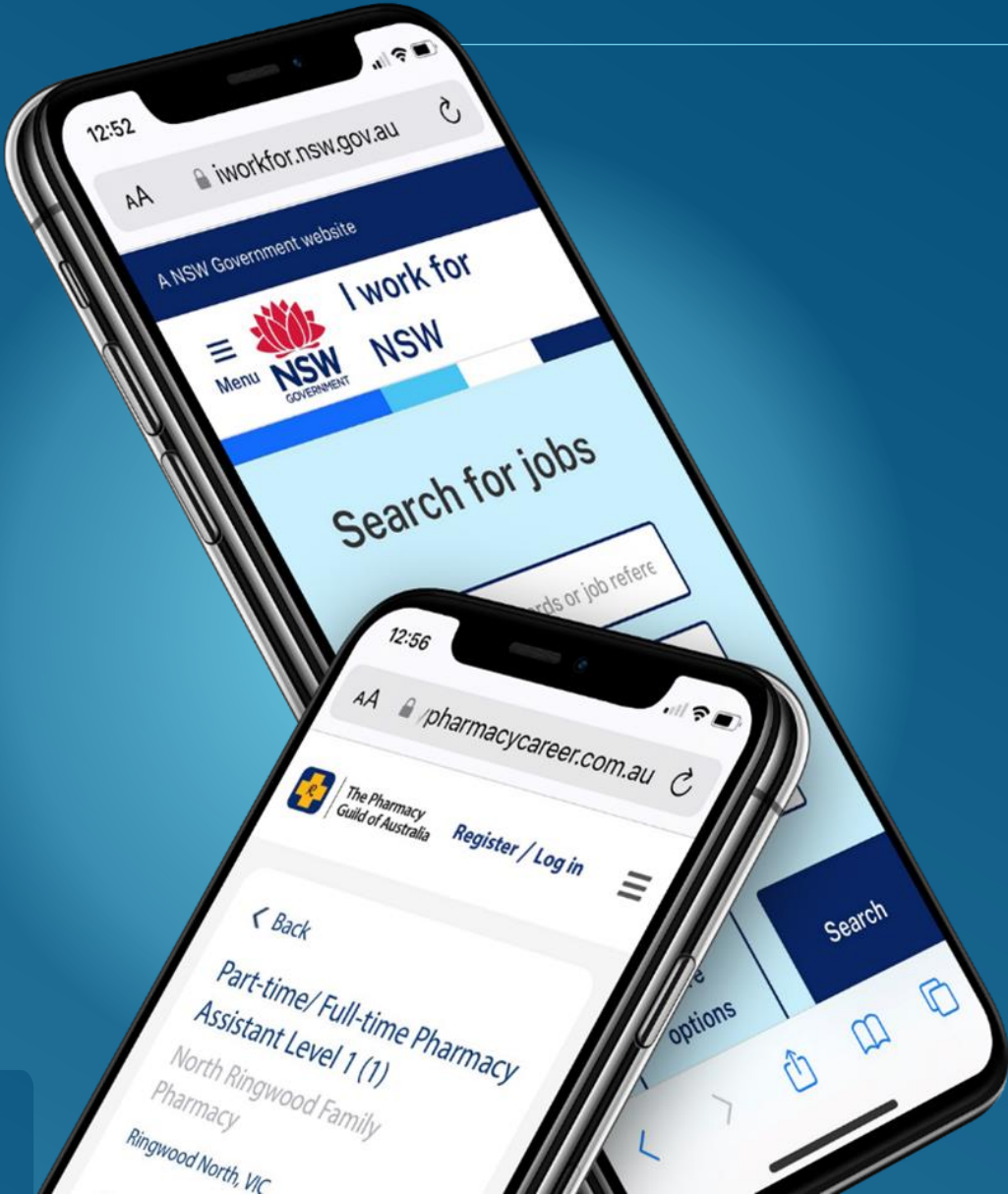


People. Software. Solutions.



Investor Presentation

June 2023



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A portfolio of HR technology businesses with a focus on recruitment and mentoring solutions



- Outbound job ad creation platform for hiring managers to uniquely design and advertise roles
- Direct sourcing tool
- Disruptive, unique & scalable
- Early stages with positive feedback from pilot customers

- Inbound white label high volume jobs board and career site platform that facilitates direct candidate sourcing
- Scalable, multi-branded high-volume, secure and API ready platform
- Key customers include NSW and Victorian governments
- Powerful employer branding tool with 40% YoY growth

- Technology-enabled mentoring software and content platform
- Highly effective in improving staff retention, driving productivity and reducing hiring costs
- First-mover advantage with expert content library, intuitive matching algorithms and unique solution
- A market leader with over 100 proven programs servicing 26 countries
- Targeting a \$570 million mentoring software market with 20% CAGR
- Highly engaged customer base with existing customers referring 51% of new clients
- Focused on North American expansion, with momentum building on strong year 1 sales



