

1-Page 

1-PAGE LIMITED

Next Generation of Sourcing
Feb - March 2016 | ASX:1PG



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GLOBAL RECRUITMENT \$500B MARKET

GLOBAL
WORKFORCE OF
3B



U.S. WORKFORCE OF
112M

U.S. RECRUITMENT MARKET
\$190B IN 2013

GLOBAL
RECRUITMENT
MARKET

\$369B
IN 2014

\$456B
IN 2015

- + **REPEATING:** 100% STAFF TURNOVER EVERY 2.4 YEARS (U.S. Bureau of Labor Statistics)
- + **GROWING:** 600M NEW HIRES EVERY 15 YEARS (U.S. Bureau of Labor Statistics)
- + **CHANGING:** Baby BOOMERS RETIRING 10K/DAY 2030: MILLENNIALS 75% OF WORKFORCE (PBS, U.S. Bureau of Labor Statistics)

THE SOURCING PROBLEM



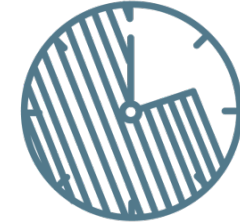
POOR QUALITY

- Job boards are responsible for less than 2% of hires.
- Active candidates are rarely top performers.



EXPENSIVE

- Recruiters charge up to 30% first year salary.
- Networks/Aggregators charge by seat and convert poorly.



TIME CONSUMING

- Professional sites everywhere with redundant, random candidate data.
- Recruiters sift through large amounts of data for relevant information.

“*Professional networks are cumbersome to search, and good candidates are over contacted and indifferent to connect.*”



1-PAGE SOURCING SOLUTION



BROADER SEARCH

Broader candidate search by aggregating across many data sources.



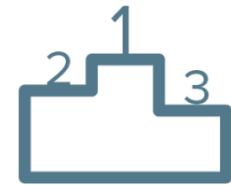
MATCH

Match candidate profiles to highly correlated client job openings.



VERIFIED CANDIDATES

Provide actionable and verified candidates who are directly contactable.



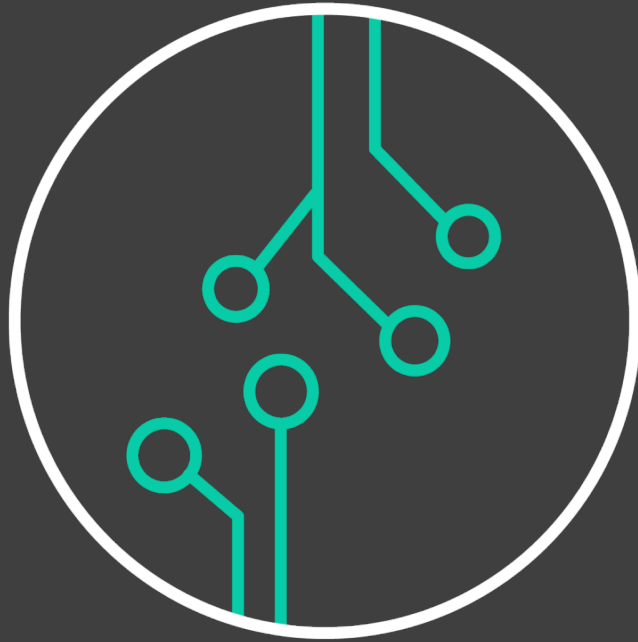
RANK

Rank against internal employees for higher conversion and fit.

“

1-Page's platform shortens the hiring cycle and reduces the number of recruiters spend searching for qualified talent.

”



