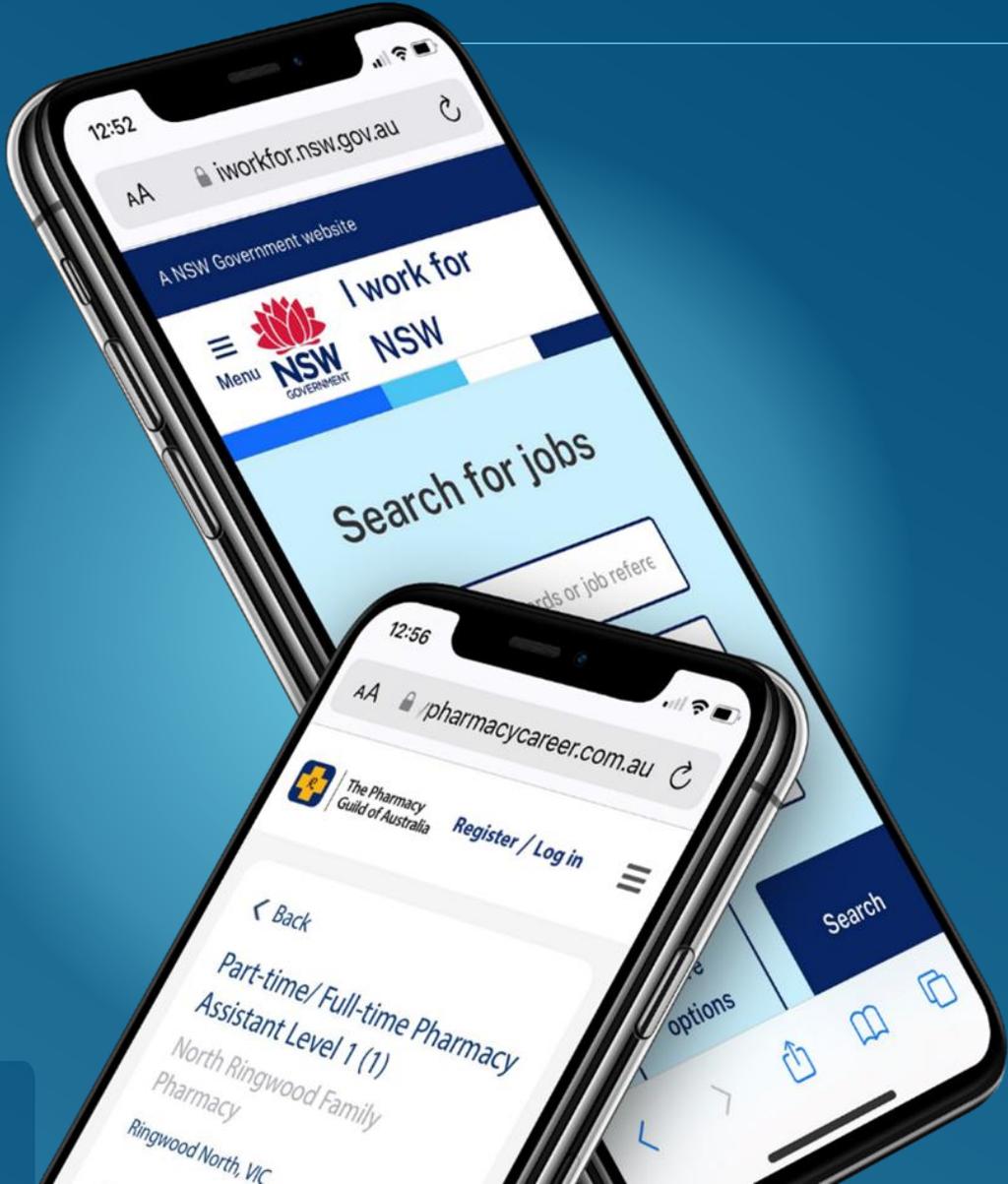


People. Software. Solutions.



