

intelliHR



IntelliHR

Becoming a Global Business

21 August 2020

ROBERT BROMAGE, Founder & CEO

ASX:IHR

www.intellihr.com.au

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Annual Report Highlights

..... record increase in **Revenue** and higher **Customer Retention**, reduced **Net Cash Outflows**.

- 161% increase in total revenue and 62% increase in ARR delivering record new business growth despite the broader economic impact of Covid-19.
- 153% increase in professional services revenue due to higher levels of on-boarding activities and repricing.
- 126% YOY increase in Cash Receipts and a 36% reduction in net cash used in operations - reflecting growth, success and a relatively fixed cost base implemented in FY20.
- A Net Promoter Score (NPS) of 74 has resulted in continuing high levels of annual revenue retention at 113% and minimal client departures.
- Foreign-source revenue has increased to 25.1% of total revenue. Addition of Canadian Team members to support global expansion in June 2020.

“After implementing IntelliHR, the following year we had our best financial year yet. That makes a massive statement to show how valuable an investment in people and technology can be.”

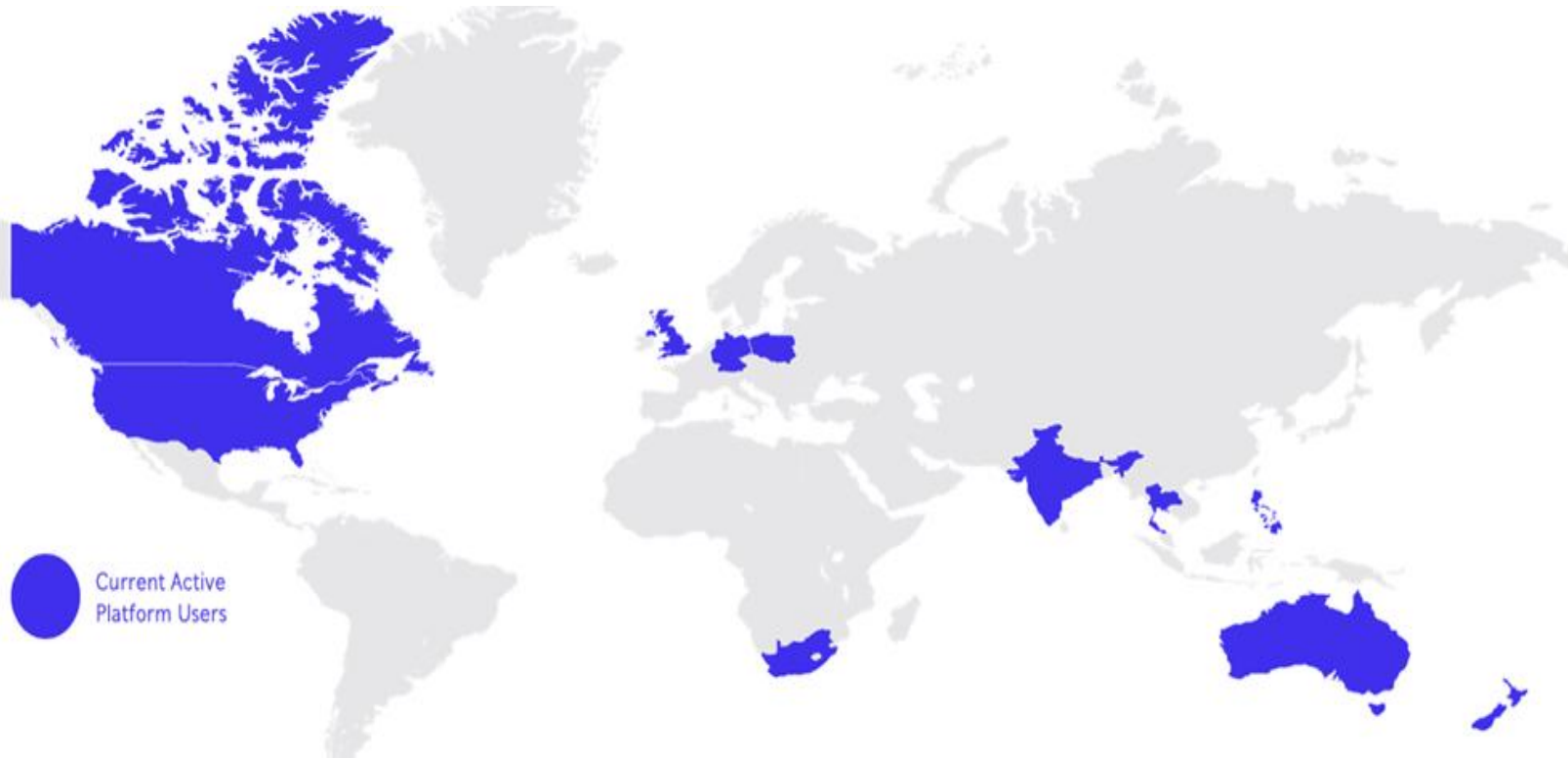


Sarah Gatehouse
Head of People and Culture
ANZ, Fujitsu General Australia

intelliHR's Global Presence

... 25% of intelliHR's revenue is generated from outside of Australia.

