

ApplyDirect launches new healthcare platform HealthBuzz

Melbourne, Australia, 15 December 2016: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced the launch of its healthcare talent search platform, which is branded HealthBuzz (<https://healthbuzz.applydirect.com.au>).

As a sub-domain of ApplyDirect, HealthBuzz combines the power of the ApplyDirect search engine with a newly developed healthcare specific user interface. The user experience is further enhanced by ApplyDirect's unique integration to Mercury's workforce management software, which provides candidates with an easy to use one-stop-shop, from search to application, including police clearances and credential checks.

The importance of HealthBuzz to candidates is further enriched by it being the only destination for all employer jobs in healthcare, as well as the application process transparency, confidentiality and control it offers.

The Department of Employment forecasts that 250,000 jobs will be added in the healthcare sector by 2020, and that more than 25 per cent of all new jobs in Australia will be in healthcare by 2020. As such, attracting quality candidates, in a cost effective manner, will be a key issue for healthcare employers over the coming years.

HealthBuzz was developed to address this issue, giving employers access to a significant pool of engaged candidates for an annual subscription fee that is based on their vacancy rates, and therefore usage. In-so-doing, it eliminates the need for recruitment agents and traditional job boards, effectively handing control of the process back to the employer.

ApplyDirect CEO, Lorcan Barden, said: "The launch of HealthBuzz represents another significant milestone in our strategy execution and provides early evidence of the effectiveness of our alliance with Mercury. We now look forward to the aggressive rollout of our unique health solution to the market."

Mercury founder and CEO, John Anastasiou, said: "Since the announcement of our strategic alliance with ApplyDirect, the feedback from our customers has been fantastic. The market is clearly ready for a change and sees HealthBuzz as a real alternative."

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About ApplyDirect

ApplyDirect is a marketplace where employers and candidates can discover each other directly. We give control back to candidates and 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.