AD1 Investor Webinar

30 August 22



Important Information



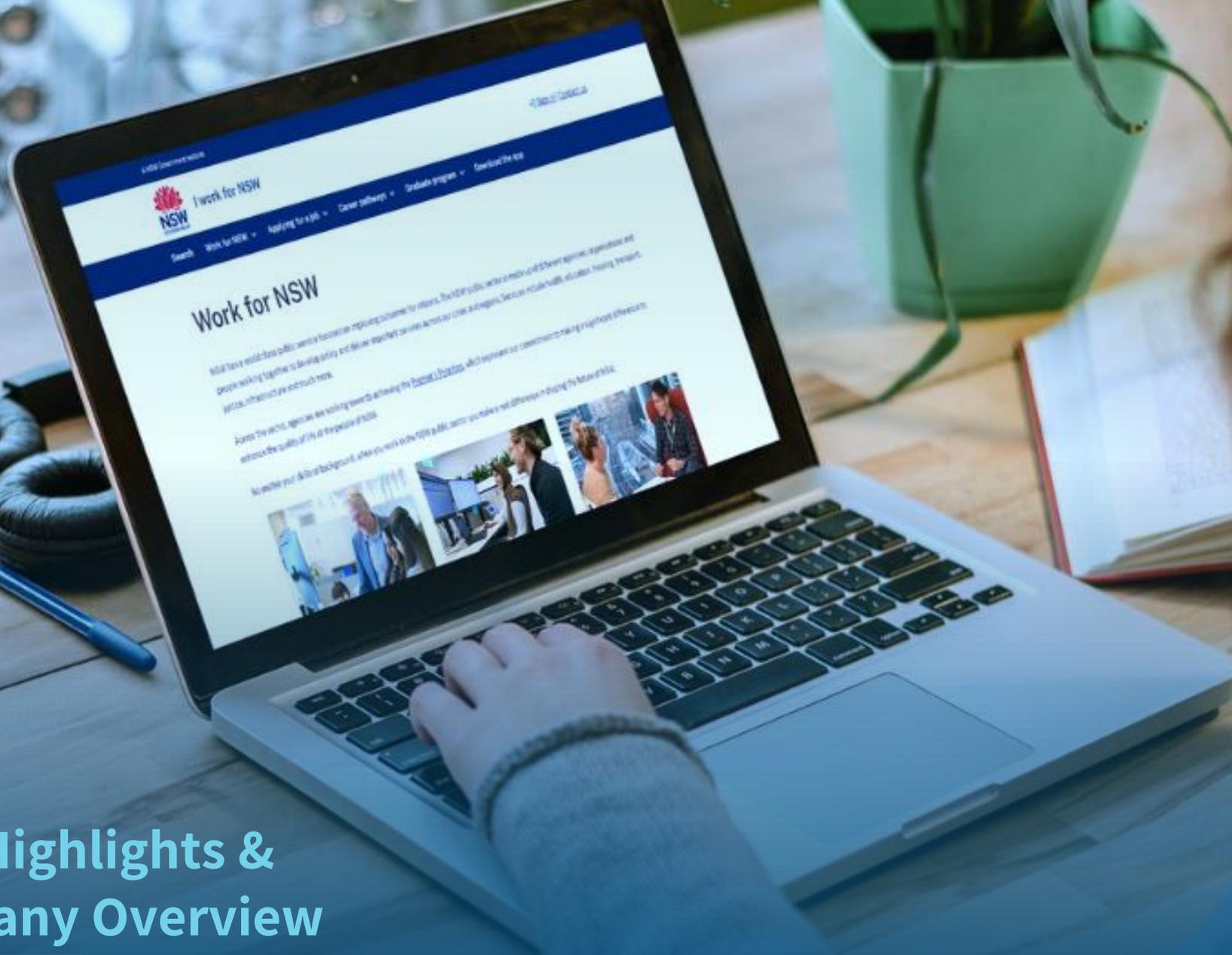
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FY22 Highlights & Company Overview

FY22 Highlights - Sustained growth across the Group with promising signs of North American expansion opportunities



