



# Global IMPACT REPORT

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2025 Achievement & 2026 Outlook

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[www.betterplace.co.in](http://www.betterplace.co.in)

Foreword from Founder

# A YEAR OF UNPRECEDENTED GROWTH



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**“Our journey focuses on digitizing the workforce to boost enterprise efficiency and promote worker happiness.”**

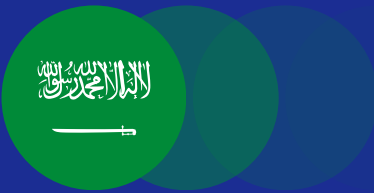
## Pravin Agarwala

As Group CEO of BetterPlace

As we launch our 2026 Global Impact Report, Betterplace highlights achievements and growth through our holistic offerings. We've expanded into global markets, created value for enterprise partners, and empowered millions of frontline workers. Our focus on AI Innovations and social responsibility has driven success. This booklet showcases our team's efforts, client trust, and workforce resilience, inviting you to explore our milestones and vision for the future.

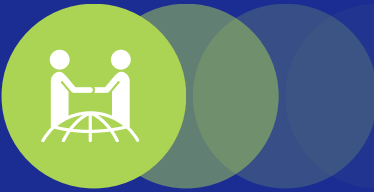
Executive Summary

# Global Reach, Profound Impact



## Operations in Kingdom of Saudi Arabia

Through a partnership with Prestige Saudi Arabia (DLI-IT Group)



