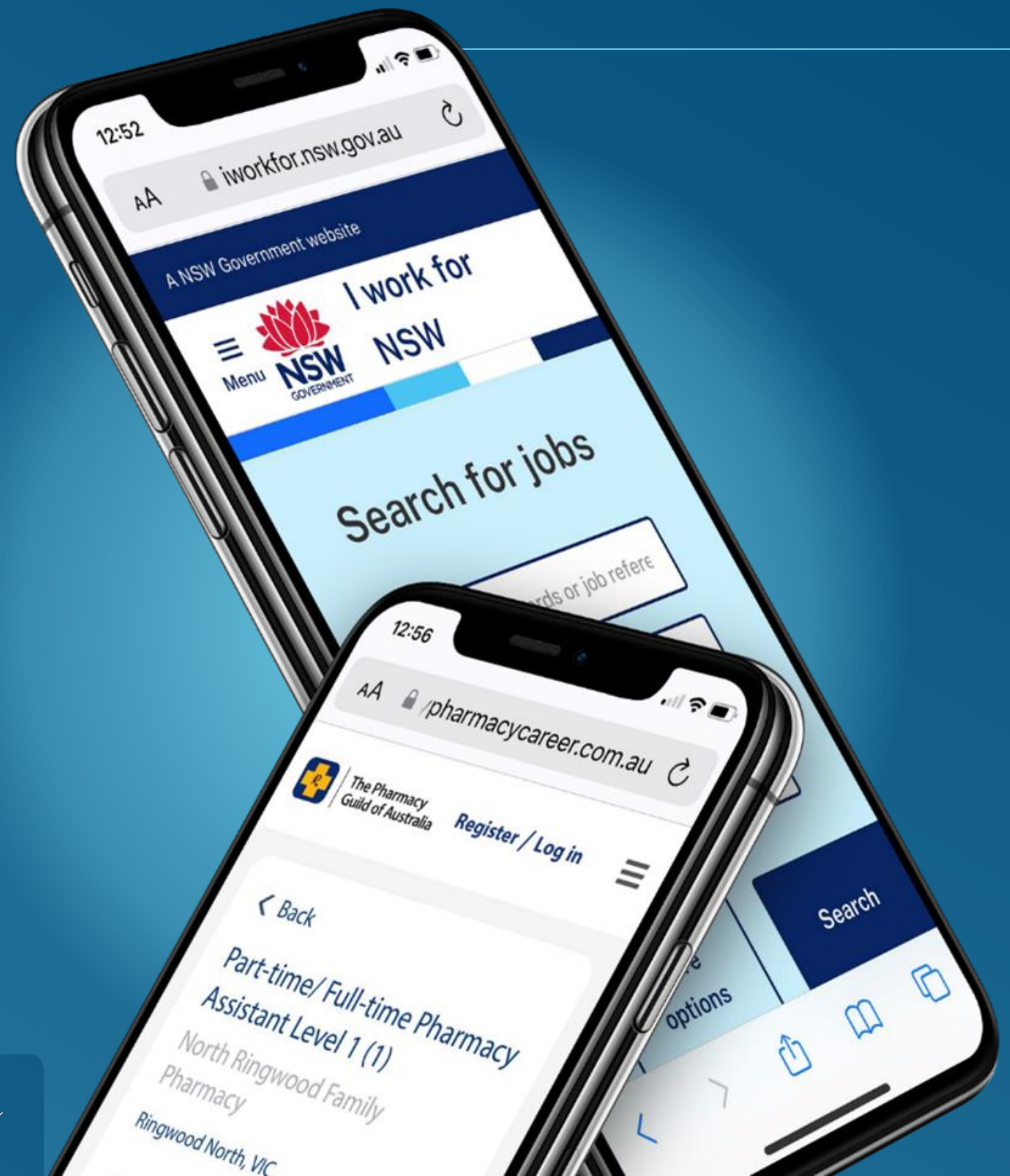
People. Software. Solutions.

