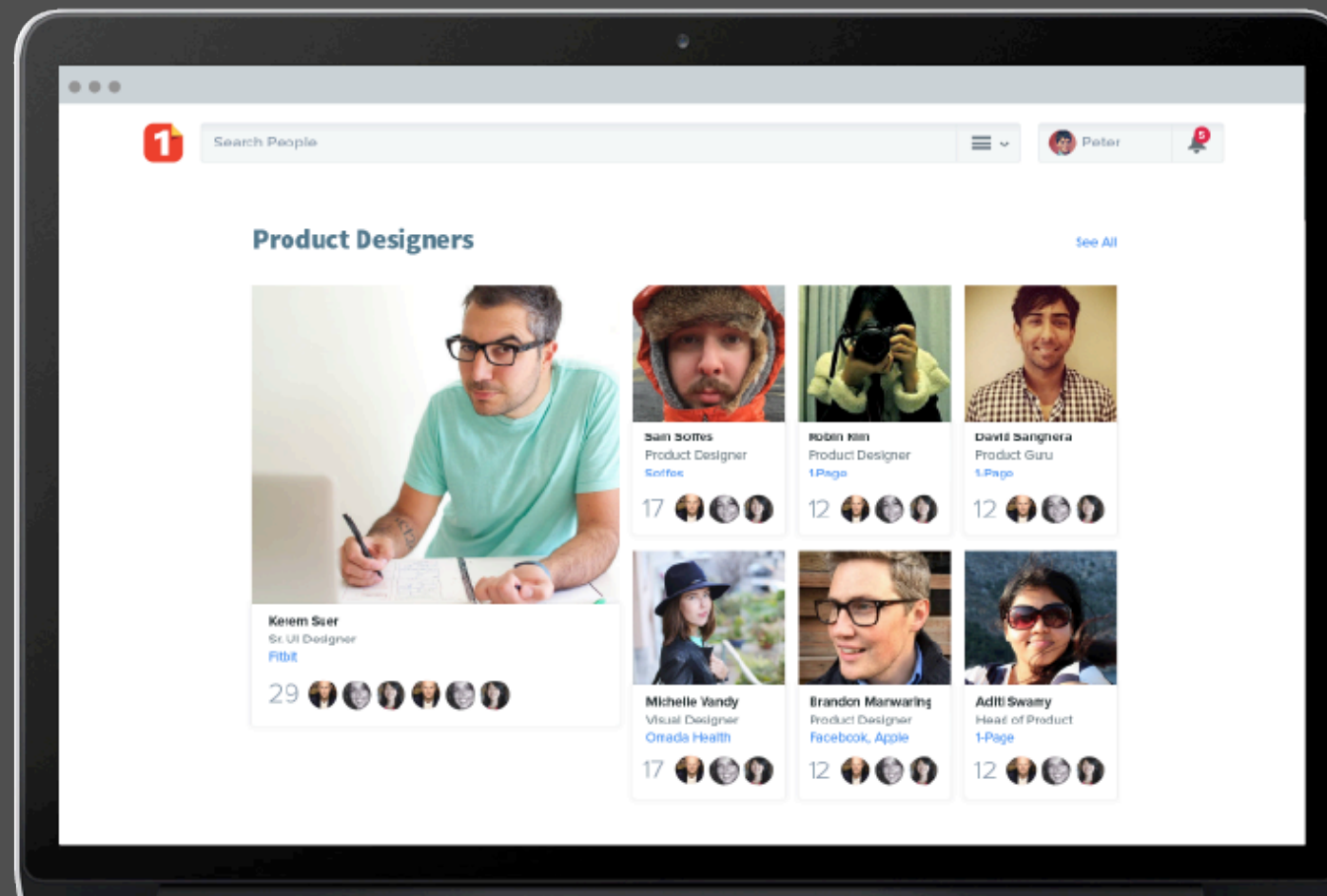


# 1-PAGE LIMITED

Next Generation of Sourcing, Assessment & Innovation

Canaccord Growth Conference, Boston  
August 2015 | ASX:1PG



# DISCLAIMER

Some of the information contained in this presentation contains “forward – looking statements” which may not directly or exclusively relate to the historical facts. These forward – looking statements reflect 1-Page’s current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of 1-Page. Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from 1-Page’s current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.

# CONTENTS

- Business Overview & Corporate Snapshot
- Leadership Team
- Current Clients
- Market Opportunity
- 1-Page Source
- Revenue Model
- Global Distribution Partners & Resellers
- Product Development
- Summary

# BUSINESS OVERVIEW

1-Page is a Cloud-Based Human Resources Software-as-a-Service (SaaS) Platform, Currently Employed by Leading Global and US Companies

1-PAGE OPERATES THREE PLATFORMS THAT REVOLUTIONIZE THE WAY COMPANIES SOURCE, QUALIFY AND ENGAGE EMPLOYEES:



## SOURCE

- **Sourcing Platform** contributes 70% of the company's revenue
- 1-Page Source provides clients access to its database, in the form of a company cloud, compiled of 1.15B professional profiles (4x LinkedIn's database) along with social connections to existing employees
- The company can then search, find and target in-demand **passive candidates**, displaying social connections to the candidate to determine which employee has the greatest connection strength to make the introduction.