- We support customers in 15 countries demonstrating the ability of the platform to meet the needs of business and team members around the world.
- We established a presence in Toronto Canada with the recruitment of 2 sales executives to enhance our drive into one of our largest growth markets.



"I am very pleased that intelliHR has chosen to locate its new office in our city. Toronto is a magnet for companies around the world due to our highly-skilled, diverse and innovative workforce. Right now, our region is fighting the global pandemic and intelliHR's arrival will help our city as we work to restart and rebuild the economy."



John Tory
Toronto Mayor

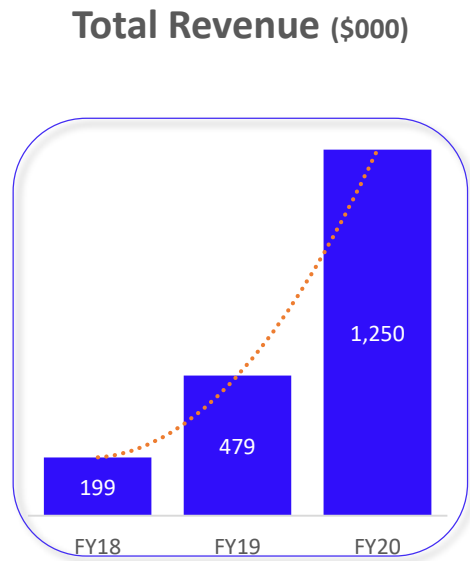
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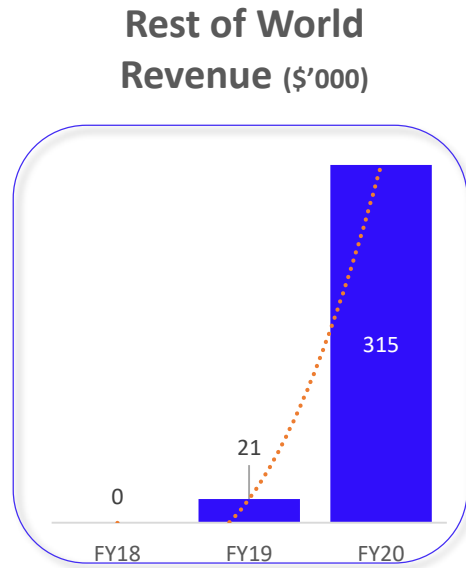
Financial Performance Highlights FY20

... FY20 delivered robust ARR growth via the acquisition of new customers and increasing international business. intelliHR is well positioned to facilitate the global trend of Working-from-Home for an expanding customer audience.

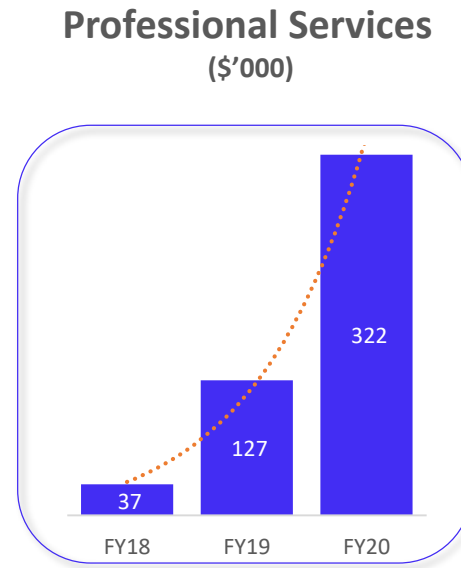
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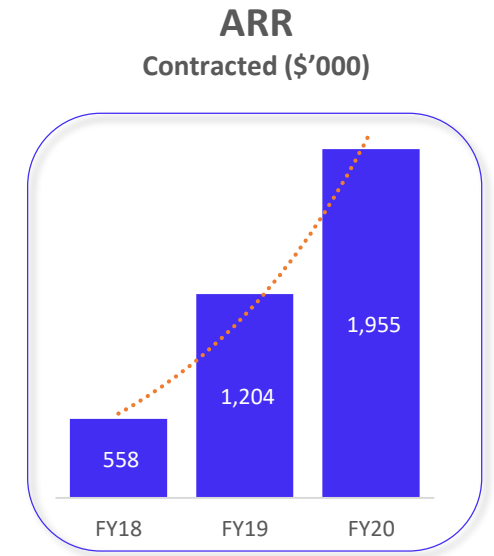
▲ 161%
YOY



