



applyflow

INVESTOR PRESENTATION

JULY 2021

Disclaimer

This document has been prepared by Applyflow Ltd (Company) for information purposes about the Company and its subsidiary companies (Group). It has been prepared for use in conjunction with a presentation and should be read in that context.

The information contained in this document is not investment or financial product advice and is not intended to be used as the basis for making an investment decision. In preparing and providing this document, the Company has not considered the objectives, financial position or needs of any particular recipient. The Company strongly suggests that investors consult a financial advisor prior to making an investment decision.

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of the Group or their shareholders, directors, officers, employees, contractors, agents or advisors, nor any other person accepts any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this document.

This document includes “forward-looking statements” within the meaning of securities laws of applicable jurisdictions. Forward looking statements can generally be identified by the use of the words “anticipate”, “believe”, “expect”, “project”, “forecast”, “estimate”, “likely”, “intend”, “should”, “could”, “may”, “target”, “plan”, “guideline”, “guidance” and other similar expressions. Indications of, and guidance on, revenue models, pricing, earnings and financial position and performance are also forward-looking statements.

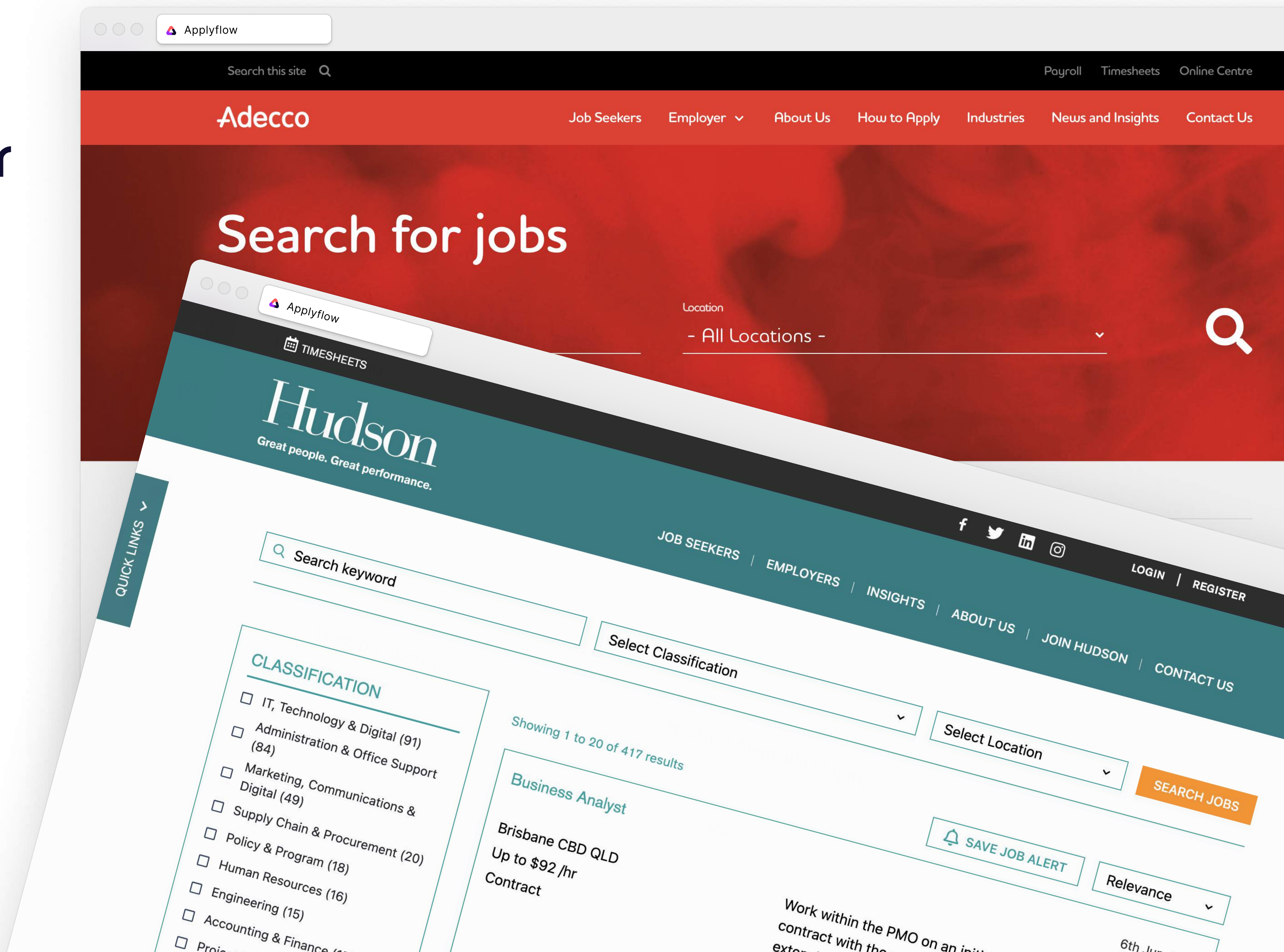
Such forward-looking statements are not guarantees of future pricing, performance and events, and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Group and their directors, officers, employees, contractors, agents and advisors, that may cause actual results to differ materially from those expressed or implied in such statement. Actual results, performance or achievements may vary materially from any projections and forward looking statements and the assumptions on which those statements are based. In particular, potential revenue opportunities and guideline pricing models set out in this document are based on certain assumptions which may in time prove to be false, inaccurate or incorrect. Readers are cautioned not to place undue reliance on forward looking statements and the Company assumes no obligation to update such information.