\$6.0m

Annual Group revenue

Up 12% on FY21

\$6.8m

Customer receipts

Up 35% on FY21

68

New customers

Added across all verticals

44%

Revenue growth in AoM

With cash receipts from customers up 78%

Significant investment in new pipeline

New US channel partners – unlocking a community of 1.9m+ members

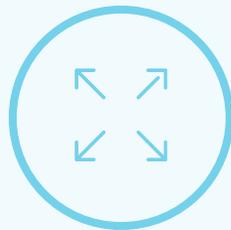
Supporting growth in offshore expansion – 1st US Gov Department signed

AD1 holds a growing portfolio of SaaS businesses with annuity revenues and a large and sticky customer base



>90%

Customer retention



>90%

ARR in FY22 and growing



44%

Revenue CAGR FY19 to FY22



130+

Active customers across 26 countries



Scalable

Revenue stream

Portfolio of 4 software businesses across recruitment, mentoring and energy retail sectors

Sticky customer base including SMEs, large businesses, and government departments

Signed new US based channel partners building new \$2m+ strong pipeline

AD1 Holdings Board of Directors and management team own 35.8% of shares on issue

A range of SaaS businesses with a focus in HR technology services and solutions for the niche sectors





Acquisition of Scout Talent Group

Scout Talent Group is a market leader in talent acquisition software, with a proven and resilient ecosystem



SCOUT TALENT

SEE PEOPLE FIRST

- Established in Brisbane in 2007, Scout Talent Group is a market leader in SaaS talent acquisition software for in-house HR and recruitment teams.
- Scalable product that represents a global software opportunity supported by its own software development business NetEngine
- Scout employs a horizontal market approach, solving the challenge of talent acquisition for mid-sized companies across all industries (between 50 to 5,000 employees)
- The platform is designed to facilitate automation within in-house recruitment teams including a specialised HR CRM platform
- In FY23, Scout expects to invoice \$23m of total revenue and be EBITDA positive - \$20m of this invoiced revenue will be ARR
- Scout has a fast-growing footprint in ANZ and North America with 583 customers in ANZ and 217 customers in North America.
- 80 staff in Australia and 35 in North America

\$20m
FY23F ARR

45%
YoY growth

800
SaaS
customers

105%
Net Retention

6.9m
Candidates

**Cash Flow
Positive**

AD1 Holdings plans to acquire 100% of Scout Talent Group, a Talent Acquisition software solutions based in Australia, with a footprint in North America



Opportunity

- The shift from disorganised, lack of control, disparate systems and spreadsheets to efficient, cost effective, helpful SaaS platforms
- Significant growth opportunity with 60% of SME business running their recruitment solutions out of spreadsheets, which is highly inefficient
- A growing number of organisations are digitising and streamlining their recruitment process
- Scout's software is designed to facilitate automation within in-house recruitment teams solving the challenge of talent acquisition for mid-sized companies across all industries and includes a specialised HR Customer Relationship Management ('CRM') platform
- Scout's platform is complimentary to AD1, diversifying its offering, providing scale, significant increase to contracted recurring revenue and strengthening opportunities with the ability to up-sell and cross-sell existing products to new and existing customers and markets
- The monthly recurring revenue (MRR) in September 2022 will be \$1.7m which would result in a September run rate of \$20.4m ARR for FY23
- Post completion of the Scout Talent acquisition, AD1 is forecasting total revenue in excess of \$30 million for FY23
- Significantly expands AD1's customer base in Australia and North America, in line with AD1's strategy to keep growing operations in Australia and accelerate its expansion into North America

Transaction details & consideration

- \$65m acquisition price
- FY23 \$21M revenue with ARR of \$20M
- Upfront payment of \$18.5m cash and \$45.5m scrip to be held in escrow for 2 years
- Scout founder to join the AD1 Holdings Board for a minimum of 2 years
- Management to continue in their current roles for a minimum of 2 years
- Acquisition to be partially funded via a \$25.0m capital raising.
- The transaction is subject to a successful completion of a capital raise.