▲ 1400%
YOY



▲ 153%
YOY



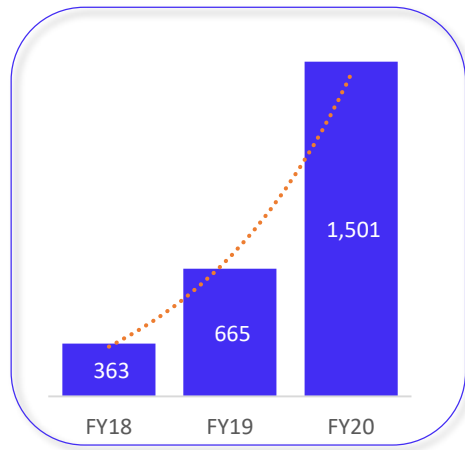
▲ 62%
YOY



Financial Performance Highlights FY20 - cont

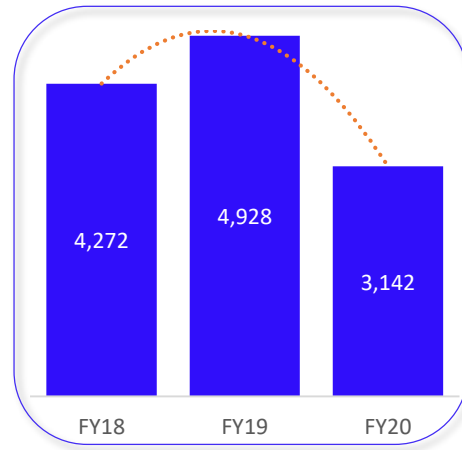
... strong increase in cash receipts as new business is successfully onboarded – high levels of customer retention with very low levels of lost revenue

Customer Cash Receipts
(\$'000)



▲ 126%
YOY

Net cash outflows
(\$'000)



▼ 36%
YOY

Rolling 12 month
Revenue Retention

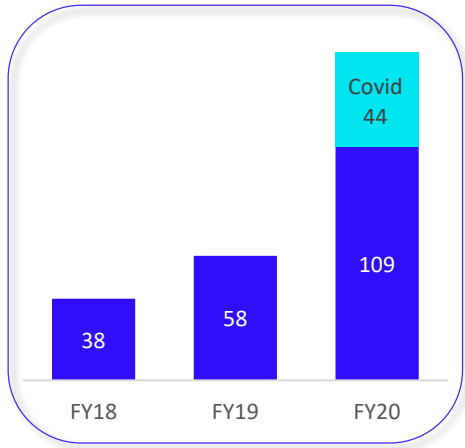


▲ from 111%
in 2H19

Platform Highlights FY20

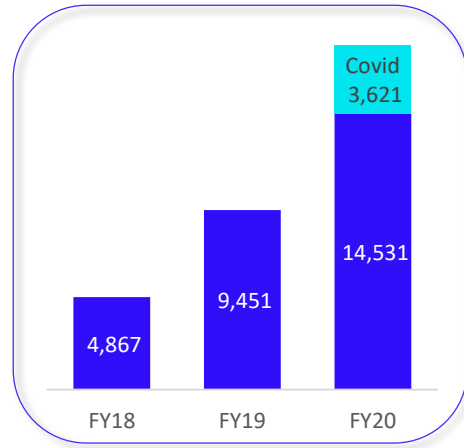
... New Business Growth has driven increases in Customers and Subscribers on Platform, increased use of Sentiment tool by customers, world class NPS.

Customers on Platform



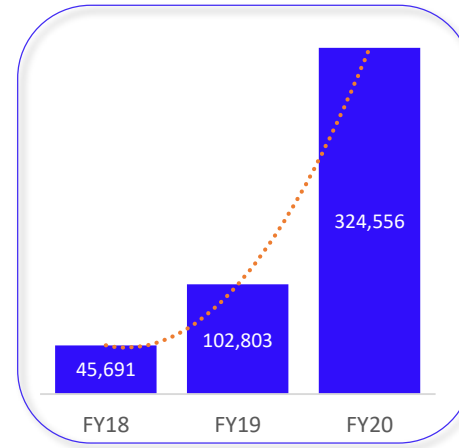
▲ 162%
YOY

Subscribers on Platform*



▲ 91%
YOY

Customer Sentiments Collected



▲ 215%
YOY

Customer NPS



▲ 14%
YOY

*Note by 30th of June 2020 – over 1200 Covid Platform Subscribers had upgraded to paying accounts

