



ASX Release

1 September 2016

General Pants Co. launches LiveHire Talent Community

Highlights

- General Pants Co. has launched its national Talent Community with LiveHire technology as the single destination point for its future hires to engage with the company.
- General Pants Co. has **approximately 1,500 employees across its 50+ national stores and hires approximately 500+ employees (including casuals) annually.**
- General Pants Co. will **invite approximately 200,000 people** from their existing databases, before opening up other social, digital, in store, and employee channels to the Community.
- The launch signifies a shift to the **proactive recruitment model** for General Pants Co., providing a more humanized candidate experience to complement their already leading approach to customer experience.

MELBOURNE, Australia, 1 September, 2016 - LiveHire (ASX: LVH), the technology company behind the Live Talent Ecosystem, where people privately connect with Live Talent Communities of the best brands, is pleased to announce General Pants Co. has launched its LiveHire Talent Community to engage with past, current and future candidates as a part of their strategic and proactive sourcing strategy to drive increased recruitment productivity, quality of hire and humanised candidate experience.

General Pants Co. is a significant player in the Australian youth fashion landscape with 50 retail stores and an e-commerce site that ships globally. General Pants Co. focus on delivering the best in youth culture to Australia and are recognised as a cutting edge purveyor of youth fashion and style internationally.

GM Human Resources, Michelle Farrar-Eagles - General Pants Co. said:

"The success of our brand is in our people and product. We want to transform the way we find future talent and engage with our current talent at GP's.

"We see a real connection between our brand, our customers and our employees and this is where the Talent Community comes together. We know how our people like to communicate. We are engaging both internal and external talent in the one place. Internally we know who's interested in exploring opportunities and externally we will have our eye on people ready for roles as they become available."



General Pants Co. is considered a cornerstone client by LiveHire's classification, due to their brand strength, and size of past applicant database being invited to their newly launched Talent Community. As a result of industry leaders such as General Pants Co. launching Talent Communities, a critical mass of an industry's talent is invited to join The LiveHire Ecosystem within an industry and geography, opening the way for more talent and companies to join and connect, creating an ecosystem of engaged and quality talent.

The signing, implementation and launching of Cornerstone Clients such as General Pants Co. is a key pillar to grow its underlying key performance metric of Talent Community Connections.

Antonluigi Gozzi, Co-Founder and Managing Director of LiveHire said:

"General Pants launching their Talent Community is another strong validation point of our productivity platform and its ability to cater to all lines of talent, particularly within the retail industry.

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<https://www.livehire.me/join/generalpants>

About General Pants Co.

Global trend hunter General Pants Co. is a significant player in the Australian youth fashion landscape with 50 retail stores and an e-commerce site that ships globally.

General Pants focus on delivering the best in youth culture to Australia and are recognised as a cutting edge purveyor of youth fashion and style internationally. We comb the world looking for the finest edit of youth fashion brands to bring back to a store environment that combines basic and diverse influences from fashion, music, art and various urban subcultures.

Since our humble beginnings as a specialty denim store in Sydney over 30 years ago, we've always made it our mission to be anchored in denim. Immersed in the life and style of our young blooded customers, General Pants Co. is the place where the young and the restless dress, live and connect.



About LiveHire

LiveHire (ASX: LVH) is the technology company behind the Live Talent Ecosystem, where people privately connect with Live Talent Communities of the best brands. LiveHire's vision is to empower the flow of the worlds talent, to create a more agile, open and awesome working world. LiveHire is a productivity and collaboration platform for talent management that delivers a proactive sourcing and internal mobility solution called Live Talent Communities. The platform makes managing the flow of talent into and through businesses seamless, delivering value through perfect visibility of existing employees, and shifting recruitment of new talent from reactive to proactive, reducing time and cost to hire, with an unrivalled candidate experience. Founded in 2011, LiveHire is an Australian company headquartered in Melbourne, with offices also in Sydney, Brisbane and Perth.