This document is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in any jurisdiction, and neither this presentation nor anything contained in it forms the basis of any contract or commitment. Without limiting the foregoing, this document does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. The securities of the Company have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (Securities Act) or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States except in compliance with the registration requirements of the Securities Act and any other applicable securities laws or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any other applicable securities laws.

A global leader in white-label job board technology.

Applyflow is a SaaS platform for recruitment agencies to host and manage job board technology on their own domain.

- ATS, CRM & MPS integrations
- CMS functionality
- Customisable job board
- Candidate management



The largest recruitment agencies in the world trust Applyflow

250+

of global recruitment firms
powered by Applyflow

~300k

of jobs advertised in
Applyflow's network per year

~\$2.3m

in SaaS ARR, and new sales
yielding \$1,125 average MRR.

Adecco

PERSOLKELLY

Spring
Professional

Parity

Hudson
Great people. Great performance.

+100's of others

Strong partnerships with global leaders



Applyflow's new leadership team, technology, and product roadmap have given us the confidence to enter a long-term agreement.

Elvin Tan, Head Of Operations



We have been impressed with Applyflow's vision for the new product and look forward to working with them to bring an enhanced experience to our candidates & clients.

Lucy Sharp, Head Of Marketing

▶ ▶ NEW PRODUCT

Introducing...



Supercharge hiring

Hire now, pay your recruiter later.

Fund the upfront outlay to accelerate hiring.

Cash flow for **employers**

- Spread hiring costs over time
- Scale teams ahead of budget

Cash flow for **recruiters**

- Receive hiring fees up-front
- Payment flexibility drives new business

Built into every hire & invoice

Instant cash ⚡
for recruiters

Easy instalments
for employers

INVOICED FROM
Jimmy LeHirer
Recruitment Agency
123 Happy Walk Way
Sydney, AU

INVOICE ID
#AFW9823KD

DESCRIPTION

Placement fee - Senior Web Developer

Total amount due

INVOICED TO
Sandra Manager
Business Name
236 Main St., #201
Sydney, AU

DUE DATE
Jun 14, 2021

COST

\$18,000

\$18,000



Pay now



Pay Later

A large market category in its infancy

For recruitment agencies

Proven benefits of payment flexibility now in an untapped multibillion global market.

Expands on Applyflow's SaaS product

Extending payment flexibility to hundreds of our existing customers offers immediate opportunity.

\$498bn
Global recruitment market¹

15-30%
of candidate remuneration
package for recruiter fees²

~\$20k
Average recruitment fees
per hire.

1. <https://www2.staffingindustry.com/site/Editorial/Daily-News/Largest-global-staffing-firms-post-224-billion-in-revenue-market-estimated-at-498-billion-56020>

2. <https://www.harrisonmcmillan.com.au/blog/how-much-do-recruitment-agencies-charge>

Win-win payment solution monetising every hire

For employers



Pay in instalments. No fees
when you pay on time.

0% Interest

Approved in seconds,
fees apply for late payments.

For recruiters



Transform your invoice into
upfront capital, instantly.

