



ASX Announcement
ASX code: ALA
April 7th, 2016

Record quarter and solid growth continues for Search Party

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 The [Search Party Limited \(“Search Party”\)](#), has today released results of its business performance for Q1 2016.

Search Party continues to demonstrate progress against its medium term core business objectives to grow the number of employers and recruiters using the marketplace and improve conversion of roles to placements.

Record quarter in all key metrics (refer Appendix 1 below for details of individual metrics and statistics):

- Employer signups up 27% on Q4 2015 and 450% on Q1 2015
- Recruiter signups up 104% on Q4 2015 and 530% on Q1 2015
- Value of unique roles with a fee agreed up 38% on Q4 2015 to \$2.1m
- Conversion of roles with an agreed fee to placement - 17% for February cohort, up 70% in last six months (from 10% conversion in August 2015)
- Job offers up 27% on Q4 2015 and 430% on Q1 2015
- Placements up 21% on Q4 2015 and 380% on Q1 2015

Search Party demonstrated growth in key metrics and consistent, compounding growth in volume and improvement in efficiency in conversion to placement, the point at which



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marketplace revenue is created. This provides a strong basis for continued growth in the Search Party recruitment marketplace.

Search Party CEO Ben Hutt said, “We’re delighted to see that our focus on scalable and cost-effective acquisition of new customers is working in all our current markets. We see strong repeat business from existing customers, which supports our view that customers have a very high lifetime value in comparison to their cost of acquisition.”

“Together with strong organic growth and significant improvements in the efficiency of the marketplace in converting opportunity into placements, we’ve set a foundation for growth through strategic partnerships this quarter. We’ve received strong interest from potential technology, recruitment, and distribution partners all over the world, and look forward to executing on these in the quarter ahead to maintain and accelerate our growth,” said Mr Hutt.

Charles Thomas, Applabs Director said, “We’re delighted with the ongoing progress made by Search Party and are excited to be nearing completion of this transaction. We expect to release the Notice of Meeting shortly with the Prospectus to follow soon after. We have received strong support for the transaction from both Search Party and Applabs shareholders and subject to shareholder and regulatory approval we expect to complete and re-list in late May.”

Key Dates

Notice of Meeting sent to ALA Shareholders (indicative)	15 April 2016
Prospectus lodged with ASIC (indicative)	15 April 2016
Date of ALA Shareholder Meeting (indicative)	16 May 2016
Prospectus Offer closes - DVP Settlement (indicative)	17 May 2016
Anticipated date for re-instatement to trading on ASX (indicative)	31 May 2016

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



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

For the purposes of section 734(5)(a) of the Corporations Act, the Company notes that as part of the proposed acquisition of the Search Party, the Company will make a public offer of 37,049,969 fully paid ordinary shares of Applabs ("ALA Shares") at an issue price of \$0.10 per ALA Share to raise \$3,704,996.90 ("Public Offer"). As noted in the indicative timetable above, a prospectus for the Public Offer ("Prospectus") will be made available when the ALA Shares are offered. Anyone deciding whether to acquire ALA Shares under the Public Offer should consider the information disclosed in the Prospectus and will need to complete an application form that will be in or will accompany the Prospectus, which will be made available by the Company (and through its corporate adviser) in due course.

For further Information, please contact:

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facebook.com/TheSearchPartyPlatform



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linkedin.com/company/the-search-party



