REFFIND

ASX: RFN

INVESTOR UPDATE

DECEMBER 2015

IMPORTANT NOTICE

REFFIND

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Information in this presentation:

- is for general information purposes only, and is not an offer or invitation for subscription, purchase or recommendation of securities in REFFIND Ltd;
- should be read in conjunction with, and is subject to, REFFIND's latest Annual Report, and REFFIND's market releases on the ASX;
- includes forward-looking statements about REFFIND and the environment in which REFFIND operate which are subject to uncertainties and contingencies outside of REFFIND's control - REFFIND's actual results or performance may differ materially from these statements;
- includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance; and
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All information in this presentation is current at the date of this presentation, unless otherwise stated.

All currency amounts are in Australian dollars unless otherwise stated.

AGENDA

REFFIND

- BUSINESS & MARKET OPPORTUNITY OVERVIEW
- SALES & MARKETING UPDATE
- INTERNATIONAL UPDATE
- PRODUCT UPDATE

REFFIND

BUSINESS OVERVIEW

EMPLOYEE EXPERIENCE MATTERS

GREAT EMPLOYEE EXPERIENCES RESULT IN GREAT CUSTOMER EXPERIENCES

WE LISTEN TO EMPLOYEES...

DISCONNECTED EMPLOYEES → MOBILE

DISENGAGED EMPLOYEES → PERSONALISED

OVERWHELMED EMPLOYEES → EASY & FUN

THEIR NEEDS SHAPE REFFIND

THE REFFIND PLATFORM

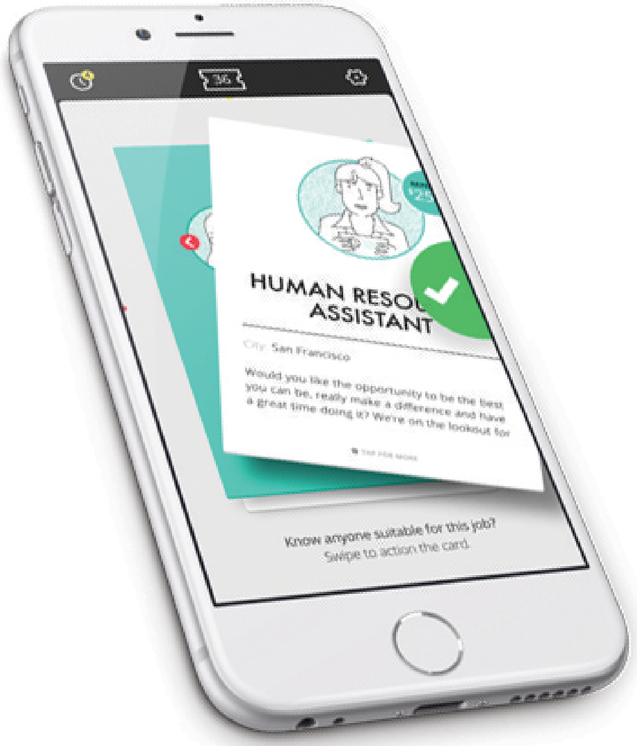
REFFIND

EMPLOY

Job referrals.
In market.

ENGAGE

Employee surveys.
In market.



EMBRACE

Recognition & rewards
via WooBoard.

EDUCATE

Content delivery.
In development.

$15B MARKET OPPORTUNITY

HR TECHNOLOGY IS A US$15B MARKET OPPORTUNITY
FOR SOFTWARE ALONE

* Source: http://www.bloomberg.com/news/articles/2012-10-11/workday-raises-637-million-in-ipo-pricing-shares-above-range

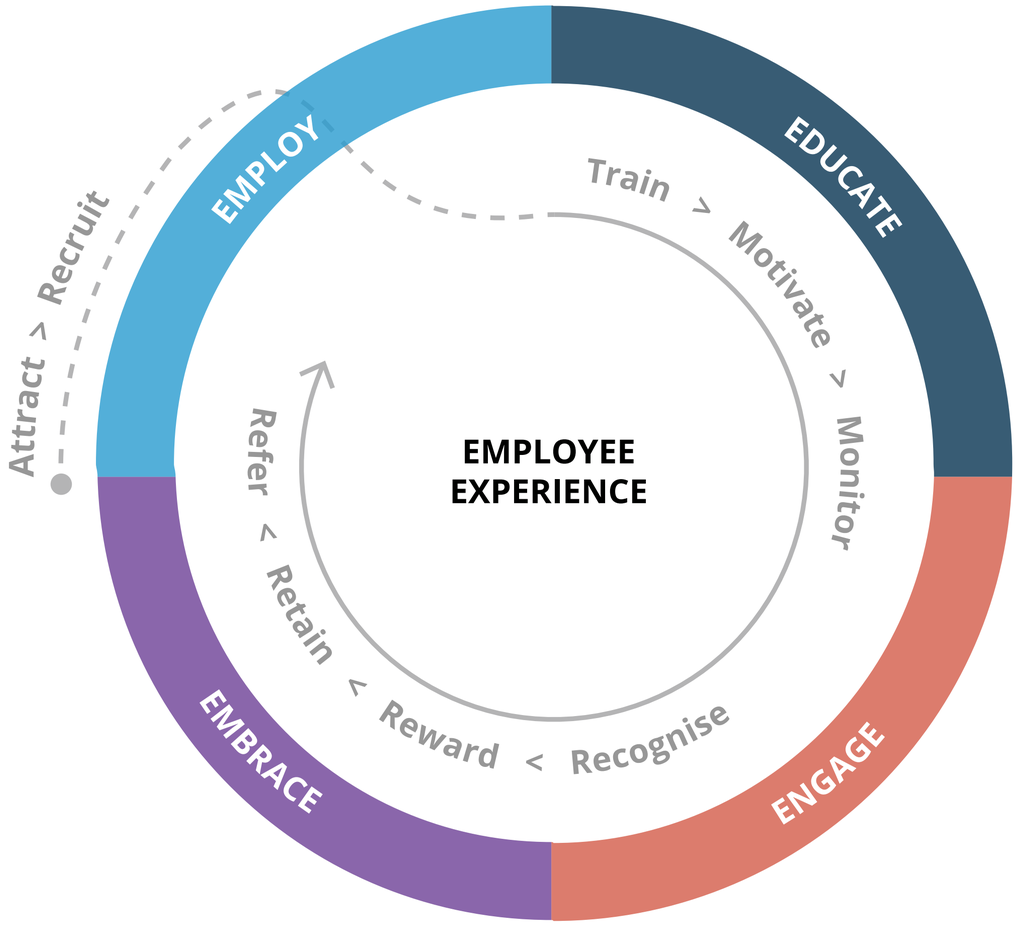
NEAR TERM ADDRESSABLE MARKETS

Market Category	Market Size (2014)	CAGR 5 Years
Recruiting	$2.6 Billion	8-10%
Learning Management	$2.4 Billion	10-12%
Performance/Compensation	$1.4 Billion	8-10%
Workforce Management	$1.5 Billion	4-6%
Engagement, Recognition, Sensing	$5 Billion	10-15%

SOURCE: IDC MARKET SIZE 2014

REFFIND IS ALIGNED TO THE EMPLOYEE LIFECYCLE

REFFIND



WE ARE COMMITTED TO SOLVING THREE UNIVERSAL HR CHALLENGES:

RECRUIT
RETAIN
MOTIVATE

WHAT MAKES REFFIND DIFFERENT?

