

intelliHR



intelliHR

Managing Director Presentation

30 November 2021

ROBERT BROMAGE, Founder & CEO
ASX:IHR

www.intellihr.com

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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

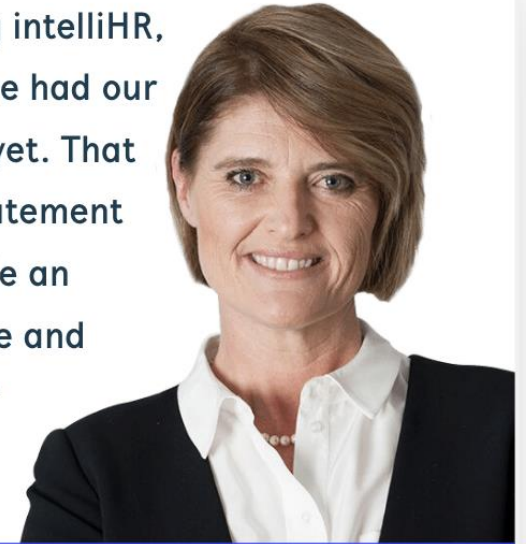
- Full HR Digitisation (Paperless Records)
- HR Process Automation (Paperless processes)
- People Compliance Management
- Performance Management Tools
- Feedback and Wellness Tools

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 Results Snapshot

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

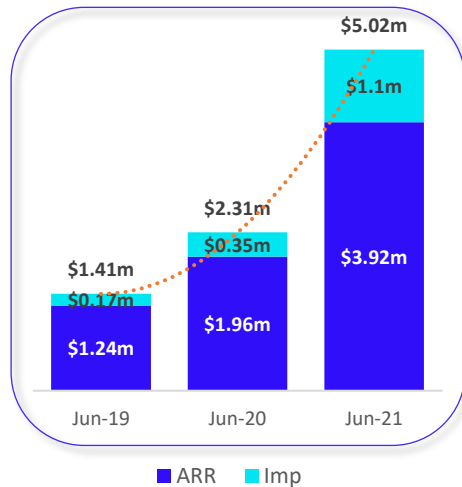
3 Global Hubs
2 Data Centers
Supporting 20 Countries



Financial Performance Highlights FY21

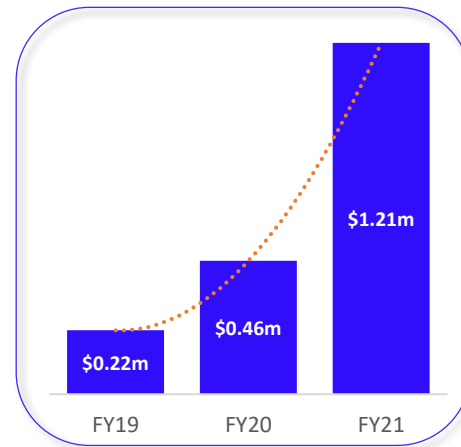
... FY21 delivered record and accelerating ARR growth via the acquisition of new customers, with global revenue growth of 163% during FY21 underlining the international potential of the intelliHR platform

