

ApplyDirect signs First State Super to significant media campaign

Melbourne, Australia, 26 July 2017: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that it has been engaged by First State Super to execute a six (6) month multi-faceted digital media campaign across the HealthBuzz platform.

A key factor in First State Super's decision to partner with the Company on this important initiative was its ability to both readily access, and meaningfully engage with, its significant subscriber base. This was evidenced in ApplyDirect's Q4 FY17 Job Seeker Survey (refer attachment), which was conducted across its subscriber base. The digital media campaign will run between August 2017 and February 2018.

ApplyDirect CEO, Lorcan Barden, said: "First State Super is one of Australia's largest superannuation funds managing in the order of \$60 billion on behalf of more than 750,000 members and we are delighted to be partnering with them on what will be our largest and longest running on-site advertising campaign to date.

"This campaign reflects the critical mass and increasing penetration of the job seeker market that ApplyDirect has achieved.

"Since its launch in March 2017, our media function has become an increasing contributor to revenue. This combined with the recently announced government contracts and integrated talent acquisition customer wins, is expected to drive strong revenue growth in the 2018 financial year."

END

Lorcan Barden
CEO
ApplyDirect
03 8199 0455

Chris Knorr
Market Eye
+61 417 033 623

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.

ApplyDirect

HealthBuzz

Connecting the best in health | By ApplyDirect

Quarter 4 FY17

Job Seeker survey results



ApplyDirect and HealthBuzz job seeker survey

In Quarter 4 financial year 2017, we conducted a survey involving both ApplyDirect and HealthBuzz subscribers in order to develop an audience profile and gain valuable insights regarding their demographics and preferences



Over 100,000 ApplyDirect and HealthBuzz subscribers were sent an email invite to participate in the survey