Strategic rationale – expanding AD1’s HR technology footprint



Scout Talent will provide AD1 Holdings with instant scale and significant high growth as well as cross selling opportunities with immediate financial benefits within a highly disrupted, fragmented market

Customer base expansion

- SaaS Customer base increases from 130+ to 800+, with significant scale domestically
- Immediate opportunities across North America where 25% of Scout’s customers are already located
- Geographic diversity of Scout’s customers is expected to foster greater adoption of AoM’s product
- New industry opportunities in construction, technology, mining, retail, hospitality and tourism

Cross sell & upsell opportunities

- Significant industry alignment across government, healthcare, education and training
- Opportunities to cross sell all AD1 HR solutions across Scout’s existing and new customer base
- Upsell Scout’s complimentary solutions to AD1’s existing and new customer base
- Supports AD1’s strategy of expanding AoM’s North American Partners

Significant synergies

- Shared platforms, resources, and service model (e.g. back office functions, technology, finance, legal, HR teams)
- Integrations of existing products to improve customer offering
- Leverage Scout’s internal digital marketing to increase and improve lead generation and customer retention
- Leverage Scout’s internal software development and support capabilities

Complementary technology

- Diversifies AD1’s offering
- Significantly increases contracted recurring revenue
- Increases products offered to customers from 3 to 8
- Ability to increase average modules per customer from 1.3 to 2
- Combining to be a one-stop shop with a full product suite to attract, engage, hire, onboard, pay, develop and retain talent

A complementary technology with an advanced product offering, creating synergies and new opportunities



Together we offer a full product suite to attract, engage, hire, onboard, pay, develop and retain talent

	 ApplyDirect	 jobtale	 ART of MENTORING	 SCOUT TALENT <small>SEE PEOPLE FIRST</small>
Attract	✓	✓		✓
Engage	✓	✓	✓	✓
Hire	✓	✓		✓
Onboard				✓
Pay				✓
Develop			✓	✓
Retain			✓	✓



Founder led management team with significant experience



Tudor Marsden-Huggins
Co-Founder & Managing Director

A successful founder of various businesses and charitable foundations, Tudor has continued to offer innovation, oversight and governance to Scout. Tudor has a passion for profitable and sustainable growth through leadership development, transparency and business systems. He is a student of both Harvard and Saïd Business Schools.



Susanne Mather
Co-Founder & Executive Director

Susanne is an entrepreneur, Executive and Non-Executive Director of several organisations as well as editor of Recruitment Marketing Magazine. Since co-founding Scout in 2007, she has played an instrumental role in the operation and strategy of the organisation, particularly as it relates to sales, leadership and revenue generation. Susanne has twenty years' experience in recruitment marketing and employer branding.



Andrea Davey
Chief Executive Officer

Appointed CEO in 2019, Andrea has been a member of the Scout Talent team for over 15 years. Andrea led software product development and strategy, and held the role of COO, before becoming CEO in 2019. Her experience spans recruitment, HR technology and executive leadership. Andrea was recently named 2022 CEO of the year (Medium Corporation) at the Outstanding Leadership Awards.



Gregory Hall
Chief Financial Officer

Gregory is a Chartered Accountant with 28 years' industry experience and has been a member of the Scout Talent team for 11 years. Gregory's extensive experience spans from consulting firm PWC and Fortune 500 companies, to SMEs. Within his role of CFO, Gregory focuses on financial control, operations, strategy and maximising shareholder value.



Growth strategy

Solid foundations to build on and keep growing our portfolio of global software businesses



Investment in customer base

- Client retention is a key metric for the Group
- Emphasis on growing our customer base - we currently have less than 1% market penetration domestically
- Focus on supporting existing customers by investing in product to provide them with up to date, innovative tailored solutions while driving growth in new customers



Offshore Expansion

- Offshore expansion will be key to driving the Group's future revenue
- The focus remains on further penetrating the domestic market while simultaneously continuing with our expansion into the North American market
- Focus on pursuing further global channel partnerships, specifically in the US



M&A pipeline

- M&A remains core to expanding our services
- The Company will focus on embedding its most recent acquisition into AD1 to ensure we maximize up-sell and cross sell across the Group.
- Explore "bolts ons" to support existing products gain deeper specialisation into key verticals.