ARR + Annualised Implementation *



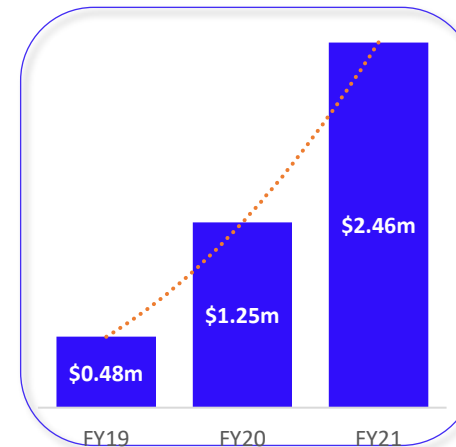
117%
YOY

Global ARR **



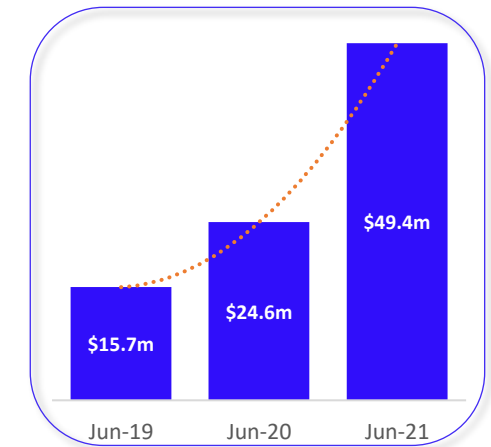
163%
YOY

Reported Revenue



97%
YOY

Total Customer Lifetime Value ***



102%
YOY

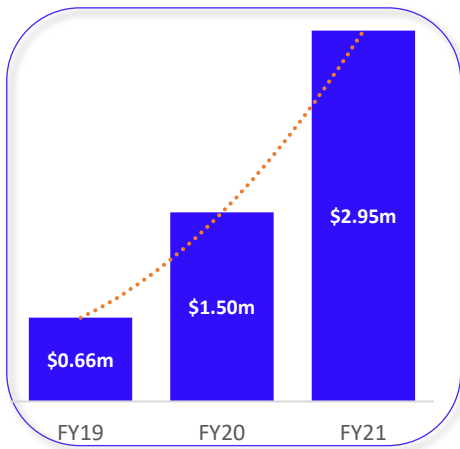
*30th Jun ARR + Q4 Implementation Annualised ** ARR from contracts and subscribers located outside Australia *** Based upon Customer Life Time of 15 years



Financial Performance Highlights FY21 – cont

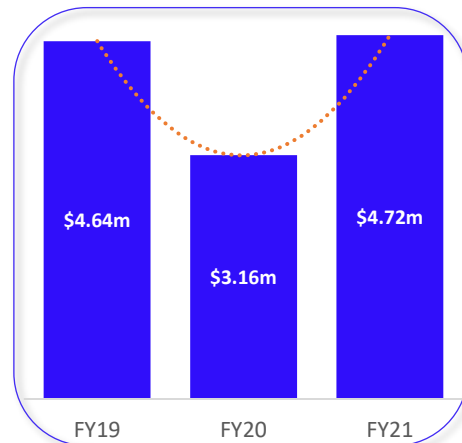
... strong increase in cash receipts as new business is successfully onboarded – high levels of customer retention with very low levels of lost revenue – increase in Global and Product Investment to increase capacity

Customer Cash Receipts



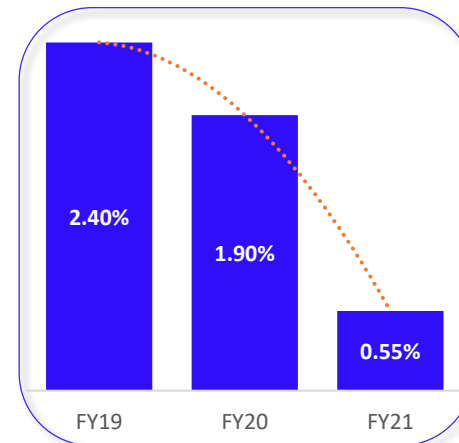
97%
YOY

Net cash outflows



49%
YOY

Lost Revenue %



71%
YOY

Rolling 12 month Net Revenue Retention

106%



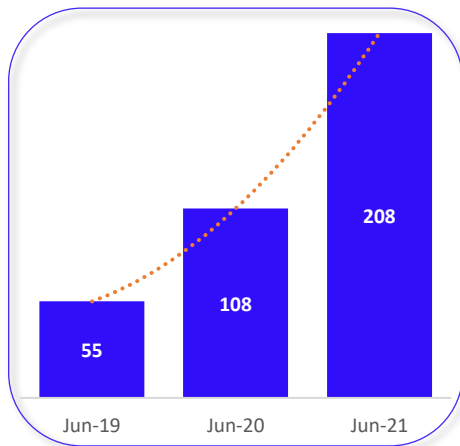
from **113%**
in FY20



Financial Performance Highlights FY21 – cont

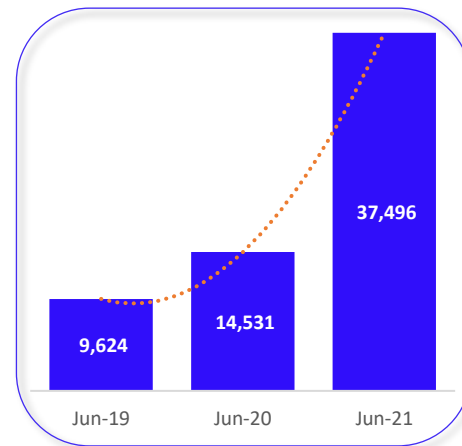
... New Business Growth has driven increases in Customers and Subscribers on Platform, with contracted global subscribers increasing by 418% during FY21.

