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1-Page Limited

Enterprise Software - Software as a Service

Canaccord Genuity (Australia) Limited

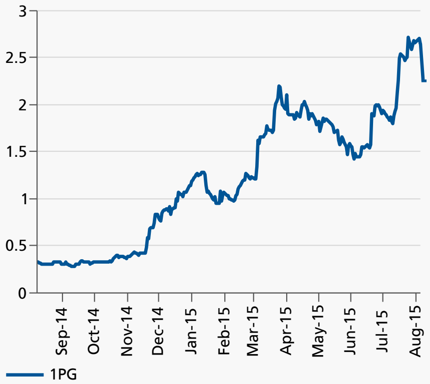
Australian Equity Research
10 August 2015

SPECULATIVE BUY

PRICE TARGET	A$6.37
Price (7-Aug)	A$2.22
Ticker	1PG-ASX

52-Week Range (A$):	1.42 - 2.71
Avg Daily Vol (000s) :	546.0
Avg Daily Vol (M) :	0.5
Shares Out. (M) :	152.4
Enterprise Value (A$M):	331

FYE Jan	2014A	2015E	2016E	2017E
Sales (A$M)	0.4	6.7	76.4	189.0
EBITDA (A$M)	(2.8)	(5.2)	26.9	86.2
EBIT (A$M)	(2.8)	(6.4)	25.5	84.4
PBT Adj (A$M)	(2.8)	(6.3)	25.6	84.8
Net Income Adj (A$M)	(2.8)	(6.3)	19.6	57.1
EPS Adj&Dil (AUc)	(0.02)	(0.04)	0.12	0.36
EV/Sales (x)	834.5	49.6	4.3	1.5
EV/EBITDA (x)	(120.8)	(64.0)	12.1	3.4
P/E (x)	(119.3)	(55.3)	17.9	6.1
Equity FCF Yield (%)	2.4	2.8	0.0	0.0
Net Debt/EBITDA (x)	1.4	1.0	(0.5)	(0.6)



Source: FactSet

1-Page (1PG:ASX) provides human resources services through a Software as a Service cloud based platforms which include Sourcing, Assessment and Internal Innovation. The company has built a proprietary database of socially affiliated potential job candidates in excess of 1.1bn people.

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Initiation of Coverage

An American unicorn in kangaroo's clothing?

We initiate coverage of 1-Page (1PG:ASX) with a SPECULATIVE BUY rating and a price target of A$6.37/share, which represents 187% potential upside from the current price. This target is based on a blended DCF, EV/EBITDA and EV/Revenue valuation. We believe there may be upside risk to our valuations as the company converts stage-2 contracts on the Sourcing platform, particularly if the contracts convert on more favorable metrics than used in our base case assumptions.

Sourcing platform contract conversion expected

US enterprises have been receptive to 1-Page's products, with over 180 companies in the active sales pipeline, including a number of Fortune 500 companies. 1-Page expects 125 paying clients by the end of CY15 with up to 30 potentially converted into stage-2 contracts in the 3Q and 4Q of this calendar year. We have a more conservative forecast, with 15 contract conversions in CY15, rising to 116 in CY16, but believe news of major contracts being signed will be a positive catalyst for the share price.

Annual contract reviews offer upside revenue leverage

As an illustration of the potential scale of the enterprise contracts, we estimate a sourcing customer with 250,000 staff and 30% staff turnover pa could grow from US$1.5m revenue (2% share of hires) in its stage-2 contract to US$5.3m revenue (7% share of hires) in subsequent years, assuming the platform performs above expectations. We forecast revenue to increase from A$6.7 million in CY15, to A$76.4 million in CY16, and A$189 million in CY17.

Monetising throughout the expected growth phase

Unlike some tech companies, 1-Page seeks to monetise customers immediately by charging an affordable fee to trial the product (typical example is US$25,000) and then looks to turn that customer into a fully negotiated 12-month fixed price, fixed-term enterprise contract within a few months. This means that 1-Page is likely to be generating strong cash flow by the end of this calendar year, allowing it to fund its growth strategy.

BranchOut acquisition formed base for disruptive HR platform

1-Page's acquisition of BranchOut in November '14, a professional networking service with 820 million profiles built within the Facebook platform, formed the basis of a proprietary database that now has over 1.1bn affiliated people in it. 1PG offers an HR Sourcing service based on this asset that is disruptive, beneficial to HR managers and provides customers with a compelling ROI over traditional platforms.

Experienced and capable US-based management team

The 1-Page team are San Francisco based and have substantial experience in US high growth tech companies. Following our recent visit to San Francisco, we have increased our confidence in the team's ability to convert customers, add additional platform opportunities, and drive medium to long-term growth in revenue and earnings.

For important information, please see the Important Disclosures beginning on page 31 of this document.

1-Page Limited (1PG)		
	Price	$ 2.22
	Market Cap	$ 338.4

Year end 31 January (CY15 end Jan'16)

Profit & Loss ($m)	2015F	2016F	2017F	2018F
Revenue	**6.7**	**76.4**	**189.0**	**294.2**
COGS	-2.4	-9.4	-19.0	-29.1
Gross Profit	4.3	67.0	169.9	265.1
EBITDA	**-5.2**	**26.9**	**86.2**	**145.1**
Dep & Amort.	-1.2	-1.4	-1.8	-2.8
EBIT	**-6.4**	**25.5**	**84.4**	**142.3**
Net Interest Expense	0.1	0.1	0.3	1.0
NPBT	**-6.3**	**25.6**	**84.8**	**143.3**
Tax expense	0.0	-6.0	-27.7	-48.7
NPAT - reported	**-6.3**	**19.6**	**57.1**	**94.6**

Cash Flow ($m)	2015F	2016F	2017F	2018F
NPAT	**-6.3**	**19.6**	**57.1**	**94.6**
+ Depreciation	0.0	0.1	0.1	0.2
+ Amortization	1.2	1.3	1.7	2.6
+ Other Cash Flow From Operations	0.0	0.0	0.0	0.0
- Change in Working Capital/other	0.0	-9.1	-14.6	-13.7
Operating Cashflow	**-5.1**	**11.9**	**44.2**	**83.7**
- Capex	-2.9	-3.7	-8.4	-15.6
- Acquisitions	0.0	0.0	0.0	0.0
- Other Investing.	0.0	0.0	0.0	0.0
Investing Cashflow	**-2.9**	**-3.7**	**-8.4**	**-15.6**
Free Cashflow	**-8.0**	**8.3**	**35.8**	**68.1**
Loans - Drawn/(Repayment)	0.0	0.0	0.0	0.0
Shares - Issues/(Buybacks)	9.6	0.0	0.0	0.0
Dividends - (Payments)	0.0	0.0	0.0	0.0
Other Financing	0.0	0.0	0.0	0.0
Financing Cashflow	**9.6**	**0.0**	**0.0**	**0.0**
Net Cashflow	**1.6**	**8.3**	**35.8**	**68.1**
Cash at beginning of period	3.8	5.4	13.7	49.5
Cash at end of period	**5.4**	**13.7**	**49.5**	**117.6**

Balance Sheet	2015F	2016F	2017F	2018F
Cash	5.4	13.7	49.5	117.6
Recievables/Debtors	0.0	10.0	26.1	41.1
Inventories	0.0	0.0	0.0	0.0
PP&E	0.6	0.9	1.5	2.8
Intangibles	10.3	12.3	18.2	29.8
Deferred Tax	0.2	0.2	0.2	0.2
Other assets	0.1	10.1	26.2	41.3
Total Assets	**16.7**	**37.2**	**95.7**	**191.6**
Borrowings	0.0	0.0	0.0	0.0
Payables/Creditors	0.3	1.2	2.6	4.0
Other Liabilities	0.0	0.0	0.0	0.0
Total Liabilities	**0.3**	**1.2**	**2.6**	**4.0**
NET ASSETS	**16.4**	**36.0**	**93.1**	**187.7**

Board of Directors / Substantial Shareholders		
Top Insiders	**Shareholding (m)**	**%**
Weidenmiller Joanna Kidd Riley	15.6	11.7%
Riley Patrick G	12.0	9.0%
Mcgrouther Tod Stephen	3.8	2.9%
Substantial Shareholders	**Shareholding (m)**	**%**
Weidenmiller Joanna Kidd Riley	15.6	11.7%
Riley Patrick G	12.0	9.0%
Mcgrouther Tod Stephen	3.8	2.9%
Kerridge Keith William	3.1	2.3%
Yeung Jackie Au	2.5	1.9%
Mycatmax Pty Ltd.	2.0	1.5%
Top 11 Shareholders	**42.6**	**31.9%**

Valuation ratios	2015F	2016F	2017F	2018F
EPS (cps) - reported	-4.0	12.4	36.2	59.9
PER (x)	-55.3	17.9	6.1	3.7
PER Rel - All Ords	-434%	18%	-56%	#N/A
PER Rel - Small Ords	-411%	20%	-52%	#N/A
Enterprise Value ($m)	345.0	336.7	300.9	232.8
EV / EBITDA (x)	-66.3	12.5	3.5	1.6
EV / EBIT (x)	54.2	-8.9	-2.0	-0.6
DPS (cps)	0.0	0.0	0.0	0.0
Dividend Yield (%)	0.0%	0.0%	0.0%	0.0%
Franking (%)	0%	0%	0%	0%
CFPS (cps)	-3.2	7.6	28.0	53.0
P / CFPS (x)	-68.5	29.3	7.9	4.2

Profitability ratios	2015F	2016F	2017F	2018F
EBITDA Margin (%)	-690.9%	-77.4%	35.2%	45.6%
EBIT Margin (%)	-691.4%	-95.6%	33.3%	44.7%
ROE (%)	-21.1%	-38.6%	54.4%	61.3%
ROA (%)	-20.7%	-38.0%	52.7%	59.6%
ROIC (%)	-11.1%	-18.3%	56.7%	165.1%

Balance Sheet ratios	2015F	2016F	2017F	2018F
Net Debt (cash)	-3.8	-5.4	-13.7	-49.5
Net Gearing (%) ND/ND+E	-41.2%	-49.6%	-61.4%	-113.7%
Interest Cover (x)	n/a	n/a	n/a	n/a
NTA per share ($)	$0.03	$0.04	$0.15	$0.47
Price / NTA (x)	8344.8	5692.3	1476.2	468.1

Growth ratios	2015F	2016F	2017F	2018F
Sales revenue ($m)	1576.0%	1036.8%	147.4%	55.7%
EBITDA ($m)	87.7%	-616.6%	220.8%	68.3%
EBIT ($m)	131.7%	-496.3%	231.6%	68.6%
NPAT ($m)	128.9%	-409.1%	191.3%	65.7%
EPS (cps)	115.8%	-409.1%	191.3%	65.7%
DPS (cps)	0.0%	0.0%	0.0%	0.0%

Interim Analysis	1H15A	2H15F	1H16F	2H16F
Revenues	0.0	0.4	1.0	5.7
EBITDA - reported	0.0	-2.8	-4.3	-0.9
EBIT - reported	0.0	-2.8	-4.9	-1.6
NPAT -adjusted	0.0	-2.8	-4.8	-1.5
EPS (cps) - adjusted	0.0	-1.9	-3.1	-1.0
DPS	0.0	0.0	0.0	0.0

Valuation	2016F	2017F
EBITDA multiple (x)	**Next Year**	**2 Years**
EBITDA ($m)	26.9	86.2
Target EBITDA multiple (x)	36.5x	26.5x
Add cash ($m)	7.4	7.4
Implied Valuation	987.9	2291.4
Per Share	**$6.48**	**$15.03**
Revenue Multiple	**Next Year**	**2 Years**
Revenue (A$m)	76.4	189.0
Revenue Mulitple (x)	11.3x	11.3x
Per Share (A$/sh)	**$5.47**	**$13.53**

Discounted Cash Flow			
Cost of equity	11.4%	WACC	11.6%
Cost of debt	5.8%	Terminal Growth Rate	0.0%
Net Debt/ Net debt + equity	-49.6%	Per Share	**$7.61**

Source: Canaccord Genuity estimates, company reports

Key Investment Drivers

Share price potential upside of 187% versus our price target of A$6.37/sh

We initiate coverage of 1-Page (1PG:ASX) with a SPECULATIVE BUY rating and a price target of A$6.37/share, representing 187% potential upside from the current price. This target is based on a blended DCF, EV/EBITDA and EV/Revenue valuation method.

