

ApplyDirect

2018 AGM – CEO presentation

26 November 2018



Introduction

The key priorities for FY2018 were to continue the evolution of the business from product based to solutions based and build sustainable revenue growth

12 months on, ApplyDirect's value proposition is clearer than ever, and importantly remains consistent with its origins

Successful acquisition of a number of marquee customers across each of our three market segments; Government; Institutional Corporate; and Large Enterprise

Generated record operating revenue in FY2018 of ~\$1.7m, which was an increase of 148% on the previous comparable period

Customer branded recruitment marketing platforms



Our solution by customer segment

ApplyDirect's recruitment marketing solution in each of our target segments ensures the following:



Customer's brand is always front & center



Easy to find the customer online



Highly effective candidate search experience



Simple application process



End-to-end process insights

Target Segments



Government



Institutional Corporate



Large Enterprise

Sample of Customers

Destination Portal



Employment Ecosystem



Careers Platform

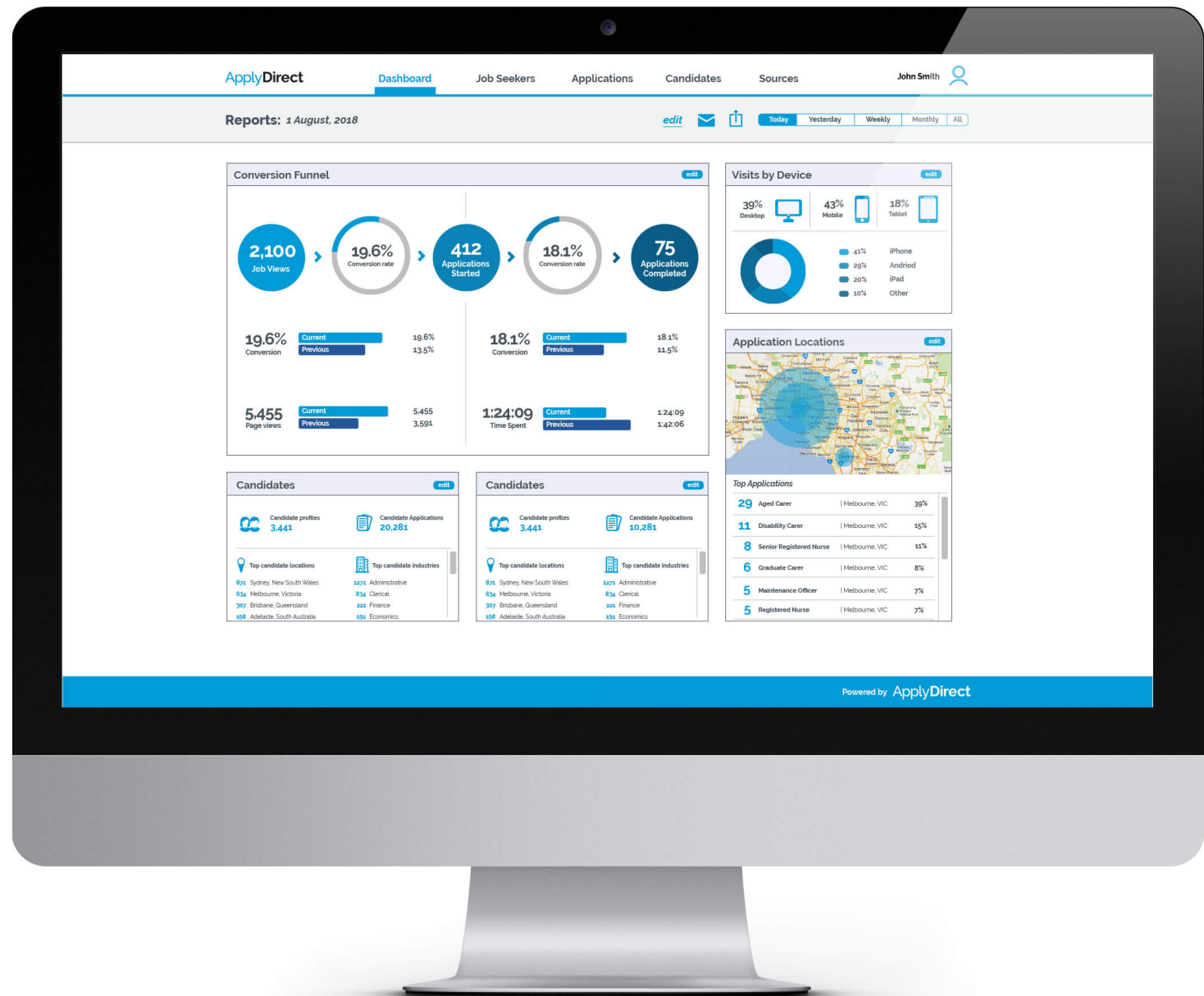


Our solution proof points

On average, customers adopting our recruitment marketing solution have enjoyed:

+200%
increase in
direct visitors

+300%
increase in
application
conversions



ApplyDirect powered employment ecosystem



Candidates



Employment Ecosystem

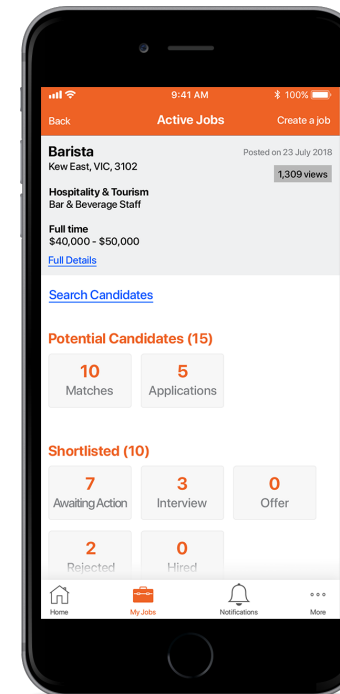
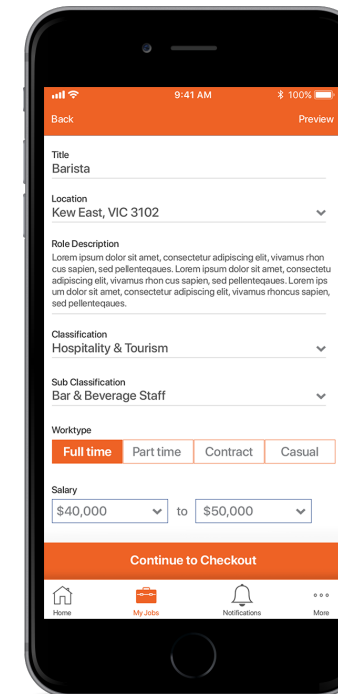
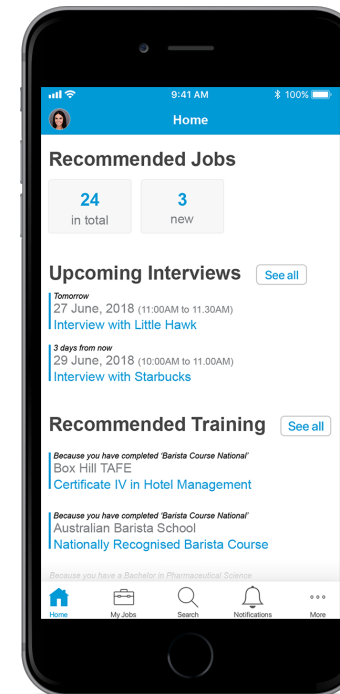
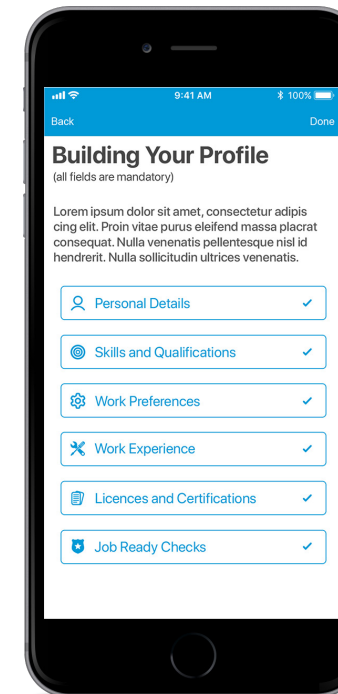


Employers

- Create profile
- Search vacancies
- Match skills to vacancy
- Apply for vacancy
- Activity dashboard

- Credential checking
- Training
- Superannuation

- Post vacancy
- Search candidates
- Match vacancy to skills
- Candidate notifications
- Activity dashboard



FY2018 highlights



Signed the NSW and Victorian Governments to managed services agreements – the two largest employers in Australia



12-month renewal of First State Super's media campaign based on the strong results delivered in FY2018



Successful launch of the CAREERS.VIC platform in May 2018



Record operating revenue of \$1.72 million, up **148%** on the prior year



Successful completion of a number of other significant projects for the NSW and Victorian Governments including :

- Development of the iworkfor.nsw.gov.au mobile app; and
- Migration of the careers platform to the cloud



Record cash receipts of \$1.54 million, up **93%** on FY2017



June 2018 quarter cash receipts was a record for ApplyDirect reflecting the strong momentum build during the year



Entered agreement to adopt Google's Job Search (incl. its machine learning capability) for ApplyDirect solutions

FY2018 financial results

Year ended 30 June 2018	FY18 \$	FY17 \$	Change %
Operating Revenue	1,723,529	694,330	148.2
Other income	437,944	358,038	22.3
Revenue from continuing operations	2,161,473	1,052,368	105.4
Employee benefits expense	(3,079,157)	(2,818,656)	9.2
Total expenses	(6,909,656)	(5,532,529)	24.9
Loss for the period	(4,748,183)	(4,480,161)	6.0
 Cash balance	 2,729,064	 3,209,838	 (15.0)

FY2019 YTD highlights



Record cash receipts for the September 2018 quarter – up 93% on the September 2017 quarter



Further projects for the NSW and Victorian Governments including:



Integration of VicRoads and the Dept. of Education with the new CAREERS.VIC jobs portal



