



APPLYDIRECT INVESTOR PRESENTATION

14 NOVEMBER 2016

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Introduction to the team



Lorcan Barden

—
CHIEF EXECUTIVE
OFFICER



Bryan Petereit

—
CHIEF TECHNOLOGY
OFFICER



Fiona Nash

—
MARKETING
DIRECTOR



Kevin Maher

—
SALES
DIRECTOR

What have we done so far

EXECUTIVE TEAM RECRUITED



- | Seasoned and experienced
- | Blend of industry expertise

STRATEGIC PRIORITIES SET



- | Consistent with Prospectus
- | Ensures necessary focus to drive success

EXECUTION UNDERWAY



- | Industry focussed 'go to market' strategy
- | Strategic Alliance with Mercury executed

COMPANY OVERVIEW

Our purpose

To be the global destination where candidates and employers are empowered to discover each other directly and in a more satisfying way

Our intellectual property

CATALOGUING SYSTEM



Traditional keyword searches are ineffective and produce irrelevant job search results

At the core of the ApplyDirect platform is a proprietary cataloguing system

Ensures job candidates find the best jobs faster

Leads to a better fit between employer and candidate

Difficult to replicate without substantial time and investment

SEAMLESS INTEGRATION



Technology is automated and fully integrated into employers' own website

Jobs are automatically added and deleted

Caters for large and small employers alike

CANDIDATE ENGAGEMENT



Unique job alert system also provides a highly targeted tool for candidates and employers

Intelligent and unique categorisation/search capability makes it easier to match the right candidate to the right job

Eliminates job alert spam

Ongoing growth validates attractiveness to candidates

Key community metrics

Since the IPO both the number of employers and as a consequence the number of vacancies has increased, with the average vacancy turnover rate remaining at 14 days.

During the same period the level of candidate engagement improved significantly, as evidenced by the increase in traffic on the platform.

Employers

SEPT '16

AT IPO

No. of employers

750

700

 7.1%

No. of vacancies

41k

30k

 37.0%

Vacancy turnover ratio

14 DAYS

14 DAYS

 0%

Candidate engagement

SEPT '16

AT IPO

No. of users (cumulative)

