



Intelligent People Management.

ASX:IHR - A look at 2019 and beyond

ROBERT BROMAGE, CEO

10 December 2018 - US Roadshow

www.intellihr.com.au

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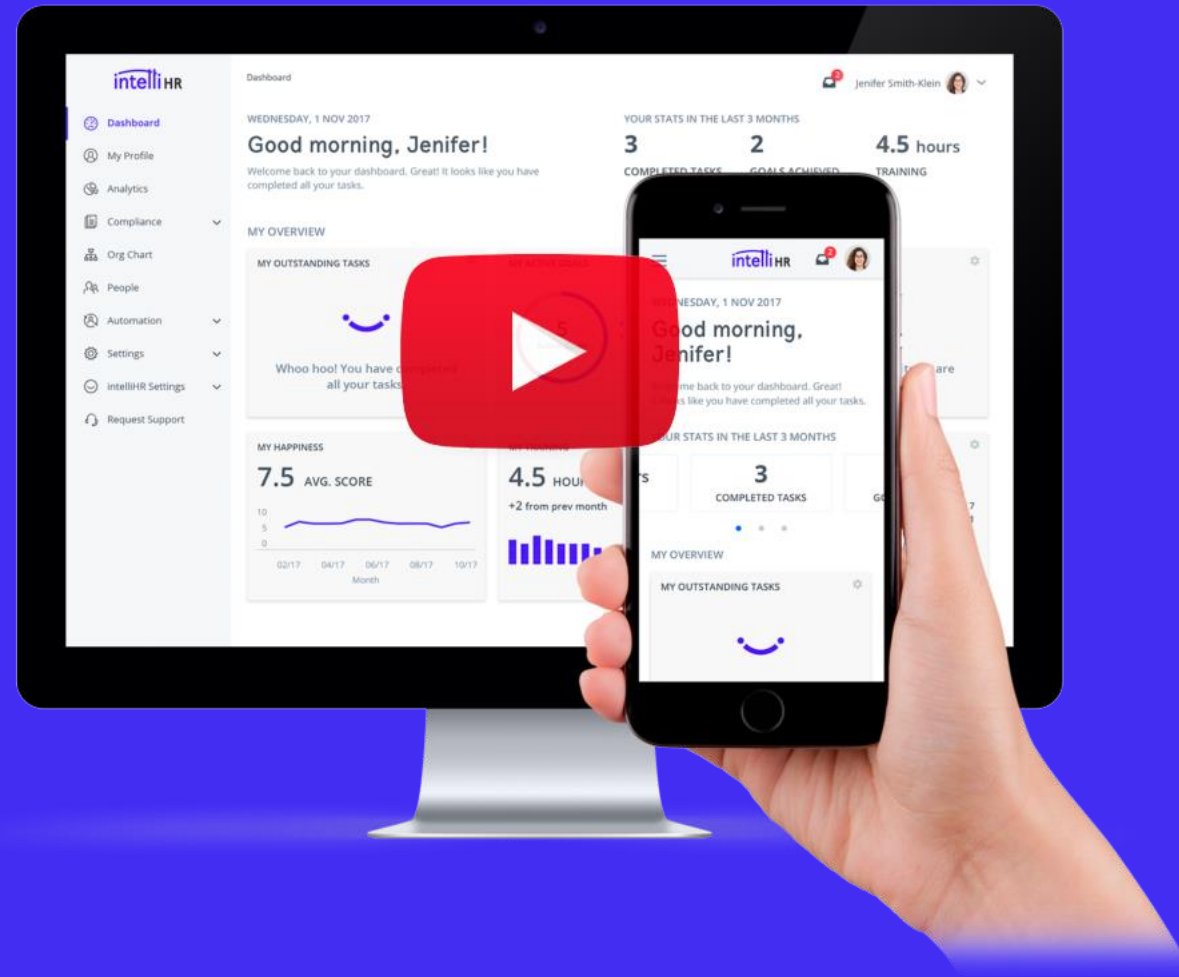
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<https://youtu.be/htwc6pb1234>

