



ASX RELEASE

ROSTER ELF NOW LIVE WITH SUCCESSFUL OFFICIAL LAUNCH

HIGHLIGHTS

- **Rosterelf.com website is live and 100% complete**
- **Beta testing is ongoing with over 1000 rosters posted in last 2 weeks**
- **Version 2 features are in advanced planning including Mobile App development**
- **Brand work with industry leaders Meerkats completed with strong outcome**
- **SEO, SEM, Display and Re-marketing online campaigns will begin immediately with experts engaged in their respective fields**
- **BDM hired and has commenced aggressive sales drive**

Applabs Technologies Ltd (ASX Code: ALA) is pleased to announce that development on www.rosterelf.com is 100% complete and has officially launched.

Development

- Website www.rosterelf.com is now complete and fully optimised for all major devices and screens sizes
- Beta testing result positive with over 1000 rosters posted in the past few weeks across multiple businesses
- Version 2 features are now in advanced planning including the development of the Mobile Application

Marketing

- Meerkats is an industry leader in Brand Leadership and the team of experts dedicated to Roster Elf has resulted in a strong brand being developed with outstanding results.
- 10 weeks of SEO link building has been completed which will give Roster Elf a strong start in terms of search engine optimisation and being known to potential customers searching on the web.
- SEM, Display and Re-marketing online campaigns have been booked and will start immediately

APPLABS TECHNOLOGIES LTD

SUITE 5, LEVEL 1, 12-20 RAILWAY ROAD, SUBIACO WA 6008

+61 8 9388 9968 | WWW.APPLABS.COM.AU | ACN 139 977 772

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- Reporting to measure ROI associated with online marketing being finalised this week. This will enable Roster Elf to quickly measure the success of every campaign and quickly optimise and move marketing spend to the most successful areas
- Promotional video completed with highly regarded animation design company Sandbox. <https://www.rosterelf.com.au>
- Finalising aggressive Social Media campaign with Gramency Consulting
- PR opportunities with key media continue to be explored

Sales

- Business Development Manager has now been hired and has commenced an aggressive sales drive
- New customers have been signed on the spot over the last few days
- Internal CRM system has been set up to manage all leads and to track progress
- Sales material and Merchandise has been finalised
- Aggressive internal sales targets have been set
- Affiliate contract is being finalised with a view to appointing a number of affiliates in the coming months
- Partnership opportunities continue to be explored with major corporations

Applabs Managing Director Stuart Kidd commented:

“I would like to congratulate the CEO Simon Ingleson and the team at Roster Elf on the launch of this innovative product. Their team has been working around the clock on getting to this point and we are extremely impressed with the final product. Applabs as one of the major stakeholders in Roster Elf is extremely happy with the investment that was made earlier this year and can see a clear path to realising the potential of this investment”

For further Information, please contact

Damon Sweeny
Company Secretary
damon@ampereltd.com.au

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