

Stock Data

Share Price:	1.50p
Market Cap:	£3.22m
Shares in issue:	214.65m
52-week high/low:	34.00/1.40p

Company Profile

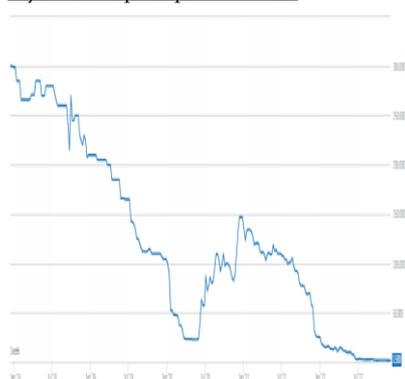
Sector:	Technology
Ticker:	ACT
Exchange:	AIM

Activities

Actual Experience plc ('Actual Experience', 'ACT' or 'the Group') provides a Digital Workplace Management Platform that for business leaders quantifies the impact that their digital workplace has on their people and productivity, while identifying where resource and investment must be focused to make improvements.

www.actual-experience.com/

5-year share price performance



Source: [LSE](https://www.lse.com)

Past performance is not an indication of future performance.

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Actual Experience plc

Actual Experience has released a trading update for the financial year ended 30 September 2022, while also detailing recent progress regarding important commercial initiatives. Since its October 2022 launch, the Group's substantially updated Digital Workplace Management Platform ('DWMP') has met uniformly positive reactions from both Partners and enterprise prospects. They recognise not only the wholly unique nature of this technological offering, but also that the shock transition to home-based and hybrid working initiated through the Pandemic must now be considered substantially irreversible. An enterprise's ability to measure the impact that their digital workplace has on employee wellbeing and productivity, through which resources and investment must then be focussed in order to sustain ongoing operational improvements and heightened visibility, is clearly now key to their future success. While hampered by elongated procurement processes of target customers amid presently challenging economic conditions, ACT's efforts are focussed on expanding its pipeline and, more specifically, generating orders from its most advanced prospects early in 2023. Such an outcome would not only provide significant endorsement of the Group's vision, but potentially also place it in the focus of the much broader sector of digital workplace experience companies that have been unable to emulate its offering. Presently trading well below net cash while retaining a runway that takes it into Q1 2024, the fact that ACT's new scalable DWMP portal has been so well received by its highly addressable global market suggests opportunity for a significant, near-term rerating. A further update can be expected with release of the Group's full year results in late January 2023.

(Risk warning: Future performance and forecasts are not a reliable indicator of future results.)

Trading update – Now on a stronger financial footing

As expected, revenue for the year to end-September 2022 was generated entirely from legacy sales engagements. With certain already announced legacy contracts not being renewed, sales amounted to £1.2m (30 September 2021: £1.7m).

Significant cost reductions were effected during the period, totalling approximately one third of outgoings (i.e., savings of c.£0.2m/month). This was achieved through a workforce reduction from 77 FTE to 45 FTE presently, reducing burn while supporting a minimum effective operating structure with 'front end' additions. Along with other operational initiatives that will benefit the current financial year, the Group's cash burn and breakeven point have both been lowered. Net cash at 30 September 2022 was £2.9m (30 September 2021: £8.2m). The equity Placing, Subscription and Broker Option that was completed in October 2022 raised net proceeds of c.£2.8m. Net cash at 31 October 2022 accordingly rose to c.£5.0m which, on current outgoings, provides a runway out to Q1 2024.

New DWMP portal launch following exceptionally positive feedback

Since its soft-launch in May 2022, ACT's new DWMP portal, which harnesses its unique Human Experience ('HX') insights, met with uniformly positive feedback. Having been fully deployed with one significant customer in late August 2022, routine commissioning and preparation for service took place the following month, enabling it to become operational from the beginning of October. Having been interacting with a high-quality existing sales pipeline of corporate majors, ACT anticipates further deployments in the coming weeks/months.

Differentiating itself from sector competition which tend to use IT tools to simply extract hard performance/statistical data, ACT's 'next generation' technologies instead adopt a subjective approach to understand and analyse the hybrid worker's human experience. Recognising that duty of care/ESG always go hand-in-hand with improved operational efficiency in the digital workplace, the benefit of deploying ACT's optimised ecosystem alongside the customer's standard enterprise management software can be rapidly demonstrated in terms of return-on-investment ('ROI').

Partner Programme – Generating the leads

Commercial channel partners Verizon and Vodafone are actively promoting DWMP to their customer base. While generating most of the leads that ACT is currently pursuing, the Group continues to seek new partner relationships with leading technology and consulting companies. Several of these projects are already well advanced and the Board expects to announce new partners in due course, one of which is expected to be LACE Partners, a specialist HR consultancy with a 'Big Four' heritage. ACT is actively discussing several opportunities with its large global clients and chose to include a quotation from a LACE board member that successfully captures ACT's vision, as below:

LACE Managing Director and Co-founder Cathy Acratopulo commented: *“Talent attraction, hybrid working, and the employee value proposition (EVP) are deeply interwoven future of work themes and dominate HR's 2023 agenda.*

There is a once-in-a-generation opportunity to transform the employee value proposition (EVP) and workplace technology. CHRO and CIO must come together to make this transformation a success, but this has to be a human-centric, data-driven process. This is why we have decided to partner with Actual, whose insights into the human experience of the digital workplace uniquely bridge the gap between technology and employee experience and productivity, and create a new, actionable common language for CHRO and CIO. We are delighted with the response we have seen from our clients to Actual's offering.”

Proposed recruitment of Chief Executive Officer

ACT continues to work with an Executive Recruiter to evaluate external and internal candidates. This process is close to completion and a further announcement is expected to be made early next year. Until this time, Steve Bennetts remains as Interim CEO (in addition to his CFO duties), and Kirsten English retains her position as Executive Chair.

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