## ASSESS

- **Talent Assessment Platform** contributes 10% of the company's revenue
- Run parallel to the Sourcing Platform in order to assess and evaluate how the sourced candidates approach business issues and goals unique to their company
- Candidates are sent the tasked challenge and their solution/ response is evaluated and ranked using the platforms artificial intelligence and language processing tools



## INNOVATE

- **Internal Innovation Platform** contributes 20% of the company's revenue
- Leveraging the same principle of the Assessment Platform, Internal Innovation helps the company engage their workforce to source the best ideas
- Employees can show their unique value and insights with a 1-Page Proposal to their companies real-time business challenge
- The Platform will then automatically rank the Proposals to help evaluators find the best ideas

# CORPORATE SNAPSHOT

## CAPITAL STRUCTURE

Shares on issue <sup>1</sup>	140.99m
Share price as at 12 August 2015	A\$2.68
Market cap (fully diluted)	A\$443m
Rights <sup>2</sup>	10m
Options	14.46m
Cash balance as at 30 May 2015	A\$11.3m

<sup>1</sup> Includes 7.5m shares to be issued in November or BranchOut acquisition

<sup>2</sup> 5m rights: A\$1m in revenue, 5m rights: EBIT A\$1.25m

### SUBSTANTIAL HOLDERS:

Joanna Riley Weidenmiller: 11.70%

Patrick Riley: 8.96%

TOP 20 SHAREHOLDERS: 67%

## BOARD OF DIRECTORS

**JOANNA WEIDENMILLER**

as Managing Director

**SCOTT MISON**

as Non-Executive Director and Company Secretary

**RUSTY RUEFF**

as Non-Executive Chairman  
(BOD Glassdoor, BOD HireVue,  
former EVP HR Electronic Arts)

**MAUREEN PLAVSIC**

as Non-Executive Director  
(former CEO of Seven Network, Australia)

# LEADERSHIP TEAM

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## Joanna Weidenmiller

### Chief Executive Officer, Co-Founder

- Nominated Female Entrepreneur of the Year 2012
- Built and sold Performance Advertising
- Co-Founder 360Fashion Network
- Recruited at the FBI after college
- Ranked in top 50 Movers & Shakers in HR/Recruitment 2014
- Full Scholarship & National Rower (University of Virginia)



## Jeff Mills

### Chief Revenue & Operations Officer

- Chief Revenue Officer at Gengo
- VP of Sales and Partnerships at Criteo
- Director of Sales at Kayak/SideStep, Inc.
- Sales Development at Yahoo!



## Justin Baird

### CTO and Head of APAC

- Innovationist at Google
- Director, Product Management at Dolby
- Research and Design Engineer at Meyer Sound



## Maria Olide

### Chief Financial Officer

- CFO, Worldwide Sales and Marketing at ADP
- Partner and Managing Director at KPMG LLP
- MBA, Business from Stanford University Graduate School of Business



## Jeremy Malander

### Head of Customer Success

- Dir. of Customer Success at Bluejeans
- Manager of Global Customer Engagement Operations at Yammer
- Customer Success Manager at Salesforce



## David Sanghera

### Head of Product

- Head of Marketing at TrackR
- Senior Product Manager at Oracle
- Product Manager at DreamWorks

# CURRENT CLIENTS

Rapid Endorsement of the 1-Page Product by Leading Global Companies

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\$ 1B 5,000

Talent Assessment Platform



15,000

Talent Assessment Platform



\$ 60B 168,000

Talent Assessment Platform



\$ 3B 10,000

Talent Assessment Platform & Internal Innovation Platform



\$ 7B+ 1,000

Talent Assessment Platform



Large IT Company

+70,000 Sourcing Platform



\$ 3B+ 1,300

Talent Assessment Platform



\$ 800M+ 500+

Talent Assessment Platform



10,000

Talent Assessment Platform



Subsidiary of Foot Locker Inc.