In our opinion, there is upside risk to our valuations if the conversion of contracts for the 'Sourcing' platform in the next 12 months exceeds our base case estimates; or if we see a more aggressive uptake of 1-Page's other platforms, 'Assessment' and 'Innovation'.

Large scale Stage-2 enterprise contract conversion expected

US enterprises have been receptive to the product, with over 180 companies in the active sales pipeline. 1-Page anticipates 125 paying clients by end of CY15 with up to 30 potentially converted into stage-2 contracts in the 3Q and 4Q of this calendar year (our base case implies 15). The contracts will vary in size depending on each company's employee base and its specific requirements, but could range from $75,000 a year, to upwards of $2.0m per year. Cashflow will be recognised on a monthly pro-rata basis.

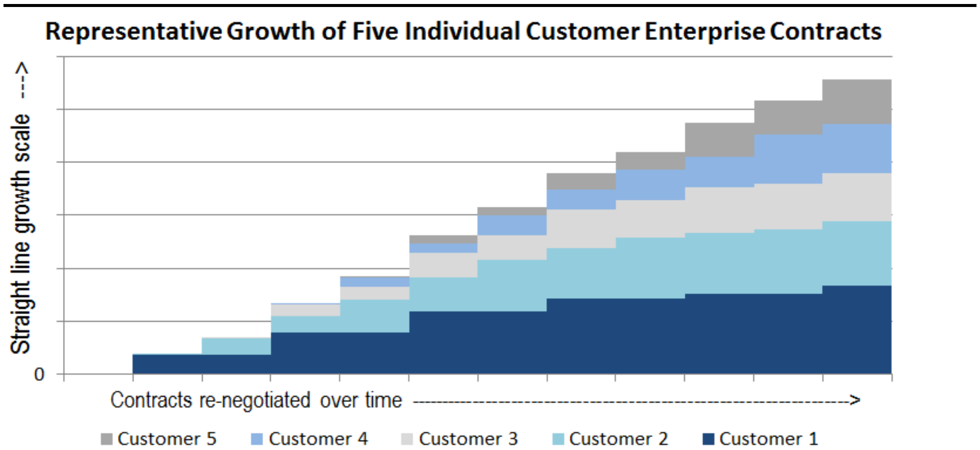
The Sourcing platform will be the key revenue driver in our view, and the company launched the "enterprise ready" V2.0 of the platform in July. Some trial customers have been using V1.0 of the product for up to six months in some cases, which suggests stage-2 converted contracts for the Sourcing platform could be imminent.

Substantial leverage to customers through "Land & Expand" model

The company views customers as long-term partners, so aims to initially "land" them as a customer on any one of the three existing platforms. The strategy is to "expand" the value of those customers through 1) expansion to other platforms; and 2) growth of those customers on each individual platform into larger revenue streams.

As an example of individual platform growth, a Sourcing customer with 250,000 staff and 30% staff turnover pa, could grow from US$1.5m revenue (2% share of hires) in its stage-2 contract to US$5.3m revenue (7% share of hires) in subsequent years.

Figure 1: Representation of Potential Customer Leverage



Source: Canaccord Genuity

Monetising throughout the expected growth phase

Unlike some tech companies, 1-Page does not use a 'freemium' model that focuses on user growth as a priority. Rather, the company seeks to monetise customers immediately. They charge a small fee to trial the product (typical example is US$25,000) and then looks to turn that customer into a fully negotiated enterprise contract within 3-5 months, though this sale cycle may reduce to 6-12 weeks in the future.

The enterprise contracts are negotiated on a customer-by-customer basis for a 12-month fixed term, fixed price contract. In the case of a US$1.0m contract, the company will recognise the revenue on a monthly basis at a rate of US$83,300 per month, which provides cash flow to operate and grow the business.

We see 1-Page as a high-growth tech company, but with strong revenue and cash flows commencing in the current 2H CY15 period. While it is yet to convert stage-2 contracts on the Sourcing platform, this appears imminent to us, and once announced should de-risk the investment thesis to some degree.

Experienced Silicon Valley Based Management Team

The 1-Page team are Silicon Valley based and have substantial experience in high growth, US-based tech companies. 1-Page is therefore not considered a typical ASX tech stock.

The decision to list on the ASX was an innovative strategy to avoid potential dilution or restrictions associated with US venture capital investments that were on offer. The ASX listing also helped it meet the enterprise contract procurement requirements of its major target customers, which often have certain restrictions, and/or can't deal with startup companies without access to public capital.

Following our recent visit to San Francisco, we have strengthened our confidence in the team's ability to convert customers, continue to innovate, add additional platform opportunities, and drive medium to long-term growth in revenue and earnings.

BranchOut acquisition the foundation of a disruptive edge in the HR sector

1-Page's acquisition of BranchOut in November '14, a professional networking service with 820 million profiles built within the Facebook platform, formed the basis of a proprietary database that now has 1.1bn affiliated people in it. 1PG offers an HR Sourcing service based on this asset that is disruptive, beneficial to HR managers, provides strong ROI, and is difficult to easily or affordably replicate.

Using BranchOut as the starting point, 1PG used a wide range of public data, to cross-reference the 1.1bn people in this "master database". The outcome is a "socially affiliated database" of employees that can be drawn upon to source previously difficult to source potential job candidates, for an affordable cost versus traditional methods. The company offers to provide this service for an average cost of approximately US$1,000 per hire, versus the US national average of approximately US$4,000 per hire.

1PG's database offers access to high quality, pre-qualified referrals

The database allows 1-Page to pull a subset of candidates that are affiliated to the company's employees. The company gets deep professional profiles with data that shows which candidates are most qualified and which employees are most closely affiliated.

Data provided by the company suggests that these gainfully employed candidates are far less likely to respond to an approach from either recruiters or job boards, compared to responding to people they know socially (i.e., friends). This is a unique offering in the HR space and we see it as a key advantage.

Facebook API link is live for the original 820m BranchOut users

It is our understanding that the Application Programming Interface (API) link to Facebook that was upgraded from V1.0 to V2.0 in April 2015 (the change was earmarked in April 2014) has not cut off the link between the 820m BranchOut users in the 1PG database. Rather, it is the new users that were not previously part of the BranchOut network that have limited data access through to Facebook.

This means that the 1PG database is NOT 'ageing' or at risk of becoming obsolete over time. 1PG uses a variety of other publicly available data to cross reference all the 1.1bn people in its database, including the social affiliations of those new "non-BranchOut members" being put into the master database with existing BranchOut members, to create a social map of all users. In our opinion, this complex cross-referencing of users gives 1PG enough information to maintain strong social affiliations for almost all of the 1.1bn people in its master database.

Large scale opportunity in fragmented HR market

The current Bureau of Labor Statistics (BLS) monthly data on job opening rates annualises to approximately 58 million job openings each year. Using Belkin Market Research's 2014 average cost of hiring of US$4,000 per hire, the US hiring market would measure approximately $224 billion in revenue annually. This covers the cost of traditional advertising, recruiters, headhunters and other forms of sourcing job candidate (not the cost of employing internal HR teams).

In a highly fragmented market such as recruitment and HR services, we believe the 1PG platform offers a unique service that could see it capture a meaningful market share in the 0.5% to 1% range, or more, over the longer term. This would equate to revenue estimates in the US$1.0bn to US$2.0bn range.

The technology advantage appears defensible; however, even if it does not ultimately prove to be 100% defensible, we see the acceptance from major Fortune 500 companies as qualification that the platform has the potential to add value to its process. This suggests 1PG may still have an opportunity to capture a market share that could justify our base case scenario.

Future "Big Data" opportunities for the Master-Data Manager (MDM)

While the proprietary master database (MDM) is currently being monetised through the HR market via the Sourcing platform, we believe there could be significant opportunities to further monetise the data through alternative "big data" style methods. These may include marketing, advertising, demographic and other applications. We have NOT included any of these potential opportunities in our base case scenario.

1-Page's Platform Explained

The company is attempting to commercialise three separate software platforms within the human resources services sector. These include Sourcing, Innovation and Assessment platforms. It uses different technologies which offer customers a range of disruptive services, covering sourcing suitable candidates for jobs, assessing the suitability of candidates for specific jobs and engaging existing staff internally.

We expect 1-Page to generate approximately 85% of its revenue in the short term through the Sourcing platform and have therefore focused primarily on this platform in this report.

"Sourcing" Platform

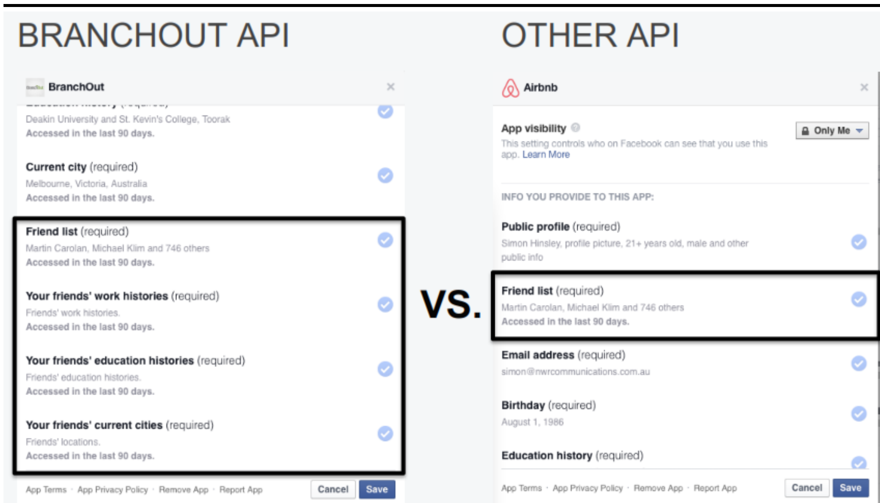
BranchOut Acquisition – 820m person social network applied to HR

BranchOut was a startup company which launched in July 2010 as a Facebook application for professional networking, raising a cumulative total of US$49 million in VC capital. However, the company pursued overly aggressive user-growth strategies that ignored the product offering attributes or the actual "benefit to users". When user interaction dropped off heavily, the model was not viable.

1-Page acquired BranchOut in 2014 for US$2.0m, and 7.5 million shares in 1PG (to be issued November 2015). The consideration was valued at $5.4m at the time and is currently valued at approximately $19.0m.

