applyflow

INVESTOR PRESENTATION

JULY 2021

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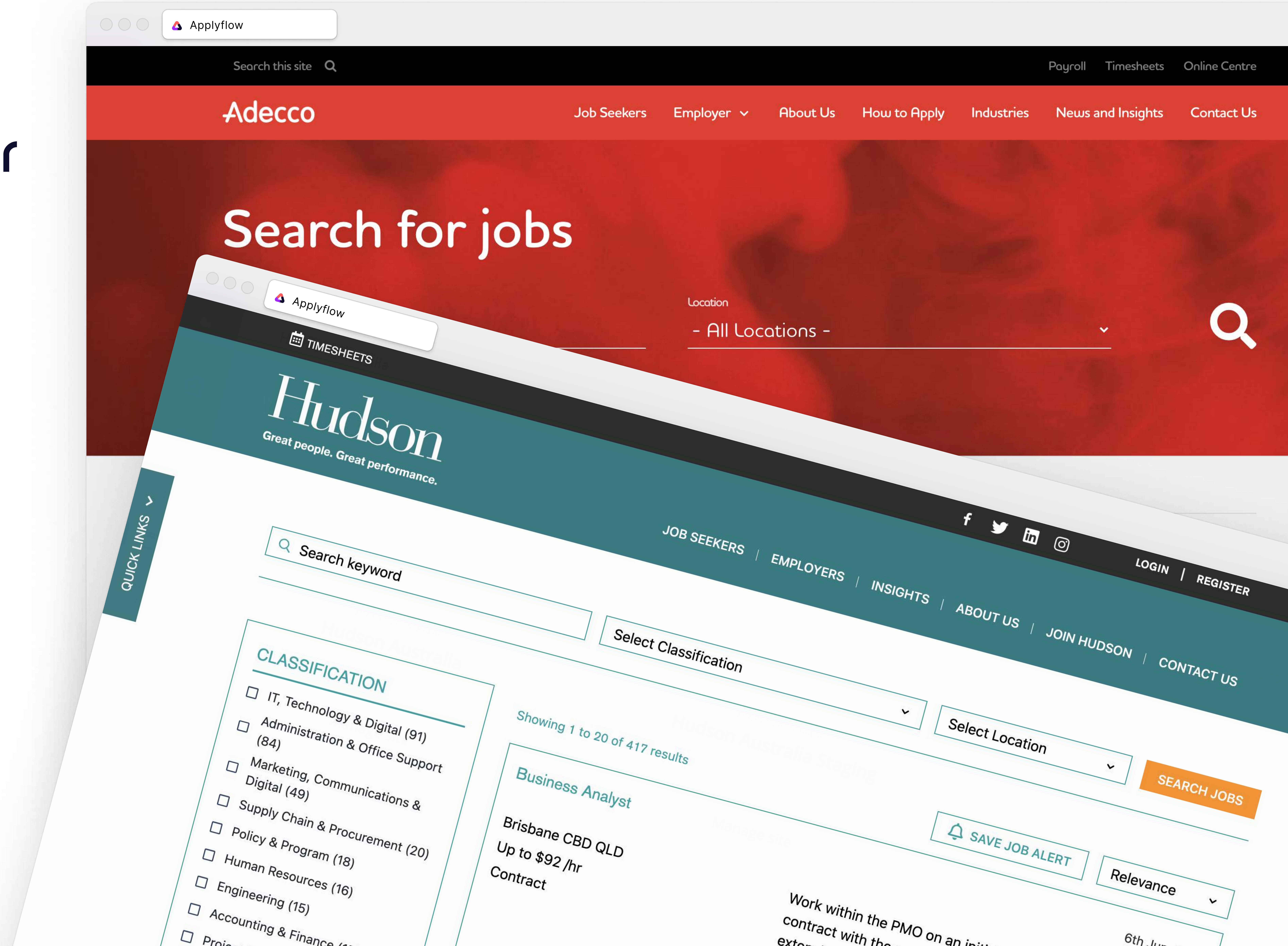
APPLYFLOW

A global leader in white-label job board technology.

Applyflow is a SaaS platform for recruitment agencies to host and manage job board technology on their own domain.

