

## Victorian Government renews agreement with AD1 Holdings

**Melbourne, Australia, 31 July 2023:** AD1 Holdings Limited ('AD1', the 'Company' or the 'Group') (ASX: AD1), a technology company with a growing portfolio of market-leading software businesses, is pleased to announce existing ApplyDirect customer, the Victorian Government has renewed the Managed Service Agreement (MSA) for Careers.Vic for an additional three-year term.

### Key highlights

- **The Victorian government has entered a three-year renewal agreement with ApplyDirect for the continued delivery of ApplyDirect's recruitment solutions software**
- **The partnership with Victorian Government also provides additional project work to enhance the features and functionality of the platform**
- **Under the agreement Careers.Vic will migrate onto ApplyDirect's new feature rich Gen3 platform by March 2024**
- **The new Gen3 platform increases the speed with which innovation can be enabled by the customer**
- **Since its launch in 2018, Careers.Vic has attracted over 5.0 million new users and has processed over 2.3 million applications**

The total three-year term is structured as a two-year renewal plus a one-year extension option and marks the migration of the current Careers.Vic website onto the ApplyDirect Gen3 platform, delivering significant efficiencies for both parties.

The agreement renewal is an endorsement of the strengths in the platform that modernise the candidate experience with rich features, enhancing the Victorian Governments employer brand, whilst improving the candidate management experience across government departments due to improved functionality.

AD1's evolution from individual solutions to the new generation Gen3 platform, has strengthened the ongoing partnership with ApplyDirect's customer base including the Victorian Government, making it the leading source for talent attraction in the sector. The refreshed platform concentrates on feature rich improvements including talent pooling, candidate profiles, job alerts, and improved employer Content Management Systems (CMS).

**On the renewal, AD1 CEO, Brendan Kavenagh, commented:** "We have been engaged with the Victorian Government since 2017 and are delighted to continue our partnership. We continue to invest time and resources in improving our platform offerings, tailoring solutions to better support our customers into the future. The renewal further supports our position as a trusted partner. Our talent attraction products, ApplyDirect and Jobtale are strengthening our position within the Human Resources market, and we are pleased with the interest shown by both existing and new customers including the Victorian Government.

The new Gen3 platform shows significant progress in our ApplyDirect business, delivering efficiencies for our customers and meaningful operational efficiencies for the Group by reducing resources and costs by no longer managing different bespoke legacy platforms. Recent contract extensions by multiple state governments plus other customer wins over the last 12 months illustrates the belief our customers have in the ApplyDirect platform. We will continue to drive further investments into major projects delivering improved functionality and features to encourage further customer uptake and retention.

## **About the “Careers.Vic” Platform**

AD1 was commissioned by the Victorian government’s Public Service Commission to build an integrated jobs platform to provide a single destination careers site.

The platform enables the Victorian Government to advertise all job opportunities across each department under one united brand to potential candidates. The Company’s new developments on the Gen3 platform, increases the speed with which innovation can be enabled by the customer, owing to the platforms single code base solution. The refreshed platform solutions have been observed by the Victorian Government as an integral part of Careers.Vic delivery into the future; with features such as employer talent pools, candidate profiles and job alerts, all valuable enhancements to the platform. Additionally, AD1 now has the ability to deliver stronger analytics to customers, with the capacity to better harness data generated from the revitalised platform.

In 2022 the platform processed just under 300,000 applications and attracted over 1.5 million new users, strengthening its position as the number one destination for government jobs in Victoria. Today, the platform is used across Victorian Government departments to advertise open roles to a very targeted audience seeking employment.

**END**

*This release has been authorised by the Board of Directors of the Company.*

**For more information:**

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### **About AD1 Holdings**

AD1 Holdings is a technology company with a growing portfolio of market-leading HR Technology software businesses. We build, manage, and acquire best of breed, high potential software businesses that develop specialised software solutions to address the specific needs of the global workforce. The Company currently operates in two main verticals being ‘HR Services’ and ‘Niche Services’. Under HR services the company provides talent recruitment solutions in the form of ApplyDirect and Jobtale and mentoring products under the Art of Mentoring banner.