The user base of BranchOut had grown to 820m users before the funding was cut off. It is this 820m user-base that formed the basis of the 1PG sourcing platform, which has subsequently grown to over 1.1bn people in its proprietary 'Master Database'. The value of this affiliation through to Facebook is that the API allows 1PG to cross-reference a friends, their friends' work histories, their education and their current city. A new user of the Facebook API is unable to access this level of detail, so this historical access to the existing user base of 820m users is a competitive advantage. We have discussed this master database further in the section below.

Figure 2: BranchOut API on Facebook vs Others



Source: Company presentation

1.1bn Affiliated People in 1-Page's Master Data Manager (MDM)

1-Page 'enriches' the BranchOut profiles using publicly available data on other sites (e.g., Linkedin and Twitter), as well as industry-specific platforms to reach specialists (e.g., Github for software Developers; Dribble for designers). This data enrichment provides a unique and highly valuable matrix covering a significant portion of the US and global workforce and is growing continuously.

The company's Sourcing platform is based on a proprietary Master Data Manager (MDM) with 1.1bn affiliated people. Each person has what the company describes as a "golden record" (i.e., an individual referenced data file), which is used to source suitable candidates to fill open job positions. The 1-Page sourcing platform thus competes with the typical channels of Recruiters, Job Boards, Linkedin, Etc, to give HR Managers an additional new channel to source hires. It is important to note that **1PG does not "scrape" data** and has a policy of never scraping data. It uses public data only.

The problem 1-Page is attempting to solve for HR managers

It is our understanding that HR Managers' primary focus is filling the open positions within the company. To give a sense of the scale of the task, for a company with 122,000 employees and a typical rate of 30% new open positions each year, the HR team must fill approximately 100 positions each day.

1-Page's Sourcing platform offers HR managers a simple user interface, which allows them to build talent pools of pre-qualified target candidates using the social network affiliations of the existing staff within their organization. These candidates are then ranked by existing staff, based on cultural and professional "fit", and may be approached directly by the staff members who know the candidate socially. We have outlined the user experience in the graphic on the following page.

According to Jobvite.Com, candidates who come in by referral have longer tenures: 46% are still in a job after 12 months of employment, compared to 33% coming through careers sites, and 22% for hires coming through jobs boards. Capitalising on this, the Sourcing platform identifies candidates with social links to existing employees at the firm, who can then refer the candidates.

The cost of recruitment: 1-Page provides customers positive ROI

The Sourcing platform can also reduce the cost of recruitment. The average cost of hiring an employee was $4,000 last year. In stark comparison, 1-Page believes it can do this for as little as $1,000. In this regard, 1PG believes it is offering a better Sourcing solution and a strong positive ROI on the cost of hiring. It is understood that "filling the position" is the key priority, but saving money on hiring or being able to redeploy it into other staff-related engagement or staff satisfaction efforts is a strong driver in the decision-maker's mind.

This figure could vary depending on the Enterprise agreement negotiated, and our model forecasts this value to increase in subsequent years.

Version 2 of the Sourcing platform is enterprise ready and launched in July 2015

1-Page rolled out V2.0 of the Sourcing platform in early July 2015, and this has facilitated engagement of major clients in final negotiations to convert them from the trial contract into 12-month, fixed term, fixed rate stage-2 contracts in the near term.

Sourcing Platform User Experience

The graphic below is a simplified representation of how the Sourcing platform is utilised to source highly pre-qualified candidates for jobs and how those employees within the existing business are asked to participate in the referral process for their company. These 'socially affiliated' referrals from existing employees are considered substantially more valuable to prospective employers than otherwise sourced candidates, as they tend to be a better cultural fit, tend to stay in the job for a longer time frame (reducing re-hiring costs in the future) and may have a more targeted set of skills applicable to the position.

Figure 3: Sourcing Platform - User Experience

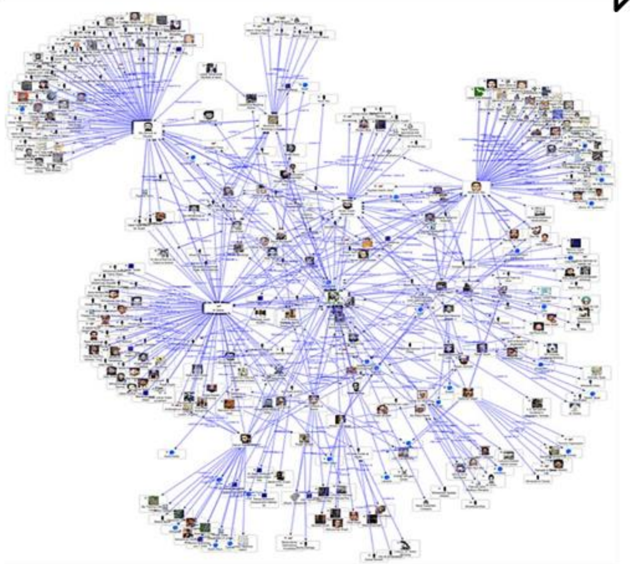
Build Job Description

The hiring manager of the company enters a specific job description, with requirements that could include the following:

- Years of experience
- Previous companies
- Specific job functions
- Qualifications
- Location/City
- Interests
- *Other (as required)*

 # 1-Page's sourcing platform uses intelligent machine learning to allow detailed sorting of potentially obscure data

Master Database Finds Possible Candidates



List of Qualified Leads

A list of well qualified leads is built, with specific attention given to those who are affiliated to existing staff within the customers organisation.

The leads are ranked by suitability and also by how strong the connections are to the existing staff members.

Internal Staff Affiliations Leveraged

Depending on the customers corporate directives, existing staff members are called upon to provide feedback on the suitability of each "pre-qualified" candidate identified.

The pool of candidates are ranked by the feedback from existing staff, which identifies high priority candidates.

Staff are engaged to connect socially with the potential cadidate in order to offer them an opportunity to discuss employment with their company (or provide an introduction to the HR dept).

 # 1-Page uses a "anti-spamming" style algorithm to ensure that staff members within customer organisations are not bombarded with too many requests to refer candidates. This attempts to ensure long term future engagement in the platform from staff.

Job Offer - Referral Fee

Through the use of social affiliations, cross referencing experience and qualifications, a job offer may be made to the candidate. At this stage, 1-Page has completed its Sourcing service.

The customer may choose to incentivise its employees to participate in the process, through the use of a referral fee or finders fee.

 # 1-Page does not participate in the payment of a referral fee.

Source: Canaccord Genuity/Company Presentation

Simple to use and integrates "machine learning" to filter potentially confusing data

The interface is extremely simple and easy to use. The company has commenced integrating 'machine learning' technology, which helps to sort and filter the information in the database. This is particularly important when it comes to searching for possible candidates with potentially confusing work histories. For example, if the HR manager of a competing credit card sales department is searching for sales people who have previously worked for "VISA Inc", it is easy for people who have worked for "immigration visa" services companies to be inadvertently referred. Rather, 1PG's tech staff have been able to provide high levels of filtering that reduces or in some cases eliminates this confusion.

Assessment Platform

The Assessment Platform provides an automated mechanism for assessing candidates for a specific role. Rather than assessing a backward-looking CV, the assessment invites candidates to provide a one-page business plan for a set task. This response is then interpreted by the platform's 'autoscoring' process to rapidly produce a forward-looking analysis. This method attempts to improve the hiring decisions, whereby it should reduce staff turnover and provide a more talented pool of staff to promote internally.

We estimate the Assessment platform to represent approximately 6-8% of revenue in our forecast period. Modelling a relatively steady fee per 'slot' (i.e., job), we forecast revenue to grow to $4.5 mil in CY16, $10.0 mil in CY17, and $14.8 mil in CY18. We use a ratio of the total number of referrals from the sourcing platform to determine the number of slots that the Assessment customer may require on average over the forecast period.

To date, clients that have signed to the Assessment platform include Sears, Orange and Omnicom (with 250,000, 168,000 and 70,600 employees, respectively).

Figure 4: Assessment platform metrics:

Assessment	CY14A	CY15E	CY16E	CY17E	CY18E
Clients on Stage 2 Contracts - Assessment	n/a	13	138	283	396
Avg # Slots - per customer	n/a	104	442	471	489
Avg 1PG Revenue - per Slot	n/a	$74	$74	$75	$76
Avg 1PG Revenue - Per Client	n/a	$7,718	$32,680	$35,402	$37,415
Revenue from Assessment Contracts (US$m)	**0.0**	**0.2**	**4.5**	**10.0**	**14.8**

Source: Canaccord Genuity Estimates

Innovation Platform

The Innovation platform aims to facilitate innovation within large organisations by providing a forum for staff to suggest innovative ideas, and track/quantifying the success of the ideas against agreed KPIs. Entrepreneurial employees are thus provided with a mechanism for having their ideas heard, while management is able to measure their success. This is an attractive opportunity for large organisations wanting to foster a staff culture of measurable innovation.

We model a similar trajectory in the Assessment platform for the Innovation platform, in terms of clients on the platform and the number of 'proposals' per customer. This results in a revenue stream increasing from $3.3 mil in CY16, to $6.8 mil in CY17 and $9.5 in CY18. Innovation accounts for approximately 5-7% of total revenue in our forecasts.

Figure 5: Innovation platform metrics

Innovation	CY14A	CY15E	CY16E	CY17E	CY18E
Clients on Stage 2 Contracts - Innovation	n/a	13	139	278	389
Avg # Proposals - per customer	n/a	2,420	4,851	4,775	4,676
Avg 1PG Revenue - per Proposal	n/a	$0.82	$0.83	$0.85	$0.87
Avg 1PG Revenue - Per Client	n/a	$11,964	$24,142	$24,292	$24,360
Revenue from Innovation Contracts (US$m)	**0.0**	**0.3**	**3.3**	**6.8**	**9.5**

Source: Canaccord Genuity Estimates

Modelling the Sourcing Platform

Sourcing platform modelling levers

The example model below shows the potential annual revenue for different sized companies that 1-Page is marketing to. Each key variable is agreed upon and outlined in a fixed rate, fixed 12-month enterprise contract that 1-Page and its customer agree to at the commencement of each 12-month period. The revenue is booked monthly.

At the end of each 12-month period, the enterprise agreement is re-negotiated based on the performance metrics realized during the previous contract period. The table below shows the Stage-3 re-negotiated contract leverage, based on a successful roll-out in the prior agreement period, with the percentage of hires provided by 1PG a key driver of growth.

Individual customers offer variable contract scale – We rank by tier 1, 2 & 3

In order to evaluate the impact of each individual customer, we have ranked them into tiers 1, 2 & 3 based on the total number of employees that each customer employs. This allows us to model a more defined customer ramp-up, depending on what blend of customers are likely to be converted into stage-2 contracts in a given period.