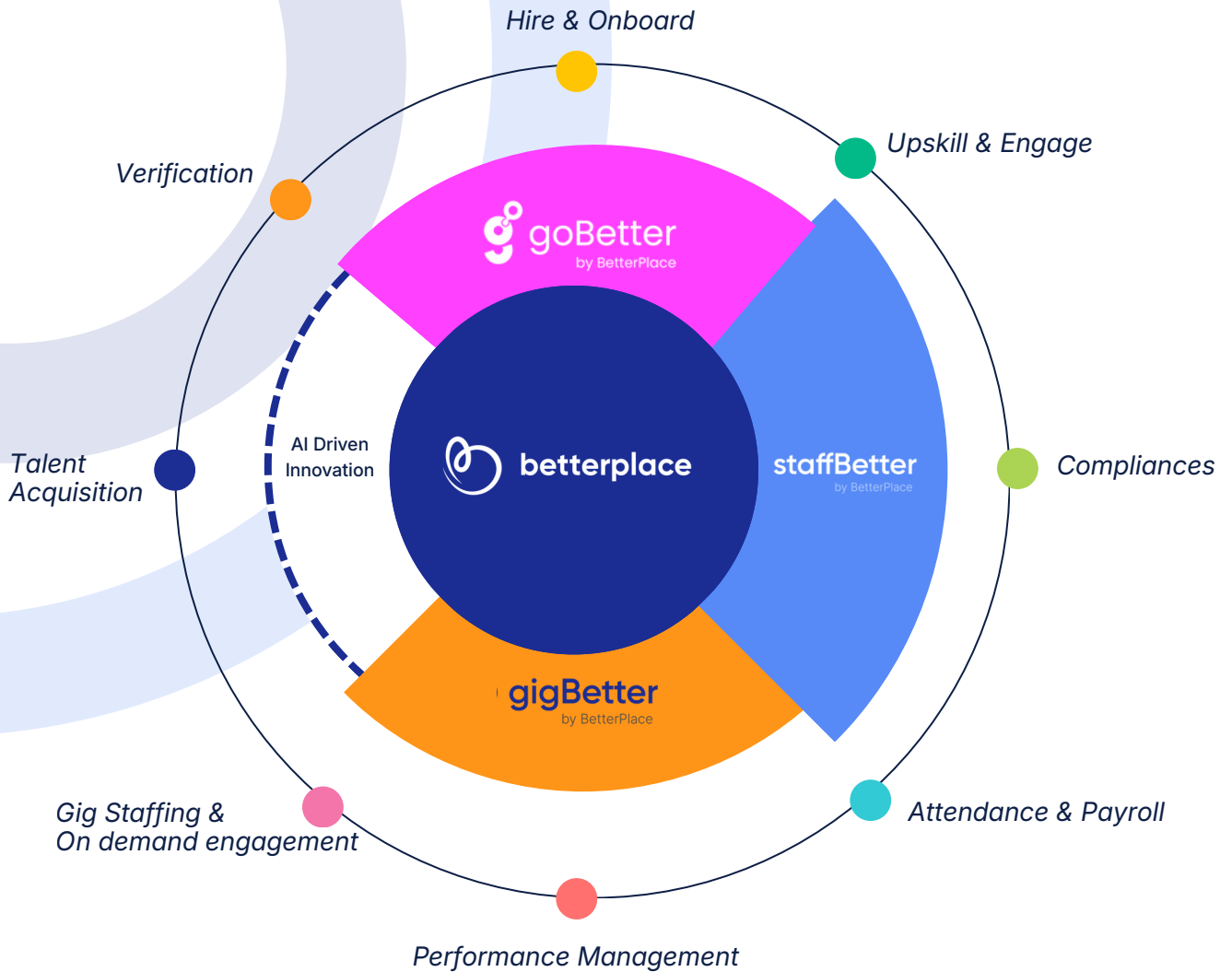
## 500+ Global Enterprises Empowered

30 million frontline workers across India, Southeast Asia, and the GCC region



## FY'25 at a Glance:

Betterplace concluded FY'25 with transformative growth, global expansion, and significant social impact. Our goBetter platform now empowers over 30 million frontline workers across 500+ enterprises across India, Southeast Asia, and the GCC region. We achieved substantial profitability in key verticals, onboarded industry leaders, and pioneered AI-driven efficiencies. This year solidified our commitment to revolutionizing the entire hire-to-rehire lifecycle, fostering efficiency, compliance, and equitable opportunities for the frontline workforce globally.



The BetterPlace's Ecosystem :

## Managing the Full Frontline Lifecycle

**Betterplace** provides a comprehensive solution for managing frontline workers, covering the entire journey from engagement to development. Their offerings include:

- **GoBetter:** HRMS platform software with core features and BGV services.
- **StaffBetter:** Staffing and outsourcing services, including **AasaanJobs** and **MyRobin**.
- **GigBetter:** Gig workforce services powered by **OkayGo** and **TROOPERS**.

This approach combines state of the art technology with local execution for customized client solutions.

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**“Our biggest differentiation is being a horizontal player offering multiple integrated solutions across GoBetter, StaffBetter, and GigBetter, managing the entire lifecycle.”**



**Saurabh Tandon**

As Group COO of BetterPlace



# Empowering Global Enterprises with Intelligent Platform Solutions



## Middle East Expansion

Signed **Ejadah** as our first client in Dubai and partnered with Prestige Group to enter Saudi Arabia, gaining access to 200 enterprise clients.



## Full Suite Adoption :

**Royal Orchid Hotels** became the first client to adopt the complete GoBetter module (LMS, HireATS, BGV, and workforce management)



## Enterprise-wide Rollouts

Contributed to Meesho's last mile logistic journey by training 75,000+ users monthly, **leading to a >5% performance improvement.**



## BGV Growth :

"Launched "Lifestyle Verification" with Smile Foundation, executing 36 million verifications per quarter.

GoBetter is a comprehensive HRMS Platform Software designed to optimize human resource management. It offers tools for managing the entire hire-to-rehire lifecycle for on-roll and off-roll employees. The platform includes modules for workforce management, ensuring compliance with labor laws and efficient handling of employee data, payroll, attendance, and benefits. Its Onboarding module streamlines hiring with recruitment support, verification, and self-onboarding. Additionally, GoBetter features a Learning Management Suite for employee skill development through structured programs. By supporting the complete workforce management lifecycle, GoBetter enhances productivity and employee satisfaction.



**"GoBetter provides multiple solutions for managing the workforce in a single platform. Our focus on the frontline truly makes us Asia's largest frontline workforce platform."**



## Pallav Bagla

As VP - goBetter @ BetterPlace

# Delivering Compliant, Efficient Staffing & Outsourcing

StaffBetter provides comprehensive staffing and outsourcing services, ensuring compliant, productive workers tailored to client needs. It streamlines talent sourcing, deployment, and management for operational excellence. We are delighted to share our achievement of sustained profitability over the last four months, with positive YTD EBITDA. AasaanJobs has demonstrated high performance and compliance in large-scale staffing operations for major clients like Amazon and Flipkart.



## Effortless Integration of New Clients:



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“ StaffBetter facilitates efficient talent sourcing, providing localized expertise and comprehensive management for deployed workers.”