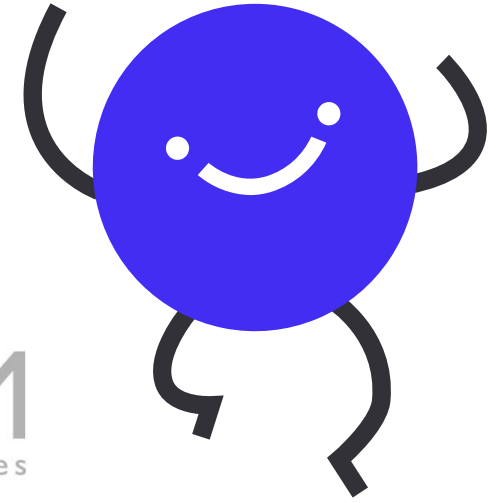


Capital Raising Event

...August 2020 capital raising highlights

- Australian Tech Entrepreneur Bevan Slattery has become a cornerstone investor in IntelliHR
- \$5.5 million capital raising, comprising of a \$2.5 million placement and an underwritten non-renounceable \$3.0 million rights issue
- Our largest shareholder, Colinton Capital Partners, is jointly underwriting the entitlement offer with Bevan Slattery and intends to take up its full entitlement under the offer.
- Issue price of \$0.075 per share, a 3% premium to the closing price on the day before the announcement of the rights issues (\$0.073).
- Under the placement the Company will issue 33,333,333 fully paid ordinary shares to Bevan Slattery, with 2,731,956 shares issued in (Tranche 1) on the 10th of August and 30,601,377 shares (Tranche 2) to be issued subject to shareholder approval which will be sought at a shareholder meeting on 10 Sept 2020.
- Under the entitlement offer, eligible shareholders are offered 1 new fully paid ordinary share for every 5 shares held on the record date of 11 August 2020 (Record Date) at an issue price of \$0.075 per share.
- The entitlement offer is open to all eligible shareholders who have a registered address within Australia or New Zealand, and who hold ordinary shares on the Record Date. The entitlement offer closes at 5.00pm (AEST) on 4 September 2020.

Some of our new customers in FY20..



“intelliHR gives us the power to easily see our people information and data in a way and with speed that we've never previously had, it provides insights and tools to connect, for all of our people.”

Angela Cilia
Penske Australia and New Zealand
General Manager Human



intelliHR Growth

...is the result of its clearly articulated plan to offer a sophisticated and versatile system to a global addressable market in excess of \$30 billion.

Customers/Subscribers



Partnerships



Satisfaction



ARR Growth

AT TIME OF LISTING – JAN '18

10 Customers

500 Subscribers

0 Freemium

0 Partners

n/a Satisfaction
(not measured)

\$0.22M AAR

+ 2.5 years

AS AT 30 JUNE '20

109 Customers

14,513 Subscribers

3,514 Freemium

37 Partners

74 Satisfaction
Net Promoter Score (NPS)

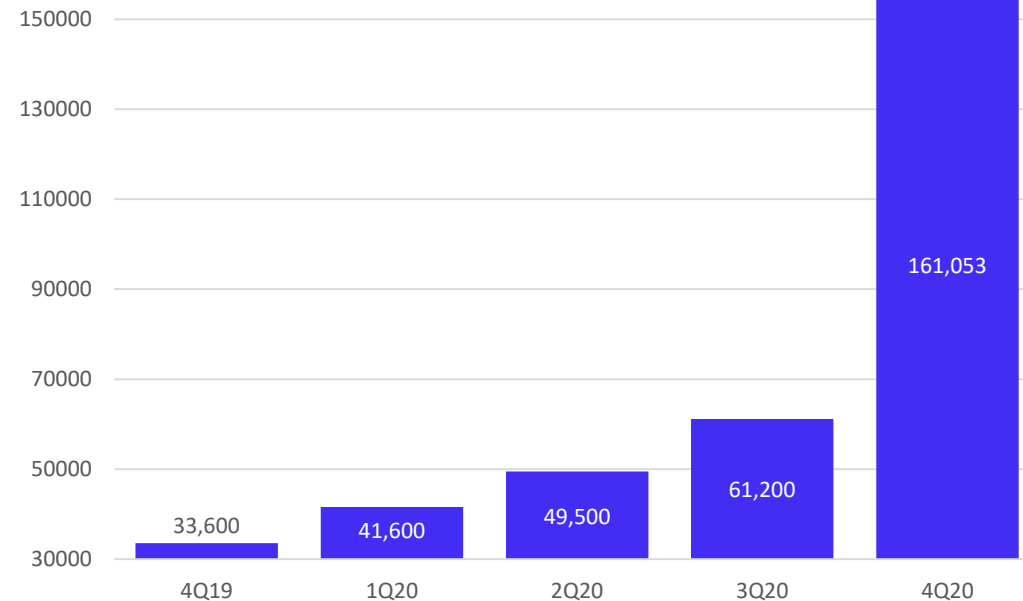
\$1.96M ARR

Platform Utilisation

...across both the paying and freemium offerings is growing rapidly as subscribers rely on it to optimise their performance, embedding the system into the customer's core operations.

- The IntelliHR system makes employee sentiment predictions in real time for customers
- Platform Utilisation has increased as a result of greater numbers on the system as well as higher usage by individuals
- Platform Utilisation grew from 49,500 in 2Q20, to 61,200 in 3Q20 and 161,053 in 4Q20
- The more data points collected, the more refined the AI analytics engine becomes and hence the more nuanced its insights