Customers on Platform



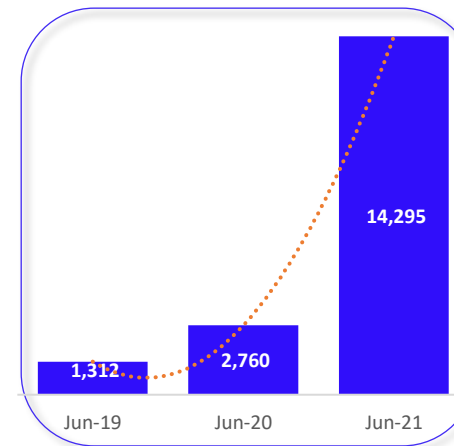
93%
YOY

Subscribers on Platform



158%
YOY

Global Subscribers



418%
YOY

Customer NPS

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.



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%

Calculated Customer Life Time **

62.11 years

Customer LTV \$

\$49,746,511

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





FY22 to Date Update

Financial Performance Highlights to Date

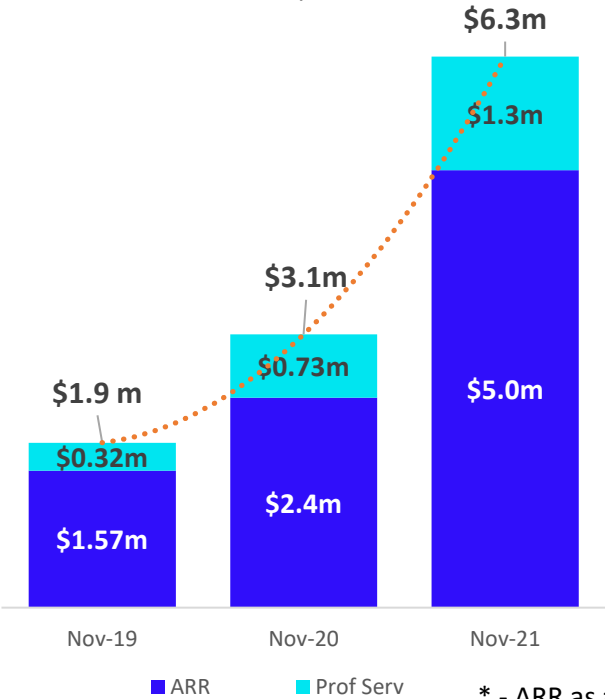
... Q1 and Q2 to date FY22 has Continued to delivered strengthening ARR growth via the acquisition of new customers and increasing international business. intelliHR is well positioned to facilitate the global trend of Working-from-Home for an expanding customer audience.



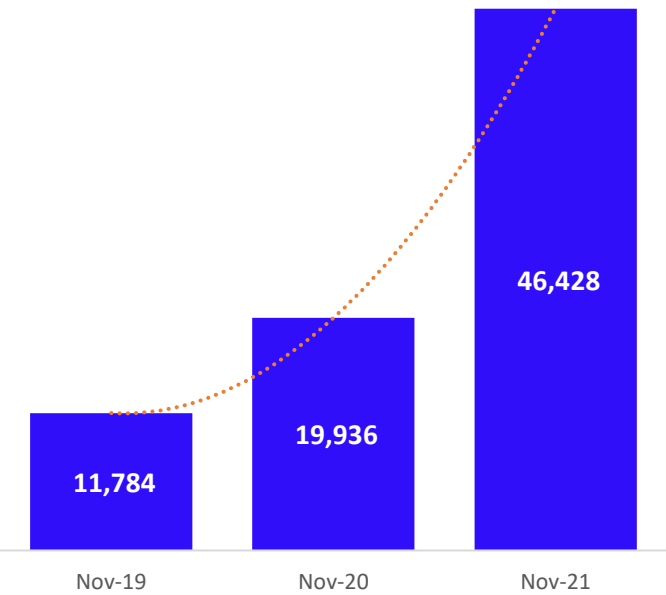
- Strengthening first half with ARR and Invoiced revenue growth thanks to the addition of 50 new customers
- Customer and Enterprise wins and Upgrades in North American and APAC Markets
- Customer success revenue continuing to strengthen

