

ASX announcement
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REFFIND finalises acquisition of WooBoard

Employee experience technology company REFFIND Limited (ASX:RFN) has successfully completed the acquisition of peer recognition and rewards company WooBoard Pty Ltd after initial announcement of the deal on 24 September 2015.

Integration of the WooBoard business and product offering will continue as it joins the REFFIND platform as Embrace.

WooBoard is used internally by companies to allow employees to send recognition and share updates instantly using a gamified, social cloud-based platform. It is driven by a comprehensive points system which rewards the employee for all engagement actions including sending recognition, sharing information, earning badges and connecting with colleagues. Points can then be redeemed using a number of popular online retailers.

“WooBoard immediately presents us with an array of new client leads in Australia and the US for REFFIND’s other product offerings, and pursuing these will be a priority,” said REFFIND Co-Founder and Managing Director Jamie Pride.

“Since announcement of the acquisition we have also seen a significant increase in interest from both new and existing clients of both parties.”

Founded in Sydney in 2011, WooBoard has established itself in employee recognition worldwide with 46 clients currently using the platform across the US, Europe and Asia-Pacific.

REFFIND will develop the highly scalable WooBoard into a fully mobile technology operating within the same app as REFFIND’s other product offerings.

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REFFIND

About REFFIND

REFFIND Limited is a mobile employee experience platform targeted for use by medium-large corporations to facilitate more efficient and effective communication with their employees. Based in Sydney, Australia the company is listed on the Australian Securities Exchange (ASX:RFN).

For more information please visit www.reffind.com

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