44,000

Talent Assessment Platform



\$ 7B+ 2,174

Talent Assessment Platform & Sourcing Platform



Large Telecommunications Company

250,000 Sourcing Platform



9,000

Talent Assessment Platform



Subsidiary of Omnicom Group

Talent Assessment Platform & Sourcing Platform



\$ 58B 300,000

Sourcing Platform



10,000

Sourcing Platform



\$ 3.5B+ 250,000

Talent Assessment Platform



\$ 170B+ 153,000

Sourcing Platform



22,000

Sourcing Platform



76,000

Sourcing Platform



Large Financial Institution

+100,000

Internal Innovation Platform



Large Insurance Company

+75,000

Sourcing Platform



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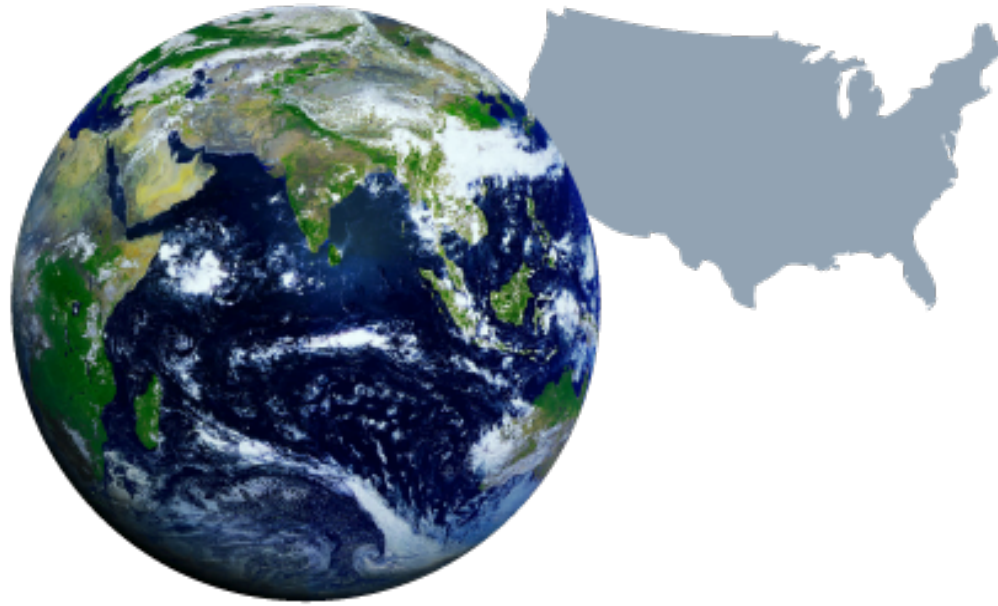
MARKET OPPORTUNITY



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# GLOBAL RECRUITMENT MARKET: MASSIVE & GROWING

GLOBAL  
WORKFORCE OF  
**3B**



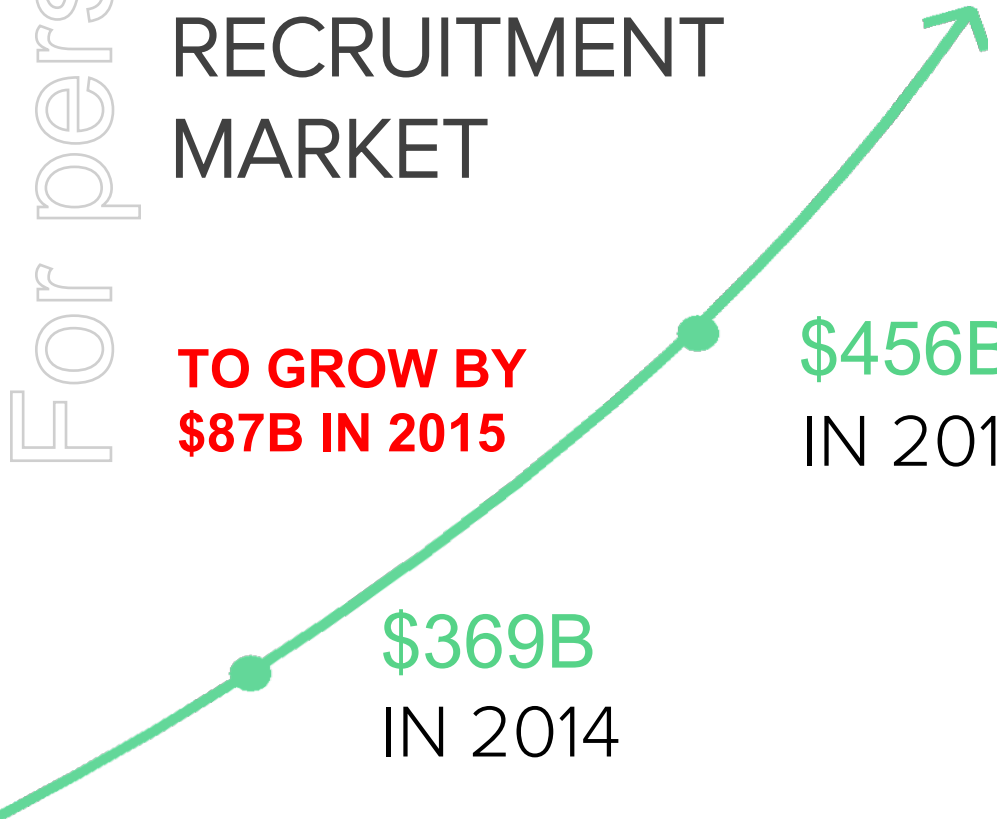
U.S. WORKFORCE  
OF **112M**  
WORTH \$190B  
IN 2013

GLOBAL  
RECRUITMENT  
MARKET

**TO GROW BY  
\$87B IN 2015**

**\$369B**  
IN 2014

**\$456B**  
IN 2015



- + REPEATING: 100% STAFF TURNOVER EVERY 2.4 YEARS (U.S. Bureau of Labor Statistics)
- + GROWING: 600M NEW HIRES EVERY 15 YEARS (U.S. Bureau of Labor Statistics)
- + CHANGING: Baby BOOMERS RETIRING 10K/DAY 2030: MILLENNIALS 75% OF WORKFORCE (PBS, U.S. Bureau of Labor Statistics)

(KonceptAnalytics Report)

