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## **1-PAGE LAUNCHES ACCELERATED GO-TO-MARKET STRATEGY ENCOMPASSING CURATED TALENT POOLS**

- 1-Page has launched an accelerated go-to-market strategy, following the highly successful deployment of the 1-Page Curated Talent Pools
- Curated Talent Pools are experiencing significant traction and scale with existing clients as well as speeding up the sales process of the pipeline of potential clients
- The addition of the Curated Talent Pools has resulted in a much higher potential contract size, boosting the long-term value of contracts due to the nature of pools generated on current open roles at an enterprise.

1-Page Limited (ASX:1PG) (“1-Page”), the enterprise cloud-based talent acquisition platform revolutionizing the way companies hire talent has pleased to advise it has launched a new go-to-market strategy for its Sourcing Platform based upon the highly effective 1-Page Curated Talent Pools.

The 1-Page Sourcing Platform leverages more than 1 billion professional profiles with enriched data from numerous online sources. The platform allows companies to source candidates from within their own employee’s networks, displaying a selection of the most connected and qualified candidates to the company’s workforce. 1-Page allows the hiring team to contact, attract, and engage the most valuable passive candidates at scale.

The 1-Page Curated Talent Pools are pre-filled Curated Talent Pools, with identified prospective candidates based on the specific requirements needed to fill these open roles, and which have the greatest affinity to the client. These curated pools immediately equip recruiting teams with candidates to solve their talent acquisition needs.

1-Page Curated Talent Pools are created for an enterprise for any open role within the organisation. 1-Page charges a fixed fee typically starting at US\$1,000 per pool, per open role, with an agreed minimum number of pools (typically 10) in the first three months, rolling automatically onto a higher amount of pools (typically 25) in the fourth month of the annual contract.

The minimum expected annual contract size of the average enterprise with 1,000 employees is expected to be US\$300,000. The minimum annual contract is only for an estimated 25 open roles per month, demonstrating the significant scale opportunity when clients request additional Curated Talent Pools.

The accelerated go-to-market strategy has replaced the previous model of a Stage 1 contract (3-5 months), which would be renewed into a Stage 2 contract (12-months). The reception from pipeline and existing clients has been extremely

positive, due to the immediate results the 1-Page Curated Talent Pools create, limiting the requirements to search and filter for quality candidates on the Sourcing Platform.

Within 1-Page's priority target clients of 10,000+ employees, these organizations typically have at least 1,000-10,000 open roles a month.

1-Page has seen significant traction with an existing client, that has 10,000 employees that is already requesting well above the minimum 25 pools a month.

Within a 1-Page Curated Talent Pool, an enterprise client has the opportunity to hire more than one successful candidate, and as a result 1-Page is not remunerated based upon the successful hire but simply the provision of the Curated Talent Pool.

1-Page expects the majority of its largest enterprise clients to make payment on a net 90 day basis.

1-Page remains confident to achieve its stated targets of clients and expected contract sizes before Financial Year end, January 31 2016.

#### **About 1-Page Sourcing Platform**

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