



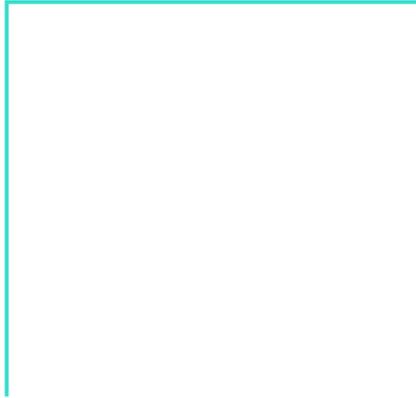
Annual General Meeting  
CEO Presentation  
November 28, 2016

# What's On The Agenda?

REFFIND

- REFFIND Overview
- Looking back at 2016
- 2017 YTD





**TEAL**

**REFFIND**

## **REFFIND Positioning**

We offer employers a simple and elegant way to communicate with their employees and candidates ... A solution that requires NO IT integration, is cost effective SAAS offering.



**REFFIND**

At Capgemini, we have positioned the REFFIND platform to pre-board graduates, promote and share our employee value proposition and facilitate job referrals. Since partnering with REFFIND, we have implemented new and innovative ways to produce high quality interactions with our employees and are very excited about the possibilities we are soon to explore.

Sherryn Crummy, Head of Talent & Graduate Lead



**INCREASE** Job Referrals

**ONBOARDING** Graduates

**COMMUNICATE** Employee Value Proposition

**MEASURE** Engagement & Happiness

**REFFIND**

“Attracting quality candidates who not only have the skills required but who match the agency’s culture is a key objective of our employee referral program. Since partnering with REFFIND, Ogilvy PR has redefined the way its employees refer roles to their network and has done so in a way that’s fun, employee centric and appeals to a digitally dependent employee demographic”.

Kathryn Banfield, Talent Manager

**Ogilvy Public Relations**

**20% INCREASE** Employee Referrals

**6 HIRES** Via Referrals

**INCREASE** in Quality of Candidates

**\$70K SAVINGS** Recruitment

# Looking Back at 2016

REFFIND

**\$565K**

REVENUE

**+500%**

MRR growth

**+43**

NET NEW  
CUSTOMERS

CASH POSITION

**\$2.4m**

## HIGHLIGHT CUSTOMERS

- Continue to sign leading brands including,
  - Nestle
  - Burger Project
  - Capgemini
  - Ogilvy PR