TECHNOLOGY

ENRICHING AND GROWING DATABASE

DATA

ENRICHMENT

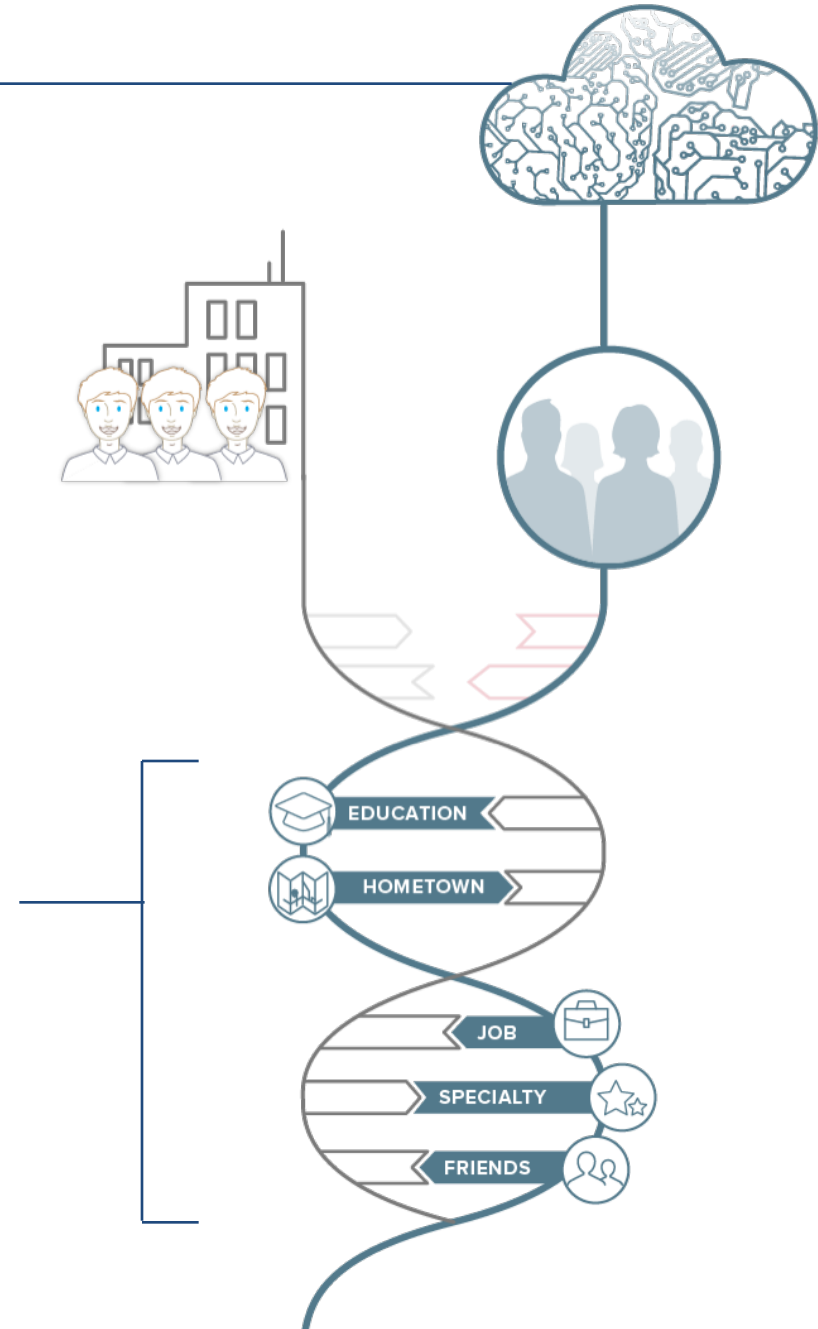
- Aggregates data from websites globally
- Works with industry leading data partners
- Enriched data, refreshed every second

Rank candidates with an Association to Your Employees

Same Previous Employers
 Same Location/Hometown
 Same School
 Same Interests/Organization

2 Ways to Contact

- Directly - email and phone
- By Referral (>5x conversion)





ENRICHING AND GROWING DATABASE

Robin Kim

Berkeley, California

WORK (9 YRS EXP)

Lead Designer at 1-Page San Francisco, CA	2013 - CURRENT
Art Director at Square San Francisco, CA	2012 - CURRENT
Product Designer at Google San Francisco, CA	2011 - 2012
High School Art Teacher at Las Lomas High School Walnut Creek, CA	2004 - 2011

[VIEW ALL](#)

EDUCATION

MBA Design Studies at Whitworth University Spokane, WA	2000 - 2004
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[VIEW ALL](#)

SKILLS

- Wire Frames
- User Research
- CSS
- Interaction
- UX
- User Behavior
- Java Script
- Adobe Illustrator
- Sketch
- Photoshop
- Interface

[VIEW ALL](#)

[SHOW CONTACT INFO](#)

[GET AN INTRO](#)

Peter H clicked "Share"
11.7.15

David S clicked "Get An Intro"
11.6.15

David S clicked "Show Contact Info"
11.6.15

David S clicked Star
11.5.15



CUSTOMERS


LEADING GLOBAL COMPANIES ACROSS MULTIPLE INDUSTRIES ENDORSE 1-PAGE




\$ 260B+ 230,800
Sourcing Platform



FIRST REPUBLIC BANK
It's a privilege to serve you™
\$ 9B+ (NYSE: FRC)
Sourcing Platform & Talent Assessment Platform