- We note that a typical tier 1 customer (part of the Top 250 of the Fortune 500) as an example, with an average of 85,000 employees would provide up to US$0.77m of annual revenue, based on 1PG contributing 3% of the hires for the year and charging US$1,000 per hire.
- Assuming a successful stage 2 contract (whereby the customer achieves higher than expected metrics from the 1PG platform in its first full year), that customer could be re-negotiated higher in stage 3 to US$2.2m annual revenue, based on 1PG providing 7% of hires at an average US$1,250 per hire

Figure 6: Scenario Analysis Showing Sourcing Customer Upside (not used in our base case

	Small Co	Medium Co	Large Co	Top 50 Co
Stage 2 - First 12 Month Contract	**Tier 3**	**Tier 2**	**Tier 1**	**250k emplys**
Employees in Company (#)	8,000	20,000	85,000	250,000
Employee turnover (%)	30%	30%	30%	30%
Total Employee Hires (#)	2,400	6,000	25,500	75,000
1PG Share of Hires (%)	3%	3%	3%	3%
Annual Hires 1PG Provides (#)	72	180	765	2,250
Average Fee (U$)	$1,000	$1,000	$1,000	$1,000
Revenue - Annual (U$m)	**$72,000**	**$180,000**	**$765,000**	**$2,250,000**
Cashflow - Monthly (U$m)	$6,000	$15,000	$63,750	$187,500
Stage 3 - Second 12 Month Contract	**Tier 3**	**Tier 2**	**Tier 1**	**Tier 1**
Employees in Company (#)	8,000	20,000	85,000	250,000
Employee turnover (%)	30%	30%	30%	30%
Total Employee Hires (#)	2,400	6,000	25,500	75,000
1PG Share of Hires (%)	10%	8%	7%	7%
Annual Hires 1PG Provides (#)	240	480	1,785	5,250
Average Fee (U$)	$1,250	$1,250	$1,250	$1,250
Revenue (U$m)	**$300,000**	**$600,000**	**$2,231,250**	**$6,562,500**
Cashflow - Monthly (U$m)	$25,000	$50,000	$185,938	$546,875

Source: Canaccord Genuity Estimates

Explanation of model inputs

Company size (Employees in Company)

1-Page is targeting large enterprises, and has recently signed customers to trial contracts with significant upside scale. They include a Fortune 50 company with 250,000 employees, a Fortune 100 company with 70,000 employees, and a Fortune 200 company with 75,000 employees.

We have ranked the companies by Tier 1, 2 & 3, where Tier 1 represents the Top 250 Fortune 500 companies, with an average of ~85,000 employees, Tier 2 represents the next biggest Fortune 500 companies with an average of ~20,000 employees and Tier 3 represents the next 2,000+ companies 1PG is targeting, which we estimate to have ~8,000 average employees. It should be noted that there were approximately 2,256 companies in the USA with 5,000 employees or more, as per 2011 BLS data.

See Appendix 2 for a list of the Top 50 largest US companies by employee number.

Turnover of staff within the company (Employee Turnover)

1-Page quotes a staff turnover rate of 30% in its assumptions, which we have used in these scenarios. However, as discussed in Appendix 1, US Bureau of Labor Statistics data suggests a higher rate of turnover of 46.8% in the US private sector, based on the rate of new roles opening per month. This varies by sector, with Professional and Business services having the highest rate of new opens. In a rising economy, the rate of turnover tends to be higher, while the opposite is true in a falling economy. We expect the US economy and employment rate to rise incrementally in the forecast period, so have used turnover rates in the mid-30s for our base case.

Share of hires attributable to 1PG (1PG Share of Hires)

Share of hires refers to the percentage of the hires provided by 1-Page, as a percentage of all the required hires the company will undertake for the year. This is a significant leverage point in the model given the expansion achieved by increasing from say 3% to 10% of hires in the Tier 3 example above.

In order for this metric to rise significantly, the users of the Sourcing platform would have to be filling more roles within their business than the enterprise contract referred to when it was negotiated. This is a central strategy of the Land and Expand model.

Note: In the case where more candidates are “sourced/referred” than were negotiated, the customer does NOT have to pay an additional fee in that contract year.

Fee charged by 1PG for the service (Average Fee)

The fee charged is a set rate that 1PG charges on average, in order to provide the customers with a positive ROI on their “average cost per hire” when using the 1PG platform. Given that the average fee per hire in the USA was approximately US$4,000 in 2014, we see scope for 1-Page to negotiate a higher fee than $1,000 per hire over time, as the platform gains traction within their customers’ HR process.

This ability to re-negotiate the fee higher is another positive leverage point for the Land And Expand model, whereby success leads to upside revenue opportunities.

+180 customers in sales cycle provides short-term scalable opportunity

1PG has announced it has over 180 customers currently in the active sales cycle, which includes initial sales process, through trials and all the way through to stage-2 contract negotiations.

As can be seen from the few companies that have been publicly announced by the company as set out below, there is significant variability in the potential revenue from these clients in the near term.

We highlight that conversion of the biggest customers, on favorable terms (as described above), could see monthly revenue run rates well in excess of the company targeted US$2.0m per month by the end of calendar 2015, while conversion of just the smallest customers could see them well behind the targeted revenue run rate.

In our view, it is important for investors to focus on the average over the full CY16 year, not just the metrics realised over the first few converted contracts (as the variability could be misleading – both on the upside or downside).

Figure 7: List of customers announced by 1PG (S = Sourcing, A = Assessment, I = Innovation)

REPORTED CUSTOMER	PLATFORM/S	EMPLOYEES
Accenture	S	300,000
Sears	A	250,000
"Fortune 50 Telco"	S	250,000
Orange	A	168,000
"Large Financial"	I	150,000
Amazon	S	153,000
Providence	S	76,000
"Fortune 200 Insurance"	S	75,000
Omnicom	S & A	70,600
"Fortune 100 Tech"	S	70,000
Champs	A	44,000
Avanade	S	22,000
UST Global	A	15,000
Alex Lee	A & I	10,000
RedBull	A	10,000
Fitness First	S	10,000
Destination	A	9,000
BevMo!	A	5,000
First Republic Bank	S & A	2,174
Pandora	A	1,300
Splunk	A	1,000
Coupons	A	500
TOTAL ON SOURCING		**1,028,774**
MEAN SIZE FOR SOURCING		**102,877**
TOTAL FOR ALL		**1,692,574**
MEAN SIZE FOR ALL		**76,935**

Source: ASX Announcements/Canaccord Genuity

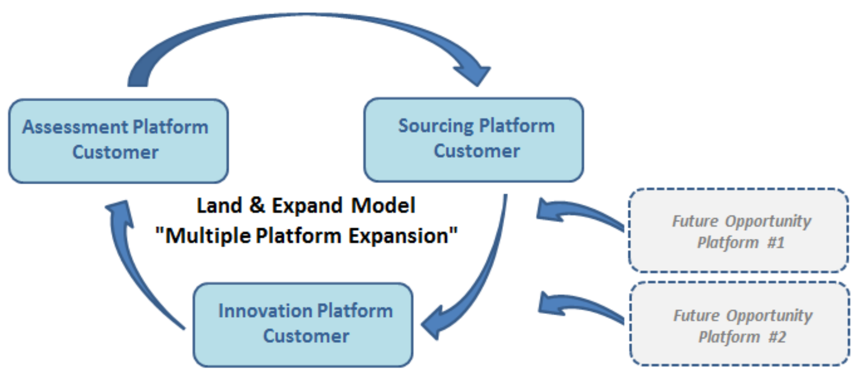
Growth Model – “Land and Expand”

1-Page operates a “Land and Expand” sales model whereby it attempts to provide its prospective customers an affordable trial contract (i.e., “Land” them as a customer), prove the value of the service through a positive customer experience, then grow that customer over subsequent periods (i.e., ” Expand” the customer). The value of a customer can typically be expanded in two ways, which are described below.

1) Platform expansion

Once it has landed a customer on a single platform, it migrates the customer to other platforms that 1PG offers, as shown in the diagram below. In the future, we expect additional platforms will be added to the offering, further enhancing the potential of each customer in terms of revenue generation.

Figure 8: Representation of customers being leveraged into additional platform products

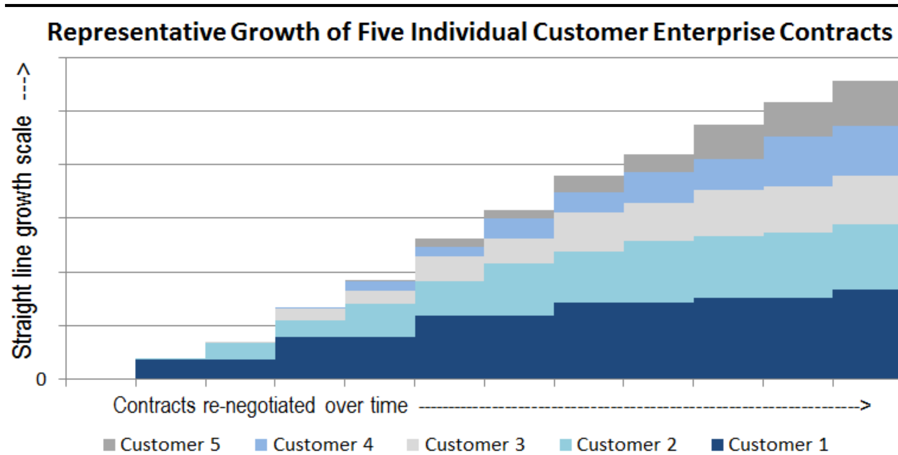


Source: Canaccord Genuity

2) Contract re-negotiation expansion of each individual platform

The second method to “Expand” is to grow the revenue derived on each separate platform through the expansion of the key metrics used to negotiate each initial contract and each subsequent re-negotiation of that contract thereafter. This leverage is represented in the diagram below.

Figure 9: Representation of Potential Customer Leverage



Source: Canaccord Genuity

Financial Model and Forecasts

Base Case - Operating model

Figure 10: Base Case Operating Model

Base case operating model - Summary					
Sourcing	**CY14A**	**CY15E**	**CY16E**	**CY17E**	**CY18E**
Customers - Stage 2 Contract - Tier 1	n/a	5	30	62	76
Customers - Stage 2 Contract - Tier 2	n/a	5	34	68	87
Customers - Stage 2 Contract - Tier 3	n/a	6	52	140	225
Total Stage 2 Contracts (#)	**n/a**	**15**	**116**	**270**	**388**
Employees - Tier 1	n/a	85,000	85,750	84,750	81,750
Employees - Tier 2	n/a	20,000	20,750	19,750	18,925
Employees - Tier 3	n/a	8,000	8,750	8,625	8,425
Weighted Avg Employees (#)	**n/a**	**34,700**	**32,418**	**28,949**	**25,217**
Employee Turnover - Tier 1	n/a	35.0%	35.8%	36.8%	37.8%
Employee Turnover - Tier 2	n/a	35.0%	35.8%	36.8%	37.8%
Employee Turnover - Tier 3	n/a	35.0%	35.8%	36.8%	37.8%
Avg Employee Turnover (%)	**n/a**	**35.0%**	**35.8%**	**36.8%**	**37.8%**
% Share of Hires for 1PG - Tier 1	n/a	1.0%	2.3%	2.5%	2.8%
% Share of Hires for 1PG - Tier 2	n/a	2.0%	4.3%	4.5%	4.8%
% Share of Hires for 1PG - Tier 3	n/a	6.0%	6.3%	6.5%	6.8%
Avg % Share of Hires for 1PG (%)	**n/a**	**3.3%**	**4.6%**	**5.1%**	**5.5%**
Avg Hires Per Customer - Tier 1	n/a	149	690	779	849
Avg Hires Per Customer - Tier 2	n/a	70	315	327	339
Avg Hires Per Customer - Tier 3	n/a	84	196	206	215
Weighted Avg Hires per Customer (#)	**n/a**	**99**	**360**	**368**	**367**
Avg Fee per Hire - Tier 1	n/a	$1,000	$1,050	$1,100	$1,150
Avg Fee per Hire - Tier 2	n/a	$1,000	$1,050	$1,100	$1,150
Avg Fee per Hire - Tier 3	n/a	$1,000	$1,050	$1,100	$1,150
Weighted Avg Fee per Hire (US$)	**n/a**	**$1,000**	**$1,050**	**$1,100**	**$1,150**
Revenue from Sourcing Contracts (US$m)	**0.2**	**4.5**	**45.6**	**111.8**	**167.0**
Implied Mthly Revenue Run Rate (US$m)	0.0	0.4	3.8	9.3	13.9
Assessment					
Clients on Stage 2 Contracts - Assessment	n/a	13	138	283	396
Avg # Slots - per customer	n/a	104	442	471	489
Avg 1PG Revenue - per Slot	n/a	$74	$74	$75	$76
Avg 1PG Revenue - Per Client	n/a	$7,718	$32,680	$35,402	$37,415
Revenue from Assessment Contracts (US$m)	**0.0**	**0.2**	**4.5**	**10.0**	**14.8**
Innovation					
Clients on Stage 2 Contracts - Innovation	n/a	13	139	278	389
Avg # Proposals - per customer	n/a	2,420	4,851	4,775	4,676
Avg 1PG Revenue - per Proposal	n/a	$0.82	$0.83	$0.85	$0.87
Avg 1PG Revenue - Per Client	n/a	$11,964	$24,142	$24,292	$24,360
Revenue from Innovation Contracts (US$m)	**0.0**	**0.3**	**3.3**	**6.8**	**9.5**
Operating Revenue - Summary	**CY14A**	**CY15E**	**CY16E**	**CY17E**	**CY18E**
Sourcing (US$m)	*0.2*	*4.5*	*45.6*	*111.8*	*167.0*
Assessment (US$m)	*0.0*	*0.2*	*4.5*	*10.0*	*14.8*
Innovation (US$m)	*0.0*	*0.3*	*3.3*	*6.8*	*9.5*
Other/Adjustments (US$m)	*0.2*	*0.0*	*0.0*	*0.0*	*0.0*
Total US$ Revenue (US$M)	***0.4***	***5.0***	***53.5***	***128.5***	***191.3***
A$/US$ exchange Rate	*0.846*	*0.750*	*0.700*	*0.680*	*0.650*
Total A$ Revenue (A$m)	**0.4**	**6.6**	**76.4**	**189.0**	**294.2**
A$ Revenue Growth (%)		*1424.4%*	*1053.5%*	*147.4%*	*55.7%*