# ENTERPRISES WANT TO HIRE PASSIVE CANDIDATES

## **UNTOUCHABLE**

Unwilling to change jobs

**25%**

of high demand candidates

## **PASSIVE**

Gainfully employed  
but willing to move for the right job

**70%**

of high demand candidates

## **ACTIVE**

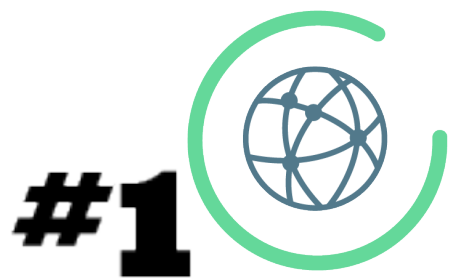
Looking on job-boards  
and platforms like  
SEEK.com

**5%**

of high demand candidates

**1-PAGE WILL CONNECT ENTERPRISES  
TO PASSIVE CANDIDATES**

# REFERRAL HIRES ARE BIGGER, BETTER, FASTER & STRONGER



## Volume

#1 source for successful hires but only account for 6.9% of applicants



## Quality

#1 source for new hire quality.



## Speed

Fastest time from application to employment

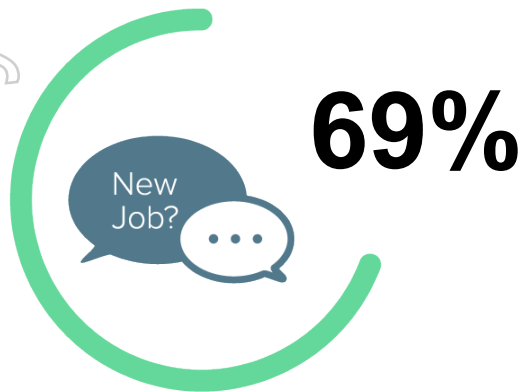


## Retention after 2 years (average)

#1 at 45% retention (over 200% higher than job boards)

# 1-PAGE SURVEY HIGHLIGHTS

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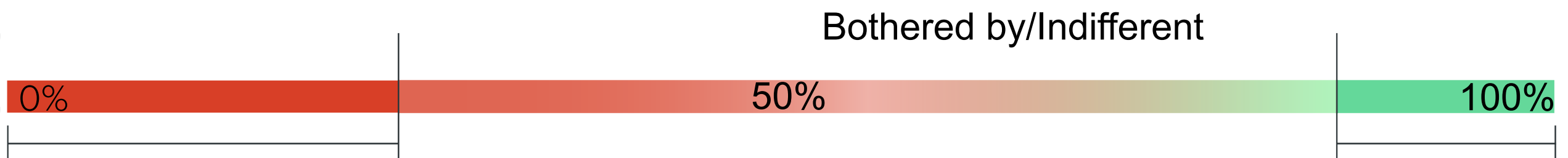
Fortune 500 employees are being contacted for job opportunities



Comes through online channels



of these messages come **directly** from recruiters or job boards



**23%**  
immediately  
**HIT DELETE**

**14%**  
Those who answer to  
recruiters/job boards

# 1-PAGE SURVEY HIGHLIGHTS

For personal use only

**93%**

of job related messages/  
requests sent by a friend or  
personal connection are read.

0%

50%

100%

**73%**

of people will respond to  
a friend or personal connection.  
That is **525% more** likely than  
from a recruiter

