



XRef (XF 1)

NODDY'S STOCK PITCH

What do they do

Today:

- Automated Reference Checking
- ID verification (RapidID)

Future:

- Exit Interviews
- Pulse Surveys
- ...more solutions for the HR stack

History

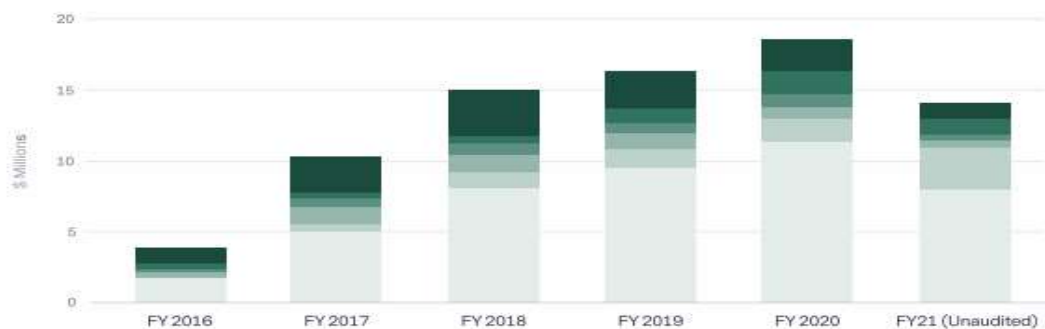
- Founded in 2010
- IPO'd in 2016 @ 20 cents
 - King Solomon Mines
- RapidID acquisition Jul-19
- FY2019 / FY2020
 - November 2019
- FY2021



4Cs

	2018				2019				2020				2021				2022				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<i>Sales Forecast</i>															3.75	4.8	4.0	4.25	4.5	7.0	
Sales	1	1.7	1.8	2.6	2	2.2	2.3	3.6	2.5	2.2	2.5	2.7	2.4	2.7	4.0	6.4	5.4				
<i>Revenue Forecast</i>															2.7	3.6	4	4.25	4.5	4.75	
Revenue	0.9	0.9	1.1	1.4	1.7	1.7	1.8	2	2.2	2.2	2.2	1.7	2.2	2.6	3.0	3.7	3.9				
Receipts	1.3	1.5	1.6	1.9	2.7	2.1	2.2	2.7	3.5	2.4	2.4	2.4	2.5	2.9	3.5	5.9	5.8				
<i>Expenses Forecast</i>																		3.5	3.6	3.7	3.8
Expenses															3.5	3.4	?				

The Result



Reduced Cash Outflows

Since November 2019, Xref's primary focus has been on preserving cash and reaching cash flow break even. Key initiatives have included:

- Redirecting marketing efforts from sales support to online lead generation has led to a 66% reduction in marketing cost
- Building efficiencies in the acquisition, onboarding, support and growth of clients has led to a reduction in headcount and in turn a 34% reduction in wages and salaries
- Adopting a working from home policy has reduced occupancy costs by 44%.

As the business increases sales at a significantly higher rate than overall expenditure, operating leverage continues to improve.

Today

1,200

Active clients globally

63%

Joined within the last three years

50%

Revenue contribution from tier #1 clients



Client Size

Tier #1	10.8%	Tier #3	18.9%
Tier #2	10.5%	Tier #4	59.8%



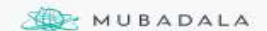
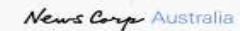
Client Age

1 Year	15.0%	4 Years	18.3%
2 Years	22.5%	5+ Years	18.1%
3 Years	26.2%		



Client Locations

North America	16.0%	New Zealand	9.2%
Europe	16.8%	Australia	57.9%



Future



What do I like

First mover
advantage

Cash-focussed
Business model

Immediate
realisation of
efficiencies

Founder led with
significant skin in
the game

No net debt

Significantly de-
risked being
cashflow positive

Ability to leverage
scale

Inflection
catalysts

Risks

COVID

Product
stickiness

Expense
control

Management
culture

Current
competitors

Future
competitors

Balance
Sheet

Valuation

Assumptions:

13% discount rate

8x EBITDA terminal value

70.2%	65.7%	61.6%	57.9%	54.5%	51.5%	48.9%	46.5%	44.4%	42.4%	CAGR ->
40.0%	34.0%	29.0%	25.0%	22.0%	20.0%	18.0%	17.0%	16.0%	15.0%	Revenue Growth ->
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	GM Margin % ->
1.50	1.75	2.00	2.25	2.50	2.75	3.00	3.25	3.50	3.75	Capex ->
27%	23%	19%	17%	15%	13%	12%	11%	11%	10%	Admin cost % ->
25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	Tax % ->
2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E	Terminal	

Valuation:

90 cents

The End