Source: Canaccord Genuity Estimates

Profit & Loss Forecast

As outlined in our operating model above, we believe the revenue ramp up is imminent, and we expect it could be rapid once the conversion of the stage-2 contracts for the Sourcing platform commences. It is worth noting that the CY15 year will only see limited revenue from trials on the Sourcing platform, a small number of converted stage-2 contracts on the Sourcing platform (expected to be negotiated in the Aug'15 to Jan'16 period), and a small revenue contribution from the Assessment and Innovation platform contracts forecast. *With revenue booked on a monthly basis, cash flows are expected to be limited in CY15.*

Revenue is forecast to reach US$5.0m for CY15 (A$6.7m), with a majority of that revenue to be realized in the 4Q CY15. We have been more conservative in our ratio of customers converting to stage-2 contracts that the company assumes and therefore, we see upside risk to our base case estimates if the conversion occurs more quickly.

The company is targeting a monthly revenue run rate of US$2.0m and a monthly cost base of close to US$1.0m by the end of the calendar year.

In future years, we expect strong revenue growth with conversion of stage-2 contracts ramping up, to finish the CY16 year (Jan'17) with 116 converted customers on the Sourcing platform. We model this at an average 32,418 employees and providing on average 4.6% of the hires for those companies on average, which translates to US$45.6m of Sourcing revenue and US$53.5m (A$76.4m) total revenue for the year. Expenses are forecast to increase significantly, as staff levels grow rapidly, and additional offices are opened to grow the Customer Success teams.

Figure 11: Profit and Loss Forecasts

Earnings Forecast (A$m - unless otherwise noted)	**CY14A**	**CY15E**	**CY16E**	**CY17E**
Revenue (US$m)	*0.3*	*5.0*	*53.5*	*128.5*
A$/US$ exchange Rate	*0.846*	*0.750*	*0.700*	*0.680*
Revenue (A$m)	**0.4**	**6.7**	**76.4**	**189.0**
Revenue Growth %		*1576.0%*	*1036.8%*	*147.4%*
Costs of Service	-0.2	-2.4	-9.4	-19.0
Gross Profit (A$m)	**0.2**	**4.3**	**67.0**	**169.9**
Wages	-1.4	-3.2	-24.6	-58.4
Marketing	-0.2	-2.7	-7.5	-10.8
Admin	-0.5	-1.4	-3.2	-6.1
Other	-0.8	-2.3	-4.8	-8.4
EBITDA	**-2.8**	**-5.2**	**26.9**	**86.2**
Depreciation & Amortisation	0.0	-1.2	-1.4	-1.8
EBIT	**-2.8**	**-6.4**	**25.5**	**84.4**
Net Financing Expense	0.0	0.1	0.1	0.3
Profit Before Tax	**-2.8**	**-6.3**	**25.6**	**84.8**
Income Tax Expense	0.0	0.0	-6.0	-27.7
NPAT	**-2.8**	**-6.3**	**19.6**	**57.1**
EPS (¢)	-1.9	-4.0	12.4	36.2
P/E Ratio	n/a	-55.3x	17.9x	6.1x
EV/Revenue @ $2.22	n/a	51.3x	4.4x	1.6x
EV/EBITDA @ $2.22	n/a	-66.3x	12.5x	3.5x

Source: Canaccord Genuity Estimates

Note: 1-Page has a January year end and therefore we assume **CY15** ends in January 2016 (the year in which 11 months are reported in the calendar 2015 year).

Cash flow Forecast

Our estimate for free cash flow in CY15 is -$8.0m as management is expected to be deploying capital on development, wages and marketing efforts to capture the +180 customers currently in the active sales cycle. In CY16, we expect to see significant re-investment in future growth initiatives, including more customer success staff, marketing and potentially opening offices internationally.

The company has suggested a 60% re-investment rate, based on revenue growth of +100% per annum in the short term. We see this reinvestment as important to future growth, but also note the low costs associated with driving an enterprise focused business, where each staff member can handle a reasonable number of large scale enterprise clients, which provides leverage to the capital deployed.

In our opinion, the business should be generating positive free cash flow in CY16 and beyond, based on the current business model. While we don't currently see major spend on acquisitions, it is feasible that 1PG could explore opportunities to grow faster than the current organic model allows.

We have assumed an average 45-60 day payment cycle on the monthly invoices sent to its enterprise customers. It is important that investors understand that a contract for $1.0m over the 12-month contract period is invoiced monthly and therefore provides monthly revenue of $83,000, NOT a lump sum $1.0m at the start of the contract. The payment terms could extend beyond 45-60 day terms with some customers, which would impact our working capital; however, we do not see a requirement for additional capital to be raised (debt or equity) in the short term.

Figure 12: Cash flow Forecasts

Cashflow Forecast (A$m)	CY14A	CY15E	CY16E	CY17E
Net Profit After Tax	-2.8	-6.3	19.6	57.1
+ Depreciation	0.0	0.0	0.1	0.1
+ Amortization	0.0	1.2	1.3	1.7
+/- WC/Other Op cf	1.0	0.0	-9.1	-14.6
Operations Cashflow	**-1.7**	**-5.1**	**11.9**	**44.2**
Acquisitions - Sale/(Exp)	-2.2	0.0	0.0	0.0
PPE - (Capex Expense)	0.0	-0.6	-0.3	-0.8
Intangibles - Sales/(Exp)	0.0	-2.3	-3.3	-7.6
Other Investing	0.0	0.0	0.0	0.0
Investing Cashflow	**-2.2**	**-2.9**	**-3.7**	**-8.4**
Loans - Drawn/(Repayment)	0.0	0.0	0.0	0.0
Shares - Issues/(Buybacks)	8.5	9.6	0.0	0.0
Dividends - (Payments)	0.0	0.0	0.0	0.0
Other Financing	-0.8	0.0	0.0	0.0
Financing Cashflow	**7.8**	**9.6**	**0.0**	**0.0**
Free Cash Flow	**-3.9**	**-8.0**	**8.3**	**35.8**
Opening Cash Balance	0.0	3.8	5.4	13.7
Net Increase/(Decrease) in Cash	**3.8**	**1.6**	**8.3**	**35.8**
Exchange Rate Differences	*0.0*	*0.0*	*0.0*	*0.0*
Closing Cash Balance	**3.8**	**5.4**	**13.7**	**49.5**

Source: Canaccord Genuity Estimates

Balance Sheet

We expect the company will end the CY15 year (Jan' 2016) with approximately A$5.4m of cash in the bank, based on the expected ramp-up in the monthly revenue run rate described in the cash flow section above. We have scaled our estimated receivables to factor in the 45-60 day payment terms that we expect to be the average in the ramp-up phase. At this stage, we have not included any major working capital raising activity, either via debt or equity in the forecast period.

Figure 13: Balance Sheet Forecasts

Balance Sheet Forecast (A$m)	CY14A	CY15E	CY16E	CY17E
Cash and Equiv	3.8	5.4	13.7	49.5
Receivables	0.0	0.0	10.0	26.1
Inventories/Stock on Hand	0.0	0.0	0.0	0.0
Prepayments	0.0	0.0	0.0	0.0
Other CA	0.1	0.1	0.1	0.1
Total Current Assets	**3.9**	**5.5**	**23.8**	**75.7**
Property Plant and Equip	0.0	0.6	0.9	1.5
Goodwill/Intangible	9.2	10.3	12.3	18.2
R&D	0.2	0.2	0.2	0.2
Deferred Tax	0.1	0.1	0.1	0.1
Other NCA	0.0	0.0	0.0	0.0
Total Non-Current Assets	**9.5**	**11.1**	**13.4**	**20.0**
Payables	0.3	0.3	1.2	2.6
Interest Bearing Loans/Debt	0.0	0.0	0.0	0.0
Current Tax Liabilities	0.0	0.0	0.0	0.0
Other CL	0.0	0.0	0.0	0.0
Total Current Liabilities	**0.3**	**0.3**	**1.2**	**2.6**
Interest Bearing Loans/Debt	0.0	0.0	0.0	0.0
Non-Current Tax Liabilities	0.0	0.0	0.0	0.0
Other NCL	0.0	0.0	0.0	0.0
Total Non-Current Liabillities	**0.0**	**0.0**	**0.0**	**0.0**
Net Assets	**13.1**	**16.4**	**36.0**	**93.1**
Share Capital	24.9	34.6	34.6	34.6
Reserves	1.5	1.5	1.5	1.5
Retained Earnings/(Losses)	-13.3	-19.6	0.0	57.1
Total Equity	**13.1**	**16.4**	**36.0**	**93.1**

Source: Canaccord Genuity Estimates

Valuation and Price Target

SPECULATIVE BUY Rating and 12-Month Price Target = $6.37

We are initiating coverage of 1-Page Limited (1PG:ASX) with a SPECULATIVE BUY recommendation and a 12-month price target of $6.37/share, which represents 187% potential upside to the current share price. Our valuation is based on an equally weighted, ***blended DCF, EV/EBITDA and EV/Revenue multiple valuation*** method.

- Our DCF valuation is based on a 10-year cash flow forecast, using 11.6% WACC and 0% terminal growth rate,
- The EV/EBITDA multiple valuation is based on a 36.5x multiple, derived from the peer comparable multiples for CY16 as shown in the table below,
- We used an EV/Revenue multiple valuation based on CY16 estimated revenue, using an 11.3x revenue multiple, derived from a list of comparable high growth, high margin peers (see below).