REFFIND

- NATIVELY MOBILE – iOS & ANDROID
- FUN & GAMIFIED – WEEKLY PRIZE DRAWS
- EMPLOYEE CENTRIC – AMAZING EMPLOYEE EXPERIENCE
- NO CHANGE TO YOUR PROCESSES
- EASY TO IMPLEMENT & COST EFFECTIVE

GROWING, WORLD CLASS TEAM

REFFIND

NICK HILLIER

VP, ASIA PACIFIC

STACEY BEER

MARKETING DIRECTOR

ROBERT LOVE

CTO

NICK GASCOIGNE

PRODUCT & EXPERIENCE

DAMIEN SINGH

FINANCE DIRECTOR

REBECCA CARLSEN

TEAM ASSISTANT

COLIN WONG

BUSINESS DEVELOPMENT

JIANNI BERCICH

BUSINESS DEVELOPMENT

JESSICA LAUER

INSIDE SALES

LAUREN KENNEDY

CUSTOMER SUCCESS

SAM HANNAWAY

CUSTOMER SUCCESS

FRANK LIARDET

CUSTOMER SUPPORT

ANDREW MCCALLUM

LEAD DEVELOPER

CRAIG STANFORD

IOS DEVELOPMENT

ANDREW DITTMER

ANDROID DEVELOPMENT

KEVIN NGUYEN

SENIOR DEVELOPER

MARSHALL SUTTON

DEVELOPER

11 NEW HIRES SINCE LISTING IN JULY

OUR BOARD

REFFIND

JAMIE PRIDE

MANAGING DIRECTOR
& CO-FOUNDER

PETER CLARE

CHAIRMAN

GEOFF MORGAN AM

NON-EXEC DIRECTOR

BEN MCGRATH

CO-FOUNDER
& NON EXEC
DIRECTOR

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SALES & MARKETING UPDATE

MARKETING OBJECTIVES

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BRAND AWARENESS

- Utilise PR to create and maintain a positive image with target customers.
- Showcase customer wins and stories
- Use the proof points of our capabilities to build brand reputation

ACQUISITION

- Execute quarterly campaigns that deliver quality sales leads
- Implement Inside Sales Model to drive volume sales
- Automate marketing to enable quick expansion into new markets

CUSTOMER ADVOCACY

- Retain existing clients
- Up-sell into existing customers
- Drive handset growth and engagement
- Ongoing customer forums to gather feedback on existing and future offerings

CUSTOMER PROFILE

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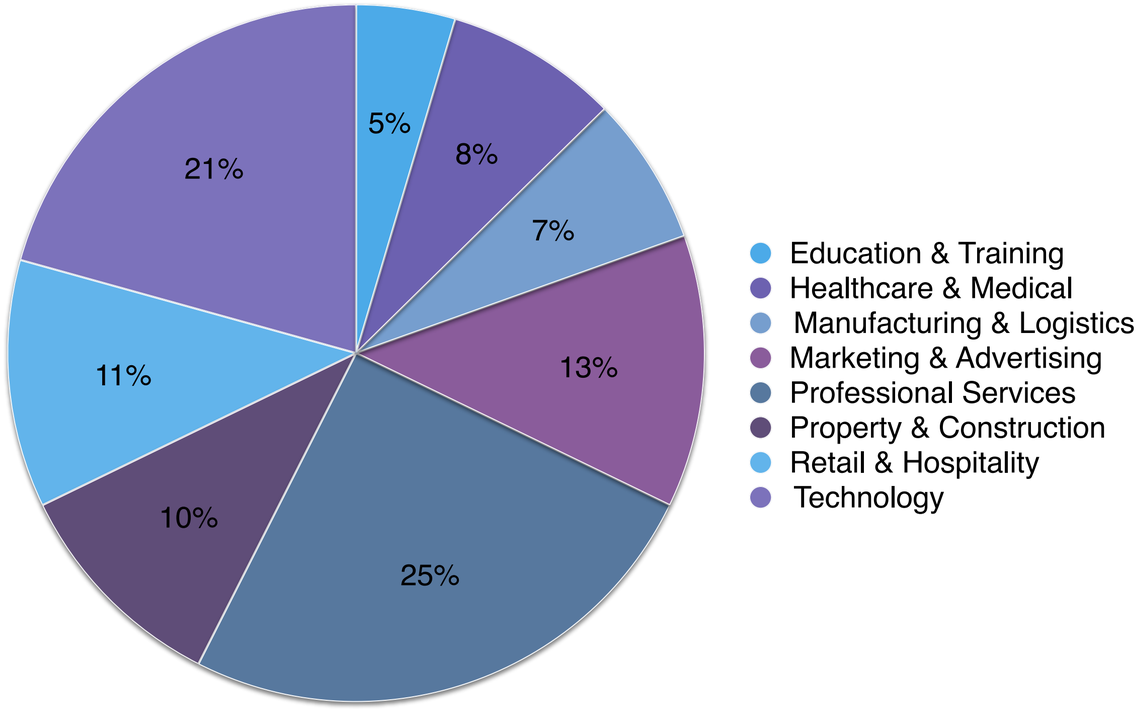
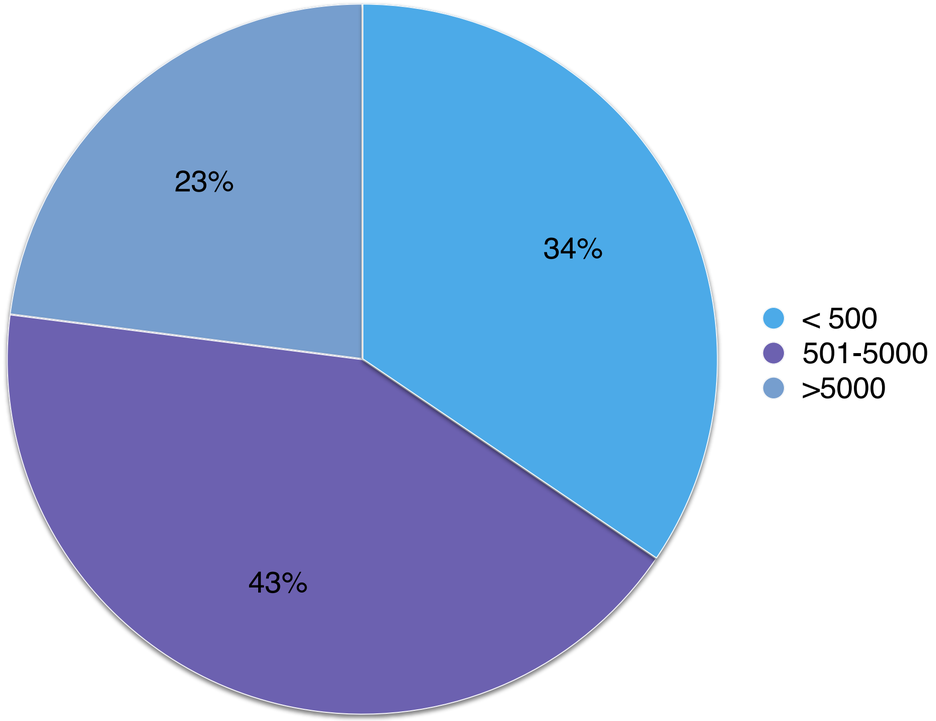
INDUSTRY SECTOR



EMPLOYEES GLOBALLY



LEAD TO CUSTOMER LIFECYCLE

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LEAD GEN

MARKETING & AUTOMATION

CHANNEL

DIRECT &
OUTBOUND

SALES EFFORT BY OPPORTUNITY SIZE

OUTSIDE SALES
(ENTERPRISE SEGMENT)

INSIDE SALES
(STANDARD SEGMENT)

SELF SERVE
(SME SEGMENT)