AD1 HOLDINGS



Investor Presentation

June 2023

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A portfolio of HR technology businesses with a focus on recruitment and mentoring solutions

jobtale

- Outbound job ad creation platform for hiring managers to uniquely design and advertise roles
- Direct sourcing tool
- Disruptive, unique & scalable
- Early stages with positive feedback from pilot customers

ApplyDirect

- Inbound white label high volume jobs board and career site platform that facilitates direct candidate sourcing
- Scalable, multi-branded high-volume, secure and API ready platform
- Key customers include NSW and Victorian governments
- Powerful employer branding tool with 40% YoY growth

ART of MENTORING

- Technology-enabled mentoring software and content platform
- Highly effective in improving staff retention, driving productivity and reducing hiring costs
- First-mover advantage with expert content library, intuitive matching algorithms and unique solution
- A market leader with over 100 proven programs servicing 26 countries
- Targeting a $570 million mentoring software market with 20% CAGR
- Highly engaged customer base with existing customers referring 51% of new clients
- Focused on North American expansion, with momentum building on strong year 1 sales

Attract → Recruit → Develop → Retain

Simplifying AD1's key strategic areas for growth

1

Shift focus of portfolio to HR Technology

- Removal of energy retail sector software USS via a sub-licensing agreement
- Focus on HR tech businesses, with a specific focus on learning and development

2

Disciplined approach to managing operations

- Increasing operational cost measures to ensure cash burn continues to decline
- Balance growth and profitability with self-funded organic growth to drive long-term value, a core focus for the next 12 months

3

Growth of AoM across Australia & North America

- Pursuing commercial opportunities via upgraded platform
- Target the 1000+ FTE, association, government verticals
- Product development opportunities to deliver automation and cost reduction
- Ready to execute

Focusing on pursuing growth opportunities in mentoring software AoM specifically accelerating North American expansion

ART of MENTORING

- Innovation and past investment have positioned AoM as an attractive, well-differentiated offering in the US
- Record level of new business sales in FY23 YTD with LTV of ~$1.4m
- Strong US sales pipeline of $4m in LTV, total pipeline of $7.3+m
- Invest to fast-track growth in a booming industry with investments in US sales & marketing, product development, and sales in Australia and North America
- A new subscription product, 'The Art of Mentoring Academy' launched in January 2023 to further consolidate growth and platform 2.0 to launch soon

ApplyDirect

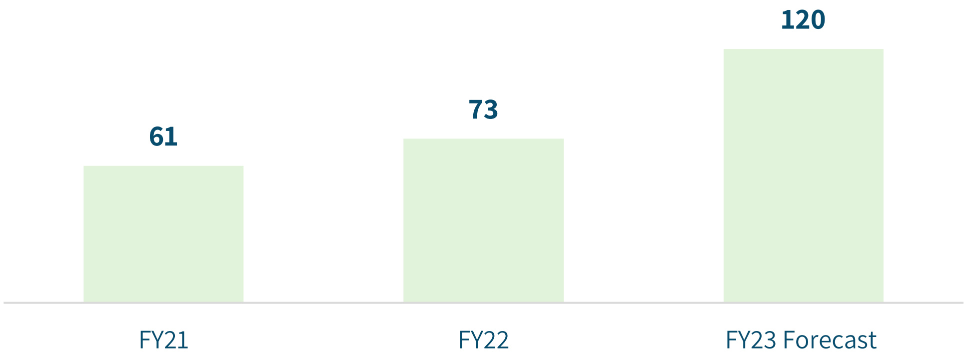
- Continue to support and grow existing customer base
- Seek channel and partnership opportunities with complimentary offerings
- Currently migrating existing customers onto one platform.
- The new upgrade Gen 3 platform will deliver increased revenue opportunities and operational efficiencies

jobtale

- Align with the ApplyDirect business to keep costs to a minimum
- Seek partnering opportunities alongside ApplyDirect
- Potential to introduce AI in the job ad creation process

A growing and sticky customer base from various industries in Australia and North America

Total customers



- Investment into the sales and marketing teams has allowed to scale the acquisition of customers and are now built to facilitate growth, therefore new revenue dollars should see greater profit & free cash-flow contribute to the group
- Sticky customer base from various industries including:
  - Healthcare (Hospitals, Aged Care)
  - Associations
  - Government bodies in the US and Australia
  - Large enterprise customers

Key select customers

Best-in-class mentoring software with first mover advantage in a high growth environment

