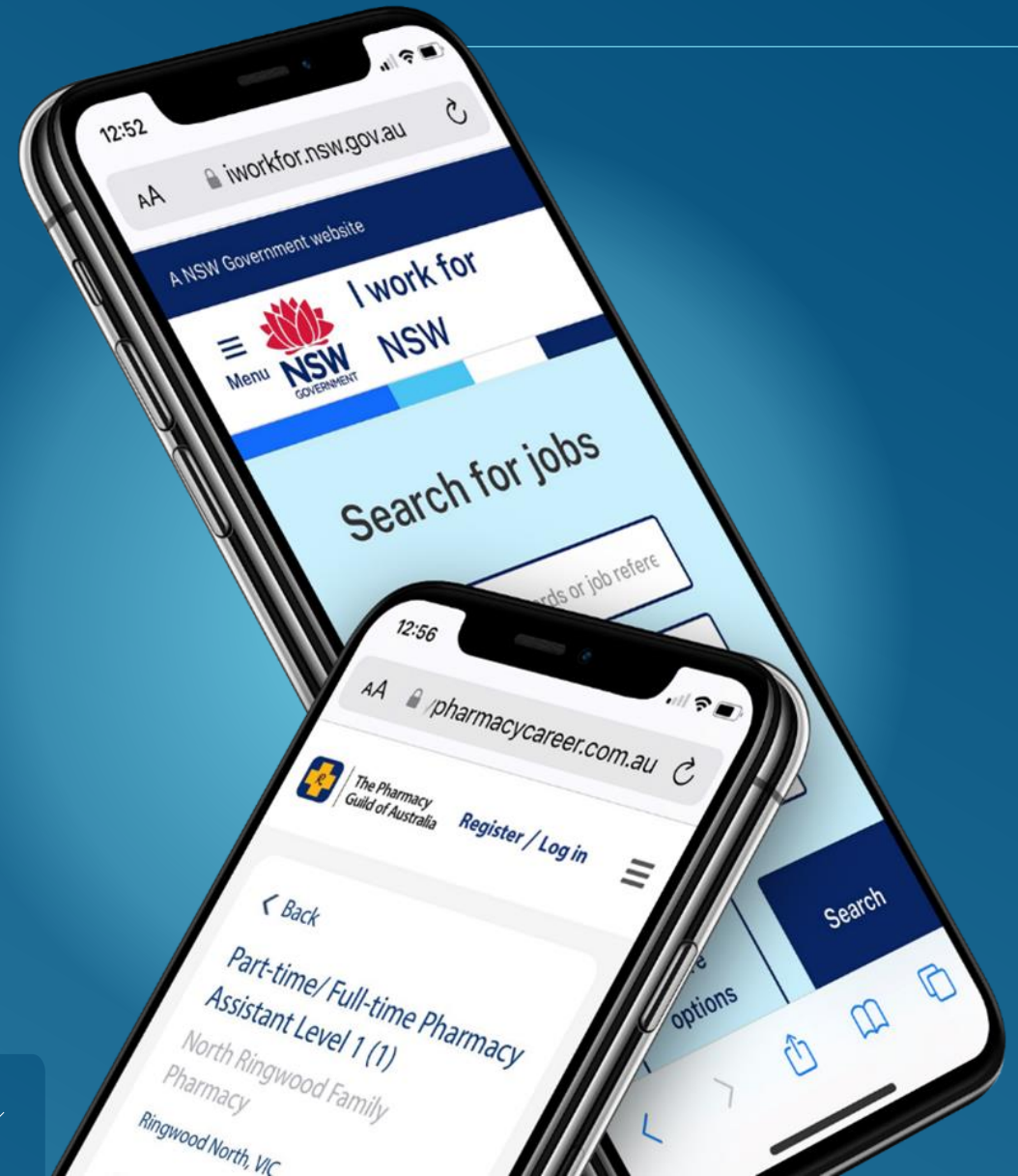


People. Software. Solutions.