Overview

intelliHR is an 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

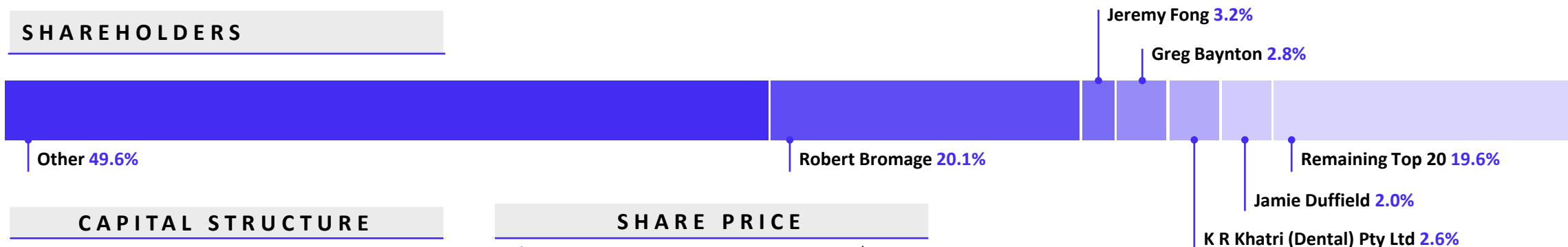


- Automates manual HR processes, capturing critical people and performance data
- Real-time, cloud-based people management and data analytics
- Providing professionals and business leaders with essential organisational data to make strategic decisions
- Advanced technology leveraging Natural Language Processing
- Agile software system and scalable to a global market and industry agnostic
- Software-as-a-Service business model
- Since IPO in January 2018, full commercialisation underway with significant growth in customer acquisitions

Corporate Summary

Public Listed Company ASX:IHR Admitted to the list of the Australian Stock Exchange on 23 January 2018

SHAREHOLDERS



CAPITAL STRUCTURE

Shares on Issue	105.4M
Total Options	15.2M
Total Performance Rights	1.2M
Market Capitalization*	US\$7.8M
Cash (30 Oct 2018)	US\$2.3M
Debt (30 Sep 2018)	Nil
Enterprise Value	US\$5.5M

SHARE PRICE

Share Price at IPO	US\$0.222
VWAP (Since Inception)	US\$0.212

AUSTRALIAN TEAM

Engineering	22
Customer Acquisition & Delivery	20
Corporate Support	3
Total	45

OWNERSHIP STRUCTURE

	Shares (M)	Options (M)	Ownership (%)
Board & Management	32.3	12.8	30.6
Other Shareholders	73.1	2.4	69.4
Total	105.4	15.2	100.0

*As per 30 Nov 2018 closing share price of \$0.10 per share.
0.74 AUD to USD conversion rate used.

Experienced Board



Robert Bromage
Managing Director and CEO

Rob is a HR Professional with 20 years in the industry. An experienced entrepreneur, Rob's entrepreneurial flair and continuous, forward-thinking improvement is fuelled by his passion for HR and high-performing businesses. His career has centred around the field of building validated performance prediction models, developing his expertise in human capital management analytics.



Jeremy Fong
Executive Director and CTO

Jeremy is a passionate CTO specialising in innovative tech startups. He has led successful greenfield software development projects in diverse industries, enabling businesses to create value and achieve a strategic advantage by leveraging emerging technologies. He spends his "spare time" researching advances in artificial intelligence and blockchain.



Tony Bellas
Non-Executive Chairman

Tony was appointed as Chairman in December 2016. He has had a commercial career of almost 30 years in both the public and private sectors. He is also chairman of Corporate Travel Management Limited (ASX: CTD), ERM Power Limited (ASX: EPW), Shine Corporate Limited (ASX: SHJ), Novonix Limited (ASX: NVX) and the Endeavour Foundation.



Jamie Duffield
Non-Executive Director

Mr Duffield has significant commercial operations, sales and business development experience in the enterprise technology industry. He is a founding partner and the current Chief Executive Officer of Revolution IT, a business focused on enterprise-level application and software testing, understanding how technology and build quality enhances customer relationships and drives profitability.