CUSTOMER ONBOARD & LAUNCH

CUSTOMER SUCCESS
CONSULTATION

ACCOUNT SETUP

MARKETING AND COMMS

LAUNCH

RETAIN & GROW

ONGOING CUSTOMER
SUCCESS
& MAINTENANCE

UP & CROSS-SELL

LARGE & GROWING AUSTRALIA/NZ PIPELINE

REFFIND

25,000+

IDENTIFIED CONTACTS

400+

ACTIVE PIPELINE

81

OPEN DEALS

25

NEGOTIATE & CLOSE DEALS

PRICING MODEL

REFFIND

ENTERPRISE

5000 EMPLOYEES OR GREATER

$5,000/MONTH

PER PRODUCT/PER COUNTRY

STANDARD

500-4999 EMPLOYEES

$1,000/MONTH

PER PRODUCT/PER COUNTRY

SME

<500 EMPLOYEES

$500/MONTH

PER PRODUCT/PER COUNTRY

- OUR TYPICAL CUSTOMER SIGNS A 12 MONTH SUBSCRIPTION AGREEMENT
- TYPICALLY REVENUES ARE RECOGNISED ON A 1/12TH BASIS PER MONTH
- CASH RECEIPTS LAG SALES BOOKINGS - DEPENDING ON THE CUSTOMER ACTIVATION WINDOW & PAYMENT TERMS
- EMBRACE/WOOBOARD IS PRICED AT $3/USER/MONTH (WOOBOARD OFFERS A TRIAL)
- INVOICING FREQUENCY RANGES FROM MONTHLY TO ANNUAL INVOICING (DEPENDENT ON PREFERENCE & SIZE)
- AVERAGE PAYMENT TERMS RANGE FROM 30-60 DAYS (DEPENDENT ON ORGANISATION SIZE)

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INTERNATIONAL UPDATE

US EXPANSION

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- US EXPANSION ON TRACK
- 15 PAYING EMBRACE CLIENTS IN THE US
- PRICING: ENTERPRISE: USD$5000/M, STANDARD: USD$1000/M, SME: USD$500/M
- 2 TRACK MARKET STRATEGY (DIRECT & CHANNEL)
- DIRECT: CHICAGO RESOURCE IN PLACE AND PRODUCTIVE LATE Q1
- CHANNEL: ADVANCED DISCUSSIONS WITH LARGE CHANNEL PARTNER.
- MANAGING DIRECTOR IN THE US MARKET ALL OF FEBRUARY

ASIA EXPANSION

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- BRINGING FORWARD A FOCUS ON TWO MARKETS IN ASIA DUE TO CUSTOMER DEMAND
- SINGAPORE (SERVICING ASEAN): DIRECT MARKET ENTRY: RECRUITING NOW, PRODUCTIVE FEB/MAR
- HONG KONG (SERVICING NORTH ASIA): RESELLER ARRANGEMENT
- PRICING: USD PRICING FOR BOTH MARKETS

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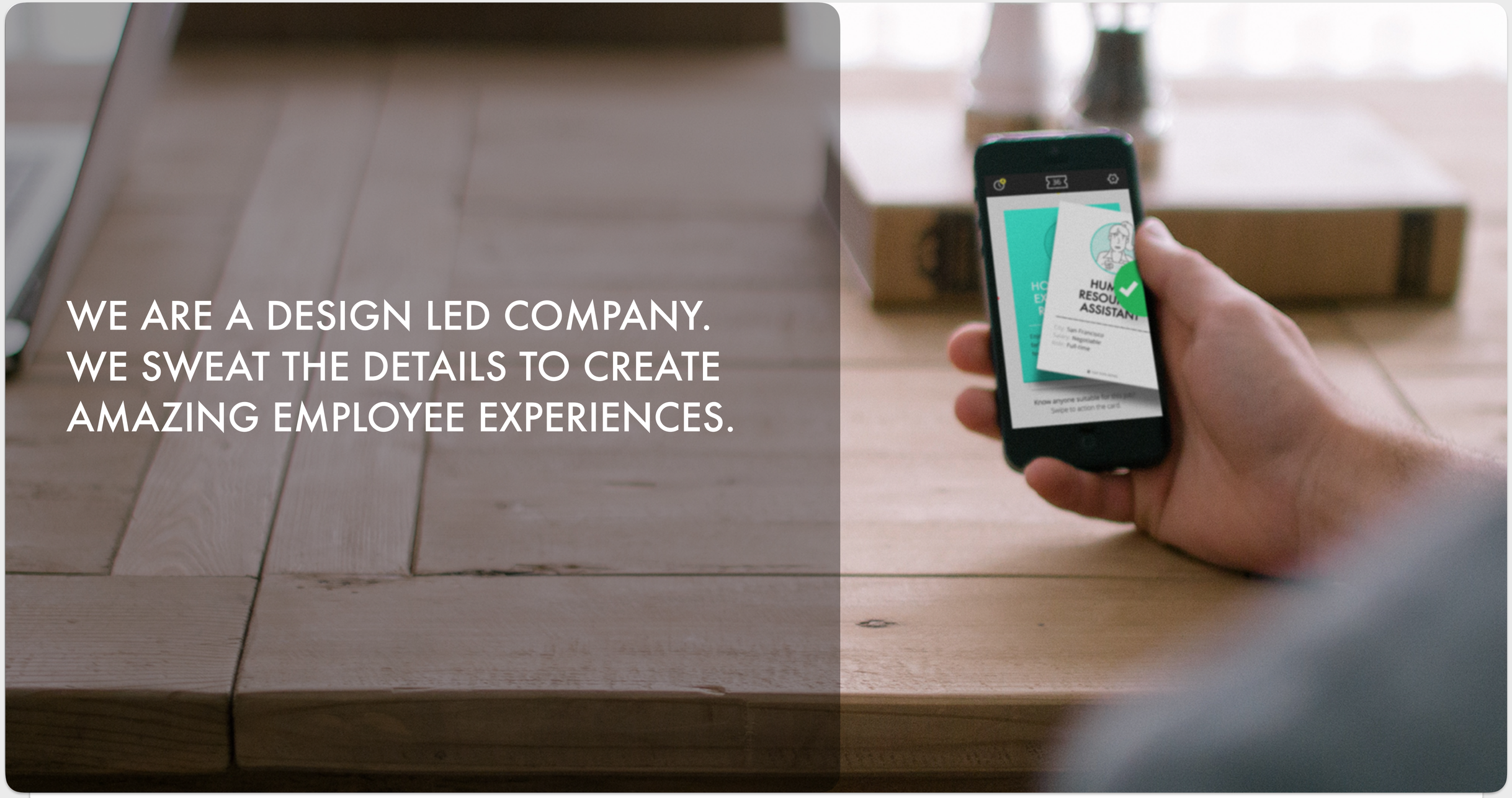
PRODUCT UPDATE

WE ARE A DESIGN LED COMPANY.
WE SWEAT THE DETAILS TO CREATE
AMAZING EMPLOYEE EXPERIENCES.



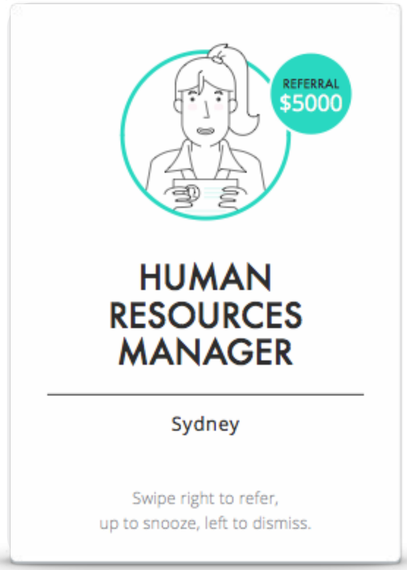
REFFIND

EMPLOY

REFFIND EMPLOY

REFFIND

- MAXIMISE REFERRALS
- INTERNAL MOBILITY
- DETAILED REPORTING
- NO APP NEEDED FOR CANDIDATES
- WEEKLY PRIZE DRAW
- MINIMAL IT REQUIRED
- WORKS WITH ANY ATS