Deutsche Bank
\$ 22B+ 95,000
Sourcing Platform



KORN FERRY
\$ 1.4B+ 7,000
Sourcing Platform



\$ 87B+ 300,000
Sourcing Platform



Subsidiary of Foot Locker Inc.
44,000
Talent Assessment Platform



\$ 24B+ 17,000
Sourcing Platform



\$ 14B+ 14,000
Sourcing Platform



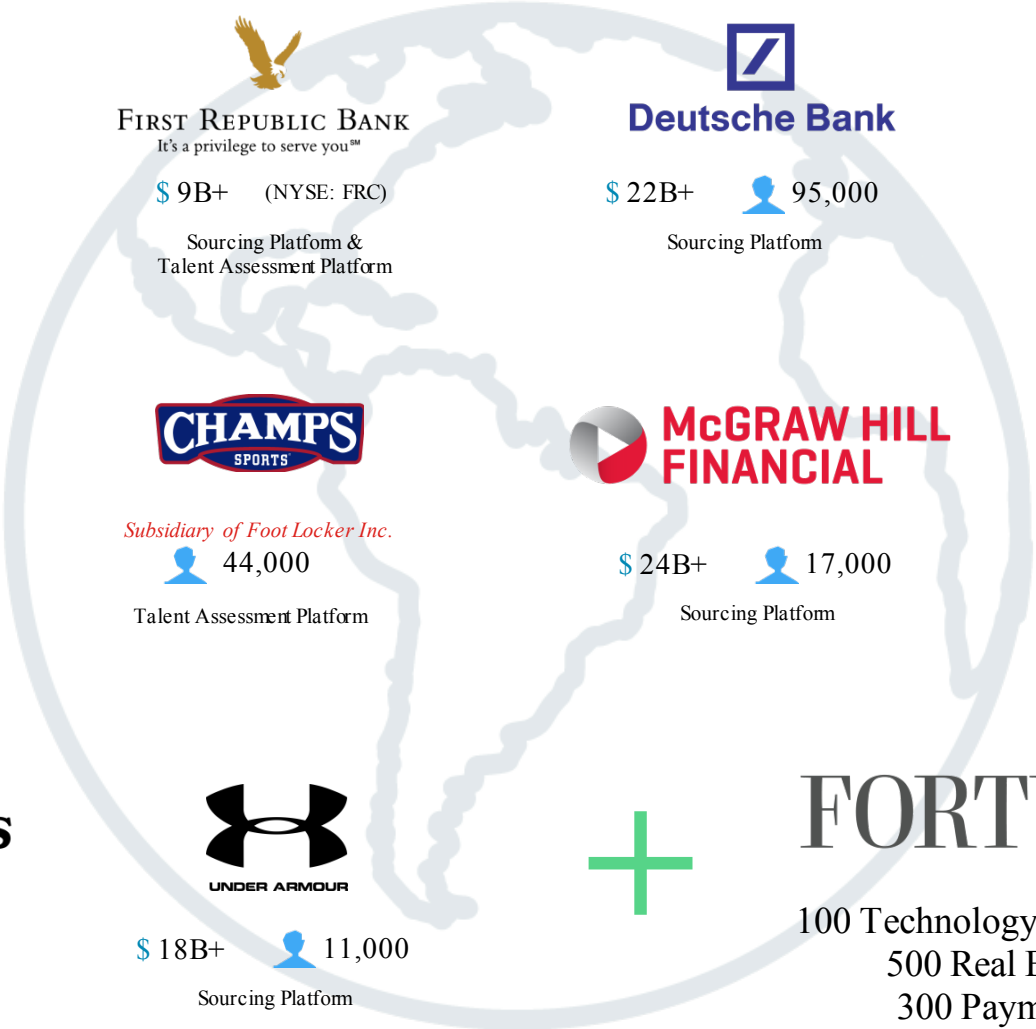
\$ 5B+ 3,900
Sourcing Platform



\$ 18B+ 11,000
Sourcing Platform



100 Technology Companies
500 Real Estate
300 Payments

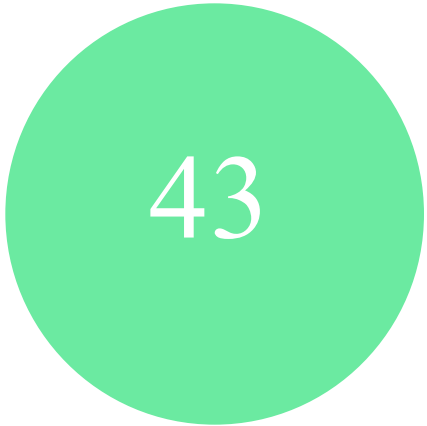


PARTNERSHIP ECOSYSTEM



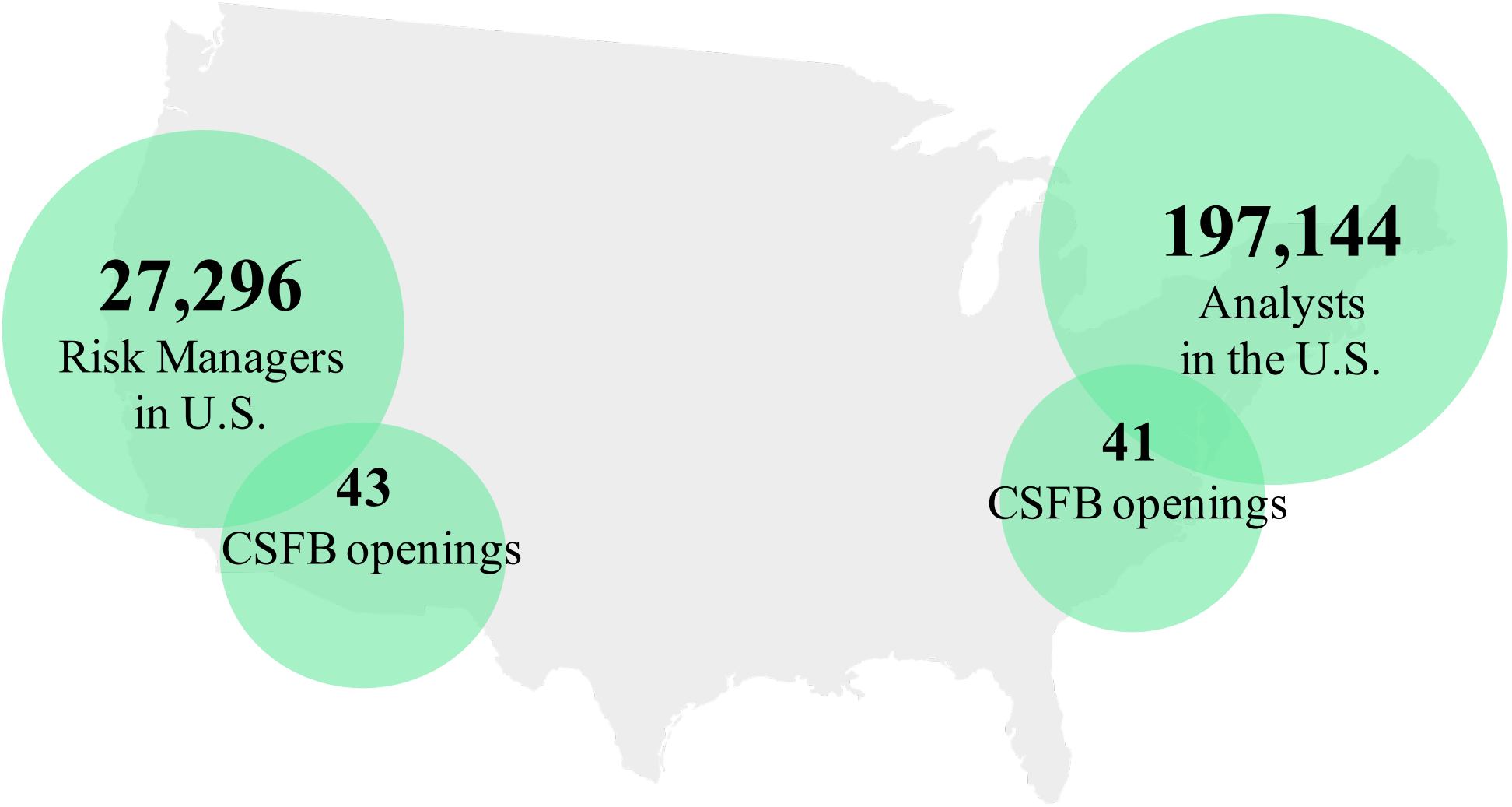