NWR Conference Presentation

May 2022



# Important Information



The information in this presentation does not constitute personal investment advice. The presentation is not intended to be comprehensive or provide all information required by investors to make an informed decision on any investment in AD1 Holdings Limited (ACN 123 129 162) ('AD1'). In preparing this presentation, AD1 did not take into account the investment objectives, financial situation and particular needs of any particular investor.

Further advice should be obtained from a professional investment adviser before taking any action on any information dealt within the presentation. Those acting upon any information without advice do so entirely at their own risk.

Whilst this presentation is based on information from sources which are considered reliable, no representation or warranty, express or implied, is made or given by or on behalf of AD1, any of its Directors, or any other person about the accuracy, completeness or fairness of the information (including any forward looking statements) or opinions contained in this presentation. No responsibility or liability is accepted by any of them for that information or those opinions or for any errors, omissions, misstatements (negligent or otherwise) or for any communication written or otherwise, contained or referred to in this presentation.

Neither AD1 nor any of its Directors, officers, employees, advisers, associated persons or subsidiaries are liable for any direct, indirect or consequential loss or damage suffered by any person as a result of relying upon any statement in this presentation or any other document supplied with this presentation, or by any future communications in connection with those documents and all of those losses and damages are expressly disclaimed.

Any opinions expressed reflect AD1's position at the date of this presentation and are subject to change.

# A scalable business model with annuity revenues and a sticky customer base

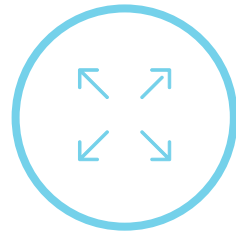


AD1 Holdings is a SaaS technology company investing in, and growing market-leading software businesses



**>90%**

**Customer retention**



**82%**

**ARR in FY21**



**65%**

**Revenue CAGR FY19 to FY21**



**125+**

**Active customers**



**Scalable**

**Revenue stream**

Portfolio of 4 software businesses across recruitment, mentoring and energy retail sectors

Sticky customer base including SMEs, large businesses, and government departments

Work with US based channel partners, creating unprecedented growth opportunities

AD1 Holdings Board of Directors and management own 35.8% of shares on issue

# Transforming a single platform business into a multi-vertical platform provider with strong recurring revenues



# A growing portfolio of software businesses with a focus on HR technology services, a rapidly expanding sector



## HR SaaS Technology Services

## Niche SaaS Services

### Recruitment Solutions Software



- Facilitates direct candidate sourcing through white label technology solutions
- Enable businesses to promote their employee brand, attract and engage suitable candidates faster
- Processed 1.3m applications and attracted over 7m visitors in FY21
- Customers include large government departments and associations
- A platform to attract top talent directly via their network in an innovative manner through story telling
- Designed for SMEs, highly scalable at a cheaper price point, to create an engaging brand
- SMEs struggling to convey their brand online can tailor to attract top candidates
- Onboarded +50 pilot customers

### Mentoring Solutions Software



- Technology-enabled mentoring solutions to deliver tailored, research-backed mentoring programs with reduced administration
- High impact programs proven to boost employee performance, drive productivity, engagement and retention
- First-mover advantage with an expert content library

### Software for the Energy Retail Sector



- A cloud-based CRM platform, billing, operations and online customer portal designed for energy retailers
- 161% YoY increase of invoices issued in the last 12 months
- Integral pillar in supporting the Group's growth
- Investing in technology to drive customer growth

# A large and growing customer base across the Group



# The pandemic triggered the need for organisations to further invest in HR technology services to attract, engage, recruit, develop, and retain talent



97% of CEO's surveyed by Deloitte viewed Talent as their biggest priority and their biggest threat



Hybrid work models are driving the need for structured programs to keep employees connected, engaged and productive



A tight job market, low unemployment and rising wages has driven demand for investments with a specific focus on talent attraction, development & retention



