

# Our past success predicts our future

Xref was first to market, became best in class and is rated #1 globally for automated reference checking. Since then, we have extended our offering to respond to the changing world of work. Check out our past and explore the future of Talent with Xref.

Xref is a global, best in class, HR and recruitment technology company that empowers organisations with people-focused feedback to make great decisions.

Since 2010, Xref has offered a new perspective on the talent journey and have guided organisational change with data-driven feedback.

Xref listed on the ASX in 2016 and has gone from strength to strength since then. Guided by our strong Board of Directors and Leadership team, we make decisions that will serve our shareholders best.

We began as an automated reference checking solution

encouraging the HR and recruitment industry to transition away from phone-based checks.

Our next generation platform has been built to satisfy the demands of a rapidly-changing market and features solutions to satisfy all stages of the talent journey so clients can make empowered people-focused decisions to recruit, retain and remember their people with ease.



**Lee-Martin Seymour**  
Founder, CEO, Exec Director.

Xref is **rated #1** globally for Reference Checking

G2



285 reviews

Capterra



93 reviews

GetApp



93 reviews

Google APAC



828 reviews

Google UK



109 reviews

Google USA



219 reviews

Delivering innovation

## Delivering **best in class** and first to market innovation to the Employment sector since 2010



A global marketplace of 3rd party checks including: ID Checks (formerly RapidID), Criminal and Working Rights.

### Growth strategy:

Resell aggregated checks via the Xref Enterprise platform and other clients.

FY23 Rev: \$2.6m

Clients: 260+

Checks to date: 8m



Global platform offering reference checks, pulse surveys & exit surveys.

### Growth strategy:

Offer the newly extended enterprise subscription platform to a larger addressable market.

FY23 Rev: \$16.2m

Clients: 2000+

References to date: 3.5m



Employee engagement survey and data analytics platform (formerly VoiceProject).

### Growth strategy:

Offer Engagement surveys to Xref clients with an estimated employee headcount of over 6million.

H2FY23 Rev: \$1.8m

Clients: 300+

Surveys to date: 4m

2010

### Automated referencing

Reference platform launched - today 1.3m people provide feedback across 195 countries.



2016

### Channel Integrations

Today, 33% of revenue originates from clients that collect Xrefs via an integration.



2017

### Reference Sentiment Algorithm

So far, 2m reference reports have been measured by a natural language sentiment algorithm resulting in reduced time reading reports.



2018

### Free Template Builder

Over 40,000 reference templates have been built saving 1000's of operational hours internally as well as providing a constant lead flow.



2019

### Reference Fraud Algorithm

Over 50,000 people have been identified as committing reference fraud therefore saving organisations time and money.

2019

### Xref Lite - Self Serve Platform

Since launching, 6000 new clients have signed up and used a credit card to start their journey with Xref.



2019

### Acquired RapidID

2.6m ID checks were completed in 2022. 85% of checks were requested by the employment sector. Since rebranded as Trust Marketplace.



2021

### Exit Surveys

Have attracted a 65% response rate with 20% of respondents wanting to be considered for rehire.



2022

### Enterprise Platform

Enterprise platform launched as a subscription based, self service, hire to retire feedback platform.



2022

### Trust Marketplace

Launched a global marketplace of 3rd party checks including: ID checks, criminal & working rights.

2023

### Acquired Voice Project

Have gathered long form employee engagement feedback from over 4m respondents. Currently being integrated into Xref's suite of products, to be renamed Xref Engage.



2023

### Pulse Surveys

Pulse completes the Enterprise line up of products and allows unlimited use of customisable short form engagement surveys.



2023

### Launched Engage

Engage offers surveys across the entire talent lifecycle: Onboarding, Employee Engagement, Leadership 360, Pulse and Exit Surveys.

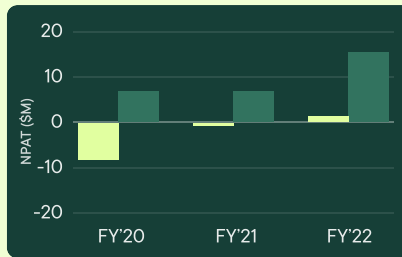
Number of Xref users  
have increased **111%**  
since 2020.



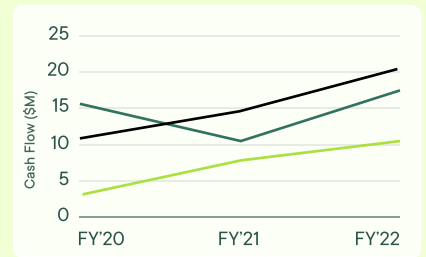
## The numbers

Following investment up to 2020, Xref turned profitable in 2021 and then grew that profit by 800% in 2022.

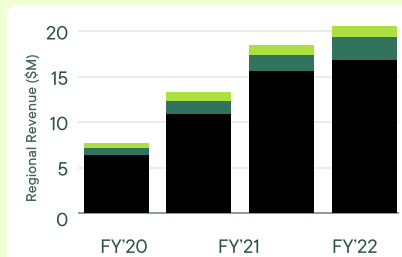
Our strong cash position allows us to focus on product innovation, internal processes and marketing in order to ready the business for scale.