THE RIGHT JOBS FIND THE RIGHT PEOPLE

REFERRALS START FASTER, STAY LONGER

ACCESS INTERNAL TALENT

NO CHANGE TO CUSTOMER PROCESSES

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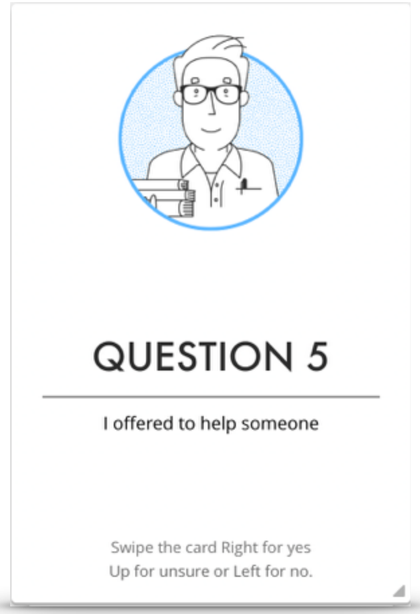
ENGAGE

REFFIND ENGAGE

REFFIND

- QUICKLY SURVEY YOUR EMPLOYEES
- REAL TIME FEEDBACK
- REPORTING
- SCHEDULING OF SURVEYS
- SELF MANAGED PORTAL
- TEAM MANAGEMENT
- CONDUCT ANONYMOUS SURVEYS
- EMPLOYEE “NET PROMOTER SCORE”
- DATA EXPORT



SIMPLE, FAST & ACCURATE

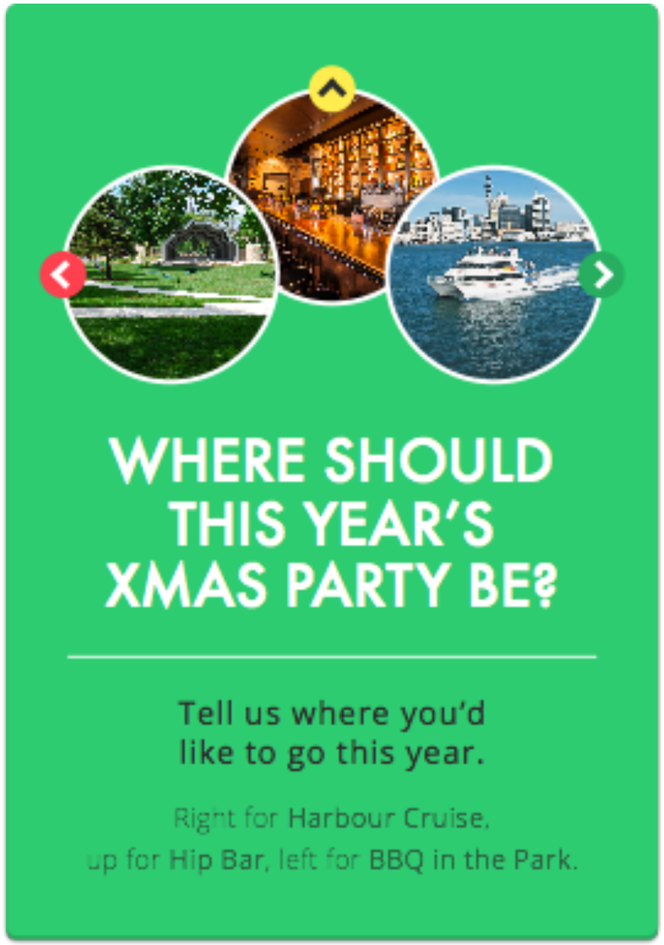
EASY & FUN TO USE

SURVEY ANYWHERE/ANYTIME

HIGHER RESPONSE RATES

ENGAGE 1.0 - QUICK PULSE SURVEYS

REFFIND



ENGAGE 2.0 - LONGFORM SURVEYS

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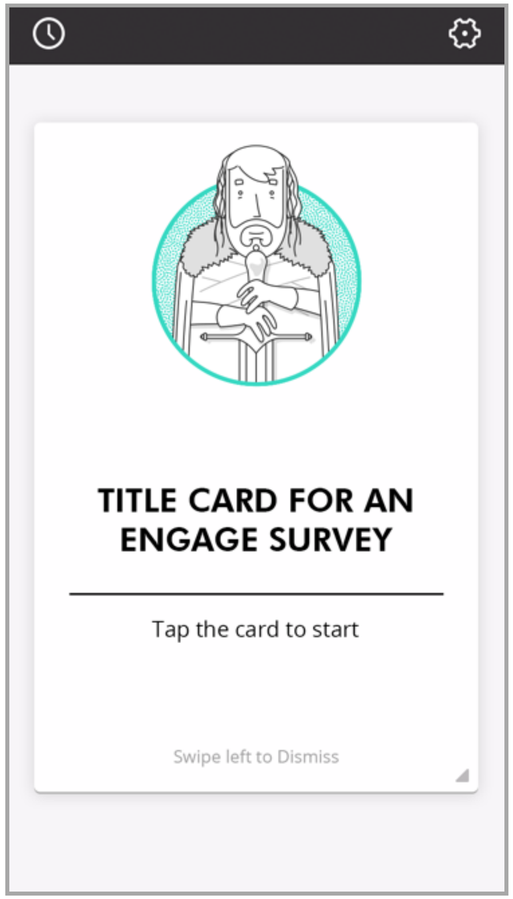
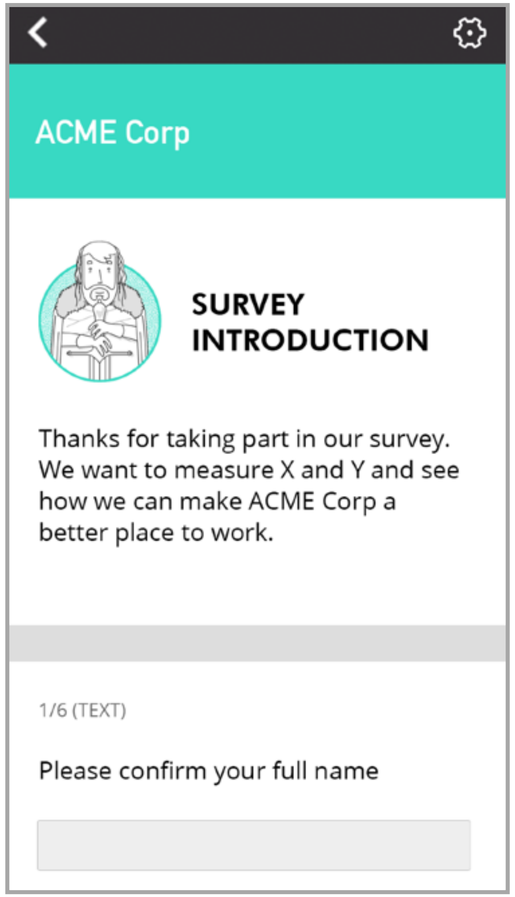
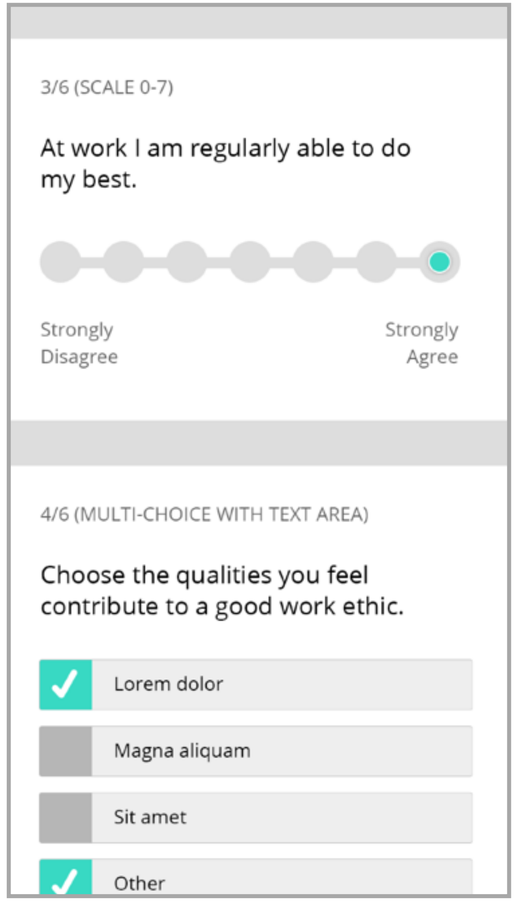
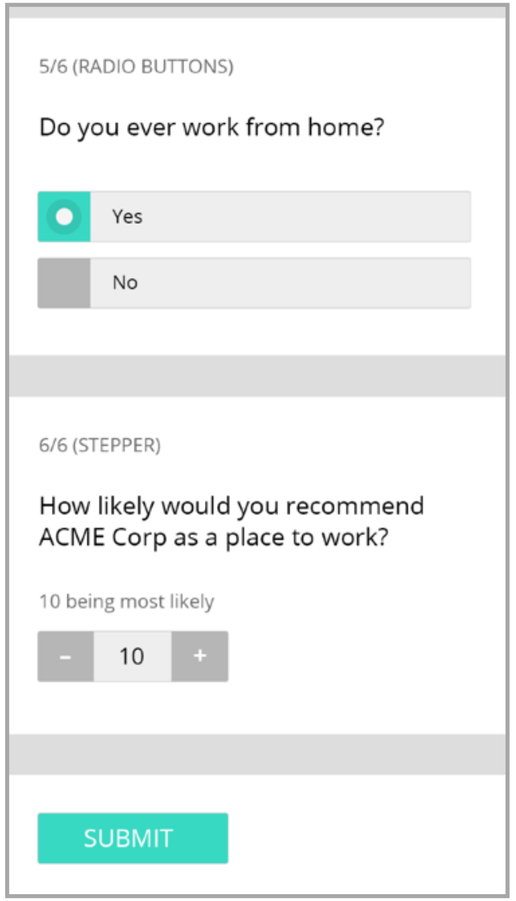