Customer Sentiment Prediction Growth

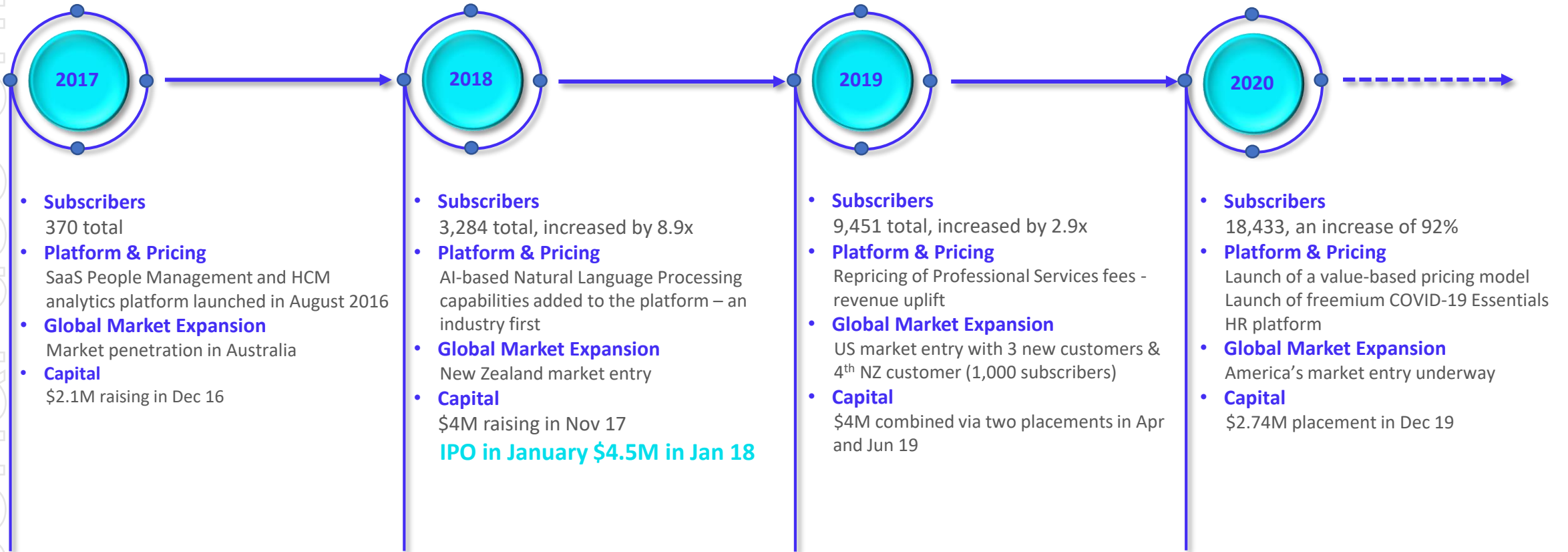


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Milestones to Today

...illustrate a business that is dynamic and relevant, can plan and execute a strategy to build a global customer base with a market-leading product, and has been supported by investors in its endeavours to secure new capital.



Financial years

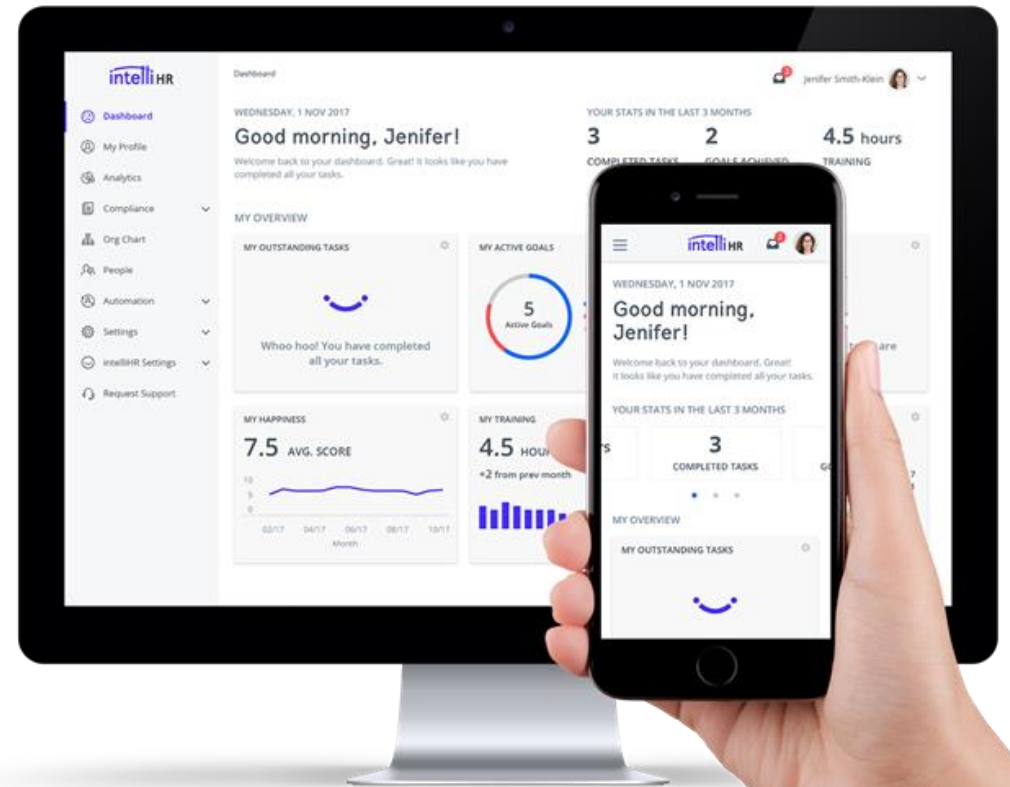


The intelliHR solution

intelliHR is a SAAS HR cloud based system which delivers

- People Data Visualisation and Analytics
- Performance Management Tools
- Feedback and Wellness Tools
- HR Process Automation (Paperless processes)
- Full HR Digitisation (Paperless Records)
- People Compliance Management
- Realtime People Sentiment and Insights

..... we Lower **Cost**, Higher **Productivity**, Improved **Revenues**.



