

Appointment of Kevin Maher as Sales Director

Melbourne, Australia, 12 October 2016: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is delighted to announce and welcome Mr Kevin Maher as Sales Director. As a key plank in the ApplyDirect strategy, which was outlined in our Prospectus, Kevin will be responsible for the development of the sales team and driving revenue growth.

Kevin comes to ApplyDirect with over 10 years of industry experience. Most recently, he was the National Sales Director at CareerOne.com.au. During his three and a half years at CareerOne.com.au, Kevin directed the successful launch of new advertising products and services and led his sales team to record growth.

With a degree in Physics, Kevin started his sales career in the science industry in the UK, before moving into recruitment in 2005. Having initially recruited across a number of portfolios, he ultimately specialised in online marketing recruitment.

Kevin will join ApplyDirect on 1 December 2016 and report directly to Lorcan Barden, CEO.

Mr Barden said: "I am thrilled to welcome Kevin to our executive team. He brings a wealth of relevant experience and knowledge, and I look forward to his contribution as we seek to deliver on the huge potential of our platform and accelerate our customer acquisition strategy. The recent appointment of Fiona Nash as Marketing Director, and now Kevin, represents an important milestone for our business, providing the capability to deliver strong growth."

ApplyDirect Chairman Michael Kay said: "Kevin's appointment now completes the formation of our executive group as set out in the prospectus. In terms of skills, experience and track record, the Board could not be more pleased with the team that has been put together. That such seasoned and successful executives have elected to join us is, we think, another confirmation of ApplyDirect's great potential. The task of taking AD1 to the world can now begin in earnest."

Kevin said, "I am truly excited to be joining an excellent team at ApplyDirect. I am confident that my passion for transparency in the recruitment process, whilst also delivering efficiency to our customers, will enable me to contribute significantly to the success of the business. I am delighted to have this unique opportunity to combine my recruitment and online experience to drive our sales strategy."

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About ApplyDirect

ApplyDirect is a marketplace where employers and candidates can discover each other directly. We give control back to candidates and 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.