4% of invoice
value

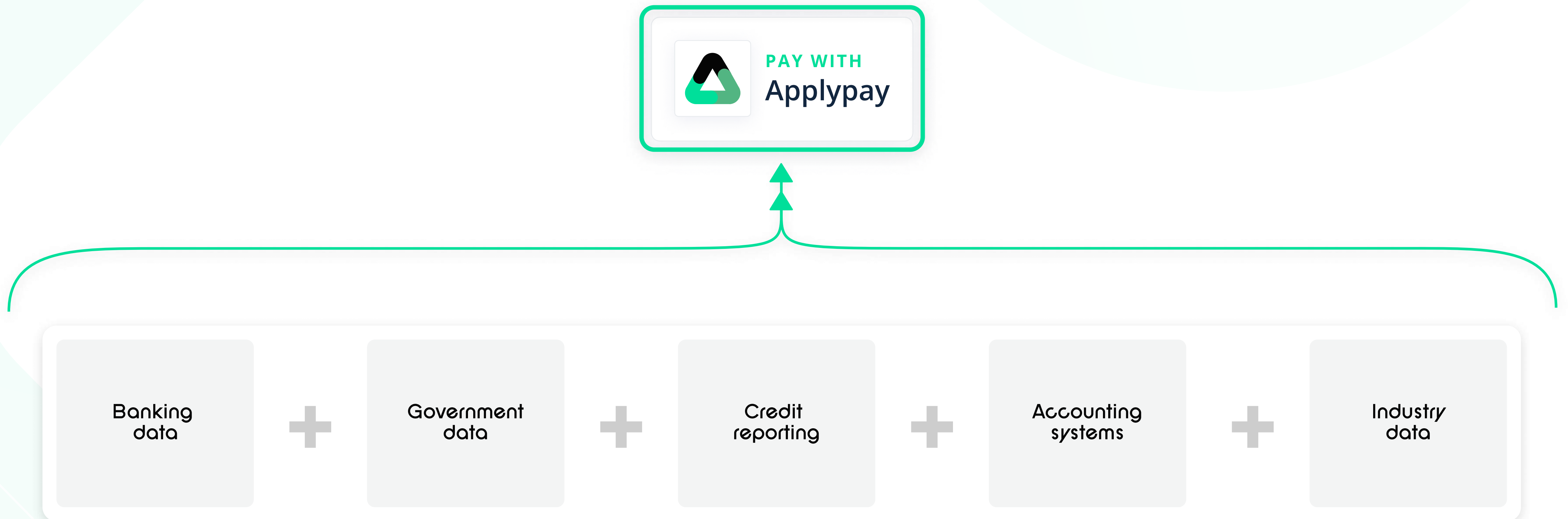
Paid upfront, receive funds in
seconds.

FLEXIBILITY FOR OUR EXISTING CUSTOMERS



Engineered for **capital efficiency**

Applypay's proprietary decisioning engine connects to multiple data sources and provides risk accessed lending delivered in real-time.



A mix of passion and experience

A team with a strong track record of high-growth startups, recruitment technology and fintech solutions.

Philip Crutchfield

Non-Executive Chairman

Leading QC with significant corporate experience. Ex-Chair of Zip Co, chair of Superhero, director of Bell Shakespeare and ex-Mallesons.

John Winters

Non-Executive Director

Ex-Shaw and Partners and Macquarie Group, John has a deep understanding of capital markets, corporate advisory and the fintech space. John led the listing of Zip Co in 2015 and is also the co-founder and CEO of Superhero.

Steven Papadopoulos

Non-Executive Director

Over 20 years practice as a lawyer and corporate advisor, with considerable experience in assisting and guiding small and micro-cap companies, including numerous technology companies, listed on the ASX.

Steven Butler

CEO

Has built and lead technology-based businesses spanning HR tech, marketplaces, and e-commerce – at both early-stage start-ups and high profile venture-backed companies in UK and APAC regions.

Appointed

CFO

Qualified CA, CFA and CFO with a background in private equity, mergers and acquisitions, accounting, auditing and structuring. A CFO who has commercialised financial technology solutions, processing over \$770 million on a monthly basis.

Richard Swanton

CRO

Sales and commercial background focused on digital media. Ex-LivingSocial, NRS Media. Richard is also the Founder of Workconex with several years of experience in recruitment technology.

Investment highlights

No established players

A shift into the B2B space is the natural next step for this sector with little to no adoption in the recruitment industry.

