OPERATIONS & HR MANAGER

★★★★★

Capterra

"Fantastic HR Support."

JAYDE K.
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

G2

"Perfect for our business needs."

OLGA D.
COMPANY SIZE: 201-500 EMPLOYEES

★★★★★

GetApp

"Can't live without it!"

ADMINISTRATOR
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

G2

"Game changing software."

RENAE L.
MANAGING DIRECTOR

★★★★★

Capterra

Best Support

WINTER 2021

ACHIEVEMENT | NOV-2020

HR ANALYTICS

Capterra
★★★★★
BEST VALUE
2020

Easiest To Do Business With

WINTER 2021

ACHIEVEMENT | NOV-2020

HR ANALYTICS

Capterra
★★★★★
BEST VALUE
2020

High Performer

WINTER 2021

ACHIEVEMENT | NOV-2020

SURVEY

Capterra
★★★★★
BEST VALUE
2020

Easiest Admin

WINTER 2021

ACHIEVEMENT | NOV-2020

SURVEY

Capterra
★★★★★
BEST EASE OF USE
2020

Easiest To Use

WINTER 2021

ACHIEVEMENT | NOV-2020

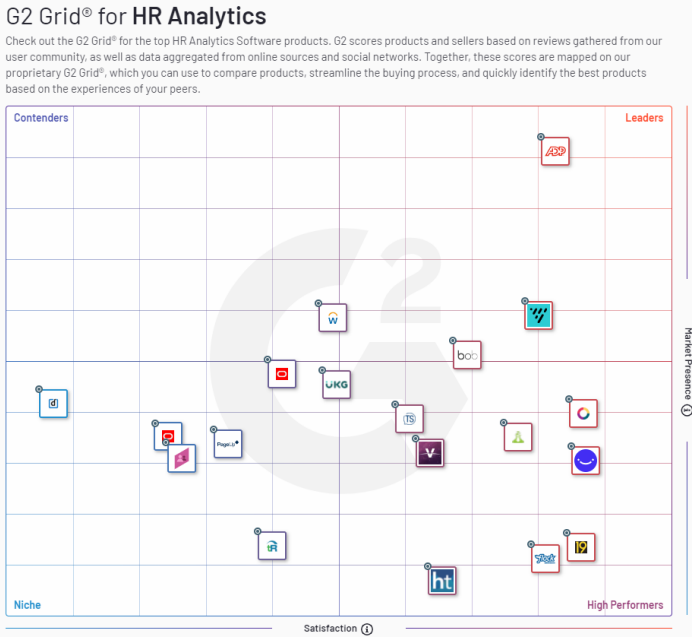
SURVEY

Capterra
★★★★★
BEST EASE OF USE
2020

66

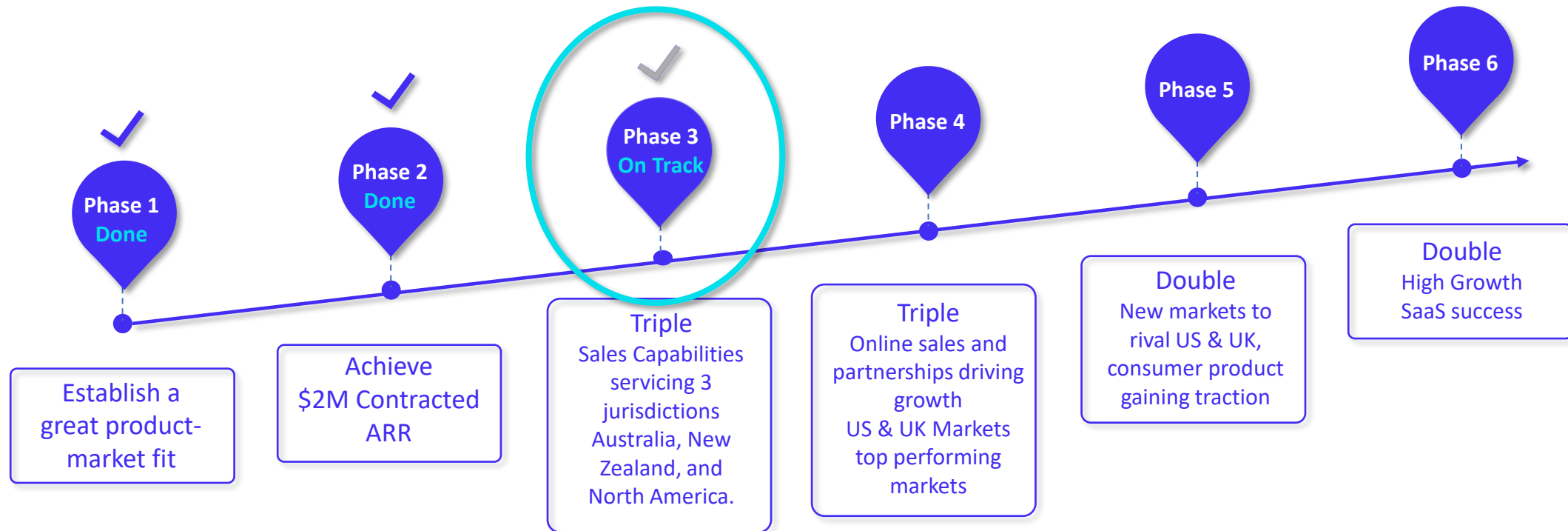
A World Class NPS

Net Promoter Score (NPS) measures the loyalty of customers to a company. NPS scores are reported with a number ranging from -100 to +100.



The Next Growth Cycle

...as set out 15 months ago, will see continued revenue growth in new and existing markets with further investment in both R&D and sales and marketing resources to capitalise on a large and fast-growing global market.





Rob Bromage

Managing Director & CEO



robert@intellihr.co



+61 7 2102 5750

Linked in™ [/rob-bromage](#)