11m

8m

 33.8%

Monthly candidate engagement

1.6m

1.2m

 34.9%

Monthly job search

17m

14m

 21.4%

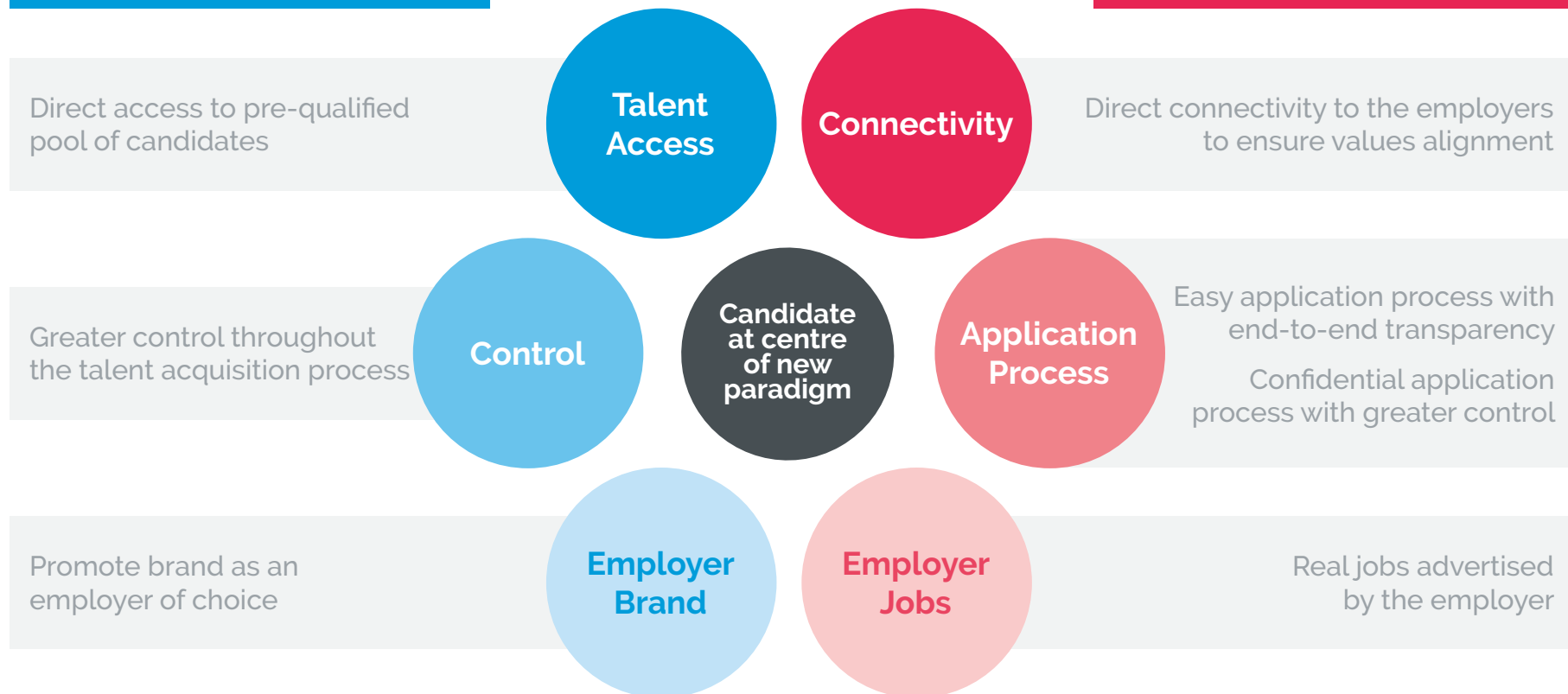
INDUSTRY CONTEXT

Industry paradigm shift

