

## AoM witnesses strong momentum in North America

### Key highlights

- **US sales pipeline of \$3.2 million in lifetime value (LTV), based on historical customer retention rate of 4 years, up over 700% year on year (yoy) compared to approximately \$400,000 this time last year**
- **Record level of new business sales, including SaaS and professional services, with an LTV of ~\$1.43 million**
- **8 new customers added with a Total Contract Value (TCV) of ~ \$290,000 including non-profits Social Futures and She Raises Africa and a major Defence contract. All of which represents an LTV in excess of \$ \$1.16 million**
- **Strong contract renewals representing \$2.56 million LTV to date**

**Melbourne, Australia, 8 November 2022:** AD1 Holdings Limited ('AD1', the 'Company' or the 'Group') (ASX: AD1), a technology company with a growing portfolio of market-leading software businesses, is pleased to announce that Art of Mentoring (AoM) has made a record breaking start to the year in North America with total revenue up 126% year on year, driven by unprecedented new business sales. AD1 anticipates new contract wins achieved in year-to-date FY23 will deliver an LTV of approximately \$1.43 million, based on historical customer retention rates.

AoM has added 8 new customer wins with a TCV of ~ \$290,000 including key not-for-profit organisations Social Futures and She Raises Africa and a major Defence contract with an LTV in excess of \$1.6 million. Additionally, AoM renewed key agreements with existing customers valued at approximately \$2.56 million.

AoM's US sales pipelines is currently valued at \$3.2 million, up over 700% year on year, including ~\$800,000 of LTV in procurement, resulting from a recent increase in marketing activity, potential opportunities to secure new customers, and the upselling of existing contracts across multiple business and government sectors.

Moving further into FY23, AoM will continue executing on its strategy of sustained growth via new customer acquisitions, leveraging existing relationships, and further expansion into the US. To support future growth initiatives in the US, AoM has recently hired a local Senior Account Representative and Client Success Manager and is confident it is well positioned to accelerate sales growth within the US market in the final months of 2022 and beyond.

### **AD1 Holdings Chief Executive Officer Brendan Kavenagh said:**

"AoM has delivered strong performance since the beginning of FY23 with important new customer wins and the renewal of key contracts with existing customers. This has created great momentum throughout AoM and the AD1 Group and we are thrilled to keep this momentum going as we move forward into FY23."

**END**

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

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**About AD1 Holdings**

AD1 Holdings is a technology company with a growing portfolio of market-leading software businesses. We build, manage, and acquire best of breed, high potential software businesses that develop specialised software solutions to address the specific needs of the global workforce. The Company currently operates in two main verticals being 'HR Services' and 'Niche Services'. Under HR services the company provides talent recruitment solutions in the form of ApplyDirect and Jobtale and mentoring products under the Art of Mentoring banner. The Company also operates Utility Software Solutions which specialises in SaaS hosted customer interface solutions (CIS) and Business Process Outsourcing (BPO) services for energy providers.

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