ART of MENTORING

US$537m[1]
Total Addressable Market

90%+
of total revenue is recurring

70%
Revenue growth from FY21 to FY22

Market leader
in Australia

>80%
Program success rate

88%
Customer retention rate

US Govt contracts
~400K USD TCV

Expansion
into North America gaining traction with large customer wins

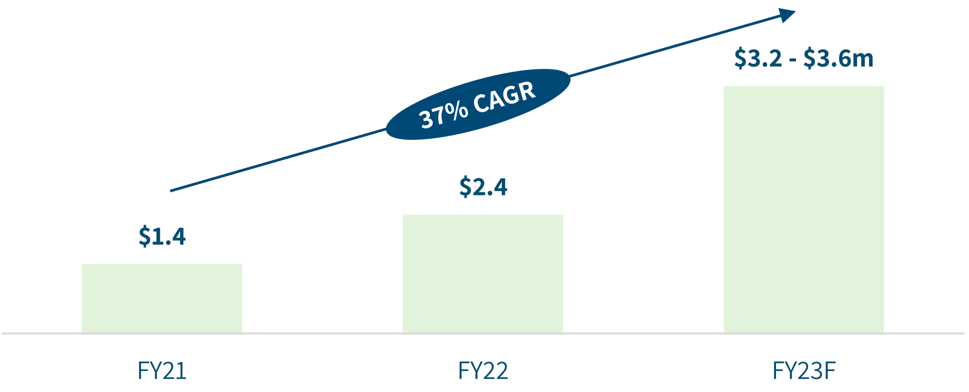
50% of new business acquired is from existing customer referrals

70+
Net Promoter Score almost double SaaS industry average

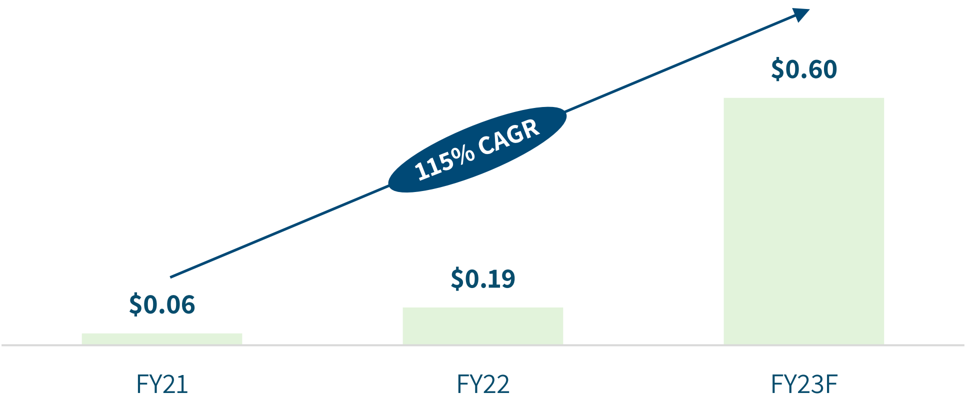
1. https://www.360iresearch.com/library/research-report/global-mentoring-software-market

AoM has a strong sales pipeline in the US with significant growth opportunities

Total invoiced revenue



Invoiced revenue from the US



- Mentoring market is estimated to be ~$300m, with AoM only capturing 1% of market share
- AoM is targeting to close $600k ARR and 14 customers within Q4 FY23
- Strong momentum is building within the US pipeline, with strong introductions after a period of being local to the market
- AoM is targeting H1 FY24 to continue strong growth and invoiced revenue to maximise recognized revenue for FY24
- Whilst new customers are our focus, working with existing customers to go deeper with them has proved successful with larger entities
- Average deal size in comparison to AU is x1.5-2 larger to $37.5k - $50k AUD per deal within the US

Recruitment Solutions : Government, Associations & Franchises

Career Site technology for associations, franchises and multi-brand enterprises aggregating job adverts on one platform

ApplyDirect

7 million website visits

831,000+ jobs

32+ million platform users

6.0+ million applications

- Average new customer value is ~$50,000 per annum sold as a licensed SaaS product
- Enable businesses to promote their employee brand, attract and engage suitable candidates faster
- The pleasing impact of moving away from consulting services, which caused a short-term drop-in revenue, has bounced back nicely in FY23 driving larger subscription-based revenues to FY23F of $1.2m in revenue, a 60% increase YoY
- Gen 3 – one platform more efficient and more scalable
- Enhanced feature set – more robust product