Audience profile

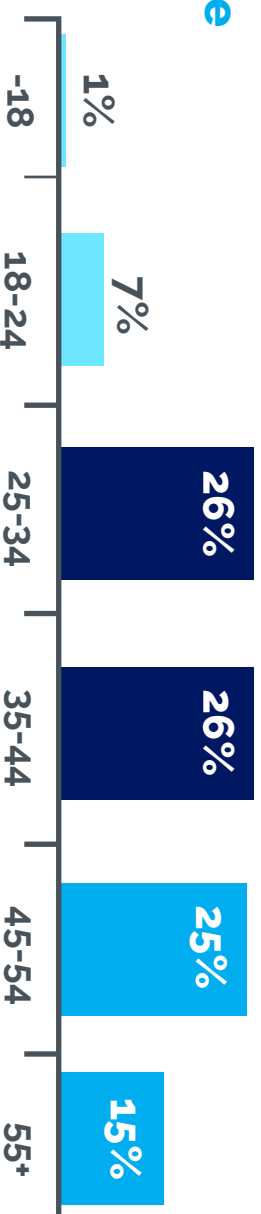
Gender

Female **48%**

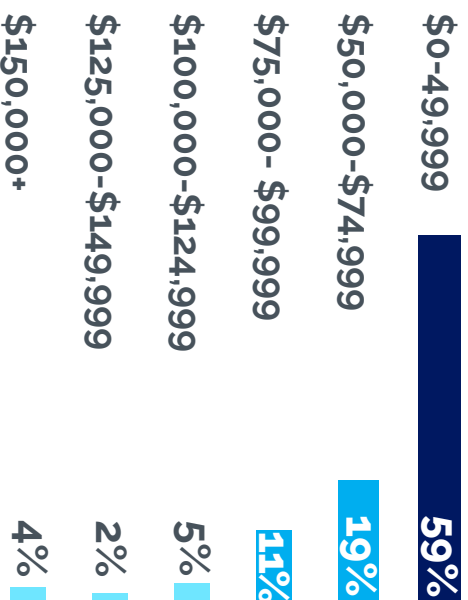
Male **52%**



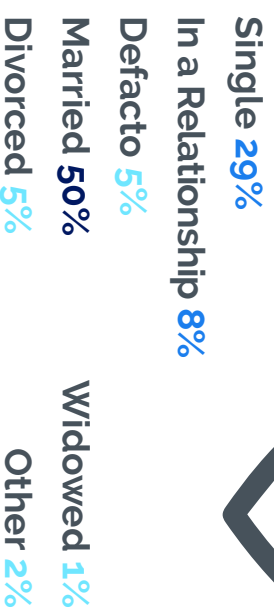
Age



Income



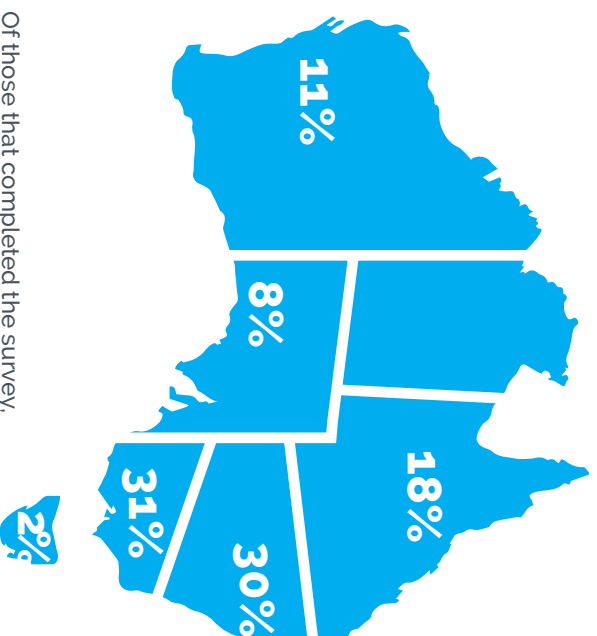
Relationship status



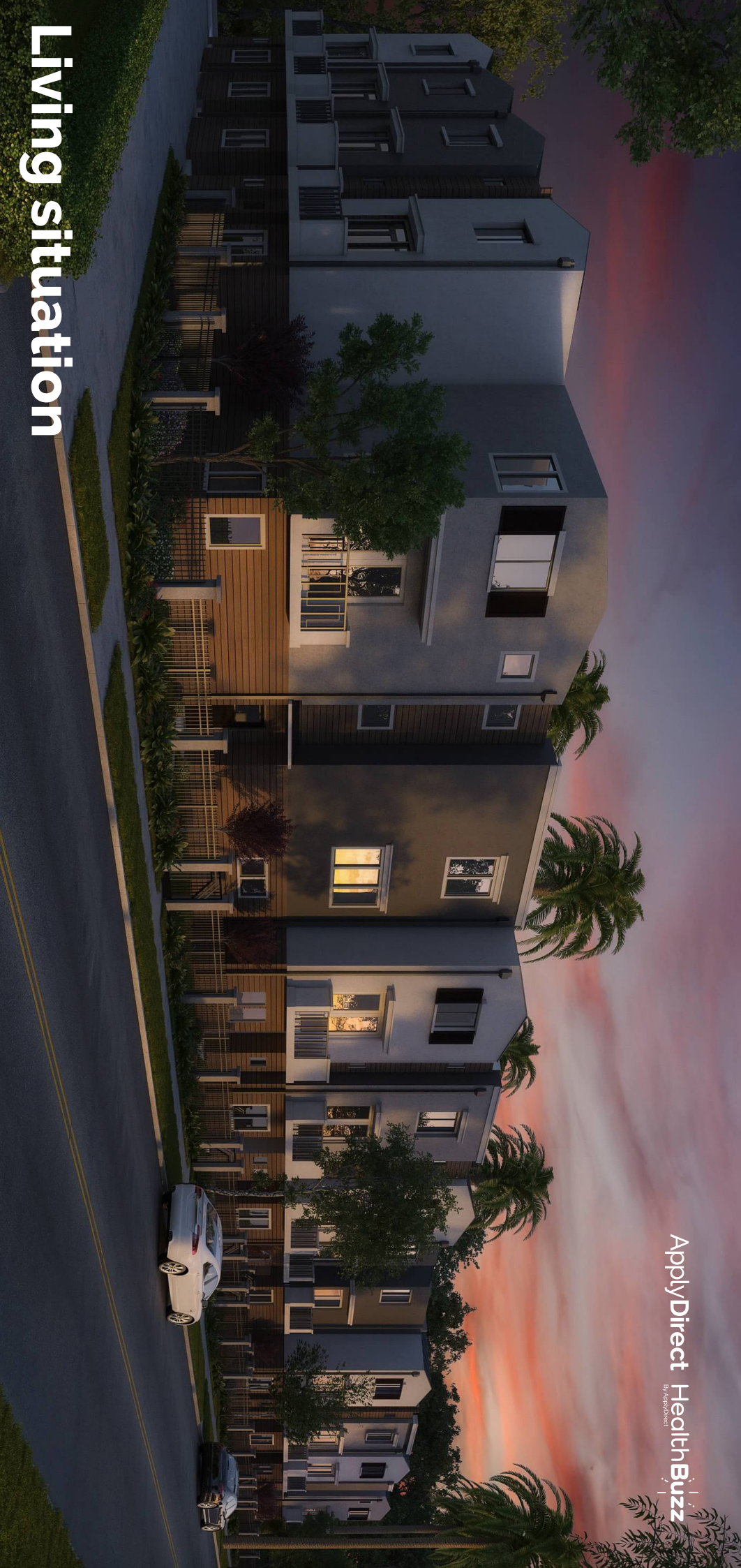
Do they have children?



