

Successful appointment as preferred supplier to deliver services and platform

Melbourne, Australia, 9 August 2019: ApplyDirect Limited (ASX: AD1) (ApplyDirect or the Company) is pleased to announce that its fully owned subsidiary Utility Software Services (USS) has signed an agreement to provide strategic services for the establishment and ongoing operations of 3P Energy Pty Ltd (3P Energy) as a national energy retailer.

3P Energy is wholly owned by National Solar Energy Group (NSEG) which owns several businesses which provide a range of industry leading solar services and solutions throughout Australia. NSEG's largest business trades under the name of Sunboost and is Australia's largest provider of solar technology to the residential and commercial markets.

NSEG Executive, Kiran Bhavsar, said: "We are truly excited by the commercial prospects of 3P Energy to leverage the strategic business operations of Sunboost and USS to provide Australians with the most cost effective and innovative energy solutions available. We believe this unique commercial partnership with proven national infrastructure will enable 3P Energy to rapidly expand. We have set a target of 3P Energy becoming a top five energy retailer within 5 years."

ApplyDirect CEO, Bryan Petereit, said: "We believe 3P Energy has outstanding commercial prospects based on its unique capabilities to offer truly competitive, disruptive and compelling energy solutions. The successful appointment of USS as preferred supplier to provide services and platform is a validation of our competitive advantage as it relates to partnering with new market entrants."

Utility Software Services is focused on providing innovative and cost-effective solutions to the retail energy market. It provides a range of market offerings encompassing SaaS solutions, BPO and consulting services.

END

Bryan Petereit

CEO

ApplyDirect

+61 3 8199 0455