

1ST signs 3 Year Exclusive Distribution Partnership with the Australian Traditional Medicine Society (ATMS)

HIGHLIGHTS

- Exclusive three year distribution partnership agreement with Australian Traditional Medicine Society (ATMS) to promote the adoption of 1stAvailable's service and appointment booking platform to ATMS members
- ATMS is the largest national professional association for natural medicine practitioners with over 11,000 members across 27 different modalities. This exclusive partnership will give 1ST a significantly broader distribution channel
- The ATMS deal will expand 1stAvailable's online Directory by listing all of the ATMS members through the 1stAvailable website and mobile App, adding a significant quantity of providers, and will also allow for on-line bookings to take place via the ATMS member site, utilising 1ST's technology
- This agreement provides validation from a major Australian industry body and further solidifies 1stAvailable's position as Australia's leading provider of choice in online healthcare appointment bookings

1stAvailable Limited (ASX: **1ST**) ('The **Company**', '**1stAvailable**', or '**1ST**'), Australia's premier healthcare and corporate online search and appointment booking service, is pleased to announce that it has signed an exclusive agreement with the Australian Traditional Medicine Society (ATMS) to promote the adoption of 1ST's online services and appointment booking platform to its members.

ATMS is Australia's largest professional association of natural medicine practitioners and represents more than 11,000 members across the country. This partnership significantly expands 1ST's distribution channels and potential customer penetration.

Under the terms of the agreement, ATMS will exclusively and actively promote the adoption of 1ST's online booking solution to its member base of more than 10,500 accredited practitioners (plus students) across 27 traditional medicine modalities. ATMS's largest and fastest growing modalities include massage, acupuncture, naturopathy, herbal medicine, homoeopathy, nutrition and traditional Chinese medicine.

The partnership represents 1stAvailable's first step into the natural medicine market, a substantial and growing market with revenues of over \$3.8bn and over 28,000 traditional medicine businesses in Australia alone in 2013 / 2014*. There is a growing demand for traditional medicine healthcare services and digital solutions to simplify patient engagement in the healthcare industry. 1stAvailable is well poised and equipped to capitalize on this opportunity with its technology and deliver solutions that improve patient access while also improving practice and practitioner productivity.

Charles Wurf, CEO of ATMS, commented:

"We are excited about the new commercial relationship with 1stAvailable and the business value this will drive for our members. Everything is moving online and we are pleased to be at the forefront of industry change by offering the 1stAvailable solution."

* Source: ATMS website

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Agreements such as these, form a key part of 1stAvailable's commercialisation strategy. This, coupled with recent agreements in the Corporate and Government business, are part of the Company's plans to accelerate expansion and distribution in both the Private Practice and Corporate & Government sectors.

Klaus Bartosch, 1stAvailable Managing Director, commented:

"This is the Company's first commercial arrangement where our directory and online appointment booking solution will be exclusively promoted to all members of an association. 1stAvailable is excited to be working with ATMS and ATMS's broad array of over 11,000 professional practitioners of natural medicine throughout Australia.

"Real convenience and value in online services is delivered when the customer has a reason to interact with a digital service on a regular basis. Booking just one practice through a service does not deliver that, as a patient may not see them for months between visits. This is why expansion into multiple healthcare modalities is core to our strategy. The healthcare industry largely still uses antiquated methods for patient interaction and this represents a real opportunity for us."

- ENDS -

Contacts for further information



Investor Relations

Klaus Bartosch
Managing Director
+61 414 992 811

Andrew Whitten
Company Secretary
+61 2 8072 1400



Media

Fran Foo
Media & Capital Partners
fran.foo@mcpartners.com.au
+61 416 302 719

About 1st Available Limited - www.1stavailable.com.au

1stAvailable provides a convenient, easy to use, online search and appointment booking service in Australia for the healthcare, corporate and government markets. In addition to our Software-as-a-Service (SaaS) solutions, 1stAvailable.com.au is a portal and suite of mobile apps specifically designed to service the healthcare industry that enables patients to book their 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. Through our healthcare solutions, we enable early intervention, support continuity of care and encourage good patient choices. We are passionate about improving patient care, healthcare practice and doctor productivity.