State of residence



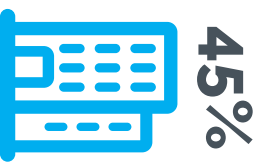
Of those that completed the survey, no one resides in NT or ACT.



Living situation



Living with
Parents



Renting



Renting &
Looking to Buy



Homeowner

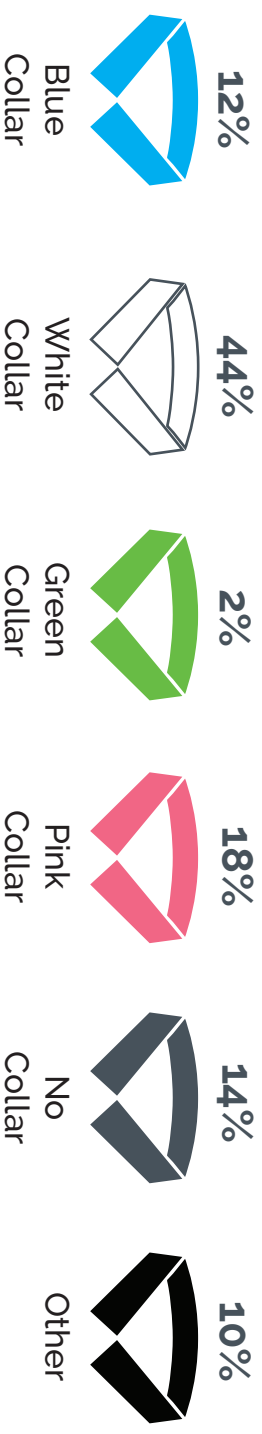


Homeowner with
Investment Property

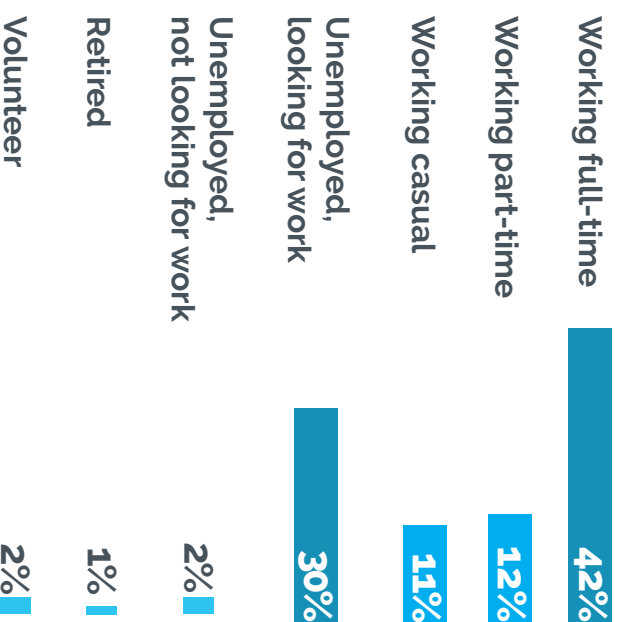
Employment

We asked job seekers about their employment status, and the likelihood of searching for a new job.