**Virag Pant**

As Business Head of BetterPlace

**staffBetter**  
by BetterPlace

**myrobin.id**  
A BetterPlace Company



## Strong Local Expertise and Scalable Workforce Solutions

Our essential staff outsourcing division offers localized expertise and thorough management for deployed workers. Since March 2025, our Indonesia arm has maintained a positive Profit After Tax (PAT), generating over \$100 million in annual gross revenue, reflecting a remarkable 26.8% year-over-year growth. We have successfully disbursed funds to 40,858 unique workers monthly and welcomed TikTok as a major client highlighting our ability to manage and scale alongside high-growth platforms.



"We provides productive workers compliant to local laws. Our ability to scale up at speed and replace workers quickly is a **key benefit for customers.**"

**Siddarth Kumar**

As Co-founder & CEO, MyRobin & Country Manager of BetterPlace Indonesia



# \$ 105m

**in Annual Gross Revenue**  
achieving PAT positive since  
March 2025

# 26.8%

**YoY Growth**  
while managing 40,848  
workers every month.

# TikTok

**TikTok Onboarded**  
as a Key Client accelerating growth  
by 15 times.

# A Breakthrough Month of Revenue and Innovation

The company has successfully reached an Annual Recurring Revenue (ARR) of \$10 million and achieved profitability in January 2026. It has completed an impressive 1 million tasks on the platform, demonstrating the system's efficiency and reliability. Additionally, the company has maintained a robust monthly talent pool of 5,000 skilled workers, ensuring consistent performance and the ability to meet demand.

## \$10 Million

Annual Recurring Revenue  
achieved in FY25.

## 1 Million

tasks completed on the platform

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“ We improves lives of frontline workforce and allows enterprises to **improve quality of outcomes** pertaining to handling frontline workforce”



**Saurav Chawla**  
Co-founder & CEO - OkayGo



# Key Wins Powering Our Next Chapter in Malaysia

EBITDA turned positive in November 2025, marking a key turning point for continued growth. TROOPERS onboarded major brands including F&N, Coca-Cola Beverages, Tealive, MyNews, 7-Eleven, and Philips Electronics. The business stayed solid with steady revenue, reduced OPEX, and stronger gross profit. Public visibility grew through national partnerships, support for the Gig Work Bill, and industry awards. We also advanced our tech with the AI Matcher, an internal KYC system, and the rollout of platform fees.

## Effortless Integration of New Clients:



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We built trust with workers through zero commission fees, free training, and insurance coverage, while helping businesses reduce hiring time and gain access to on-demand talent. From small eateries to major banks and retailers, we have become the go-to HR tech platform for flexible manpower.



### Joshua Tan

Co-founder & CEO - TROOPERS |  
Country Manager of Betterplace Malaysia

# 100%

**outcome-based offerings**

allows client to shift from traditional fixed cost hiring.

# 22.8%

**FY' 25 Gross Profit**

# 13.3%

**Reduction in Opex**

# Pioneering Intelligence: Augmenting Human Potential



## 55%

Employers Regrets  
AI Adoption.



## 93%

AI Projects failed to  
replace jobs

As Oliver Shaw notes, replacing people without understanding the impact can go badly wrong. More than half of employers now regret doing so, and even big institutions have rehired staff after chatbot issues.

At Betterplace, we learn from these outcomes. Our approach is different: we focus on lifting human potential, not replacing it. We use AI to remove delays, simplify work, and give smarter tools across our GoBetter, StaffBetter, and GigBetter pillars. Our aim is to make work smarter, safer, and more meaningful for frontline workers, ensuring technology supports people and drives better performance.



BetterPlace has a huge opportunity to lead the workforce industry, as **many verticals remain untapped** and **there's still no absolute winner** in this space.



**Ardy Satria**

Co-founder & CTO - MyRobin.

# Pioneering Intelligence: Augmenting Human Potential

Betterplace is at the forefront of infusing Artificial Intelligence into every aspect of our GoBetter, StaffBetter, and GigBetter pillars. We are actively advancing a unified AI strategy across all business segments to drive unparalleled efficiency, accuracy, and innovation. Our approach is not just about adopting AI; it's about strategically integrating it to transform our operations and offerings. We are actively operationalizing new workflows with AI Agents to move beyond fragmented, pressure-driven processes. This includes:

1

AI-Assisted Project Feasibility Check

2

AI integrated Support Ticket for resolution.

