

## ASX Announcement

2 July 2015

### **Exclusive commercial partnership with nib's whitecoat.com.au**

- Exclusive commercial partnership agreement executed with nib's joint venture to promote 1stAvailable through whitecoat.com.au
- whitecoat.com.au is Australia's largest online directory of healthcare professionals and provides an excellent new sales and marketing channel to accelerate 1stAvailable's growth
- Key partnership provides strong endorsement from leading private health insurer nib of 1stAvailable's leading marketplace positioning and significant commercial potential
- Strong operating performance continues with three millionth appointment milestone expected to be reached in the coming weeks

Australian healthcare consumers will have access to the most comprehensive online booking engine under an exclusive partnership announced today with 1stAvailable (ASX: 1st) and Digital Health Ventures (a company 50% owned by nib).

Under the partnership, 1stAvailable's online healthcare search and appointment booking service will be used by healthcare providers through Whitecoat.om.au.

Whitecoat.com.au is Australia's largest online directory of healthcare providers and moderated customer reviews, and is supported by nib (through its joint venture company Digital Health Ventures) one of Australia's leading health insurers. Since late 2014 more than 65,000 customer reviews have been published on [whitecoat.com.au](http://whitecoat.com.au), with more than 18,000 allied health providers signing up to the site to claim their profiles. The site expects to have more than 2 million visitors over the next 12 months.

1stAvailable Chief Executive Officer Klaus Bartosch said today's announcement is a significant step forward to build Australia's leading healthcare search and booking service.

*"We expect this exclusive partnership to generate further growth in the number of healthcare providers using our service and in our bookings and revenue. [whitecoat.com.au](http://whitecoat.com.au) has earned the healthcare industry's respect for its high-quality management of ratings and moderated reviews, and providing online appointments is one of the central pillars of its strategy," Mr Bartosch said.*

*"We are excited to partner with Australia's largest healthcare directory and review site, as not only will whitecoat.com.au actively promote 1stAvailable's services to all its healthcare providers, but 1stAvailable's existing healthcare providers will be able to promote their own profiles and booking availability through the Whitecoat site," he added.*

*According to the CEO of Digital Health Ventures, Matthew Donnellan, the exclusive partnership with 1stAvailable will make Whitecoat a one-stop shop for consumers to find, compare and book online with almost 140,000 ancillary providers, including dentists, optometrists, physiotherapists and chiropractors.*

“This functionality takes the already popular website to the next level of customer service and convenience,” Mr Donnellan said.

“Those visiting [whitecoat.com.au](http://whitecoat.com.au) will have the ability to book an appointment with their chosen provider immediately after reviewing their online profile. It was a natural evolution of the website and with the service available 24/7 on any web-connected device, it is very simple for both providers and customers to manage their healthcare appointments,” he added.

Under the agreement, Digital Health Ventures will work exclusively with 1stAvailable in relation to a range of activities that will add to the depth and functionality on both the Whitecoat and 1stAvailable websites, while also providing new marketing channels for 1stAvailable. Specifically:

- [whitecoat.com.au](http://whitecoat.com.au) will use 1stAvailable’s online booking engine **exclusively** for primary care, allied and dental providers;
- [whitecoat.com.au](http://whitecoat.com.au) will actively market and sell 1stAvailable’s services to all healthcare providers, a market estimated to be around 323,000 providers and growing (Source: Frost & Sullivan, a global market research firm);
- 1stAvailable’s healthcare providers will be able to promote their own profiles and booking availability on [whitecoat.com.au](http://whitecoat.com.au);
- 1stAvailable will have exclusive access to use the ratings, reviews and survey tools of [whitecoat.com.au](http://whitecoat.com.au) on the 1stAvailable websites; and
- 1stAvailable will invest in co-marketing this exciting new activity jointly with [whitecoat.com.au](http://whitecoat.com.au)

Key elements of the agreement will be rolled out from July 2015, in conjunction with a re-launch of the [whitecoat.com.au](http://whitecoat.com.au) website.

#### **Contacts for Further information**

Managing Director

Klaus Bartosch

+61 414 992 811

Company Secretary

Andrew Whitten

+61 2 8072 1400

#### **About 1st Available Limited - [www.1stavailable.com.au](http://www.1stavailable.com.au)**

1stavailable.com.au provides a convenient, easy to use, online healthcare search and appointment booking service. This enables patients to book their healthcare appointments with their preferred healthcare provider through 1stAvailable’s service online, 24 hours a day, 7 days a week from any internet-connected device such as a smartphone, tablet or personal computer. We are passionate about improving patient care, healthcare practice and doctor productivity, supporting continuity of care and encouraging good patient choices.