Greg Baynton
Non-Executive Director

Mr Baynton has experience in identifying technology innovations and growing companies, he was a founding Director of NEXTDC Limited (ASX: NXT), PIPE Networks (ASX: PWK), Asia Pacific Data Centre Limited (ASX: AJD), and Coalbank Limited (ASX: CBQ). Mr Baynton is currently a Director of telecommunication company Superloop Limited (ASX: SLC) and lithium-ion battery company Novonix Limited (ASX: NVX).

HR Software Sector

HR transition to automation and software is significant and disruptive, with the global HR industry expected to reach US\$30B by 2025¹



Market Cap:

~US\$35.6B



~US\$8.4B**



~US\$3.2B



~US\$87.7M*



Founded in 2012, Namely has raised ~US\$218M in seed capital



Halogen Software recently purchased by SABA for ~A\$223M***



Over 5000 clients across over 100 countries²

*0.74 AUD to USD conversion rate used **1.28 GBP to USD conversion rate used. *** 0.76 to USD conversion rate used.

¹Grand View Research Inc. (Jan 2018) "Human Resource Management, Market Size, Share & Trend Analysis Report by Software, By Service, By Deployment, By Enterprise Size By End Use and Segment Forecasts, 2014-2025"

²As per 2016 article <https://www.webcitation.org/6vtaET5Sf>

Distribution Model

Direct

- Customer acquisitions obtained via direct sales and marketing techniques
- Healthy investment into customer acquisition team for marketing lead generation activities
- Focussed on digital marketing and outbound sales development activities delivering personal selling opportunities for centrally based account executive team
- Contract attainment followed by implementation and continuous service
- 1:5 CAC:LTV ratio targeted for 2020
- Provide implementation, training and professional consulting support services to customers

Partnership

- Customer acquisitions obtained via third party providers, leveraging the relationship between partner and client
- Referral partners are provided training and support to qualify and introduce customers while maintaining the ability to stay system agnostic
- Selling a new service wrapped around the intelliHR technology allows broad market accessibility and visibility while reducing costs
- 17 partners already signed up, include HR consultancy practices, management/business consultants and technology businesses

Integration

- Public API's and priority integrations underway, allowing a future ability to sell intelliHR platform in online marketplaces and also create intelliHR's own marketplace
- Focus to integrate with new age communication platforms, administrative systems (payroll & finance) and strategic systems (recruitment & learning/content)
- Increase appeal of intelliHR due to established integrations with systems already used by target customers
- Significantly increases scaling ability, reduces costs associated with customer acquisitions and aids global reach
- Currently beta testing Xero platform, with Slack integration to follow

Lawyers
**McCullough
Robertson**

FUJITSU
AIR CONDITIONING



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

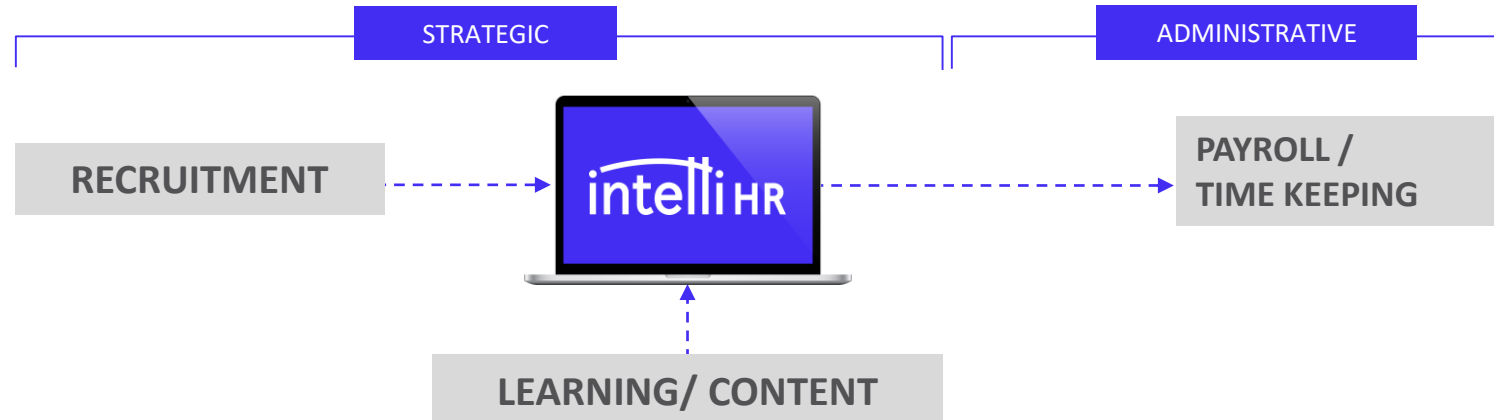
One set monthly fee to
access everything