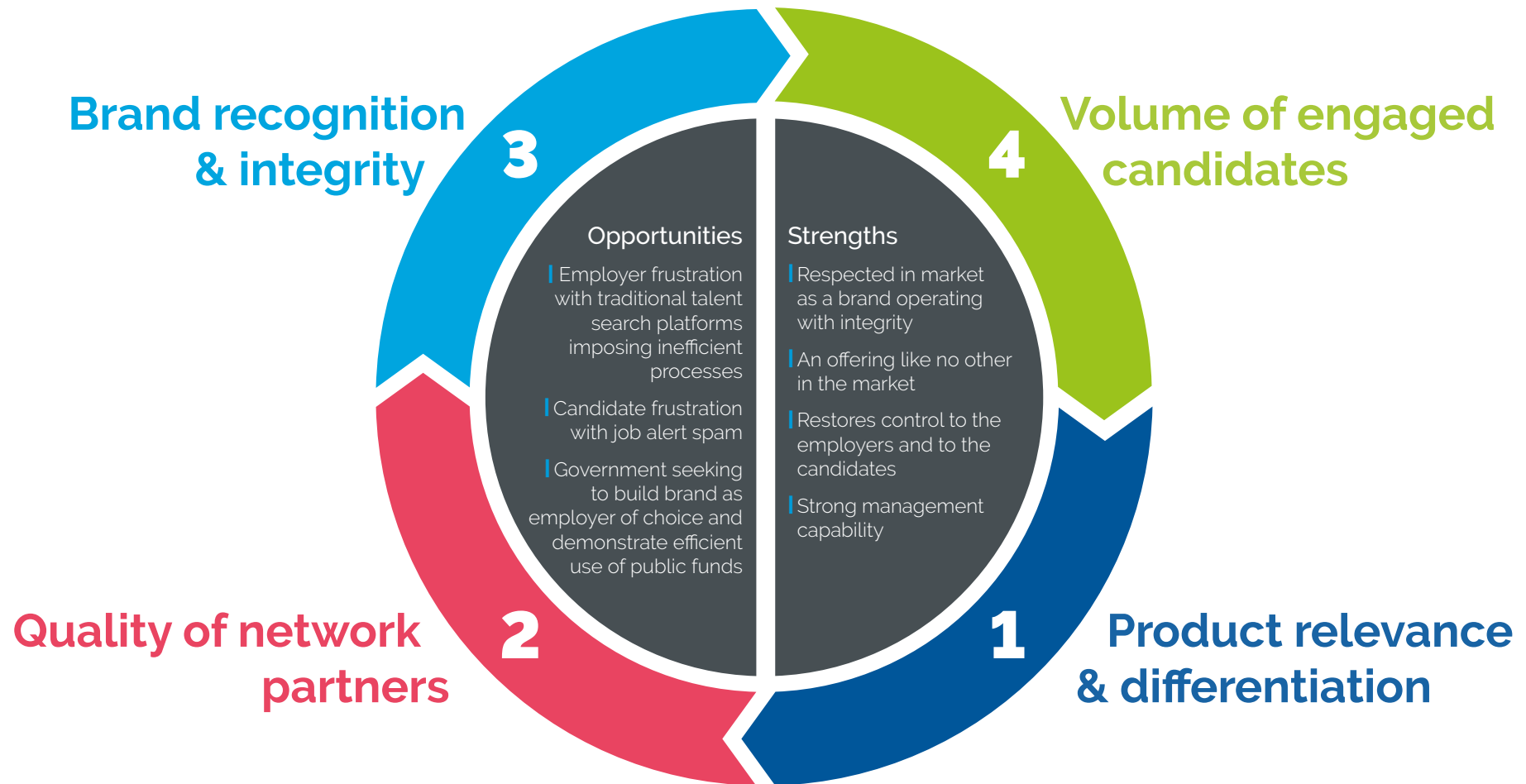
- The structure of the talent acquisition industry is not satisfying the needs of both candidates and employers.
- Both are now demanding a better way

