

# INVESTOR PRESENTATION

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21 March 2015

*Australia's first ASX listed online healthcare services portal*

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**This document is dated 21 March 2015.**

## Presenters



**Klaus Bartosch**  
CEO

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**Graham Mason**  
CFO

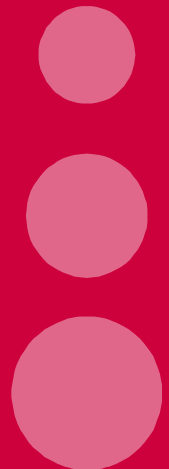
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# Agenda

1. The Business
2. Corporate overview and investment highlights
3. Market opportunity
4. Customer products, validation and commercialisation
5. Summary
6. Appendix

# 1. The Business



## Our vision...

***“To build Australia’s leading online health services community through a platform that simplifies and facilitates interaction between all health services stakeholders and online services, enhancing consumer choice, access and outcomes”***

**+47million**

Appointments  
a month in Private  
Practice alone

**49%**

of patients prefer  
providers with online  
appointments, and 37%  
would switch to providers  
that offer them

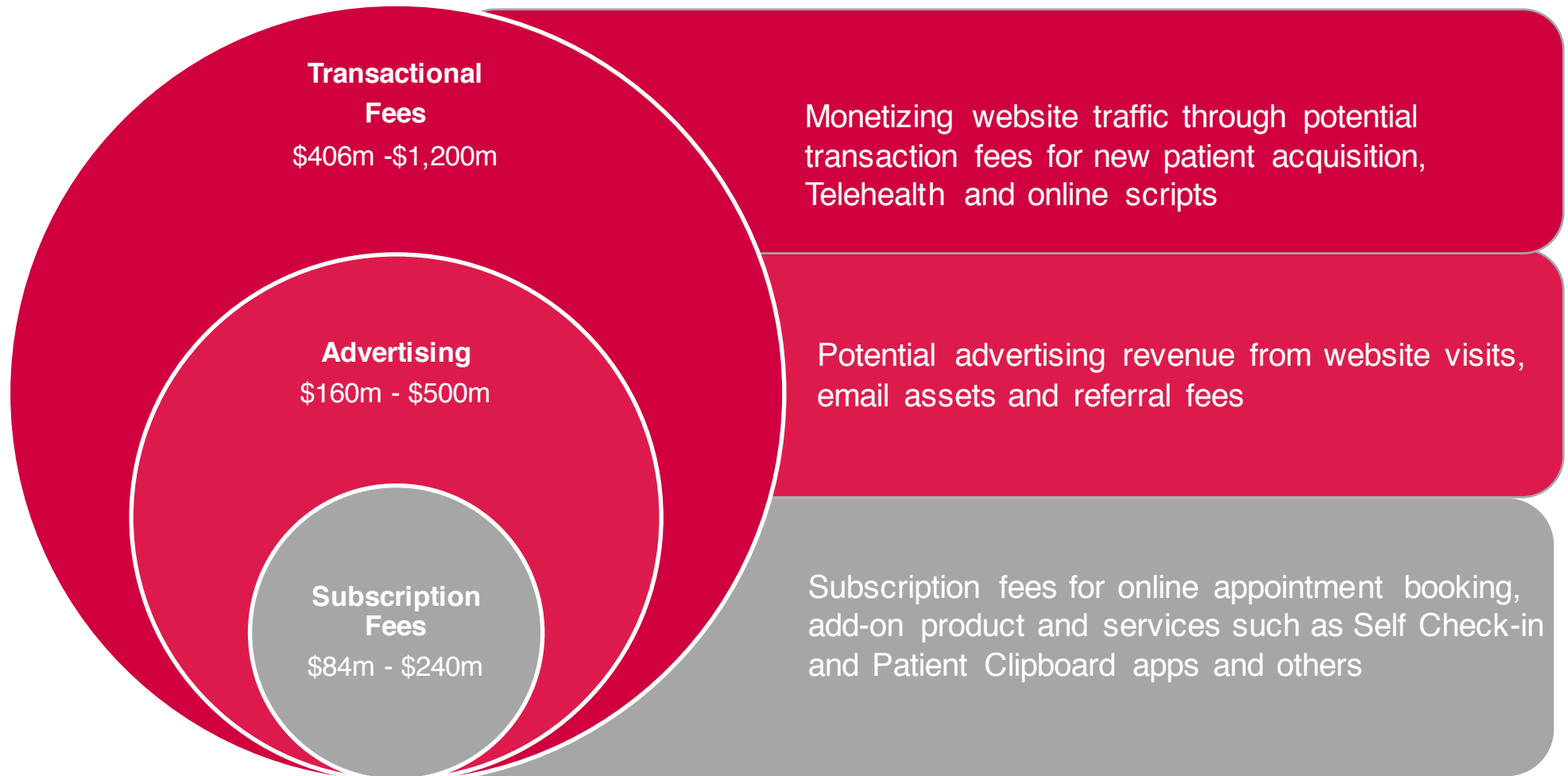
**50%**

of patients regard the app  
to be in  
top 20 on their phone,  
35% top 10

***”it starts with an online appointment”***

Source: Feb 2016 1stAvailable Australian Healthcare Access Study Survey

## Total Addressable Market (TAM) – Health Services Portal



# Australia's Consumer Health Services Portal

### Available Today

- ✓ Appointment Bookings
  - ✓ Custom branded app
  - ✓ PMS integrations
- New (released Q3 FY16):