Attract



Recruit



Develop



Retain

Simplifying AD1's key strategic areas for growth



1

Shift focus of portfolio to HR Technology

- Removal of energy retail sector software USS via a sub-licensing agreement
- Focus on HR tech businesses, with a specific focus on learning and development

2

Disciplined approach to managing operations

- Increasing operational cost measures to ensure cash burn continues to decline
- Balance growth and profitability with self-funded organic growth to drive long-term value, a core focus for the next 12 months

3

Growth of AoM across Australia & North America

- Pursuing commercial opportunities via upgraded platform
- Target the 1000+ FTE, association, government verticals
- Product development opportunities to deliver automation and cost reduction
- Ready to execute

Focusing on pursuing growth opportunities in mentoring software AoM specifically accelerating North American expansion



- Innovation and past investment have positioned AoM as an attractive, well-differentiated offering in the US
- Record level of new business sales in FY23 YTD with LTV of ~\$1.4m
- Strong US sales pipeline of \$4m in LTV, total pipeline of \$7.3+m
- Invest to fast-track growth in a booming industry with investments in US sales & marketing, product development, and sales in Australia and North America
- A new subscription product, 'The Art of Mentoring Academy' launched in January 2023 to further consolidate growth and platform 2.0 to launch soon



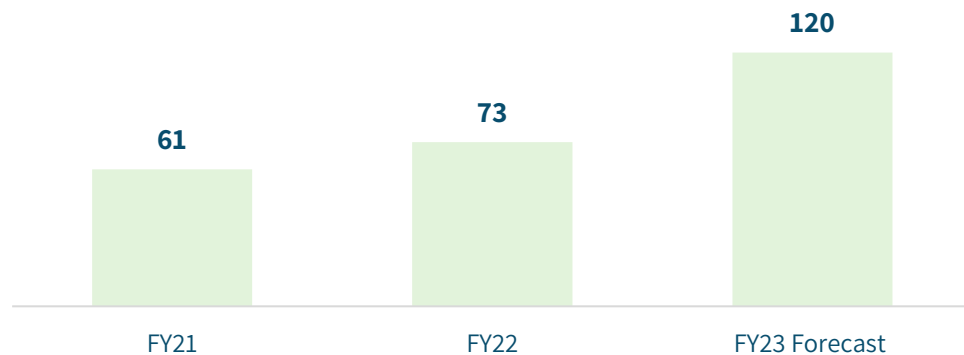
- Continue to support and grow existing customer base
- Seek channel and partnership opportunities with complimentary offerings
- Currently migrating existing customers onto one platform.
- The new upgrade Gen 3 platform will deliver increased revenue opportunities and operational efficiencies



- Align with the ApplyDirect business to keep costs to a minimum
- Seek partnering opportunities alongside ApplyDirect
- Potential to introduce AI in the job ad creation process

A growing and sticky customer base from various industries in Australia and North America

Total customers



- Investment into the sales and marketing teams has allowed to scale the acquisition of customers and are now built to facilitate growth, therefore new revenue dollars should see greater profit & free cash-flow contribute to the group
- Sticky customer base from various industries including:
 - Healthcare (Hospitals, Aged Care)
 - Associations
 - Government bodies in the US and Australia
 - Large enterprise customers

Key select customers



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

US\$537m¹

Total Addressable
Market

90%+

of total revenue
is recurring

70%

Revenue growth from
FY21 to FY22

**Market
leader**

in Australia

>80%

Program
success rate

88%

Customer retention
rate

**US Govt
contracts**

~400K USD TCV

Expansion

into North America
gaining traction with
large customer wins

**50% of new business
acquired is from
existing customer
referrals**

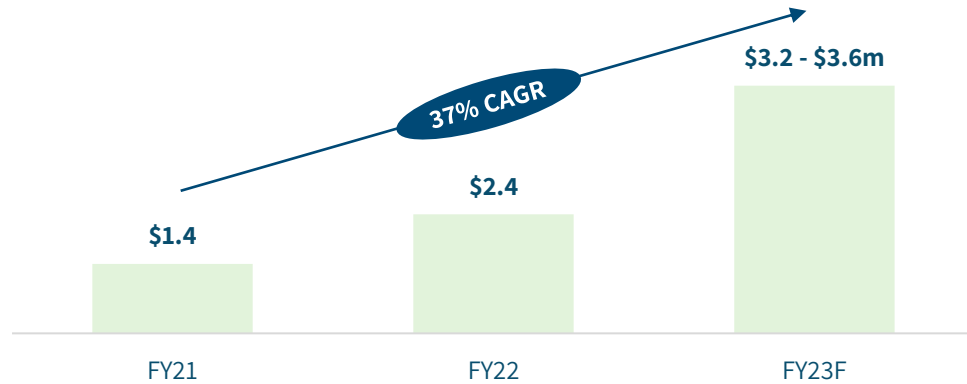
70+

Net Promoter
Score almost double
SaaS industry average

1. <https://www.360iresearch.com/library/research-report/global-mentoring-software-market>

