

ApplyDirect completes acquisition of Utility Software Services Pty Ltd and placement

Melbourne, Australia, 22 March 2019: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is pleased to announce that the Company has today completed the acquisition of all the shares in Utility Software Services Pty Ltd (**USS**), (**Acquisition**) and a placement of new fully paid ordinary shares in the Company to Potentate Investments Pty Ltd and the Associates (**Placement**) announced to the market on 26 November 2018 and as approved at the Company's extraordinary general meeting of shareholders held 19 March 2019 (**EGM**).

Acquisition

Completion of the Acquisition has now occurred with the Company issuing 132,888,893 new fully paid ordinary shares in the Company in consideration for all of the shares in USS under the share purchase agreement.

Following the Acquisition, the shareholders of USS have been issued (in aggregate) such number of ApplyDirect's shares as is equal to approximately 30% of the enlarged ApplyDirect (excluding the impact of the Placement referred to below) and Michael Norster, a director of ApplyDirect, now has a relevant interest in 40.46% of ApplyDirect's voting shares.

Placement

The Company has now raised approximately \$990,000 from the Placement via the issue of 36,666,666 new fully paid ordinary shares.

The Placement securities were issued with shareholder approval granted at the EGM and as announced to the ASX on 19 March 2019 and on the terms set out in the notice of extraordinary general meeting dated 22 February 2019.

Further details regarding the issue of the Placement shares are contained within the accompanying Appendix 3B.

Prashant Chandra

Company Secretary

ApplyDirect

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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.