



**ASX Announcement**  
3 December 2020

### **LiveTiles Microsoft, USA and EMEA Update**

**LiveTiles Limited (ASX:LVT) (LiveTiles or the Company)** is pleased to release the video, transcript and presentation slides for the dedicated Investor session at yesterday's successful, inaugural "Love Your Work" virtual conference, held as a contribution and celebration with the technology industry, customers and the investment community to end the year on a positive note.

This session provided investors with an update on the LiveTiles business.

- Introduction: Karl Redenbach Co-Founder and CEO
- EMEA: Elaine Murphy, SVP
- US: Dan Diefendorf, President
- Microsoft Partnership: Brett Gordon, Microsoft Partner Development Manager

The link to video footage can be found [here](#) on the LiveTiles Global Investor relations page.

### **Transcript**

#### **Karl Redenbach speaking:**

Hi everybody, my name is Karl Redenbach, Co-Founder and CEO of LiveTiles. At today's investor session, we're going to be talking to our operations in the US, in Ireland, in Europe. We'll also hear from Microsoft. For those that don't know LiveTiles, just very briefly, we are the global leaders in what we call the Intelligent Workplace. Gartner just announced a few months ago, what they call 'packaged intranet services' as a market and LiveTiles was the second largest growing company in terms of deployments next to Facebook. When it came to Forrester, they looked at a market they defined as 'intranet packaged services' and LiveTiles was the third largest next to Microsoft and Atlassian in that space. And so in a very short amount of time, we've been able to grow our business to 1,116 recurring revenue customers across the globe. We have customers like Nike, the US Marines and the Australian Financial Review in March named LiveTiles as the fastest growing technology company for the last few years by revenue.

So we have a lot of growth to go, it's been a crazy year. But today I'm very pleased to talk to three really key presenters that will give you a different global view of what we do. Firstly, Daniel Diefendorf, who is the President of LiveTiles based in New York. You're going to hear about the US operations. You're going to hear from Elaine Murphy who runs our European operations there and all the great work we're doing with companies like Novartis and some huge European companies we're working with. And then last but not least, is Brett Gordon, who is Microsoft's Lead Partner Manager for Australia. You'll hear his New Jersey accent originally from New Jersey, but living in Sydney. And you're going to hear about the work that we're doing together as a team. Having said all that, I'm going to flick straight over live to New York State. We've got Daniel Diefendorf, our President. Over to you, Dan.



**Daniel Diefendorf speaking:**

Great, thanks Karl. Really appreciate the intro and all of you for joining the conference today. I'm just going to go through some quick slides here that will hopefully give you an idea and a flavour of why we're so excited about the business here, particularly in what we call the Americas, but also focusing on some of the market here in the United States. The Americas for us is really Canada and the US. Really quickly about myself. I've been around building customer and sales organisations for the last 20 years. I've been in the cloud software market for the last 12. My background is very similar to Karl and Pete's (LiveTiles Co-Founder Peter Nguyen-Brown) in that I used to work in services and building services businesses and later on cloud businesses. All along that time, we've been doing that with Microsoft as our key partner and had been doing that pretty successfully throughout the digital workplace space and the employee engagement space.

**Market Notes – United States**

But in terms of my piece today here for the investor overview, I wanted to talk a little bit about the size of the market here and why it gets us so excited. I also wanted to talk through just some market observations and then I'll cap it off with some of the pieces that we see in terms of opportunity with Microsoft here in the States. Some of you may know certainly the size geographically of the United States, but don't fully appreciate the corporate density. Sometimes those of us that live here don't even fully appreciate that. But if you just look at the chart here real quick, predominantly LiveTiles targets customers over 500 employees in size. We certainly do have some underneath that and certainly much, much larger like Karl indicated with companies like Nike and Pepsi that are longstanding customers. But if you look at just here between 500, 1000 and 1000 plus, we're talking over 42,000 companies within our addressable market, many of which are also Microsoft customers that we partner with together and go to market with. We really feel like we're just hitting the tip of the iceberg when it comes to the opportunity here, we felt that well before the pandemic and we feel, especially now as we've launched new products and we've seen the resurgence of new work styles and how people are working going forward into 2021.

**Investor Update - Americas**

Here's some key points. I just want to go through some of you that have followed us may have seen some of this information in the past, but I think it's worth noting. This year, in particular really has been a tale of two years, the way I look at it. The first half of the year and the second half of the year. The first half of the year, I won't go into, I think we've all lived that and we're ready to put that behind us. The second half of the year, we've really been focused on building the business and executing on helping customers either transform or accelerate what they want to do with their businesses moving forward. We've seen a marked increase in our pipeline over that same period, particularly since September and in the last 60 days, we've seen our pipeline double over that same time period.

We've also seen many organisations in particular verticals, some of which we expected, some of which we didn't, that are really accelerating their journey. And I want to highlight those companies that have frontline or what we call first line workers. Those are workers that typically don't sit behind a computer or a desk all day long, like I do. Employees that may work in a hospital setting a healthcare setting, they may work on a shop floor or a contact centre, or they may actually work in a retail store. And we're seeing those businesses accelerate how they communicate and engage with their employees and to bring technology that's easy to use and engaging for them as they plan how to either reopen or accelerate their business operations in the new environment



Particularly over the last few months, we've seen a number of new inquiries come in through the web, new lead opportunities, particularly a lot of RFPs (request for quote) and new contracts that have come through that really our marketing and our accelerated roadmap had all paved the way

for. But we're seeing more customers come in as they want to understand how LiveTiles can help them along that journey. And I think that's a key part of this, it's because a lot of our architecture and our roadmap goes towards the building blocks of the journey that the customers might be on. And so we're helping them through that journey. And that's really the longer-term path that Karl had indicated and why we're getting recognition from the likes of Gartner and Forrester and others.

