

## **ApplyDirect continues to innovate with the NSW Government**

**Melbourne, Australia, 29 May 2019:** ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is pleased to announce that it has signed two projects with the NSW Government to further enhance the *iworkforNSW* talent platform.

One project will enhance the platform's machine learning and artificial intelligence capability, and the other will improve its online discoverability. These enhancements will continue to increase the relevance of the platform to the jobseeker community, building on the 100% increase in engaged talent over the last two years.

ApplyDirect CEO, Bryan Petereit, said: "As we continue to innovate it gives our customers the confidence to invest further with ApplyDirect. Importantly, the ongoing investment by the NSW Government is a strong endorsement of our talent platform solution and our innovation roadmap.

"We expect the innovations that we bring to the market will not only benefit our existing customers, but will also enhance our value proposition which will help drive new business."

**END**

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