

ApplyDirect Limited March 2018 Quarterly Report and Appendix 4C

Melbourne, Australia, 24 April 2018: ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**), the recruitment technology and digital marketing business that brings employers and candidates together without the need for intermediaries, today released its Quarterly Report and Appendix 4C for the three months to 31 March 2018 highlighting a record high in quarterly cash receipts and strong business momentum into the final quarter of the 2018 financial year.

ApplyDirect CEO, Lorcan Barden, said: “During the third quarter we started to see the realisation of the great work accomplished over the past six months, with the evolution of the ApplyDirect solution and record growth.

“The key drivers of revenue growth in the March 2018 quarter related to the development of both the whole of government careers portal for the Victorian Government and the iworkfor.NSW mobile app, as well as growth in media sales, which was underpinned by the meaningful site traffic across the ApplyDirect ecosystem.

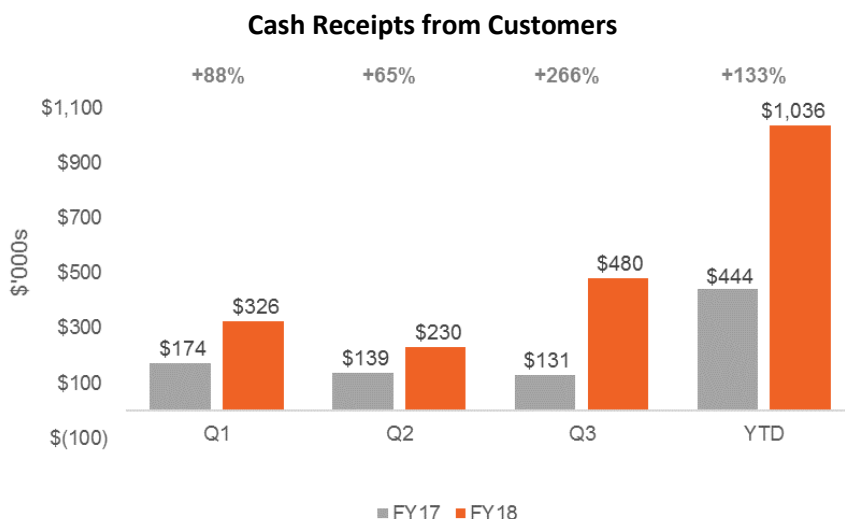
“Customer interest in ApplyDirect’s end-to-end solution continues to grow and the strong pipeline of opportunities is starting to mature. In recent months we have expanded our sales capability with additional resources targeting our industry verticals of focus.

“Phase 2 of the Victorian Government careers portal project, new customer signings and additional projects with the NSW Government are expected to drive strong quarter on quarter growth in Q4 2018.”

Key Business Highlights

- Record cash receipts in the March 2018 quarter reached approximately \$480,000 – up 108% on the December 2017 quarter and up 266% on the March 2017 quarter.
- Expanded the pipeline across the key verticals of focus, with many opportunities now progressed to the latter stage of the sales cycle. This is expected to drive strong growth in Q4 2018.
- Phase 1 of the Victorian Government is in user acceptance testing stage and is expected to go live at the end of April 2018.
- Development of the iworkfor.NSW mobile app is complete with user acceptance testing expected to commence at the end of April 2018.
- Continued momentum in traffic across the ApplyDirect ecosystem, which is delivering quality applications and also enabling the successful delivery of media campaigns.
- Further investments in business development capability to accelerate penetration of our target industry verticals.

Record quarterly cash receipts in Q3 of FY2018



Cash receipts in the March 2018 quarter were approximately \$480,000, up 266% on the March 2017 quarter, with YTD FY2018 cash receipts up 133% on the prior corresponding period.

The strong growth was largely driven by a significant contribution from the development of the Victorian Government careers portal, the iworkfor.NSW mobile app, and media sales.

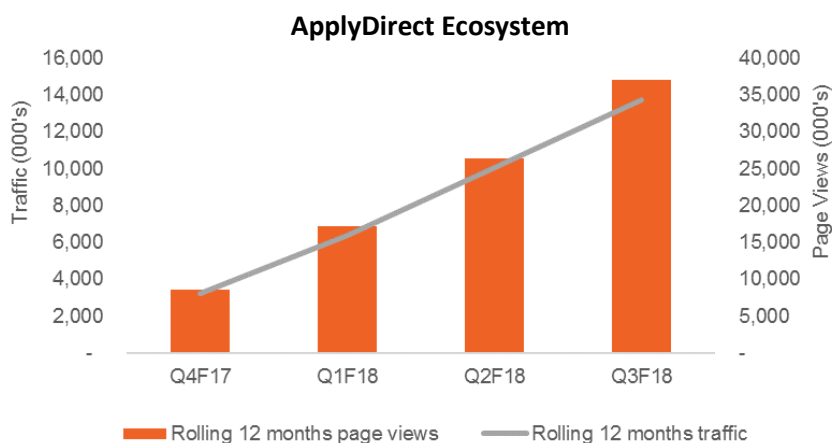
Examples of customers contributing to YTD revenue include:



Operating expenses included the incremental development costs required to enable the delivery of new functionality in our government module.

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Continued momentum in traffic across the ApplyDirect ecosystem



Continued momentum in traffic levels is ultimately converting into quality applications. In addition, the success of previous campaigns is driving both new media customers and additional or extended campaigns from existing customers.

Customers renewals continue to be ~80%. Pleasingly, this includes First State Super, Defence Force Recruitment and Griffith University.

Investing in solution sales capability

ApplyDirect invested in its solution sales capability during the March 2018 quarter to accelerate conversion of the significant pipeline of new customer opportunities. These new resources, currently being onboarded, are specifically targeting quick penetration of the Government, Healthcare, Professional Services and Retail verticals.

Revenue outlook

Net cash outflows from operating activities in the March 2018 quarter was approximately \$1.32 million down from \$1.37 million in the December 2017 quarter, notwithstanding the incremental investment made to enhance our government module.

ApplyDirect expects strong growth in the June 2018 quarter, with contributions from both subscription revenue and project revenue. The key drivers will be further contributions from the Victorian and NSW Government projects, new customer wins driven by the strong pipeline developed in the previous quarters and continued growth in the contribution of media.

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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.

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