The other thing that we're seeing that's nice is that while the pandemic is still around the US market, in the North American market is really moving forward with a positive approach to whether it's reopening or accelerating business plans around budgets. We've seen certainly decisions are being made quicker, but they're also sort of cautious in their decisions. They're looking for long-term partners to work with. They're not making shorter term decisions just to make a short-term technology implementation. They're really looking for partners to go along. And so it's been this nice coalescence of quick decision-making with long-term partnership that we've seen come out of this. We've been really excited about that.

Now Brett will key in some of this, but particularly here in the States, we have great support from Microsoft and I wanted to talk about some of the pieces of why the partnership works so well. One is that we have a joint mission. We want to help people not only love their work, but we want to help how they interact with technology and how technology interacts with them. And we want to make that process easier and we want it to be a better journey for them. One of the things that our products do consistently is we help increase the adoption of the investment our customers have already made in Microsoft 365, and particularly with the tremendous growth of Microsoft Teams our solutions also drive what we call monthly active usage. And that's incredibly important to make sure people are using the tools properly, they're getting the most value out of it and it's also helping them do their jobs.

To help take a lot of this forward, one of the things that we've done is we've created two pretty significant strategic moves with Microsoft here in North America. One is we've got a formal enterprise joint go to market campaign. If you remember from that first part of the graph that I presented the bigger bar, the larger organisations over a thousand employees. Those are the organisations that we're going after together to help create the longer-term roadmaps for the way their employees will be working and continue to be working throughout 2021 and beyond.

Microsoft also three inside sales centres that cover North America. And we are also taking our solutions into those inside sales centres to help cover the next level of corporation down, so what they call a small-medium corporation, to help deploy solutions such as LiveTiles Reach and help those companies get access to the best tech they can to support their employees.

Now, I do want to make a quick note about Canada as well. Canada has been a particularly key market for us that we entered fairly recently, the last year and a half. And when the Canadian data centre was launched by Microsoft, we followed into launching our operation and we've been seeing quite a bit of partner growth. Canada is a particular market where we go to market with partners, which are other typically Microsoft systems integrators. And we've seen great demand over the last three, six, nine months, continued demand, for intranets, as well as our newer stuff. Our newer products particularly LiveTiles Reach and LiveTiles Vibe.

And if I can give you kind of one closing statement around the market conditions right now, we're obviously very prudent about our approach in terms of what we're doing in the market. But we are starting to make moves to bring new hires on, to support the demand. That's not only sales hires,



but that's also customer success, our pre-sales teams and anyone to support customer operations and our partner teams, because we are seeing really businesses moving at a much faster rate than we would have expected this time of the year. And we want to support that growth, but we also want to help them create measured plans so that they can succeed long-term.

### **Customer Story**

Before I move on to Elaine, I want to close off with a story that you may have heard, but I think it's worth reiterating if you have not. I just want to share it to you because I think it's a very positive story. We didn't expect retail was going to be such a great opportunity for us, particularly at this point in the year of the holiday season upon us. But we've had many stores throughout North America and really retailers globally that've come to us, that have wanted to figure out how they can communicate with employees at a critical moment, which is a reopening. Now we did announce this previously in our other ASX announcements, but I want to come back to it that we did win a global retailer, which was one of our largest licensing deals ever with a store reach of 3,100 stores in 27 countries.

They're using our software, LiveTiles Reach as the basis for all communications across their corporate staff, which lodges as an app in Microsoft Teams. And then ultimately is used as a mobile app to all their contact centres, distribution centres and their store workers. Now communications can sound like it's an easy thing to solve for, but it's not with diverse groups. We've created multiple geo-located instances of the application that are secure compliant with all local regulations, including things like GDPR (General Data Protection Regulation). We are servicing 20 languages and over 55,000 staff, and you can see here, we're also using it for training policies, procedures, compliance and staff engagement. This is a wonderful win for a company that's really walking fast and focused into this new economy and to their new business and they're being successful with it. And later we will be building up a number of integrations for this customer as well, bringing in other workflow and tools that the customers will have at their fingertips. We couldn't be more excited about this win. And I hope that this all gives you a bit of an overview of kind of what we've got going here in the States and North America. And I'll pause there, I would like to get you over to my colleague, Elaine Murphy, who's currently in Ireland and she'll give you a quick update on the European operations. Elaine, are you there?

### **Elaine Murphy speaking:**

I am indeed, thanks Dan. I guess the best way to start off is to let you know a little bit about me. I've held multiple leadership roles in startups and in the tech space in recent years, and I've been with LiveTiles and on the exciting journey for just over three years now. And obviously it's been a fantastic trajectory. And in terms of our market share in Europe with two exciting acquisitions under our belt in the last 18 months. I've been part-and-parcel of organising and facilitating some seamless integrations there culturally, and also for the workplace. I'm a leading voice for tech clusters in Europe, and I'm very much passionate about bringing tech startups and scale-ups together with innovators, educators really, around that collective goal of modern tech for good.

### **Update - EMEA**

On to a little bit about the EMEA Market, and I guess I'll start there with the phrase 'strengthening business conditions'. COVID-19, without a doubt, it's been tough for businesses, but it's also been an extremely efficient accelerator of digital transformation and digital workplace technologies in particular. And that's paved the way for us for a very well primed pipeline for the next 12 months. The uptick that we're seeing, particularly in Europe right now, it's very much around the rise in the popularity of the mobile app. A little to what Dan touched on there, the Reach offering where organisations are seeking to release comms in a very, very quick fashion and to ensure that they're



consumed in as speedy a fashion as they possibly can. In fact, I heard a statement this week where a company says to us Reach has become their crisis comms saviour. And I thought that's really,

pertinent. People and organisations are overhauling their communications plans in recent months and really starting to figure out where they fit and what what's right for their organisation for 2021. I definitely think that the rise of the mobile apps is going to play a pivotal role.