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.

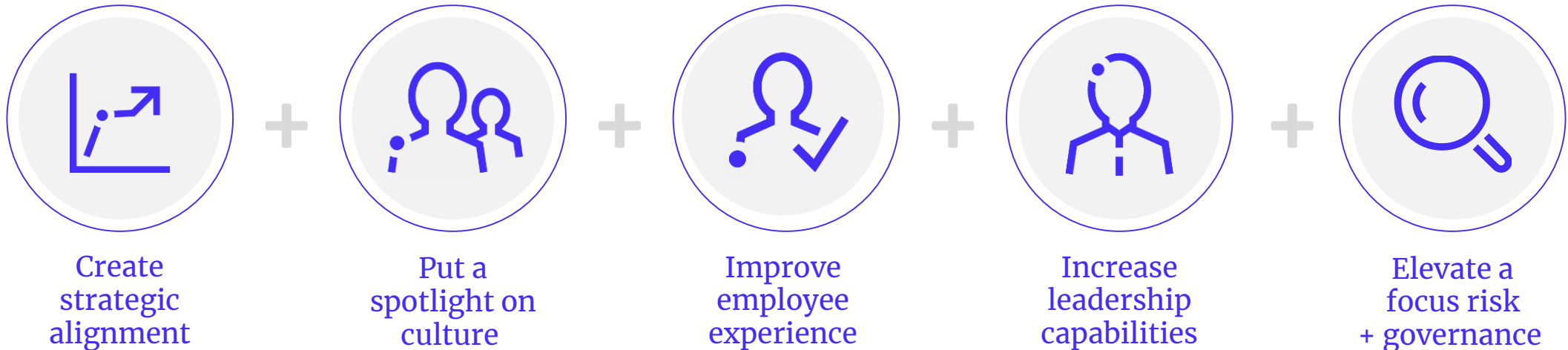
A Complete Strategic Solution



Why is intelliHR 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



=

Generation of ROI from
their People Strategies

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

Why is intelliHR 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.



The Validation



Quality People

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

Quality Customers

Industry Agnostic





https://youtu.be/EIn9Rd_4OSI



GROWTH PROFILE

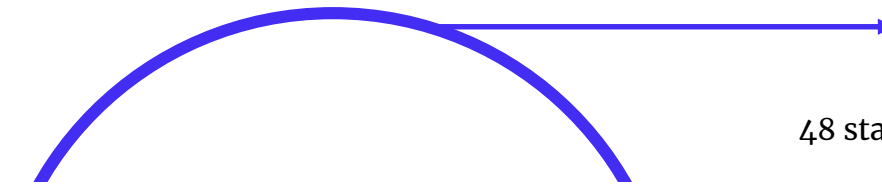


The best way to predict
the future is to create it.

PETER DRUCKER

Our Story

A LONG WAY IN JUST 4 YEARS



2018

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

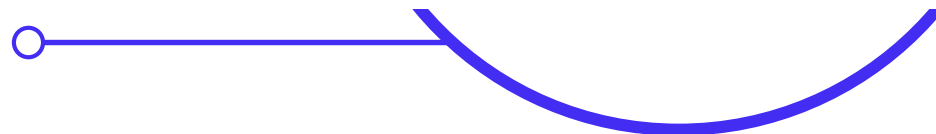
Value Proposition

- 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



Customer Analysis

The mid-market is intelliHR's sweet spot and target market.