YOY Subscriber Growth - 133% ↑
YOY Customer Growth - 93% ↑
YOY Total Annualised Revenue - 102% ↑

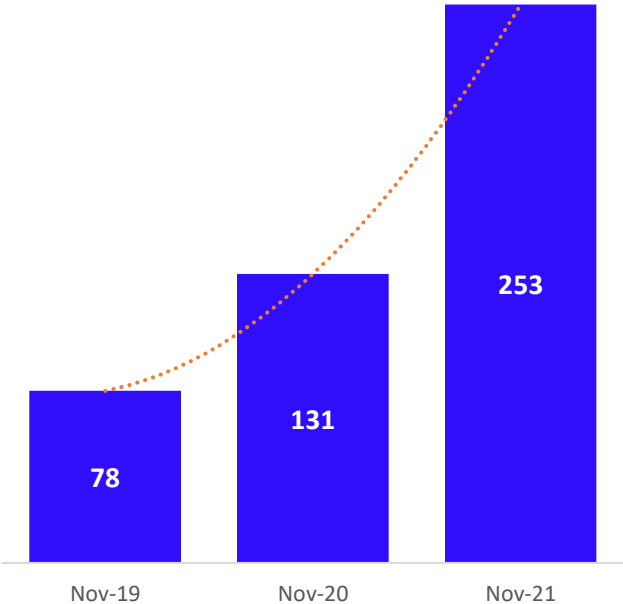
ARR + Annualised Implementation - *



Subscribers on Platform



Customers on Platform



* - ARR as at 4th Nov ARR + Last 90 days Implementation Annualised



Financial Performance Highlights FY22 to date

... detailed analysis of the strong momentum continuing to building over the course of FY22 – Shift toward Enterprise Customer