- ✓ Self Check-in app
- ✓ Self Check-in Kiosk
- ✓ Patient Clipboard App
- ✓ Ratings and reviews
- ✓ Advertising

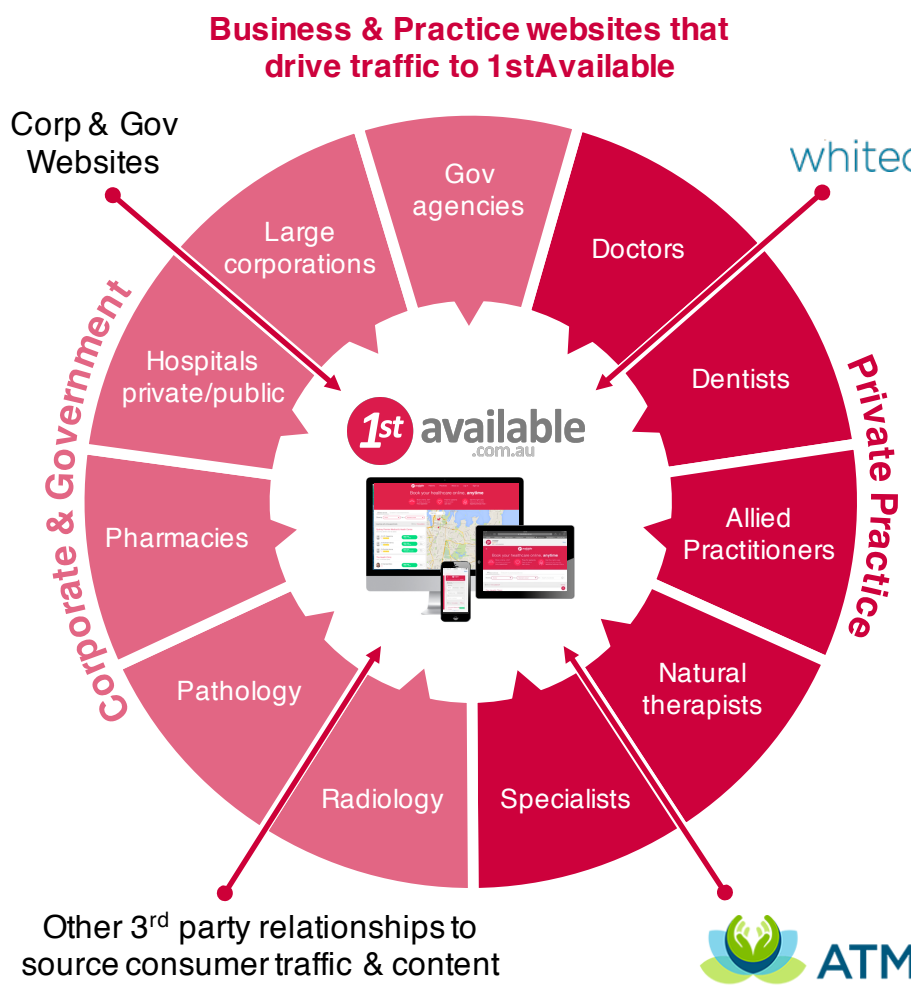
### Under Development

- ✓ Telehealth
- ✓ Referrals
- ✓ Scripts
- ✓ On Time Doctor
- ✓ Medication Management

### Future Plans

- ✓ Payments

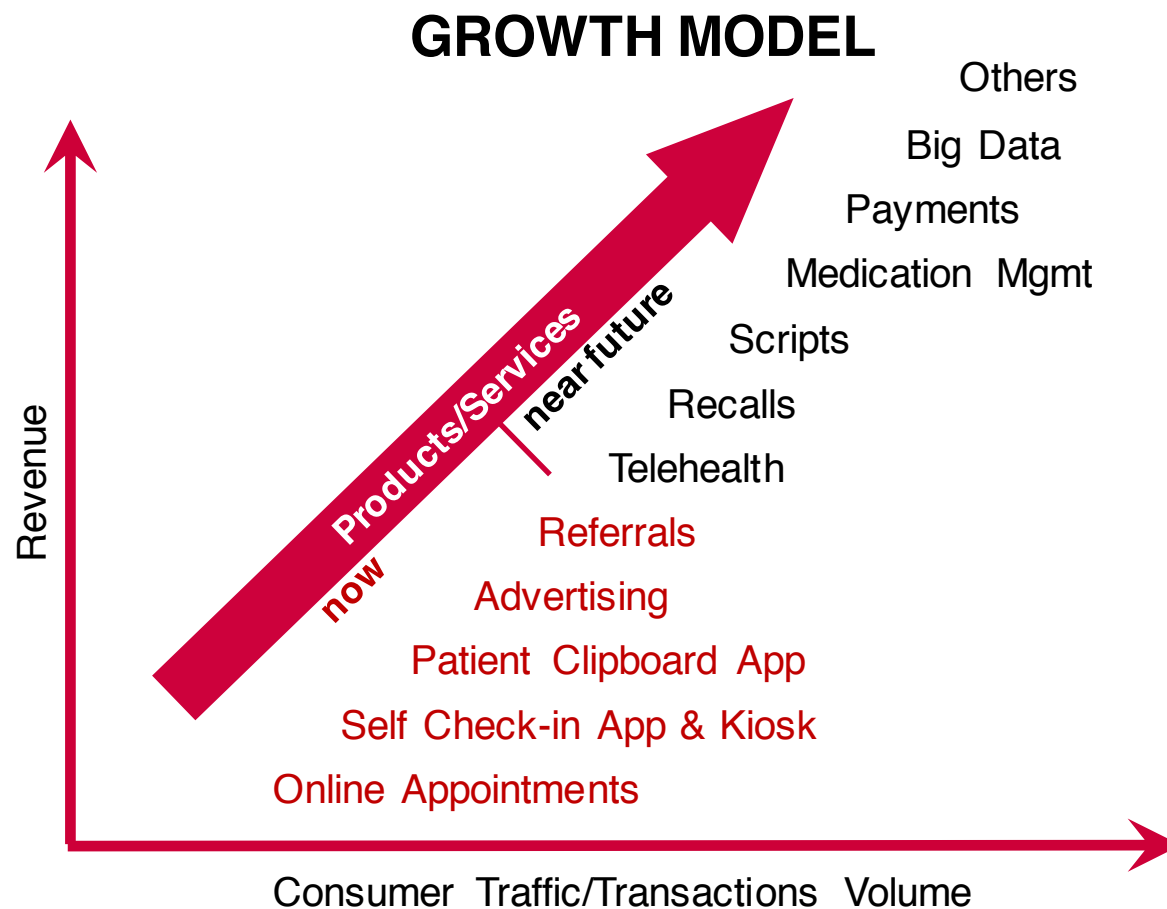
Monetising Traffic through Online Health Services & Content





