

ASX ANNOUNCEMENT 16 September 2024

Gumtree's Employment Platform Enhanced by uWorkin Partnership

The Market Limited (ASX: MKT, "The Market" or "Company") has enhanced its position in the Australian jobs market with the Gumtree Group signing an important technology partnership agreement with uWorkin. This partnership will significantly improve Gumtree's recruitment advertising offering in the Australian market.

The agreement will see Gumtree's jobs offering, one of the Company's key market sectors, strengthened through uWorkin's back-end technology, enhancing the job listing and management process for recruiters, and improving the application experience for candidates.

MKT Group CEO and Gumtree Managing Director, Tommy Logtenberg, said the partnership with uWorkin will help build the Company's customer base of recruiters and candidates across metropolitan and regional areas.

"We recognise that to grow market share we need to invest in systems that deliver the best outcomes for our customer base.

"Following the strong demand for better technology solutions in the recruitment space, Gumtree has decided to partner with uWorkin to improve and streamline the recruitment processes for its main clients.

"The key market segments in Gumtree's jobs category are food delivery, ride sharing, hospitality and tradesperson recruitment, and this partnership will see a more cost-effective service through clearer processes.

"By streamlining the advertising, reply and vetting processes, recruiters will be better able to meet their employment needs, effectively manage candidates and importantly better match candidates with jobs."

"We are confident that with the new technology and process improvements, Gumtree will see a major uplift in job listings, with the overall customer experience improving," Mr. Logtenberg said.

Integrating uWorkin's technology into Gumtree's current jobs advertising platform will be complete by December 2024, and recruiters will benefit from the enhanced systems from then.

Yours faithfully,

Tommy Logtenberg
Chief Executive Officer

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Investor and media enquiries:

Tommy Logtenberg

Chief Executive Officer

The Market Limited

tommy.logtenberg@gumtreegroup.com.au

This announcement has been authorised for release by the Board of Directors.