

## FY2019 Delivers Record Growth – 10,000 Contracted Subscriber Milestone Imminent

### Highlights

- Over 9,450 subscribers contracted with milestone of 10,000 now in sight
- 188% contracted subscriber growth with 6,167 contracted subscribers added over FY2019
- \$1.2M Contracted Annual Recurring Revenue (ARR) exceeded
- \$100K Contracted Monthly Recurring Revenue (MRR) milestone achieved
- 200% ARR growth contracting \$811,000 ARR over FY2019

**intelliHR Holdings Limited (ASX:IHR)** (“intelliHR” or “the Company”) has recorded its strongest 12 month period of subscriber and ARR growth, post the Company’s IPO and listing on the ASX just less than 18 months ago in January 2018.

Key drivers of this have included the Company’s investment into growth of the sales pipeline and continued optimisation of the sales process to win new business faster in the mid-market. intelliHR has also honed its product and market focus upon People Management to better leverage the competitiveness of our Performance HR capabilities. Integration and partnership sales channels are now well underway and expected to add further momentum to intelliHR’s sales results later this year.

### FY2019 Delivers Record Subscriber Growth

As at 30 June 2019, intelliHR had 9,451 contracted subscribing users, and added 6,167 contracted subscribers (188% growth) over FY2019 with 4,281 contracted subscribers (83% growth) secured in H2 alone.



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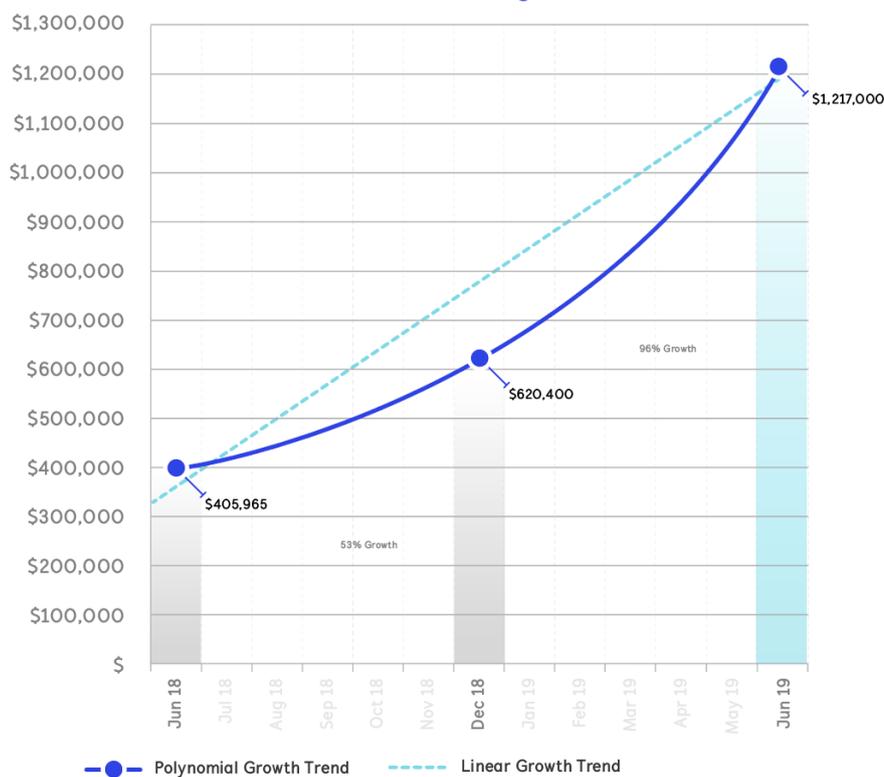
## Sales Success Increasing Future Value

The business is rapidly growing subscription ARR as well as professional services revenue. Together, they provide an indication of intelliHR's future revenue generation potential. Total CLV (Customer Life-time Value) is now estimated at \$7,908,166.

intelliHR successfully grew contracted subscription revenue by 200% in FY19 tripling from \$405,965 to \$1,217,000. H1 FY2019 grew 53% and H2 FY19 grew a further 96%. This represents an addition of close to \$811,000 in ARR over the financial year.

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### Contracted Annual Recurring Revenue Growth



intelliHR is demonstrating a strengthening growth model, with ARR growth now accelerating each half-on-half for the past 2 years. Revenue retention for the 12 months to June 2019 is also excellent at 111%. It is a key business performance goal to continue to replicate this exponential growth.

The total qualified sales pipeline sits at 169 active customer sales opportunities with potential total ARR from that pipeline estimated to be in excess of \$15M. This provides confidence that intelliHR has a strong base to continue its accelerated sales growth into the future. intelliHR's efficient sales performance is now returning circa \$6.11 for every \$1 invested in sales and marketing.



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## Metric Summary

	H1 2018 as at 31 December 2017	H2 2018 as at 30 June 2018	H1 2019 as at 31 December 2018	H2 2019 as at 30 June 2019
Customer Numbers	19	30	44	58
Growth	4	11	14	14
Contracted Subscribers	2,492	3,284	5,170	9,451
Growth	475	792	1,886	4,281
Invoiced Subscribers	1,878	2,288	3,286	5,242
Growth	1,096	410	998	1,956

## Why Customers buy intelliHR?

intelliHR is an all-in-one HR and People Management automation tool. Delivered via the SaaS (Software as a Service) business model, it automates a wide range of manual and/or paper-based HR tasks, eliminating low value tasks and administration time for HR teams, people leaders and staff. It also provides essential compliance functionality as well as best practice tools in performance management. intelliHR's advanced HR analytics capabilities are market leading and a key differentiator.

intelliHR's market potential is expansive in that most customers do not have this type of technology. Where customers have had some form of HR technology, intelliHR has typically replaced multiple applications with its all-in-one solution, this includes replacement of local and global competitor products.

The results for customers are immediate cost savings together with productivity gains for all staff in their business as everyone uses the application. intelliHR improves customers' existing HR processes and gives them the ability to effectively manage their workforce no matter where they may be across the world.

In 2016 we rolled out intelliHR, and in 2017 we had our best financial year yet. That makes a massive statement to show how valuable an investment in people and technology can be.



**Sarah Gatehouse**  
National Manager People & Culture,  
Fujitsu General Australia

The value of intelliHR's people management platform to its customers is reflected in its strong customer retention to date and its global relevance is evidenced by the expansion of subscribers to nine countries.

## intelliHR Business Model – Endorsed with 111% Year on Year Revenue Retention

intelliHR's product strategy is a "customer for life" strategy, with our Retention metrics already supporting a 7-year customer life-time, where ongoing subscription fees provide intelliHR with consistent, long-term income. The all-in-one pricing model supports this strategy, enhancing customer stickiness as customers utilize multiple features on the intelliHR product set delivering value for money and a return on investment through improved performance, culture and higher staff retention.



3 July 2019

Signed for and on behalf of intelliHR Holdings Limited:



**Robert Bromage**  
Managing Director  
intelliHR Holdings Limited

**About intelliHR**

intelliHR is an Australian HR technology business developing and currently marketing a next-generation cloud-based people management and data analytics platform. Delivered to customers by a SaaS business model, it is disruptive and advanced technology leveraging AI specifically Natural Language Processing in the application. It is scalable to a global market and is industry agnostic. For more information visit [www.intellihr.com.au](http://www.intellihr.com.au).

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