# Growth opportunity – Healthcare Services Portal

- Conversion of estimated **>47million** appointments made each month across select healthcare sectors to online (see also side 23)
- Led by online appointments attracting customers and patients
- Monetise consumer transactions/traffic with additional products & services that improve practice/doctor profitability and efficiency, patient experience and value



# 1ST has a superior solution for healthcare professionals, consumers and other non-healthcare businesses

## Early intervention

## Continuity of care

## Informed patient choices

- **A recent survey\* of registered patients revealed:**

- 85% of patients describe the 1stAvailable solution as excellent or good
- 49% of consumers said they would select a practice that offered online appointments over one that did not
- 37% of consumers said they would switch providers to one that offered online appointments

- **The following benefits are delivered to Healthcare businesses:**

- ✓ Reduced telephone load on their front desk staff
- ✓ Significantly reduced no-shows
- ✓ Efficient and measurable method of securing new patients
- ✓ Improved practice and doctor productivity, efficiency and profitability

- **Benefits for Consumers/Patients:**

- ✓ Access to a range of online healthcare service, apps and information
- ✓ Convenience of making an appointment 24/7, at a time and date that suits them
- ✓ Enables early intervention by removing obstacles to making an appointment – improved health outcomes
- **Portal:** Platform is used by businesses to attract new and existing patient flow
- **Enterprise Solution Option:** The Corporate & Government solution supports sophisticated booking workflows, and therefore it is used by Insurance, Finance, Government, Retail, Services and Healthcare businesses

\*Source: 1stAvailable Healthcare Access Study Survey of February 2016

# Go to market strategy to build an online healthcare marketplace

## Direct Sales Team

Primarily focused on Corporate & Government solutions with distribution partners to grow Private Practice/SMB markets

## Software Partners

E.g. Practice Management Software (PMS) vendors. 1stAvailable now partners with many PMS vendors, some of which have entered into exclusive partnerships

## Industry Associations

E.g. Australian Traditional Medicine Society (ATMS - 11,000 members), Australian Association of Practice Management (AAPM – 2,500 members)

## Strategic Partners

E.g. Digital Health Ventures (Whitecoat.com.au), where 1stAvailable enables online appointments through the Whitecoat platform and actively promotes/sells 1stAvailable

## Corporate & Government Industry Partners

E.g. strategic partners in the Pharmacy market

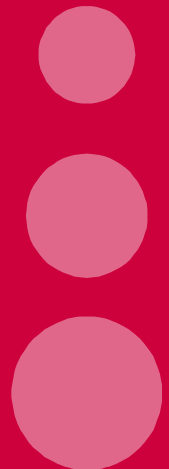
## Content Partners

Directory listings, healthcare information, medication information etc.

# Some of our customers supporting +3,600 locations



## 2. Corporate overview and investment highlights



# Corporate Snapshot

## Capital Structure

Stock Information (as at 07 March 2016)	ASX:1ST
Share price	\$0.08
Shares on Issue	89.9m
Options (average exercise price \$0.31)	17.0m
Fully diluted capital	106.9
Market Capitalisation	\$7.2m
52 week share price range	\$0.06 - \$0.22
Date listed	04 June 15
Top 20 holders	51%

Key holders	%
Mr John Charles Plummer	13.7
RJM Luu Pty Limited	9.1
Miller Holdings (International)	4.1
Outlook Drive Investments	2.5

## Board of Directors



### **Trevor Matthews**, Chairman

Director AMP Limited, CoverMore Group, Bupa Australia and NZ , FNZ Asia Pacific, Tokio Marine Asia, Chairman State Insurance Regulatory Authority



### **Klaus Bartosch**, Managing Director

Past experience with Seek, Wotif, Carsales and other major online businesses



### **Richard Arnold**, Non-Executive Director

Experienced ASX & NASDAQ director



### **Garry Charny**, Non-Executive Director

Former barrister with a speciality in corporate, mergers and acquisitions, and media