Customer LTV \$

\$63,083,160

Forecasted Customer Life Time ***

15 years

12 Month Churn

0.58%

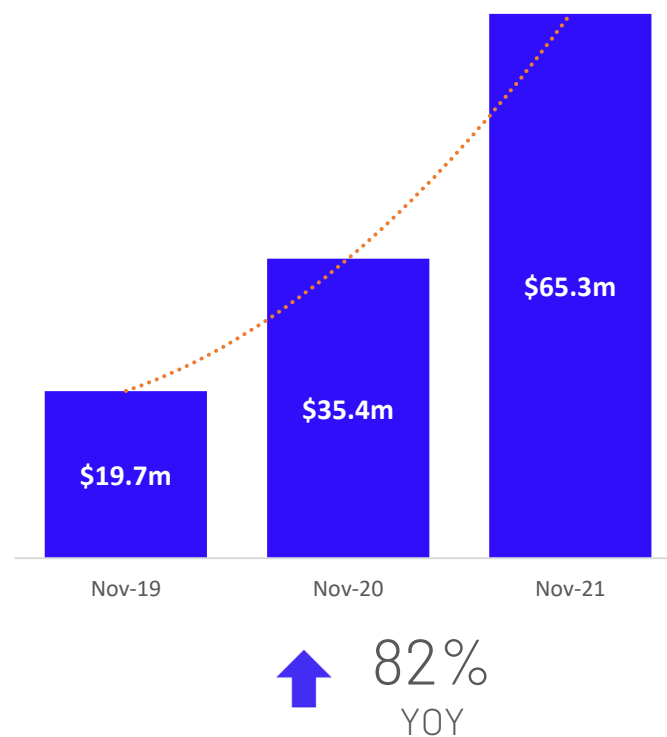
Three Year Av Churn

1.32%

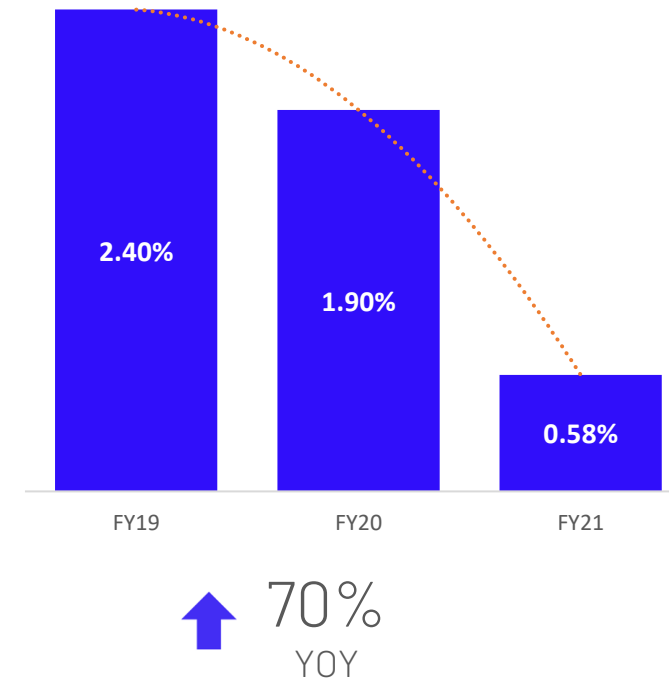
Calculated Customer Life Time **

75.75 years

Total Book Customer
Lifetime Value



Annual Lost Revenue
Percentage



* Churn for Prior 12 months 0.58% ** Calculated customer life time based upon Churn *** Opted for conversative forecast of 15 years in place of calculated 75.75 year customer life time



intelliHR Customer Snapshot Nov 2021



Enterprise Customer Av ARR (+1000)

\$156,351

Total Subscribers

24,033

Total Customers

11

Average Headcount

+2000

12 month Churn %

0%

Mid Market Customer Av ARR - (50-1000)

\$24,510

Total Subscribers

19929

Total Customers

112

Average Headcount

180-200

12 month Churn %

0.5%

Small Customers Av ARR - (less than 50)

\$3,841

Total Subscribers

3,020

Total Customers

131

Average Headcount

25-50

12 month Churn %

3.1%



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 HOLDING REDLICH	Health & Disability Care	scope southern cross care Valuing and Respecting human Life
Financial Services	hif Your health Your choice ScotPac Business Finance	Retail Services	OSL BabyBunting
Technology	instaclustr	Services	first5 MINUTES Pizza Hut
Public Utility	contact	Education	KING'S CHRISTIAN COLLEGE
Engineering	DBM VIRCON BDS VIRCON CANDRAFT VSI PDC ARUP	Distribution	PENSKE
Mining	BENGALLA	General Industry	FUJITSU SUPPORT NINJA



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."