We have initiated with a SPECULATIVE BUY recommendation, rather than a BUY, based on the execution risk we see in the short term as the company attempts to convert the existing trial contract customers into 12-month, fixed price, fixed term enterprise contract paying customers. As the company provides investors more certainty around the conversion of these contracts and the future investment it will undertake to expand, we may be in a position to review our rating.

Valuation – DCF

We have used a 10 year DCF model to evaluate the long-term value of cash flows following the initial rapid growth phase and then discounted those terminal cash flows using a 11.6% discount rate and 0% terminal growth rate.

Our DCF valuation is $7.63/share, representing 243% potential upside from the current price.

Figure 14: DCF valuation

DCF Valuation	
	Current NPV
Discount Rate / WACC	11.6%
Terminal Growth	0.0%
DCF Valuation / share	**$7.61**
Upside/(Downside)	243.0%
WACC	
Kd - after tax	5.8%
Ke	11.4%
Beta	1.0
WACC	**11.6%**

Source: Canaccord Genuity Estimates

Valuation – EV/EBITDA multiple

The EV/EBITDA valuation uses a multiple of 36.5x derived from the comparable peers table below. The variability of the EBITDA in CY16 could be significant, depending on the expansion opportunities and ultimate re-investment rate management determines to be appropriate throughout the early growth phase (the next few years). Despite the aggressive growth targets, we believe the company can generate positive EBITDA due to the large scale enterprise nature of the client base. The dollars generated per sales employee should be significant, which should flow through to the EBITDA line.

Figure 15: EV/EBITDA multiple valuation

EV/EBITDA Valuation			
	CY15E	CY16E	CY17E
EBITDA (A$m)	-5.2	26.9	86.2
EV/EBITDA multiple	36.5x	36.5x	26.5x
EV	-189.8	980.5	2,284.0
Net Debt/(Cash)	-7.4	-7.4	-7.4
Equity Value	-182.4	987.9	2,291.4
Valuation / share	**-$1.20**	**$6.48**	**$15.03**
Current Share Price	$2.22	$2.22	$2.22
Upside/(Downside)	-153.9%	191.9%	577.1%

Source: Canaccord Genuity Estimates

Valuation – Revenue multiple

The EV/Revenue multiple we are using is 11.3x, based on 1PG's peers, and has been derived from the table on the following page. There is potential for the company to trade on a higher multiple as it converts stage-2 contracts and prove the revenue model. However, we are unwilling to apply a higher multiple until these contract conversions are confirmed and revenue momentum picks up significant pace into CY16.

We note that Xero (XRO:ASX), which could be considered a similar ASX-listed SaaS company, with high growth, a scalable business model and similar revenue growth trajectory as we are forecasting for 1PG, currently trades on 15.5x trailing revenue. Historically, XRO has traded on EV/Revenue multiples of 25x to 65x over the last 2 ½ years since its IPO on the ASX.

Figure 16: EV/Revenue multiple valuation

EV/Revenue Valuation			
	CY15E	CY16E	CY17E
Revenue (US$m)	*5.0*	*53.5*	*128.5*
A$/US$ exchange Rate	*0.750*	*0.700*	*0.680*
Revenue (A$m)	6.7	76.4	189.0
Multiple (x)	11.3x	11.3x	11.3x
Valuation (A$m)	75.9	863.1	2,135.5
Valuation / share	**$0.48**	**$5.47**	**$13.53**
Current Share Price	$2.22	$2.22	$2.22
Upside/(Downside)	-78.3%	146.3%	509.4%

Source: Canaccord Genuity Estimates

Comparable Company Analysis

The table below shows a small selection of Australian and US listed comparable companies. They share attributes with 1PG that include high revenue growth rates, scalable SaaS/internet based business platforms, long-term upside potential in their revenue profiles and high gross margins.

The use of EV/Revenue multiples in the technology company space, while common, has had its detractors. We prefer to use DCF as a base method for reference and have blended this equally with our EV/EBITDA multiple and EV/Revenue multiple valuations to derive our price target.

The green highlighted areas show the notable metrics we have referenced in our comparable analysis. We note 1PG has minimal revenue currently, so our forecast growth rates are amplified off a low base in 2016 and 2017.

The valuation multiples we have derived are:

- EV/Revenue = 11.3x
- EV/EBITDA = 36.5x

If 1PG can convert Sourcing contracts effectively, maintain strong high double digit revenue growth and strong EBITDA margins, we may see significant multiple expansion over the next few years.

Figure 17: Comparable peer analysis

			Fully Dil.	Revenue Growth			EBITDA Margins			EV/Revenue			EV/EBITDA		
Comps	Price	Mkt Cap	EV	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
1-Page Limited (1PG)	$2.22	338.4	331.0	n/a	1037%	147%	-77.4%	35.2%	45.6%	51.3	4.4	1.6	-63.7	12.3	3.8
Best Comparables -															
Freelancer - ASX	$1.48	663.1	514.6	45.7%	47.5%	22.6%	-1.7%	-0.1%	0.0%	13.5	9.2	7.5	-791.8	n/a	n/a
REA Group - ASX	$43.41	5,804.7	5,717.2	20.4%	17.2%	14.6%	55.0%	57.1%	58.5%	10.9	9.3	8.1	19.7	16.2	13.8
Seek - ASX	$15.10	5,197.6	6,193.0	17.9%	16.7%	11.0%	41.7%	41.3%	42.0%	7.3	6.2	5.6	17.4	15.1	13.3
Xero Limited - ASX	$15.98	2,175.0	1,832.8	82.5%	61.9%	54.9%	-48.5%	-19.4%	1.0%	15.5	9.6	6.2	-31.9	-49.4	634.9
LinkedIn - US	$203.26	25,603.5	25,254.8	32.6%	31.0%	n/a	22.5%	25.5%	n/a	8.6	6.6	5.1	38.1	25.7	n/a
Monster - US	$7.05	641.6	705.2	-5.2%	3.6%	6.5%	16.4%	20.0%	21.2%	1.0	0.9	0.9	5.9	4.7	4.1
Workday - US	$84.33	16,107.0	13,770.0	45.2%	38.1%	30.6%	5.2%	7.2%	6.3%	12.0	8.7	6.7	232.9	120.6	105.3
Selected Comparable Multiples				**32.2%**	**28.1%**	**23.5%**	**15.4%**	**22.0%**	**25.8%**	**11.3**	**6.9**	**5.4**	**62.8**	**36.5**	**34.1**

Source: Factset/IRESS/Canaccord Genuity

Potential Share Price Catalysts

USA investor awareness at Canaccord Growth Conference – 12th to 13th August

1-Page management will be presenting at the 35th Annual Canaccord Growth Conference from the 12th – 13th August 2015, which we believe will expose the business to an institutional US investor base more attuned to the high growth, high multiple world of "Silicon Valley" tech companies. We expect the conference will bring increased attention to the company, as it is one of the first major USA-based conferences the company has attended since listing on the ASX.

Conversion of Stage-2 Sourcing contracts

Conversion of clients from stage-1 to stage-2 contracts and the associated uplift in revenue from the trial contract to a substantially higher 12-month enterprise contract rates as described in this report should be a major catalyst for the share price.

We believe the company is on the cusp of converting Sourcing contracts, given that it launched V2.0 of the platform at the start of July 2015 and is the first version to be fully functional and "enterprise ready". Many companies on the trial contracts have been in these trials for 3 to 6 months and therefore, we expect converted Sourcing contracts to be announced soon.

1H Financial results – confirming slight revenue uptick and additional news flow

1PG is a January year-end company and therefore will report its 1HCY15 financial result to the end of July 2015 in September (note: we class this current Feb 2015 to Jan 2016 year as CY15). That result may show some minor initial revenue, but is more importantly likely to include forward looking statements regarding conversion of customers, potential revenue ramping up and the addition of new customers onto the trial platform.

New products launched to leverage existing database

The database that 1PG has built appears to have broader applications that just the human resources sector. The social, demographic and work status tracking capability suggests broader opportunities may follow in the near term. This "big data" business model should represent upside opportunities to our model and would enhance our future earnings and valuation.

A$/US$ exchange rate moving in 1-Page's favor

1PG is expected to derive the majority of its revenue from the USA and other US$ based economies in the short to medium-term. Therefore, the A$/US$ exchange rate falling has a positive impact on translated revenue and earnings reported to the ASX.

International expansion provides upside

The 1PG Master Data Manager (MDM) has global reach and can be grown and enriched further through the addition of internationally based customers. We do not currently factor in international growth in our base case, but would not be surprised to see 1PG entering a number of new markets in the next 12-24 months.

Risks to Recommendation

Slower or lower than expected conversion rates

Delays at any stage of the company's conversion from trial to stage-2 contracts strategy presents a risk, as expectations have been built up to be reaching a monthly revenue run rate of US$2.0m per month by the end of this calendar year. Given the complexity of the enterprise contracts 1PG is attempting to secure, and the often difficult procurement process involved with the large enterprises 1PG is dealing with, delays may occur.

The company has stated it has not lost any customers throughout the trial phase or sales cycle. The company hopes to convert 100% of the current customers in the active sales cycle (+180 potential customers based on the last announcement). However, there is a chance that the conversion rate is lower than we have forecast and have conservative conversion rates of 10% in CY15, 45% in CY16 and 95% in CY17. This may still prove to be bullish in the out years and if so, it would impact the long-term value of the company.

Contracts smaller than expected in stage 2

Our forecasts are based on what we believe to be reasonable metrics for each of the stage-2 contracts (as shown in our operating model). The percentage of hires is a key driver of the revenue conversion and while our forecasts of 3.3% in CY15, 4.6% in CY16 and 5.1% in CY17 appear reasonable, these may prove to be too high. There is potential for the HR departments of customers to limit their exposure to the 1-Page platform initially and only sign small-scale deals that do not match our forecasts.

Platform performance doesn't meet expectation leads to downside re-negotiation

The business model relies upon the expansion of each individual customer over subsequent years, based on the "Land and Expand" model described in this report. In order to scale a customer higher in subsequent years, the platform has to outperform the metrics from the prior year (i.e., the basis of the re-negotiation higher is scope for the customer to require a higher level of service from 1PG). There is a risk that the platform does not provide this upside scale in all or any of the customers first full Stage-2 trial years, reducing the potential upside

Competitive environment

Recruitment technology is a rapidly evolving sector with high levels of competition. However, 1-Page offers a differentiated product in the enterprise solutions space and provides HR managers with a better service (in our view) through the provision of a higher number and higher caliber of potential candidates than competing products.

We view the platform as defensible, given the extent and depth of the MDM. We gain high levels of confidence from the company's ability to secure contracts with the largest companies in the US, including those with what we understand to have stringent legal and business based procurement processes.

US tech sector multiples could contract

The NASDAQ has performed very strongly since the global financial crisis (up 300% over the last 6.5 years), reaching new highs recently which have exceeded the tech bubble peak in February 2000. There is the potential risk of a pullback in tech stocks specifically or the overall equities market generally, which would see valuation multiples contract substantially. If this were to occur, then it may be likely that 1PG would see its multiple contract in line.