+\$33bn invested in Human Capital Mgt, Talent Acquisition and Talent Mgt deals since 2017, with a massive increase in demand for employee relations and support



The 'Great Resignation' is set to worsen, forcing companies to focus on recruiting efforts including internal hiring, redeployment of employees and upskilling



Over the last two years technology enabled solutions such as mentoring have experienced explosive growth and continue to expand

# Scalable software businesses with recurring revenue and simple subscription-based pricing model



← HR SaaS Technology Services → ← Niche SaaS Services →



	ApplyDirect	jobtale	ART of MENTORING	UTILITY SOFTWARE SERVICES		
<b>Pricing</b>	Payment frequency	Monthly fee	Monthly fee	Monthly fee		
	Implementation fee	Upfront cost based on level of customisation	None	Small upfront cost		
	Subscription fee	Based on the scope of managed services (Fixed)	Freemium to paid \$49 - \$399	Based on the number of participants/programs (Variable)	Upfront cost based on level of customisation	
<b>Contract</b>	Average annual revenue/client	\$160,000 <sup>1</sup>	\$600 to \$10,000	\$30,000	Based on number of meters under management (Variable)	\$250,000 <sup>2</sup>
	LTV	600k - 1m+	N/A	120,000+	1m+	

1. This figure reflects the average fee for an enterprise solution.

2. Typical size of a full-service new client in the first year.

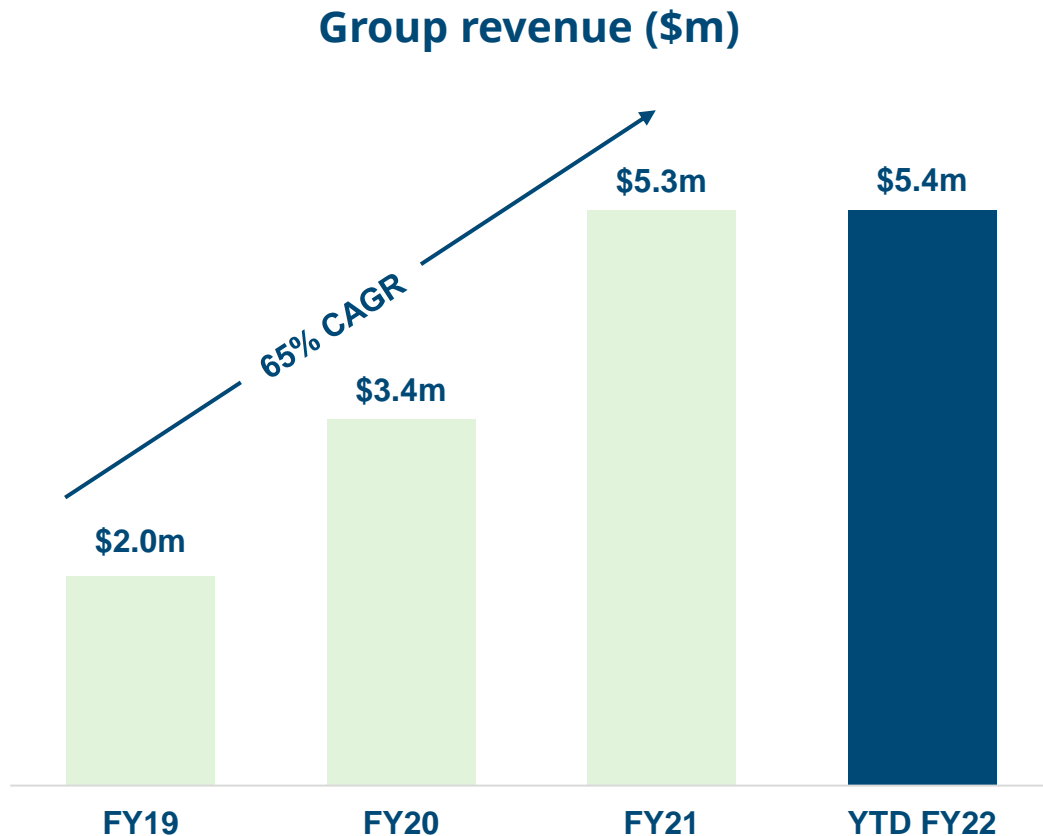


## Q3FY22 - Sustained growth with expansion in the US gaining traction



- ✓ Customer receipts of \$1.56m, up 3% on pcp, and consistent with Q2 FY22
- ✓ 17 new customers added in total across all verticals
- ✓ 400% revenue growth in AOM vs pcp and a 38% increase vs Q2FY22
- ✓ Steady organic growth in USS with revenue growth of 18% on pcp
- ✓ 13.7% ARR growth across ApplyDirect's existing customer base
- ✓ Signed new US channel partners, supporting growth in offshore expansion

# On track to deliver another year of strong growth across the Group



- YTD FY22<sup>1</sup> revenue of \$5.35m, already above total revenue for FY21 of \$5.34m
- 65% CAGR achieved between FY19 and FY21
- Subscription-based revenue accounts for ~82% of total revenue in FY21 and we expect this number to increase
- Significant increase in growth drivers across all three verticals
- Upselling opportunities assisting in revenue growth, with cross-selling opportunities to drive further growth in the future
- New US based channel partnerships will provide additional growth opportunities
- Recent discovery trip to the US uncovered strong pipeline of new opportunities

1. As at 31 March 2022.