Appendices



Over 80 years of combined experience across a range of business life-cycles, sectors and geographies



Andrew Henderson
Non-Executive Chairman

Appointed in March 2019

Has over 20 years of experience in technology products and services businesses – having founded and sold Phoenix IT and is the former MD of JitterBit Inc (ASPAC).



Michael Norster
Non-Executive Director

Appointed in May 2018 and seed investor

Highly successful entrepreneur from start-ups to exits. Founder of formerly ASX-listed Powerdirect (sold to Ergon Energy); founder and Chairman of Blue NRG Group and founder of USS.



Nicholas Smedley
Non-Executive Director

Appointed in Nov 2019 and cornerstone investor from July 2019

Former Investment Banker with 14 years' experience across UBS and KPMG. Chairman of Vortiv Limited (VOR:ASX). Chairman of Respire Limited (RSG:ASX).

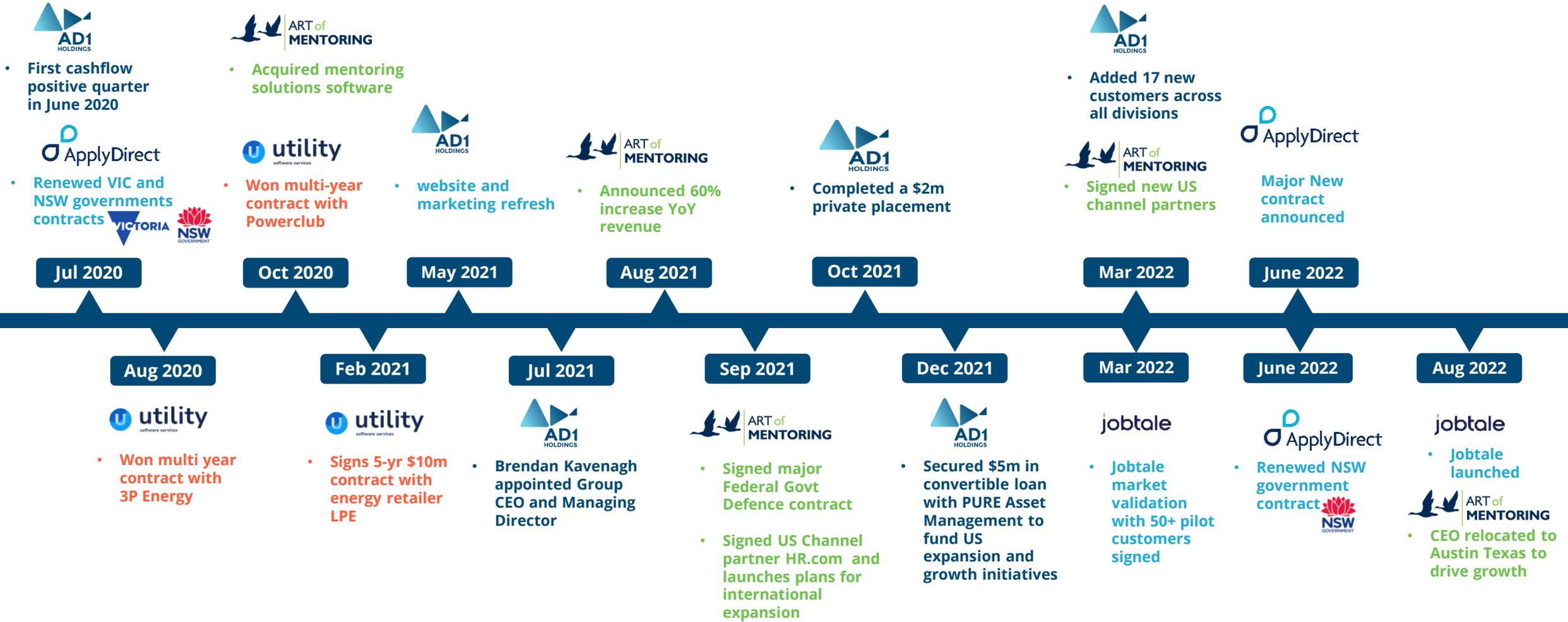


Brendan Kavenagh
Group Chief Executive Officer & Managing Director

Appointed CEO and MD in July 2021

Mr Kavenagh has over 20 years in executive leadership roles within the Technology Recruitment and Professional Services industry with a successful background in building and executing sales strategies and leading teams to achieve highly successful growth results.