The intelliHR solution

SINGLE SOURCE OF HR TRUTH

✓ Analytics and predictive insights

- Culture and community
- Performance and productivity
- AI intelligence
- Risk and compliance
- Planning and financial drivers
- Predictive sentiment

✓ People and performance management tools

- Personalised performance systems
- Continuous feedback
- Multifunctional goals
- Performance monitoring
- Automated performance reports
- Training and development plans

✓ Core HRIS / workflow and compliance

- Employee lifecycle automation
- Self-service record keeping and access
- Policy management automation
- Automated organisational charting
- Employee qualification compliance
- Centralised HR data

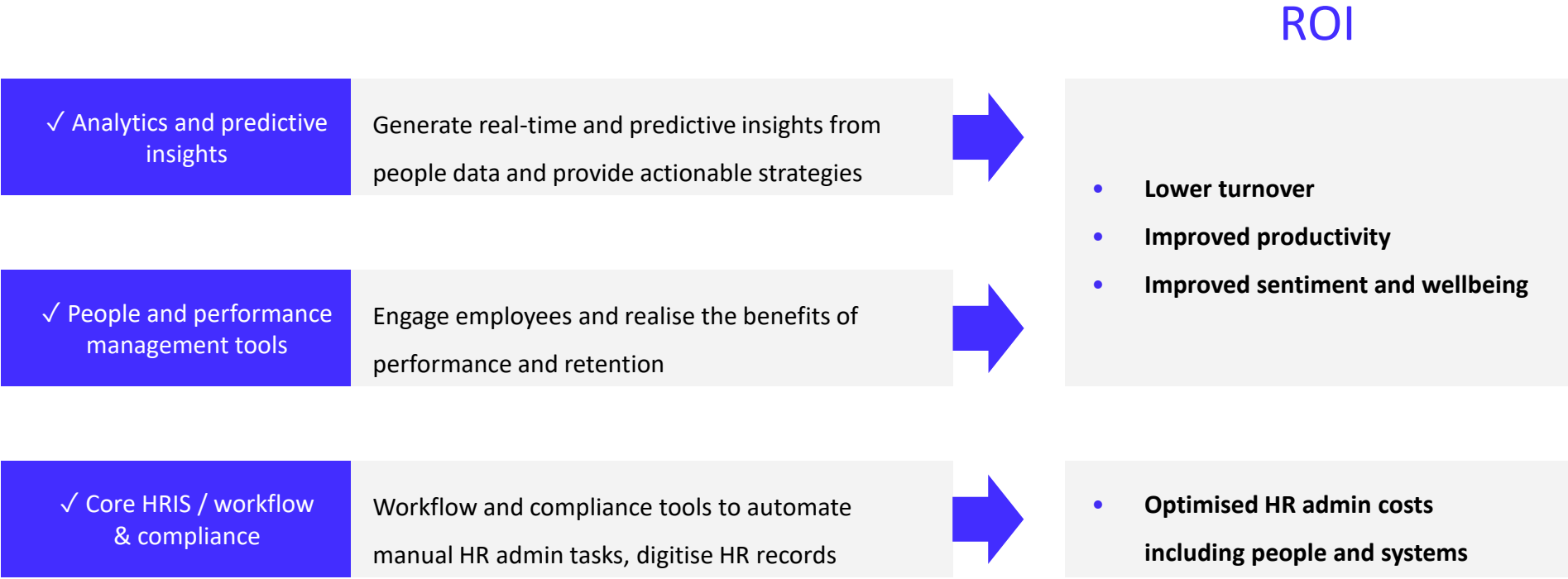
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intelliHR delivers compelling ROI

.... through reduced HR admin costs (including people and systems), lower turnover and improved productivity

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intelliHR Track Record

...leads the competition with independently compiled ratings that are consistently ahead in every category.

"Where have you been all my life!"

BEN W.
COMPANY SIZE: 13-50 EMPLOYEES

★★★★★

GetApp

"Great Product. Amazing service."

HELENE G.
NATIONAL OPERATIONS & HR MANAGER

★★★★★

Capterra

"Fantastic HR Support."

JAYDE K.
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

GetApp

"Perfect for our business needs."

OLGA D.
COMPANY SIZE: 201-500 EMPLOYEES

★★★★★

GetApp

"Can't live without it!"

ADMINISTRATOR
SMALL-BUSINESS(11-50 EMPLOYEES)

★★★★★

GetApp

"Game changing software."

