

Monday, 10 February 2025

MEDIA RELEASE

Third party investment into Rosterfy

ASX-listed technology expansion capital fund Bailador Technology Investments Limited (“Bailador”, ASX:BTI) has provided the following update on portfolio company Rosterfy.

As noted in our [December 2024 NTA](#), Rosterfy received a \$5.5m investment from another institutional investor. Today we can now announce that the investor was OIF Ventures. *See the media announcement from Rosterfy overleaf.*

The \$5.5m investment from OIF is in addition to the [\\$3m follow-on investment by Bailador in October 2024](#), and combines to deliver \$8.5m total new investment for Rosterfy.

Rosterfy is now the third investment in which Bailador and OIF Ventures have worked together. Bailador and OIF first co-invested alongside each other in Instacluster, a very successful investment that Bailador exited in May 2022 for a 14.2x multiple on invested capital and 80% IRR. Then in August 2024 Bailador invested alongside OIF in Hapana, an end-to-end software platform focused on the fitness and wellness sector.

David Kirk, Bailador Co-Founder and Managing Partner, said: *“We’re excited to welcome OIF as investors in Rosterfy. We have worked together very successfully in the past. OIF have a great track record and we look forward to working together again. Rosterfy continues to perform very well, growing rapidly. The recent funding will help the company expand their global go-to-market team and further accelerate their product roadmap.”*

The investment by OIF was done at the same valuation as Bailador’s current Rosterfy carrying value.

About Rosterfy

Rosterfy’s software is used by Not-For-Profits (NFPs) such as Lifeline Australia, OzHarvest and the St Vincent de Paul Society, as well as local governments, to better recruit and manage their volunteer workforce and better enable those organisations to achieve their missions. In addition to NFP and government organisations, Rosterfy’s software has been pivotal to managing large volunteer workforces at major global events hosted by FIFA and UEFA, as well as the Superbowl.

–Ends–

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Important Notice

Bailador Investment Management Pty Ltd ACN 143 060 511 (‘Manager’) has prepared the information in this announcement. This announcement has been prepared for the purposes of providing general information only and does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any securities in BTI, nor does it constitute financial product or investment advice, nor take into account your investment, objectives, taxation situation, financial situation or needs. Any investor must not act on the basis of any matter contained in this announcement in making an investment decision but must make its own assessment of BTI and conduct its own investigations and analysis. Past performance is not a reliable indicator or future performance.



Media Release

Australian SaaS platform powering the Super Bowl, Rosterfy announces \$8.5m funding in growth capital round

Global volunteer and workforce management platform Rosterfy has raised \$8.5M from two leading venture capital firms.

OIF Ventures has invested \$5.5m and Bailador Technology Investments (ASX:BTI) has followed on its April 2023 investment of \$9.8m with an additional \$3.0m. The new investment reflects the rapid growth and success of Rosterfy.

Rosterfy provides volunteer and workforce management software to not-for-profit (NFP) organisations, government volunteering bodies, sporting federations and large-scale events, enabling communities to connect to events and causes they are passionate about.

The SaaS platform allows organisations to automate their end-to-end volunteer management. From recruitment, screening and training, through to scheduling, rewarding and reporting, Rosterfy saves its customers on average 50% of time and significant costs compared to manual processes.

Rosterfy powers some of the largest mass workforce programs worldwide, including those from; Lifeline Australia, Salvation Army UK, Cancer Council Queensland, Greater London Authority (City of London), and Brisbane City Council. It is the platform of choice for major events including the Superbowl, Formula 1 Grand Prix, SXSW and many more. At this year's Superbowl in New Orleans, Rosterfy will be supporting the host city to manage approximately 7,000 volunteers across over 13,000 shifts.

Customers use the Rosterfy platform to manage over 3 million volunteers across 35 countries, powering over 100 million volunteer hours globally to date.

Rosterfy was founded in 2015 by Bennett Merriman, Shannan Gove, and Chris Grant. The trio saw first-hand the challenge of managing volunteers while running an events management business. Their experiences and insights enabled them to develop a market-leading volunteer management platform that is solving historically common pain points in volunteer management.

This funding milestone positions Rosterfy to solidify its leadership in the volunteer and workforce management sector, ensuring that organisations worldwide have the tools they need to make managing people simple, efficient, and impactful.

Kevin Wilson, Partner at OIF Ventures, said: "Rosterfy is the clear leading solution in volunteer management software globally, delivering significant cost and time savings to sporting organisations and Not for Profits. We are excited to be backing this incredible team to continue enhancing their platform and executing on their growth both in Australia and internationally."



“We are excited to welcome OIF Ventures as a key investor in Rosterfy,” said **Bennett Merriman, CEO and Co-Founder of Rosterfy**. “Their experience supporting high-growth technology businesses aligns perfectly with our vision to scale and enhance our platform. This partnership will enable us to accelerate innovation and bring greater value to our clients worldwide, which hopefully means more people volunteering and in turn, better connected communities.”

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About Rosterfy

Rosterfy is a global leader in volunteer and workforce management software, helping organisations manage their people more efficiently through automation and scalable solutions. Trusted by leading brands and events worldwide, Rosterfy simplifies workforce management, enabling organisations to focus on what matters most, to ensure better connected communities.

About OIF Ventures

OIF Ventures is a leading Australian venture capital firm that champions exceptional founders, driven by purpose, who add material value to their customers, markets, and communities. OIF Ventures invests in early and growth-stage companies with innovative, high-growth and disruptive technologies with demonstrated market demand.

Founded in 2016 by a team of founders, entrepreneurs, and business-builders, OIF Ventures has raised four funds to date, managing over \$400 million and closing its \$140 million Fund III in 2022 and \$80 million Opportunity Fund in 2023. OIF Ventures is exclusively backed by founders, business-builders, ASX executives, HNW and family offices. While focused on backing Australian founders, OIF Ventures seeks to partner with ambitious founders who have the opportunity to expand into global markets, in particular the US, where we can support this expansion through our extensive network of potential customers and investors.

The OIF Ventures team have backed some of Australia’s leading emerging technology companies including Go1, Instaclustr, XMCyber, Advanced Navigation, Kasada, Eftsure, Enboarder and others.

For more information visit <https://www.oifventures.com.au/>



About Bailador Technology Investments

Bailador Technology Investments is a growth capital fund focused on the information technology sector. Bailador typically invests \$5-20 million in private technology companies at the expansion stage. Areas of focus within the technology sector include: Software as a Service, online marketplaces, health-tech, travel-tech, language translation and data analytics.

Bailador invests in companies with established revenues and a proven business model, backing companies with highly motivated leadership and best-in-class technology or business systems. Bailador is distinctive in its level of involvement in assisting portfolio investments, taking board positions in most cases.

The fund is listed on the ASX [BTI:ASX] allowing investors access to a portfolio of information technology companies with global addressable markets.

For more information, visit www.bailador.com.au.