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SOURCE

# ACQUISITION OF BRANCHOUT

A Disruptive and Unique Sourcing Platform

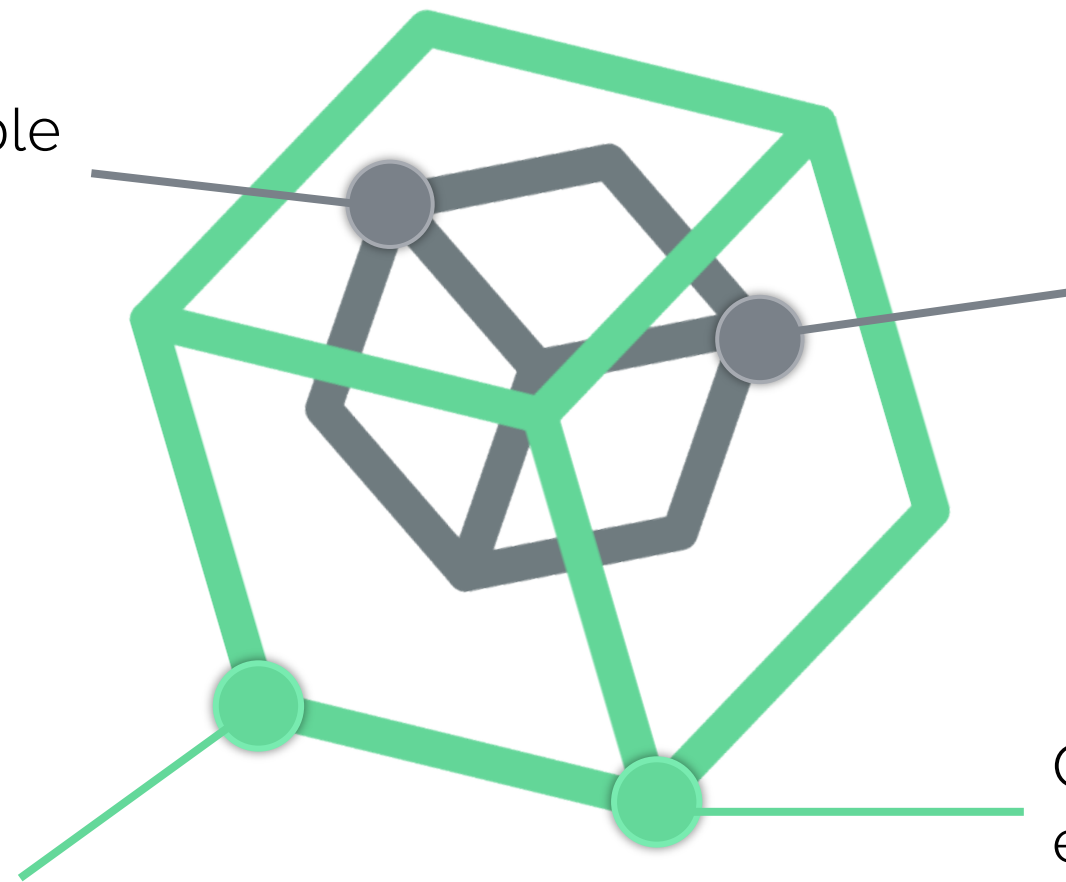
BranchOut™ + 1-Page 1

Huge database of people & connections

Facebook API access maintained

Built a disruptive recruitment solution

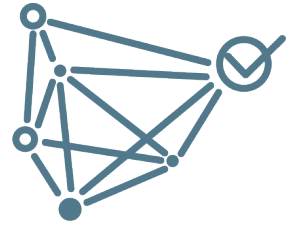
Continual database expansion and enrichment



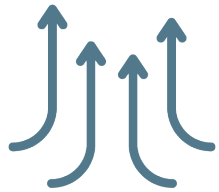
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# WHY 1-PAGE SOURCE



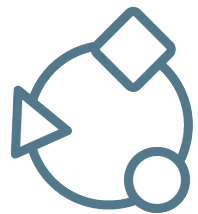
1-Page provides a sourcing database with more than 1.1B passive candidates (4x larger than LinkedIn)



1-Page increases an enterprise's conversion of these candidates (over ~500%)



1-Page lowers cost of talent acquisition (over 200%)



Drive diversity, pipeline candidates, increase company culture, and close better quality hires in a shorter amount of time

# 1-PAGE VS. JOB BOARDS & RECRUITERS

## EXISTING RECRUITMENT PATHS

### Job Board

- Target **active candidates**, reaching only 5% of In-Demand candidates
- Less than 2% of applicants via a job board are hired
- 68% of employers are dissatisfied with the job boards they are using:
  - #1 reason = low applicant quality

### Outside Recruiters

- Driven by placement fees (often 30% of annual salary)
- Costly, <15% response rates
- Use same tools as internal recruiters to find candidates

### Referrals

- Employees don't know all the open roles in their organization
- Generally refer for positions in same direct department or **active candidates** who have often already applied for the position
- #1 source for successful hires but only account for 6.9% of applicants

## THE 1-PAGE DIFFERENCE

### Reach

- An enriched database with over 1.15 Billion **passive candidates** to search and identify best talent

### Quality Connections

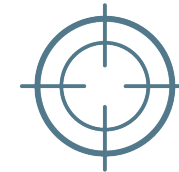
- Provides direct access to in-demand **passive candidates** through a personal friend/social connection with an existing affiliation
- Proves candidate value by having them solve a unique business challenge

### Results

- Drives 4 – 5x times the number of qualified candidates
- Improved retention rate of new hires through staff engagement

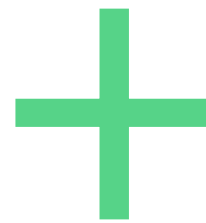
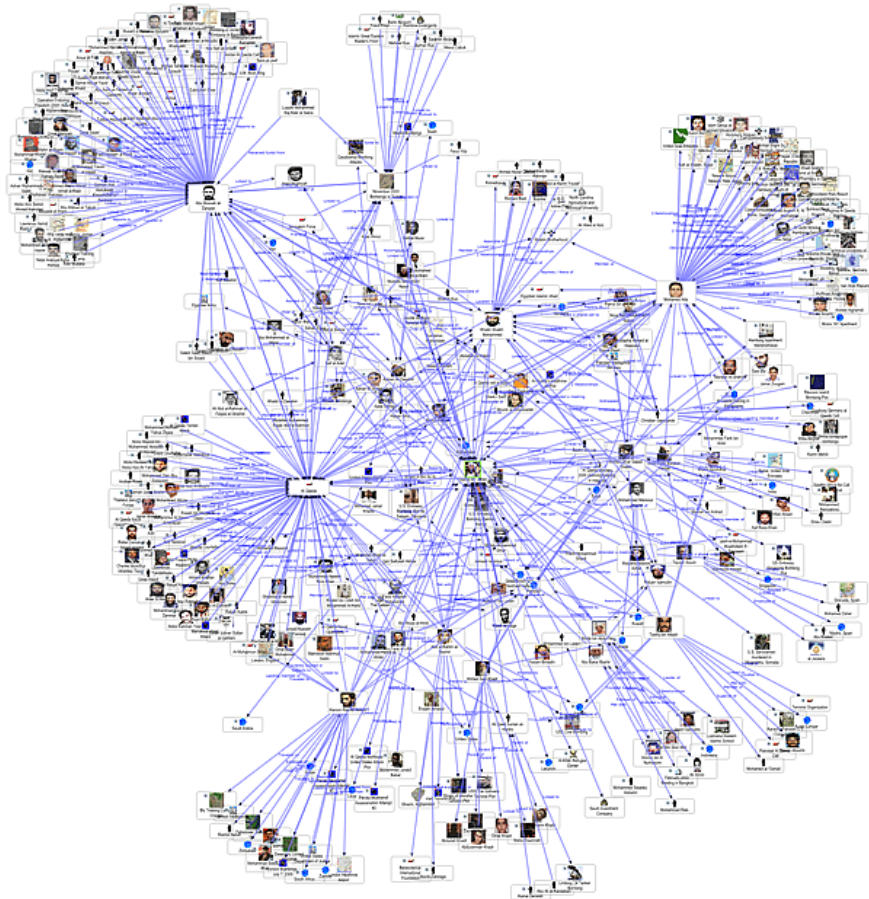
### Cost Savings