	Small Less than US\$18.5k LTV* Less than 30 staff	Mid US\$18.5k to US\$147k LTV* 30 to 400 Staff	Enterprise US\$148k plus LTV* 400 Staff plus
Number of Customers	16	21	3
Total Contracted LTV (USD)	\$257,964	\$1,883,922	\$1,127,893
ACV (USD)	\$16,123	\$89,701	\$375,964
Average ARR (USD)	\$2,303	\$12,814	\$53,709
Average Customer Headcount	19	115	810
Time to Sale	1 Month	4 Months	8 months

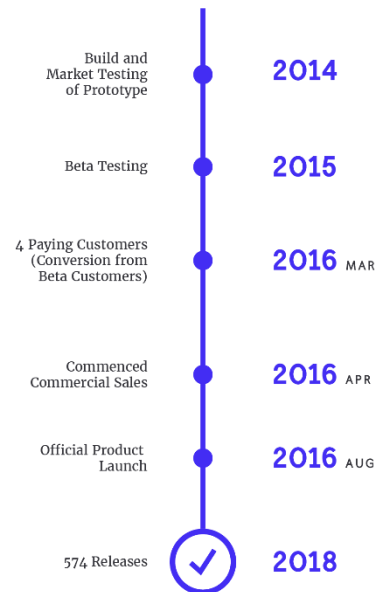


*0.74 AUD to USD conversion rate used

Growth Track Record