Business Analyst
Type Roles



Risk Manager
Type Roles

1-PAGE SOURCE: POWER IN NUMBERS

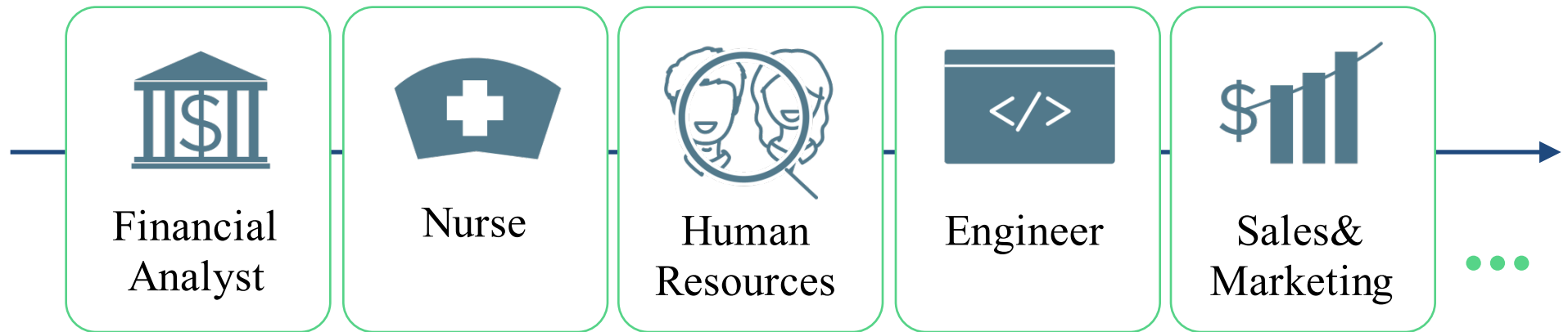




REVENUE MODEL

SALES STRATEGY

Target Lines of Business for Greatest Penetration



Ability to service all customers large & small by selling lines of business



PRICING STRATEGY

Sourcing Platform

CONTRACT PRICING ILLUSTRATION

Annual Contract Pricing	Customer Segment
Employees in company	50,000
Employee turnover (%)	30%
Total employee hires	15,000
Open roles sourced on 1PG (%)	5%
