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## **AoM Quadruples Year-on-Year March Revenue**

**Melbourne, Australia, 12 April 2022:** AD1 Holdings Limited (ASX:AD1) (**AD1** or the **Company**) today announced that subsidiary Art of Mentoring (**AoM**) continues to exceed expectations in a key area of its strategy and commitment to the market: sustained revenue growth, and at pace.

In a strong finish to the quarter AoM achieved a 38% increase in revenue over the previous quarter, with March month being a 400% increase over March 2021. Growth was primarily driven by platform subscription sales, with strong renewals and the addition of five (5) new customers. March platform sales were 4.9 times March sales last year, whilst E-learning and consulting services revenue also demonstrated strong growth, more than doubling year-on year.

Notable clients acquired in the period include Transport NSW, ITS Australia (Intelligent Transport Systems), National Association of Women Sales Professionals (NAWSP), and Downer Group which collectively represent approximately \$610,000 in potential lifetime value.

AoM's strong sales pipeline and projected high rate of renewals (90%) positions it to exceed full year expectations.

CEO Brendan Kavenagh said "This business is beautifully positioned in a market that is in need of great mentoring platforms and content. AoM provides the solution to support organisations to embrace the mentoring journey, not just here in Australia, but across the globe. The momentum is building quickly for this market. The opportunity, particularly in North America, is very exciting."

**END**

*This release has been authorised by the Board of Directors of the Company.*

**Andrew Henderson**  
Chairman  
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**Brendan Kavenagh**  
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