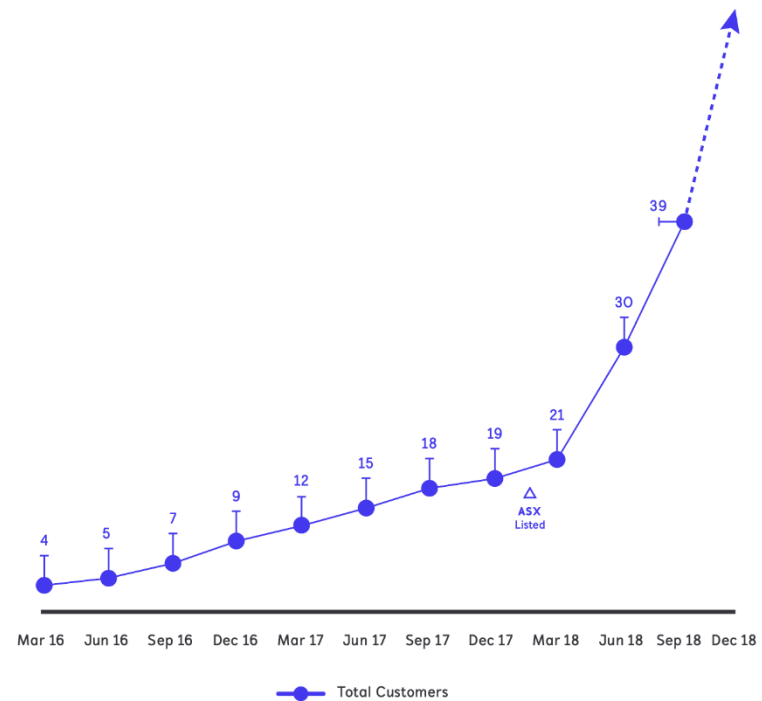
TECHNOLOGY

Fast product development



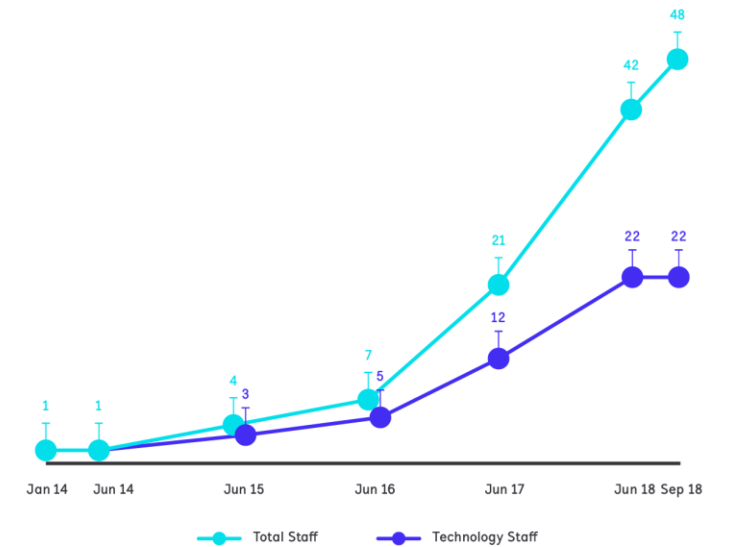
CUSTOMER

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

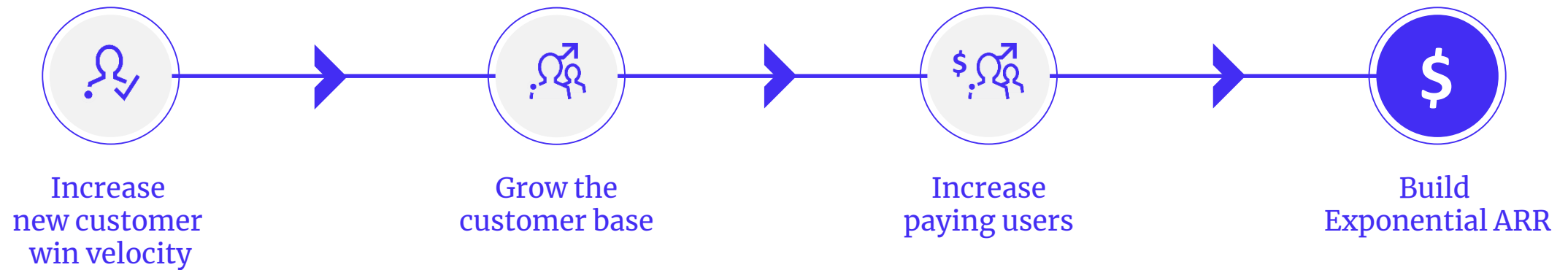
Product Evolution	✓
Customer acquisition	✓
Customer onboarding	✓
User Adoption	✓
Global footprint	

GO GLOBAL

Australia	✓
New Zealand	✓
US	✓
UK	
Europe	
Asia	
Africa	

Execution = Exponential revenue growth

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 (Xero in Beta)

