



ASX Announcement

10 November 2020

LiveTiles launches new AI-product LiveTiles Vibe, targeting large addressable markets with Microsoft

- LiveTiles launches new product LiveTiles Vibe as part of the LiveTiles Quantum suite of products.
- LiveTiles Vibe has been designed and developed over the last six months following strong customer feedback and demand throughout the COVID-19 crisis.
- LiveTiles Vibe is a user engagement engine, and an extremely simple to deploy SaaS based AI-product designed to gather feedback quickly from large audiences.
- LiveTiles Vibe enters an established market with a large total addressable market, but has a powerful unique value proposition that will be highly attractive to customers.
- LiveTiles will position LiveTiles Vibe through all of its customers, prospects, partners and Microsoft to scale quickly.
- LiveTiles Vibe will open up the potential for a large set of new customers, through which the broader suite of LiveTiles products can be positioned.

LiveTiles Limited (ASX:LVT) (LiveTiles or the Company) is pleased to announce the launch of a new product LiveTiles Vibe, which will help drive significant customer pipeline, and complete another step in LiveTiles realising their vision for the Intelligent Workplace.

LiveTiles Vibe is an important development complimenting the existing LiveTiles suite of products, addressing a crucial capability in the evolving digital workplace. LiveTiles Vibe is a user engagement engine, designed to capture feedback from users quickly and easily, and to leverage this feedback to help drive critical business decision making across any topic of importance to the company and/or team.

LiveTiles will leverage its own marketing engine in addition to that of the Company's strong partner ecosystem, to accelerate adoption and exposure of the product. The product has a very strong roadmap which will see it evolve quickly over the next 12 months and build upon its current features to make LiveTiles Vibe a critical piece of the digital workplace.



LiveTiles Vibe, the product

LiveTiles “Vibes” are presented as cards to the users, allowing an immediate response without jumping out of their current application. Results are dynamically updated and available through the management dashboard. LiveTiles Vibe will leverage advanced Artificial Intelligence (AI) capabilities to target user engagement through the most relevant channel/application at the most suitable time for each individual employee.

Examples of LiveTiles Vibe cards available to users

I feel acknowledged for the work that I do in my role.

Choose a number from 1 strongly disagree to 5 strongly agree

1 2 3 4 5

LiveTiles Vibe

What is your current energy level?

Low Average High

Low energy?

LiveTiles Vibe

How are you?
Use the buttons below to describe how you are feeling.

Unpleasant Pleasant

How would you rate the intensity of this emotion?