REFFIND

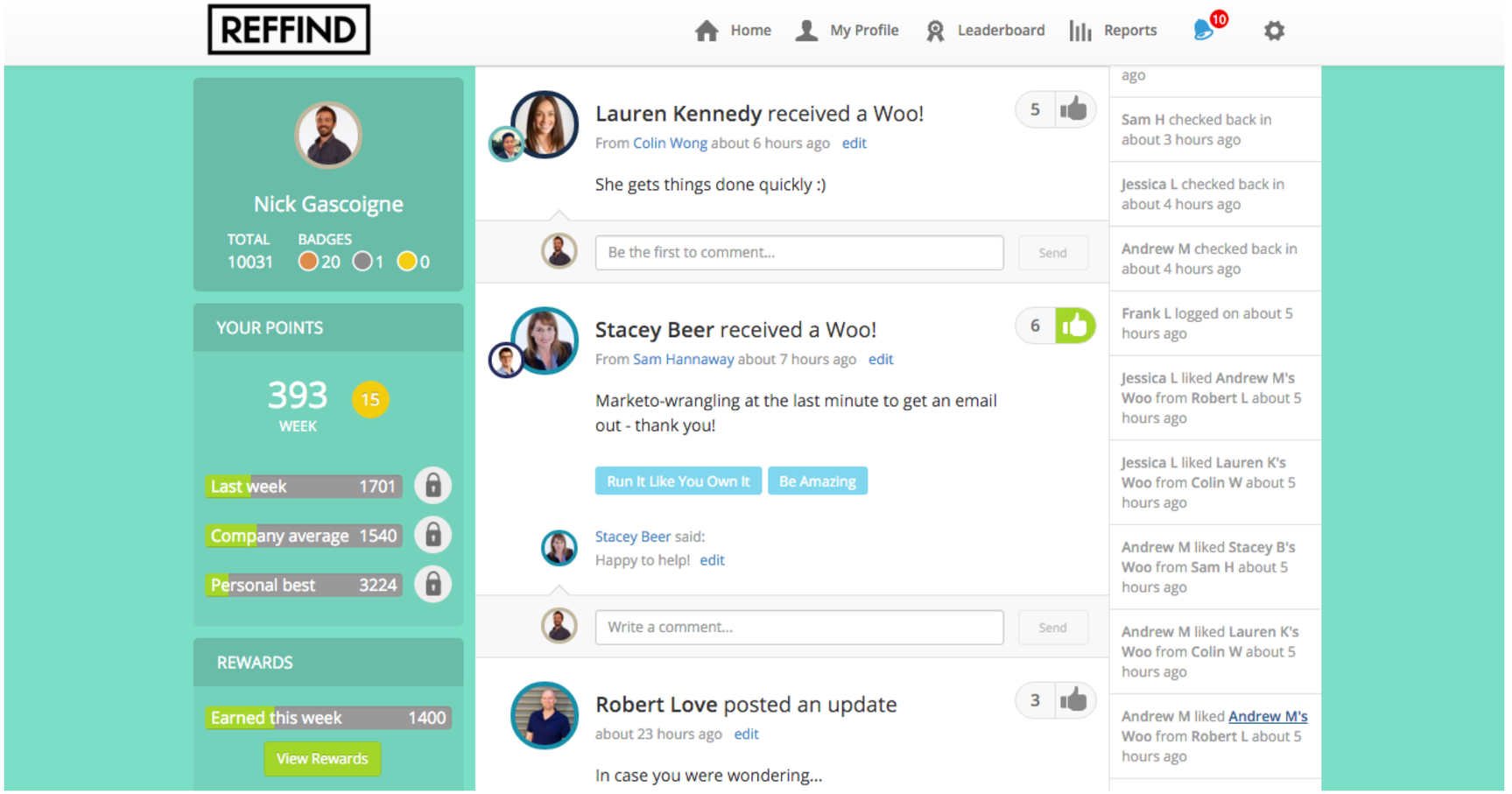
WOOBOARD • EMBRACE

RECENTLY ACQUIRED BY REFFIND

REFFIND

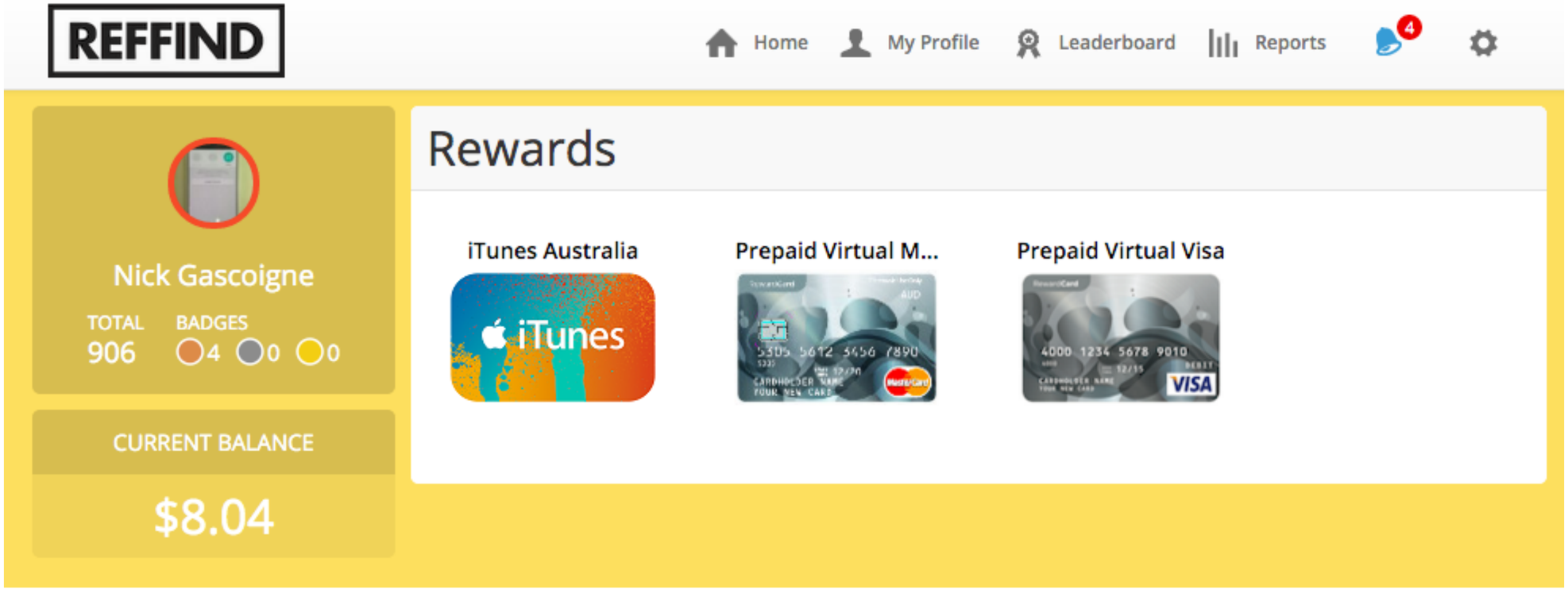
REWARDS & RECOGNITION PLATFORM

REFFIND



