

ApplyDirect signs three-year Managed Services Agreement with the NSW Government

Melbourne, Australia, 17 July 2017: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that it had signed a three (3) year Managed Services Agreement with the NSW Government, both expanding and extending the relationship between the parties.

The scope of services under this new agreement have been extended to include digital marketing, which complements the ApplyDirect technology both in attracting job seekers to, and in engaging candidates on, the *iworkforNSW* platform.

We note that the Managed Services Agreement is in addition to ApplyDirect's role of advising the NSW Government on the *iworkforNSW* innovation roadmap, and in delivering ongoing platform enhancements, such as the recent integration between NSW Health and *iworkforNSW*, announced on 24 May 2017.

ApplyDirect CEO, Lorcan Barden, said: "ApplyDirect has been a long-term partner of the NSW Government and this new three-year agreement reflects the strengthening of that relationship, as well as the confidence that the NSW Government has in ApplyDirect and its broader service offering.

"Almost two years ago, ApplyDirect designed, developed and implemented the *iworkforNSW* whole of government jobs platform and since then we have provided hosting and maintenance services. The ability of ApplyDirect to now combine its propriety technology and its digital marketing capability in this expanded services agreement underscores our unique position in the market and demonstrates the importance of ApplyDirect to the largest employer in Australia.

"Importantly for ApplyDirect, this agreement will result in a significantly increased contribution to revenue over the next three years.

"The long-term commitment of the NSW Government is also expected to support a pipeline of additional opportunities, such as the NSW Health integration with the *iworkforNSW* platform. Further, our role in advising the NSW Government on the *iworkforNSW* innovation roadmap has already lead to ApplyDirect providing cost estimates for the implementation of various components of the roadmap.

"Our relationship with the NSW Government has been an outstanding case study in ApplyDirect's capability to deliver innovative and value creating recruitment solutions to large employers and we are continuing to leverage that experience to pursue other opportunities within the government sector."

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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.