## Leadership team



### **Klaus Bartosch**

#### **Chief Executive Officer, Co-Founder**

- Previously Sales & Marketing Director of ASX listed Hostworks Limited
- Extensive experience in supporting Australian online portal businesses such as REA Group, Carsales & Wotif



### **Graham Mason**

#### **Chief Financial Officer**

- Experienced CFO and Finance Director of global online, technology and professional services companies
- Previously Finance Director HotelClub and RP Data Australia & NZ



### **Joel Reynolds**

#### **Chief Technology Officer**

- Experienced senior manager of listed, private and not-for-profit organisations
- Previously Production Services Manager at Seek Limited

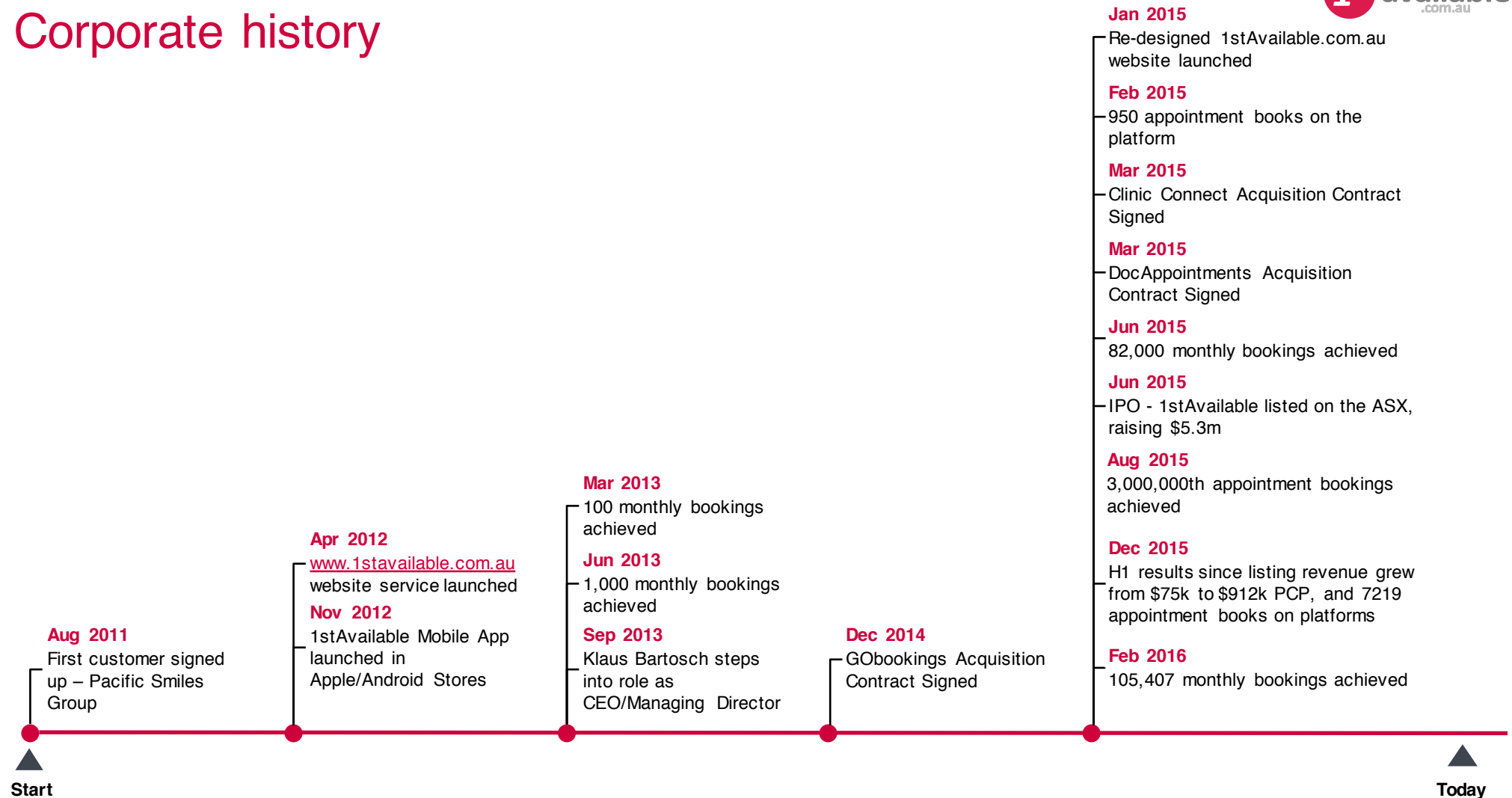


### **Con Constantinou**

#### **Sales Director**

- Experienced sales experience in health and medical industries
- Previous experience with Applied Medical and Servier