EMPLOYERS DEMANDING: A GREATER ROI

CANDIDATES DEMANDING: A BETTER EXPERIENCE



Industry critical success factors



OUR STRATEGIC PRIORITIES

Key strategic priorities

1

Build scale and relevance in a select number of industry verticals

2

Engage channel partners to build leverage into sales and marketing initiatives

3

Align and focus brand strategy with select industry verticals

4

Become the industry standard for candidate experience

...

...whilst also continuing to the build on broader ApplyDirect platform

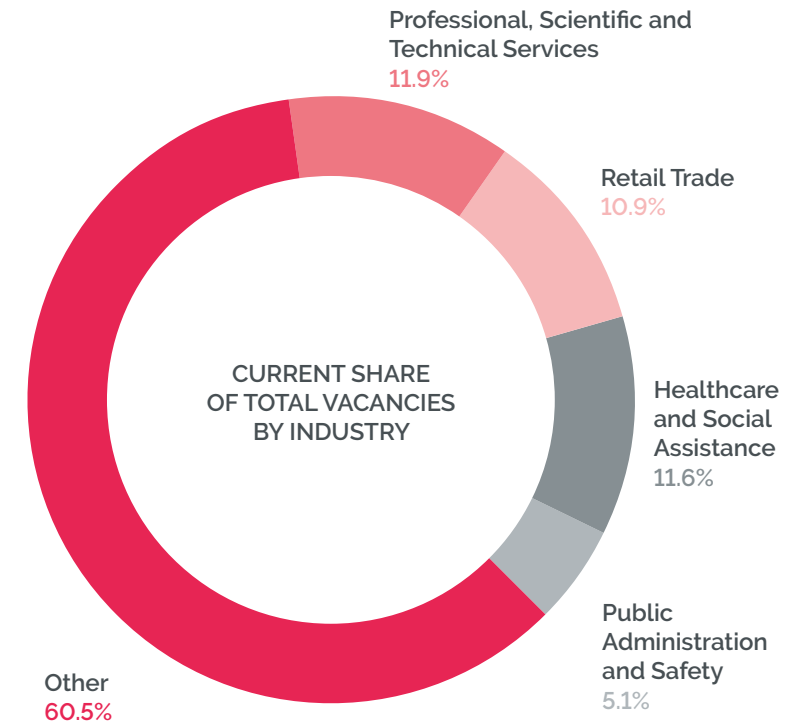
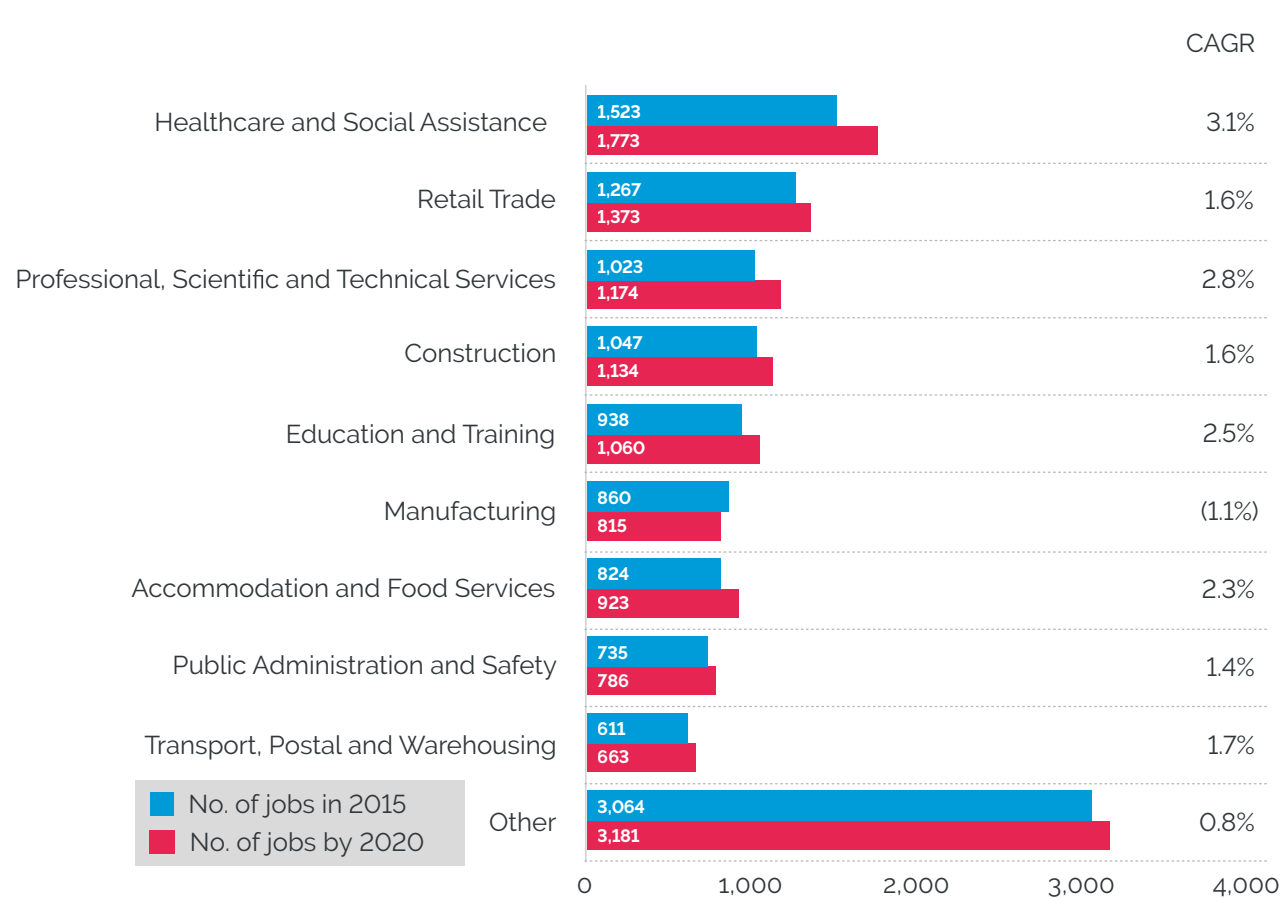
ApplyDirect is a differentiated product

	QUALITY OF JOBS	DIRECT CONNECTION	USE OF PERSONAL DATA	TRANSPARENT PROCESS
	• No duplicates • Real positions	• No intermediaries • Employers and candidates have control	• Candidate data not retained • Candidate data not exploited	• Employer brand at centre • Employer application process
ApplyDirect				
Other talent search platforms				

Sector attractiveness

The top three industry sectors below are estimated to represent ~35% of the total vacancies in Australia by 2020

Initial focus will be on the most attractive verticals in order to access compounding growth annuity streams



*Source: Department of Employment, March 2016.