RENAE L.
MANAGING DIRECTOR

★★★★★













Capterra

	BambooHR	ELMO Cloud HR & Payroll	Employment Hero	intelliHR
★ Ratings	★★★★★ 4.5 / 5	★★★★☆ 3.5 / 5	★★★★★ 4.6 / 5	★★★★★ 4.9 / 5
Overall	★★★★★ 4.5 / 5	★★★★☆ 3.5 / 5	★★★★★ 4.6 / 5	★★★★★ 4.9 / 5
Ease of Use	★★★★★ 4.6 / 5	★★★★☆ 4.1 / 5	★★★★★ 4.6 / 5	★★★★★ 4.8 / 5
Customer Service	★★★★★ 4.4 / 5	★★★★☆ 3.6 / 5	★★★★★ 4.6 / 5	★★★★★ 5 / 5
Features & Functionality	★★★★★ 4.4 / 5	★★★★☆ 3.2 / 5	★★★★★ 4.3 / 5	★★★★★ 4.5 / 5
Value for Money	★★★★★ 4.4 / 5	★★★★☆ 3.8 / 5	★★★★★ 4.6 / 5	★★★★★ 4.9 / 5



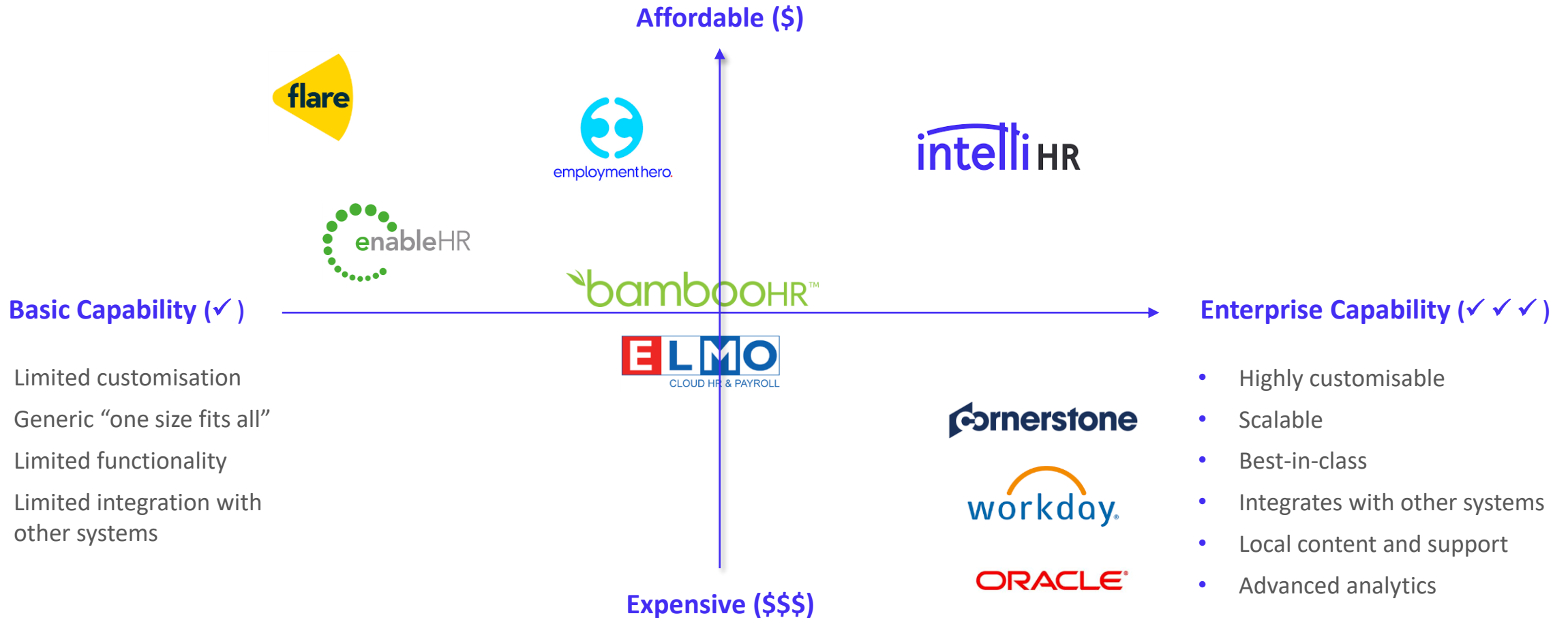
The Calibre of intelliHR Customers

...is a reflection of the efficacy of the enterprise grade platform and its scope from managing administrative processes to driving team and business strategy.

Professional Services		Health Care	
Financial Services		Aged Care	
Technology		Property Services	
Public Utility		Education	
Engineering		Distribution	
Mining		General Industry	

