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APPLYDIRECT ANNUAL GENERAL MEETING

1 DECEMBER 2016

ApplyDirect

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Introduction to the team

BOARD MEMBERS



Michael Kay

CHAIRMAN



Drew Ilsley

NON-EXECUTIVE
DIRECTOR



Anthony Charles

NON-EXECUTIVE
DIRECTOR



Bryan Petereit

EXECUTIVE
DIRECTOR

EXECUTIVE TEAM



Lorcan Barden

CHIEF EXECUTIVE
OFFICER



Bryan Petereit

CHIEF TECHNOLOGY
OFFICER



Kevin Maher

SALES
DIRECTOR



Fiona Nash

MARKETING
DIRECTOR

Key Financial Details

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ASX CODE

AD1

\$6.36M

CURRENT CASH²

SHARE PRICE¹

\$0.35

**UP 75%^{SINCE}
IPO**

SHARE PRICE

MARKET CAPITALISATION

\$58.94M

168,388,135³

ORDINARY SHARES

1. Closing share price as at 30 November 2016
2. Appendix 4C, (28/10/2016)
3. Both in circulation and in escrow

What have we done so far

IPO & SUBSEQUENT PERFORMANCE



- | Offer – \$0.20
- | Open – \$0.27
- | Remained over \$0.30 since IPO

EXECUTIVE TEAM RECRUITED



- | **Lorcan Barden** – Chief Executive Officer
- | **Kevin Maher** – Sales Director
- | **Fiona Nash** – Marketing Director

STRATEGIC PRIORITIES SET



- | Consistent with Prospectus
- | Ensures necessary focus to drive success

EXECUTION UNDERWAY



- | Industry focussed 'go to market' strategy
- | Strategic Alliance with Mercury executed

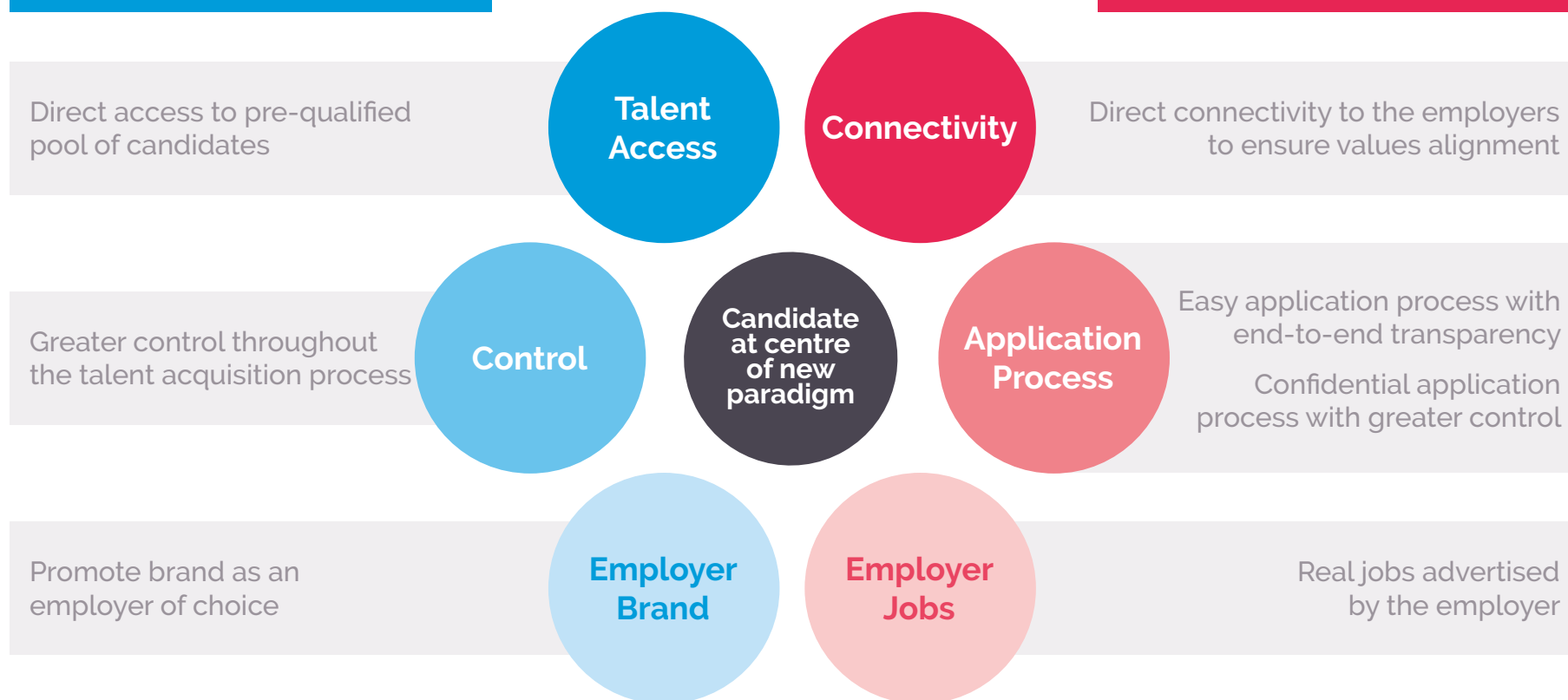
OUR STRATEGIC PRIORITIES

Industry paradigm shift

- The structure of the talent acquisition industry is not satisfying the needs of both candidates and employers.
- Both are now demanding a better way