Initial industry verticals targeted



HEALTHCARE



GOVERNMENT



RETAIL



PROFESSIONAL SERVICES

Importance of the healthcare sector

■ The number of employees in the healthcare sector is the highest compared to other industries

■ Growth in jobs expected to be higher than any other vertical

1.5m employees in 2015

0.25m jobs forecast to be added in the healthcare sector by 2020

1.8m employees by 2020

3% estimated 5 year CAGR

15%* annual turnover rate

Source: Department of Employment, March 2016. *ApplyDirect management estimate

MERCURY STRATEGIC ALLIANCE

Why Mercury strategic alliance

Healthcare is one of the key sectors which will receive initial focus. In order to accelerate sector penetration, ApplyDirect has selected Mercury Group of Companies as its strategic partner

Strategically positions ApplyDirect to quickly penetrate the highly attractive healthcare sector



Consistent with the strategy of orchestrating network partners to deliver high value solutions to clients



Mercury is a highly credentialed and well established technology provider into the healthcare sector



Leverages complementary offerings of both organisations to provide a seamless and integrated solution



Mercury's key healthcare metrics

80m



FACILITATES 80M
JOB ALERTS PER YEAR

ADVERTISES 2,500
HEALTHCARE JOBS PER WEEK



2.5k

0.5m



500K PEOPLE USING FIT2WORK
SOFTWARE PER YEAR

80,000 CLINICIANS ON
CREDENTIALING DATABASE



80k

Mercury Group of Companies

- Leader in workforce management software, online HR solutions and risk management in the healthcare sector

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- Australian owned and operated
- Over 20 years experience
- Most comprehensive end-to-end HRMS.
 - E-Recruitment
 - Background and police checking
 - Identity verification
 - Credentialing
 - Performance management
- Market leading position in the healthcare sector. Also represented in local government and retail

Why Mercury selected ApplyDirect

- › ApplyDirect is the only talent search platform with 100% transparency for the job seeker and its brand is associated with integrity and trust
- › Provides Mercury with the ability to deliver an end-to-end solution that for the first time properly combines the job searching and the application process
- › Sets an important foundation for further candidate experience innovation

Founder and CEO John Anastasiou said

“the initiative is a perfect collaboration bringing together Mercury’s footprint in recruitment systems in Health and ApplyDirect’s powerful search engine which will offer significant efficiencies in time and cost for employers with automated applicant tracking and other sophisticated HR systems”

An alliance between complementary talent acquisition technologies

APPLYDIRECT – TALENT ACQUISITION

- Differentiated talent search platform, both branded and white labelled
- Displays employer jobs only with no intermediaries
- Integrations with all major eRecruitment providers
- Hosting of white labelled platforms & virtual career websites for SMEs



MERCURY – TALENT MANAGEMENT

- eRecruitment platform that streamlines and consolidates the administrative tasks of the recruitment process
- Administers 2,500 vacancies in healthcare per week
- Pre-employment background checks through the fit2work product (JV with Australia Post)
- End-to-end clinical credentialing process that is rapidly becoming the industry standard



SEARCH & ADVERTISING



PRE-QUALIFICATION



VERIFICATION



ONBOARDING



PERFORMANCE
MANAGEMENT

The intent of the Strategic Alliance is to address the needs of both the candidates and employers by providing a seamless and integrated talent management technology solution



Current size of addressable healthcare market

This relates to job advertising revenue only and excludes other sources such as media.