EARN POINTS TO REDEEM REWARDS

REFFIND



TRENDING HASHTAGS & VIDEO CONTENT

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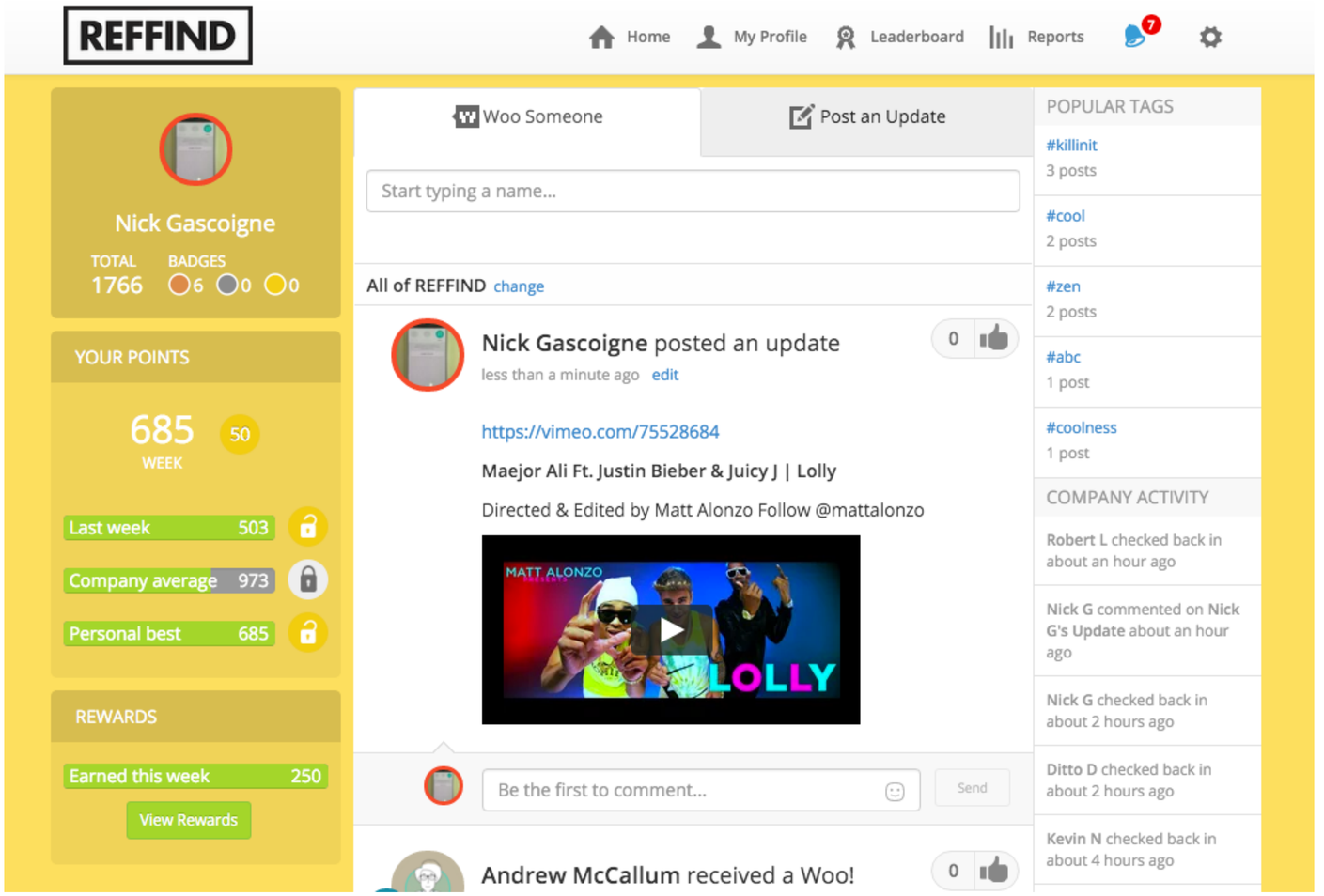
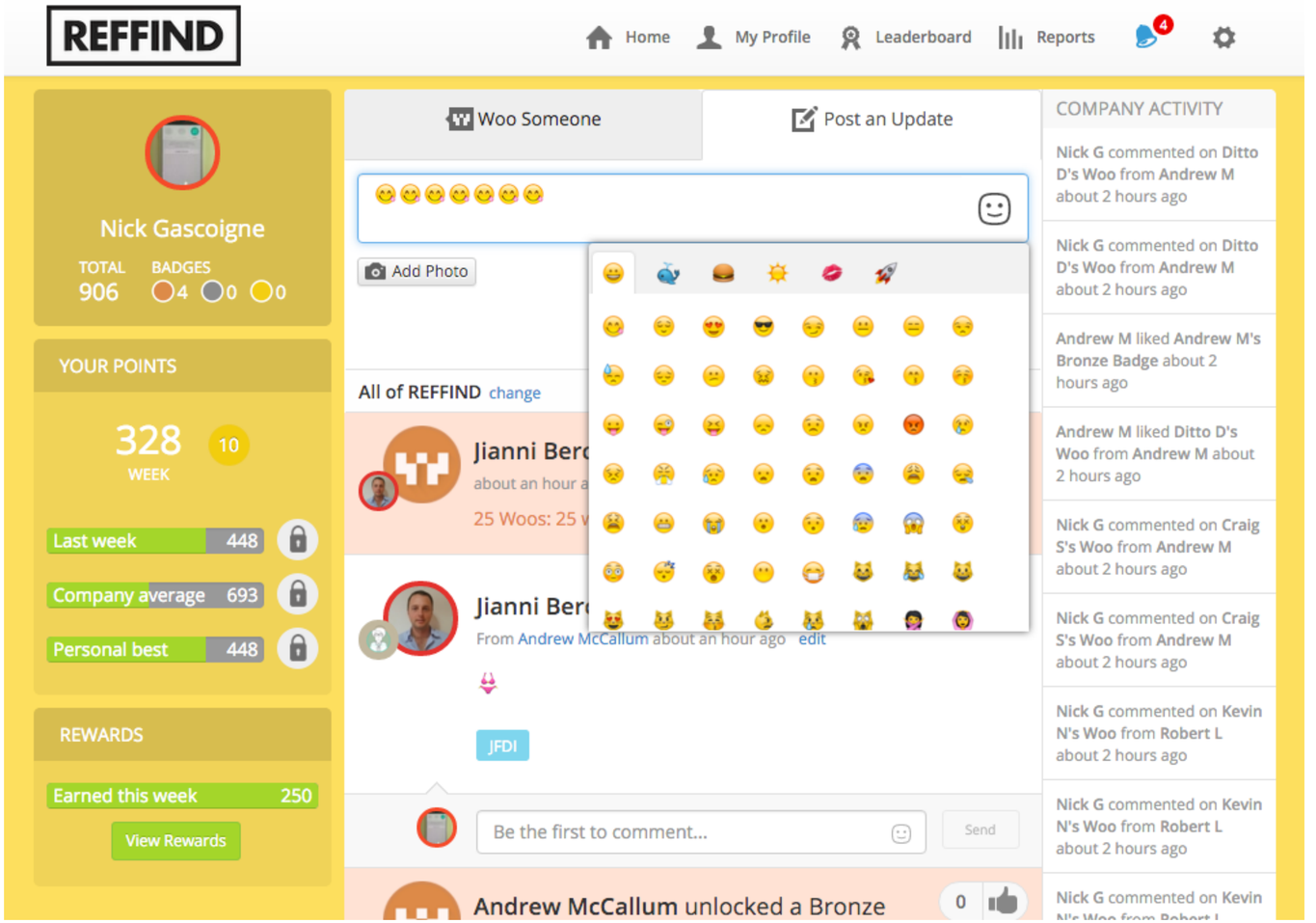


