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ASX RELEASE: 28th February 2014

ROSTER ELF PRESENTATION

Applabs Technologies Ltd (ASX: ALA, Applabs) is pleased to release a copy of presentation to be made by management of Roster Elf Pty Ltd ("Roster Elf") to interested investors today. Earlier today Applabs announced the completion of the acquisition of a 25% interest in this exciting company.

The Roster Elf presentation is appended below.

For further Information, please visit www.rosterelf.com or contact;

Damon Sweeny
Company Secretary
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ROSTERELF

Rostering Made Simple

February 2014 - RosterElf Pty Ltd. Suite 5, Level 1, 12-20, Railway Road - Subiaco, WA, 6008

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Summary

Roster Elf Pty Ltd has developed an online staff rostering system which the company believes has significant commercial opportunity across a range of businesses globally.

The concept was developed by Simon Ingleson and Nathan Pendal who developed the concept and business plan, scoping the project, engaging developers and business partners.

Version 1 is already built and in Beta Testing, meaning the opportunity now exists to commercialise the project.

Roster Elf Pty has successfully raised A $500,000 for the purpose of taking Version 1 to market in 2014, aggressive marketing globally and the development of future versions and complementary products.

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Product Overview

Roster Elf's system has been designed to suit business of all sizes across almost every industry.

It has been designed with the user in mind resulting in a simple and smart solution that makes the rostering process easy.

Features include:

- 100% Cloud Hosting
- Online and Phone Support
- Multiple Sites and Departments
- Email and SMS Notification Globally
- Shift Swaps
- Templates
- Vacation Management
- Owner Reporting
- Android and Apple App development to commence
- Labour Budgeting
- Staff Set Own Availability
- Import and Export of Data (Payroll, Staff Records etc)

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Strategy and Business Model

Roster Elf has a clear strategy based on low cost-high volume.

It has been designed for global application.

Our revenue model is based on two options

- Pay-As-You-Go $0.50 per employee per roster per week.
- Direct debit plans with discounts for volume.

Our business model is such that, post deployment, the variable operating costs are minimal. This means that the majority of investor funding can be spent on marketing and sales activities to grow our customer base.

Other than operating and marketing costs, Roster Elf is focused on continuous development, with funds being set aside for developing future versions and complimentary products to ensure the company holds existing customers, attract new customers and remains ahead of competitors.

In summary, Roster Elf is a low cost, high margin business with global reach.

