



ASX announcement

9 July 2015

REFFIND commences trading on ASX

Employee engagement technology company REFFIND Limited (ASX:RFN) has commenced trading on the Australian Securities Exchange (ASX) today after it successfully raised \$8 million in an initial public offering (IPO).

The IPO of 40 million new shares at \$0.20 per share was raised at an indicative market capitalisation of \$20 million.

REFFIND has developed a smartphone application targeted for use by medium-to-large corporations to facilitate more efficient and effective communication with employees.

"We are looking forward to building on the success of the IPO and maintain a strong start to life as a listed company," said REFFIND Co-Founder and Managing Director Jamie Pride.

"We've only scratched the surface in terms of potential customers with excellent feedback to date. With the funds received from the IPO we are already into ramping up business development efforts."

The REFFIND Employ product, one of three planned by the company, manages and improves upon the traditional employee referral program. It has been in the market since March 2015 and has already attracted top-tier clients such as Coles, AMP, Coca-Cola, Lion, Fuji Xerox and Pacific Brands.

The REFFIND Engage product, currently in beta, enables brief and simple communication between management and employees while REFFIND Educate is being developed to provide short form video content to staff.

REFFIND lists with a highly experienced board including former Westpac NZ CEO Peter Clare as Non-Executive Chairman and Australian recruitment pioneer Geoff Morgan as Non-Executive Director. Former realestate.com.au CEO Jamie Pride will be Managing Director while his Digital4ge Co-Founder Ben McGrath will be Chief Customer Officer and Executive Director.

Proceeds received from the IPO will fund an imminent expansion into the US plus accelerate sales, marketing and systems development.



REFFIND was founded in 2014 by Sydney-based technology commercialisation company Digital4ge with the aim of addressing the difficulties corporations face in engaging employees, due largely to technology and structural workforce changes. Digital4ge owns 48% of the listed entity.

Foster Stockbroking Pty Ltd acted as sole lead manager for the equity raising and IPO.

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About REFFIND

REFFIND Limited is a mobile employee engagement app for smartphones targeted for use by medium-large corporations to facilitate more efficient and effective communication with their employees. Founded in 2014 by technology commercialisation business 'Digital4ge', REFFIND was commercialised in March 2015 and has secured many blue-chip clients including Coles, Coca-Cola Amatil, AMP, Fuji Xerox, Lion & Pacific Brands.

Based in Sydney, Australia the company is listed on the Australian Securities Exchange (ASX:RFN).

For more information please visit www.reffind.com