

ApplyDirect signs platform services agreement with the Pharmacy Guild of Australia

Melbourne, Australia, 20 May 2019: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is pleased to announce that it has signed an exclusive agreement with the Pharmacy Guild of Australia (**Guild**) to develop, host and maintain a Guild branded digital destination that connects talent and employers in the pharmacy sector in Australia.

Established in 1928, the Guild is the national peak body with over 90 years of experience in representing and promoting the value of the role of community pharmacy in the Australian health care system. There are over 5,700 community pharmacies across Australia dispensing around 300 million prescriptions annually.

The National President of the Pharmacy Guild of Australia, George Tambassis, said the agreement would give Guild members an invaluable resource to help address workforce issues.

“Workforce challenges are a major part of the everyday business of community pharmacies and this agreement gives Guild members pharmacists a definitive tool to engage with potential staff and to reduce the costs of doing business associated with recruitment.

“This is the latest in the Guild’s range of Member Value offerings and marks the first time an industry association or peak body in Australia has partnered with ApplyDirect.”

ApplyDirect CEO, Bryan Petereit, said: “Our partnership with the Guild is another exciting milestone for the Company. This partnership, along with our recent win with Advanced Personnel Management (**APM**), is a strong demonstration of the successful extension of our talent platforms into industry verticals.

“The ApplyDirect powered talent platform for the Guild, which will include mobile applications for iOS and Android, will enable its members and the talent in the pharmacy sector to connect seamlessly without the need for intermediaries. The associated revenue for this solution, which is expected to be launched in the first half of FY20, is structured on an annuity basis. The initial term of this contract is three years.

“ApplyDirect continues to build on its strong portfolio of large destination sites using its talent platform solution, which include NSW Government, Victoria Government, APM and now the Guild. These provide the Company with a significant foundation for revenue growth in FY20 as we also continue to build on our sales momentum.”

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