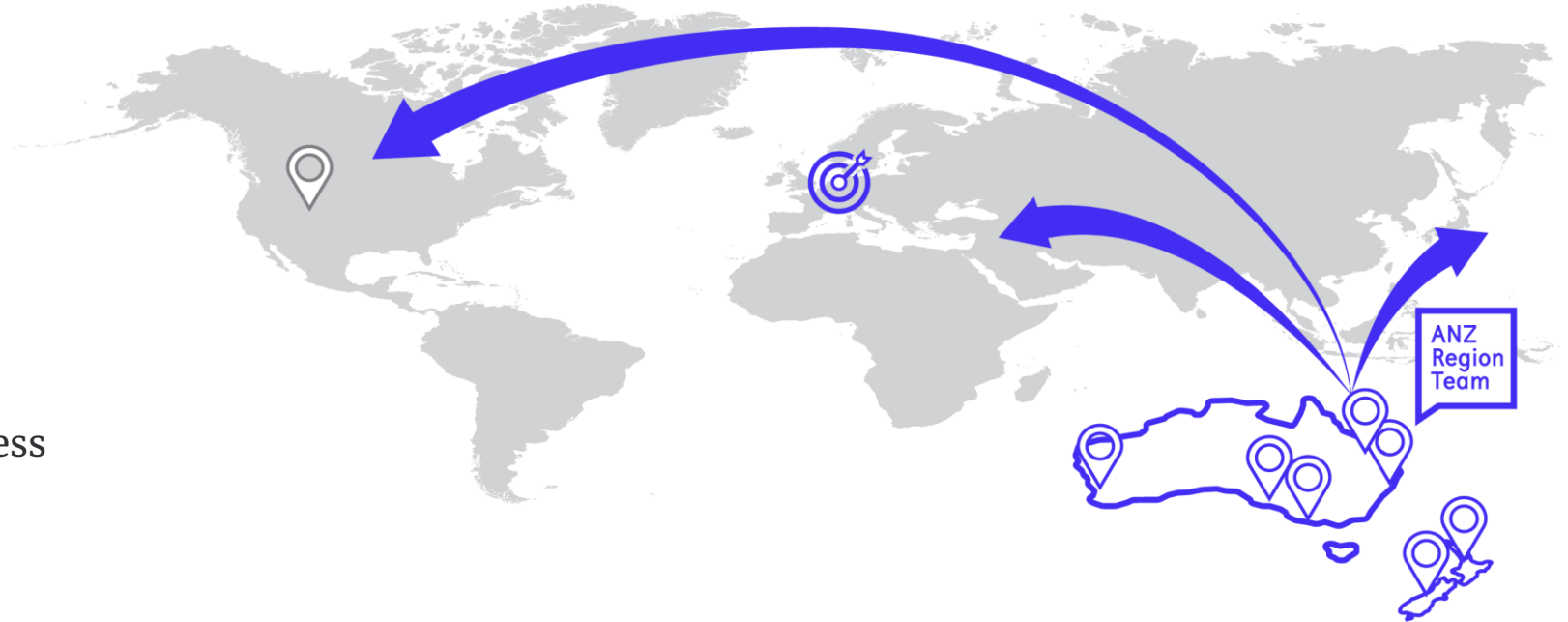
BEYOND 2019

- 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

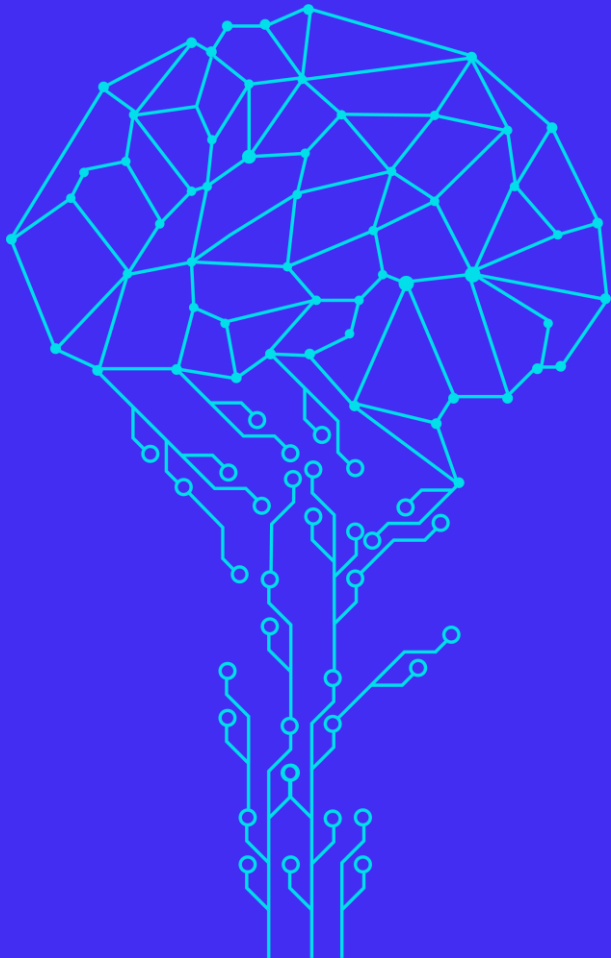
\$30 Billion Global Market projected by 2025*

- Early success in NZ and fast building a replicable entry platform for other countries.
- US early stages.
- 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



<https://youtu.be/MFtg8hVNLs0>



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