AoM has a strong sales pipeline in the US with significant growth opportunities

Total invoiced revenue



Invoiced revenue from the US




- Mentoring market is estimated to be ~\$300m, with AoM only capturing 1% of market share
- AoM is targeting to close \$600k ARR and 14 customers within Q4 FY23
- Strong momentum is building within the US pipeline, with strong introductions after a period of being local to the market
- AoM is targeting H1 FY24 to continue strong growth and invoiced revenue to maximise recognized revenue for FY24
- Whilst new customers are our focus, working with existing customers to go deeper with them has proved successful with larger entities
- Average deal size in comparison to AU is x1.5-2 larger to \$37.5k - \$50k AUD per deal within the US

Recruitment Solutions : Government, Associations & Franchises


Career Site technology for associations, franchises and multi-brand enterprises aggregating job adverts on one platform




**7 million
website visits**



831,000+ jobs



**32+ million
platform users**



**6.0+ million
applications**

- Average new customer value is ~\$50,000 per annum sold as a licensed SaaS product
- Enable businesses to promote their employee brand, attract and engage suitable candidates faster
- The pleasing impact of moving away from consulting services, which caused a short-term drop-in revenue, has bounced back nicely in FY23 driving larger subscription-based revenues to FY23F of \$1.2m in revenue, a 60% increase YoY
- Gen 3 – one platform more efficient and more scalable
- Enhanced feature set – more robust product

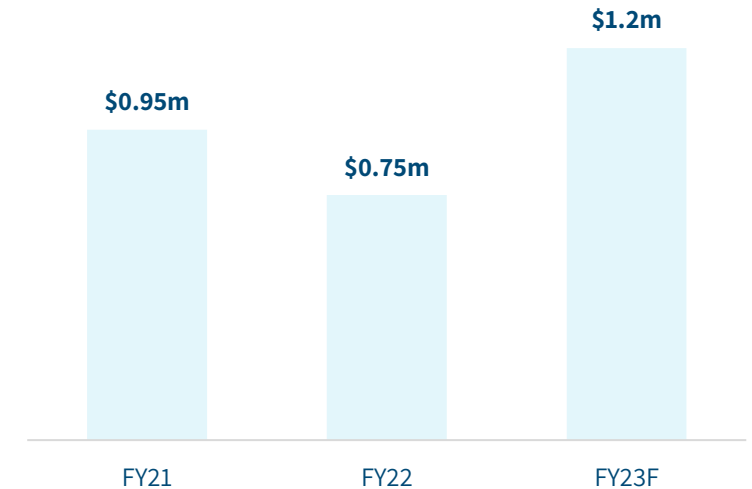
Key customers include largest Australian employers



I work for NSW



Total revenue



Creative recruitment career site solutions that attract talent directly with effective job postings through a recruiter CRM & ATS integrations.

Inclusions of Google Job Search, content management systems, digital services, HRIS integrations and Power BI data analytics, SEO and digital marketing services

A highly scalable and cost-effective recruitment solution for SME to attract and recruit candidates using innovative tools

- ✓ Newly built MVP recruitment solution launched in August 2022 with +100 customers signed and 10 pilot customers testing the platform
- ✓ A hiring tool to engage and attract top talent directly to a company's network, responding to a changing marketplace for recruitment via referrals
- ✓ Easy sign-up, customisable and engaging platform with different subscription plans depending on number of job advertised
- ✓ Innovative tools to attract the right candidates and increase their engagement via photos, videos and storytelling that showcases the company's ambitions, culture and values

Select pilot customers

100+
Subscribers
Early Validation



23%
Converted
To free-plan

644
Leads in CRM in
November



\$24k
ARR in pipeline
and growing

1.4k
Unique visitors
per month



50+
Countries viewed
since launching

11m
Jobs open (in US)
<15% filled on job
boards



85%
Jobs filled via
networking

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



Michael Norster

Non-Executive Director

Appointed in May 2018 and seed investor

Michael is a highly successful entrepreneur from start-ups to exits. He has previously founded ASX-listed Powerdirect (sold to Ergon Energy), is the 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

Nicholas is a former Investment Banker with 14 years of experience across UBS and KPMG. He is also Chairman of Findi LTD (FND:ASX) and Respi Limited (RSH:ASX).