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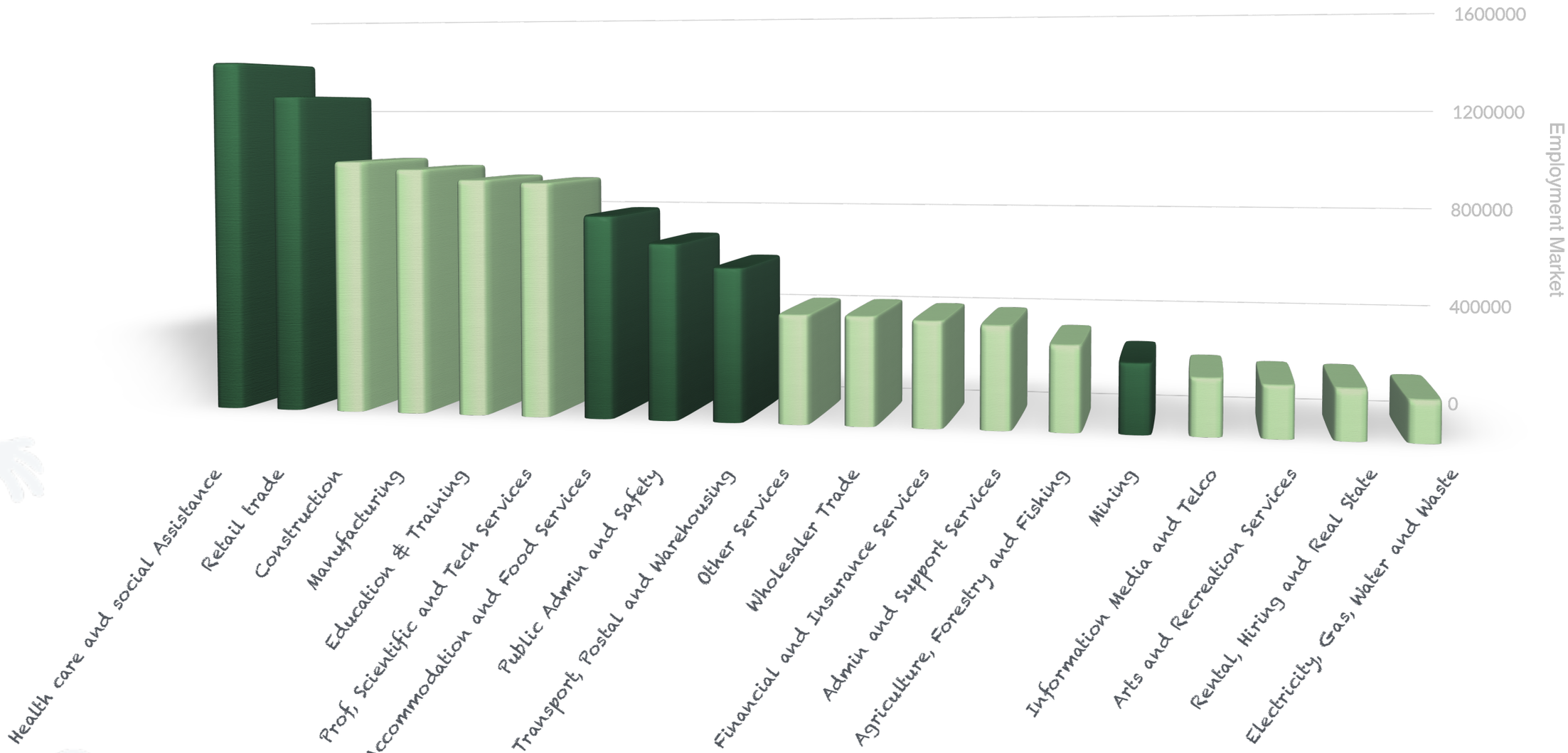
Market Size and Segments

The total Employment market in Australia is 11.5m. Whilst Roster Elf has application across almost every industry, our key targets are indicated below, adding up to 5m employees.



Source: ABS 6105.0 Australian Labour Market Statistics - Released 11:30am (Canberra Time) 10 July 2013

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Organisational Structure

Simon Ingleson
(CEO)

Nathan Pendal
(CFO)

MARKETING

- ✓ Brand Marketing
- ✓ Digital Marketing
- ✓ Network Marketing
- ✓ Traditional Marketing

SALES

- ✓ Online Sales
- ✓ Direct Sales
- ✓ Network Sales

TECHNOLOGY

- ✓ Development
- ✓ Maintenance
- ✓ Beta Testing

FINANCIAL

- ✓ Investor Relations
- ✓ Financial Reporting
- ✓ Payment Gateway
- ✓ Administration

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Director Profiles

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CEO - Simon Ingleson

simoningleson@rosterelf.com
0439 030 251

B.Com – Double Major Marketing and Management.

For 12 years Simon was employed by News Corporation and at the age of 28 was appointed as the youngest senior executive in the company, accepting the role as WA Advertising Director. Simon was responsible for commercial success of News Corporation's WA assets across print, magazine and online. Simon was known for his ability to drive new projects and in his time was responsible for launching a range of new initiatives, including STM, perthnow.com.au, Escape.com.au as well as creating a sales partnership with moshtix.com.au. In 2010, Simon was asked to move to Sydney to take up the role of Deputy Advertising Director for News Corporation in NSW, again across a portfolio of print, online and magazines.

In 2011, Simon made the decision to leave News Corporation to pursue some of his own entrepreneurial passions. He returned to Perth to form Big Leap Consulting and over the last 18 months has worked with a range of clients across Real Estate, Home, Telecommunications and Publishing to assist in developing their strategy and capabilities across sales, marketing and media. Simultaneously, Simon decided to pursue his love of Mexican food by opening two Mad Mex restaurants in the Perth Suburbs of Claremont and Subiaco, experience which was pivotal in creating Roster Elf.

