

ApplyDirect signs Dialog Group to its recruitment marketing solution

Melbourne, Australia, 2 August 2018: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**), the provider of customer branded recruitment marketing platforms and related digital services, is pleased to announce that it has signed a new agreement to design, build and manage a recruitment marketing solution for Dialog Group of Companies (**Dialog Group**).

Dialog Group is one of the largest information technology services providers in Australia, employing over 1,200 IT specialists nationwide. It incorporates a number of companies including Dialog IT, AccessHQ, Catapult BI and ICEMEDIA.

The solution will deliver recruitment marketing platforms for each company, and will also include managed services such as digital marketing, platform maintenance and cloud hosting. Further, each platform will be powered by Google Job Search (previously Cloud Job Discovery), which uses Artificial Intelligence and Machine Learning to generate the best search results.

ApplyDirect CEO, Lorcan Barden, said: "Our partnership with Dialog is another important milestone for ApplyDirect. Having established beachheads in both state and federal governments over the past year and successfully penetrated the health sector, this new agreement with Dialog reflects a broadening of ApplyDirect's customer base into professional services."

Dialog Group Founder and Managing Director, Alan Key, said: "We are delighted to partner with ApplyDirect on such an important initiative for our business. ApplyDirect offers a unique solution that seamlessly integrates an improved candidate attraction capability into our internal hiring process. We expect that this will drive a more optimised outcome, thus delivering a higher return on our recruitment spend."

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About ApplyDirect

ApplyDirect is a provider of customer branded recruitment marketing platforms and related digital services. Its cloud-based solutions solve the problems created by disjointed HR technology that frustrates the candidate experience and misinforms the marketing strategy selected by employers.

We aim to provide employers with fast, direct access to high quality talent at a lower cost, with less hassle and in a way which cuts out the middle man.

Jobseekers discover the job they've always wanted but could never find, or access. We connect them with companies actually looking for candidates – organisations for which they want to work. We give candidates the platform and tools to develop their careers and secure the job that is right for them.

We aim to end the inefficiencies that exist in the market today, providing candidates and employers with a better experience. Our search engine assesses, consolidates and catalogues job listings and makes them easily available to the right candidates. Our platform takes the stress out of looking for the right job, and brings strong talent straight to an employer's door.

In October 2016, ApplyDirect entered into a strategic alliance with Mercury Group of Companies Pty Ltd (Mercury), the largest supplier of workforce management software to the healthcare sector.

The alliance connects ApplyDirect's industry first platform, HealthBuzz, with Mercury's workforce management software, bringing together employers and candidates directly – without the need for recruitment agents and job boards.