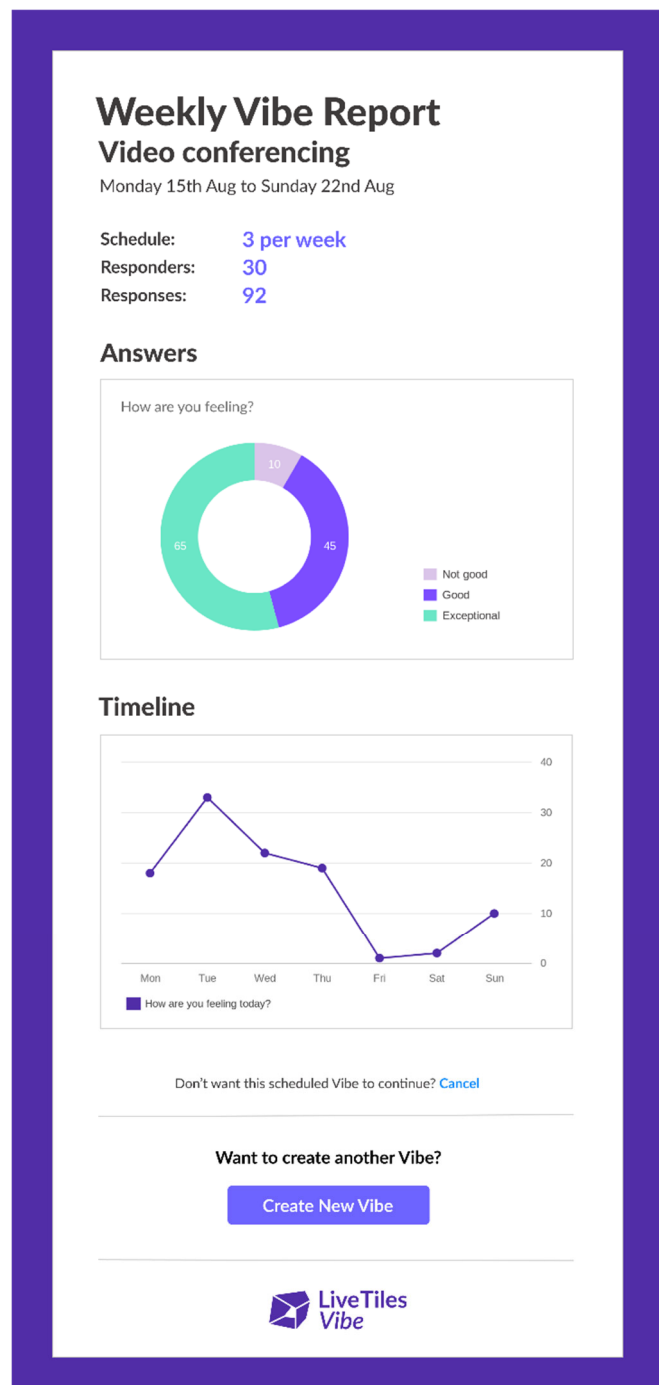
PLEASANT

0 1 2 3 4 5

Why try?

LiveTiles Vibe

Example of LiveTiles dashboard available to power-users





LiveTiles Vibe interactions always take place within the environment where each employee spends most of their time, whether that be email, Microsoft Teams, mobile or other systems of choice. It has been designed for extreme ease of use, Vibes are fast, fun, secure and confidential. Such advanced personalised interactions will ensure that our customers can engage their employees in a powerful, useful, and non-intrusive manner resulting in high levels of ongoing user adoption.

COVID-19 has significantly reduced the ability for customers to ‘read the room’ of their workforces and, according to Ohio State University, pandemic-related stress has led to lower employee engagement¹. Traditional employee engagement surveys can also subject workforces to survey fatigue. Finally, social isolation from COVID-19 has increased the cognitive load on workers, who make poorer decisions as tasks become more taxing, according to Swiss researchers². Switching tasks also results in lower productivity across a worker’s deliverables, according to the American Psychological Association³.

LiveTiles Vibe marketing with Microsoft

Importantly, LiveTiles will drive co-marketing and co-selling of LiveTiles Vibe through existing key partners, notably Microsoft and the Company’s partner ecosystem.

As announced on 23rd October 2020, LiveTiles has strengthened the global Microsoft partnership, with Microsoft sales teams being trained on the Company’s new and updated customer offerings. LiveTiles Vibe will play a very important role in the co-selling motion with Microsoft across 39 countries, as it addresses one of the main key performance indicators for Microsoft, the adoption and consumption of Office 365 and Microsoft Teams. LiveTiles Vibe creates immediate and significant value-add on top of Microsoft’s base platforms and will be a catalyst for Microsoft and partners to help customers quickly derive value out of their technology investments.

LiveTiles Vibe will also help the Company strengthen its relationships with existing customers and bolster its sales strategy for target markets. Microsoft estimates there are 400,000 companies with a combined total of over 100 million employees that now have an Office 365 license.

Addressable Market and Market Opportunities

LiveTiles Vibe addresses many business problems, with multiple “use cases” that the product and marketing campaigns will target. The first market that the Company will be targeting is the digital wellbeing market. Employee wellbeing has been identified as one of the top strategic priorities across executive teams globally.

