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Joining us today is Simon Dealy the CEO of Hire Technologies that trades on our OTCQB Venture Market under the ticker HIRRF. Based in Toronto, Hire is investing in and shaping the future of human resource management with a technology-first focus by consolidating and modernizing the staffing marketplace. The company owns and operates staffing firms as well as platform technologies to help firms achieve success. Simon, thanks so much for joining us today.

Simon Dealy

Thank you, Cecilia, so real pleasure to be here.

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So to get started give us a little info about your personal and professional experience prior to joining Hire.

Simon Dealy

Yeah, it's actually I think it's somewhat interesting. Yeah, I'm originally from Australia, worked at various law firms over there I was doing a lot of M&A due diligence and so on for the law firms and then back in 2000 my wife and I moved over to the U.S. and I started working at Kpmg where I got to do a lot of consulting work for Fortune 500 companies doing business process redesign and change management as well as some audit work and that was really really interesting. Got to see multinational companies that I hadn't been exposed to previously in Australia as well as, getting a lot of really good international experience because I was doing work in other countries as well and then ultimately, I was headhunted out of there by European consultancy called Ultran. And Ultran were going through a consolidation strategy where they were buying lots of different companies. Their primary focus was engineering but they were buying lots of different companies and they bought a company called Control Solutions International and I was introduced to the team over there and ended up. Building out offices for Control Solutions on the eastern seaboard of the US started to do the same on the west coast and then out through Asia Pacific and ultimately what happened is myself and 2 business partners ended up doing a management buyout of that company from Ultran. And Rand we got. We got to run that company which was fantastic and know at its largest Control Solutions was operating in 35 different countries around the world. So I got exposure to setting up offices in Japan and India and China and yeah. Spain and Germany and so on over in Europe as well. It was just fantastic getting to build a company like that and we ultimately sold that company to a US public company which was which was kind of interesting. It was the first time with all the years that I've done

m and a being on the other side of the desk. And getting to go through a transaction and understand sort of the stresses and what you go through as an owner of a company selling it which is really quite useful for me today given what I'm doing at Hire Technologies and so after selling that I ended up doing a little bit of consulting and then was approached. . Actually by my former CEO of who I sold my company to start Hire Technologies out of Toronto and that's what we did I got to meet some of the board members got to see who was coming in and it was just a really well put together team with good backing, got me very excited about it and also given the market which is what that we're operating in today just a lot of upside potential. So I was really keen to get in here and get to do this.

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So tell us about Hire. What are your solutions and business strategy.

Simon Dealy

Yeah, I think one of the really important things to talk about with Hire Technologies is this market that we're operating in so we're really focused on consolidating and modernizing the staffing marketplace by building a world-class portfolio of human capital brands focused on technology. So bit long-winded. Maybe how I explain that but essentially yeah, we're working within human capital within the human capital market building out. You know, consolidating staffing companies. AhHr consulting and Hr- Related SaaS Technologies as the 3 main pillars for the business and we're doing this consolidation strategy in a \$500000000000 global market that is massively fragmented. There's over 30000 startinging firms in North America alone and we're doing that with the largest competitor. The largest global staffing firm has less than 7% of the market. So it's one of those great opportunities for us because the market again very large heavily fragmented. No large incbent in that market provides us with lots of opportunities to go through and be very. Selective and accretative in the in the transactions that we're going to do and we're doing this also with running a cross-selling program behind the scenes that allows us to really supercharge the growth of the brands that we buy. and so that's really that that's the company's what we're focusing on. The opportunities that we have and we have like I mentioned earlier but when I mentioned about the board we have a really strong management team who know and understand how to build consolidation strategies. The board has extensive experience both in the capital markets and executing very similar consolidation strategies to what we're doing. So it really puts us in a very strong position as we go and execute from today forward.

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So yeah, so to expand on that talk about your competitive advantage in this

space. How does your platform and technology differ from the current models and strategies.

Simon Dealy

Yeah I think one of the first things in looking how we're doing this and you know there are obviously other companies that would approach it in a similar fashion where but not so much in the staffing industry where we're maintaining the uniqueness of the brands that we buy. So, we're really going out there trying to find partners to come into this business with us, I'm not looking to run to get in there and actually run the businesses that we're buying we want to bring in very experienced management that are already operating well-run businesses and allow them to have a sense of autonomy to keep doing that. But we're going to take out of their out of their daily day-to-day worries all the back office functions. So we've got a centralized shared services center in the at Hire Technologies and so we'll do all the finance we'll do the financial reporting for them. The payroll. the hr and so on so that these owners only have to worry about growing their businesses. They have to worry back only that that back office and we'll give them the working capital that they need to grow because growth can be very tough on working capital as well as a group of sister companies that they can leverage. So if they just do IT staffing for example and they get opportunities for other types of solutions they can pass it on to their sister companies and vice versa that it really allows the one plus one equals 3 approach to how we do that and I know there's other staffing firms out there that would. Buy a company get rid of the brand and do this absorption of all the employees and the candidates and so on but we just don't want to do that. We want to keep that uniqueness the brands that we buy. They're known for something. They've been successful under that banner. We want to maintain that for them. And allow them to really take their businesses to the next level.

