

ApplyDirect signs fifth customer to its integrated solution & renews large healthcare customer

Melbourne, Australia, 10 July 2017: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that since the beginning of June 2017 five customers have signed up to its integrated talent acquisition solution (both HealthBuzz and ApplyDirect), with three of those customers signing long term agreements. The five new customers include a major regional hospital group in Victoria, three aged care groups, as well as the large IT services provider previously announced.

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

ApplyDirect CEO, Lorcan Barden, said: "The success we have enjoyed over the past five weeks in attracting customers to our integrated solution is a strong endorsement of our partnership with the Mercury Group and our proven track record in implementing innovative and value adding solutions.

"Importantly, with the number of three year agreements we are seeing further evidence of our customers seeking longer term and deeper relationships with ApplyDirect. The broader range of services offered with the integrated solution has also significantly enhanced ApplyDirect's average revenue per customer."

Further, ApplyDirect is also pleased to announce that Bupa, one of its oldest customers, has recently renewed its subscription to HealthBuzz on significantly enhanced commercial terms.

Lorcan Barden said: "Bupa is one of a number of long term supporters of ApplyDirect and as we continue to build scale and relevance in the market it is pleasing that those relationships are being maintained and that our customers are recognising the increasing value that we can provide to their businesses."

END

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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.