3

Automation of AI-Drafted Documents



Betterplace aims to transform into a company that not only operates with AI but also sells AI products and innovates using AI across the entire frontline ecosystem."



**Andrea Ong**

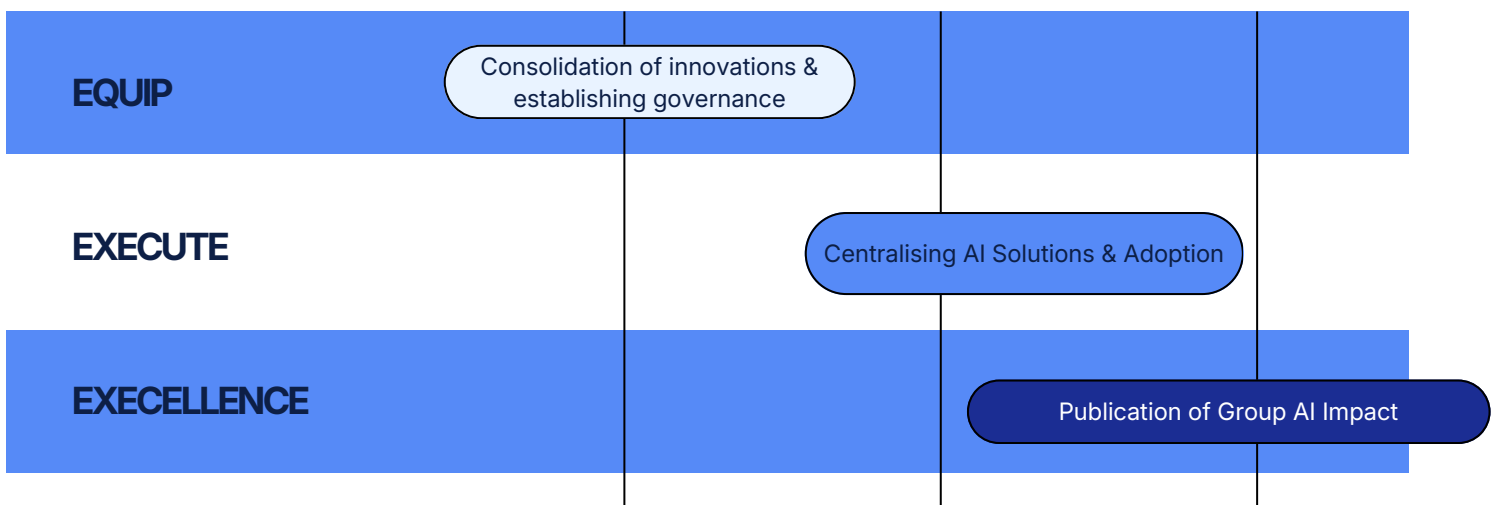
As Head of AI & Innovation of BetterPlace

## AI Roadmap for Growth

Q1 2026

Q2 - Q3 2026

2027



Beyond Business :

# Fostering an Equitable & Inclusive Workforce

At Betterplace, we believe that business success and social responsibility are intrinsically linked. Our commitment to Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) principles, and Diversity, Equity, and Inclusion (DEI) drives initiatives that create tangible positive change across all our pillars



## No Poverty

The Lifestyle Verification initiative, launched in collaboration with Smile Foundation, aims to empower communities by providing support for healthier, sustainable lifestyles. This partnership focuses on education, healthcare, and skill development to uplift individuals in need, enhancing their quality of life and reinforcing our commitment to social responsibility and community empowerment.

## Gender Inclusivity

Concluded with British International Investment, playbook to be launch through GoBetter to **promote diversity & equitable opportunities** in Jan 2026.

## Shaping Policies

Engagement with **Malaysia's** HR Ministry in creating the **Gig Work Bill**, advocating for fair labor policies & practices.

Global Growth Report

# Thank you!

Betterplace is strategically positioned to lead the next phase of innovation in the frontline workforce ecosystem. Our future growth is focused on large markets in India, SEA, and GCC, using AI to provide the next generation of our current offerings. We see immense opportunities to further embed financial services for workers, expand our gig model, and achieve 100% growth with ready products without adding significant cost. The market is vast, and we have a huge opportunity to lead the workforce industry globally, as many verticals remain untapped.

**Partner with Betterplace to transform your frontline workforce.**



**Website :**

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**Email :**

[hello@betterplace.co.in](mailto:hello@betterplace.co.in)