"Simon had a long and successful 12 year career with news limited running major commercial operations as Advertising Director in Perth and Deputy Advertising a Director in Sydney. He is an entrepreneurial professional who has strong sales, marketing and people management skills which will be of huge benefit in his role at CEO of Roster Elf. I wish him and the company all the success."

Micheal Miller CEO APN News & Media
(formally Managing Director News Corporation)

CFO - Nathan Pendal

nathanpendal@rosterelf.com
0412 007 888

B.Com - Double Major, Finance and Accounting.

Nathan started his business career in 1996 founding his first company Living Digital at 24. Over a ten year period, Nathan grew what begun as a small business into a chain of 10 retail stores with nearly 100 employees, becoming WA's largest Optus partner. In 2008, Nathan negotiated a part buy out by national telecommunications group Telechoice. In turn Nathan's company became their largest National Franchise and highest performing partner in the country.

In 2013, Nathan accepted the role of Chief Financial Officer of national engineering company Agito Group. Nathan has been responsible for implementing the financial structure and systems as the company rapidly undertakes national expansion as well as key point of contact for investor relations. Nathan's financial expertise and business management experience will be a huge asset to the project.

Technology Lead - Thiago Facchini

thiagofacchini@rosterelf.com
0405 610 091

B.IT - Information Technology, Robotics and Game Design.

Thiago has over 12 years experience in user interface and development across Brazil, USA and Australia. He has worked with some of the world's biggest brands including Billabong, Pixeon Medical Systems, BMW, Elma Chips, Mandic and recently Perth based startup MieStreem. His work with Mandic Magic saw it become the No1 Social Wi-Fi Network App in America on Apple Store and in 2013 Thiago received an award for "Best Interface Design" from UX Magazine. Thiago's portfolio can be viewed at www.thiagofacchini.com.

Roster Elf believes Thiago's rare interface talents will be pivotal to the long term success of the project.

Selling Propositions

Simplicity of Use

Roster Elf has been designed with the end user, business people, in mind. We cater for customers across a range of level of comfort with technology.

Time

Roster Elf has can be setup in just 5 minutes and once information is in the system, will save the average business up to 90% of the time they currently spend building, communicating and updating rosters. This enables business managers and owners to focus on activities to grow their business.

Money

Roster Elf has a budgeting application to assist businesses in maximising their labour efficiency by shift, day, week and month. The cost of Roster Elf to a business is minimal compared to the tangible savings.

Stress

Rostering is regarded as one of the most stressful tasks business owners and managers need to undertake. Roster Elf has been designed to make the process of rostering a breeze, again enabling a focus on growing the business.

Free to Play

Roster Elf offers all new customers a free one month trial period. We are confident that once they start to actively use the system in their business, it will sell itself and the majority will convert to being paying customers.

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Target Market - By Industry

A key benefit of the Roster Elf model is that its target markets are broad. Any business with more than 10 employees would benefit from Roster Elf and with a cost per employee per roster model it appeals to businesses of all sizes.

Below are a few of our key target markets to help demonstrate the massive scope of potential.

These industry target markets are **GLOBAL**.

