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MEDIA RELEASE

Bailador invests \$9.8m in volunteer management platform Rosterfy

ASX-listed technology expansion capital fund Bailador Technology Investments Limited (“Bailador”, ASX:BTI) has today announced a \$9.8m investment in Rosterfy alongside other sophisticated investors.

Rosterfy provides volunteer and workforce management software to Not-for-Profit (NFP) organisations, government volunteering bodies and mass-scale events which enables communities to connect to events and causes they are passionate about. Their SaaS platform allows organisations to recruit, screen, train, and schedule their volunteer community which replaces manual processes with automations to better engage and retain their workforce.

Rosterfy is an Australian scale-up company whose customers use their platform to manage over 1.5m volunteers in 20+ countries. The business is growing rapidly having increased recurring revenue more than 100% year-on-year in 2022 as the NFP sector embraces digitisation.

Rosterfy was launched in 2015 by Bennett Merriman, Shannan Gove, and Chris Grant who saw first-hand the challenge of managing volunteers while running an Events Management business. These experiences and insights have enabled the team to develop a market-leading volunteer management platform that is solving historically common pain points in volunteer management.

David Kirk, Bailador Co-Founder and Managing Partner, said: “Having worked with multiple NFP organisations myself, I recognise the important role that volunteers play in enabling NFPs to deliver on their mission, as well as the challenge of being able to hire, schedule and retain those volunteers. The Rosterfy team have developed a market-leading volunteer management solution that has found strong product-market fit, which is evident in their strong growth rates and the quality of the customers they have acquired. We’re excited to be partnering with the Rosterfy team as they accelerate their global growth plans and continue to execute on their mission to connect communities to events and causes they are passionate about.”

In addition to enterprise Not-for-Profit and government organisations, Rosterfy’s software has been pivotal to managing large volunteer workforces at major global events, including the FIFA World Cup Qatar 2022™, 2023 Superbowl in Arizona, and the Commonwealth Games 2022. Rosterfy’s software is also used by NFPs such as Lifeline Australia and the St Vincent de Paul Society to better recruit and manage their volunteer workforce and better enable those organisations to achieve their missions. In the UK, the British Heart Foundation relies on Rosterfy to engage and manage their 38,000 volunteers across 730+ charity stores and fundraising events each year.

Bennett Merriman, CEO and Co-Founder of Rosterfy, commented: “This investment from Bailador will allow us to capitalise on the strong product-market fit we are experiencing and accelerate our efforts in product innovation, international expansion and continuing to connect the global volunteer community. We are excited to leverage Bailador’s experience in successfully scaling Australian-born SaaS businesses globally and welcome both David Kirk and Michael Hayes to the Rosterfy board. This is the start of the next exciting chapter of our growth and timely acknowledgement that our global team and platform are making a real impact.”



Bailador will also provide additional commentary on its Rosterfy investment as part of its March 2023 Shareholder Update.

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