- Offers significant cost savings per hire against traditional recruitment paths



# 1-PAGE IS BUILDING ON, ENRICHING & GROWING IT'S DATABASE EVERYDAY

## 1-PAGE'S 1.15B PROFILE DATABASE



## DATA ENRICHMENT

- Aggregates data from 70 public websites
- Working with industry leading data partners
- Enriched data, refreshed every second



*dribbble*

**Bēhance™**



**Quora**

**github**  
SOCIAL CODING



*Sample selection  
of sites*

**1-PAGE SOURCE**  
with enriched profiles

# 1-PAGE SOURCING PLATFORM

A Beautiful, Easy to Use Platform to Source Qualified Candidates


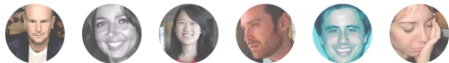
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**1** Equity x Sales x 8,589 Results × ☰ ▼  Peter 

Experience ▼ Any Location ▼ **CFA** Derivatives Hedge Funds Long-Only Macro Sector Specialist **Director**

**Sarah Pulver**  
Equity Sales  
[Credit Suisse](#)  
7 Years of Experience | New York, NY  
18 

**Lisel Ashlock**  
Equity Sales  
[JP Morgan, Morgan Stanley](#)  
9 Years of Experience | Boston, MA  
16 

**Terra Lieu**  
Equity Sales  
[Macquarie Group, Bank of America](#)  
8 Years of Experience | New York, NY  
15 


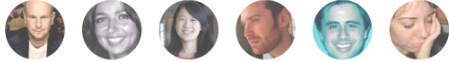
**Jeff Anderle**  
Equity Sales  
[UBS](#)  
7 Years of Experience | Boston, MA  
12 

**Ethan Bliss**  
Equity Sales  
[Barclay's, Jefferies](#)  
6 Years of Experience | New York, NY  
12 

**Olivia Bee**  
Equity Sales  
[JP Morgan, Morgan Stanley](#)  
6 Years of Experience | Chicago, IL  
10 

**Jessica Roseberg**  
Equity Sales  
[Deutsche Bank](#)  
7 Years of Experience | Boston, MA  
9 

**Kerem Seur**  
Equity Sales  
[HSBC, Barclay's, UBS](#)  
7 Years of Experience | Chicago, IL  
7 

**Austin Lee**  
Equity Sales  
[Morgan Stanley](#)  
7 Years of Experience | New York, NY  
6 

# CANACCORD Genuity BY THE NUMBERS

- 2,145 employees on the 1-Page Source Platform
- 263,835 first degree employee connections

Top roles among connections include:

Manager / Director, Account Manager / Account Executive, Accountant, Analyst, Financial Advisor, Consultant, Project Manager, Office Manager, Customer Service Representative, Business Development Manager / Executive Partner / Managing Partner, Administrative / Executive Assistant

Top companies these connections are working at include:

JPMorgan, Chase, HSBC, Global Ingenuity, LLC, IBM, Accenture, Goldman Sachs, American Express, Wells Fargo, ArcelorMittal, PriceWaterhouseCoopers




# COMMUNICATION TRACKING


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## Contact History


6 Messages




**Roelof Botha**  
Chief Digital of Marketing Ma...


 Request for Recommendation ... Hi Roelof, Sarah seems to have the... 3 Weeks

3 More Conversations [View More](#)


**I'll be happy to Refer Sarah. I'll let you know...** Yesterday 

 **Peter Hatch** 1 Hour ago


Ok Thanks Roelof.  
Let me know if she's interested, i'd love to know by this Friday if possible.  
-Peter

 **Peter Hatch**



...



Hi Roelof,  
**Sarah** seems to have the right skills for an open UX Design position. Do you think she would be a good fit for our company?




**Sarah Pulver**  
UX Designer  
[Apple, 1-Page](#)

 NO  YES

# DIRECT CONTACT

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Add to Pool

## Sarah Pulver

UX Designer **Apple**

San Francisco Bay Area

WORK (9 YRS EXP)

**UX Designer**

**Apple** 2013- Current

**UI Designer**

**1-Page** 2012- 2013

+ View All


EDUCATION

**Whitworth University**


Class of 2000


+ View All


...