Key customers include largest Australian employers

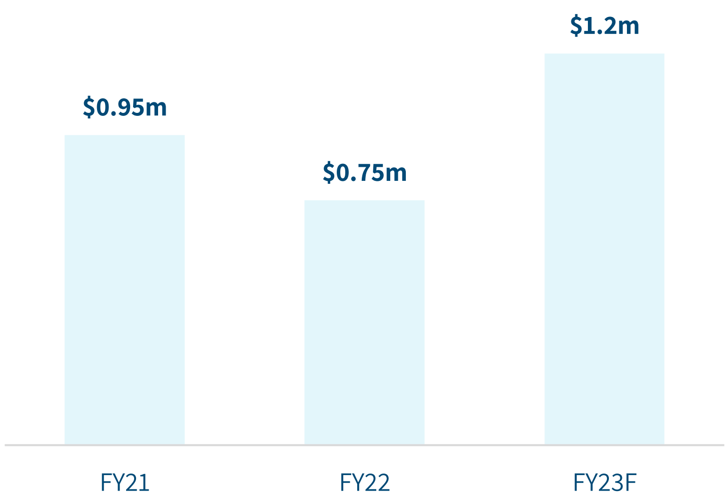
NSW GOVERNMENT I work for NSW

ACM trusted voice

Incolink

VICTORIA / CAREERS.VIC

Total revenue



Creative recruitment career site solutions that attract talent directly with effective job postings through a recruiter CRM & ATS integrations.

Inclusions of Google Job Search, content management systems, digital services, HRIS integrations and Power BI data analytics, SEO and digital marketing services

A highly scalable and cost-effective recruitment solution for SME to attract and recruit candidates using innovative tools

jobtale

- ✓ Newly built MVP recruitment solution launched in August 2022 with +100 customers signed and 10 pilot customers testing the platform
- ✓ A hiring tool to engage and attract top talent directly to a company's network, responding to a changing marketplace for recruitment via referrals
- ✓ Easy sign-up, customisable and engaging platform with different subscription plans depending on number of job advertised
- ✓ Innovative tools to attract the right candidates and increase their engagement via photos, videos and storytelling that showcases the company's ambitions, culture and values

Select pilot customers

torii, the Y, MONASH University, MONASH TALENT, SafetyCulture, utility software services, Easygo, PaperCut, TQSolutions

100+
Subscribers
Early Validation
→
23%
Converted
To free-plan

644
Leads in CRM in November
→
$24k
ARR in pipeline and growing

1.4k
Unique visitors per month
→
50+
Countries viewed since launching

11m
Jobs open (in US)
<15% filled on job boards
→
85%
Jobs filled via networking

Over 80 years of combined experience across a range of business life-cycles, sectors and geographies

Michael Norster
Non-Executive Director

Appointed in May 2018
and seed investor

Michael is a highly successful entrepreneur from start-ups to exits. He has previously founded ASX-listed Powerdirect (sold to Ergon Energy), is the founder and Chairman of Blue NRG Group, and founder of USS.

Nicholas Smedley
Non-Executive Director

Appointed in Nov 2019 and cornerstone investor from July 2019

Nicholas is a former Investment Banker with 14 years of experience across UBS and KPMG. He is also Chairman of Findi LTD (FND:ASX) and Respiri Limited (RSH:ASX).

Brendan Kavenagh
Group CEO & Managing Director

Appointed CEO and MD
in July 2021

Brendan has over 20 years in executive leadership roles within the Technology Recruitment and Professional Services industry with a successful background in leading building and executing sales strategies and leading teams to achieve highly successful growth results.

Todd Perkinson
CFO & Company Secretary

Appointed March 2023

Todd has extensive experience as CFO in industries requiring a consistent focus on customer experiences through effective service models.
Previous ASX CFO & Company Secretary experience through Vault Intelligence (ASX:VLT)

Alex Richardson
CEO and Co-Founder Art of Mentoring

Appointed June 2022
HR Tech Advisor to the Board
March 23

Since co-founding Art of Mentoring in 2013, Alex has led the growth of product, sales and strategy to position the business as a leading global platform. He has successfully spearheaded the growth of Art of Mentoring from start-up to a highly scalable global global company.

