

ApplyDirect expands its footprint in the health sector

Melbourne, Australia, 16 February 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 has signed agreements with two health services to implement its talent acquisition solution.

The two health services, one public and one private, are based in Victoria and have approximately 9,000 employees combined. It is expected that the solution will be implemented for both in Q3 FY2018.

Talent acquisition solution



Employer branded
jobs platform



Cloud job
discovery
(search engine)



Application
booster



e-recruitment
system &
integrations



Data
analytics

Commenting on the new agreements, ApplyDirect CEO Lorcan Barden said, “Following the recent Victorian Government tender success and our collaboration with Google, these customer wins demonstrate the growing momentum in the adoption of our talent acquisition solution and further consolidates ApplyDirect’s position in the health sector.

“Importantly, one of the agreements is with a customer who was previously a subscriber to our HealthBuzz jobs platform. Our talent acquisition solution will provide such customers with significant incremental value and ultimately, drive a higher return on investment. For ApplyDirect, it will provide higher revenue per job, as well as the benefits of a longer term and deeper relationship with our customers. Further, it highlights the potential to upsell existing customers the end-to-end solution.

“One of our key priorities for the remainder of the 2018 financial year is to accelerate the conversion of our customer pipeline. With additional capability being added to our sales team and Google Cloud Job Discovery expected to be implemented by the end of March 2018, the business is well positioned for strong sustainable growth.”

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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.