**Very Strong** 


Company Affinity

 Contact

 **Show Contact Info**

 Inside Contact

 **Get an Introduction**

 Contact

**sarahpulveda@gmail.com**

**(925) 978-1748**



# PIPELINE

POOL: UX Designers



## RECENTLY ADDED 6



**Andy Riddle** ★

UX Designer

[Marvel, National Geographic ...](#)



7 Yrs Exp. | San Francisco, CA



**Jody Duncan** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA



**John Der Nederlanden** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA



**Andy Riddle**

UX Designer

[Marvel, National Geographic ...](#)



7 Yrs Exp. | San Francisco, CA



**Jody Duncan** ★

UX Designer

[IDEO, Instacart](#)

## RECOMMENDED 2 1 1



**Jen Middle** ★

UX Designer

[Marvel, National Geographic ...](#)



7 Yrs Exp. | San Francisco, CA

Recommended  
by **Roelof Botha**



Jul 5, 2015



**Jody Duncan** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA

Recommended  
by **Cathy Han**



Jul 5, 2015



**Ethan Williams** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA

Negative Review  
by **Roelof Botha**



Jul 5, 2015

## IN ATS 3



**Kevin Meyer** ★

UX Designer

[Marvel, National Geographic ...](#)



7 Yrs Exp. | San Francisco, CA

Added to ATS  
By **Peter Hatch**

Jul 5, 2015



**Allison Rosen** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA

Recommended  
by **Cathy Han**



Jul 5, 2015



**Jess Silvernail** ★

UX Designer

[IDEO, Instacart](#)



7 Yrs Exp. | San Francisco, CA

Added to ATS  
By **Peter Hatch**

Jul 5, 2015

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REVENUE MODEL

# PRICING STRATEGY

## Source Platform

### CONTRACT PRICING ILLUSTRATION

Stage 2 contract pricing	Small company	Med-Large company
Employees in company	10,000	50,000
Employee turnover (%)	30%	30%
Total employee hires	3,000	15,000
1PG share of hires (%)	10%	5%
Annual hires 1PG provides	300	750
1PG Average fee per hire (US\$)	\$1,000	\$1,200
1PG Revenue – Annual (US\$m)	\$300,000	\$900,000
1PG Revenue – Monthly (US\$m)	\$25,000	\$75,000

Comparison of 1PG to traditional recruitment	Small company	Med-Large company
Client cost per hire	\$4,000	\$4,500
1PG cost per hire	\$1,000	\$1,200
Cost of 5% of hires through 1PG	\$300,000	\$900,000
Cost of these 5% of hires using traditional methods	\$1,200,000	\$3,375,000
Annual saving using 1PG	\$900,000	\$2,475,000

*1 Please note, this is for illustrative purposes only and does not necessarily reflect the fee charged to clients of similar metrics*

### PRICING UNDER THE “LAND & EXPAND” MODEL

#### STAGE 1: Flat rate fee of US\$25,000 for a 3-5 month trial

- 1-Page aims to drive ROI - analyzing attrition rates, platform utilization and recruitment effectiveness during the trial to determine the appropriate fee for Stage 2

#### STAGE 2: Individual 12-month enterprise contract

- Each enterprise contract is negotiated and priced on a customer-by-customer basis
- Fee is informed by a number of factors, such as: % of annual company hires through the 1PG Platform, the number of employees, staff turnover etc.

#### STAGE 3: Annual contract repricing, based on prior year usage

- Analysis of a client’s usage of Source during the previous contract year allows the contract to be reset appropriately
- If factors such as usage increase (i.e. 5% of all hires expected to come through Source, but in fact 10% did) then contract renegotiated to include increased usage, potentially significantly increasing contract value

# PRICING STRATEGY

## Innovation and Assessment Platforms

### ASSESSMENT PLATFORM

- Clients charged on a price per job (slot) basis, in advance
- For each job to be filled, a number of assessment proposals can be completed
- Proposals used in excess of the those pre-paid will be charged on a price per proposal basis
- Unlimited assessment proposals are negotiated on an enterprise basis

#### CONTRACT PRICING ILLUSTRATION

Job Slots	Price Per Slot	Max Proposals*	Price Per Proposal	Monthly Cost	Annual Cost
5	\$350	500	\$3.50	\$1,750	\$21,000
10	\$250	1,000	\$2.50	\$2,500	\$30,000
20	\$150	2,000	\$1.50	\$3,000	\$36,000
50	\$100	5,000	\$1.00	\$5,000	\$60,000
100	\$75	10,000	\$0.75	\$7,500	\$90,000
Unlimited	Enterprise Pricing				

### INNOVATION PLATFORM

- Clients charged on a price per proposal basis, opting to buy in advance a “bucket” of proposals at a certain price to use over a fixed time frame
- Proposals used in excess of the those pre-paid will be charged on a price per proposal basis
- Unlimited assessment proposals are negotiated on an enterprise basis

#### CONTRACT PRICING ILLUSTRATION

Max Proposals*	Price Per Proposal	Monthly Cost	Annual Cost
500	\$3.50	\$1,750	\$21,000
1,000	\$2.50	\$2,500	\$30,000
2,000	\$1.50	\$3,000	\$36,000
5,000	\$1.00	\$5,000	\$60,000
10,000	\$0.75	\$7,500	\$90,000
Unlimited	Enterprise Pricing		