Event Companies

Retailers

Distribution and Logistics

Banks

Childcare

Bars & Nightclubs

Hospitals

Catering

Cafes

Hotels

Manufacturing

Restaurants

Call Centres

Transport

Labour Hire

Security

Construction

Fast Food Franchises

Medical Services

Airlines

Casinos

Government

Mining Operations

Supermarkets

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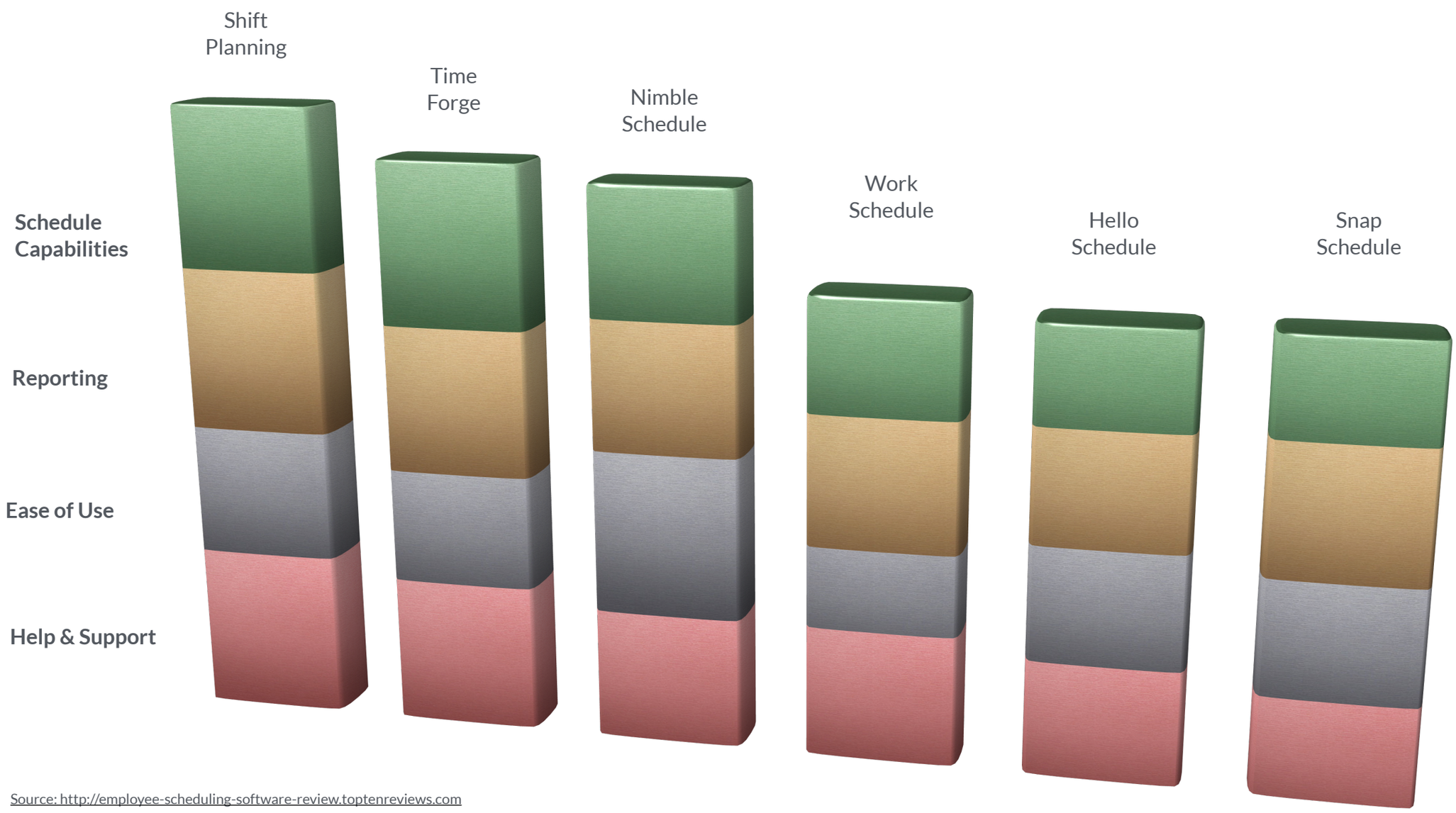
Competitor Landscape

The staff rostering market has early stage competitors but no clear market leader.

The competition are relatively small operators, most of which have basic, cumbersome or complex systems. None of the big global players in payroll, HR etc are active in this space, creating a fantastic opportunity to quickly own the territory.

We believe the following companies are core competitors to Roster Elf based on highly regarded independent software rating site Top Ten Review.