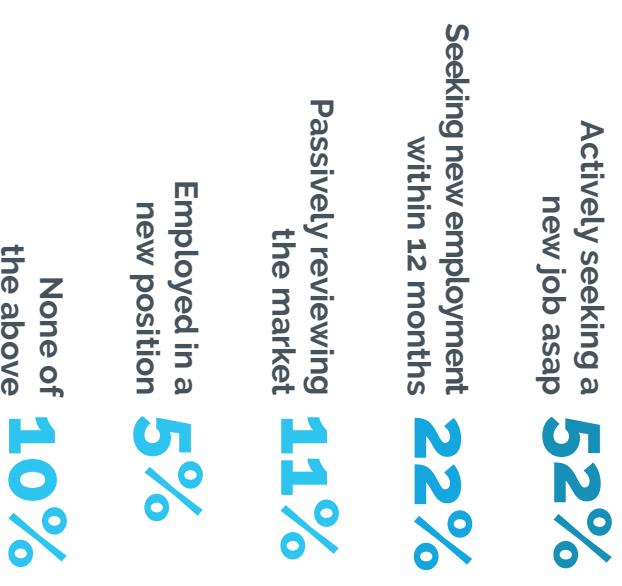
Which industry "collar group" would they say they associate with?



Which category accurately describes their employment status?



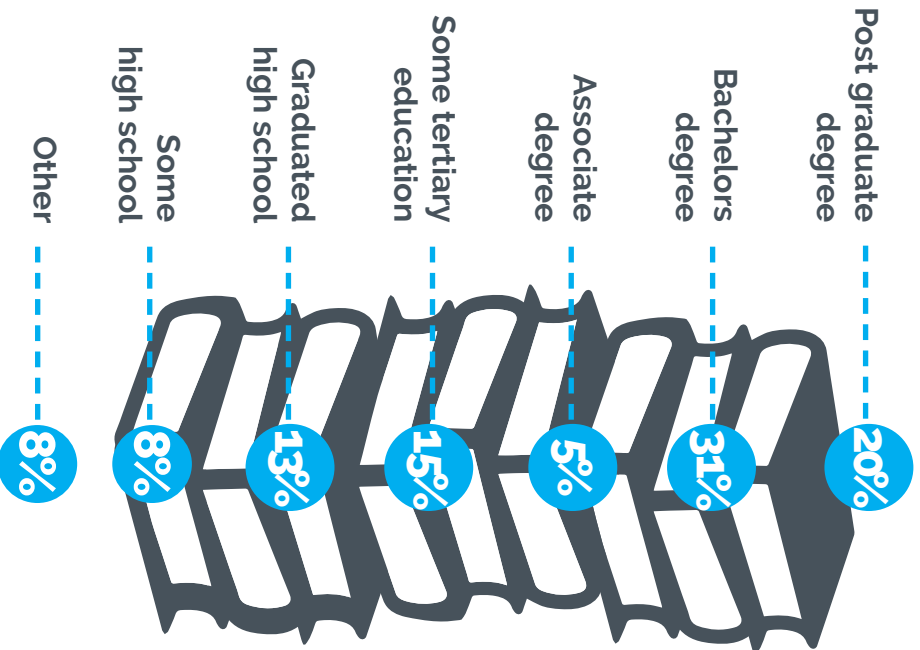
In relation to their job, they are currently...



Education

We asked job seekers about their highest level of education and the likelihood to further their education.

Highest level of education completed.

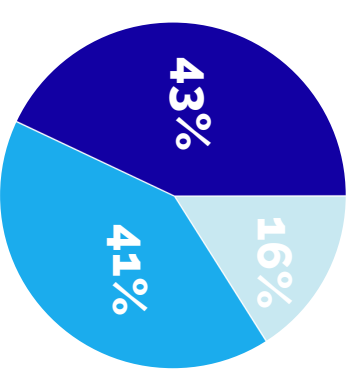


Are they likely to undertake further study to progress their career?

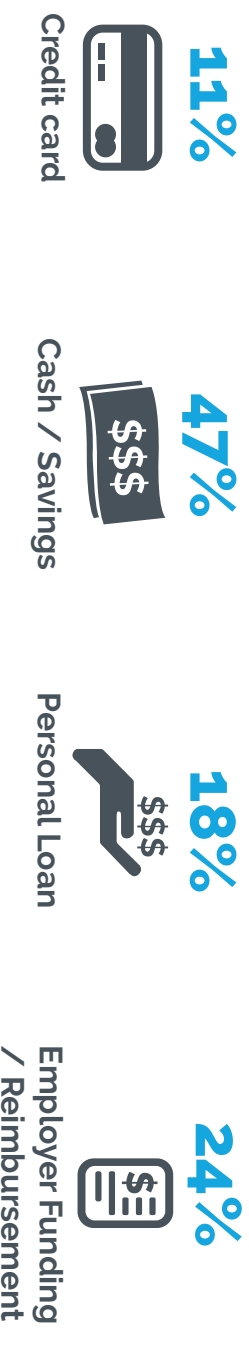


What is the primary reason they would undertake further study?