Unparalleled relationships

With over 250 clients, and tight integrations to their technology, teams and decision makers – Applypay has a unique advantage.

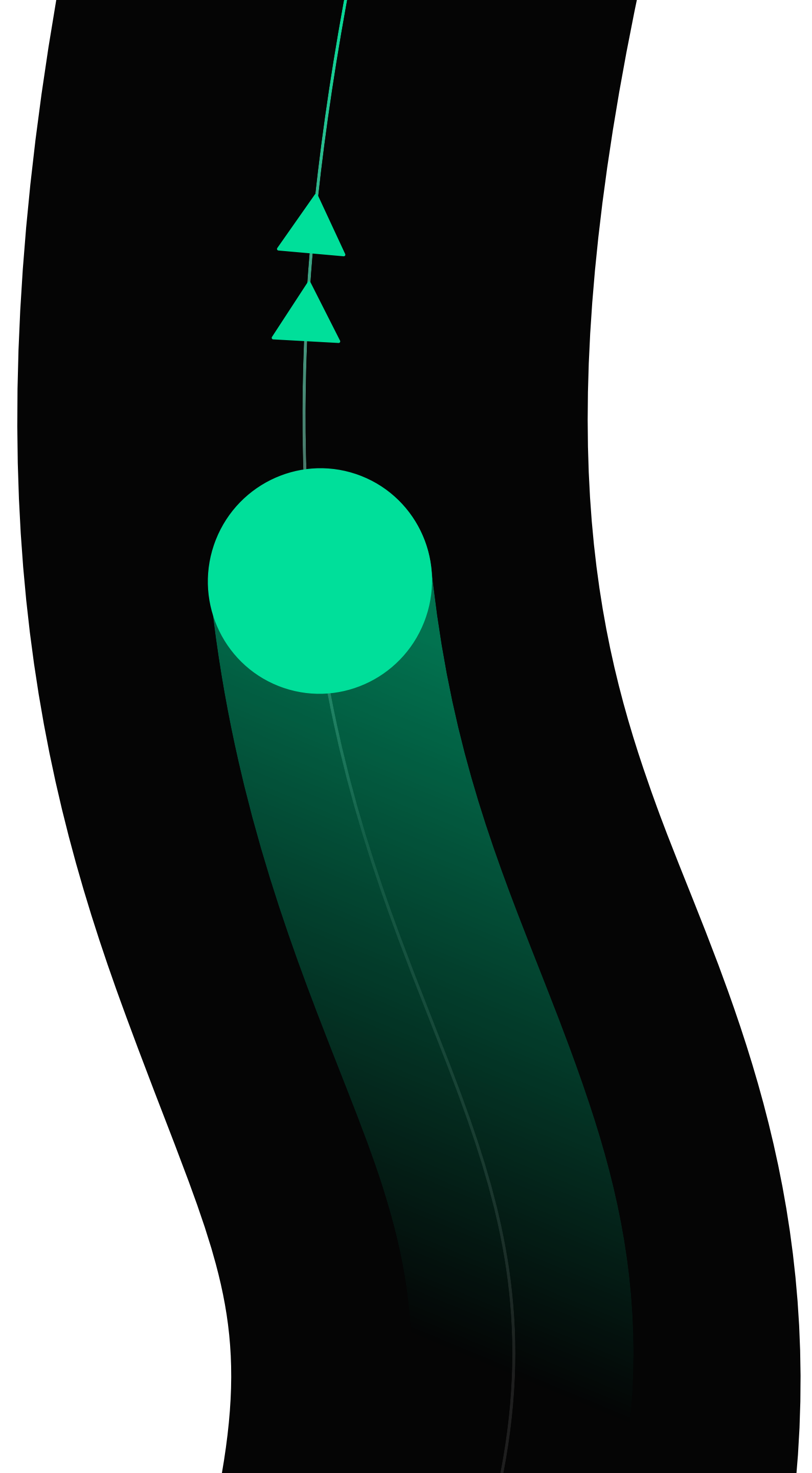
Experienced team

Entrepreneurial team with experience in leading fintech and recruitment technology.

Large market opportunity

Recruitment market is \$498bn globally and \$15.4bn in Australia, with billions generated by our clients.¹

1. <https://www.ibisworld.com/au/market-size/employment-placement-recruitment-services/>





Thank you

Steve Butler

CEO

steve@applyflow.com