Expanded ApplyDirect's footprint in the government sector with the signing of the Dept. of Defence in partnership with Acendre Pty Ltd



Capital raising for over \$1m completed in early October



Broadening of ApplyDirect's customer base into the professional services sector with the signing of the Dialog Group



Long-term platform services agreement with APM to develop, host and maintain an APM branded digital marketplace

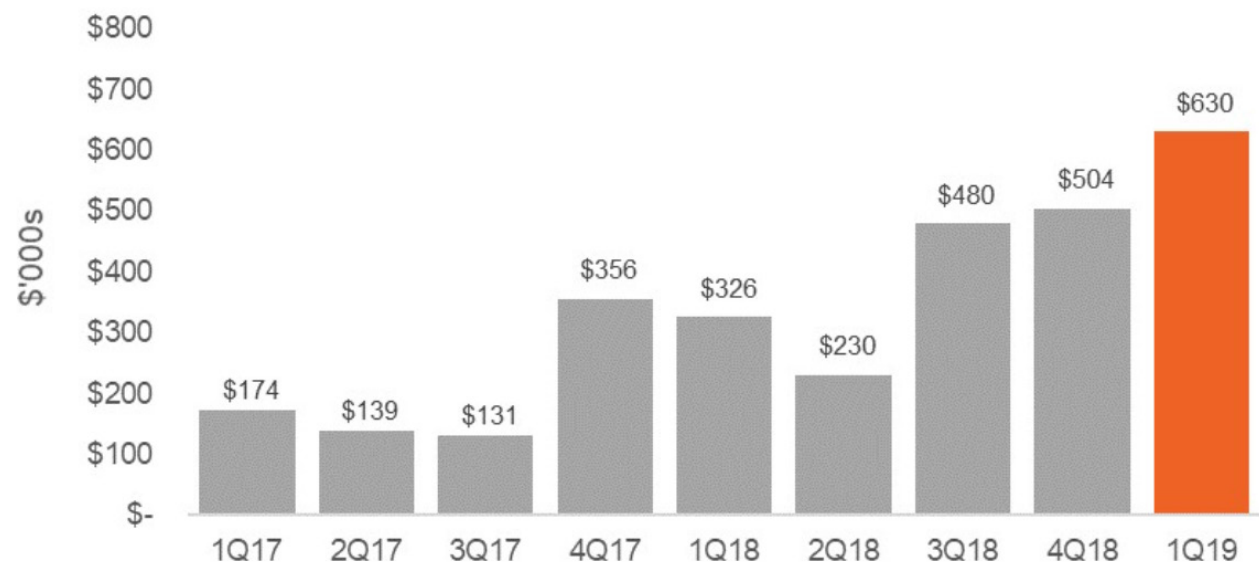


Successful integration of Google Job Search with the CAREERS.VIC jobs portal

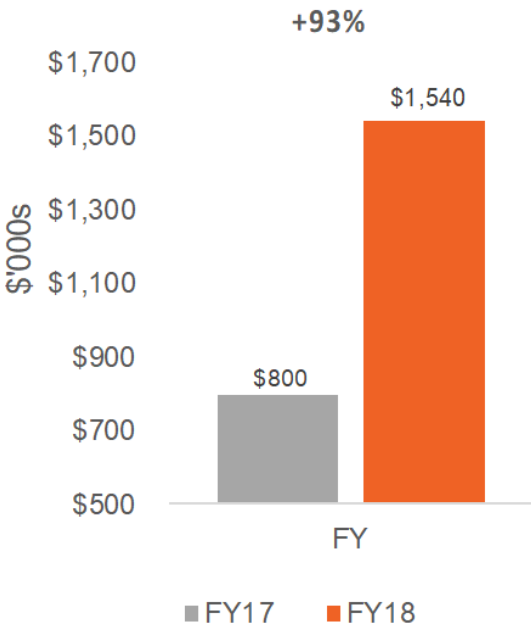
Record cash receipts in 1Q19

Cash Receipts for the September 2018 quarter reached \$630,000 - up 93% on the September 2017 quarter and up 25% on the June 2018 quarter

Cash Receipts by Quarter



Cash Receipts FY2018 vs FY2017





- Long term agreement signed with APM to develop, host and maintain a branded digital marketplace to connect job seekers and employers in the Government Welfare Sector
- APM is Australia's largest provider of Disability Employment Services, and a key provider under the jobactive program
- Over 2,500 staff in more than 400 locations across Australia, NZ & the UK supporting 130,000 people annually
- Significant milestone for ApplyDirect as we extend the application of our platform to a broader range of large ecosystems – and will be the first example of ApplyDirect solutions being taken into international markets
- Reflects the increased focus on developing opportunities in the institutional corporate sector over the past year





Institutional corporate remains a priority segment in FY2019 following the recent signing of APM

With similar opportunities at the late stages of the sales cycle this segment is expected to be a significant contributor to business revenue from the June 2019 quarter onwards



The strong beachhead developed with the NSW and Victorian Governments is providing a pipeline of new opportunities

The recent partnership with Acendre is expected to extend these opportunities into the Federal Government



Revenue and cash receipts for 1H2019 are expected to be significantly ahead of 1H2018