- 43%** To broaden their knowledge
- 41%** It's a necessity to progress in their career
- 16%** Demonstrate more formal qualifications on their CV



How do they intend to pay for this education?



*Results are based on participants who said yes to further study.

Salary packaging

Do they understand what salary packaging is?



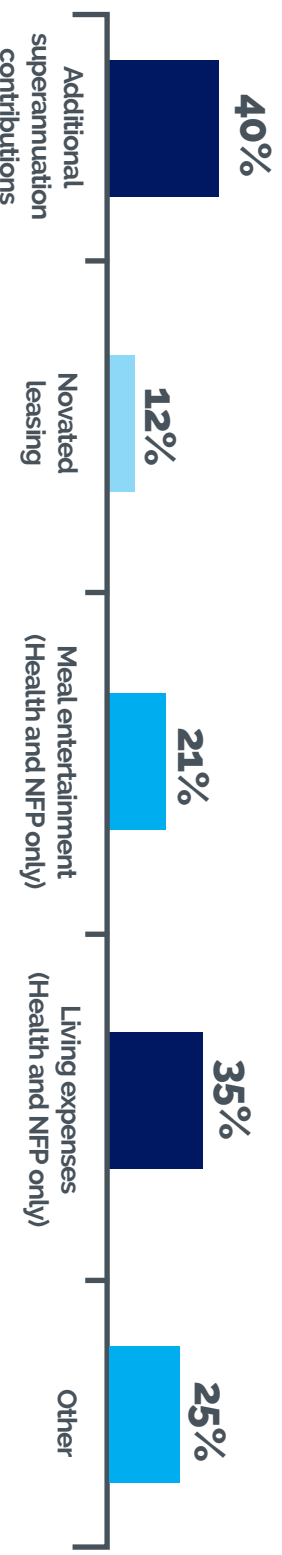
Do they understand the potential benefits that salary packaging could provide?



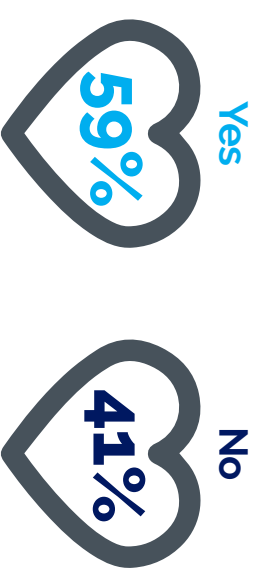
Do they currently participate in salary packaging?



Of those participating in salary packaging, what do they salary package?



Do they currently have health insurance?



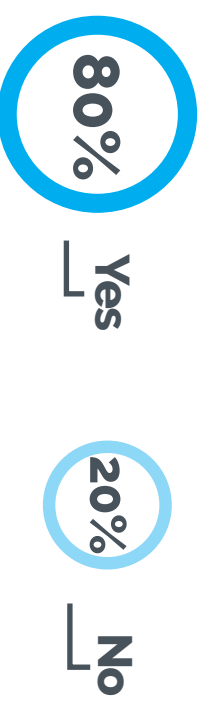
Are those with health insurance happy with their provider?



Do they feel they're getting value for money?



Do they understand the implications of not having health insurance?