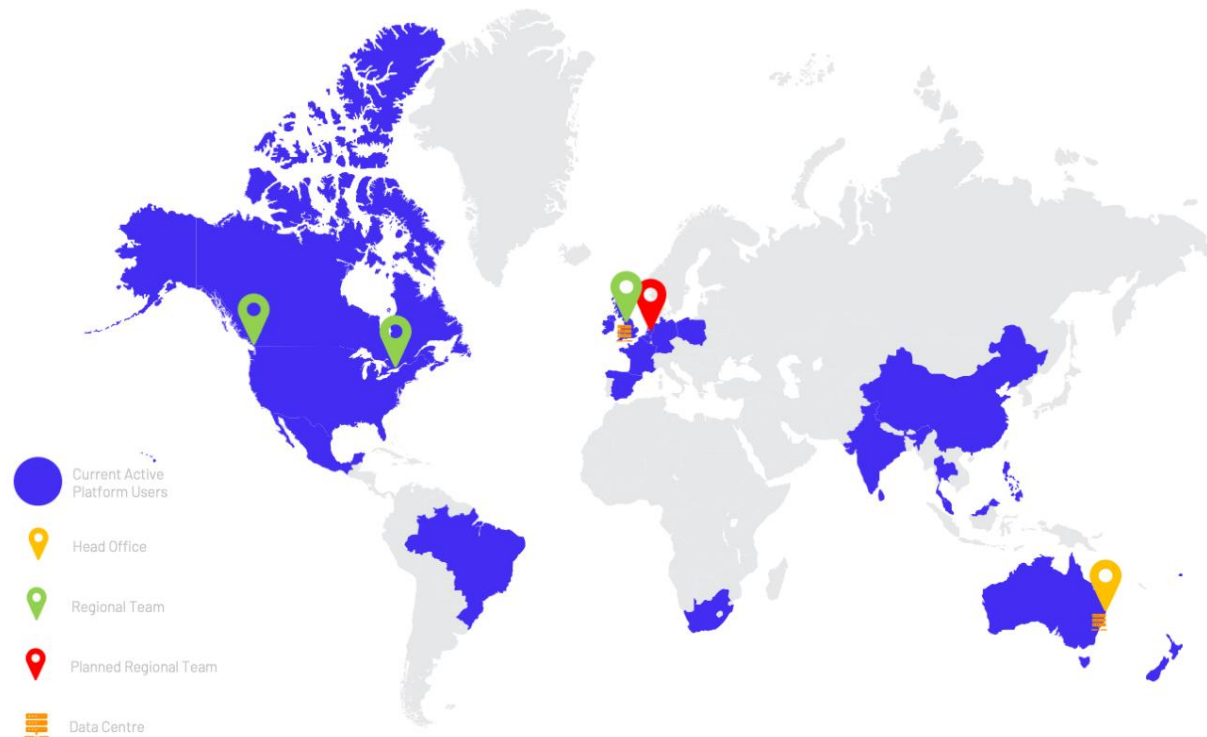


intelliHR's Global Focus

... 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



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

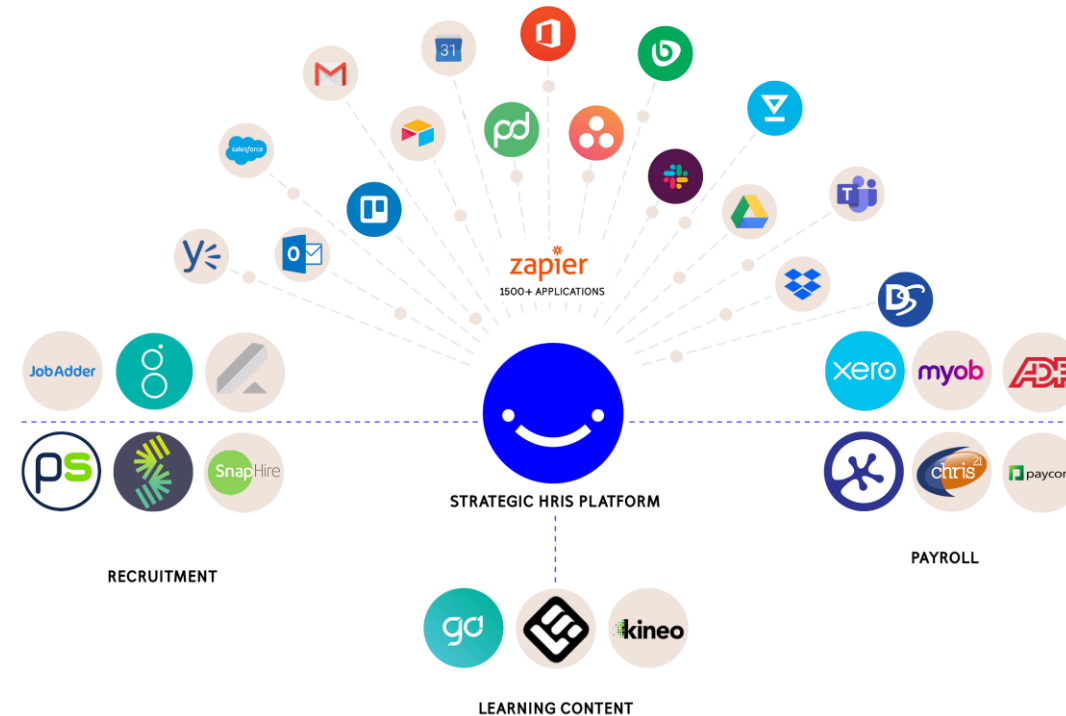
Direct Channel

Direct Sales and Implementation carried out by the intelliHR team

- **APAC Team** – Brisbane based – 16 team members
- **North American Team** – Located in Toronto and Vancouver – 15 team members
- **United Kingdom/EU** – Team of 4 (Presently expanding to 6)

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
- Acquisitions which accelerate Global capabilities

Investment in Best of Breed Eco-system

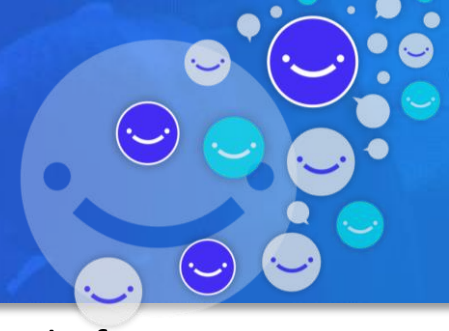
- Enterprise Customers demand Best of Breed Software choice
- Eco-system Partnerships and Integrations
- New - intellihr Inside - Technical Product Partnerships offering Growth at Scale
- Acquisitions which strength our Global Eco-system

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 toping \$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.