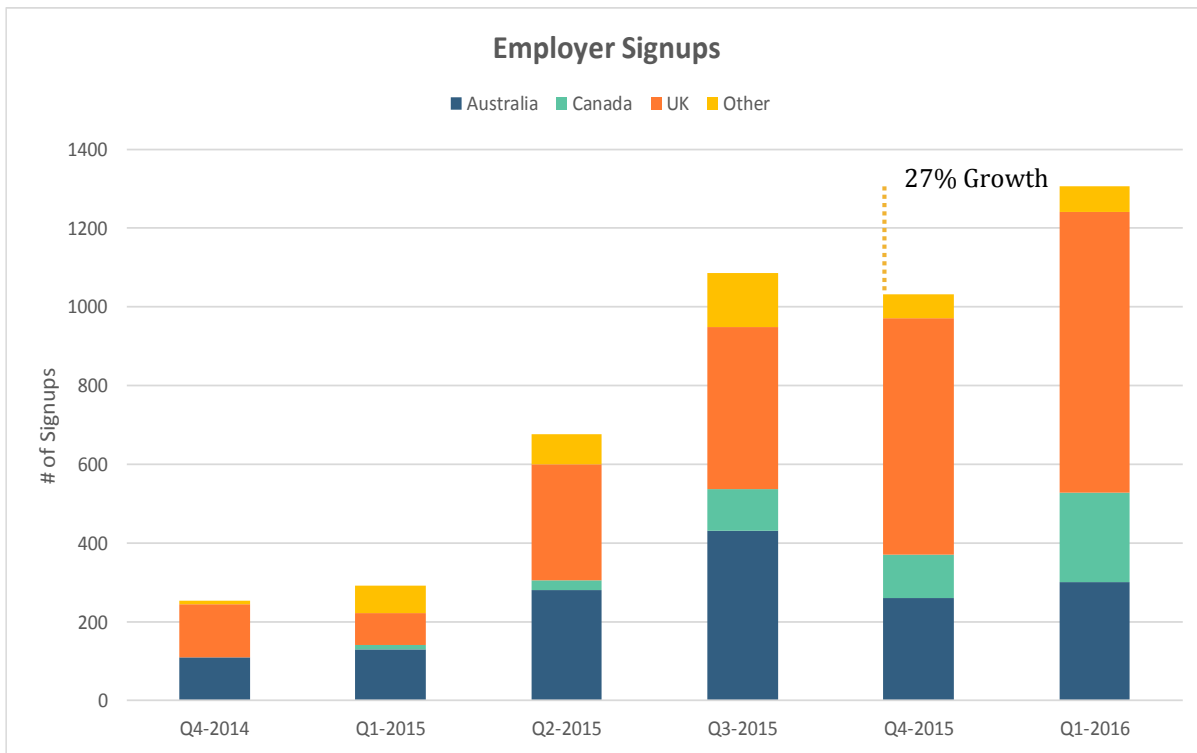
jobadvisor.com.au/the-search-party



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Appendix 1.

