

First State Super renews with ApplyDirect for a further 12 months

Melbourne, Australia, 3 July 2018: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) is pleased to announce that First State Super has renewed its media advertising contract for a further 12 months. The new contract, which commences in July 2018, includes two six-month campaigns on ApplyDirect's healthcare specific jobs platform, HealthBuzz.

Commenting on the engagement, ApplyDirect CEO, Lorcan Barden said: "The renewal of the First State Super contract is a strong endorsement of the value generated from our media offering and reflects continued business momentum and strong growth in traffic across the ApplyDirect ecosystem.

"First State Super has been an ApplyDirect customer since June 2017 and based on the results delivered over the past 12 months, we are very pleased by the opportunity to extend the partnership to June 2019.

"Media advertising has been an important contributor to ApplyDirect revenue over the past year and this agreement with First State Super ensures that it will deliver a strong contribution again in FY2019."

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About ApplyDirect

ApplyDirect is a recruitment technology and digital marketing business that brings employers and candidates together without the need for intermediaries, such as external recruiters and job boards.

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.

In October 2016, ApplyDirect entered into a strategic alliance with Mercury Group of Companies Pty Ltd (Mercury), the largest supplier of workforce management software to the healthcare sector.

The alliance connects ApplyDirect's industry first platform, HealthBuzz, with Mercury's workforce management software, bringing together employers and candidates directly – without the need for recruitment agents and job boards.