

# 1stAvailable appoints new CFO

*Strong leadership team in place to drive growth*

## Highlights

- Graham Mason appointed to 1stAvailable's leadership team as Chief Financial Officer
- Mr Mason brings a wealth of online, high-growth emerging company experience having held a number of senior executive positions, including Finance Director at HotelClub Pty Ltd (Hotelclub.com & Orbitz.com)
- Strong leadership team in place to execute the company's corporate strategy, drive sales growth and strategic partnerships
- Operational integration of recent acquisitions on track to be substantially completed by end of August

1stAvailable Limited (ASX: 1ST or the Company) is pleased to announce the appointment of Graham Mason as Chief Financial Officer for the Company effective today. This is the fifth senior executive hire since listing in June 2015. With the appointment, the leadership team is complete and positioned to execute the Company's corporate strategy to become Australia's leading online healthcare search and booking platform.

Mr Mason brings a wealth of finance and online expertise and experience to the Company with a career spanning senior executive positions with major companies in both the online, consumer and finance industries. Most recently, he was Senior Finance Director at online accommodation booking company, HotelClub Pty Ltd (part of Orbitz Worldwide) where he oversaw the development and implementation of cost efficiencies and introduced key strategic initiatives including analytic capabilities and loyalty program enhancements. Prior to that, he was Finance Director of Australia/New Zealand at RP Data Pty Ltd and Head of Corporate Finance at Bravura Solutions Ltd (BVA).

Effective 24 August, Mr Mason takes over from interim CFO Ross McCreath, who will leave the company during September. The Board offers huge thanks to Mr McCreath for assisting the Company through a very busy period post ASX listing and as well as supporting the integration and consolidation of three key acquisitions. Operational integration is on track to be substantially completed by the end of August 2015.

Klaus Bartosch, 1stAvailable Managing Director, commented:

*"1ST has strategically invested in a high-calibre senior executive team to grow our business, enhance the existing platform and develop new products. Graham Mason brings significant industry and corporate expertise. Our ability to attract high quality talent is a strong endorsement of our business model, strategic plans and growth potential."*

Graham Mason, 1stAvailable incoming CFO, said:

*"The healthcare industry remains one of the few untapped industries ripe for disruption in online booking functionality and search capabilities. It's exciting to join 1ST who are at the forefront of changing the customer experience in how we access and search for healthcare services enabling early intervention, supporting continuity of care and encouraging informed patient choices."*

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## Contacts for further information



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## 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 in Australia. 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 enable early intervention, support continuity of care and encourage informed patient choices. We are passionate about improving patient care, healthcare practice and doctor productivity.