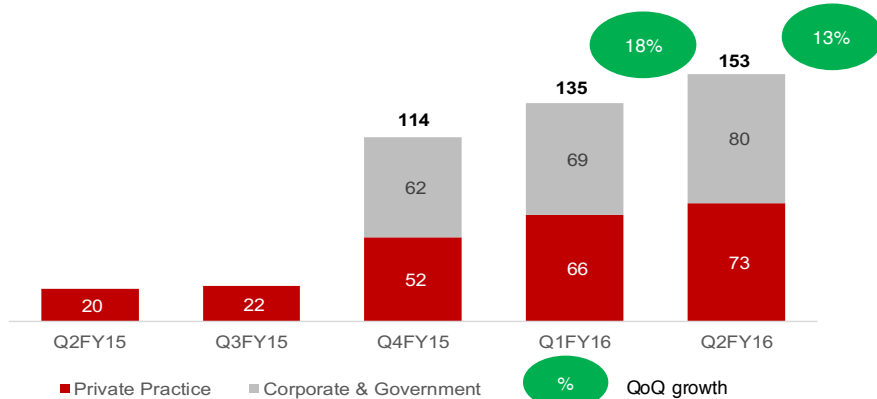
# Corporate history



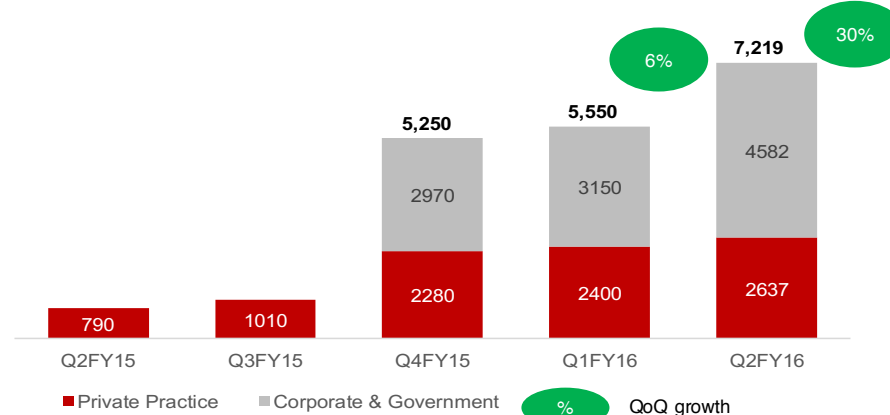


# Strong operational results

## Monthly Recurring Revenue (MRR) \$000s

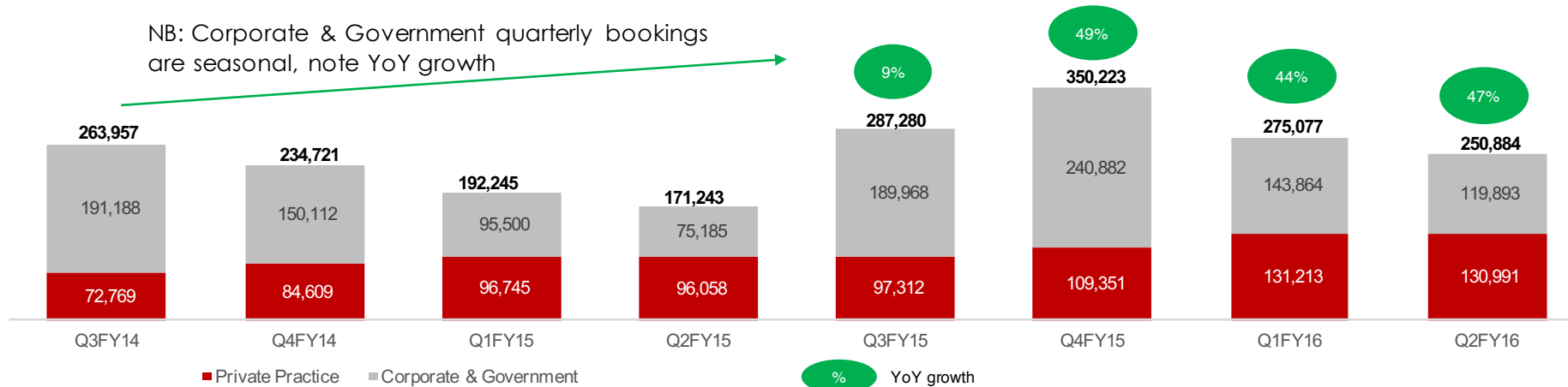


## Total Number of Appointment Books



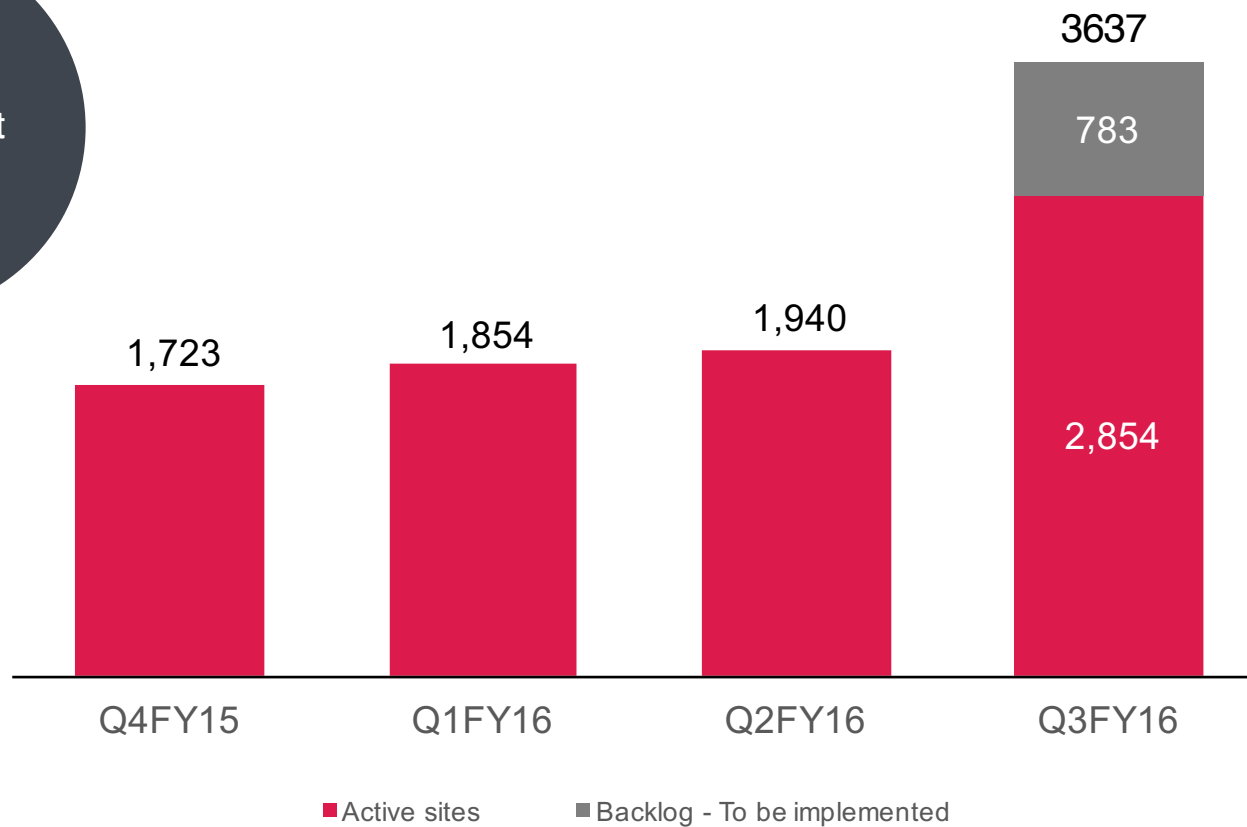
## Total Number of Online Appointments made

NB: Corporate & Government quarterly bookings are seasonal, note YoY growth



## Growth in installed sites (locations)

**211%**  
growth in first  
8 months of  
FY16



# H1 FY16 Financial results summary

AUD \$000s	H1 FY16	H1 FY15	Change (%)
Revenue	912	76	1,099
Operating expenses	<u>(2,465)</u>	<u>(1,107)</u>	<u>123</u>
<b>Loss before tax and non cash items</b>	<b>(1,553)</b>	<b>(1,031)</b>	<b>51</b>
<b>Non cash expenses</b>			
Share based payments	(239)	(203)	18
Depreciation and amortisation expenses	(535)	(185)	189
Finance costs	<u>(14)</u>	<u>(31)</u>	<u>55</u>
<b>Net loss before tax benefit</b>	<b>(2,341)</b>	<b>(1,450)</b>	<b>61</b>
Income tax benefit	<u>315</u>	<u>157</u>	<u>101</u>
<b>Net loss after tax benefit</b>	<b>(2,026)</b>	<b>(1,293)</b>	<b>57</b>

**Revenue** increased significantly from \$76k to \$912k compared to the prior corresponding period. This result was predominantly driven by the consolidation of the 3 acquisitions. In addition to the acquisition effect, positive organic growth was achieved across both our Private Practice and Corporate & Government business divisions which delivered 40% and 29% growth in MRR respectively compared to 30 June 2015.

The **Loss before tax and non cash expenses was \$1.6m** an increase of 51% and was impacted by:

- Higher employee benefits of \$0.8m from the additional staff from Clinic Connect, GObookings and DocAppointments and strengthening the management team, which grew from 2 to 6;
- Higher Operations and Administration expenses of \$0.4m from the integration of the acquisitions and ongoing costs associated with being a listed Company from June 2015;
