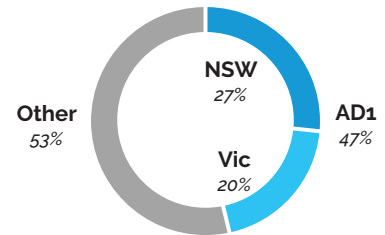


## ApplyDirect wins Victorian Government tender

**Melbourne, Australia, 9 January 2018:** ApplyDirect Limited (ASX: AD1) (ApplyDirect or the Company) today announced that it has signed a managed services agreement with the Victorian Government relating to its whole of Government careers portal. Under the engagement ApplyDirect will redesign, build, host and maintain the Victorian Government careers portal and provide related digital marketing services.

The new partnership with the Victorian Government, along with ApplyDirect’s existing partnership with the NSW Government, means that the careers platforms of the two largest employers in Australia will be powered by ApplyDirect. The Victorian and NSW governments represent over 800,000 employees, or almost 50% of all Australian public sector jobs (excl. local government).

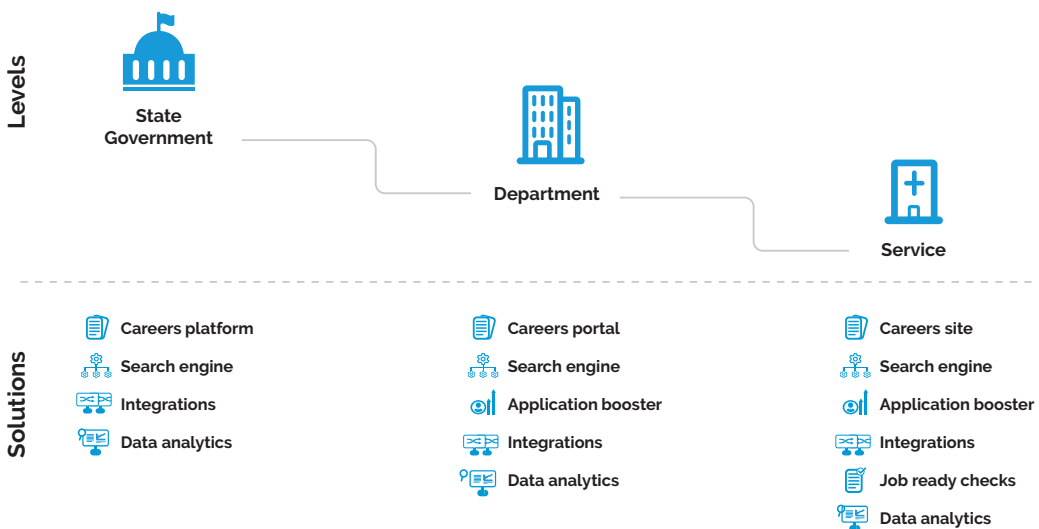
**Public Sector employees**



Commenting on the tender win, ApplyDirect CEO, Lorcan Barden said: “One of our key priorities for the 2018 financial year was to secure another large government contract, and to have achieved this success with the second largest employer in the country at this point in the financial year is particularly pleasing.

“Similar to our engagement with the NSW Government, we expect that our partnership with the Victorian Government will lead to a significant pipeline of additional opportunities for ApplyDirect.

“Specifically, the inherent structure of government requires that the direct candidate attraction solution cascades to each level. This maximises the candidate attraction strategy, whilst also ensuring the continuity of user experience across the whole of government, its departments, and its services. With our role in designing, building and hosting the new whole of government careers portal, and as a member of the Victorian Government’s vendor panel, ApplyDirect is ideally placed to unlock this ‘trickle-down’ effect by offering our portfolio of solutions to the various Victorian Government departments and agencies.



“The combined departments and services of the Victorian and NSW Governments represent in excess of 300 opportunities for ApplyDirect to implement its unique recruitment solutions. Further, the significant benefits that can be derived from the full ApplyDirect solution provides a compelling incentive for them to implement. We expect that this will deliver substantial ongoing revenue growth opportunities for the Company in 2018 and beyond.

“The success of our partnership with the NSW Government and the iworkfor.nsw.gov.au platform over recent years is proving a very valuable case study that demonstrates our capability to deliver innovative and value creating benefits for other large-scale employers. Our proprietary technology and digital marketing capability are assisting employers to enhance their discoverability and the candidate experience whilst unlocking significant financial savings and improving their employment brand.”

**END**

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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.