

ApplyDirect Limited (ASX:AD1)

CEO's AGM Presentation

27 November 2017



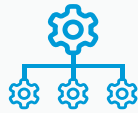
Evolving from product to solution

- › Informed by both customer feedback and developing industry themes over the past 12 months, ApplyDirect has made important enhancements to its market offering, extending it from product based to solution based.
- › We now have a comprehensive range of tailored solutions for each of our target customer segments, thus significantly enhancing our differentiation and relevance.

Integrated solution



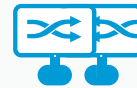
**Employer
branded jobs
platform**



**Search
engine**



**Application
booster**



**e-recruitment
system &
integrations**



**Job ready
checks**

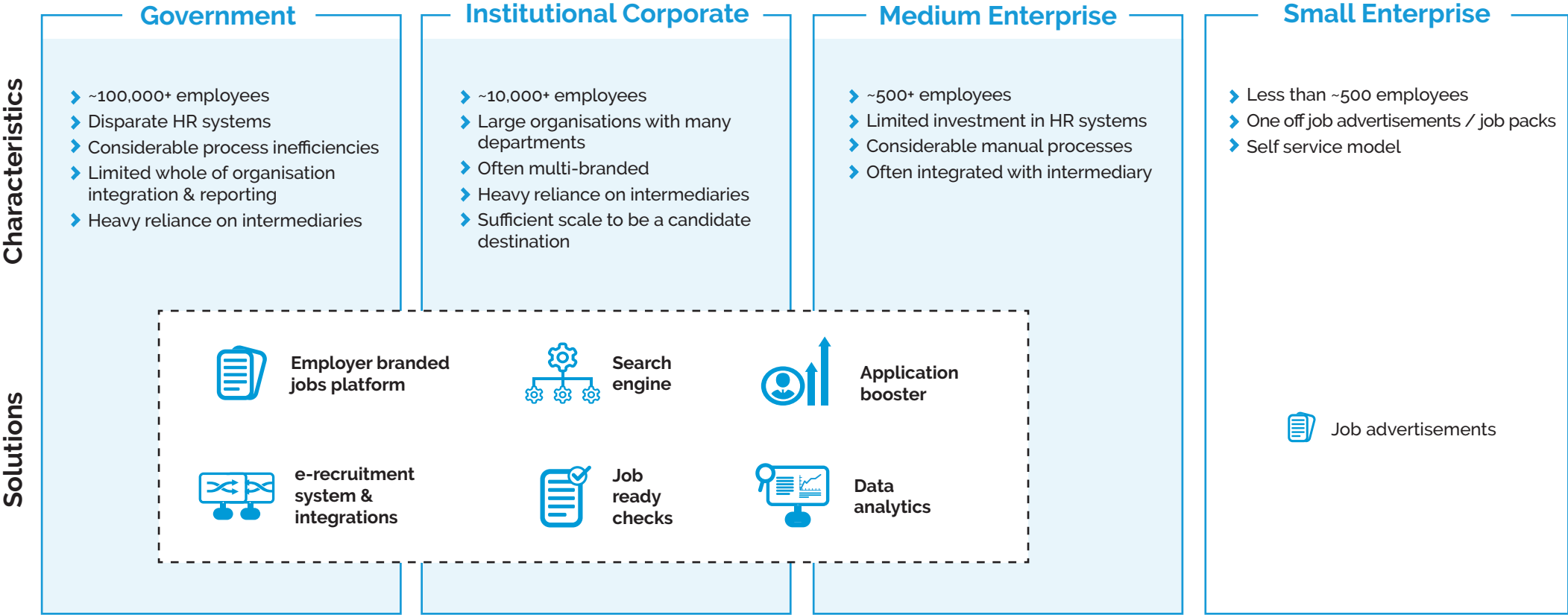


**Data
analytics**

- › In today's digital world, employers recognise the opportunity to leverage both digital and social channels to communicate directly with candidates to promote their value proposition. This has important implications for the channels through which employers and candidates engage.
- › Further, the pivotal role played by Google in facilitating the job search process should increase significantly in the short-to-medium term as it launches its Google for Jobs product. This underscores the importance of a fully optimised employer careers platform.
- › ApplyDirect is uniquely positioned to enable employers to both navigate and maximise these opportunities.

Target customer segments

- The primary distinction between our target segments relates to the scope of services, which are determined by: customer size; incumbent HRIS systems, and internal recruitment processes.
- Our value proposition for each of our segments is broadly similar and centres on the cost savings available through the removal of intermediaries.