Source: http://employee-scheduling-software-review.toptenreviews.com

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Competitor Analysis

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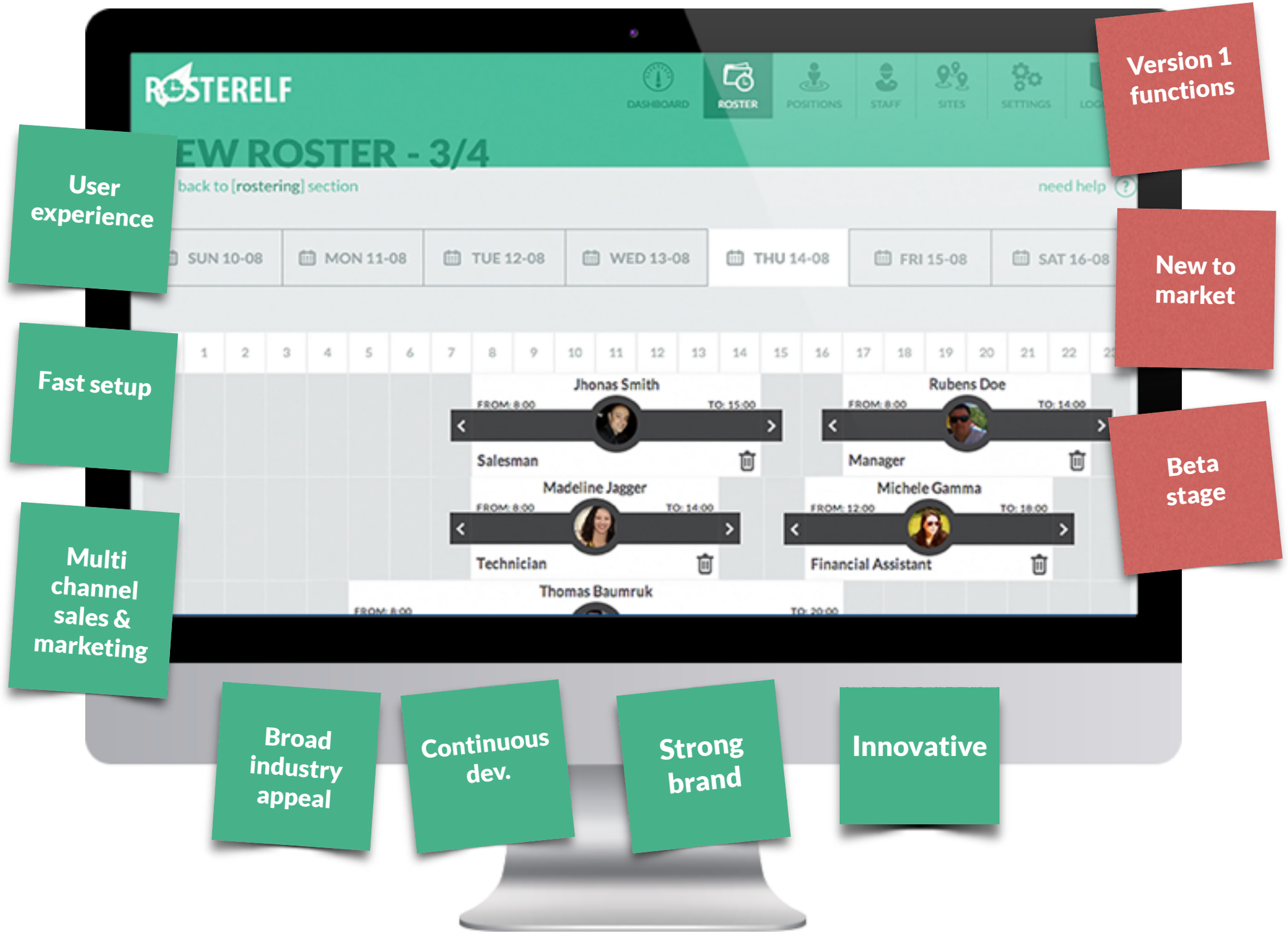
RosterElf Analysis



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Marketing Strategy

Too often in the technology space, a great idea and great product fails due to “build it and they will come mentality”.

Marketing is as important to our business model as technology

Our marketing strategy consists of four key elements:

- **Brand Strategy**
- **Digital Marketing**
- **Network Marketing**
- **Traditional Marketing**

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Brand Strategy

Rostering is one of the most hated tasks of business owners and managers. It is time consuming and boring.