Brendan Kavenagh

Group CEO & Managing Director

Appointed CEO and MD in July 2021

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



Todd Perkinson

CFO & Company Secretary

Appointed March 2023

Todd has extensive experience as CFO in industries requiring a consistent focus on customer experiences through effective service models. Previous ASX CFO & Company Secretary experience through Vault Intelligence (ASX:VLT)



Alex Richardson

CEO and Co-Founder Art of Mentoring

Appointed June 2022
HR Tech Advisor to the Board
March 23

Since co-founding Art of Mentoring in 2013, Alex has led the growth of product, sales and strategy to position the business as a leading global platform. He has successfully spearheaded the growth of Art of Mentoring from start-up to a highly scalable global company.

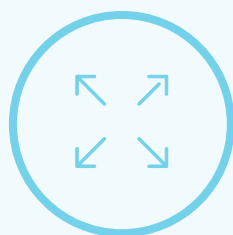


Investment highlights and financial performance



>90%

Customer retention



90%

ARR in FY22



58%

FY23 HR Tech Revenue



140+

Active customers across 26 countries



Scalable

Revenue stream

\$6.0m

FY22 Revenue

\$6.5m

FY23F Revenue

\$5.0m

FY23 YTD Revenue¹

58.4%

FY23 YTD Revenue from HR Tech¹

\$0.6m

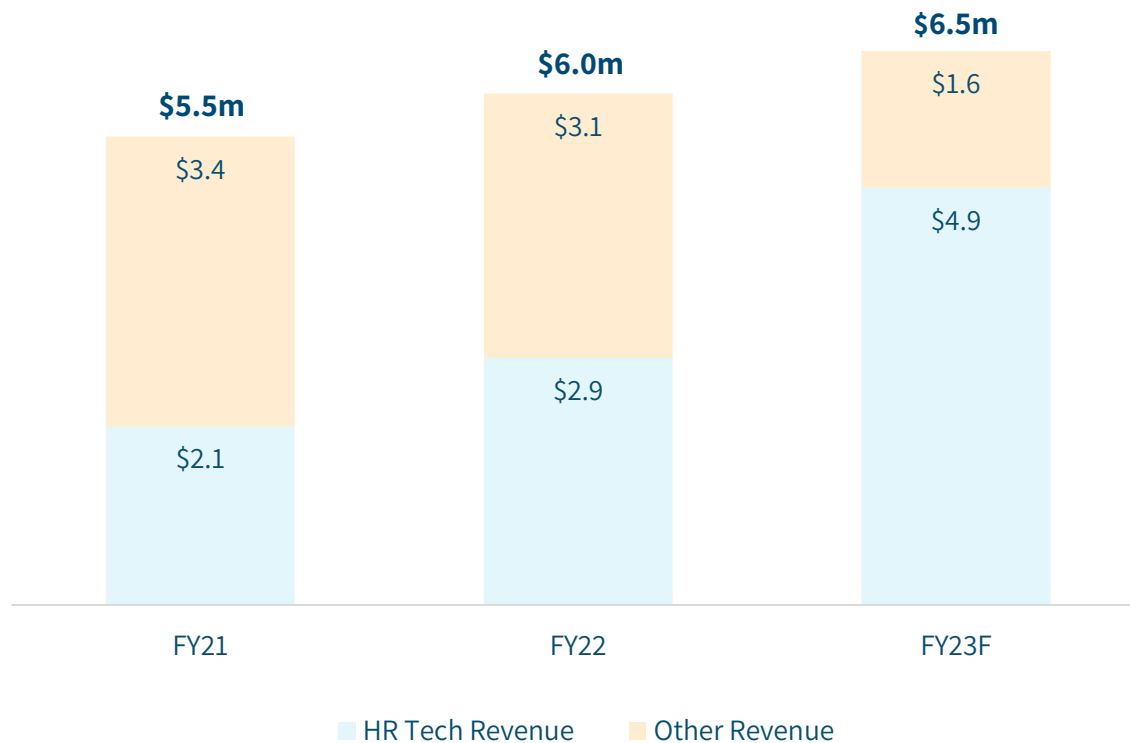
Cash Position¹

1. As at 31 March 2023

Revenue from HR tech continues its growth trajectory and contributes to an increasing portion of the Group's total revenue



Total Group revenue



- AD1's total revenue has grown annually, however growth in HR Tech is 38% from FY22 against FY21, and 72% from FY23 to FY22
- Revenue from HR tech increased from 38% in FY21 to 48% in FY22 and is expected to contribute 70%+ in FY23
- HR Tech revenue growth expected to accelerate in Q4 FY23 and through FY24. and beyond
- This is a key reason why we have decided to shift our portfolio focus to solely HR technology and have removed energy retail sector software USS via a sub-licensing agreement

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Contact

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CEO

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