FY2017 key highlights

- During FY2017 ApplyDirect made significant progress towards its strategic priorities and entered FY2018 with considerable momentum.
- In summary, management is excited by the size of the opportunity available and has set aggressive growth targets for the next 12 months.



Mercury strategic alliance is delivering significant benefits:

Launch of HealthBuzz platform in December 2016

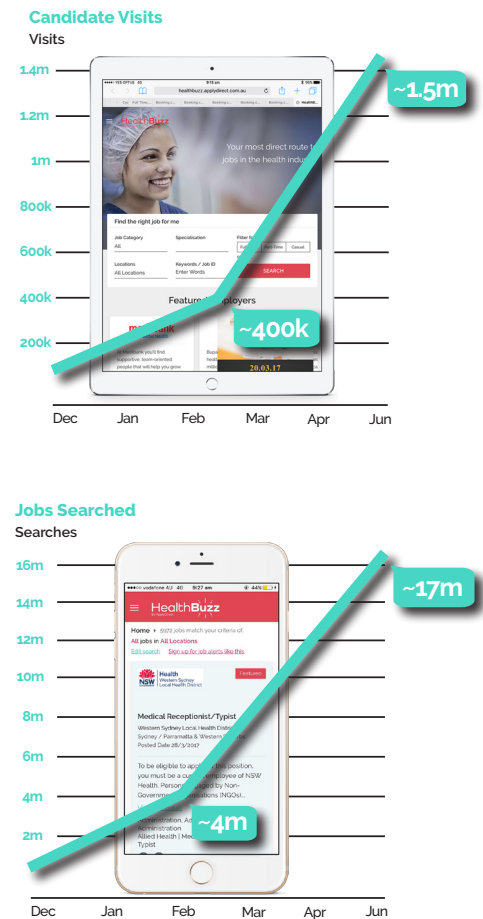
- Accelerated brand awareness through the Mercury partnership
- Health specific product providing immediate credibility and relevance
- ~95% of all health jobs on-site by 30 June 2017
- Over 1.5m candidate visits resulting in ~17m job searches

Launch of the HealthBuzz integrated solution in June 2017 and extended that product to ApplyDirect

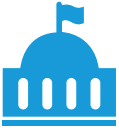
- 'Plug and play' solution combining ApplyDirect's candidate attraction technology and digital marketing solutions with Mercury Group's tracking system
- Long term commitments - 3 year agreements
- Significant uplift to the average customer size
- Customers signed in late FY2017 have been onboarded

Renewal of existing customers exceeded 80% to the year ended 30 June 2017

HealthBuzz Key Metrics



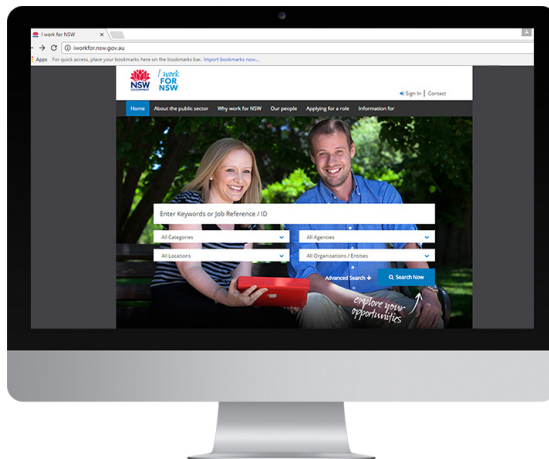
FY2017 key highlights (continued)



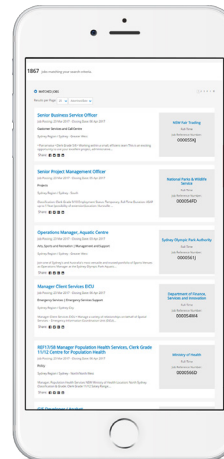
Consolidated our position in Government

- Expanded and extended agreement with NSW Government
- The three year commitment is a strong endorsement of our unique value proposition
- Creation of further opportunities with NSW Government (e.g. NSW Health)
- Outstanding case study for the application of similar solutions in other governments, which we expect will facilitate similar opportunities

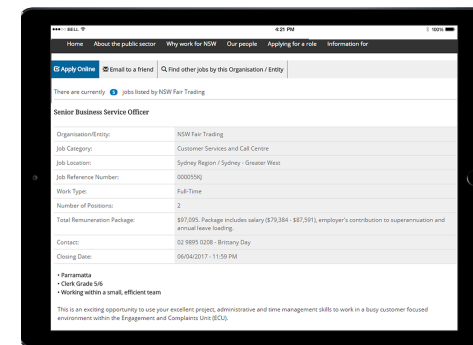
Search for job



Search results



Apply for job



Launch of media product

- Opportunities created to expand media advertising campaigns leveraging the increasing market penetration achieved by ApplyDirect and HealthBuzz
- Range of businesses using our media products, including superannuation funds, business services providers and retailers