Roster Elf has created a brand which breaks this stereotype, positioning itself as a fun, innovative and cool brand. We believe our unique name, brand and colours will both maximise the impact of our marketing campaigns plus create high brand recall.

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Digital Marketing

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Search Engine Optimisation (SEO)

As part of our work with SEO specialists, Roster Elf believes it can quickly gain the advantage in organic google search terms. Whilst some competitors are active in SEO, their results are not strong.

Search Engine Marketing (SEM)

Given SEO will take time, Roster Elf plans to concentrate on SEM in the first 12 months using SEO specialists to optimise, analyse and recommend as we fine tune our approach.

Re-marketing Online Display

Our retargeting strategy will identify consumers who have recently visited Roster Elf's website and then 'follows' them for a number of months with display advertisements. This will reinforce our brand to potential customers who have already shown interest.

Conversion Optimisation

Roster Elf will focus on close analysis of conversion rates from online traffic to our site and engage partner services to fine tune website content and design to maximise conversion from search to trial of the system.

Social Media Marketing

Social Media will form an important part of digital marketing strategy, especially in the first twelve months, to build brand awareness and drive traffic to our website.

Network Marketing

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Affiliate Marketing

Roster Elf's strategy involves recruitment of affiliates to help generate new business. RosterElf plans to recruit, train and provide professional sales collateral to these affiliates to ensure maximum efficiency.

Referral Marketing

Once signed up and using Roster Elf, our customers are our best communication tool. Roster Elf will communicate with our customers regularly with news and version updates as well as make it simple for them to refer new businesses to the system and be rewarded for doing so.

Partnerships

Roster Elf believes significant opportunities exist in marketing to high value partner organisations such as Australian Hotels Association, Retail Trader Association, Payroll Providers, Labour Hire Company and Recruitment Organisations. Roster Elf will work with these parties to market to their members by promoting the benefits of the system and in the process offering rolling commissions.

Traditional Marketing

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Publicity
Upon launch, Roster Elf plans to commence a national PR campaign.

Direct Mail
We have engaged DM specialists and plan on targeted DM campaigns throughout 2014 as part of our aggressive marketing strategy.

Email Marketing
Email marketing targeting current users to gain referrals and to customers who trial but did not continue to convert will form part of our regular marketing approach.

Telemarketing
Roster Elf is exploring the use of our call centre to tele market customers who trial the system but did not convert to paying customers and also cold calling based on industry purchased lists.

Trade Publications
We are investigating advertising and sponsorship opportunities for Roster Elf to market itself across a range on relevant industry publications.

Industry Trade Events
Roster Elf plans to target key industry trade events throughout Australia in 2014.

Merchandising
Merchandising will form part of our marketing strategy, especially to aid the Direct Sales team in keeping our brand top of mind.

Sales Strategy

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Online Sales

Online sales are a vital part of RosterElf's strategy and will be achieved with solid marketing plan outlined earlier in this document. Online sales can make us global instantly. Whilst online sales will target businesses of all sizes, it will also greatly assist in gaining interest from larger businesses, which can then be followed up with direct sales, and for converting small customers for whom direct sales is less efficient.

Direct Sales

RosterElf plans to establish a direct sales team in 2014. This team will be responsible for targeting customers throughout Australia. Our approach will be targeted and systematic, converting customers to Roster Elf through face-to-face meetings, professional sales collateral, a free four week trial, option of free Roster Elf setup service and customisation if required to suit the specific needs of their business.

Network Sales

Our sales channels from Affiliates, Referrals and Partners are key to our sales strategy. These sales channels offer Roster Elf the ability to quickly gain marketshare, access customers who would otherwise be difficult to secure and give us creditability through association.