- Increased investment in advertising and marketing of \$0.2m to drive new customer acquisition in Private Practice.

Non cash items and income tax benefit were impacted by:

- An increase in amortisation costs of \$0.4m as a result of the completion of the acquisition accounting of the three acquired businesses; and
- An increase in the income tax benefit attributable to an expected higher R&D tax offset for FY16 and release of the deferred tax liability recognised on Customer contracts and technology platforms in the GObookings, Clinic Connect and DocAppointment acquisitions.

## Cash and cash flow

- The Company had a cash balance of \$2.0m at the end of December, with the receipt of its FY15 R&D tax offset of \$405k in January 2016.
- Average monthly cash burn rate has progressively improved over the last 6 months from \$489K in Q1 FY16 to \$367K in Q2 FY16. The Company expects the full impact of operational efficiencies, new sales revenue and higher seasonal revenues will help reduce cash burn further in H2 FY16.

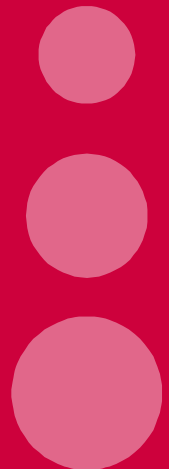
## Investment highlights

- **Significant online marketplace opportunity.** Market estimated to be valued in excess of \$1.5bn (online appointments, telehealth, advertising and additional products/services)
- **Advanced technology.** Technology is sophisticated and operates on world-leading cloud architecture located in Australia. Modelled on successful online services agencies both locally & internationally
- **Commercial model with multiple revenue streams and significant scalability.** Group Monthly Recurring Revenue (MRR) currently exceeding \$150,000 (excluding one off and variable fees)
- **High activity pipeline.** Commercialisation strategy in place to drive direct sales and strategic partnerships
- **Strong management team.** Experienced and connected leadership team in place to drive growth and create shareholder value