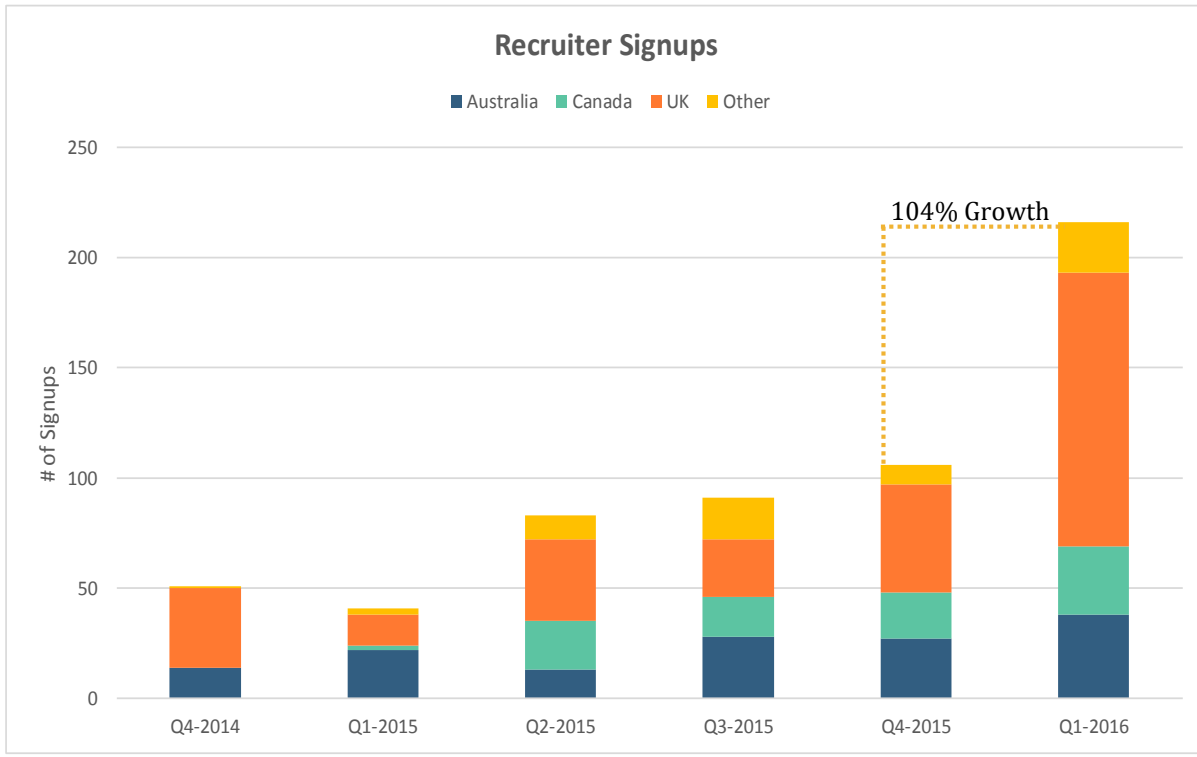
Growing the Customer Base (Employers and Recruiters)



- Record number of Employer Signups in Q1-2016
- 39% Compound Quarterly Growth Rate (since Q4-2014)
- 450% growth Q1 2016 compared to Q1 2015
- 410% growth in Q4 2015 compared to Q4-2015
- Cost of acquisition is steady and growth predictable as a function of marketing spend



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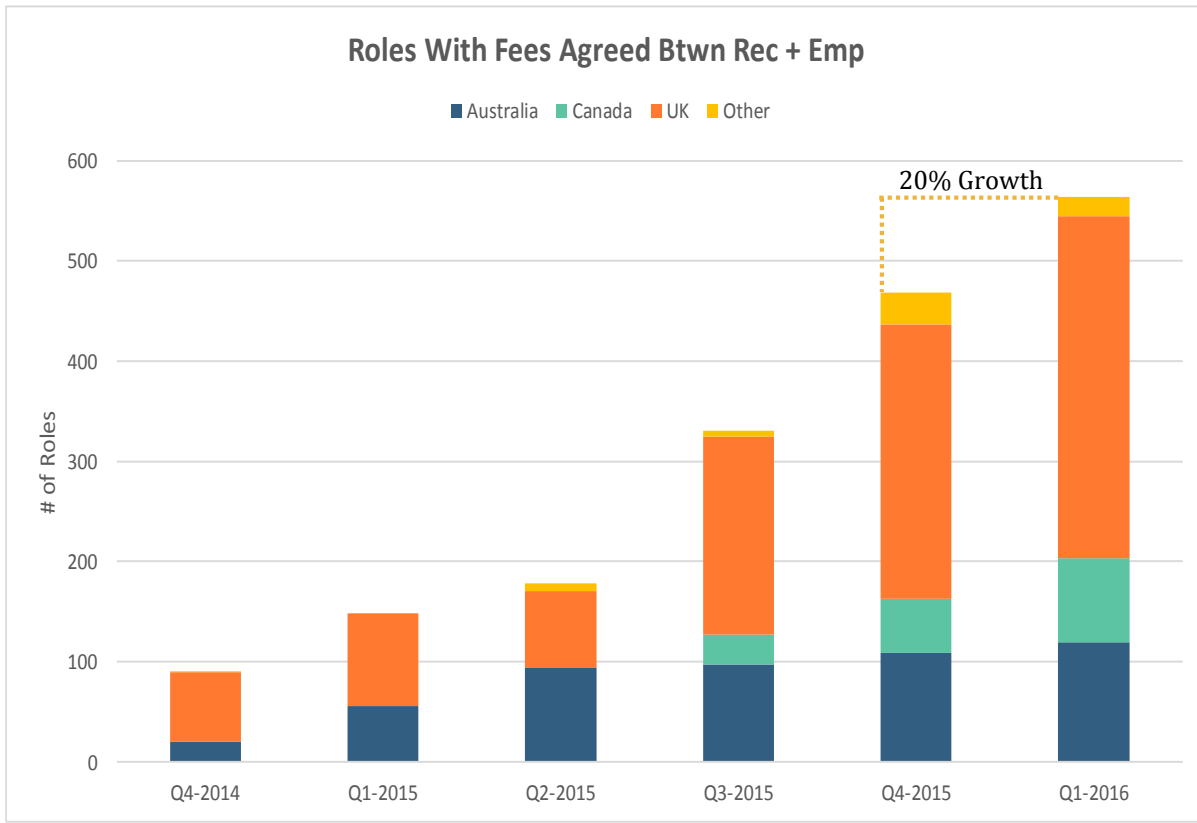