Financials

Investment highlights and financial performance

>90%
Customer retention

90%
ARR in FY22

58%
FY23 HR Tech Revenue

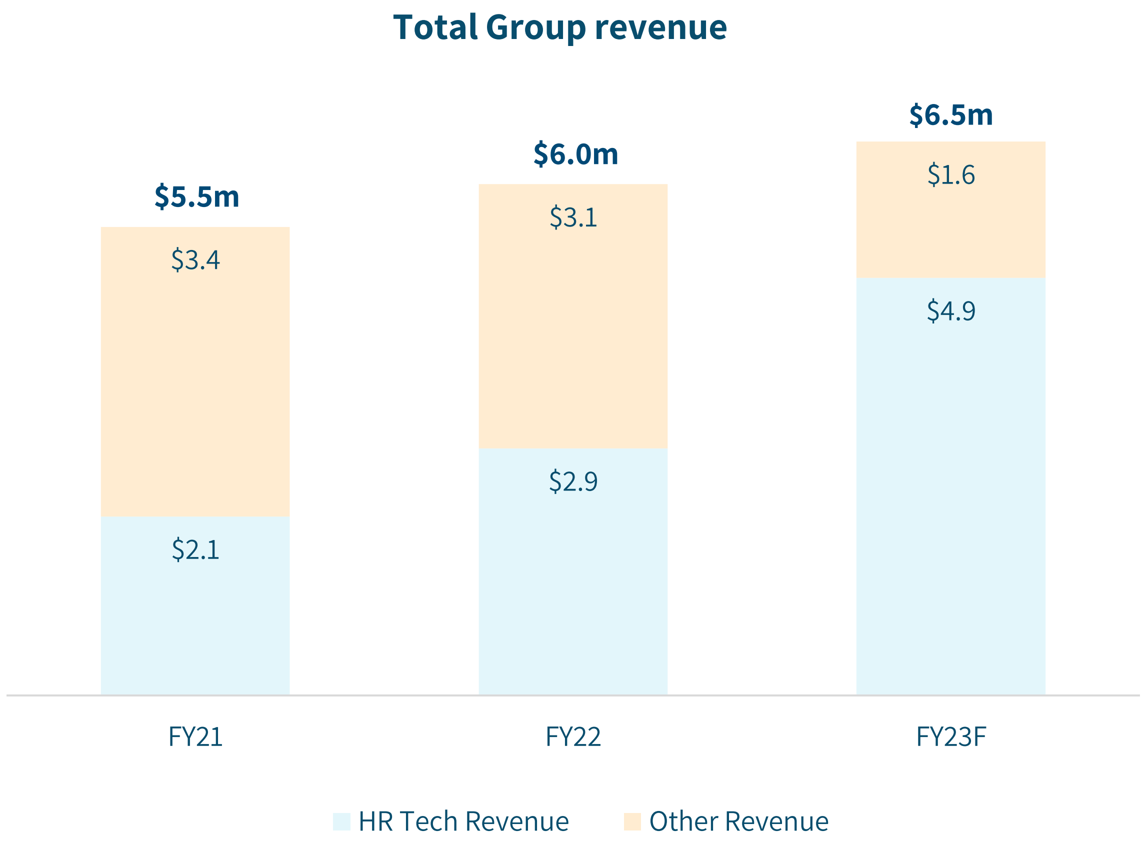
140+
Active customers across 26 countries

Scalable
Revenue stream

$6.0m	$6.5m	$5.0m	58.4%	$0.6m
FY22 Revenue	FY23F Revenue	FY23 YTD Revenue[1]	FY23 YTD Revenue from HR Tech[1]	Cash Position[1]

1. As at 31 March 2023

Revenue from HR tech continues its growth trajectory and contributes to an increasing portion of the Group's total revenue



- AD1's total revenue has grown annually, however growth in HR Tech is 38% from FY22 against FY21, and 72% from FY23 to FY22
- Revenue from HR tech increased from 38% in FY21 to 48% in FY22 and is expected to contribute 70%+ in FY23
- HR Tech revenue growth expected to accelerate in Q4 FY23 and through FY24. and beyond
- This is a key reason why we have decided to shift our portfolio focus to solely HR technology and have removed energy retail sector software USS via a sub-licensing agreement

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