Transforming a single platform business into a multi-vertical platform provider with strong recurring revenues



A growing demand from organisations to invest in HR technology services to attract, engage, recruit, develop, and retain the right talent



The global online recruitment market size was \$28.68 billion in 2019 and is projected to reach \$43.39 billion by 2027, at a CAGR of 7.1% during the forecasted period

Recruitment sector

97% of CEO's surveyed by Deloitte viewed Talent as their biggest priority and their biggest threat

A tight job market, low unemployment and rising wages has driven demand for investments with a specific focus on talent attraction, development & retention

The 'Great Resignation' is set to worsen, forcing companies to focus on recruiting efforts including internal hiring, redeployment of employees and upskilling



We provide the technology platforms and services for organisations to streamline and control their recruitment and talent management processes

Mentoring sector

Hybrid work models are driving the need for structured programs to keep employees connected, engaged and productive

+\$33bn invested in Human Capital Mgt, Talent Acquisition and Talent Mgt deals since 2017, with an increase in demand for employee relations and support

Over the last two years technology enabled solutions such as mentoring have experienced explosive growth and continue to expand



We educate, train and develop workforces through mentoring platform and services to improve engagement, productivity, and retention

A large and growing customer base across the Group



Scalable software businesses with recurring revenue and simple subscription-based pricing model



		ApplyDirect	jobtale	SCOUT TALENT <small>SEE PEOPLE FIRST</small>	ART of MENTORING	utility <small>software services</small>
Pricing	Payment frequency	Monthly fee	Monthly fee	Monthly fee	Monthly fee	Monthly fee
	Implementation fee	Upfront cost based on level of customisation	None	Upfront cost based on level of customisation	Small upfront cost	Upfront cost based on level of customisation
	Subscription fee	Based on the scope of managed services (Fixed)	Freemium to paid \$49 - \$399	Based on number of modules sold and users (Variable)	Based on number of participants/programs (Variable)	Based on number of meters under mgt (Variable)
Contract	Average annual revenue/client	\$160,000 ¹	\$600 to \$10,000	\$10,000	\$30,000	\$250,000 ²
	LTV	600k - 1m+	N/A	1m+	120,000+	1m+

HR SaaS Technology Services

Niche SaaS Services

1. This figure reflects the average fee for an enterprise solution.
 2. Typical size of a full-service new client in the first year.

Recruitment Solutions Software: Government and Associations

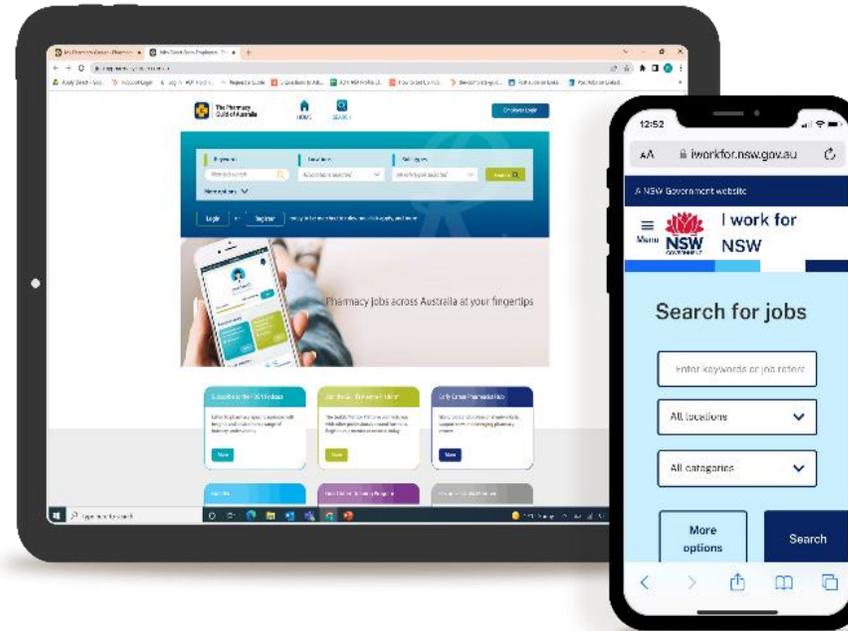
White labelled employer brand and job aggregation product connecting employers and candidates directly