- A record number of recruiters joined in Q1-2016. Focus is on activating and engaging with quality niche agencies.
- 33% Compound Quarterly Growth Rate (since Q4-2014)
- 530% growth Q1 2016 compared to Q1-2015
- 210% growth Q4 2015 from Q4 2014
- Growth happening mostly organically and through word of mouth, confirming product need in the market



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Growth in New Vacancies

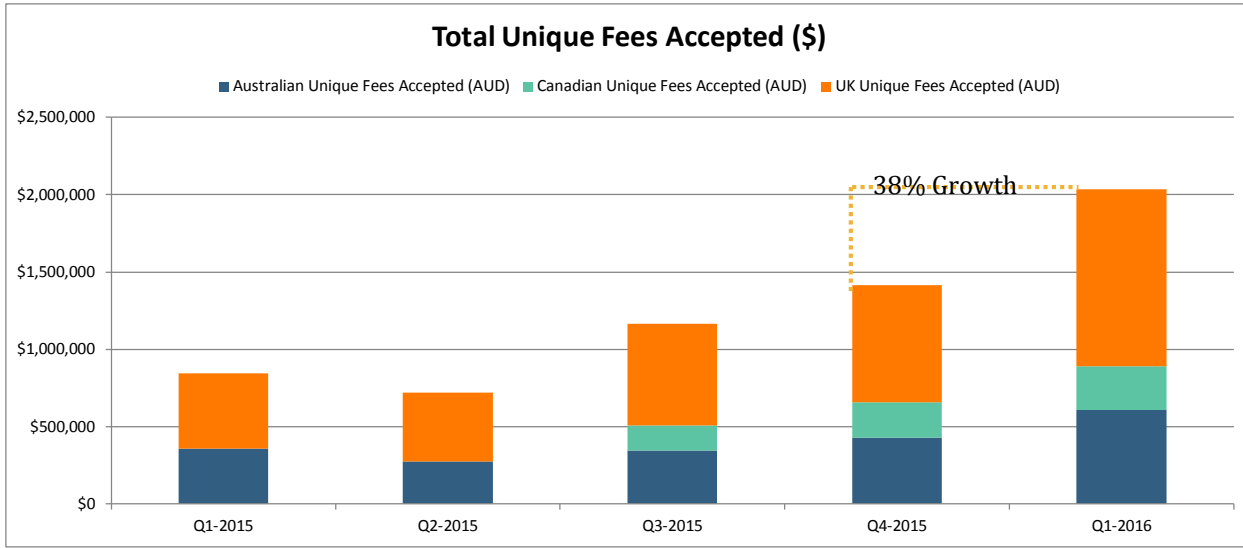


- Q1 2016 up 20% on Q4 2015
- 44% Compound Quarterly Growth Rate (since Q4-2014)
- 380% growth Q1 2016 compared to Q1 2015
- 520% growth in Q4 2015 compared to Q4-2015
- Conversion of roles with an agreed fee to placement - 17% for February cohort, up 70% in last six months (from 10% conversion in August 2015). Note: placements do not always occur in the month the vacancy was created.