Also, as we look at a hybrid way of working for many companies, Now, in fact, we had a customer event in Europe this week and we ran a poll and it was attended by well over 150 customers. We ran a poll as part of the event, and we had about 76% of attendees advising us that they see a hybrid workforce moving forward. The balance was work-from-home, but nobody saw that they will do a full return to the office any time in the future. That means that organisations are having to pivot, naturally attain and understand and attract much more information and data about their employees. The water cooler conversations just aren't there anymore. They need to collect some information and our employee directory is playing a vital part there, and that's just data gathering via technology. That's everything from t-shirt sizes, where they want to send out some information, to skills for placing people on projects and new programs are out running. Just understanding the interests of their employees.

I suppose, another area that we're witnessing a change in is definitely the strategic importance of employee experience. And traditionally I would have seen that reserved more and more for the HR, people in culture departments. Now we're seeing an interest across all functional leads and C-suite are coming to the table and decision-making very, very quickly. Instead of potentially elongated life cycles, which we may have seen on some larger projects historically, we're seeing them snap in very, very close, and we're turning around projects and opportunities in record time. With this in mind I'm pretty upbeat about the strengths in the sector. We first and foremost got a number there around our 480 customers. That's already well over a 500 since we've compiled that slide and given you a strong indication already. And our customers, those 500 plus customers, they're the biggest advocates for us, they'll build resilience for us, and we're seeing already significant growth opportunities there. That segment is something that we're wrapping our arms around that ecosystem and maturing.

With our two acquisitions that I mentioned, we had one sizeable one in Switzerland, and another one in Denmark, it's given us a much more mature partner ecosystem than any of our competitors right now in Europe. And we've been strengthening, and I suppose maturing, that partner channel in several ways, but one of the key ones has been to identify and enable premium partners, and it's allowing us already for greater market penetration and much more effective localisation in what is, as Europe is well known, a quite diverse region. This is where we are co-funding head count, we're working with them. And I guess record numbers in terms of marketing campaigns and really seeing significant buy-in and return and a lot of exclusivity.

We've also built target service offerings to scale globally. As I mentioned, that partner ecosystem, we have a blended approach in Europe where we're going to market both direct and with our partner channel. But our partner channel is extremely vital to us and it allows us to scale. And the differentiator that I think we have in terms of our service offering right now, where we have a sizeable team globally, but particularly in Europe, is that we can scale. And we're finding that with some of the partners right now, they just cannot scale to the extent that they would like around the services side. Obviously we can provide licenses to them very, very quickly, but on the services side, they are coming back. We are providing sometimes one-off days and experts, SMEs in terms of specific packages, but we're very, very clear and we've got a very good market presence around the packages with clear scopes, transparent deliverables and the effort that's required from a partner.



And we do that for partners, but also selling directly. So that's a big, big differentiating factor for us right now.

Combining that strong focus on customers and partners I feel would result in really, really a stage platform to attract enterprise level future customers. I'll talk to you about one in a moment, real, real [inaudible], a pharmaceutical giant, that we brought on just over a year ago. And from inception to actually go in live it was in a little under five months. I think there are exclusivity, number one, and the range that we can bring in terms of engaging online events, value added content, and really you're going to see us best in breed digital outreach campaigns. And that's where we're getting really, really known.

A final point before I maybe go on and talk a little bit about how we're expanding and where we're at placing our significant bets in Europe are is that, Microsoft and Brett will testify to this in a moment, but they are very, very heavily interested in working with us closely around our Reach offering in Europe. We went to market with a webinar with them last month in front of well over 100 organisations that sit in the non-for-profit vertical. We're already speaking to a number of those and I've recently had a new customer on our books. It's the biggest cancer research company in the UK. It's Marie Curie, and they've got 4,500 employees, or it's a space that really trumps to our values. And we're delighted to be a part of it, in terms of the altruistic field as well. But Microsoft and the interest in our products and the chance to go in many verticals, but particularly the non-for-profit vertical, which is close to our values is great to see.

#### **Update - EMEA (continued)**

Our growth markets really are Germany and the UK, and they're the biggest software market opportunities in Europe. We've already got a strong presence, but we are significantly increasing our footprint in Germany in 2021, and that's from March. And to give you an education there, in terms of the left-hand side diagram, we have a cluster there. We're very, very strong across Ireland, UK, the Benelux region, the Nordics, the [inaudible] obviously, as well, I've mentioned the UAE. But to give you an idea of the size right now, we're beginning to get independent assurance, obviously Gardner, Forrester, and many others, that we are becoming the number one player in significant markets, particularly the likes of the UK there. That's strong for us and it's a market that's quite fragmented right now, but we have our targets set and a lot of very steadfast plans about how we're going to get deeper in that market in the coming months. Germany, hardly any moment of panic as you can well imagine as a market, very, very resilient still in terms of their own employment levels, setting in the single digits. And they're prime for much more expansion and a footprint on the ground will significantly help us.

Finally, I'm just going to touch on that pharmaceutical giant Novartis and just give you an idea in terms of, this is one of the customers that we're seeing significant growth in. I've mentioned their 25,000 additional users added during COVID, just giving you an indication. And where they came from, they had nine disbarred intranets. We ran a 12-month project, as I mentioned, we had them go live in less than five months from the initial scoping meeting. And that's no mean feat, but it gives you an idea of the SWAT team that we can place on major enterprise clients like this. As I mentioned up top there, it's the world's 41st most valuable company and the market cap is pretty impressive. The languages, there are 55 languages, the geo-location and we're servicing them across license and support professional service, professional consultancy services on a constant basis. Definitely the enterprise market is where we're beginning to dominate, getting a lot of word-of-mouth feedback from, and that's huge, particularly in the dark region. Novartis sits in Switzerland, their HQ. That's definitely an area that we intend to capitalise on and grow significantly in 2021.





Thanks Dan over to you Karl, to maybe introduce Microsoft.

