

ApplyDirect signs platform services agreement with APM

Melbourne, Australia, 19 November 2018: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is pleased to announce that it has signed a long-term agreement with Advanced Personnel Management (**APM**) to develop, host and maintain an APM branded digital marketplace that connects job seekers and employers in the Government Welfare Sector.

APM is Australia's largest provider of Disability Employment Services, as well as a key provider under the jobactive program. With over 2,500 staff, APM's network spans more than 400 locations across Australia, New Zealand and the United Kingdom, supporting over 130,000 people annually.

The ApplyDirect powered platform will initially support APM's operations in Australia, and is expected to extend to New Zealand and the United Kingdom in the future.

The platform is expected to be launched in the second half of FY19, with the associated revenue structured on an annuity basis, payable monthly.

ApplyDirect CEO, Lorcan Barden, said: "Our partnership with APM represents an important milestone for the Company as we extend the application of our platform technology and digital services to large ecosystems. Importantly, this is a strong demonstration of the execution of our strategic pivot from product based to solution based. With similar institutional corporate opportunities at the latter stages of the sales cycle, we expect this segment to be an important contributor to revenue in Quarter 4 FY19 and beyond."

APM Group CEO, Michael Anghie, said: "We are excited by the opportunity to partner with ApplyDirect to create a platform that seamlessly connects employers with job seekers who have an injury, illness or disability. APM's partnership with ApplyDirect will create a single destination to make welfare and disability employment services accessible to businesses of all size, assisting them to further their diversity and inclusivity agendas while enhancing the lives and livelihoods of thousands of Australians each year."

END

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About ApplyDirect

ApplyDirect is a provider of customer branded recruitment marketing platforms and related digital services. Its cloud-based solutions solve the problems created by disjointed HR technology that frustrates the candidate experience and misinforms the marketing strategy selected by 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.