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ApplyDirect secures and expands customer base

Melbourne, Australia, 25 November 2021: AD1 Holdings Limited (ASX:AD1) (**AD1** or the **Company**) today provides an update in relation to its recruitment platform business (**ApplyDirect**)

ApplyDirect has renewed its Recruitment Platform Services Agreement with the Pharmacy Guild of Australia (**Guild**) until 1 January 2023. My Pharmacy Career recruitment platform is a member benefit provided by the Guild designed for Community Pharmacy that enables them to advertise and recruit for talents who want to work within the pharmacy industry. The Guild has over 4000 members and has been operating since 1928.

ApplyDirect also is pleased to announce that the refreshed iworkforNSW platform is now live. The project to enhance the NSW Government's careers platform in line with its Digital Design System also included an upgrade to the iOS and Android mobile applications. This initiative brings the iworkforNSW platform in alignment with the other digital assets deployed by the NSW Government.

The platform was first implemented over five years ago and has successfully provided jobseekers with a destination for employment opportunities within the NSW Government. Over the last 12 months the ApplyDirect recruitment jobs platform has facilitated the promotion and application process of over 45,000 jobs.

ApplyDirect has also secured a new contract with Australian Community Media (**ACM**). ACM is made up of more than 140 leading rural and regional new brands consisting of community-based websites, daily and community newspapers and events servicing millions of Australians every day. The careers site platform will provide ACM with a centralised brand and jobs attraction platform that offers improved reach and a more powerful value proposition for its members.

Jemma Heuston, People and Culture Manager from ACM stated: "We are excited to partner with ApplyDirect to support us in rolling out ACM's first careers site. ApplyDirect is customer centric, knowledgeable and provides best-in-class solutions to their clients. We look forward to working with them to showcase to the talent market why ACM is such a great place to work".

CEO of AD1, Brendan Kavenagh commented: "This is an encouraging result for the new version of the careers site platform which is aimed at creating a stronger voice and brand for organisations to more effectively attract talents. This new version of the product previously referred to as "Off the shelf" also significantly reduces the implementation timeframe to enable faster onboarding of new customers".

END

This release has been authorised by the Board of Directors.

Andrew Henderson
Chairman
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Brendan Kavenagh
CEO
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AD1 Holdings Limited is a portfolio Software as a Service (SaaS) business. The SaaS market has experienced incredible growth over recent years and the need to automate process through technology continues to increase as a result of recent world events. The world has increased its reliance on technology so that they can operate anywhere anytime. The HR Technology and Energy Industries are markets that are changing at speed and generating significant investment which are resulting in big opportunities for technology products and service providers. This has prompted businesses to accelerate their digitisation to better automate processes and drive faster, more efficient outcomes. ApplyDirect, Art of Mentoring and Utility Software Services are uniquely positioned for growth in these highly disrupted markets.



ApplyDirect is a recruitment platform that facilitates direct candidate sourcing through Career Site Technology that fosters attraction and engagement. The key benefits of our products are they enable businesses to promote their Employer Brand, attract and engage candidates faster and in a more organised and cost-effective way. Products include:

- Enterprise, Government & Association solution: This enables organisations to communicate their brand story to the marketplace including career opportunities and roles they are actively recruiting for. This solution caters to the bespoke needs of large organisations with complex structures. Two examples of the platform working are here: <https://iworkfor.nsw.gov.au/> <https://www.careers.vic.gov.au/>
- Mid-market solution: A scalable, SaaS product for SME businesses to manage their recruitment processes through clever career site technology. This enables SME market to compete with larger organisations in attracting and engaging talent while showcasing their employer brand. This enables businesses to attract, source and engage talent and have greater control over the entire process while reducing the need for 3rd parties, saving business time and money.



Art of Mentoring (AoM) is a SaaS business with a suite of software, products, and services that guide organisations to implement high impact, successful mentoring programs. The key benefits of our products are the reduction in program management time and enablement of better-quality mentoring outcomes for individuals and their employers, which includes improvements in employee performance, productivity, engagement, retention and overall wellbeing. Products include:

- **Platform** – Program management software
- **Managed Services** - AoM can design, set up and manage the mentoring programs for the client
- **Online mentoring training and resources** – eLearning with sophisticated media production and a large library of best-practice templates and resources, all embedded in the platform or available separately.



Utility Software Services (USS) specialises in SaaS hosted customer interface solutions (CIS) and Business Process Outsourcing (BPO) services for energy providers, enabling high levels of efficient and cost-effective customer service. Our customers are Tier 2, 3 & start up energy retailers, embedded network providers and brokers. The key benefits of our products are that they enable energy providers to manage their customers in the most efficient and cost-effective manner whilst maintaining the highest levels of customer satisfaction. Products include:

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| ▪ Core | ❖ | Central program to manage clients' accounts, payments, and communications | ❖ | Compliant with regulations in all Australian Energy Regulator (AER) jurisdictions |
| | ❖ | Provides detailed insights for reporting | | |
| ▪ Acquire | ❖ | An Energy Sales Intelligence Online and Tablet SaaS delivered sales solution | ❖ | Simple and complex quoting |
| | | | ❖ | Provides seamless transition from point of sale to invoicing |
| ▪ Zone | ❖ | Provide customers with up-to-date account information | ❖ | Advanced Customer portal for service, metrics & insights |
| | ❖ | Offers self service capabilities to end customer | ❖ | Converts customer data into analytics to improve operations |