**Karl Redenbach speaking:**

Well, firstly, thanks Dan and Elaine. I think huge opportunities there. You've seen our pipeline. We've obviously seen I think the market come back now and we're very excited about the next quarter and the next year, particularly 2021, where we're starting to see normal buying behaviours come back. And by the way, those that have any questions in this session, please pop them into the chat box there. We'll endeavour to answer those or direct you to the right person. Maureen Baker, who's a Head of Investor Relations can follow this up after this. But I'm very pleased to invite to speak next Brett Gordon, who we've known for a long time is. He heads up the whole partner ecosystem here in Australia. He's from New Jersey originally, you'll hear his accent, but based in Sydney. An incredible partner for us Microsoft, the partnership is getting deeper and we we're working closer than ever. So, over to you, Brett.

**Brett Gordon speaking:**

Thank you, Karl. And thank you to the entire LiveTiles team. You might hear the accent even if for 20 years, I've been trying to shake it a little bit, so it's still here. Good morning, good afternoon, good evening, depending on what part of the world you're in. Just want to say thank you for the opportunity here to present today. My name is Brett Gordon and I get the privilege to work with some of the most incredible startups and software companies that are creating new products, business models, both locally in Australia and around the world. Now for the past 12 years, I've spent time working across the variety of roles at Microsoft, but really the place where I get most of my energy from is helping our partners build successful businesses, creating amazing products and helping them grow globally.

One of the reasons I'm so passionate about this space is that prior to joining Microsoft, I had my own systems integration business. It was focused on mobile solutions and mobile device management. Way back then in those days, it was really just having a lot of people, unboxing mobile devices, updating everything, manually entering lines of code, installing apps. There wasn't even an iPhone back then. Times have changed. But you know, when I reflect on that time, it was one of the proudest moments when my company got featured on basically the Windows Mobile homepage. If anybody remembers Windows Mobile, you know, we actually had 30 percent market share at one point in the mobile business, but that was certainly a while ago. And what I didn't realise, I guess at the time was that it was just being linked to the power of the Microsoft homepage search engine optimisation. All of a sudden leads just started pouring in. And it was really just because I was connected to a very heavy traffic web page around the world.

Look, the reason I'm sharing that story is because I accidentally got connected into the Microsoft partner ecosystem and built a business around it. And then sold it a few years later. Those days to channel have evolved to incentivise or nowadays to incentivise our own field sellers, to not only sell our own products like Office 365, Teams, Azure, but also solutions from partners like LiveTiles that are creating amazing repeatable IP that we can go to market with. So today what I wanted to do was give you a short overview of the Microsoft channel, why people would partner with Microsoft and cover off just a couple questions that I typically get asked about LiveTiles.

**Numbers Guessing Slide**

Before I get into that, I'm going to throw up some numbers. I want to get some audience interaction here. Who can tell me what these numbers are? I'll give everybody a couple seconds to put something in the chat, but think of it as scale. You want to have a crack, just throw it in the chat. And Karl can announce you as a winner later on.



To give you some perspective on how big our channel is, 95 percent of all of our revenue comes through the partner channel. It is a massive, massive channel out of that. We have always been very much a partner led organisation, even when Bill Gates had this dream of putting a PC on every desk in every home, all led through partner. The 300,000 number there, that's the number of partners that we have globally in the Microsoft ecosystem. And the 17 million is the number that we have of employees that work within that ecosystem. So it's a massive opportunity if you can tap into it and LiveTiles have.

So how do you actually crack into that? Well, we have a program called co-selling and when I think about co-selling, it's really about the ability to work with a partner and a customer to sell a product and a service. And think of it this way, you might have a Microsoft field seller, they have a strong relationship with Deakin University. They may also be aware that the customer has just deployed Microsoft Teams to the University staff and that they're looking for the communications tool that would allow them to get information out quickly to the University staff, as well as anyone that works on the University like cleaning staff or cafeteria. They might not even be directly employed by the University. They know that LiveTiles has a purpose-built solution called Reach, it plugs directly into Teams, the Microsoft sellers are able to log this in a tool called Partner Centre. It automatically sends off a workflow to the LiveTiles team to meet with the Microsoft team, to discuss how they can actually help the University solve their problem faster.

Not only that, we have that collaboration tool to bring the teams together, but we also have incentives to pay our Microsoft field sellers. A very different Microsoft than past years, but we pay our field sellers 10% of the annual contract value to sell a lot of house solution because it runs on an Azure. They've gone through a certification process. It's up on the marketplace. Our modern workplace teams have KPIs on getting people more engaged with the Teams platform and LiveTiles applications do these things.

### **What is an Independent Software Vendor?**

Before I go on, I just want to make sure that everybody understands some of the lingo that we've actually been using. You know, what is it an ISV or what we refer to as an independent software vendor?

It's really an industry term, it's been around for quite some time. Basically what it means is that if it's repeatable and requires little customisation, then we call it an ISV. You might be familiar with some of the large ISVs, the global, some of the ones that like a Citrix or Adobe on the consumer side, you might even think about like a Spotify or Netflix. It's basically an app that you can pay for a service or a license for and in our case LiveTiles, perfect example, running things like LiveTiles Vibe, Reach, Everywhere, Intranet. It simply just gets deployed to the users in a matter of either minutes, hours, days, but certainly not months, and requires very little integration.

### **Why are ISVs important?**

So why are ISVs important? ISVs are important because they really align to the key Microsoft priorities. You know, we're very focused on Azure or cloud platform, modern workplace, which is Windows Office 365 and Teams and security and business applications, which is really Dynamics 365. The example I'll use is really around cloud computing. If you think of the cloud as pipes. We want people to consume Azure faster. ISVs build their applications on Azure, and it starts spinning the meters and basically turning on the taps. If we help our partners build great products on Azure, and then we help market them on Azure and then we help them sell their solutions, it's really a win-win situation. And you know, the numbers really just prove that, you know, that we know that the





products are almost six times bigger when we have ISVs partners who are involved. Customers on Azure are eight times, the consumption is eight times greater and the deal deals just get closed faster. Three and a half times faster.

