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AoM signs US Government Department

Melbourne, Australia, 17 February 2022: AD1 Holdings Limited (ASX:AD1) (**AD1** or the **Company**) today announced that subsidiary Art of Mentoring (**AoM**) continues to exceed expectations in three key areas of its strategy and commitment to the market: expansion into international markets, sustained revenue growth at pace, and forging channel partnerships in service of enhancing AoM's brand's reputation and, in turn, driving customer acquisitions and sales.

US expansion is on a positive trajectory with the signing of a 12-month pilot with the US Department of Labor that represents a potential lifetime value of approximately \$250,000 and a sales pipeline comprising 10+ prospects concentrated primarily in the corporate and government space. Furthermore, AoM Management are imminently accelerating its US expansion with roadshows to new partners and prospects in the next month.

AoM has delivered 82% year-on-year growth in year-to-date revenue. Momentum has continued in the last three months, with AoM acquiring 12 new Clients, renewing a further 8 Clients, and delivering \$570,630 in revenue, representing a 60% increase in revenue compared to the same period last year.

Two new channel partnerships have been established in the US and have quickly established a pipeline of prospects which AoM are actively exploring. **FutureSolve** comprises a panel of former Chief HR Officers advising other CHROs and HR professionals in mid-large enterprises and will drive the AoM footprint expansion in the US. **Center for Mentoring Excellence (CME)** provides mentoring expertise and thought leadership globally and will enhance AoM's brand reputation, and in turn customer acquisition, due largely to CEO Lisa Fain being a deeply respected global leader in the mentoring space.

Continued growth in AoM's global channel partner strategy will be underpinned by capitalising on further opportunities identified in the US as well as emerging partner markets Kenya, Dubai, and India.

AoM's strong domestic and international sales pipeline, recent onboarding of new sales talent, productive and expanding partner network, and projected high rate of renewals (80% to 90%), positions it to exceed full year expectations.

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This release has been authorised by the Board of Directors of the Company.

Andrew Henderson
Chairman
AD1 Holdings Limited
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Brendan Kavenagh
CEO
AD1 Holdings Limited
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AD1 Holdings Limited is a portfolio Software as a Service (SaaS) business. The SaaS market has experienced incredible growth over recent years and the need to automate process through technology continues to increase as a result of recent world events. The world has increased its reliance on technology so that they can operate anywhere anytime. The HR Technology and Energy Industries are markets that are changing at speed and generating significant investment which are resulting in big opportunities for technology products and service providers. This has prompted businesses to accelerate their digitisation to better automate processes and drive faster, more efficient outcomes. ApplyDirect, Art of Mentoring and Utility Software Services are uniquely positioned for growth in these highly disrupted markets.



ApplyDirect is a recruitment platform that facilitates direct candidate sourcing through Career Site Technology that fosters attraction and engagement. The key benefits of our products are they enable businesses to promote their Employer Brand, attract and engage candidates faster and in a more organised and cost-effective way. Products include:

- Enterprise, Government & Association solution: This enables organisations to communicate their brand story to the marketplace including career opportunities and roles they are actively recruiting for. This solution caters to the bespoke needs of large organisations with complex structures. Two examples of the platform working are here: <https://iworkfor.nsw.gov.au/> <https://www.careers.vic.gov.au/>
- Mid-market solution: A scalable, SaaS product for SME businesses to manage their recruitment processes through clever career site technology. This enables SME market to compete with larger organisations in attracting and engaging talent while showcasing their employer brand. This enables businesses to attract, source and engage talent and have greater control over the entire process while reducing the need for 3rd parties, saving business time and money.



Art of Mentoring (AoM) is a SaaS business with a suite of software, products, and services that guide organisations to implement high impact, successful mentoring programs. The key benefits of our products are the reduction in program management time and enablement of better-quality mentoring outcomes for individuals and their employers, which includes improvements in employee performance, productivity, engagement, retention and overall wellbeing. Products include:

- **Platform** – Program management software
- **Managed Services** - AoM can design, set up and manage the mentoring programs for the client
- **Online mentoring training and resources** – eLearning with sophisticated media production and a large library of best-practice templates and resources, all embedded in the platform or available separately.



Utility Software Services (USS) specialises in SaaS hosted customer interface solutions (CIS) and Business Process Outsourcing (BPO) services for energy providers, enabling high levels of efficient and cost-effective customer service. Our customers are Tier 2, 3 & start up energy retailers, embedded network providers and brokers. The key benefits of our products are that they enable energy providers to manage their customers in the most efficient and cost-effective manner whilst maintaining the highest levels of customer satisfaction. Products include:

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| ▪ Core | ❖ | Central program to manage clients' accounts, payments, and communications | ❖ | Compliant with regulations in all Australian Energy Regulator (AER) jurisdictions |
| | ❖ | Provides detailed insights for reporting | | |
| ▪ Acquire | ❖ | An Energy Sales Intelligence Online and Tablet SaaS delivered sales solution | ❖ | Simple and complex quoting |
| | | | ❖ | Provides seamless transition from point of sale to invoicing |
| ▪ Zone | ❖ | Provide customers with up-to-date account information | ❖ | Advanced Customer portal for service, metrics & insights |
| | ❖ | Offers self service capabilities to end customer | ❖ | Converts customer data into analytics to improve operations |