EMPLOYERS DEMANDING: A GREATER ROI

CANDIDATES DEMANDING: A BETTER EXPERIENCE



Our purpose

To be the global destination where candidates and employers are empowered to discover each other directly and in a more satisfying way

Key strategic priorities

1

Build scale and relevance in a select number of industry verticals

2

Engage channel partners to build leverage into sales and marketing initiatives

3

Align and focus brand strategy with select industry verticals

4

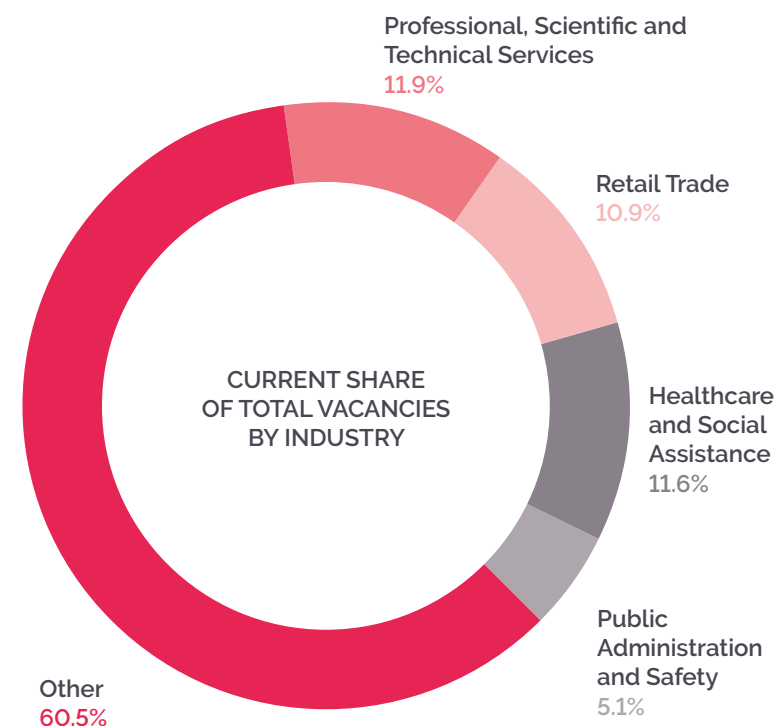
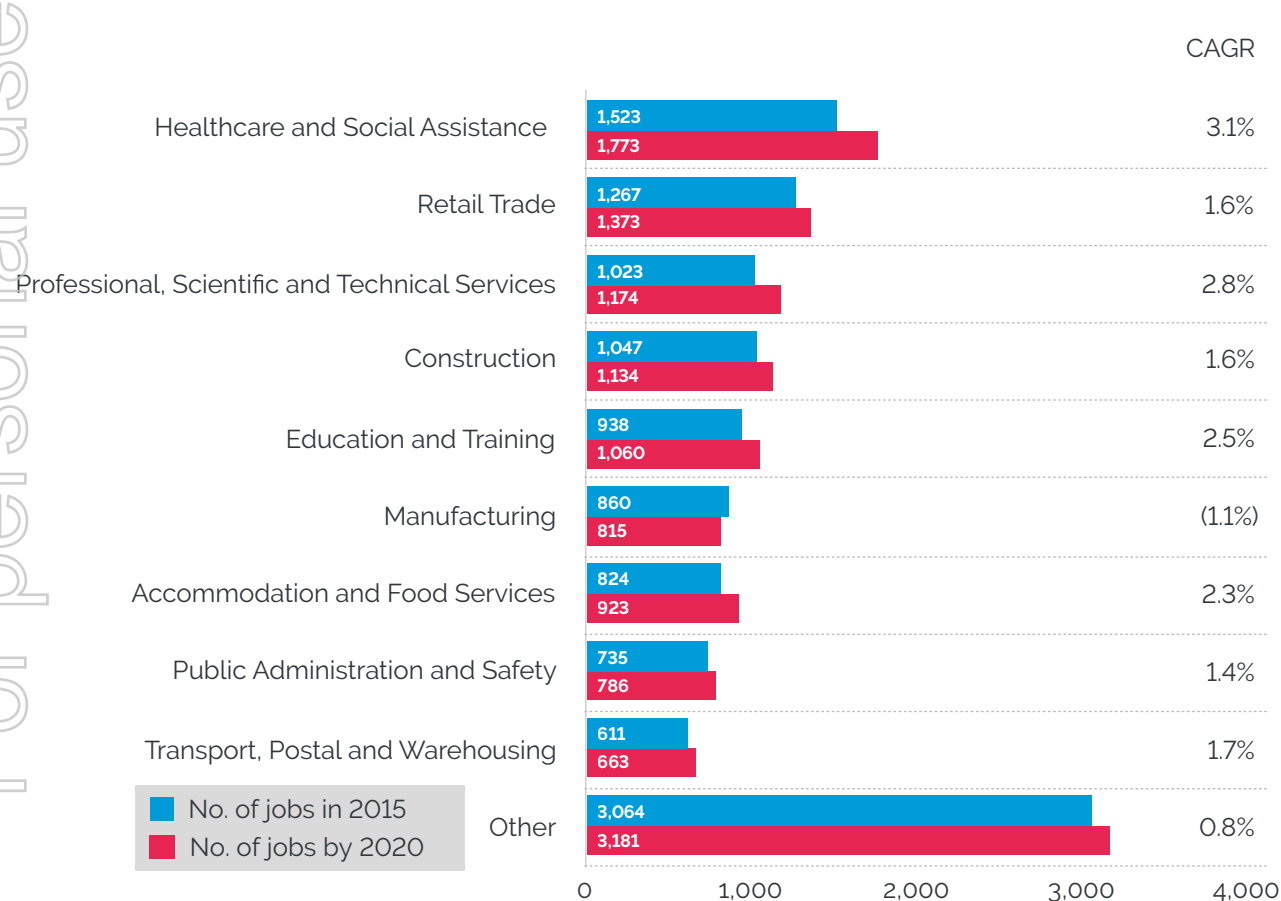
Become the industry standard for candidate experience

