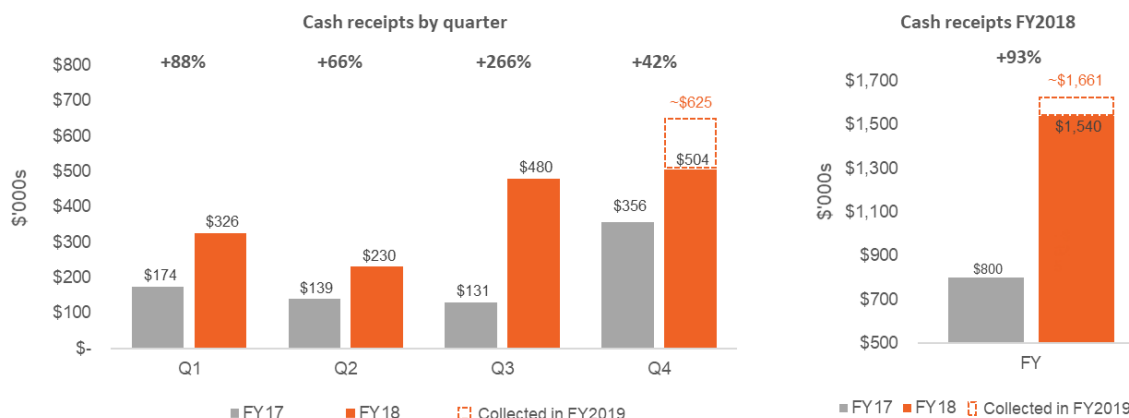


## ApplyDirect Limited June 2018 Quarterly Report and Appendix 4C

### Key Business Highlights

- Record revenue of ~\$826,000 (unaudited) in the June 2018 quarter, with cash receipts of \$504,000 (up 42% on the June 2017 quarter)
- Importantly, ~\$120,000 in cash receipts due in the June 2018 quarter were collected in early July 2018 which would have brought the total to ~\$625,000 (up 76% on the June 2017 quarter)
- Record annual cash receipts for FY2018 of \$1,540,000 (up 93% on FY2017)
- Launch of the new Victorian Government *careers.vic.gov.au* jobs platform, which has already seen a significant growth in traffic in the first two months
- Signed the Department of Defence in partnership with Acendre Pty Ltd, the largest e-recruitment provider to the Federal Government
- Completion of the *iworkfor.nsw.gov.au* mobile app and migrated the careers platform to the cloud
- First State Super extended its media contract for a further 12 months based on the results delivered in FY2018

### Record cash receipts



Cash receipts in the June 2018 quarter were \$504,000, up 42% on the previous comparable period. Further, FY2018 cash receipts were \$1,540,000, up 93% on FY2017. It is noted that an additional ~\$120,000 in cash receipts due in the June 2018 quarter were collected in July 2018.

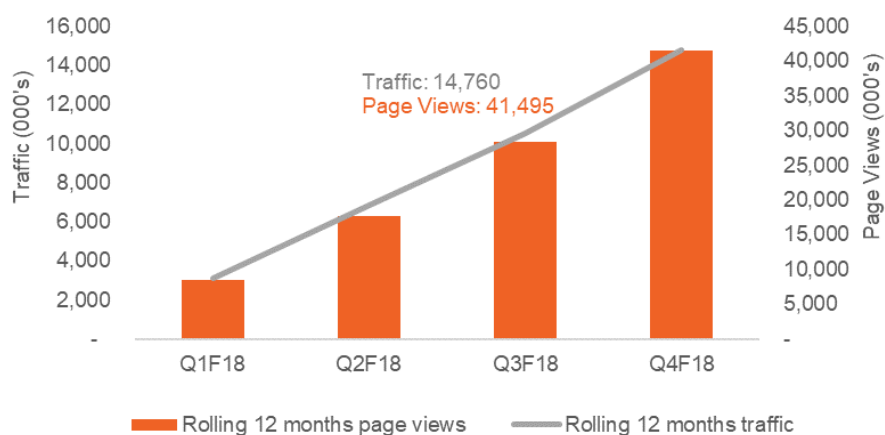
Net cash outflows from operating activities in the June 2018 quarter was \$1,240,000 down from \$1,324,000 in the March 2018 quarter.

Strong growth in cash receipts was driven by a significant contribution from the recently won Victorian Government, the NSW Government and media sales.

Recent new customer wins such as the Department of Defence, conversion of Victorian Government from the initial build phase to ongoing managed services, and the maturing sales pipeline, are expected to drive strong growth in cash receipts in FY2019.

FY2018 operating revenue is expected to be ~\$1,700,000 (unaudited), up 145% on the previous corresponding period (FY2017: \$694,330).

## Site traffic momentum driving strong growth in media sales



ApplyDirect attracts over 1 million visitors on a monthly basis to its ecosystem. Growth in site traffic levels and the success of previous campaigns is driving both new media customers and extended campaigns from existing customers. Most notably First State Super has renewed for an additional 12 months, which has extended the relationship to two years.

## Outlook

ApplyDirect’s beachhead in both the NSW Government, and now the Victorian Government, is providing a significant pipeline of new opportunities. Further, the new partnership with Acendre, combined with securing the Department of Defence, extends these opportunities to the Federal Government.

Institutional corporate continues to be an important market segment for the business. ApplyDirect’s solution enables this segment to unlock the benefits associated with their size and scale. Based on the current opportunities at the latter part of the sales cycle, a significant contribution is expected from this market in FY2019.

The deep integration between ApplyDirect’s platforms and underlying employer e-recruitment systems enables large enterprise employers to access a better return on their recruitment marketing investment. This compelling value proposition is enabling ApplyDirect to penetrate this market segment, which is expected to be another important revenue contributor in FY2019.

Finally, media is expected to build further momentum over the next 12 months and should also drive growth in FY2019.

**END**

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### **About ApplyDirect**

ApplyDirect is a provider of customer branded recruitment marketing platforms and related digital services. Its cloud-based solutions solve the problems created by disjointed HR technology that frustrates the candidate experience and misinforms the marketing strategy selected by 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.