Recruitment solutions offering simple customisable templates to improve customers brand IP, online discoverability, and engage candidates faster

A “one stop shop” housing multiple brands in one platform. Improved candidate experience.

The solution includes Google Job Search, content management systems, digital services, HRIS integrations and data analytics

A typical client generates +A\$200,000 in annuity-style revenue on a multi-year contract



178,000 jobs



6.7m users



900,000 Applications processed FY22 YTD

Key customers



The Pharmacy Guild of Australia

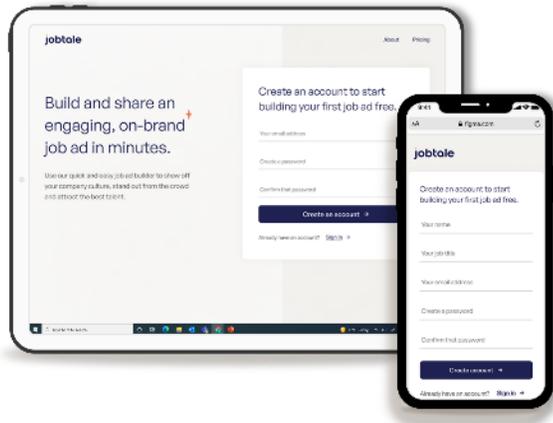


Job ad platform: The best ads in the world.

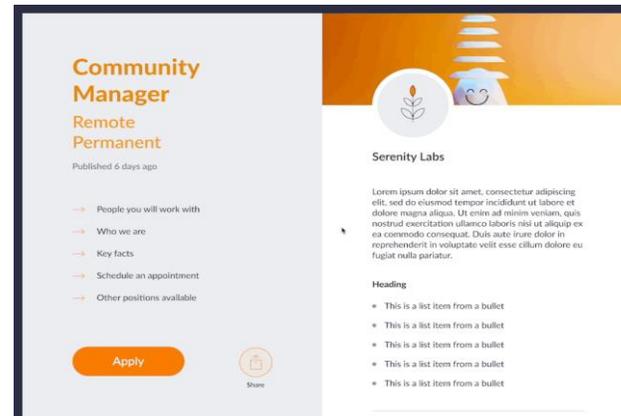


Engage the right talent, with the right story, in the right place.

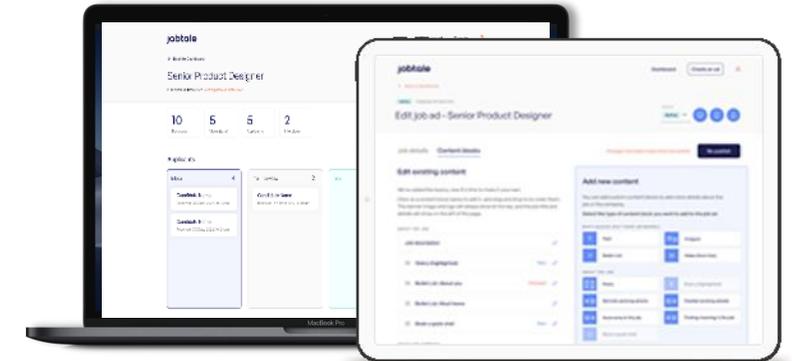
Easy sign-up



Customisable & engaging



Easy management of applicants with drag and drop



70% of jobs are filled through referral. Capture that market through compelling job ad stories.,