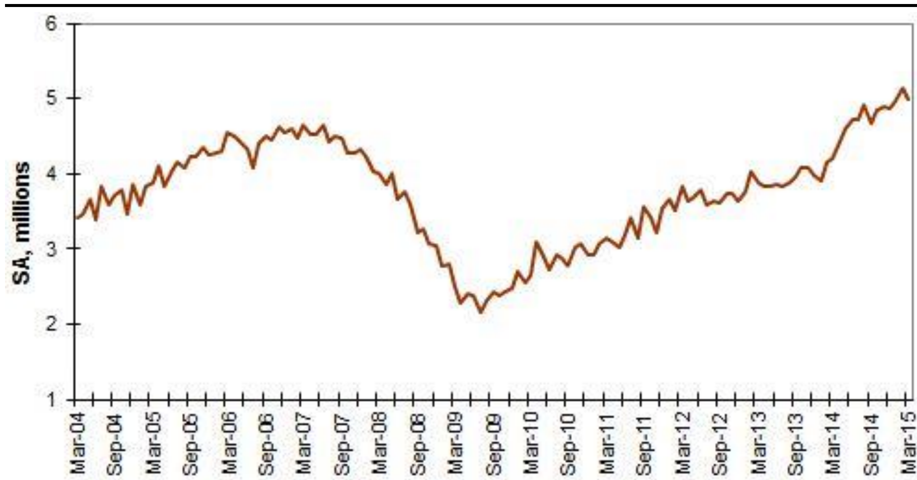
Capital raising

We have not factored in any major capital raising in the short term outlook for 1PG; instead, we believe management will have the capacity to scale the expansion of the business from projected cash flows. Any capital raising could have a short-term negative impact on the share price, depending on the reason for the raising. We will assess a situation regarding any capital raising if it should occur.

Slowdown in jobs market

The historical chart of monthly US job openings over the last decade demonstrates the extent to which the rate of job openings is exposed to the economic cycle. Given an HR Manager's budget would likely be correlated to the number of jobs to fill, a slowdown in the US economy would therefore present a potential risk to the scale of contracts that 1-Page could negotiate.

Figure 18: Historical chart of JOLTS monthly job openings over the economic cycle



Source: US Bureau of Labor Statistics

Management and Board

Management:

Joanna Weidenmiller (Managing Director and CEO):

Joanna Weidenmiller has a robust track record with entrepreneurial tech companies. She founded 360Fashion Network, which she scaled to 10 million users. She also established, served as CEO, and then sold Performance Advertising, which was responsible for building a major US outsourced sales and marketing firms for two Fortune 500 companies. She has developed and executed marketing strategies in the mobile and technology fields in Asian markets. She has experience in SaaS, Sales, building strategic partnerships and marketing, and brings extensive networks and strong entrepreneurial flair to the company.

Jeff Mills (Chief Revenue Officer & COO):

Jeff Mills was Founder and Chief Advisor for Xvisory, a service that provides supportive services enabling revenue scale up for tech start-ups. He previously served as Chief Revenue Officer at Gengo, the leading technology platform in the multilingual content and communication domain. Before Gengo, Mills served as a Vice President at Criteo where he built a high quality team and executed the go-to-market strategy. Mills held leadership positions during an eight-year tenure at Yahoo! starting in 1998; at SideStep, acquired by Kayak in late 2008; and at Sojern, the leading travel media company. Mills also served on the board of advisors for BuySight, which was acquired in 2012 by Advertising.com, an AOL Company.

Jeremy Malander (Head of Customer Success):

Jeremy Malander previously worked as a manager at Salesforce and Head of Customer Success at Yammer driving the ROI and customer centric focus. More recently, he was Director of Customer Success at Blue Jeans, which provides cloud video conferencing. Jeremy’s key focus at 1-Page is getting to deployment people via the IT buyers.

Justin Baird (CTO):

Justin Baird co-founded Jumptank Australia, a specialist team within the Dentsu Aegis Network of companies. Prior to this he was the Innovationist at Google. He has also served as Director, Product Management at Dolby, and as Research and Design Engineer at Meyer Sound

David Sanghera (Head of Product):

David Sanghera has previously been Head of Marketing at TrackR, Senior Product Manager at Oracle, and Product Manager at DreamWorks.

Board of Directors:

James Rueff (Non-Executive Chairman):

James Rueff was the CEO of SNOCAP from 2005 until the company was sold to Imeem, Inc. in April 2008. Prior to this, Rueff was Executive Vice President of Human Resources for Electronic Arts (EA), which at the time was the world's largest and leading, interactive entertainment software company. Prior to joining EA, Rueff held positions with the PepsiCo companies for over 10 years. He concluded his career with PepsiCo as Vice President, International Human Resources. Prior to his tenure with PepsiCo, he spent two years with the Pratt & Whitney Division of United Technologies. In addition, he spent six years in commercial radio as an on-air personality.

Maureen Plavsic (Non-Executive Director):

Maureen Plavsic brings considerable and broad experience in media, advertising and brand marketing to 1-Page. She has held various executive roles the past 14 years at the Seven Network, where she was also a board member from 1998 to 2003. Plavsic's executive roles at the Seven Network included Chief Executive Officer of Broadcast Television and prior to that director of Sales and Corporate Marketing. Maureen is currently a director of Macquarie Radio Network (appointed April 2005), and was previously a non-executive director of Pacific Brands, a trustee of the National Gallery of Victoria and a board member of Opera Australia.

Scott Minson (Non-Executive Director and Company Secretary):

Scott Minson holds a Bachelor of Business degree and is a member of the Institute of Chartered Accountants in Australia and Chartered Secretaries Australia. He has over 15 years of experience in finance and corporate compliance in Australia, the UK, Central Asia and the United States. He is currently a director, CFO and company secretary of ASX and AIM listed Jupiter Energy Limited, and CFO and company secretary of Rift Valley Resources Ltd and IDM International Limited. Scott is also a board member of Wheelchair Sports WA Inc.

Joanna Weidenmiller (Managing Director and CEO):

See Management section for detailed resume.

Major Shareholders and Escrow Timing

Figure 19: Top Shareholders

Top Shareholders	Shares	%
Weidenmiller Joanna Kidd Riley	15,622,920	11.70%
Riley Patrick G	11,959,007	8.96%
Mcgrouther Tod Stephen	3,808,925	2.85%
Kerridge Keith William	3,123,963	2.34%
Yeung Jackie Au	2,500,000	1.87%
Mycatmax Pty Ltd.	2,000,000	1.50%
Imperia Investment Group Hong Kong Ltd.	1,375,000	1.03%
Isam (Europe) Llp	1,250,000	0.94%
Rueff James Russell	399,794	0.30%
Merrill Lynch International (Investment Mana(	326,870	0.25%
Plavsic Maureen Anne	250,000	0.19%
Top 11 Shareholders	**42,616,479**	**31.92%**

Source: Factset

Escrow shares & free float

Of the 133.49 million shares (152.4m fully diluted), 15.13 million are escrowed until 15 Oct 2015, and 40.89 million escrowed until 15 Oct 2016. The free float currently is 77.5m shares or 58.0% of the shares or 50.1% on a fully diluted basis.

Strategic investor

On 20 Feb 2015, the company raised $9.6 million through the issue of 9 million shares (representing 5.7% of the fully diluted capital) to two un-named strategic investors, completed at a premium to market price and under the company's 15% capacity.

BranchOut shares

7.5 million shares will be issued by 1PG to BranchOut in November 2015 (as final settlement for the acquisition that took place in November 2014).

Staff and advisors performance rights/options

There are 2.0m Class A performance rights (expiry 15 Oct 2016) exercisable when sales revenue during any six-month period equals or exceeds A$1 million.

There are an additional 2.0m Class C performance rights (expiry 15 October 2017) exercisable when EBIT within any six-month period equals or exceeds A$1.25m.

There are also 14.5m unlisted options. We understand 10.5m were issued in 2014 to advisers and management with an exercise price of $0.20, and with an expiry of August 2019 (escrowed until November 2016). The remainder of the options are allocated to staff with various expiry dates.

Appendix 1 – HR Sector Information

The USA Bureau of Labor Statistics' (BLS) most recent 'Job Openings and Labor Turnover' report showed the monthly rate of 'Job openings' as 3.9% per month (as a percentage of the US Private Sector) or 4.8m openings. This annualises to a rate of 46.8% per annum, or 58.2m roles per annum.

Figure 20: USA Bureau of Labor Statistics job openings

Table 1. Job openings levels and rates by industry and region, seasonally adjusted[1]

Industry and region	Levels (in thousands)[2]						Rates[3]					
	May 2014	Jan. 2015	Feb. 2015	Mar. 2015	Apr. 2015	May 2015[p]	May 2014	Jan. 2015	Feb. 2015	Mar. 2015	Apr. 2015	May 2015[p]
Total	4,608	4,965	5,144	5,109	5,334	5,363	3.2	3.4	3.5	3.5	3.6	3.6
INDUSTRY												
Total private[4]	4,179	4,459	4,656	4,626	4,849	4,852	3.5	3.6	3.8	3.7	3.9	3.9
Construction	127	137	160	168	137	149	2.0	2.1	2.5	2.6	2.1	2.3
Manufacturing	292	324	323	333	335	347	2.3	2.6	2.6	2.6	2.6	2.7
Durable goods	174	199	206	211	215	209	2.2	2.5	2.6	2.6	2.7	2.6
Nondurable goods	118	125	117	122	120	139	2.6	2.7	2.5	2.6	2.6	3.0
Trade, transportation, and utilities[5]	762	844	903	880	951	983	2.8	3.1	3.3	3.2	3.4	3.5
Retail trade	437	494	543	515	530	550	2.8	3.1	3.4	3.2	3.3	3.4
Professional and business services	881	929	940	1,014	1,070	1,097	4.4	4.6	4.6	4.9	5.2	5.3
Education and health services[6]	806	907	925	903	992	967	3.6	4.0	4.1	4.0	4.3	4.2
Health care and social assistance	729	812	818	810	893	870	3.9	4.2	4.3	4.2	4.6	4.5
Leisure and hospitality	762	727	734	740	716	737	4.9	4.6	4.7	4.7	4.5	4.6
Arts, entertainment, and recreation	85	64	73	92	67	68	3.9	2.9	3.3	4.1	3.0	3.0
Accommodation and food services	676	663	661	649	649	669	5.1	4.9	4.9	4.8	4.8	4.9
Government[7]	430	506	488	483	485	511	1.9	2.3	2.2	2.2	2.2	2.3
State and local	370	432	420	416	414	446	1.9	2.2	2.1	2.1	2.1	2.3

Source: *http://www.bls.gov/news.release/pdf/jolts.pdf*

The highest rate of openings is currently in the 'Professional and Business Services' sector, which recorded the highest Job opening rate at 5.3%, or 1.1m openings per month for that sector. This annualises to 63.6%, or 13.2m openings per annum.

Market opportunity for Online Talent platforms

The traditional recruiting process is inefficient, with 36% of employers reporting in a Manpower survey that they could not find the talent they needed, despite more than 30% of the working-age population being under-utilised. By some measures it is becoming less efficient: Deloitte's Bersin report stated that it took US companies 52 days on average to fill open positions last year, up by 8.3% from 48 days in 2011.

