

## UK Expansion underpins record H2TD growth

**↑ 304%**

Record New ARR Added  
H2 FY20 vs H2 FY21\*

**↑ \$3.55m**

Contracted ARR

**↑ 35,080**

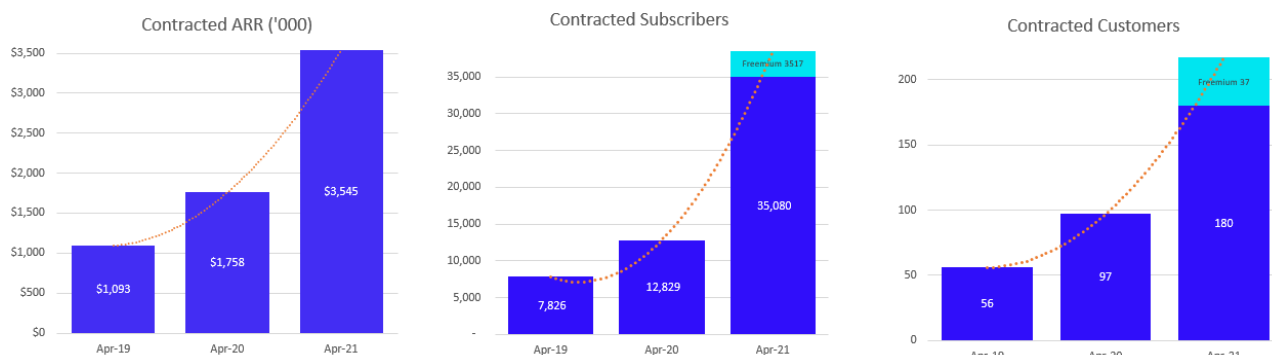
Total Subscribers YoY  
Growth of 2.7 times

**↑ 100%**

H1 vs H2 Average Lead  
Generation

- intelliHR is pleased to announce its Q3 expansion into the UK market has been rewarded with a cornerstone UK enterprise customer win
- 3 enterprise customer conversions in H2 FY21 to date (previous best was 3 wins in the full H1 FY21)
- Record new ARR acquisition in H2 FY21 to date – up 304% YoY\* from H1 FY20
- Record new Subscriber growth in H2 FY21 to date – up 510% YoY\* from H1 FY20
- Contracted Annual Recurring Revenue (ARR) increased to \$3.55M as 28 April 2021
- Contracted Subscribers increase above 35,000 - nearly tripling YoY
- High quality customer base continues to grow with strong retention continuing
- Lead growth has doubled in Q3 FY21 to date with global expansion opening new markets

The first 4 months of 2021 saw intelliHR Limited (ASX: IHR) deliver continued improvement in key growth metrics including New Recurring Revenue, Subscribers, and Customers.



intelliHR has expanded into the UK/European market with the establishment of an instance of the intelliHR software platform in a European Union-based data centre supporting both European and North American market. This has already been rewarded with new business growth in H2 FY21 including the acquisition of a major new UK enterprise customer. The conversion of TRU West Alliance results in intelliHR partnering with ARUP, a leading global engineering group. The 36 month contract will support up to 1000 designers employed in the initial phase of the TRU West Project that is expected to generate revenue of between \$280,000 and \$511,000 AUD in the next 12 month period. With as many as 10,000 team members potentially joining the TRU West Alliance Project over its expected 7 year project life, there is considerable potential revenue upside beyond the first phase.

\*- H2 FY20 vs H2 FY21 – compares data from 1<sup>st</sup> of Jan to 28<sup>th</sup> of Apr in each respective year



29 April 2021

intelliHR Managing Director, Rob Bromage, said: “Following our North American market successes, we chose to accelerate our expansion into the UK market. This decision has already been rewarded with ARUP and the TRU West alliance choosing to partner with intelliHR through competitive tender. Engineering Group ARUP represents a prestigious cornerstone UK/European customer that will be supported by a new instance of intelliHR’s platform in AWS’s EU region. With Enterprise Client successes in APAC, North America, and now the UK/Europe, intelliHR is clearly being recognised as an Enterprise HR and People Management platform capable of supporting global business needs”.

In addition to the ARUP/TRU West Alliance, intelliHR is also pleased to confirm the addition of another 2 Enterprise conversions in H2, with innovative container processing business, Young Guns, and Australia’s largest specialty baby goods retailer, Baby Bunting.

“The diversity of industries the intelliHR platform is supporting from these three recent Enterprise conversions alone clearly demonstrates the exciting market opportunity available to us”, said Mr. Bromage.



In selecting intelliHR, Young Guns HR Project Manager David Collins said: “We chose intelliHR through a competitive tender, they have demonstrated they can competitively create a solution which transforms our HR eco-system and is capable of meeting the current and future needs of Young Guns. The support through the tender process was second to none, and they responded to our needs in a manner which made choosing intelliHR as a partner very easy.”

These new Enterprise customers join other recent Enterprise conversions, OSLRS, Scope Australia, and Emerge Aotearoa. They also join other longer-term enterprise accounts, My Health, Fujitsu, Contact Energy and DBM Vircom, amongst others.



Authorised for release by the Board of intelliHR.



## Further Information

Paul Trappett  
intelliHR Investor Relations  
[investor.relations@intellihr.co](mailto:investor.relations@intellihr.co)

## About intelliHR

intelliHR is an Australian HR technology company developing and currently marketing a next-generation cloud-based people management and data analytics platform. Delivered to customers by a SaaS business model, it is disruptive and advanced technology leveraging AI, specifically Natural Language Processing, in the application. It is scalable to a global market and is industry agnostic. For more information visit [www.intellihr.co](http://www.intellihr.co)

