

ASX Announcement/Press Release: 11th May 2022

Xref Limited (ASX: XF1)

Coles Group selects RapidID for Identity and Visa Checks

- **Coles selects RapidID to conduct identity and working rights checks on employees**
- **Coles is one of Australia's largest retail groups, operating over 2,400 stores nationwide**

Xref Limited's (ASX:XF1) ID checking business RapidID Pty Ltd has won a competitive tender to undertake identity and working rights checks for leading Australian retailer, Coles Group Limited.

RapidID is a disruptive identity verification and fraud prevention platform, which aggregates leading customer verification technologies for seamless customer onboarding and risk management monitoring. RapidID's platform simplifies identification, screening and compliance in an all-in-one, integrated API which enables real-time identity verification.

Coles Group is a leading, listed Australian retailer operating more than 2,400 Coles supermarkets, Coles Express sites and liquor outlets. It employs more than 130,000 team members across Australia.

Coles has chosen RapidID as its partner to check the identity and ongoing working rights status for its team members. RapidID's technology will enable Coles to streamline its recruitment process and assess whether applicants have the necessary rights to work in Australia.

Coles and RapidID have signed a three year contract with an initial guaranteed minimum spend of \$0.3m AUD in the first year.

Management Comments:

David Haines, General Manager RapidID: "RapidID's self-serve API has helped Coles to quickly build a pre-employment checking solution without compromising functionality or incurring the significant setup costs often associated with such services. For a growing business like RapidID, securing Coles as a customer following a thorough tender process further validates our commercial and technical strategy."

Executive Director / CEO Lee-Martin Seymour said: "Having acquired RapidID in 2019 it was our aim to bring digital ID checking into the recruitment sector. Witnessing an organisation such as Coles mandate Identity checking further endorses Xref's decision to add identity to its service offering. Since acquiring RapidID, we have rebuilt and integrated the platform and at the same time grown the business over 2,000%. The tender was competitive and focused on service delivery, technical competence as well as our ability to partner Coles as the group's requirements change overtime. It is a superb outcome and one we are particularly pleased with."

Chairman / Tom Stianos said: "Again, tender wins like this showcase the professionalism of the Xref team and the robustness of the technology. A very exciting partnership and a great signal to the market."

About Xref

Launched in 2010 and ASX listed in 2016, Xref is a global platform for automated, pre-employment verification. Headed up by Founder and CEO Lee-Martin Seymour, Xref is a profitable growth business supported by major institutional investors.

Xref supports over 15,000 active users from 2,600 entities across over 1,300 organisations servicing large global enterprises and sectors within the trust economy such as Healthcare, Aged Care, Not For Profit, Government and Education.

Xref allows employers to verify a candidate's references and ID, together with other key checking services, bringing all these onto one platform, via a partner marketplace. Xref's growth trajectory continues as employers want to safeguard their company from breaches in fraud, privacy and discrimination. The marketing-led, data-driven organisation ranks #1 in reference checking globally.

With talent acquisition becoming remote on a more permanent basis, business-critical platforms such as Xref are in high demand. Reference surveys, identity verification, and other pre-employment checks are crucial to give organisations confidence in their hiring and Xref is meeting that demand with an aggressive product development roadmap.

The evolution of Xref's business reflects the leadership team's unwavering focus towards an enhanced platform that increases Xref's global addressable market. Xref will continue to meet the changing needs of recruitment and HR teams globally.

To learn more, please visit:

Website: xref.com

Investor Centre and Presentation: xf1.com

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About Coles

For more than 100 years Coles (ASX:COL) has been dedicated to delivering quality, value and service to Australian families. Coles Group is a leading Australian retailer with more than 2,400 stores, employing over 120,000 people across our supermarkets, liquor stores, convenience outlets and also offering Coles Online shopping and financial services. Coles processes more than 21 million customer transactions in Australia each week, providing its customers with products from thousands of Australian farmers and suppliers. Coles has an ambition to become Australia's most sustainable supermarket and it is passionate about supporting the communities it serves through partnerships, sponsorships and fundraising. To learn more about Coles Group visit www.colesgroup.com.au