Competitor Mapping

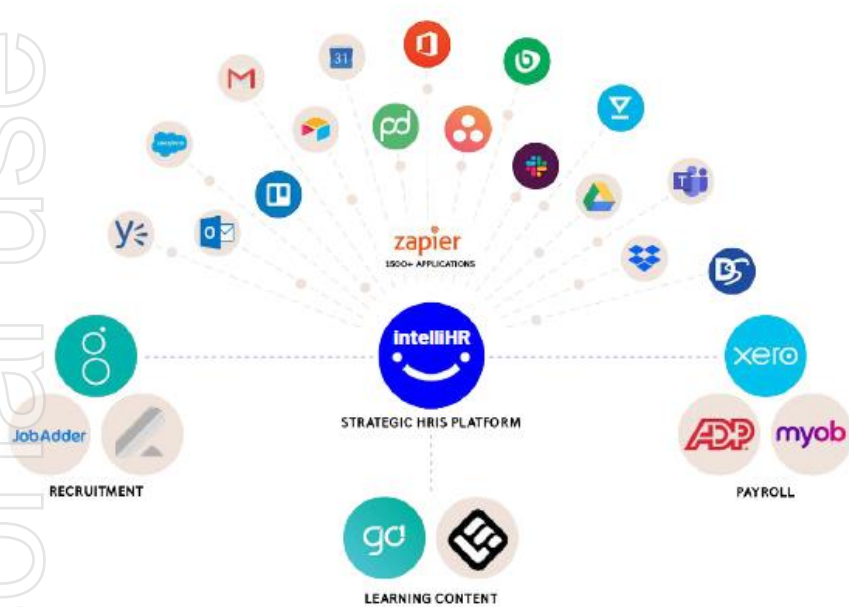
...highlights the intelliHR point of difference with a platform that provides sophisticated enterprise capability at a speed of implementation and price point appropriate to the needs of a dynamic business.



Partnerships

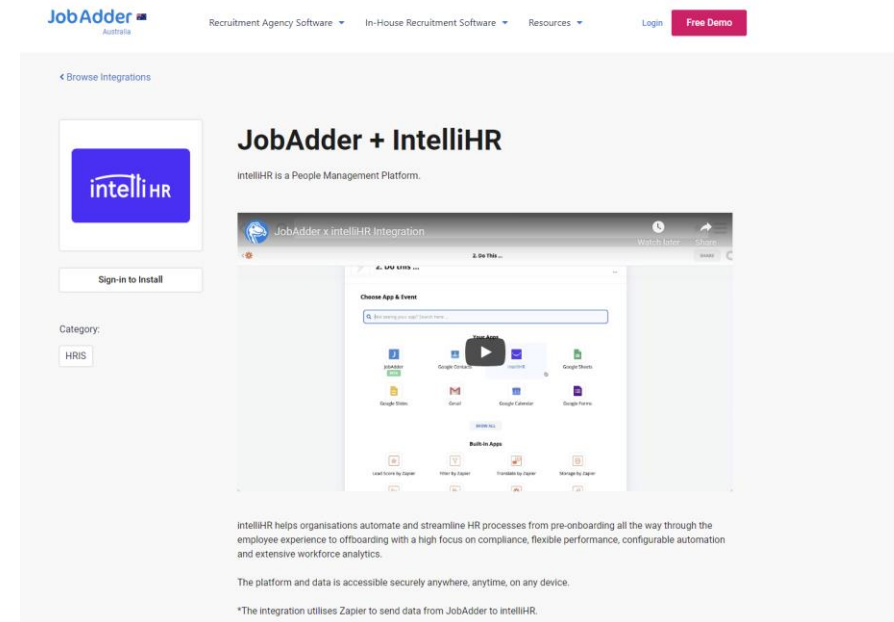
...were launched in March 2018 and has grown to a bank of 40 technology and referrer partners who generate new customer leads and enhance market relevance.

IntelliHR Best of Breed Ecosystem



intelliHR actively pursues integrations with other apps that can generate new customer leads and that position the intelliHR SaaS platform at the centre of a best-of-breed people management technology ecosphere.

- We established key integration partnership during FY20 with Zapier, Lever, GO1.com, Keypay, Job Adder and Xero
- Integrations: put intelliHR in these SaaS app marketplaces; and are a preferred distribution strategy due to lower customer acquisition costs
- Integrations enhance the value proposition for intelliHR's existing customer base as well as attracting new customers



Strategic Focus...

...upon maintaining market leading position with continued R&D investment while scaling up the operations to acquire subscribers in both existing markets and new offshore markets.

Grow Channels and Territories

- ✓ Accelerate global expansion beyond existing 25% of ARR accounted for by offshore activities
- ✓ Increase marketing investment in the Americas following the recent launch of the IntelliHR Toronto Canada
- ✓ Additional sales staff to be brought on-line as required to meet growth opportunities

Execute Business Strategy

- ✓ Continue to grow domestic and international customer base, aiming to increase subscribers beyond 30,000 users
- ✓ Continue to execute new 'land and expand' business model, maintaining focus on the SME full digital transformation marketplace
- ✓ Continue focus on building out the international technology partner ecosystem and marketplace
- ✓ Continue to support the global shift to 'Work from Home', which organisations can better manage using IntelliHR's platform tools for continuous feedback, performance enablement and wellness capabilities

Maintain Product Leadership

- ✓ Continue investment in developing prescriptive analytics capabilities, specifically insight generation using machine learning and artificial intelligence (AI)
- ✓ Further investment in artificial intelligence (AI) across the full IntelliHR people management platform aimed at further differentiating IntelliHR's product offering
- ✓ Invest further into localisation (e.g. user language preference customisation) to support expanding IntelliHR's global reach

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The Next Growth Cycle

...as set out 12 months ago, will see continued revenue growth in new and existing markets with further investment in both R&D and sales and marketing resources to capitalise on a large and fast-growing global market.






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