### **Shared commitment to growth**

To put that into perspective of some of the numbers, over the past three years, since we started this program, we've had US\$15.6 billion of annual contract value flow through this program. You know, we've seen the number of opportunities and collaboration between our partners grow 51% deal velocity, as I mentioned, maybe three-a-half times faster. And then we've also introduced what we call, I guess, consider our enterprise marketplace. We have direct web engagement or direct web stores. You think about things like Azure marketplace or AppSource.

### **Selling solutions**

To take it one step further, to take a look at the four different channels that we actually have here, these are the four sales plays. And if you at the bottom, you'll see that there's 1500 field sellers that focus on our top 12,000 enterprise customers around the globe. You can then see that we have another segment of direct engagement that we have over 40,000 corporate accounts. The next opportunity tag to tap into is what I mentioned before, those 300,000 partners in the ecosystem. We provide a platform that allows our partners to sell through the partner network and get incentivised to, and then there's marketplace on top of that, which is really the future of the company and being able to sort of collect money while you sleep. Our marketplaces our enterprise app store customers go to purchase both first party Microsoft products, but then they can also purchase products like LiveTiles and they have the ability to list on there. So, there's compelling opportunities to sell with Microsoft across the marketplace, partner-to-partner engagements cloud solution provider programs, as well as opportunity to sell with Microsoft inside sellers and field sellers. There's a lot of opportunities here where Microsoft can add value to the portfolio and help launch into new markets. And we've worked regularly with LiveTiles on R&D through our geo-expansion program.

### **Frequently Asked Questions about LiveTiles**

What I wanted to do now is pivot a little bit and talk a little bit about what makes LiveTiles different? You know, I get some of these questions quite regularly. LiveTiles is unique. First and foremost, it's their culture. You know, not many people who are taken off, they're comfortable with Mark Matthew shared stories around resilience, big wave surfing. They have an incredible leadership team and genuinely want to help people and companies achieve more

How many companies have 'get s\*\*t done' written into their core values and beliefs? And it really shows in how they go to market, how they work with our customers, our joint customers, how they solve technical problems, working directly with our engineering, either locally or in, out of our headquarters, in Redmond. Personally, I've been working with LiveTiles team for over three years and that philosophy shows up every day. They're willing to take on new risks and new projects.

For example, a few years ago, LiveTiles were really pushing the boundaries of Louis and our bot net framework. The problem they were trying to solve for, actually, this is a funny one, but working with a large multinational airline and people were trying to take prohibited animals on planes. They were classifying as helper animals. The big issue was that people were calling peacocks, dogs, tigers, or [inaudible], were being called kittens, and they were trying to sneak them on these planes. The airline needed a fast way to look up, each one of them and the actual with their photos. And as a way to solve the issue, we were working with our bot team in our headquarters in Redmond. And LiveTiles we're really pushing the boundaries on some of the natural language queries.

We're able to speak directly to Microsoft core engineering team in Redmond and the product group. And it led to meetings with some of the corporate VPs, so we can get a direction of where the



corporate VP of AI, so we do actually get a direction of where we're headed. As a result, Microsoft invited LiveTiles to be part of the Partner Advisory Council around cognitive services. And this gave LiveTiles the insight on where to build, how to leverage existing products that Microsoft are releasing. The same goes for the other products like SharePoint and Teams. If you're pushing the boundaries of our products, we want our partners' and customers' feedback. By working closely with the engineering teams, they know where to focus their efforts and understand what Microsoft is thinking and how to pivot as they start thinking about the future. So, as I mentioned before, the LiveTiles product team go through an IP COSO (Committee of Sponsoring Organisations) certification process that enables our field team to get paid up to 10% of the annual contract. So there's very much an incentive for our partners to go and work together.

This one, the next question I get, I kind of snicker out a little bit when, is LiveTiles a competitor or an enabler? You know, as we mentioned before, we are such a partner-led organisation. They are without a doubt an enabler and very complimentary to our existing products. Microsoft make core platforms. We depend on our partners to create purpose-built industry and vertical solutions that our customers are looking for. LiveTiles are in a unique position to help Microsoft Teams be more sticky by reaching, by putting Teams or Vibe directly into the Microsoft Teams store.

And this really does two things. It increases user engagement. When they start using the app, it also keeps them in Teams where there's over 115 million people, and they do their collaboration for work. It also provides a lower barrier to entry. If a customer wants to trial or deploy the application, all they have to do is grab it from the Team store. The customer may even be able to transact the LiveTiles purpose on Microsoft paperwork through the marketplace. And if you think about that, how much that can actually speed up procurement cycles. Anybody that's actually tried to sell into a large organisation or a government agency, you know, half the battle is actually trying to get them onto those procurement panels. LiveTiles has already built that ability into their applications so they can transact on Microsoft paper.

### **Thank you**

I hope that gives you an understanding or a very quick understanding of the breadth of the Microsoft channel and how we work with some of our partners in particular LiveTiles. But certainly, if you have additional questions, please feel free to reach out to me, connect on LinkedIn, connect with the LiveTiles team. And with that, I just want to say thank you very much for your time, and please enjoy the rest of the Love Your Work conference. Looking forward to hearing the bands later

### **Karl Redenbach speaking:**

Great. Well, thanks Brett for that. Very insightful. And interestingly enough, even though we've got investors online, no one got the numbers right now and actually came up with the right numbers. 95% of all Microsoft revenues transacted through partners.

So anyway, thank you very much for joining us. If we haven't answered your question, we will get to it. We will give you a direct response and please join us for other sessions this afternoon. You'll hear from some customers. If those that want to hear from the ARC supergroup, join that as well. So thanks for joining and we'll speak to her on soon. Thanks a lot.



This announcement has been authorised for release by the Board.