Pools provided yearly by 1PG	750
Pools provided monthly by 1PG	~62
1PG Average fee per pool (US\$)	\$1,000
1PG Revenue – Annual (US\$m)	\$750,000
1PG Revenue – Monthly (US\$m)	\$62,500
Client cost per hire	\$4,500
1PG cost per pool	\$1,000
Cost of 5% of hires through 1PG	\$750,000
Cost of these 5% of hires using traditional methods	\$3,375,000
Annual saving using 1PG	\$2,625,000

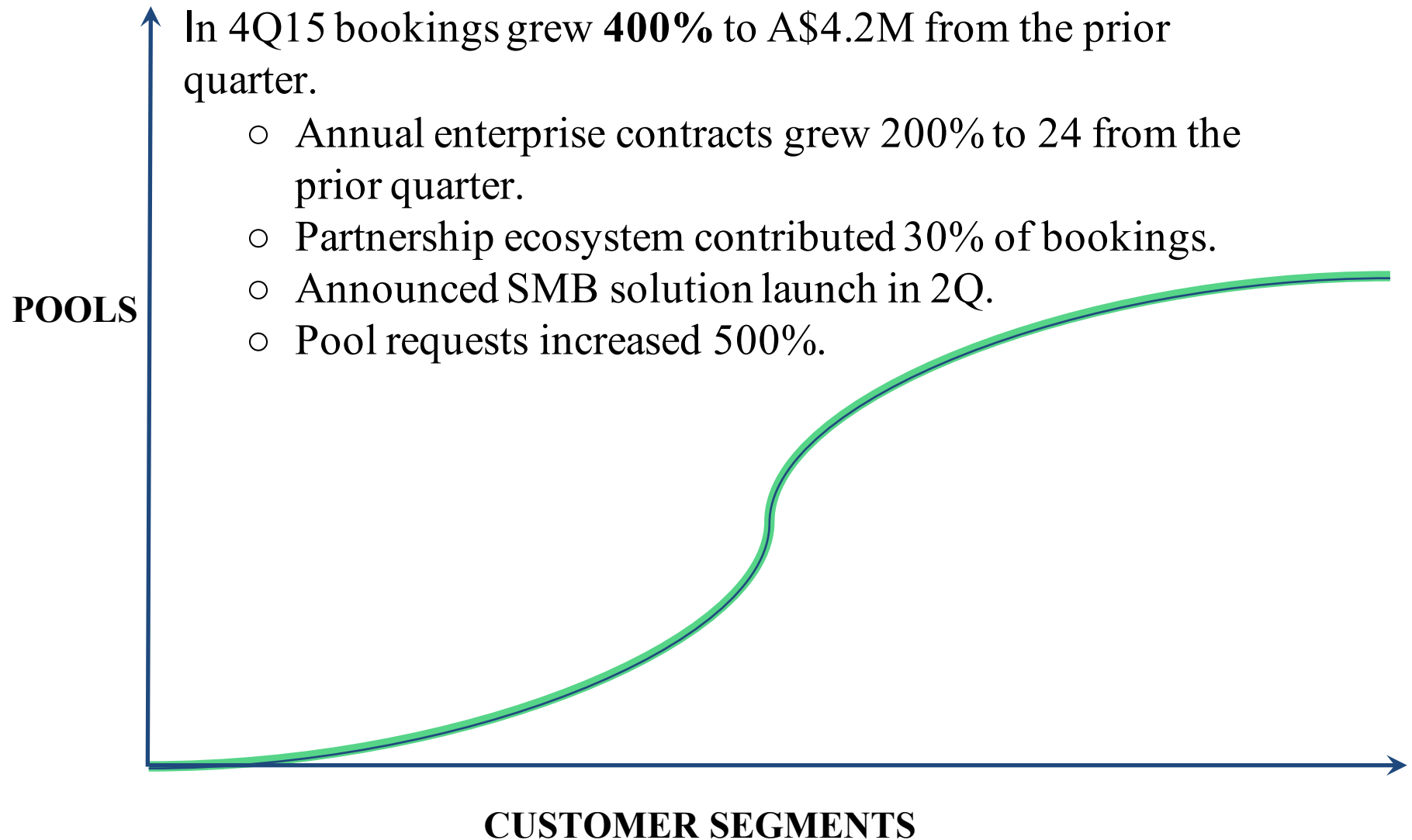
Note, this is for illustrative purposes only and does not necessarily reflect the fee charged to clients of similar metrics