...

...whilst also continuing to the build on broader ApplyDirect platform

Sector attractiveness

- The top three industry sectors below are estimated to represent ~35% of the total vacancies in Australia by 2020
- Initial focus will be on the most attractive verticals in order to access compounding growth annuity streams



*Source: Department of Employment, March 2016.

Initial industry verticals targeted

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HEALTHCARE



GOVERNMENT



RETAIL



PROFESSIONAL SERVICES

STRATEGIC ALLIANCE WITH MERCURY

Mercury Group of Companies

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- > Leader in workforce management software, online HR solutions and risk management in the healthcare sector

- > Australian owned and operated
- > Over 20 years experience
- > Most comprehensive end-to-end HRMS.
 - E-Recruitment
 - Background and police checking
 - Identity verification
 - Credentialing
 - Performance management
- > Market leading position in the healthcare sector. Also represented in local government and retail

Mercury's key healthcare metrics

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80m



FACILITATES 80M
JOB ALERTS PER YEAR

ADVERTISES 2,500
HEALTHCARE JOBS PER WEEK



2.5k

0.5m



500K PEOPLE USING FIT2WORK
SOFTWARE PER YEAR

80,000 CLINICIANS ON
CREDENTIALING DATABASE



80k

An alliance between complementary talent acquisition technologies

APPLYDIRECT – TALENT ACQUISITION

- Differentiated talent search platform, both branded and white labelled
- Displays employer jobs only with no intermediaries
- Integrations with all major eRecruitment providers
- Hosting of white labelled platforms & virtual career websites for SMEs



MERCURY – TALENT MANAGEMENT

- eRecruitment platform that streamlines and consolidates the administrative tasks of the recruitment process
- Administers 2,500 vacancies in healthcare per week
- Pre-employment background checks through the fit2work product (JV with Australia Post)
- End-to-end clinical credentialing process that is rapidly becoming the industry standard



SEARCH & ADVERTISING



PRE-QUALIFICATION



VERIFICATION



ONBOARDING



PERFORMANCE
MANAGEMENT

The intent of the Strategic Alliance is to address the needs of both the candidates and employers by providing a seamless and integrated talent management technology solution

Current size of addressable healthcare market

This relates to job advertising revenue only and excludes other sources such as media.

TOTAL EMPLOYEES IN HEALTHCARE

1.6m

HEALTHCARE VACANCY RATE ~15%¹

0.24m

INDICATIVE JOB AD RATE \$150²

Potential opportunity size

\$36m

MARKET PENETRATION

20%



~\$7.0m

40%



~\$14.5m

60%



~\$21.5m



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¹ Estimate excludes compound growth of 3% ² Assumes a blended rate of \$150, which comprises an even mix of small employers at \$200 per job and large employers at \$100 per job.

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