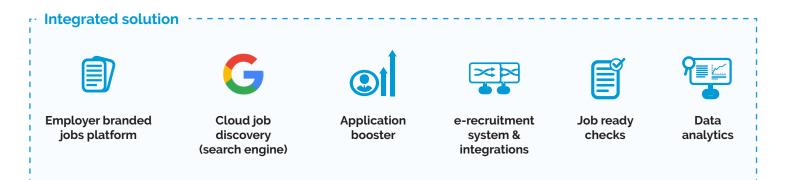# ApplyDirect

Better candidates. Lower cost.

ApplyDirect collaborates with Google's Cloud Job Discovery to integrate job search and machine learning

Melbourne, Australia, 30 January 2018: ApplyDirect Limited (ASX: AD1) (ApplyDirect or the Company), the recruitment technology and digital marketing business that brings employers and candidates together without the need for intermediaries, is pleased to announce that it will participate in Google's Cloud Job Discovery beta program as it introduces its job search and machine learning technology to the Australian market.

ApplyDirect's adoption of Cloud Job Discovery is one of the first of its kind in Australia. Cloud Job Discovery is part of the Google for Jobs initiative, powering smarter job searches and recommendations to make the right jobs for the right job seekers easier to discover.

This is a perfect complementor to the ApplyDirect solution suite and further strengthens its capability to provide tailored recruitment solutions that assist employers to unlock significant financial benefits by enhancing their discoverability and therefore, reducing the time to hire, whilst also improving the job seeker experience. The integration to Google Cloud Job Discovery is expected to go-live within three months.

Integrated solution

| Employer branded jobs platform | Cloud job discovery (search engine) | Application booster | e-recruitment system & integrations | Job ready checks | Data analytics |

Commenting on the new partnership, ApplyDirect CEO Lorcan Barden said, "Arguably, the changes in the recruitment marketing landscape in the last six months have been more profound than in the past 20 years. The launch of Google for Jobs has been an important catalyst in this. Our collaboration with Google is a win-win. ApplyDirect's customers will benefit from more traffic and applications from qualified, motivated candidates to their career sites, which will have an optimised recruitment experience developed by us. Additionally, job seekers will experience continuously improving search functionality delivered by Google's machine learning technology.

"All employers want their jobs to receive maximum exposure – but also have that exposure in front of the right candidates. ApplyDirect customers will now receive increased discoverability in search results, which in turn will deliver more quality candidates faster.

"The adoption of Google's Cloud Job Discovery is the latest initiative by ApplyDirect which continues to leverage its capability of delivering game-changing recruitment technology to talent acquisition teams that provide them with fast, direct access to high quality talent at a lower cost, much more efficiently than was possible even a few years ago."

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.