## Five pillars to drive growth

- 1. Expand channels to market through partnerships**
  - Partner with complementary businesses that will help drive solution adoption by both customers and consumers
  - Industry associations, strategic partnerships, Corporate and Government industry partners, Content partners, JVs
- 2. Upsell and cross sell additional product offerings**
  - Current add-on products include Self Check-in App, Self Check-in Kiosk, Patient Clipboard App, Custom Corporate Co-Branded Apps
- 3. Large strategic deals of high value**
- 4. Expand advertising sales**
- 5. Increase B2C marketing and digital marketing efforts**
  - Search Engine Optimisation and Marketing (SEO/SEM), and increased direct consumer marketing efforts including in collaboration with customers to engage their consumers through email, SMS, practice marketing collateral, live chat

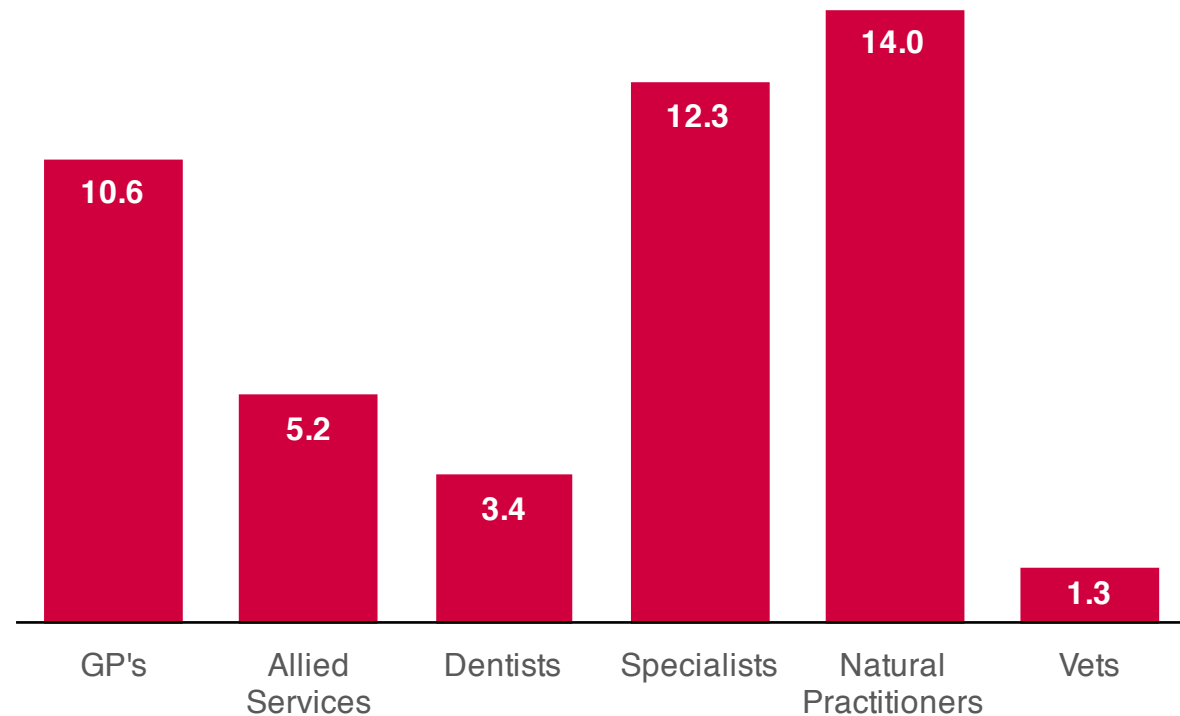
### 3. Market opportunity



## Traffic: Patient/consumer appointments in healthcare market

- **+47million\*** monthly appointments across select sectors
- Translates to addressable market web traffic estimated to be 150-250m per month
- Excludes Corporate & Government appointments (e.g. Pharmacies, Government agencies, etc.)
- NB: Only APRHA sectors used in calculations

### Monthly Patient Appointments\* (millions)



\*Source: See slide 35 & 36

# Significant valuation upside potential

- Website visits (consumer traffic) is a core asset difference in Portal vs SaaS businesses
- 1stAvailable’s business offers both a Portal (1stAvailable.com.au) and SaaS solution (GObookings) – which are now integrated

