

Fiona Nash Appointed Marketing Director

Melbourne, Australia, 7 October 2016: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is delighted to announce the appointment of Ms Fiona Nash as Marketing Director. As one of the senior executive appointments alluded to in the Company Prospectus, Fiona will drive all marketing and communications strategies, whilst also playing a pivotal role in expanding ApplyDirect's community of candidates and employers.

Prior to joining the Company, Fiona was Group Executive of Marketing at McMillan Shakespeare Limited (ASX: MMS), the industry leader in workplace benefits including: salary packaging; novated leasing and operating leases.

Having joined MMS in 2004, Fiona was responsible for building the marketing capability for both its B2B and B2C channels, developing insight led strategies for new business acquisition and retention, brand development and positioning, and marketing campaigns to drive sales.

Before that, Fiona spent over 15 years in retail marketing and buying roles, developing initiatives to drive sustainable sales and profit.

Fiona will join ApplyDirect on 10 October 2016 and report directly to Lorcan Barden, CEO.

Mr Barden said: "We are very excited to welcome Fiona to the ApplyDirect team. With the clear objective of accelerating revenue growth and expanding our user community, Fiona's appointment is key part of our underlying strategy. Her significant experience, particularly in the business services industry, makes her a key appointment to our executive team."

ApplyDirect Chairman (and former MMS CEO) Michael Kay said: "Fiona was one of the key contributors in driving the strong compounding annual growth at MMS that saw its market capitalisation grow from around \$200m to more than \$1bn. Her energy and experience is just what is required at ApplyDirect at this stage of its development. I am delighted to join Lorcan in welcoming Fiona to ApplyDirect."

Fiona said, "I am passionate about providing customers with a quality service that addresses their challenges and I look forward to assisting the ApplyDirect team to drive the growth of this unique solution, which directly and seamlessly matches candidates with employers."

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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.