FY2018 strategic priorities

Building on the progress made since listing on the ASX, management will focus on the following strategic priorities during FY2018:

- 1** Target aggressive revenue growth, particularly in Government & Medium Enterprise
- 2** Expand sales focus into the retail sector
- 3** Continued innovation to enhance the candidate experience and therefore, engagement
- 4** Increase investment in our digital marketing capability
- 5** Explore strategic relationships with complimentary partners in our targeted industry verticals

FY2018 revenue drivers

Having completed development of ApplyDirect's technology and suite of products, the primary focus for FY2018 is to leverage the success of the past 12 months to accelerate revenue growth and market penetration.



Government

- › Widely recognised success with NSW has been the catalyst for strong interest from other governments
- › Confidently targeting another government win in the short term
- › A strong pipeline of project based upgrades and functionality enhancements for the NSW Government will be a key driver of revenue growth in FY2018



Medium enterprise

- › Signing additional customers to the integrated solution is a key priority for FY2018
- › Existing jobs platform customers provide a ready made pipeline of potential integrated solution customers
- › Size of this potential customer base means the integrated solution will be a key driver of near term revenue growth



Media

- › Increasing scale and market penetration driving increased demand of digital marketing campaigns (e.g. First State Super recently)
- › Leverage opportunity to upsell media customers other digital recruitment solutions