**For further information, please contact:**

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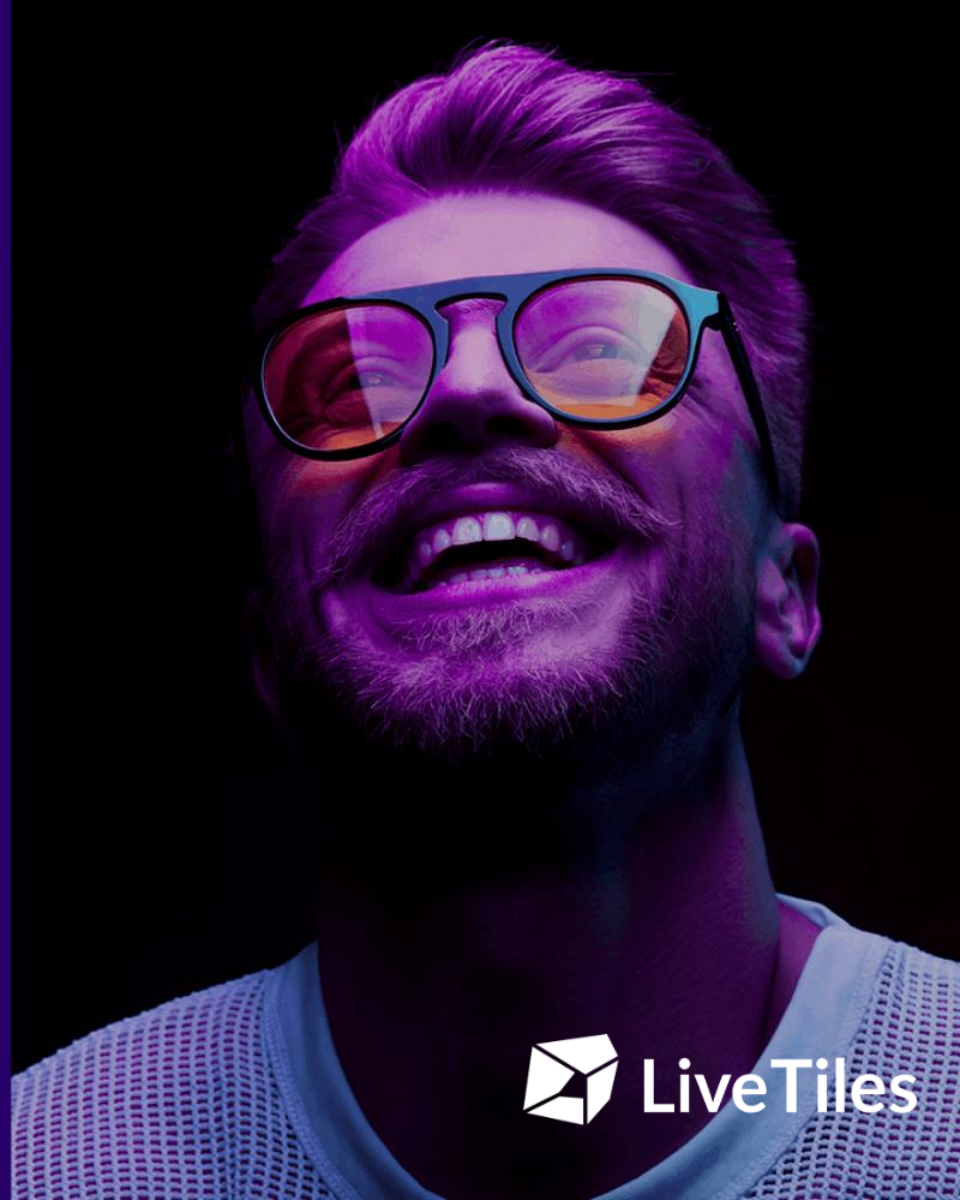
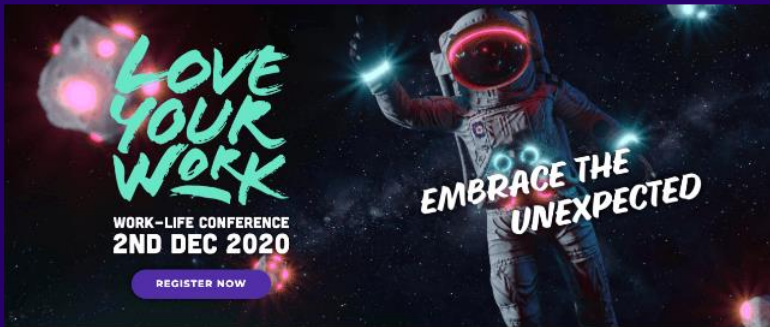
**About LiveTiles:**

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.

# LiveTiles Investor Session

"Love Your Work" Conference - 2  
December 2020



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# Agenda

1. AMERICAS
2. EMEA
3. MICROSOFT





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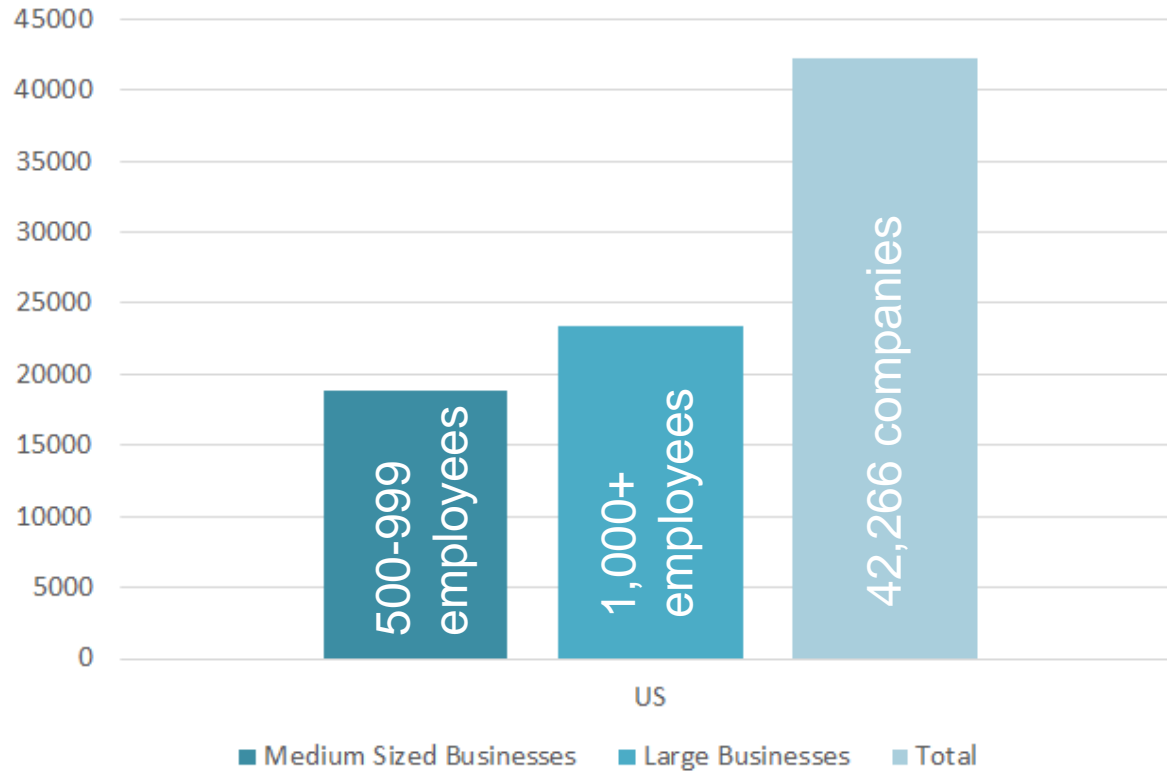
# UPDATE : AMERICAS