EMOJI!

REFFIND



PILLAR INTEGRATION ROADMAP

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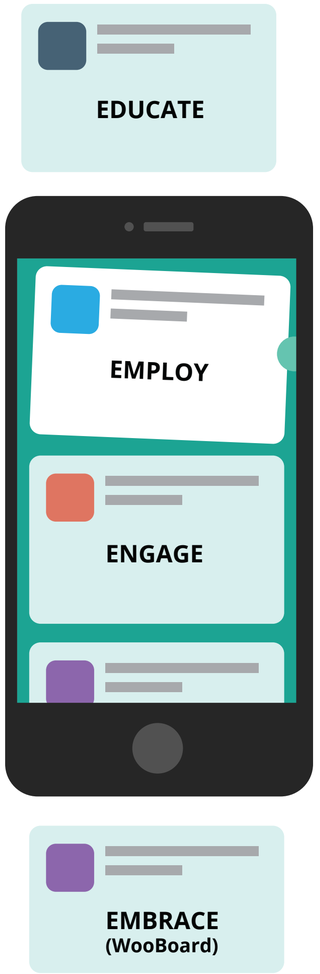

We are working to bring the best of our product pillars into a continuous stream of content.

User generated content (woos) will notify users back into the mobile and web apps.

Targeted messaging can then be served to to the employee.

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EDUCATE PREVIEW
Q1 2016

EDUCATE: VIDEO CARDS

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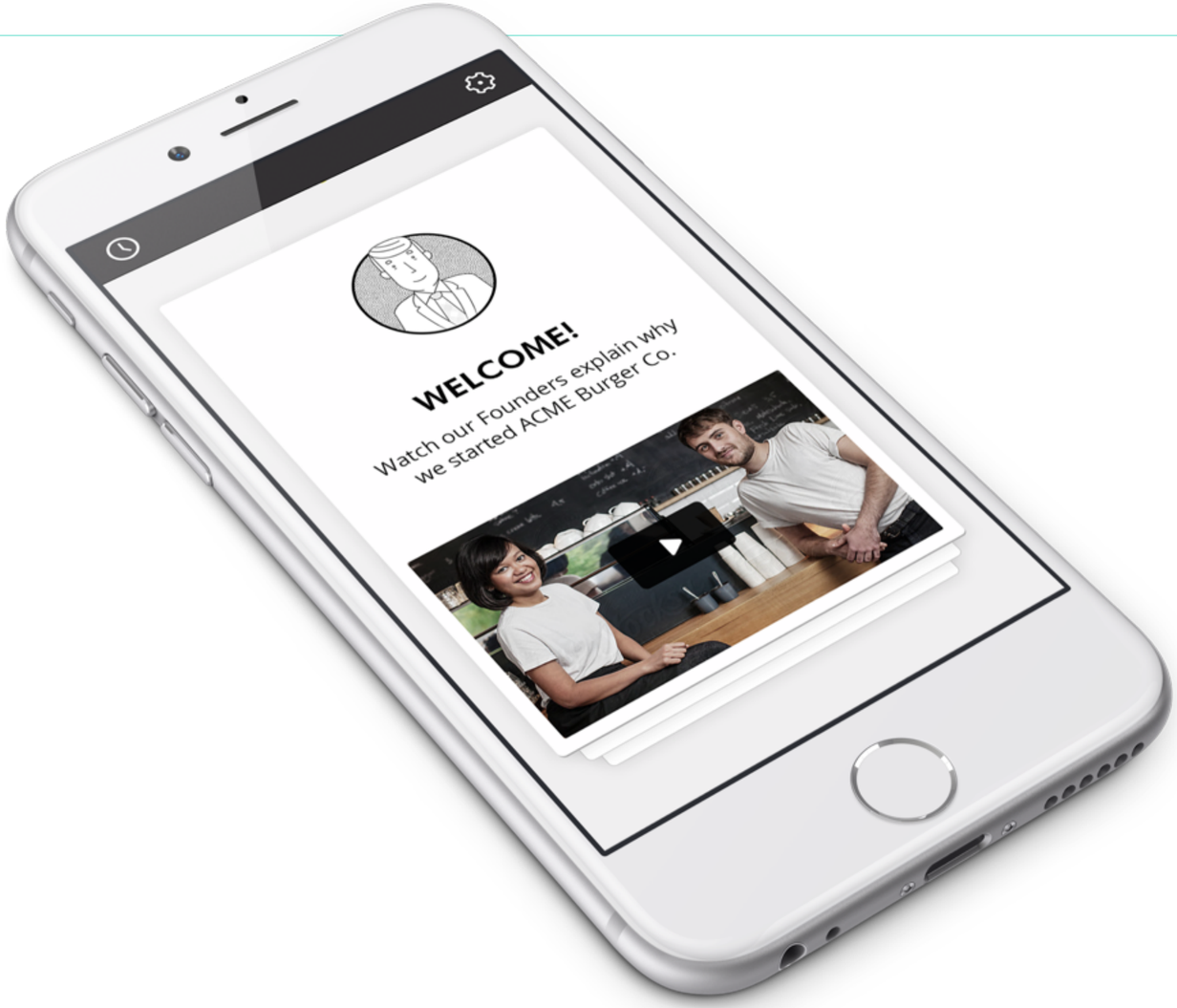

NATIVE VIDEO PLAYER FOR iOS & ANDROID

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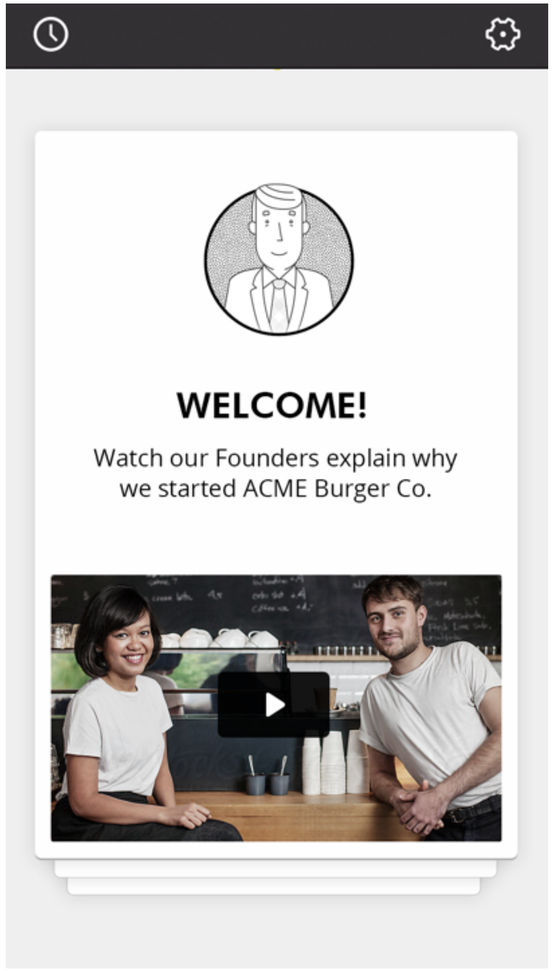