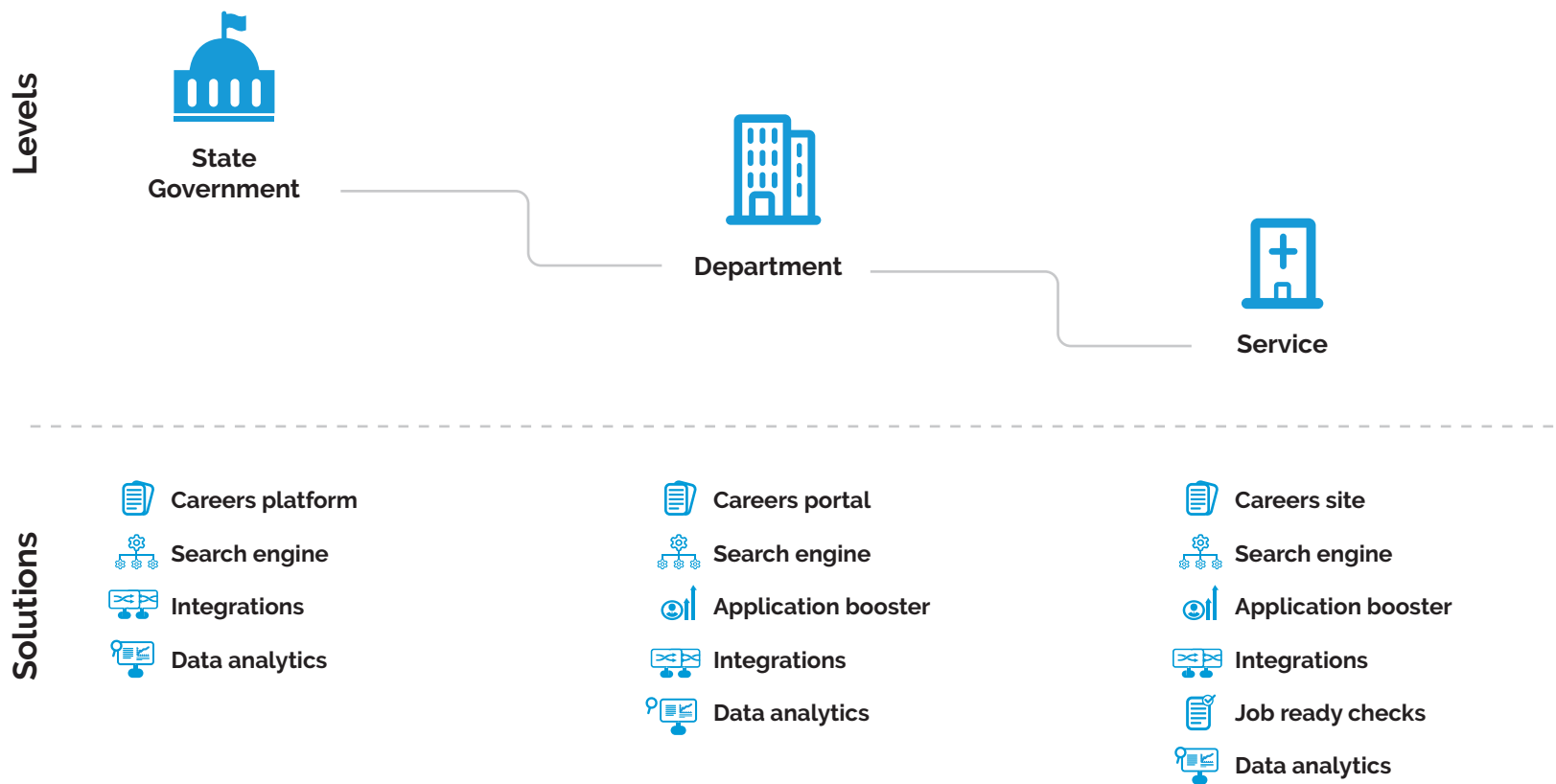


Institutional corporates

- › Will increasingly be prioritised during FY2018 - Services similar in nature to government customers

Trickle down effect of Government

- The inherent structure of government requires that the direct candidate attraction solution cascades to each of the key levels: whole of government (e.g. NSW); department (e.g. Health); and service (e.g. Western Sydney Hospital).
- Owning the whole of government solution unlocks the trickle down effect. For example, the size of the addressable market in the NSW Government extends to over 200 entities, excluding local government.

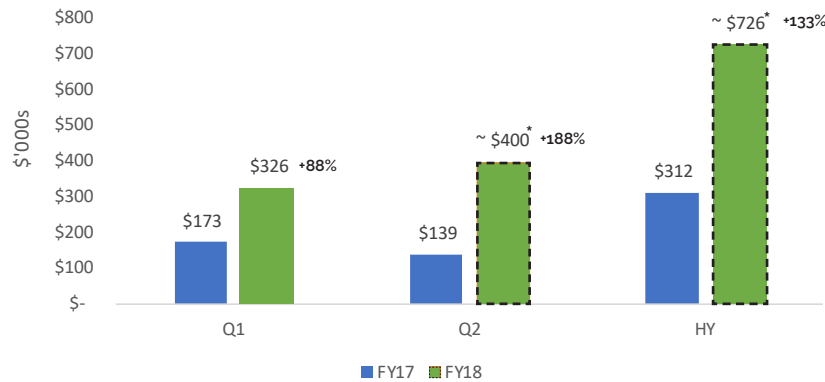


FY2018 progress to date

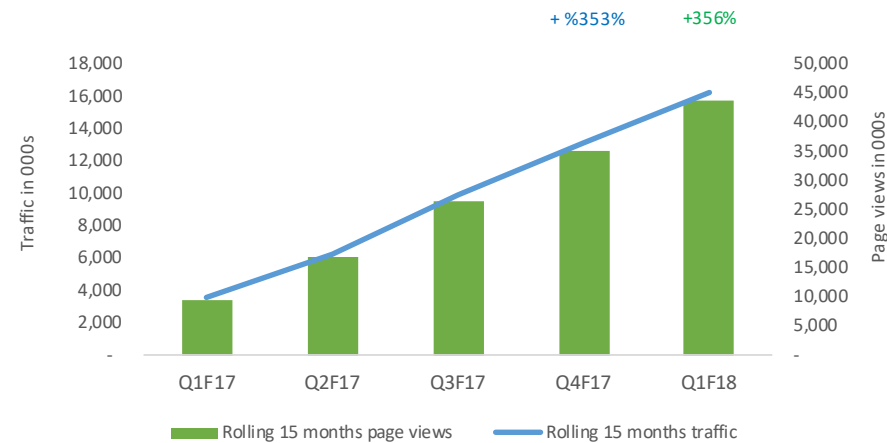


› Key performance indicators:

Customer Receipts



ApplyDirect Ecosystem



- › Completed scoping of the next project on the iWorkforNSW innovation roadmap, with development expected to commence in early December
- › Commenced marketing of departmental solution as the next stage of trickle down effect

FY2018 progress to date (continued)

Applicant Manager



- › Hired Head of Corporate Solutions to accelerate growth of ApplyDirect's integrated solution
- › Successfully onboarded first group of integrated solution customers
- › The early performance indicators have been very pleasing:

+200% increase in visitors to employer branded jobs platform

+80% of applications come directly from candidates that visit the employer careers page

↓65% in time to hire

ApplyDirect



- › Examples of new customer wins include:

UBER



first
state super



- › 80% customer renewal rates year-to-date



- › Successfully migrated our technology to the cloud
- › Ongoing product innovation across all our solutions

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