PRICING UNDER THE “LAND & EXPAND” MODEL

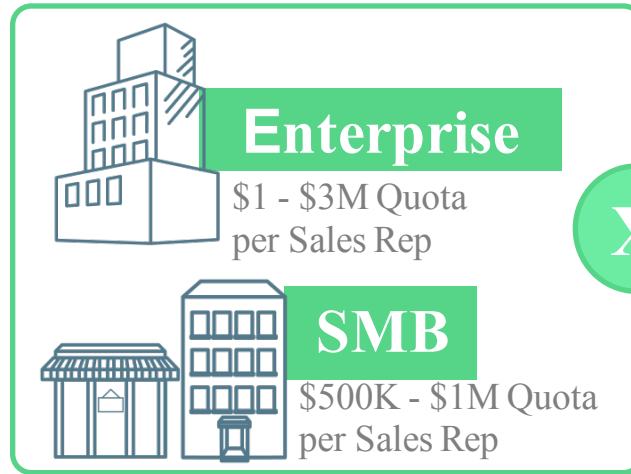
Market Segments

- 1-Page launches client with 5 – 10 curated talent pools (US\$1,000 per pool) specific to positions and skills along with full client cloud for the first three months
- Client automatically rolls into fourth month to receive a minimum 25 curated talent pools. The minimum monthly revenue to 1-Page is US\$25,000 (\$1,000 per pool) with the client likely to scale up pool requests in the event of successful hires, given initially sourcing only a small percentage of current open roles.