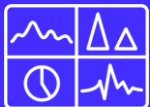
- Personalised performance systems
- Continuous feedback
- Multifunctional goals
- Performance monitoring
- Training and development plans



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

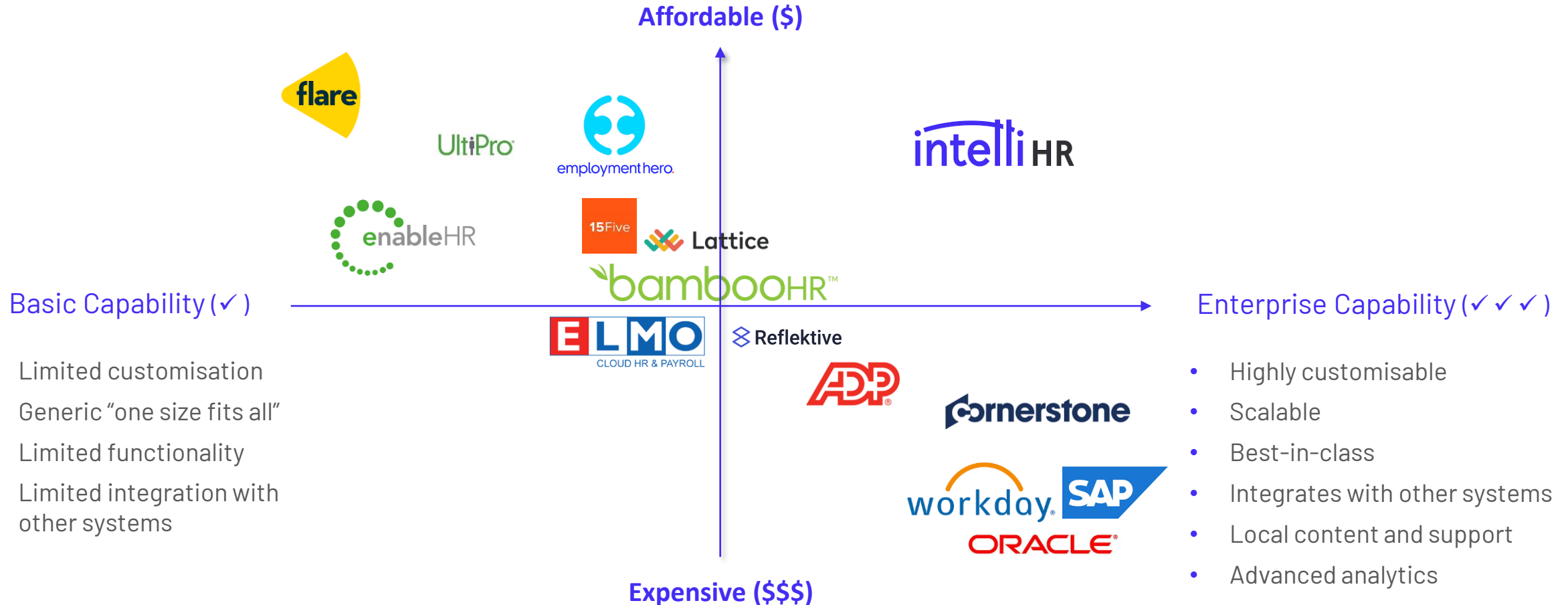


Make data-driven business decisions



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.



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)



"Perfect for our
business needs."

OLGA D.
COMPANY SIZE: 201-500 EMPLOYEES



GetApp

"Can't live
without it!"

ADMINISTRATOR
SMALL-BUSINESS(11-50 EMPLOYEES)



"Game changing
software."

