ASX ANNOUNCEMENT

Data Labs joins ADP Marketplace, makes key hires and launches global event series

Wednesday 27 January 2016

Joining ADP Marketplace

Human capital technology company Data Labs, proposed to be acquired by Estrella Resources Ltd (ASX:ESR), has announced that its people analytics application Talent Lab will be joining the ADP Marketplace.

ADP (NASDAQ: ADP), headquartered in New Jersey, is a leading provider of Human Capital Management solutions. It's Marketplace platform acts as a cloud-based app store helping corporates to access and manage enterprise applications. ADP has more than 630,000 clients and 35 million end users across more than 100 countries.

Talent Lab (www.talent-lab.com) is next generation people analytics software that enables the transformation of human capital data into actionable insights through interactive data visualisation.

"Not only does the Marketplace give us access to thousands of ADP clients to showcase our Talent Lab software, it removes a significant amount of bureaucracy, time and risk by simplifying the acquisition of HCM technologies in a trusted environment," said Data Labs CEO Sam Jones.

"We have created a software application, Talent Lab, that can be used by organisations regardless of their industry or employee headcount, therefore our choice of channel partners is critical in order to meet our ambition of serving thousands of organisations globally".

Talent Lab is available as an on-premise or hosted solution. Pricing starts at US$5,000 per month for organisations with a population fewer than 10,000. Clients typically sign a 12-month subscription agreement with full payment received in advance.

Estrella proposes to acquire Data Labs following completion of a number of conditions precedent including mutual due diligence, shareholder approval and re-compliance with the ASX listing rules.

Data Labs makes key hires – Head of Marketing, Chief Operating Officer and Senior Business Analyst

Clarissa Piriz joins Data Labs as Head of Marketing, based in Sydney. Piriz was previously Global Marketing Manager at software company Tigerspike. In her new marketing remit she will oversee all marketing activities including brand, partnerships and research, as well as client strategy and communication.

Sarah-Louise Jones joins Data Labs as Chief Operating Officer, based in Singapore. Ms Jones has over 15 years experience as an IT project manager and strategic HR professional, working for Accenture & Deutsche Bank in London and Asia Pacific. She was most recently Asia Pacific Head of Diversity & Inclusion at the German bank.

Karen Fong joins as Senior Business Analyst, based in Singapore. Ms Fong is an accomplished IT Business Analyst & Consultant with more than 10 years' experience servicing cross-industry verticals delivering both strategic and process improvement/optimisation solutions for large business transformation programs. Ms Fong has worked at EY, PWC and Accenture.

Data Labs launches first in series of global meetups in Singapore

On 21 January 2016 in Singapore, Data Labs held the first in a series of global meetups, showcasing its Talent Lab software to a variety of organisations. The event was organised in partnership with global recruitment firm Randstad Sourceright.

The event, 'A masterclass in talent data visualization', was attended by approximately 100 delegates from a number of corporations and government offices.

Future meetups are planned in Sydney, Hong Kong and London.

CONTACT

Sam Jones, Data Labs
sam@data-labs.com
+65 9060 8151
https://talent-lab.com

Howard Digby, Estrella Resources
howarddigby@gmail.com
+61 434 987 750

Matthew Wright, NWR Communications
matt@nwrcommunications.com.au
+61 451 896 420