- ATS, CRM & MPS integrations
- CMS functionality
- Customisable job board
- Candidate management



OUR CLIENTS

The largest recruitment agencies in the world trust Applyflow

250+

# of global recruitment firms powered by Applyflow

~300k

# of jobs advertised in Applyflow's network per year

~$2.3m

in SaaS ARR, and new sales yielding $1,125 average MRR.

Adecco | PERSOLKELLY | Spring Professional | Parity | Hudson Great people. Great performance. | +100's of others

Strong partnerships with global leaders

PERSOLKELLY

Applyflow's new leadership team, technology, and product roadmap have given us the confidence to enter a long-term agreement.

Elvin Tan, Head Of Operations

Adecco

We have been impressed with Applyflow's vision for the new product and look forward to working with them to bring an enhanced experience to our candidates & clients.

Lucy Sharp, Head Of Marketing

NEW PRODUCT

Introducing...

applypay

Supercharge hiring

Hire now, pay your recruiter later.

SOLUTION

Fund the upfront outlay to accelerate hiring.

Cash flow for employers

- Spread hiring costs over time
- Scale teams ahead of budget

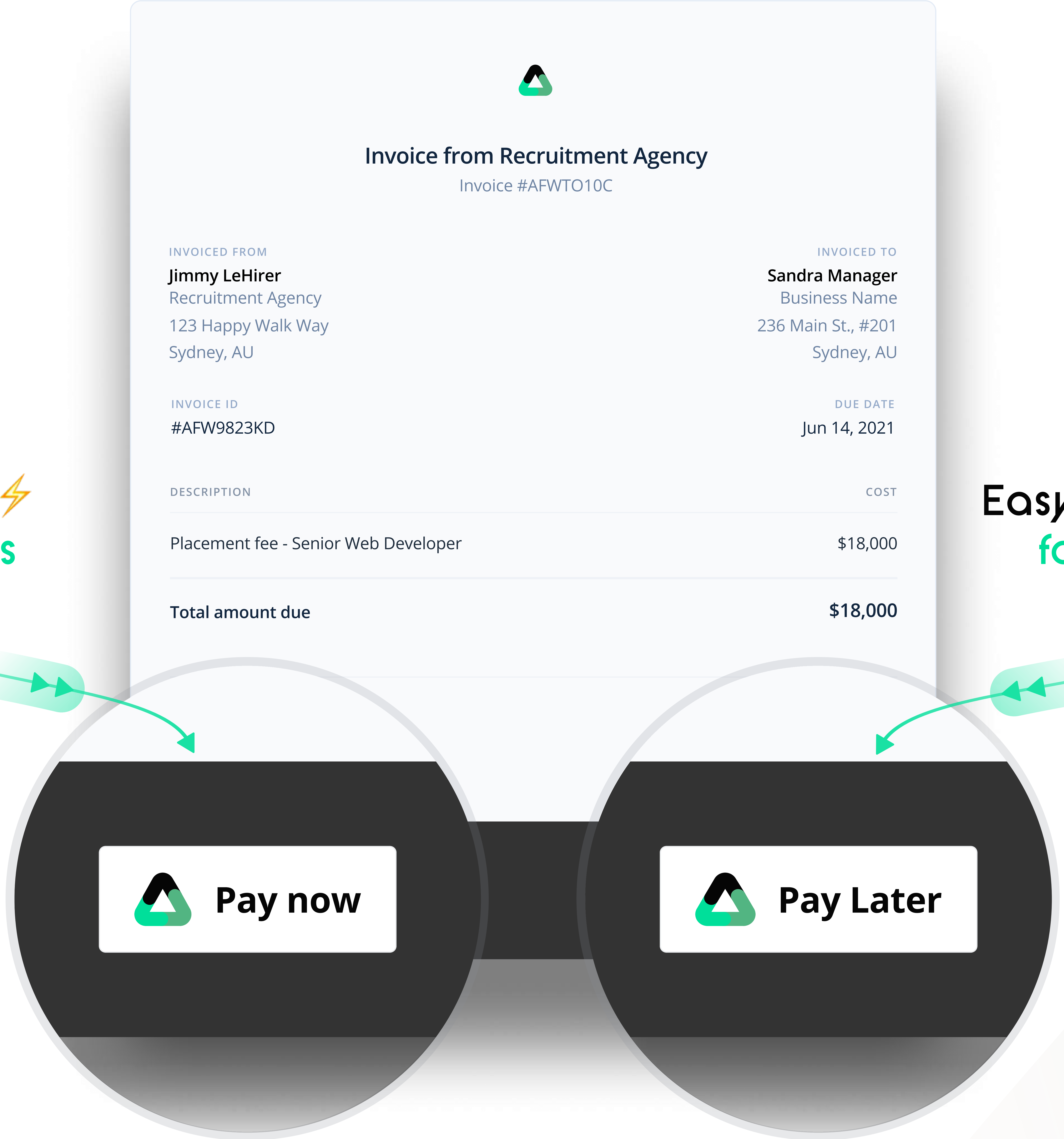
Cash flow for recruiters

- Receive hiring fees up-front
- Payment flexibility drives new business

DISTRIBUTION

Built into every hire & invoice

Instant cash ⚡ for recruiters



Easy instalments 📅 for employers

A large market category in its infancy

For recruitment agencies

Proven benefits of payment flexibility now in an untapped multibillion global market.

Expands on Applyflow's SaaS product

Extending payment flexibility to hundreds of our exisiting customers offers immediate opportunity.

$498bn

Global recruitment market[1]

15-30%

of candidate remuneration package for recruiter fees[2]

~$20k

Average recruitment fees per hire.

1. https://www2.staffingindustry.com/site/Editorial/Daily-News/Largest-global-staffing-firms-post-224-billion-in-revenue-market-estimated-at-498-billion-56020
2. https://www.harrisonmcmillan.com.au/blog/how-much-do-recruitment-agencies-charge

PRICING MODEL

Win-win payment solution monetising every hire

For employers

applypay

Pay in instalments. No fees when you pay on time.

0% Interest

Approved in seconds, fees apply for late payments.

For recruiters

applypay

Transform your invoice into upfront capital, instantly.

4% of invoice value

Paid upfront, receive funds in seconds.

FLEXIBILITY FOR OUR EXISTING CUSTOMERS

Adecco · PERSOLKELLY · Spring Professional · Hudson · Parity

