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## **700%+ GROWTH IN ROSTER ELF 3 MONTH CUSTOMER UPTAKE**

Applabs Technologies Ltd (ASX:"ALA") (the "Company") is pleased to provide an update on the operations of one of its portfolio companies – RosterElf Pty Ltd ("RosterElf") for the period August to October 2014.

### **Highlights:**

- 500 customers have signed up to the system across a range of industries including hospitality, healthcare, security and entertainment. This has increased from 70 customers as at the end of July 2014.
- Revenue from customers completing trials is flowing into the business with a 100% retention rate.
- A strategic digital marketing program, which includes Search Engine Optimisation ("SEO") and targeted Google Adwords campaigns, have been developed and implemented to attract new customers.
- Google Adwords campaigns have been optimised to reduce the cost per acquisition from \$100 to just over \$10 per trial customer.
- The SEO strategy is performing well with RosterElf achieving page one results in most keyword targets in Australia. RosterElf has also commenced work in key overseas markets including UK, USA and New Zealand.
- The dedicated call centre is functioning well and continues to handle sales and customer support.
- Affiliates continue to sign up which has delivered considerable overall Company growth
- In-depth user testing of the RosterElf website and software has been completed.



**Managing Director, Patrick Glovac commented:**

*“We are extremely impressed not only with the rate of growth for customer uptakes, but also the 100% retention rate of paying customers. The RosterElf team are doing a fantastic job fine tuning their operations in order to acquire customers in the most cost effective way, through a solid Google Adwords and SEO strategy.”*

**About RosterElf Pty Ltd:**



*RosterElf is a magically simple, cloud-based rostering system that takes the stress out of scheduling and managing staff. The unique app has been designed with the end user, business owners and management in mind. The results are an incredibly smart, simple and flexible system that makes rostering effortless.*



<https://twitter.com/RosterElf>

<http://www.rosterelf.com>



<https://www.facebook.com/rosterelf>

<http://www.applabs.tv>

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**Applabs Technologies Limited**

*Applabs Technologies Limited (ASX:ALA) is the first ASX listed app development and technology venture fund company. The Company offers a unique business model of both an app development and a technology financier, enabling the Company to produce apps for customers as well as the ability to fund, develop and market exciting new leading edge apps internally.*