



ASX Announcement

23 October 2020

LiveTiles strengthens Microsoft US partnership after record deal with major US retailer

- LiveTiles enters new co-sell agreement with Microsoft in the US
- Microsoft US sales teams are being trained to sell LiveTiles Reach and LiveTiles Directory
- LiveTiles and Microsoft US jointly marketing to retail, manufacturing and healthcare industries
- LiveTiles secures largest ever LiveTiles Intranet deal

LiveTiles Limited (ASX:LVT) (LiveTiles or the Company) is pleased to announce its relationship with Microsoft Corporation will be further strengthened under a new co-sell agreement, after securing a record license deal with a global athletic apparel retailer headquartered in the United States (US).

New Microsoft US co-sell agreement

Under a new Alliance and Co-Sell agreement, Microsoft sales representatives will be trained to sell LiveTiles Reach and LiveTiles Directory alongside Microsoft products through the software giant's SMC (Small, Medium and Corporate) sales centres in the US. LiveTiles Directory is one component of the LiveTiles Quantum offering, highlighting the importance that Artificial Intelligence has on delivering value to customers.

Sales representatives within the Microsoft SMC sales centres will target companies with over 1,000 employees. This training will enable them to sell LiveTiles Reach and LiveTiles Directory directly, or to co-sell with the LiveTiles sales team.

Co-marketing motion with Microsoft US

Separately, LiveTiles and Microsoft will jointly target strategic Enterprise accounts in the US, focused on the target industries of retail, manufacturing and healthcare. These are three of six high-priority vertical markets identified by Microsoft. There are 25,000 customers with over 1,000 employees in the US, and as at June 30 2020, LiveTiles average contract value was A\$53,000.

These two efforts will significantly expand the number of potential customers and pipeline for LiveTiles, create a more targeted account planning approach and assist with driving both LiveTiles and Microsoft Teams adoption in the market. The news also signals a deepening of the already strong relationship between LiveTiles and Microsoft. Over 50 percent of LiveTiles clients originate through the Microsoft partnership.

Record deal

Meanwhile, LiveTiles can also confirm its largest ever LiveTiles Intranet customer deal was secured in Q1. The multi-year, multi-million-dollar deal was secured with a US-based apparel retailer to assist



with its COVID-19 re-opening strategy. The deal will see LiveTiles Reach and LiveTiles Intranet deployed through Microsoft Teams to its 40,000 plus employees and 15,000 seasonal workers across 3,100 stores in 27 different countries. LiveTiles was selected because its easy-to-use, scalable solutions could be deployed quickly and securely across all regions, languages, and local regulations.

Karl Redenbach, Co-founder and Chief Executive Officer, LiveTiles, said: "Our partnership with Microsoft has been instrumental in growing LiveTiles Intranet into the leading industry provider in just a few short years. Deepening Microsoft's understanding of how LiveTiles Reach and LiveTiles Directory helps companies better manage their workforces in a COVID-19 impacted world will be a catalyst for growth this financial year."

Daniel Diefendorf, President of LiveTiles, said: "We're thrilled to have secured a record deal with a leading US company for LiveTiles Reach and LiveTiles Intranet. It validates our product diversification strategy and focus on large Enterprise as companies emerge from the initial impacts and changes that COVID-19 has made to our working lives."

This announcement has been authorised for release by the Board.

For further information, please contact:

Investors

Maureen Baker

+61 (0) 438 571 970

maureen.baker@livetilesglobal.com

Media

Alex Liddington-Cox

+61 (0) 474 701 469

alexander.lc@livetilesglobal.com

About LiveTiles:

LiveTiles is the global leader in intranet and workplace technology software, creating and delivering solutions that drive digital transformation, productivity, and employee communications in the modern workplace.

LiveTiles have operations spanning North America, Europe, Asia and Australia, and services over 1,000 Enterprise customers in over 30 countries. LiveTiles was named by The Australian Financial Review as Australia's fastest growing technology company in 2020 and by Forrester as a leader in this space globally.