Superannuation



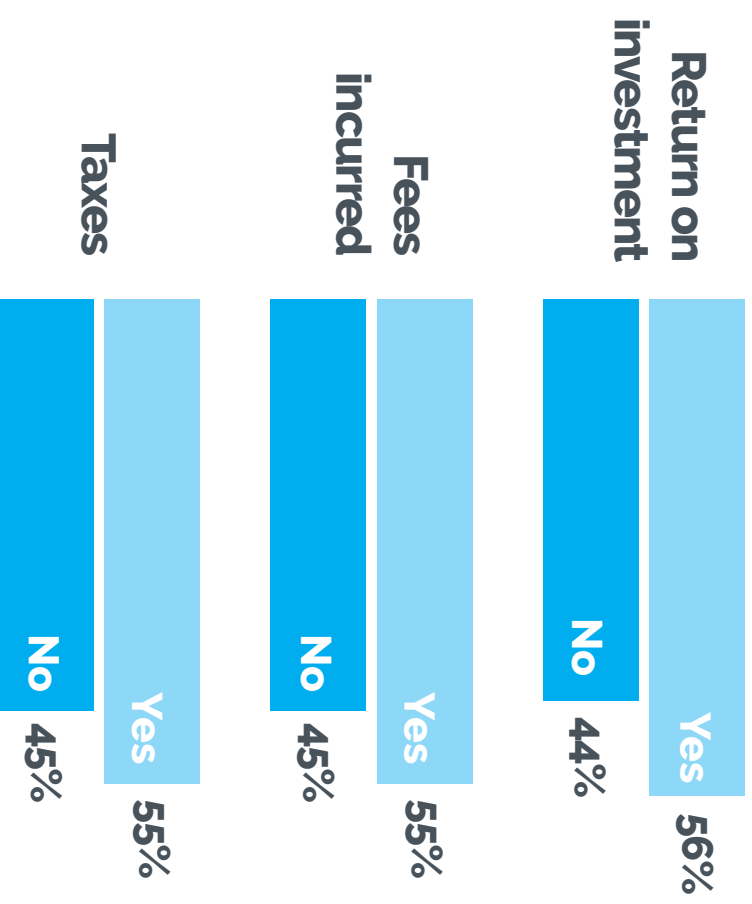
Are they happy with their current superannuation provider?



If they were to change jobs would they change their superannuation fund?

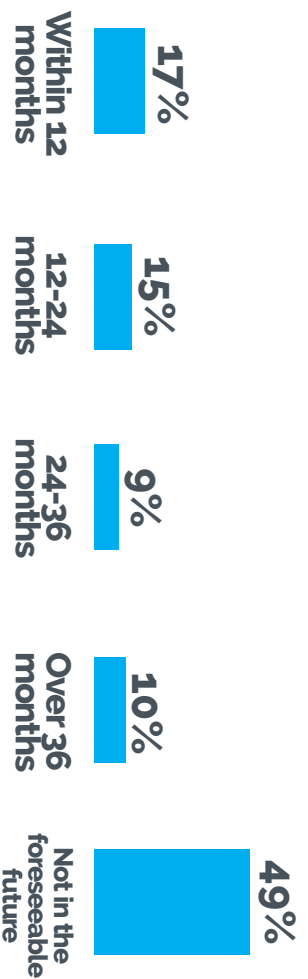


Do they feel they know enough about their superannuations funds...

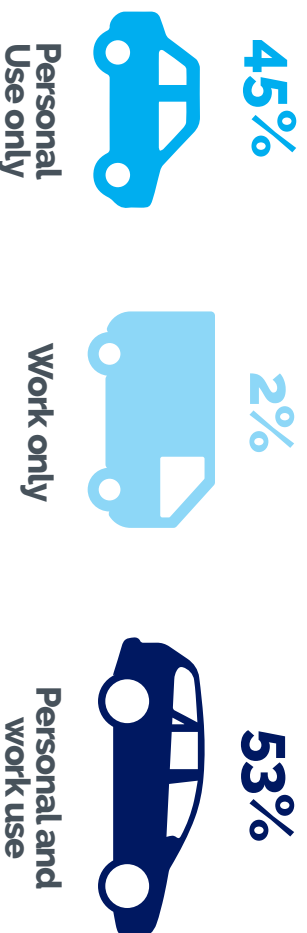


Purchasing vehicles

Are they in the market for a new car...

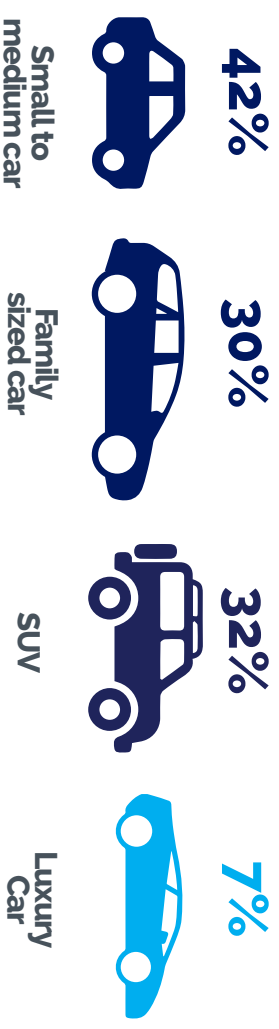


How will it be used?



*Results are based on participants who said they are likely to purchase a vehicle

What kind of vehicle are they likely to purchase?



*Results are based on participants who said they are likely to purchase a vehicle