# Solid foundations to build on and keep growing our portfolio of global software businesses



## Investment in customer base

- Client retention is a key metric for the Group
- Emphasis on growing our customer base - we currently have less than 1% market penetration domestically
- Focus on supporting existing customers by investing in product to provide them with up to date, innovative tailored solutions while driving growth in new customers



## Offshore Expansion

- Offshore expansion will be key to driving the Group's future revenue
- The focus remains on further penetrating the domestic market while simultaneously continuing with our expansion into the North American market
- Focus on pursuing further global channel partnerships, specifically in the US



## M&A pipeline

- M&A remains core to expanding our services
- The Company is searching for strategic acquisitions that expand our offering into new SaaS verticals

# Over 80 years of combined experience across a range of business life-cycles, sectors and geographies



**Andrew Henderson**

Non-Executive Chairman

Appointed in March 2019

Has over 20 years of experience in technology products and services businesses – having founded and sold Phoenix IT and is currently the MD of JitterBit Inc (ASPAC).



**Michael Norster**

Non-Executive Director

Appointed in May 2018 and seed investor

Highly successful entrepreneur from start-ups to exits. Founder of formerly ASX-listed Powerdirect (sold to Ergon Energy); founder and Chairman of Blue NRG Group and founder of USS.



**Nicholas Smedley**

Non-Executive Director

Appointed in Nov 2019 and cornerstone investor from July 2019

Former Investment Banker with 14 years' experience across UBS and KPMG. Chairman of Vortiv Limited (VOR:ASX). Chairman of Respire Limited (RSG:ASX).



**Brendan Kavenagh**

Group Chief Executive Officer & Managing Director

Appointed CEO and MD in July 2021

Mr Kavenagh has over 20 years in executive leadership roles within the Technology Recruitment and Professional Services industry with a successful background in building and executing sales strategies and leading teams to achieve highly successful growth results.



**Melissa Richardson**

Head of Art of Mentoring

Appointed October 2020

A pioneer and one of Australia's experts in mentoring, with over 20 years' experience. Founder of Art of Mentoring and is a global assessor for the European Mentoring and Coaching Council's ISMCP award.

People. Software. Solutions.

---



## Contact

Brendan Kavenagh  
CEO

[brendan.kavenagh@ad1holdings.com.au](mailto:brendan.kavenagh@ad1holdings.com.au)