LANDING AND EXPANDING CUSTOMERS DRIVE POOL GROWTH

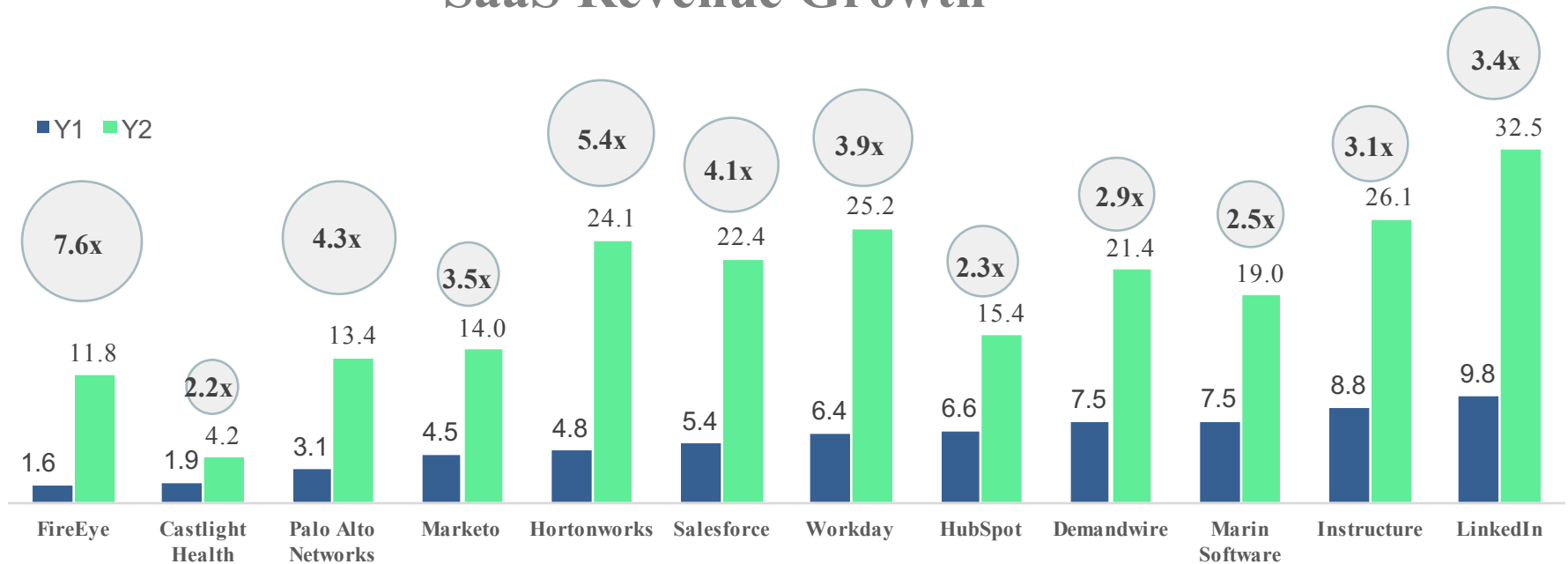


GROWTH STRATEGY



X Sales Account Reps

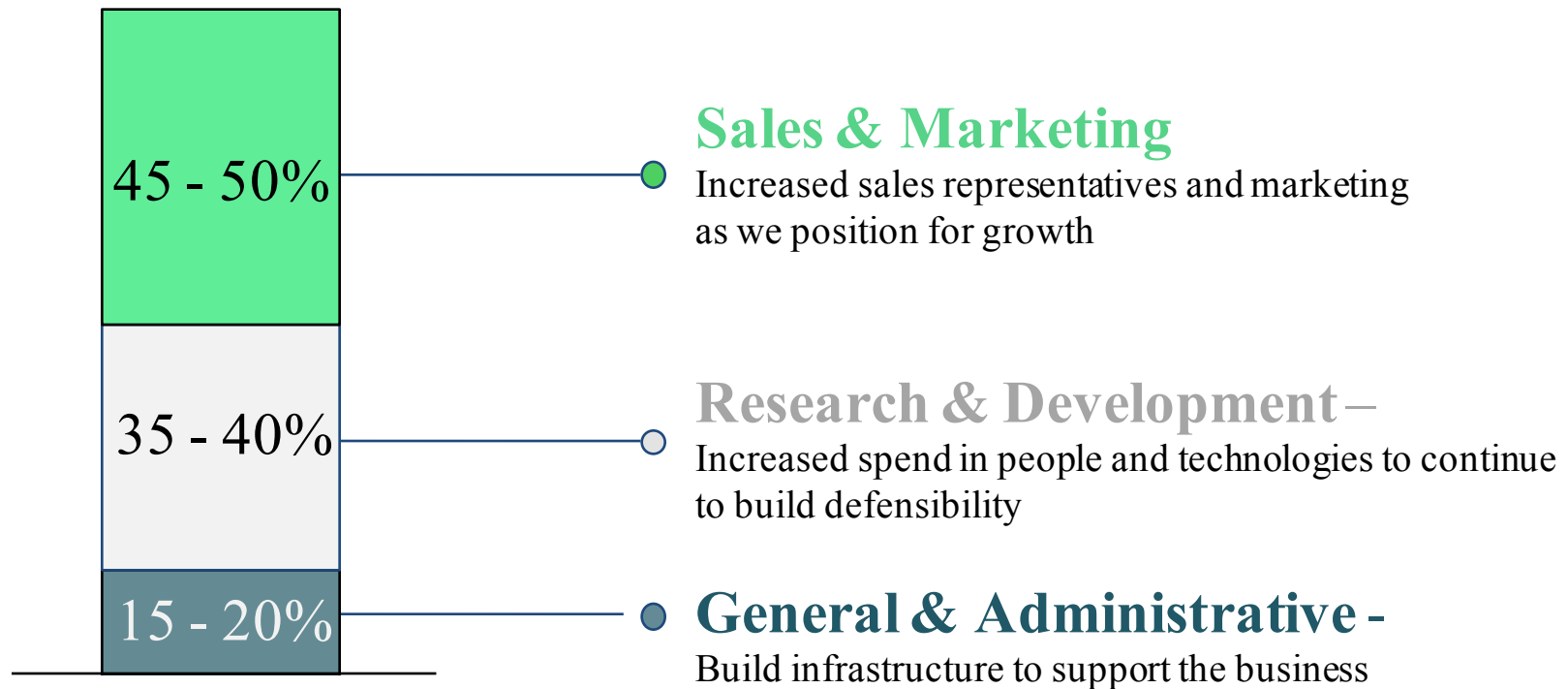
SaaS Revenue Growth



OPERATING EXPENSES

% of Operating Expenses 2016

Exited fiscal year with average monthly cash burn of US\$1.3M.
Planning on increasing to around \$2M per month.





CORPORATE SNAPSHOT

CAPITAL STRUCTURE

Shares on issue¹	153.7m
Share price as at 26 February 2015	A\$2.46
Market cap (fully diluted)	A\$400m
Rights²	10m
Options	13.6m
Cash balance as at 31 January 2016	A\$48.9m

¹ 5m rights: A\$1m in revenue, 5m rights: EBITA \$1.25m

SUBSTANTIAL HOLDERS¹:

Joanna Riley: 10.16%

Harbour Asset Management: 9.16%

Patrick Riley: 7.78%

Fidelity: 6.7%

TOP 20 SHAREHOLDERS: 83.6%

BOARD OF DIRECTORS

JOANNA RILEY

as Managing Director

SCOTT MISON

as Non-Executive Director and Company Secretary

RUSTY RUEFF

as Non-Executive Chairman

(BOD Glassdoor, BOD HireVue,
former EVP HR Electronic Arts)

MAUREEN PLAUSIC

as Non-Executive Director

(former CEO of Seven Network, Australia)

LEADERSHIP TEAM



Joanna Riley

Chief Executive Officer, Co-Founder

- Nominated Female Entrepreneur of the Year 2012
- Built and sold Performance Advertising
- Co-Founder 360Fashion Network
- Recruited to the FBI



Maria Olide

Chief Financial Officer

- CFO, Worldwide Sales and Marketing at ADP
- Partner and Managing Director at KPMG LLP
- MBA, Business from Stanford University Graduate School of Business



Ash Munshi

Chief Technology Officer

- Founder of Marianas Labs which was acquired by 1-Page in December 2015
- Former CTO of Yahoo!
- Founded and sold a number of technology companies, resulting in over \$1B in exits