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And how has the pandemic shifted the relationship between employees and employers and the hiring process.

Simon Dealy

Yeah I think you would we've seen sort of leading up to the pandemic. There was this gradual adoption of technologies to help streamline the recruiting process to also help with employee engagement and sort of how companies are sort of the touch points that have with the employees and. Employee retention and so on. But when the pandemic hit that rapidly accelerated. Okay, so we don't have the employees in the office anymore. How do we manage these guys. How do we that we're not watching them here 9 to 5 so to speak. It's all deliverable space

now they have to produce a deliverable for us, especially the employee base that doesn't have to be physically in an employer's location. So yeah, obviously know there's the there's the retail and the manufacturing and so on that had to be on site but especially for those that didn't have to do that. There was this big lean towards video conferencing for recruiting where employees would say we're never going to recruit somebody through without seeing them face-to-face and that became much more the norm and a lot more open to that and what that really did was then employers were then thinking okay look I don't really need the closest best resource I just need the best resource and I need to find somebody who can fill this need and bring them into the company and so that really opened up the opportunities for both employers into where they were finding their candidates and therefore the employees as to which companies they could go for as well as employees got used to this idea of the flexibility. The you know the ability to spend more family time and having flexibility about when and how they worked. As long as the job was done and that's why I think you're seeing a certain resistance to go fall back into the office this this hybrid work style is really being embraced because the employees don't want to do that and if the employers are sort of mandating that because there is such high demand for candidates today. There's lots of opportunities for them like the employees are thinking well I don't I don't want to do that job anymore I want to do something else I want to do something that allows me to keep this flexibility I have so, it's changing how employers have to engage with your employees the sort of benefits that they offer them. The flexibility are the structures of compensation and so on. And so we're spending a lot of time now with employers to help them understand how they can engage. How can how can they retain their employees with very expensive have employee turnover and how they can use these different methodologies and approaches to attract new people into their company and to manage remote workforces as well. So it's really shifting. A lot of the dynamics between the employer and the employee I would say the employees have a lot more leverage today than what they had in the past and it's also allowing them to have a much bigger pool of potential employers that they would that could potentially go after to work for.

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And what is Hire Technologies looking forward to in 2022

Simon Dealy

Well I think for us, one of the biggest things is actually being able to get some Facetime again with our clients and yeah, it's obviously been challenging as there's only so much you can do mean video compressing certainly helps but getting that face time is very important. for us is a yeah. At my level getting out

there and getting to see the yeah, the various financial institutions of investing into the company doing those roadshow getting out there and promoting the great work that we're doing the sort of the growth the growth that we're having and how this is being very successful for us. But also the more the settling down a normalization of how companies are engaging with their employees and how they're going about attracting top talent and really showing sort of what we can do for those clients to take them to that next level as we go through this as the and it's been very challenging as you know with the way this year has started. So. It's sort of helping clients go through those ebbs and tides and the business that's out there.

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Hire Technologies began trading on the OTCQB Venture Market recently and is also traded on the TSX-V, how does cross trading on the OTCQB Market enhance your investor strategy here in the U.S?

Simon Dealy

Yeah's a really good question and you know certainly for us. Yeah, our initial focus for the company was we wanted to build the business and be coast-to-coast in Canada and we've done that we've actually executed 7 transactions to date so we've really got a solid footprint in Canada and we'll continue to execute acquisitions in Canada but really tapping into to the us market. We've got acquisitions that we want to do in the U.S. we want to be a true north american company. And getting access to the retail and much more readily ready access to the retail investors in the U.S. is very important to us so it improves the liquidity of the stock. Obviously it allows us to as we do with these transactions for the. Us investors to see how we're building the brand out the leverage that we get from this this private to public company arbitrage that we're getting on the transactions and we can really tap into that and increase the visibility and on the awareness of the market on a much larger scale than what we have done previously.

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Thanks so much for your time today. It's been great talking with you.

Simon Dealy

And you as well, really appreciate the opportunity Cecilia.

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Hire Technologies trades under the symbol HIRRF on our OTCQB Venture Market

**This is an autogenerated transcript and may contain typos.*