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Liquidity in the Marketplace / Commercial Opportunity for Recruitment Partners

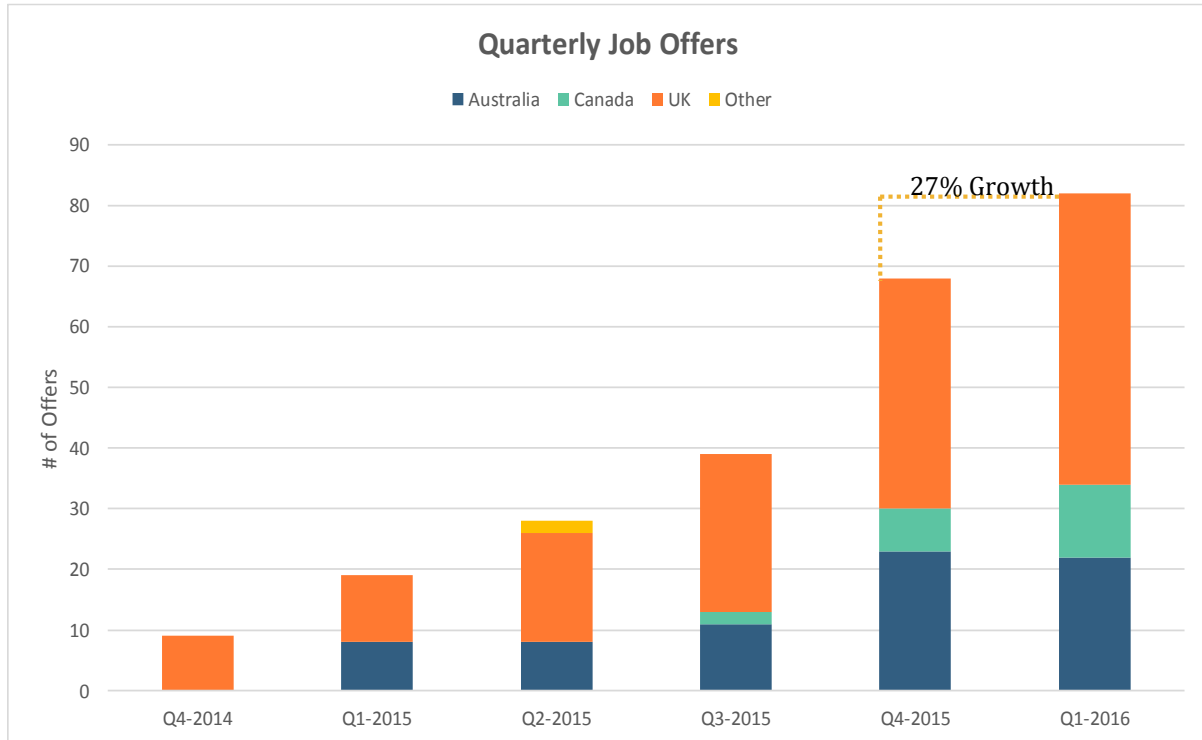


- Substantial growth in the value of vacancies proposed by employers and accepted by one or more recruiter. Value of unique roles with a fee agreed up 38% on Q4 2015 to \$2.1m. As conversion improves, it's this unique role potential fees, which should translate to TSP revenue.
- Demonstrates increasing level of engagement of new and existing customers, and the significant liquidity in the marketplace and commercial opportunity for our recruitment partners.
- The \$2.1m in unique vacancy fee potential translates to \$5.4m in total fees agreed between employers and multiple recruiters (total in 2015 was \$17.6m) demonstrating competition to fill roles between recruiters. Business focus is on ensuring small number of engaged recruiters per role (avg this quarter is ~3 agencies per role).



