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ROSTERELF SET FOR GLOBAL LAUNCH

HIGHLIGHTS

- **Roster Elf set for launch early May 2014**
- **Beta Testing continues and progressing well**
- **Branding work completed with Meerkats**
- **Dedicated Message Centre established**
- **Integration of payment gateway underway**
- **Sales teams in-place**

Applabs Technologies Ltd (ASX: ALA) is pleased to announce the following update to shareholders ahead of the upcoming global launch of the Roster Elf platform.



Development

- Third programmer hired for a two month contract to assist with Beta testing.
- Continued Beta testing is underway with improvements made on the rostering process.
- The integration of payment gateway to enable credit card transactions for pay as you go and credit top-ups is currently being performed
- Completed building of dedicated Message Centre as part of the risk minimization strategy to handle mass volume of simultaneous email and sms.
- Search Engine Optimisation completed

Marketing

- Commenced SEO strategy to optimise website views
- Engaged PR and media contacts ready for launch.

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- Completed “Brand Story” research with one of Australia’s leading advertising agencies Meerkats. (Meerkats is a recent winner of Agency of the Year with clients including iiNet and HBF).
- Work has commenced on video production for the website and also for upcoming viral campaigns.

Sales

- Recruitment of BDM to commence in April finalised
- Selection of Customer Management Systems (CRM) to manage customer and sales process completed

Applabs Managing Director Stuart Kidd commented:

“The Management of Roster Elf has been working around the clock improving and finalising the platform ready for launch. They pushed the launch date back a few weeks to integrate some new features and strengthen the branding strategy. This is a very exciting time to be a shareholder in Roster Elf given the quality of the product that they have developed”

For future information, please contact

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