

ASX announcement
25 November 2015

Australia's largest McDonald's franchisee joins REFFIND

Employee experience technology company REFFIND Limited (ASX:RFN) has signed Australia's largest McDonald's franchisee HDF Holdings Pty Ltd.

HDF Holdings will deploy REFFIND's Employ, Engage and Embrace products across its stores in Victoria.

McDonald's represents another example of a hospitality workforce ideally suited by the mobile nature of REFFIND, with the majority of staff operating away from a desk and without a corporate laptop or intranet.

HDF Holdings Director Heath Fitzgerald said upon learning about REFFIND's product offering he believes it will cause improvements across the board within McDonald's restaurants.

"At McDonald's we place the customer experience at the core of all we do. We know there is a direct link between employee engagement and customer experience and therefore it is vital that we focus on our staff. REFFIND provides us with a tool to improve how we find the right people for the right roles, engage with, retain, reward and recognise staff, thus improving the experience of our customers," said Mr Fitzgerald.

"We are serving approximately 10,000 customers every day in a very competitive fast-food market, customer experience is always top of mind."

REFFIND APAC Vice President Nick Hillier said the recent signing of HDF Holdings along with Echo Entertainment is only the beginning for the company's pursuit of clients in the hospitality industry.

"Hospitality employs a substantial percentage of workforces both here and overseas, with most employees not desk bound and working in team environments. REFFIND gives these businesses an ability to communicate with, engage and reward employees in a simple and effective manner."

REFFIND

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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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