TOTAL EMPLOYEES IN HEALTHCARE

1.6m

HEALTHCARE VACANCY RATE ~15%¹

0.24m

INDICATIVE JOB AD RATE \$150²

Potential opportunity size

\$36m

MARKET PENETRATION

20%



~\$7.0m

40%



~\$14.5m

60%



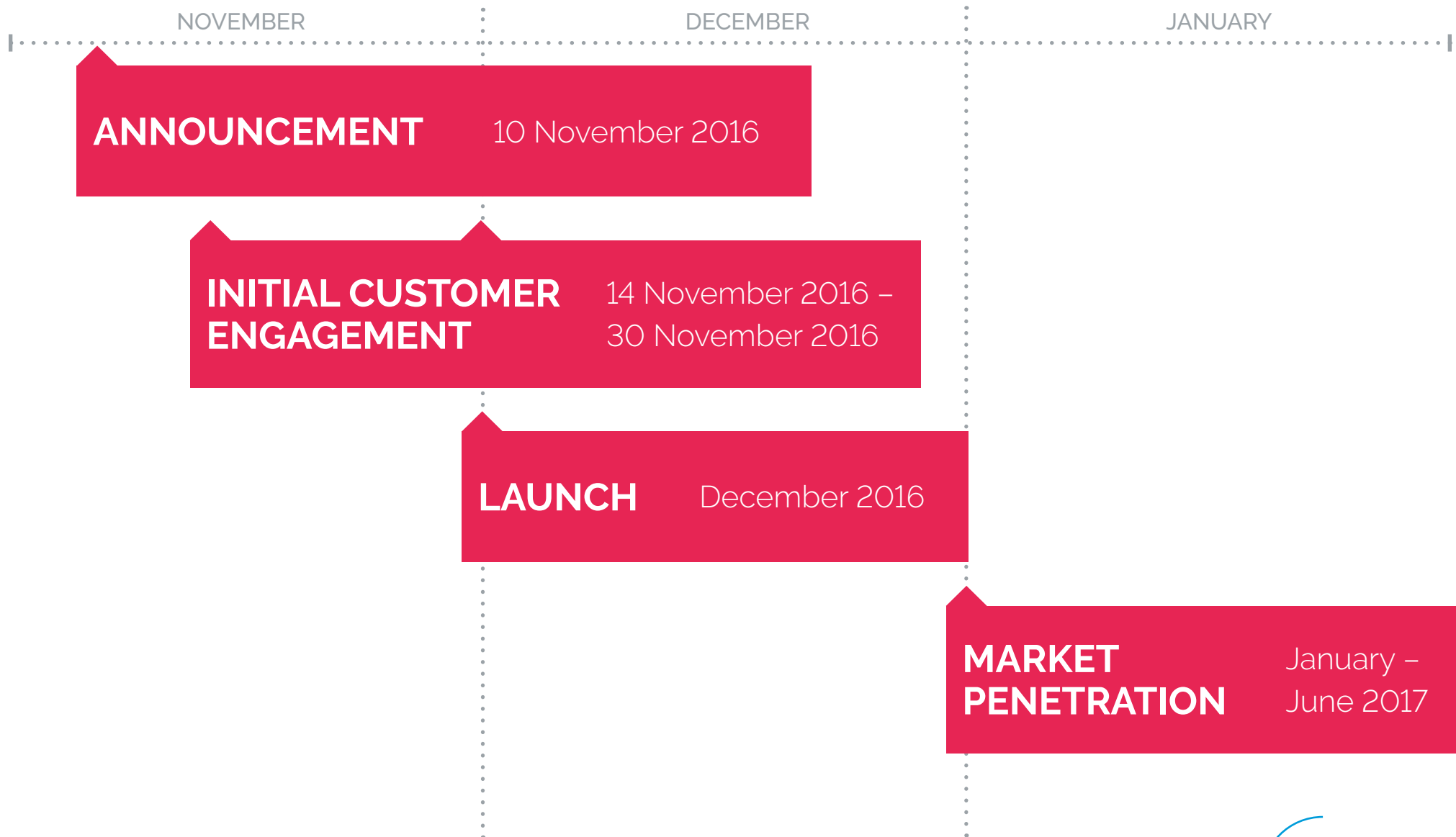
~\$21.5m



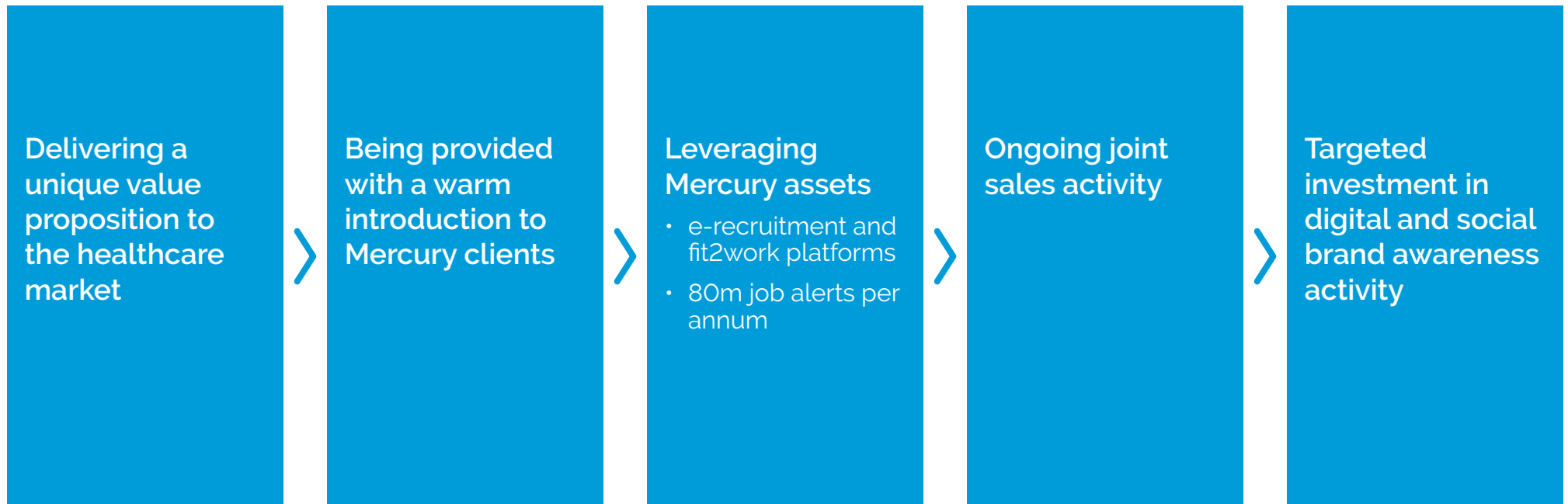
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¹ Estimate excludes compound growth of 3% ² Assumes a blended rate of \$150, which comprises an even mix of small employers at \$200 per job and large employers at \$100 per job.

Key milestones

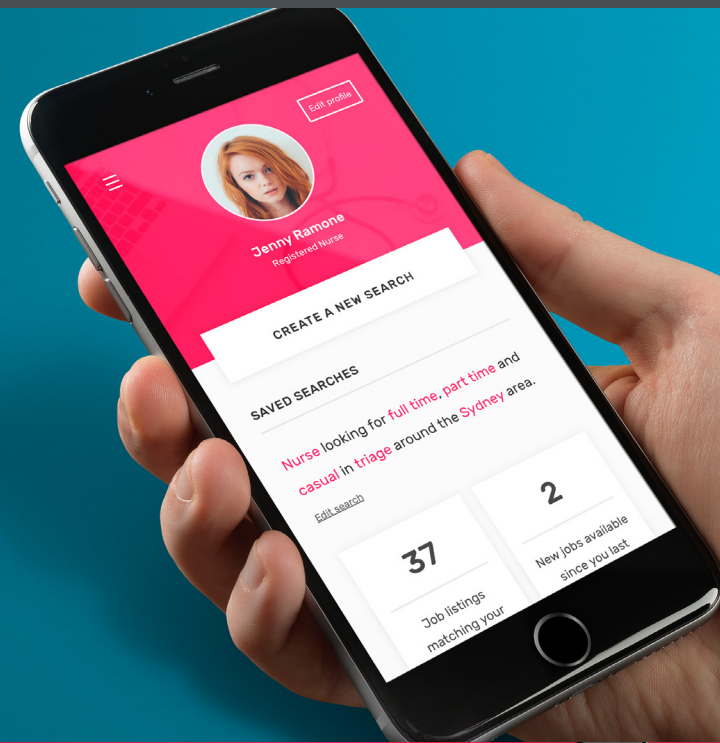


How we will get immediate brand awareness



A user experience 'like no other'

- A new level of integration between job search platform and e-recruitment platform that gives complete visibility regarding the candidate journey
- One source of the truth for all industry jobs
 - Health jobs only
 - Only real jobs
 - No duplicate jobs
- An end-to-end search and application process
 - Complete with police checks and credentialing



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The ApplyDirect logo, featuring the company name in a white, sans-serif font next to a stylized white arc.

THANK YOU