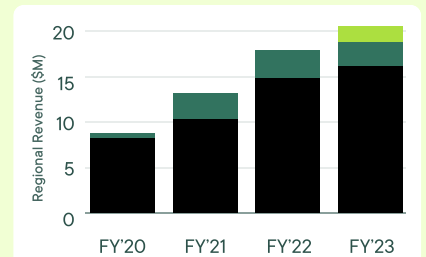
● Revenue (\$M) ○ NPAT



● Cash Collections ● Cash Expenses ● Cash at Bank



● ANZ ● US ● UK



● Xref Sales ● Trust Marketplace ● Xref Revenue

## Capital structure

### 186m Shares

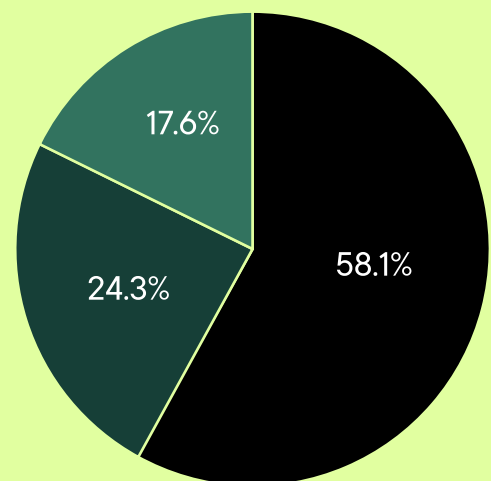
On issue with a \$34.5m market capitalisation at 18.5c.

### 16.4m Options

Options with exercise prices from between \$0.18 and \$0.70. These options expire from now and 29 November 2024.

### 11.4m Warrants

Issued on 31 July 2020, with an exercise price of \$0.35 each (subject to adjustment in accordance with the Warrant Deed) and may be exercised any time up to 24 July 2024, being the date that is seven days before the termination date (31 July 2024) of the related \$5 million secured debt facility.



● Top 20 (Exc. Founder) ● Other ● Founder CEO, L Seymour

## Acquisitions

Xref target automated technology platforms that provide faster go to market opportunities, stepped revenue growth and increased addressable market.



### RapidID Acquired 2019

Introduce ID into the employment sector. DVS License, Platform. Early Revenue.

Current annual revenue	\$3m
Acquisition cost	\$1.5m (\$0.6m Cash / \$0.9m Script)
2022 Usage	3m checks per year



### Voice Project Acquired 2022

Launch engagement surveys, Market credibility, 20yrs of Sector Data. Analytics Platform, Profitable, 1000 clients.

Current annual revenue	\$4m
Acquisition cost	\$4m (50% Cash / Script)
2022 Usage	277k surveys per year

## Our team

Xref Employees score their level of engagement at **81%**

114

Total employees

84%

Staff retention

19

Nationalities

45%

Female employees

55%

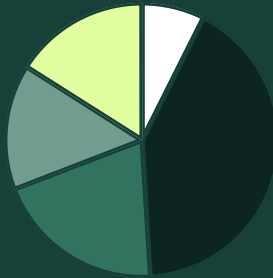
Females in leadership

0%

Gender Pay Gap

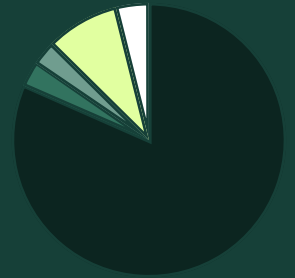
### Department headcount

- Development 41.7%
- Sales & Account Mgt 20.2%
- Customer Success 14.9%
- Operations 16%
- Marketing 7.4%



### Regional headcount

- Australia 81.6%
- New Zealand 2.9%
- Europe 2.9%
- North America 8.7%
- Pakistan 3.9%



## Our continued vision

To be the **#1** talent feedback platform, globally

Xref continues to invest in product development and enhancing the offering to clients. Much of this work is aimed at generating profitable growth well beyond the current financial year. There are significant revenue opportunities ahead resulting from the new Xref Enterprise platform, Trust Marketplace and Xref Engage.

The cost of these investments will be funded from operating cash flow. As part of increasing the scale of the business, we are focused on product innovation, improving internal processes and increasing digital marketing.



## Additional resources

### Websites & Reports

Investor centre	<a href="http://xf1.com">xf1.com</a>
Xref	<a href="http://xref.com">xref.com</a>
Trust marketplace	<a href="http://trustmarketplace.com">trustmarketplace.com</a>
Rapid ID	<a href="http://rapidid.com.au">rapidid.com.au</a>
Voice Project	<a href="http://voiceproject.com">voiceproject.com</a>

### Contact

Contact email	<a href="mailto:investor@xref.com">investor@xref.com</a>
Head Office	13/13 Hickson Road, Dawes Point, Sydney, Australia NSW 2000

### Follow us