Dan Diefendorf  
President



# Market Notes- United States



\*Note: Medium Businesses in Canada are defined as 100-499 employees and in the US as 500 – 999. Large Business are 500+ employees in Canada and 1000+ in US

# Investor Update- AMERICAS

Pipeline doubled in past 60 days

- Many organizations are updating their workplace technology especially for frontline workers (Healthcare, Manufacturing, Retail)
- Evidenced by new wins, inquiries and receipt of new RFPs/RFQs received since September
- Customers seeking tools to ensure productivity and reduce turnover
- Shorter sales cycle for LiveTiles Reach. (recent global retailer sale completed in 90-days)
- LiveTiles increases adoption of Microsoft365 and increases Microsoft Teams MAU (monthly active usage)
- Enterprise joint go-to market campaigns launched with Microsoft in September plus Inside Sales launch
- Canadian partner deals are growing while Intranets remain popular
- New hires to meet demand.

26%  
of Total ARR

311  
Customers

+17% yoy

73  
Partners

+20% yoy

Numbers as at 30 June 2020



# Customer Story-

Leading US based, global retailer with 3,100+ stores in 27 Countries

- Using LiveTiles Reach as communications tool for reopening
- Geo-located, Secure, Compliant
- Multilingual (20-languages)
- Deployed in Microsoft Teams and as Mobile App
- 55,000 Staff
- Utilized for Training, Policies & Procedures, Compliance, and Staff Engagement
- Future integrations planned for key systems

## Customer Quote-

"[We] needed a solution to communicate to all corporate staff as well as connecting with our distributed workforce of call & distribution centers and all of our retail stores around the world. After evaluating many solutions, LiveTiles' Reach offering gave us the ability to use Microsoft Teams platform to it's fullest while also making use of the Reach mobile app to communicate with all of our teams through a single solution." – VP, Enterprise Applications

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## UPDATE : EMEA



Elaine Murphy  
SVP EMEA



# UPDATE - EMEA

## Strengthening business conditions

- Digital workplace technology is in greater demand to solve employee engagement and communication challenges.
- Strengthening partner channel with tiered approach & services modules
- LiveTiles announced as Microsoft Technology Partner for Tech for Social impact.
- Strong attendance at digital marketing events up 10x on previous year, attracting major international brands like Coca-Cola and GSK.
- Customer advisory initiatives creating strong demand and ensuring retention.
- Services first approach cementing us as digital transformation partner of choice.
- Newly acquired household brands growing and creating WOM referrals-HM Treasury, Volkswagen, Marie Curie & L&G.

55%  
of Total ARR

480  
Customers

+19% yoy

94  
Partners

+38% yoy

# UPDATE - EMEA

**Key Markets**  
Dach, UK,  
Nordics,  
Benelux &  
UAE

**Growth  
Markets**  
2021-  
Germany &  
UK







# Customer Story-Novartis

Pharmaceutical Giant-World's 41st most valuable company with a market cap of 206.9 B

- Using our Enterprise Intranet across 150,000+ users(25k additional users added during Covid)
- 9 company intranets into one over a 12 month project
- Home page experienced 1.5m views this past week
- Geo-located-175 countries
- Multilingual (55-languages)
- Annual recurring LiveTiles contracts covering Licensing, Support and Professional Consultancy Services
- LiveTiles are their trusted Digital Transformation partner

## Customer Quote

"Rolling out a digital workplace for our global employee base of >120k people has allowed us to communicate internally in a more consistent, inclusive and targeted way for the first time. This brings greater value and relevance to the communications received by our employees—they get content that interests them and helps them to do their jobs. It also means we are one step closer to having all of our communication channels aligned and optimized to provide a digital workplace that truly engages and supports our employees and evolves to meet their changing needs, all while delivering a best-in-class digital employee experience."

