

HealthBuzz signs its first ‘integrated talent acquisition solution’ customer

Melbourne, Australia, 1 June 2017: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that the Company has successfully launched its new HealthBuzz end-to-end talent acquisition solution, signing its first health employer. The customer currently operates an expanding network of over 20 healthcare facilities, both medical and aged care.

The integrated product is a plug and play end-to-end solution that combines ApplyDirect’s candidate attraction technology and digital marketing solutions with the Mercury Group’s applicant tracking system and credentialing capabilities.

The customer will replace its current manual processes with the HealthBuzz integrated solution, thus enabling it to unlock important efficiency gains and cost savings. The solution will initially be implemented in its medical division, with the aged care division expected to follow once these benefits are realised.

ApplyDirect CEO, Lorcan Barden, said: “The successful launch of the new product represents a significant opportunity for us to leverage the combined power of the ApplyDirect and Mercury Group capabilities to provide integrated e-recruitment solutions. The product further adds to ApplyDirect’s portfolio of solutions that enhance our capability to disrupt the traditional recruitment market.

“The integrated solution was recently launched across both the ApplyDirect and HealthBuzz brands and the initial response from employers has been very positive. Bundling a broader range of services into this integrated product has provided ApplyDirect with the opportunity to build deeper and longer-term relationships with employers, whilst at the same time increasing our average revenue per customer.

“We already have a strong pipeline of opportunities across both HealthBuzz and ApplyDirect, and expect that this innovative end-to-end solution will provide a strong boost to revenue in the 2018 financial year and beyond.”

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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.