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## ROSTERELF UPDATE

Applabs Technologies Ltd (ASX Code: ALA) is pleased to provide an update on one of its portfolio companies - RosterElf

### Highlights for RosterElf from last month include:

- Official marketing campaign commenced July 1 with a focus on the Australian market.
- Marketing consists of a strong combination of SEO optimisation, Google Adwords, Display, Online Remarketing, Social Business and EDM.
- The market demand level has been excellent with RosterElf now signing up more than 10% of website traffic to use the system.
- RosterElf's cost per conversion is dropping weekly as they optimise campaigns.
- RosterElf have successfully established a contact center in Manila to handle customer set-up and help with a 1300 number and live chat functionality.
- Affiliate Agreement with Plus 8 ([plus8.com.au](http://plus8.com.au)) has been signed which will enable RosterElf to quickly grow its hospitality client base in WA.
- Over **70 customers** currently using the software since July 1 across a broad range of industries including hospitality, retail, call centers, security and transport.
- RosterElf is now planning global rollout with USA to be targeted in Q1 of 2015

RosterElf's focus over the next month is now on commencing work on their App, finalising development and optimising both the marketing and the website to maximise conversions and improve the organic SEO ranking.

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**Managing Director Stuart Kidd commented:**

“The results that RosterElf has achieved in such a short period of time since their launch has been fantastic. The number of clients that are signing up to their system speaks volumes for the ease of use and excellent design of the site. We expect the number of customers to grow exponentially once the app is launched and the global rollout gathers pace.”

**About RosterElf Pty Ltd:**



RosterElf is a magically simple, cloud-based rostering system that takes the stress out of scheduling and managing staff.

**[www.rosterelf.com](http://www.rosterelf.com)**

**For further information, please contact**

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