

ASX ANNOUNCEMENT

ASX: CDE | 28th October 2024

ConnectQR nears 1000 subscriber milestone driven by Canva

- **Material Subscriber Milestone reached:** Since commercial launch of ConnectQR, the platform has grown to near 1,000 subscribers
- **60% MoM growth:** Total users to date represent recent month-on-month (MoM) growth of around 60%
- **Canva Contributions:** 31% of new subscribers are via the Company's recent Canva integration (refer to the ASX announcement dated 8th August 2024) [See Link](#)
- **Additional Integrations now completed:** ConnectQR is now integrated with Meta Ads, Google Ads, Google Analytics, and Google Tag Manager – Additional subscriber growth is expected to be realised from these integrations
- **New Form Builder Feature added:** A new form builder has now been launched, allowing subscribers to capture valuable data directly from their audience

Codeifai Limited (ASX: CDE) is pleased to advise that [ConnectQR.ai is now nearing](#) 1000 subscribers since commercial launch. This has been underpinned by a 60% month on month subscriber growth trend (between August 2024 to 21st October 2024). An additional 31% of new subscribers have come from the recent integration with Canva which was completed and launched in August 2024.



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In addition to this progress, ConnectQR has now been successfully integrated with additional mediums including Meta Ads, Google Ads, Google Analytics, and Google Tag Manager. These integrations will provide users with advanced tools for optimising digital marketing campaigns and tracking performance and have the potential to drive additional subscriber growth.

URL shortening recently launched by CDE vital in Affiliate Marketing

Additionally ConnectQR has recently introduced a new AI driven URL Shortening feature, with added functionality anticipated to drive user growth [See link](#). This feature has become important in the US\$16 billion per annum in 2023 affiliate marketing industry which is predicted to grow to US\$40 billion by 2032. ⁽¹⁾

In addition to these key integrations, ConnectQR has also launched a powerful new form builder feature, which enables users to capture first-party data and gather consented first-party data directly from their audience. This tool provides businesses with the ability to collect valuable customer insights, enhance engagement, and ensure compliance with privacy regulations while optimizing marketing strategies through data-driven decisions.

Enhancing Value with AI-Driven Features and Data Collection Tools

The most recent partner integrations and the launch of the form builder further enhance the value proposition of ConnectQR, allowing users to manage digital campaigns more effectively, while also collecting and utilising crucial first-party data for personalised marketing and improved customer insights.

As data privacy continues to shape the digital marketing landscape, ConnectQR's new form builder is a critical tool for ensuring compliance while maximising user engagement.

Looking forward, with additional feature integrations planned, the company expects ConnectQR's subscriber base to continue growing, offering more advanced tools for brands and businesses seeking to optimise their marketing efforts and expand their data capabilities.

The Company considers that while the revenue associated with this vital milestone is modest it is material to the Company based on the following:

1. www.connectqr.ai the Company's first fully self-service SaaS website was commercially launched by the Company in March 2024 and it is important that shareholders are aware of the recent subscriber growth and the milestone.
2. This is a critical business milestone involving complex and through technical development which has been successfully completed by our development team.

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3. With the milestone reached, the Company considers that the contribution from the recent Canva integration is significant given that this was only announced and completed in August 2024
4. ConnectQR is expected to prove a key element of the company's profitable growth plan given its global market opportunity, self-serve SaaS model, and high incremental profitability.
5. The Company intends to keep shareholders informed as such milestones of subscriber numbers are reached.

CDE Executive Chairman and Group CEO, John Houston commented:

"This is the first key subscriber milestone reached by our self-service SaaS product ConnectQR. The release of our new form builder and the integrations with key advertising platforms like Meta Ads and Google Ads mark further exciting achievements for ConnectQR. These features are instrumental in our ongoing mission to provide cutting-edge tools for our users, helping them capture vital data, optimise campaigns, and drive growth. With continued subscriber growth, especially from our Canva integration, we are positioned for strong performance in the near future."

⁽¹⁾ Source Shopify [here](#)

This announcement has been authorised by the Board of Codeifai Limited.

Ends.

For further information please contact:

CDE investor enquiries
investors@codeifai.com

Ben Jarvis
0413 150 448
Ben.jarvis@sdir.com.au
Six Degrees Investor Relations

About Codeifai Limited

Codeifai Limited (ASX: CDE) is listed on the Australian Stock Exchange and has developed and sells of a suite of physical, digital and AI-based Brand Solutions with a vast range of applications. Our solutions allow Brands to Connect Deeper, Faster, Smarter with their consumers.

Codeifai's digital Brand Solutions provide a code for everybody and everything.

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