EDUCATE & ENGAGE TOGETHER = SUCCESS

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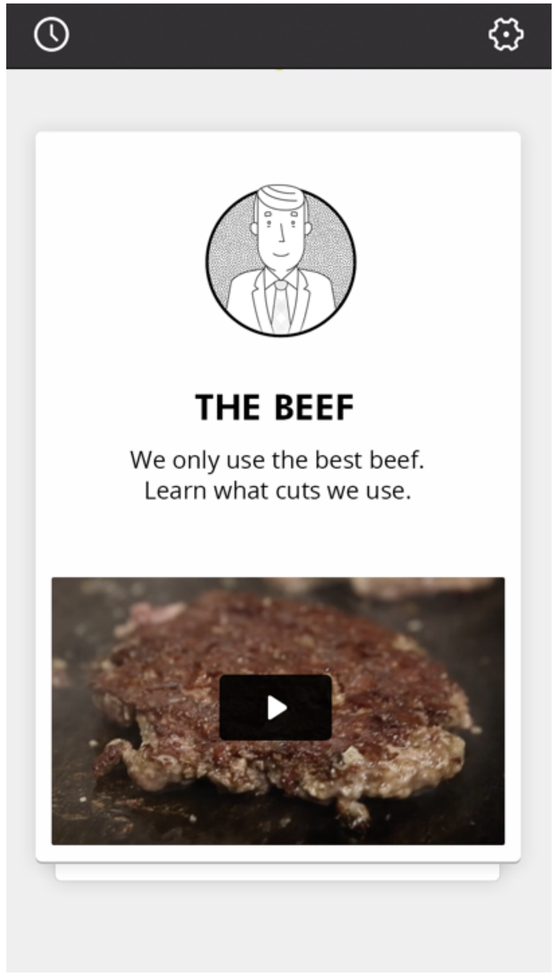

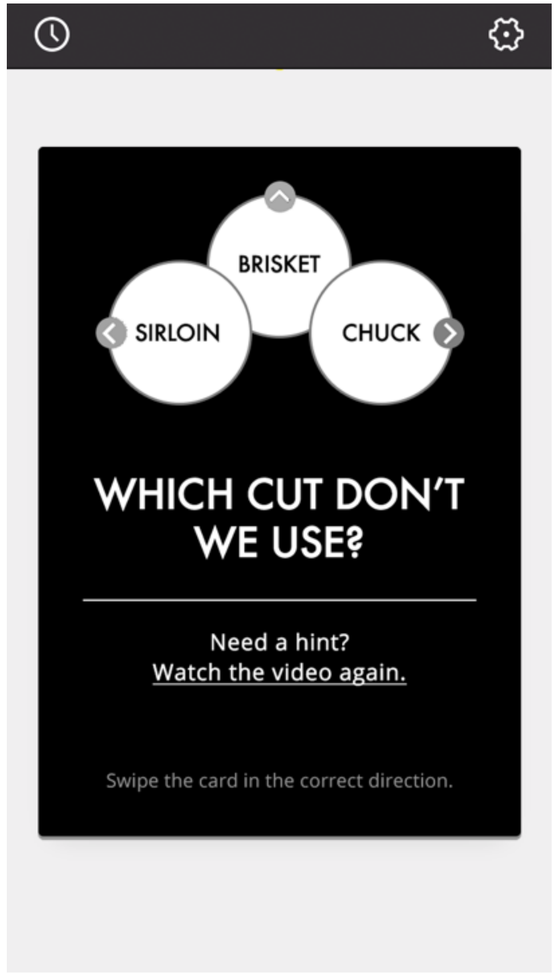

ENGAGEMENT QUESTIONS

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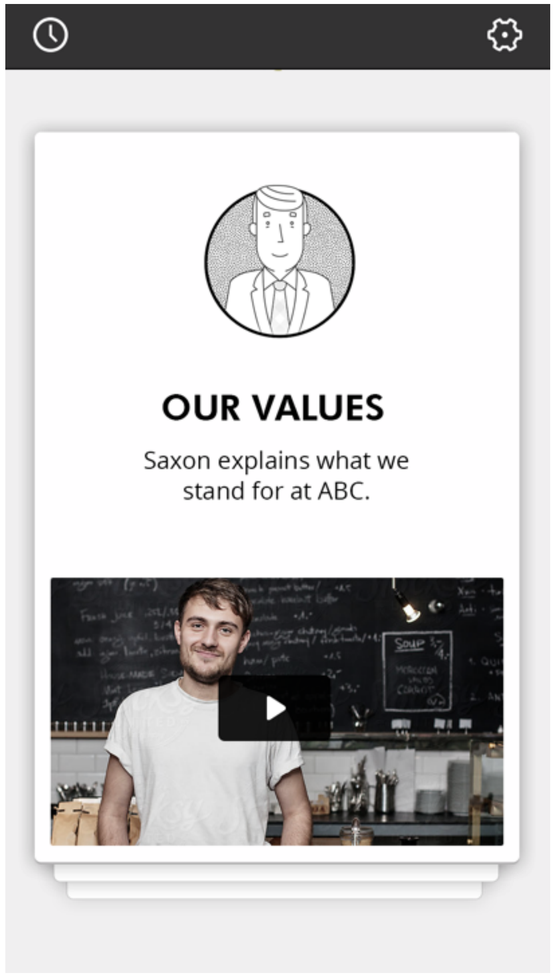

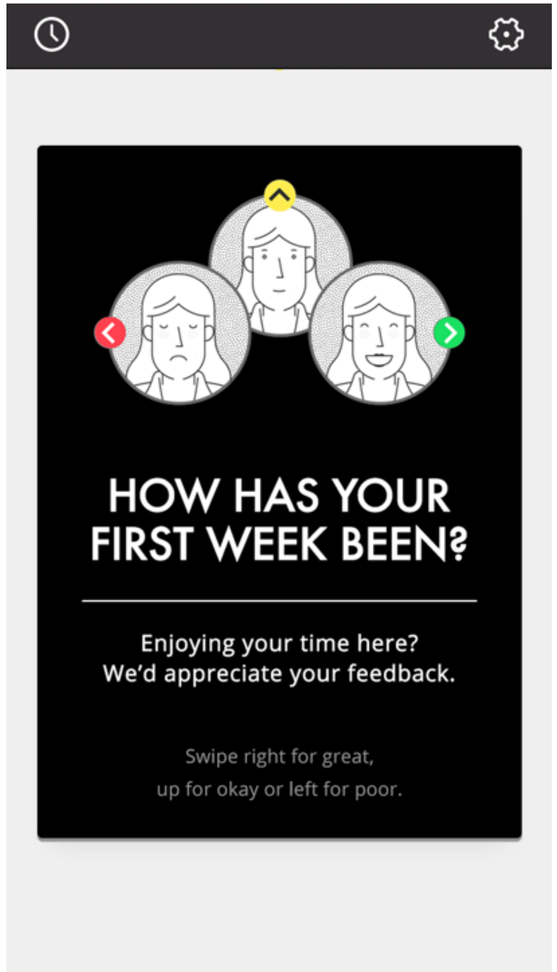

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INVESTOR RELATIONS

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