The Global Wellness Institute (GWI) estimated pre-COVID-19 that the global workplace wellness market was projected to grow from US\$48 billion in 2017 to US\$66 billion in 2022. The GWI also said

¹ <https://www.sciencedaily.com/releases/2020/10/201012103131.htm>

² https://www.researchgate.net/publication/324804535_Taxing_Cognitive_Capacities_Reduces_Choice_Consistency_Rather_Than_Preference_A_Model-Based_Test

³ <https://www.apa.org/research/action/multitask>



the industry grew at 4.8 percent annually from 2015-2017. Meanwhile, the Integrated Benefits Institute (IBI), a not-for-profit health and productivity research organisation, has estimated illness-related lost productivity costs US employers about US\$530 billion annually⁴. According to global technology researcher Gartner⁵ in June, two-thirds of organisations introduced at least one wellness benefit to help employees through COVID-19. Further, Gartner said communication and employee surveys were crucial to extracting maximum value from wellbeing measures. LiveTiles Vibe will give the Company a product for this large and growing market.

Beyond the initial target market of employee wellbeing, LiveTiles Vibe will also actively pursue parallel market opportunities such as Executive and Human Resources teams for strategic planning and employee feedback, the Customer Relationship Management (CRM) market for qualitative feedback capture, and Marketing teams and companies for internal brand sentiment.

LiveTiles Vibe will be provided to the market for free initially to rapidly drive a large user base. Providing LiveTiles Vibe to the market will align closely with LiveSmiles, an internal initiative and external movement to accelerate the discussion of wellness into an active and intrinsic part of work, an important part of the Company's mission to create value beyond just the digital workplace.

LiveTiles works with Human Link as product launch partner

LiveTiles is also pleased to announce it has partnered with human behaviour experts Human Link for the design and release of LiveTiles Vibe. Human Link boasts a client list that includes Fortune 500 companies, big four banks and large Australian public sector health departments.

LiveTiles has partnered with Human Link to leverage its expertise on positive psychology, organisational psychology and nudge theory to give LiveTiles Vibe the ability to take executives inside the minds of their employees and read the room of their digital workplaces.

LiveTiles Co-Founder and Chief Executive Officer Karl Redenbach said, "It became clear from our discussions with clients that COVID-19 has fundamentally changed the dynamics of critical business decision making and that a user engagement engine powered by artificial intelligence was sorely needed. LiveTiles Vibe adds to our vision of the digital workplace at a time when our digital workplaces have changed forever.

"Our vision for LiveTiles Vibe is to help our clients understand their people without adding to their chaotic COVID-19 remote working lives. Imagine you are doing a critical task. Vibes will appear in that app as a question. You answer that question without leaving that app, it then disappears, and you get back to working at your priority tasks. We are also proud to be partnering with Human Link on LiveTiles Vibe. Human Link understand how to help employees flourish at some of the world's largest and most successful companies."

⁴ <https://www.globenewswire.com/news-release/2018/11/15/1652374/0/en/Poor-Health-Costs-US-Employers-530-Billion-and-1-4-Billion-Work-Days-of-Absence-and-Impaired-Performance-According-to-Integrated-Benefits-Institute.html>

⁵ <https://www.gartner.com/en/newsroom/press-releases/2020-06-16-gartner-says-two-thirds-of-organizations-have-introdu>



Human Link Co-Founder Kelly Michael said, “We are excited to be partnering with LiveTiles to create new ways for organisations to engage with employees around culture and wellbeing. LiveTiles are at the cutting edge of innovation and technology. They are driven by a deep care about people and the systems that they work in.

“Many organisations collect information through surveys with the intent to create programs and interventions to support employees based on results. Unfortunately, constraints such as budgets, scope and lack of expertise often mean that these programs never see the light of day leading to a negative employee impact.

“Vibes have been designed as a blend between information and intervention. They support both the organisation and the individual employee. This means that the end user, the employee, is set up to receive a positive personal impact for engaging with the Vibe regardless of what the organisation chooses to do. Employee wellbeing cannot be a space for checkboxes.”

This announcement has been authorised for release by the Board.

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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 & Gartner as a leader in this space globally.

About Human Link:

Human Link are human behaviour experts who partner with companies to build strong, innovative and inspiring organisations where people flourish.

The Human Link is a global collective of Psychology, Leadership, Organisational Development, Communications and Wellbeing professionals with experience in developing individuals, leaders and teams within the corporate, not for profit and public sectors. Based in Perth they have operations spanning Australia, Europe and North America. Their client list includes Fortune 500 companies, Australia’s big four banks and large public sector departments.