Gregg Ames

VP of Global Sales

- Previously led Marketo's enterprise business from a pre-revenue stage to achieving over US\$100M in annual recurring revenue (ARR)
- 20+ years of cross functional leadership and strategy in demand generation, sales qualification, customer success, and enterprise deal execution



Jeff Mills

VP of Global Strategic Development

- Chief Revenue Officer at Gengo
- VP of Sales and Partnerships at Criteo
- Director of Sales at Kayak/SideStep, Inc.
- Sales Development at Yahoo!



Alex Smola

Chief Scientist Officer

- 20 years experience in machine learnings
- Professor in machine learning and analysis
- Developed data product technologies at Google, Yahoo!, UC Berkeley and NICTA.

SUMMARY

- **STRONG VALUE PROPOSITION** - 1 Page helps companies with their most important asset -- talent. Our technology platform targets and identifies best-fit candidates, saving companies time and money.
- **MASSIVE OPPORTUNITY** - Sourcing is a \$450B+ industry and growing.
- **HIGH BARRIER TO ENTRY** - Unparalleled technology and data science.
- **STRONG CUSTOMER ADOPTION** - Impressive base of enterprise customers, including Fortune 100 and leading companies across a diverse set of industries.
- **STRATEGIC PARTNERSHIP** - Seamless technical integrations with a large number of solution providers for channel distribution.
- **PREDICTABLE, SCALABLE REVENUE MODEL** - Land and expand model drives growth as 1-Page adds new customers and incremental pools with existing customers.
- **POISED FOR GROWTH** - Strong value proposition with unparalleled technology.

Joanna Riley, CEO
joanna@1-page.com

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