

ApplyDirect signs large IT services provider to its new integrated talent acquisition solution on three-year contract

Melbourne, Australia, 14 June 2017: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that following the recent launch of its new HealthBuzz end-to-end talent acquisition solution, the Company has also signed its first customer to the equivalent ApplyDirect branded solution.

The new customer is a large IT services provider, which currently employs over 1,400 specialists and advertises up to 80 vacancies per month. The ApplyDirect integrated solution was selected to replace the customer's largely manual processes, thus unlocking important efficiency gains and cost savings. The contract is for a term of three (3) years and is expected to generate in excess of \$250,000 in revenue for ApplyDirect.

The integrated product is similar to the plug and play end-to-end solution recently launched under the HealthBuzz brand and combines ApplyDirect's candidate attraction technology and digital marketing solutions with the Mercury Group's applicant tracking system and credentialing capabilities.

ApplyDirect CEO, Lorcan Barden, said: "Whilst the new product was developed in conjunction with our healthcare industry partner, the Mercury Group, it has equal application to other industry verticals.

"Our integrated solution allows ApplyDirect to build deeper and longer-term relationships with our customers and the three (3) year term of this contract evidences this.

"As we head towards the end of the 2017 financial year, ApplyDirect is continuing to build momentum and is developing a strong pipeline of opportunities for the next 12 months. Importantly, the successful launch and customer sign ups to the new integrated talent acquisition solution, combined with the recently announced government contract win, is setting ApplyDirect up for strong revenue growth in 2018."

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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.