A recent McKinsey report forecasts that well executed online sourcing could deliver Professional Services companies with a 9% increase in output, a 7% cost reduction, and a 5.4% increase in profit. They also forecast the rationalisation of the hiring process to have far wider reaching effects, and add significantly to the output of the Global Economy: *"By 2025, we calculate [talent platforms] could add $2.7 trillion, or 2.0 percent, to global GDP, and increase employment by 72 million full-time-equivalent positions. Up to 540 million individuals could benefit from online talent platforms by 2025".*

While relatively new to the Australian market, the North American HR tech sector has seen strong financing flows for the last 4-5 years. This has grown from $164 million in 2010 to $564 million in 2013, and then surging to $565 million in the first half of 2014. Demand for the products is growing. Workforce recently reported from survey data that, "53 percent of companies with more than 1,000 employees plan to invest in Human Resources technology software this year."

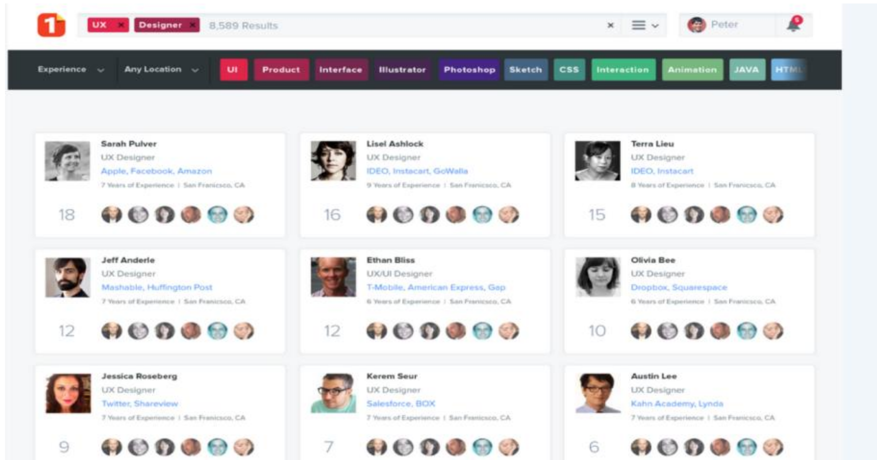
Average cost of hiring in USA

Belkin research reports that U.S. companies increased their average talent acquisition costs 7% from 2013, driven in part by **an increase to nearly $4,000 cost per hire in 2014.** Professional networking sites went from 4% of the recruiting budget in 2011 to 12% on average in 2014. By contrast, agencies and third-party recruiters took a hit, claiming 18% of the recruiting budget in 2014, down from 38% in 2011. Despite the increased spending on professional networks, the research shows that company websites drive more hires than other sources, followed by job boards, and internal candidates.

Overall, companies are finding it takes 52 days on average to fill open positions—up from 48 days in 2011. High-impact talent acquisition functions have 40% lower new-hire turnover and are able to fill vacancies 20% faster than companies with more tactical recruiting functions.

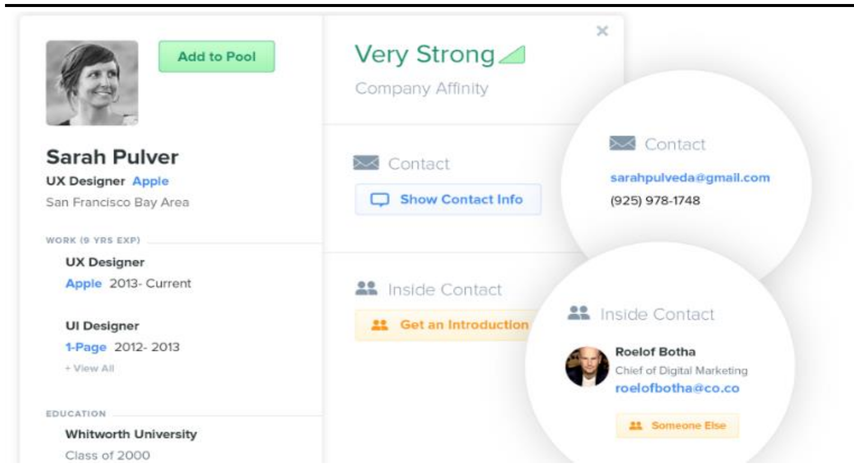
Appendix 2 – Sourcing Platform Images

Figure 21: Sourcing platform - Search results



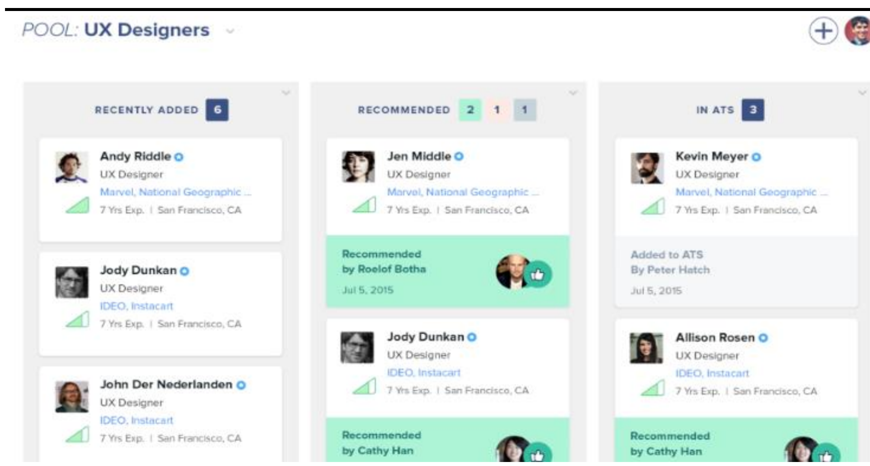
Source: 1-Page Presentation

Figure 22: Sourcing platform – Individual profile



Source: 1-Page Presentation

Figure 23: Sourcing platform - Candidate pipeline



Source: 1-Page Presentation

Appendix 3 –Top 50 USA Employers

Figure 24: List of America's largest employers by employee number

COMPANY	EMPLOYEES
Wal-Mart	2,200,000
Wal-Mart (U.S. based)	*1,400,000*
US Parcel Service	491,017
McDonald's	440,000
IBM	431,212
Kroger	375,000
Target	366,000
Home Depot	365,000
Hewlett-Packard	317,500
Berkshire Hathaway	316,000
Yum! Brands	307,230
General Electric	307,000
United Parcel Service	304,105
Pepsico	274,000
Wells Fargo	227,000
FedEx	256,500
JPMorgan Chase	188,750
Citigroup	176,420
AT&T	250,000
Sears Holdings	249,000
Bank of America	159,000
Albertson's	240,000
Cognizant	217,700
General Motors	210,000
United Technologies	208,200
CVS	201,000
Altria Group	199,000
Verizon Communications	195,400
Aramark	195,000
Delphi	185,200
Safeway	180,000
HCA	165,450
Lowe's	164,794
Ford Motor	187,000
Walgreen	260,000
Boeing	165,000
Darden Restaurants	150,100
JC Penney	117,000
Gap	137,000
Starbucks	149,000
Starwood Hotels and Resorts	145,000
Marriott International	143,000
Sara Lee	137,000
Lockheed Martin	135,000
Walt Disney	133,000
Alcoa	129,000
Northrop Grumman	123,600
Electronic Data Systems	117,000
Honeywell	132,000
Johnson & Johnson	115,600
Lear	115,113

Source: Company reports, Forbes, Wall Street Journal, Wikipedia, Company Estimates

Appendix: Important Disclosures

Analyst Certification

Each authoring analyst of Canaccord Genuity whose name appears on the front page of this research hereby certifies that (i) the recommendations and opinions expressed in this research accurately reflect the authoring analyst's personal, independent and objective views about any and all of the designated investments or relevant issuers discussed herein that are within such authoring analyst's coverage universe and (ii) no part of the authoring analyst's compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed by the authoring analyst in the research.

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Target Price / Valuation Methodology:

1-Page Limited - 1PG

Our valuation is based on a blended DCF, EV/EBITDA and EV/Revenue valuation method. Our DCF uses a discount rate of 11.5% and 0% terminal growth rate. Our EV/EBITDA valuation uses a 36.5x multiple. Our EV/Revenue valuation uses a 11.3x multiple.

Risks to achieving Target Price / Valuation:

1-Page Limited - 1PG

Risks to achieving our price target include; slower than expected conversion of customers to stage-2 contracts, the contracts being smaller than our expectations, the platform not performing at or above expectations (limiting upside negotiation potential in subsequent years), a US tech sector multiple contraction, a capital raising or a slowdown in job hiring activity in the USA.

Distribution of Ratings:

Global Stock Ratings (as of 08/06/15)

Rating	Coverage Universe		IB Clients
	#	%	%
Buy	604	60.76%	31.13%
Hold	300	30.18%	13.33%
Sell	35	3.52%	5.71%
Speculative Buy	55	5.53%	52.73%
	994*	100.0%	

*Total includes stocks that are Under Review

Canaccord Genuity Ratings System

BUY: The stock is expected to generate risk-adjusted returns of over 10% during the next 12 months.

HOLD: The stock is expected to generate risk-adjusted returns of 0-10% during the next 12 months.

SELL: The stock is expected to generate negative risk-adjusted returns during the next 12 months.

NOT RATED: Canaccord Genuity does not provide research coverage of the relevant issuer.

"Risk-adjusted return" refers to the expected return in relation to the amount of risk associated with the designated investment or the relevant issuer.

Risk Qualifier

SPECULATIVE: Stocks bear significantly higher risk that typically cannot be valued by normal fundamental criteria. Investments in the stock may result in material loss.

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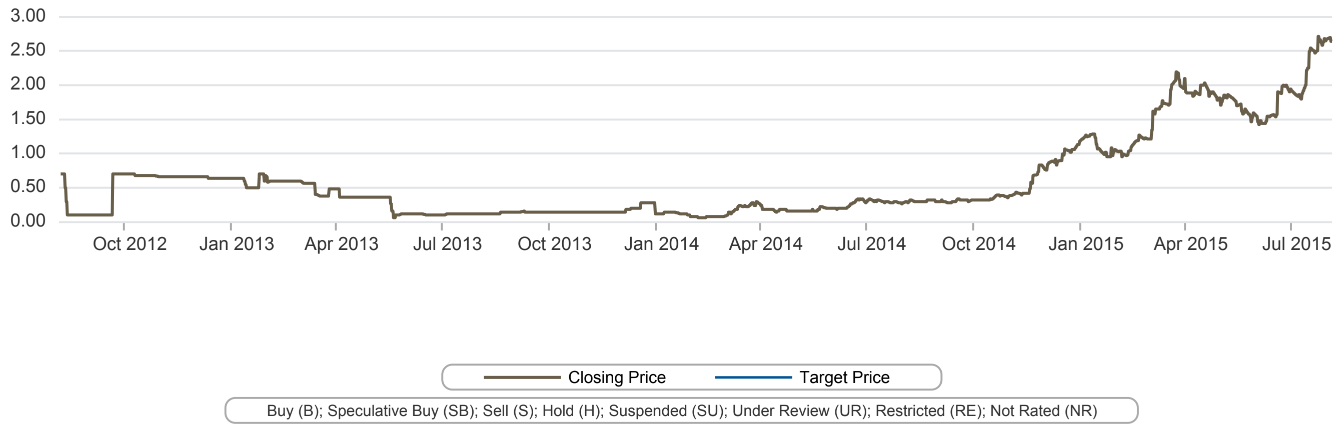
Those persons identified as the author(s) of this research, or any individual involved in the preparation of this research, have purchased/ received shares in 1-Page Limited prior to a public offering of those shares, and such person's name and details are disclosed below.

An analyst has visited the material operations of 1-Page Limited. No payment was received for the related travel costs.

1-Page Limited Rating History as of 08/04/2015



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