

ASX ANNOUNCEMENT: 18th March 2026

## Xref Expands Strategic Footprint with Teamtailor and HiBob Integrations

Xref Limited (ASX: XF1) ('Xref' or 'the Company') is pleased to announce the launch of two major strategic integrations with two of the world's fastest-growing HR technology platforms: Teamtailor and HiBob.

The integration with Teamtailor and HiBob serves as a core pillar of Xref's strategy to transition toward a high-margin, API-driven revenue model. By embedding Xref's automated verification tools directly into the daily workflows of recruiters, the Company aims to:

- **Drive Recurring Transactional Volume:** Automating the "hire-to-retain" lifecycle through third-party platforms reduces friction and encourages higher usage frequency across the Xref product suite.
- **Enhance Retention via Ecosystem Lock-in:** Integration into a client's primary HRIS (Human Resources Information System) or ATS (Applicant Tracking System) creates "sticky" revenue with significantly lower churn risks.
- **Expand the Data Engine:** Each transaction processed via these integrations feeds the Xref Data Engine, which currently houses over 11 million employee opinions, further widening Xref's competitive moat.

ATS integrations are a major driver of growth, with 400 Xref clients completing 160,000 references through 25 active integrations in the last half. This strategy is key because it not only generates new business through increased marketplace visibility but also strengthens long-term client retention by guaranteeing smooth, uninterrupted transitions for existing clients when they migrate their internal systems to platforms like Teamtailor or HiBob.

Xref has begun active marketing and is currently progressing the first client activations. These launches meet significant demand from existing clients who have been awaiting both the Teamtailor and HiBob integrations.

- **Teamtailor:** With over 10,000 companies and 200,000 recruiters using Teamtailor, Xref is now featured prominently on the Teamtailor Marketplace, expanding its reach in the European, UK, and North American markets.
- **HiBob:** With over 3,500 companies and hundreds of thousands of users worldwide, Xref is now available to the HiBob ecosystem. This integration bolsters Xref's presence across North America, the UK, Europe, and Australia, targeting HiBob's modern, global mid-market client base..

While the immediate revenue from these integrations is subject to variable client activation rates, the Board considers these partnerships strategically material due to the following scale factors:

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- **Unrivalled Global Reach:** Combined, Teamtailor and HiBob provide Xref with direct "one-click" access to a global ecosystem of over 13,500 enterprise companies and 200,000 active recruiters.
- **Geographic Diversification:** These partnerships provide immediate, low-cost expansion into high-value growth markets, specifically across North America, the UK, and Europe.
- **Validation of Enterprise Readiness:** Partnering with Tier-1 global HR tech providers validates the security, scalability, and reliability of Xref's infrastructure for mission-critical recruitment environments.

*"Integrating with Teamtailor and HiBob allows us to deliver automated, trusted verification exactly where recruiters work, driving high-margin API revenue while significantly reducing the time-to-hire for a massive new global user base" said Xref Founder and CEO, Lee-Martin Seymour.*

**Team Tailor** integration walkthrough <https://www.xref.com/integration/teamtailor>

**HiBob** integration walkthrough <https://www.xref.com/integrations/hibob>

This announcement has been approved by the board of directors of Xref Limited.

To learn more or ask questions, please visit:

Website: [xref.com](https://www.xref.com)

Xref Investor Hub: [xf1.com](https://www.xf1.com)

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## Xref Limited (ASX:XF1): The Global Employer Intelligence Platform

Xref is a business-critical SaaS employer intelligence platform and a permanent, transformational piece of an organisation's technology stack. We operate as a survey and data science business that replaces high-friction, manual HR tasks with automated workflows designed to harvest longitudinal employee data across the entire "hire-to-retire" lifecycle. By capturing structured and unstructured point-in-time sentiment, Xref provides organisations with actionable clarity through advanced analytics and AI toolsets.

Xref drives organisational value through a "Data Engine" focused on four strategic pillars:

- **Validation:** Establishing a "Truth Baseline" for every hire using automated referencing and a Trust Marketplace of global background-checking vendors.
- **Retention:** Measuring engagement via Pulse and Engagement surveys and predictive analytics to prevent future turnover.
- **Reutilisation:** Transforming referees and departed employees via Exit surveys into active talent pools to reduce recruitment costs.
- **Network Effect:** Every request advertises Xref to the talent market, building an interconnected network of career histories that ensures our Data Lake remains current and comprehensive.

Our competitive advantage is anchored in a verified, private archive that cannot be replicated by standard AI scraping or competitors. This data harvesting engine has secured over 9 million career histories, 11 million employee opinions, and 7 million reference reports. Built on 16 years of pre-employment data and 26 years of engagement history, this moat provides a foundational library of professional truth. The infrastructure is accessible through our native platform or via a scalable API, allowing organisations to power the wider HR tech ecosystem with verified talent data.

Xref is founder-led by Lee-Martin Seymour (CEO), the visionary designer of the original platform and driving force behind its evolution into a comprehensive "employer intelligence" suite. Lee's passion for client satisfaction drives solutions, including pulse, engagement, and exit surveys, that meet the evolving needs of the employment sector. We provide a predictable revenue base fueled by high-margin SaaS contracts and AI-powered operational efficiencies, scaling as the industry's essential trust layer.

[Xref.com](https://xref.com)

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