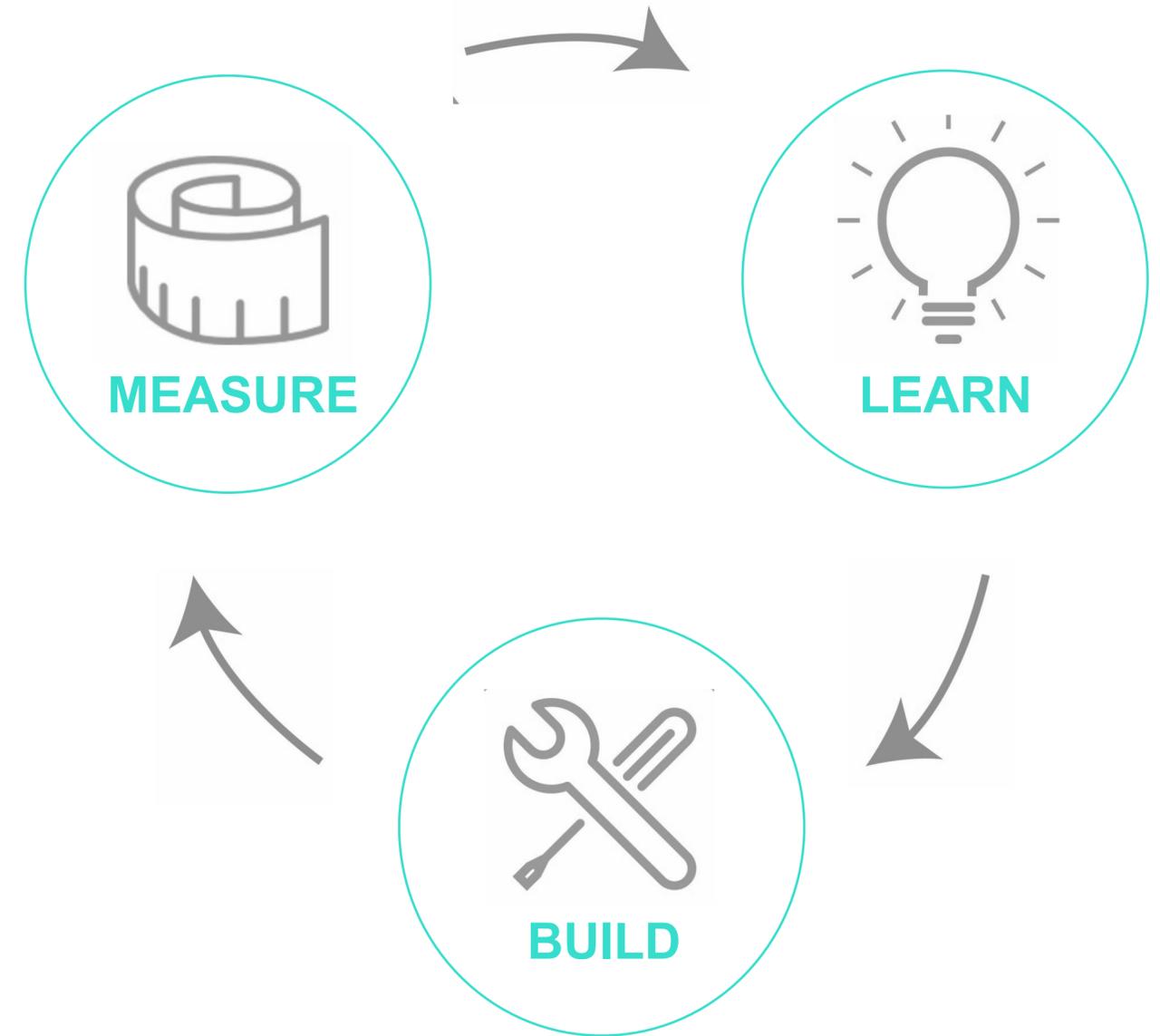
## PRODUCT

- Video Communications
- Survey Feature
- Emergency Beacon 'freemium' service
- Offshore Development Team

## GO TO MARKET

- New Pricing Model
- Launched US in March 2016 and signed 4 customers

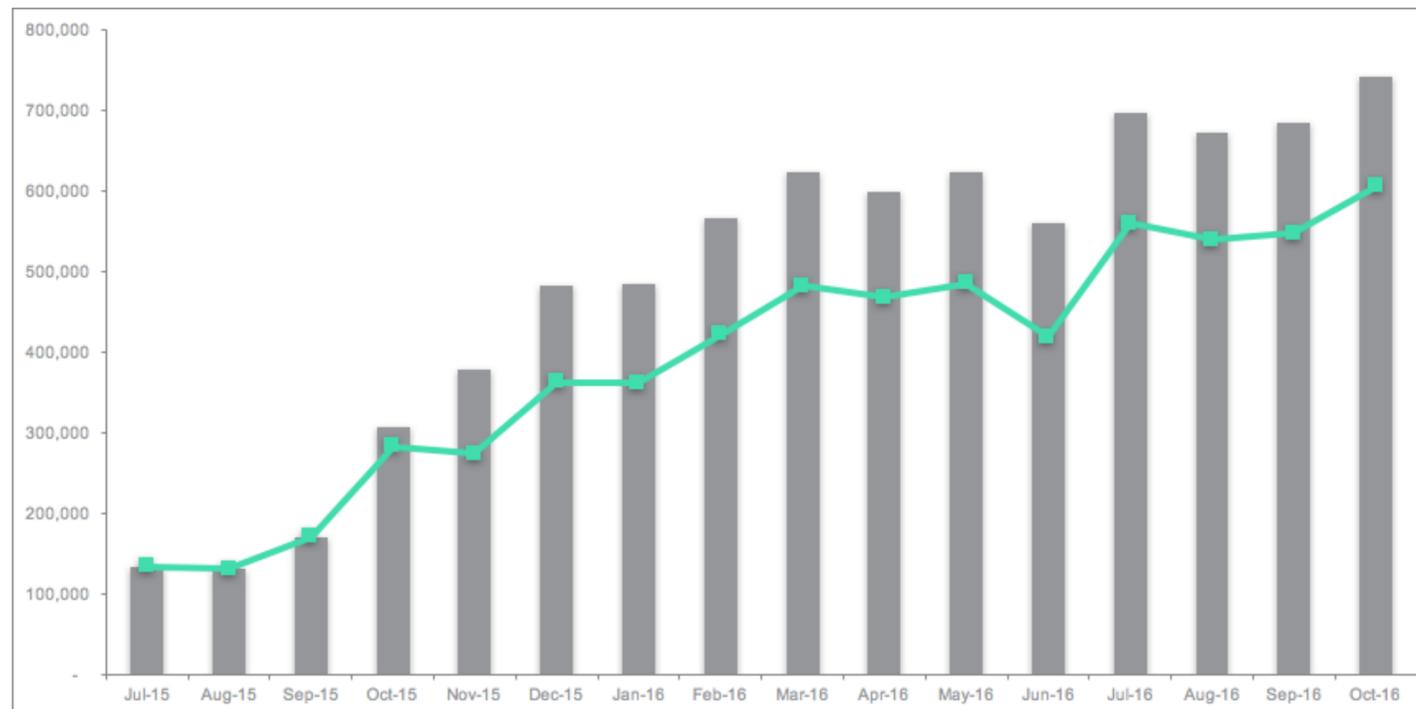
- Product Focus
- Voice of the Customer
- Deliverables



	CORE (Optimise Existing Product)	ADJACENT (Expand to Adjacent Areas)
PRODUCT	Employ - Job Referrals	Pre-Boarding & Onboarding
PARTNER	Recruiting	Broader Employee Engagement

- Focus on Core
- Target Market
- Partnerships

## Monthly Run Rate (MRR)



- MRR Growth
- Average new deal size doubled
- Adjusted Cost Model
- US Traction
- Partnerships

# Questions

**REFFIND**

[www.reffind.com](http://www.reffind.com)

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