Engineered for capital efficiency

Applypay's proprietary decisioning engine connects to multiple data sources and provides risk accessed lending delivered in real-time.

PAY WITH
Applypay

Banking data + Government data + Credit reporting + Accounting systems + Industry data

CONNECTS WITH REAL-TIME DATA SOURCES

A mix of passion and experience

A team with a strong track record of high-growth startups, recruitment technology and fintech solutions.

Philip Crutchfield

Non-Executive Chairman

Leading QC with significant corporate experience. Ex-Chair of Zip Co, chair of Superhero, director of Bell Shakespeare and ex-Mallesons.

Steven Butler

CEO

Has built and lead technology-based businesses spanning HR tech, marketplaces, and e-commerce – at both early-stage start-ups and high profile venture-backed companies in UK and APAC regions.

John Winters

Non-Executive Director

Ex-Shaw and Partners and Macquarie Group, John has a deep understanding of capital markets, corporate advisory and the fintech space. John led the listing of Zip Co in 2015 and is also the co-founder and CEO of Superhero.

Appointed

CFO

Qualified CA, CFA and CFO with a background in private equity, mergers and acquisitions, accounting, auditing and structuring. A CFO who has commercialised financial technology solutions, processing over $770 million on a monthly basis.

Steven Papadopoulos

Non-Executive Director

Over 20 years practice as a lawyer and corporate advisor, with considerable experience in assisting and guiding small and micro-cap companies, including numerous technology companies, listed on the ASX.

Richard Swanton

CRO

Sales and commercial background focused on digital media. Ex-LivingSocial, NRS Media. Richard is also the Founder of Workconex with several years of experience in recruitment technology.

Investment highlights

No established players

A shift into the B2B space is the natural next step for this sector with little to no adoption in the recruitment industry.

Experienced team

Entreprenerial team with experience in leading fintech and recruitment technology.

Unparalleled relationships

With over 250 clients, and tight integrations to their technology, teams and decision makers – Applypay has a unique advantage.

Large market opportunity

Recruitment market is $498bn globally and $15.4bn in Australia, with billions generated by our clients.[1]

1. https://www.ibisworld.com/au/market-size/employment-placement-recruitment-services/

Thank you

Steve Butler
CEO
steve@applyflow.com