



SEARCH PARTY

ASX Announcement

ASX code: ALA

March 3rd, 2016

Search Party Signs Strategic US Partnership

- Search Party will integrate leading US recruitment technology provider HIRABL as its exclusive and recommended provider of recruitment analytics for an initial period of 12 months.
- HIRABL will undertake marketing efforts to its existing recruiter customers in Australia, Canada, UK and US to recommend Search Party.
- Search Party will make HIRABL's core features, such as flagging backdoor hires, available to all Search Party recruiter customers.
- The partnership gives Search Party an entry strategy into the US market via HIRABL's 120+ recruitment agency customers.

The Board of Applabs Technologies Ltd (ASX:ALA) ("Applabs" or the "Company") is pleased to announce that its takeover target, Australian-based online recruitment marketplace [Search Party](#), has today announced a partnership with HIRABL, a leading recruitment analytics company based in San Francisco. HIRABL will be integrated into Search Party's marketplace and HIRABL will work with Search Party to engage its recruitment agencies into Search Party.

Under the agreement HIRABL will introduce Search Party to its customers in Australia, Canada, UK and US with the purpose of bringing those recruiters onto Search Party Marketplace. Additionally, Search Party will give its recruiter users access to HIRABL's core features such as flagging backdoor hires, tracking hiring manager movements and tracking previously placed candidates' movements (changing companies and promotions).

"Integrations like HIRABL create value for recruiters beyond the targeted lead generation Search Party already offers," Search Party CEO Ben Hutt said. "The HIRABL integration will ensure that we minimize leakage for our recruiters so that they get commission for the work they do."



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“We’re also thrilled at the opportunity our partnership with HIRABL provides for Search Party to expand our UK presence and excellent platform for entry into the United States, which is an objective of the company in due course” said Mr Hutt. HIRABL’s network of over 120 top recruitment agencies is an excellent starting point, as is expanding in the UK with HIRABL’s 50+ agencies.”

Search Party has more than 700 recruitment companies on board globally. This provides substantial opportunity for uptake of HIRABL’s core products, supporting their plans for expansion internationally.

“Strategic partnerships enable us to grow more quickly. Search Party’s shared focus on delivering ROI to recruitment agencies fits perfectly with our goals” said Nick Ellis, HIRABL’s CEO.

Since its beta launch in October 2014, Search Party has helped define a new way of recruiting across Australia, the UK and Canada. Search Party’s marketplace of over 15 million agency-represented professional candidate CVs empowers businesses to hire new employees six times faster at 60 per cent less cost than traditional methods. It also supports recruiters in growing their businesses by giving them access to new customers at no cost, letting them utilize their entire database of candidates.

About Applabs Technologies Ltd

Applabs Technologies Ltd (ASX:ALA) is the first ASX listed app development and technology financier. The company offers a unique business model of both an app developer and a technology financier, enabling the company to produce apps for customers as well as the ability to fund, develop and market exciting new leading edge apps internally.

About The Search Party

[Search Party](#) is an online recruitment marketplace. For employers it means hiring 6X faster at 60% less cost than traditional methods without sacrificing candidate quality. For recruiters, it means getting new customers at no cost, using their database of candidates. The company was founded in Sydney with offices in London and Toronto. Search Party also owns JobAdvisor, the



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Australian employer review site. For more information, visit thesearchparty.com & jobadvisor.com.au.

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