

31 March 2017

ASX ANNOUNCEMENT

SIGNIFICANT PROGRESS ACHIEVED IN THE FOUR (4) WEEKS SINCE LATE FEBRUARY

ApplyDirect Limited (ASX: AD1) (ApplyDirect or the Company) has today released the attached business update and investor presentation.

The business update demonstrates the significant progress achieved by healthcare talent search platform HealthBuzz in the four (4) weeks since the release of ApplyDirect's 2017 interim results in late February 2017. ApplyDirect CEO, Lorcan Barden said: "Since the launch of HealthBuzz in December 2016, it has developed a strong presence in healthcare recruitment, and the strong uplift in key metrics over the past month further demonstrates the strong support from the sector."

The balance of the presentation provides an introduction to ApplyDirect, its competitive advantages and strategic priorities. This was prepared in advance of a series of presentations with investors not familiar with the business, which are scheduled for the next week.

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Mr Lorcan Barden
CEO
ApplyDirect
1300 554 842
3 / 3 Wellington St
Kew Vic 3101

Mr Phillip Hains
Company Secretary
The CFO Solution
+61 3 9824 8166
1 / 1233 High St
Armadale Vic 3143

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.

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.