RENAE L.
MANAGING DIRECTOR



Capterra

Best
Support

WINTER
2021

Easiest To Do
Business With

WINTER
2021

High
Performer

WINTER
2021

Easiest
Admin

WINTER
2021

Easiest
To Use

WINTER
2021

ACHIEVEMENT | NOV-2020
HR ANALYTICS



ACHIEVEMENT | NOV-2020
SURVEY



ACHIEVEMENT | NOV-2020
SURVEY



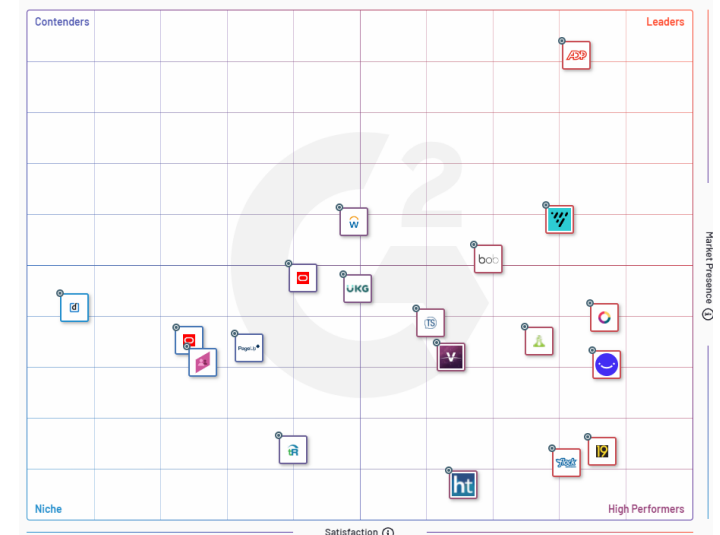
66

A World Class NPS

Net Promoter Score
(NPS) measures the loyalty of
customers to a company. NPS
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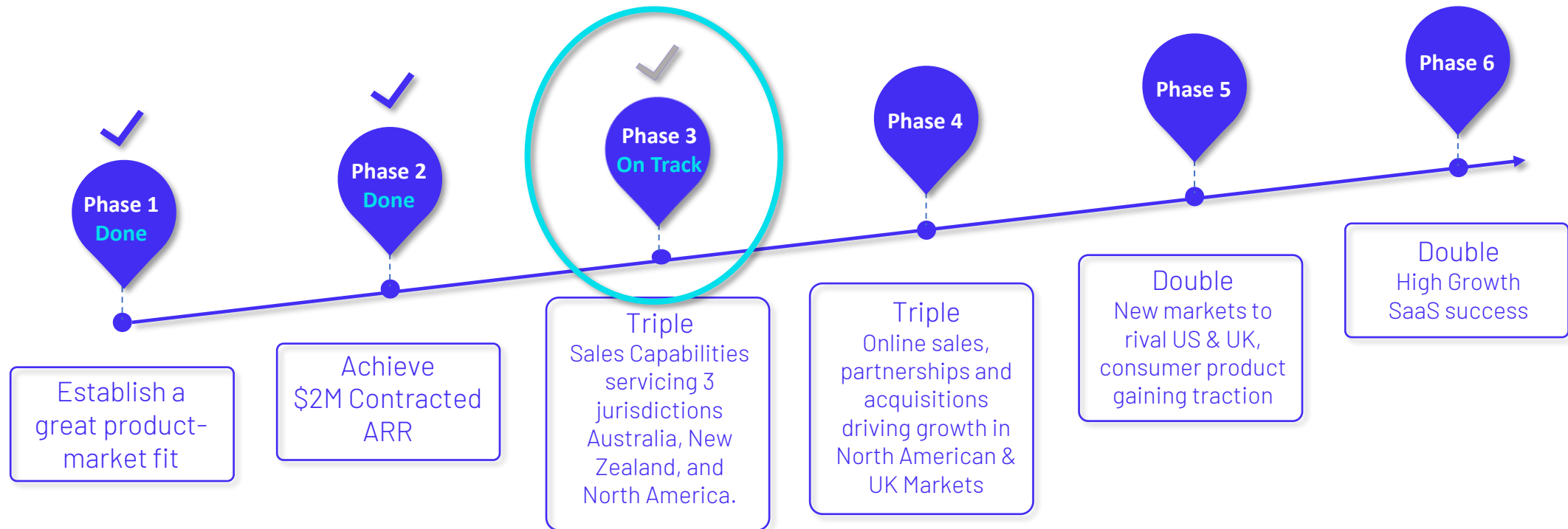
G2 Grid® for HR Analytics

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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.





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