# SOURCING PLATFORM CONTRACT OUTLOOK

More than 150 companies in active pipeline

- 1-Page expects to have **125 paying clients by end of December 2015:**
  - 30 of which will have completed Stage 1 and rolled on to Stage 2
  - 90+ of which will be on the Stage 1 flat rate
  - In 12 month's time, 1-Page expects to have 125 clients fully rolled out on Stage 2
- 1-Page already has two large clients on annual Stage 2 contracts, and **expects 6-7 more by September**
- **1-Page has more than 150 companies with 1,000+ employees in its active pipeline** with many in the procurement and redlining stages

# GLOBAL DISTRIBUTION PARTNERS & RESELLERS



Unique partnership which allows 1PG to sell, implement and scale into Global Fortune 1000 companies.

Partnership allows 1-Page to:

**Access** to UST engineers & technical support (15,000 staff), **Referrals** into UST's blue chip client base

**Credibility** – aided by UST's established vendor status, 1-Page's vetting process with key enterprises is cut significantly

**Seamless integration** – With UST's expertise already present with a potential client, becomes considerably easier to add products to the potential client's systems.



## AppDirect Marketplace

leading cloud service marketplace provides distribution to the B2B (business-to-business) marketplaces including Telstra, ADP, Samsung, Deutsche Telecom, Staples, Comcast et al. Provides access to more than a million businesses.

1-Page Talent Assessment Platform is available on the AppDirect MarketPlace.



## ADP Marketplace

1-Page Talent Assessment Platform available on the ADP Marketplace.

ADP serves more than 625,000 clients in more than 100 countries. ADP customers can rely upon a proven, highly efficient, easily managed and reliable interface between ADP and 1-Page.

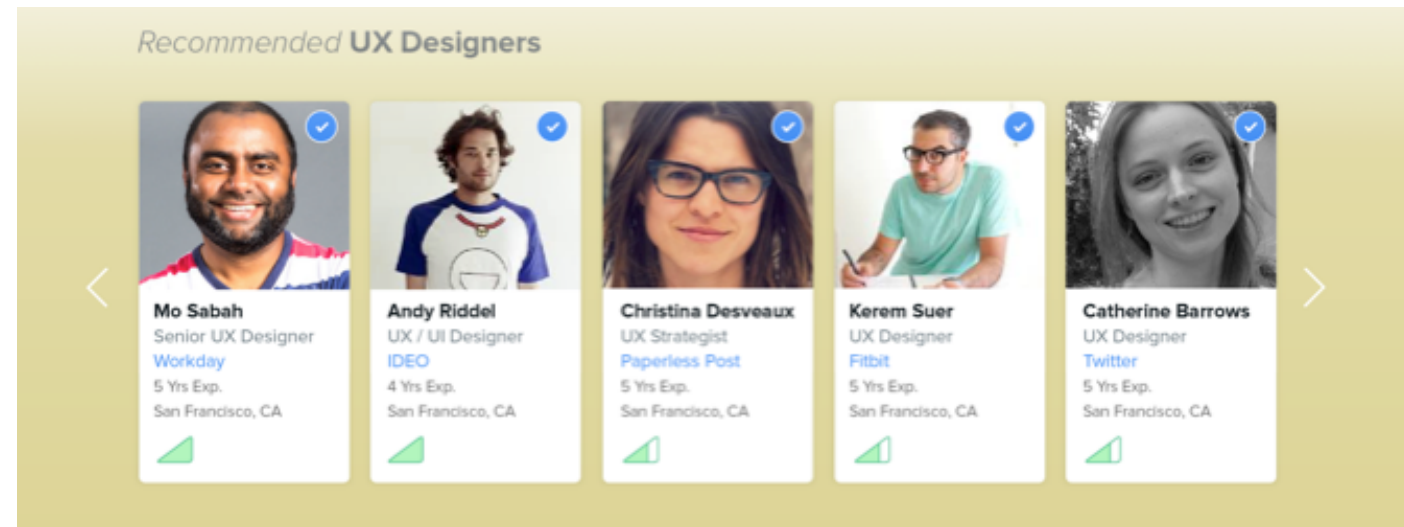
# PRODUCT DEVELOPMENT

Coming Soon!

## Affinity



## Recommendations



## Analytics





# SUMMARY

- **Highly scalable revenue model** - land and expand model will continue to result in strong growth as 1-Page drives more qualified candidates to be hired (30+ Stage 2 Deployments by Q4)
- 1-Page's platforms have the ability to **help save large enterprises time and money** sourcing, assessing and engaging employees
- **Highly defensible position in the sector**, with 1.15 billion enriched profiles that cannot be replicated again without another Facebook
- **Global opportunity** – 1001 companies in the US alone with 10,000+ employees
- UST Global partnership allows **for seamless technical integrations with a large number of Fortune 100 companies**

Joanna Weidenmiller, CEO

[joanna@1-page.com](mailto:joanna@1-page.com)

“Great jobs, world-class jobs, jobs people kill for...  
Those jobs don't get filled by people emailing in resumes.  
Ever.”

-Seth Godin, American Author, Entrepreneur, Marketer, and Public Speaker

1-Page 