A hiring tool to engage & attract top talent directly to a company's network

A cost effective, fast flexible product that gives control back to the hiring manager

Global scale.
70+ pilot customers.
Launch July 22

Select customers



Best-in-class mentoring software platform: first mover advantage in a high growth environment



Intuitive platform delivering best-in-class mentoring programs

Real-time software enabled, structured and effective mentoring programs that drive both compliance and program success

Program design draws on evidence/research-based approaches to deliver employee performance, productivity, engagement, retention and overall improved wellbeing

Market leader in Australia, growing at 100% p.a. and expansion into North America gaining traction with large customer wins

Unique educational resources embedded in cutting edge technology guarantees high program success rates and low client churn, with 87% renewal rate




Australia's No 1 Mentoring platform



US channel partnerships with 7 US customers signed this FY



26,500 participants

Key customers



Scout enables companies to move from reactive to strategic talent acquisition

Intuitive software, easy to use, highly configurable and highly automated recruitment solution

Automated recruitment software designed for internal recruitment teams and hiring managers

Scout Talent is a category leader positioned to continue its fast growth at scale

Designed for mid market organisations who often find it difficult to attract and retain top talent with many robust solutions not aligned to mid market budgets

Scout has been ranked by G2 as a high performer in the ATS category with an average rating of 4.5 stars from the people who use the platform everyday.

Key customers



**SCOUT
TALENT**
SEE PEOPLE FIRST



**Fast Growing
Global
Opportunity**



**800 SaaS
customers with
217+ North
American
Customers**



**6.9m registered
candidates**

A complex, compliant driven environment with sticky clients and strong recurring revenue

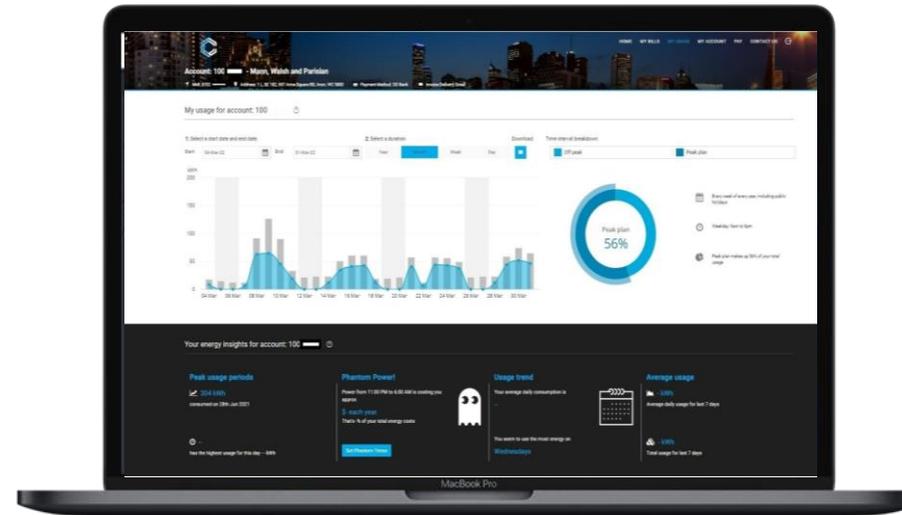
A superior provider of managed services to the Australian energy market

Enable energy providers to manage their customers in the most efficient and cost-effective manner whilst maintaining the highest levels of customer satisfaction

Specialises in SaaS hosted customer interface solutions (CIS) and Business Process Outsourcing (BPO) services for energy providers

Solutions and infrastructure that dramatically reduce the cost of service by using cutting edge technology that embraces automation to optimise processes and people

Ability to provide configurable, modular and cloud-based technology with similar functionality to large vendors at very competitive prices



Scalable revenue model based on meters under management



New market entrants



Intuitive platform

Key customers



People. Software. Solutions.



Contact

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CEO

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