*Philip Martucci, Global Director, Enterprise Communication Content & Channels at Novartis*

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# MICROSOFT PARTNERSHIP



Brett Gordon

Microsoft  
Partnership  
Development  
Manager



# Partnering with Microsoft

Brett Gordon  
ISV Partner Lead  
Microsoft Australia







**95%**

**300,000**

**17,000,000**



# What does it mean to co-sell with Microsoft?

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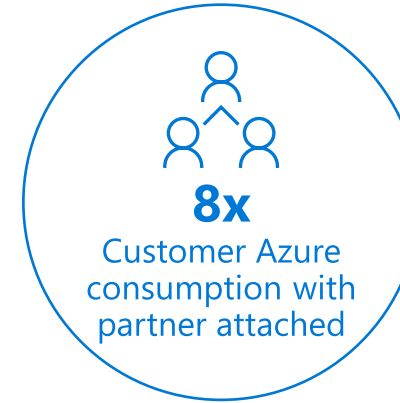
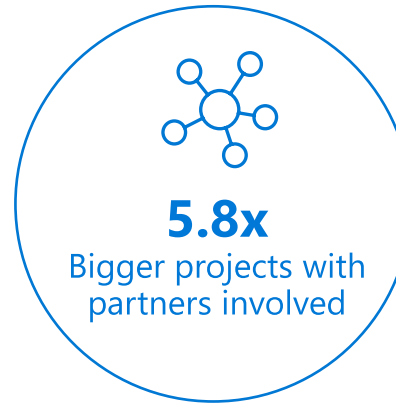
Co-selling with Microsoft is defined as **any** collaborative engagement between Microsoft and our partner ecosystem, including building demand, sales **planning, sharing** sales leads, accelerating partner-to-partner empowered **selling**, and delivering marketplace-led commerce for **customer transformation**.



What is an Independent Software Vendor?



# Why are ISVs important?



ISV are central to Microsoft's ongoing success

# Shared commitment to growth

When we work together, we can accomplish more.

## By the numbers

**\$15.6B+**

Annual contract value

**51%**

Growth  
in IP Co-sell wins

**3.5x**

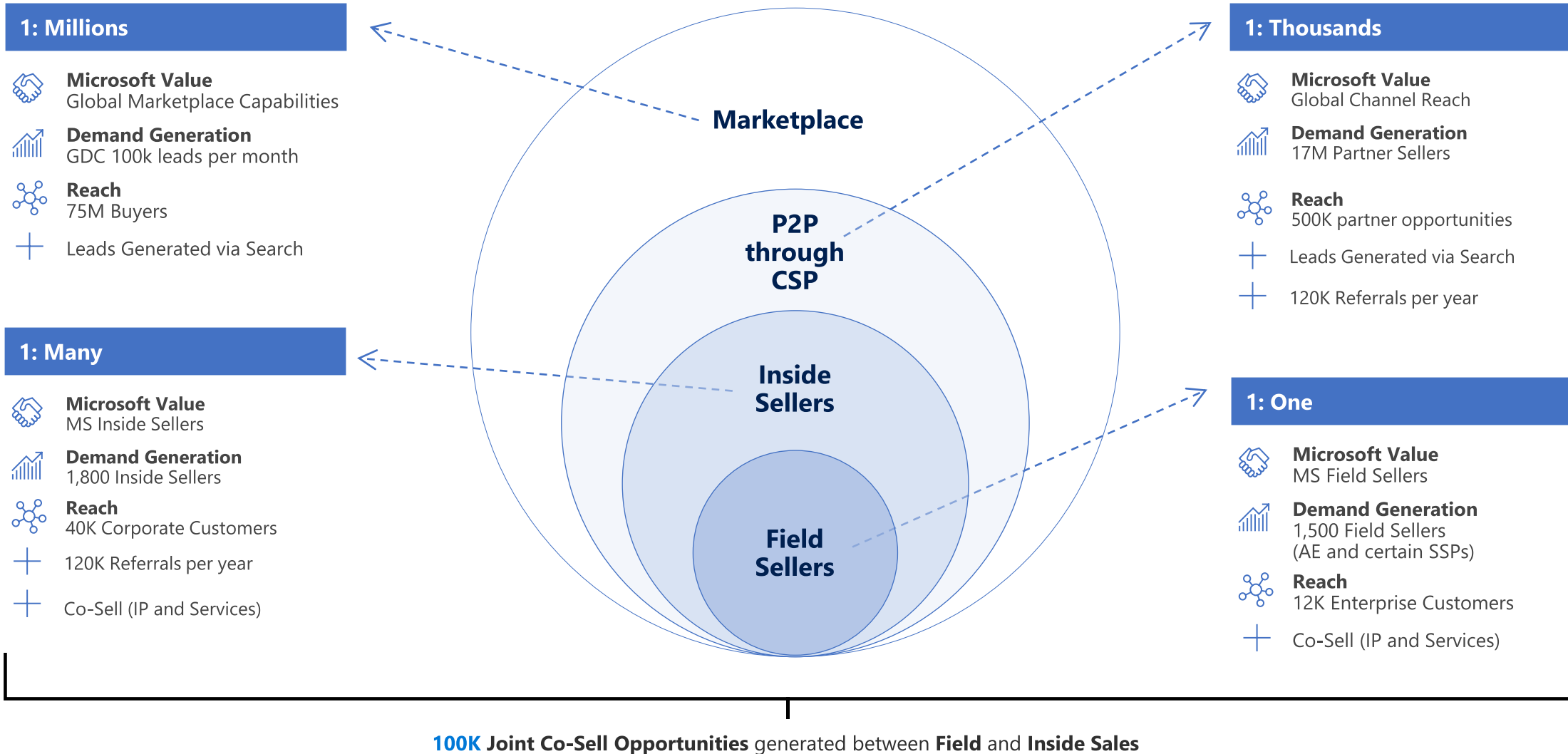
Faster deal velocity  
via Partner Center

**4M+**

Monthly active users  
in our direct web stores



# Selling your solution



# Frequently asked questions about LiveTiles

## Common questions we get asked

How does LiveTiles fit within the Microsoft Partnership eco-system?

ISV that we collaborate on Building, Marketing & Selling Product

What incentives are there for Microsoft sales to promote LiveTiles product?  
10% to field or P2P

Is LiveTiles a competitor or an enabler?  
Enabler- they drive usage and adoption

Is LiveTiles is just about SharePoint?  
SharePoint is only where they started.  
115M users on Teams is the opportunity ahead with Reach, Vibe and Quantum



# Thank you

If you have any questions, please  
feel free to connect on LinkedIn

Brett Gordon  
ISV Partner Lead  
Microsoft Australia