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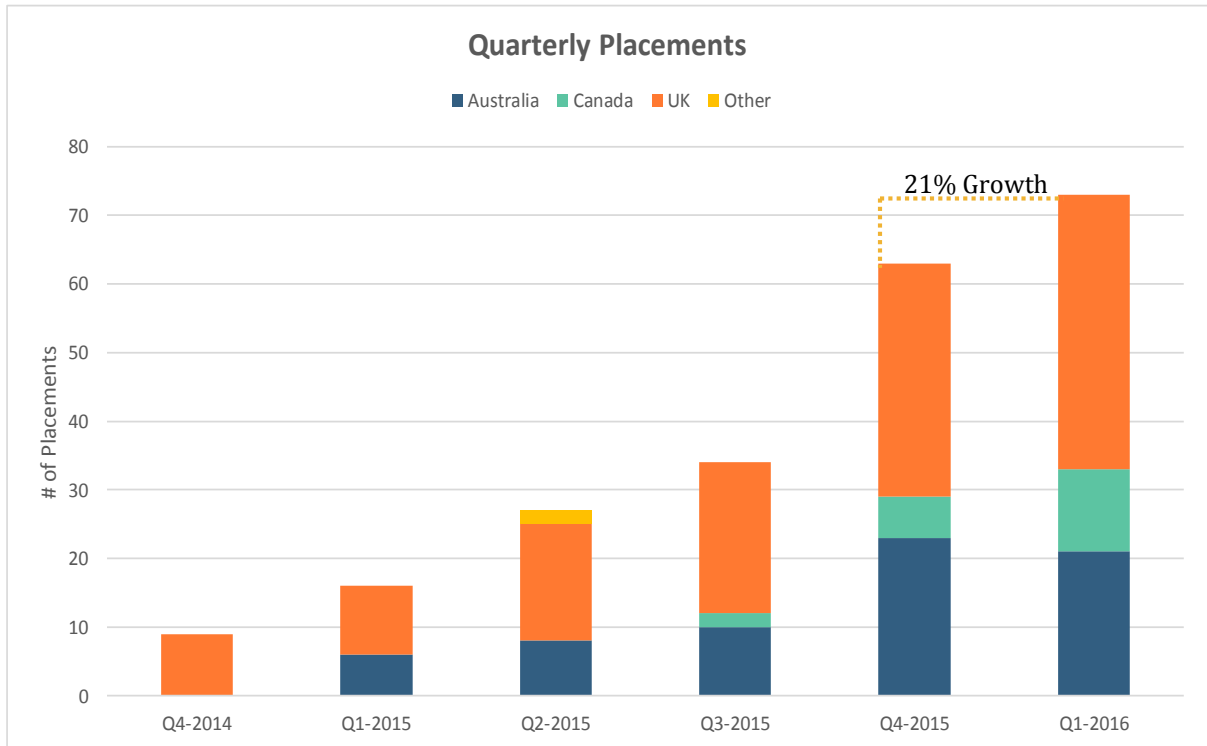
Placements



- 27% growth in job offers to candidates from Q4 2015
- 56% Compound Monthly Growth Rate (since Q4-2014)
- 430% growth Q1 2016 compared to Q1 2015
- 760% growth in Q4 2015 compared to Q4-2015



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- 21% growth in placements from Q4 2015
- 52% Compound Quarterly Growth Rate (since Q4-2014)
- 380% growth Q1 2016 compared to Q1 2015
- 700% growth in Q4 2015 compared to Q4-2014
- An average of 75% of placements are repeat business, demonstrating strong lifetime value of a customer