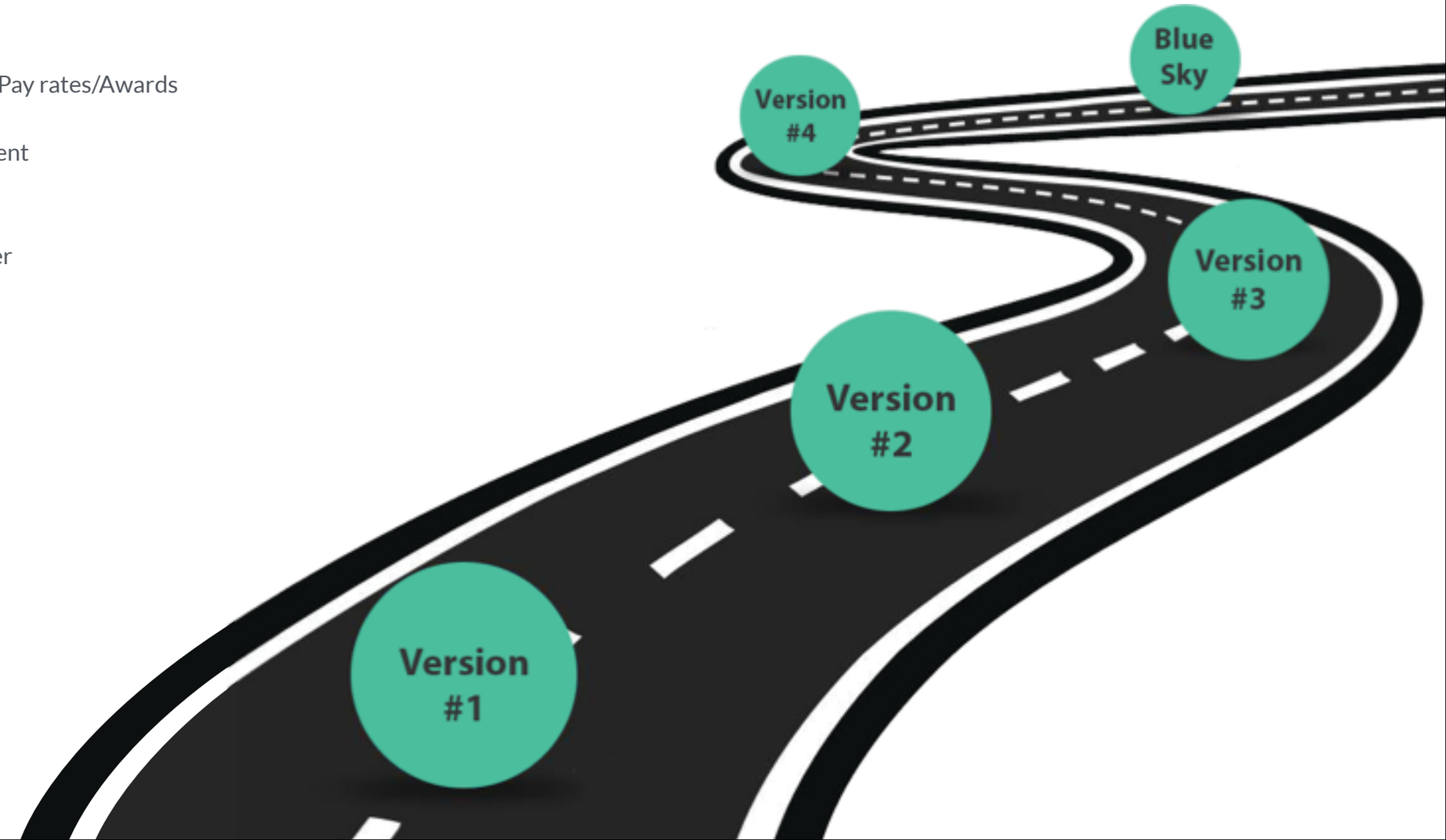
Product Development

In addition to aggressive sales and marketing, Roster Elf will be focused on further development.

This approach we believe will reduce churn, grow revenue and keep competitors at bay.

Future Potential Versions

- Certificates, Visa etc. Upload, search and warnings
- Staff Communication
- Auto Scheduler
- Mobile Apps
- Live Chat
- Full Payroll Integration/Pay rates/Awards
- Calendar Integration
- Performance Management
- Shift Bidding
- On Call
- Multiple Schedule Roster
- Alerts
- GPS



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