## Portal



## SaaS



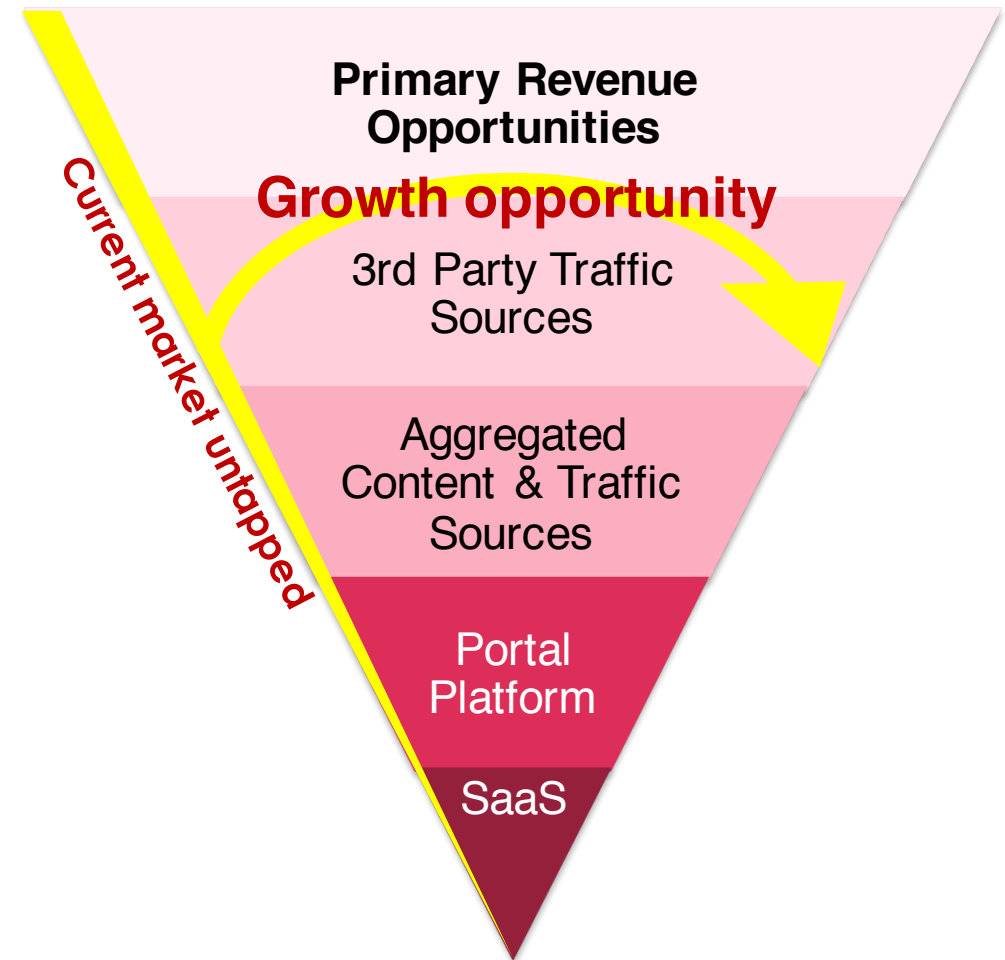
Source: Company filings, Bloomberg

Company	Carsales	RealEstate.com.au	Seek.com	<i>[Opportunity]</i>	Salesforce	Xero
Industry	Car Sales	Real Estate	Employment	Healthcare	CRM	Accounting
Started	1997	1995	1997	2009	1999	2006
Market cap (US\$)	\$2.1 billion	\$6.1 billion	\$5.1 billion	?	\$42.0 billion	\$3.2 billion
Consumers/ads	+1,000,000	+700,000	+150,000	?	+100,000	+400,000
Revenue (US\$, FY14)	\$200 million	\$350 million	\$607 million	?	\$4 billion	\$67 million
Website visits (monthly)	Not known	42 million	35 million	Est 150-250 million	N/A	N/A

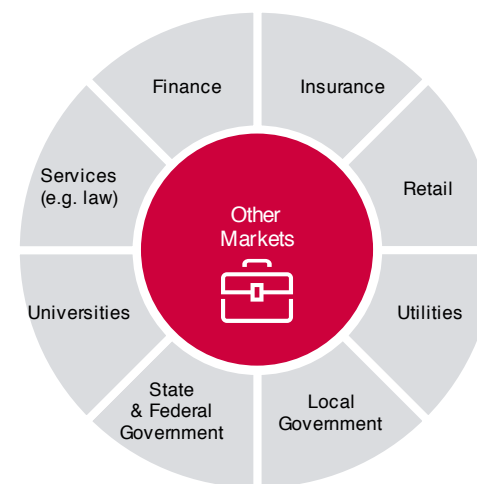


# Understanding 1ST consumer portal architecture

- **SaaS (Subscription Revenue)**
  - GObookings used as a SaaS (Software-as-a-Service) solution – online appointments enabled on a customer’s website. Traffic and consumers are owned by the customer.
  - 1stAvailable’s platform is also SaaS like GObookings, but through aggregating content in 1stAvailable.com.au, enables a consumer portal platform, consumer mobile app(s), and can also enable other consumer portals to be created
- **Consumer Portal Platform**
  - Aggregation of SaaS content (1stAvailable.com.au and possibly others)
- **Content & Consumer Traffic Sources**
  - Appointment content from Private Practices, Pharmacies, Pathology, Radiology etc plus booking widgets driving traffic from customer’s website to the portal
  - Other health information content to help drive consumer traffic to the portal
- **3<sup>rd</sup> Party Consumer Traffic Sources**
  - Whitecoat.com.au, ATMS website and others
- **Primary Revenue Opportunities**
  - Advertising, booking fees, Telehealth, Self Check-in App & Kiosk, Scripts, Big Data, etc



## Markets 1stAvailable operates in today



Established market presence in non-healthcare segments

- 1ST operates in multiple markets, each with their own competitive dynamics
- Within the Private Practice market , the Company only has one competitor outside of the GP sector. GPs represent <10% of our addressable market
- Within the Corporate and Government market, competition is fragmented by industry with 1stAvailable's solution strongly positioned

# Key catalysts driving opportunity

## Private Practice Segment

- Healthcare online solutions lag other industries
  - Only 3% of healthcare professionals currently use online booking systems\*
  - Number 1 challenge for practices is cost effective new patient acquisition
  - Increased demand by consumers for online digital services in healthcare
- Increasing adoption of online and smart phone usage
- Growing demand for healthcare services: ageing population, increased chronic disease
- Increased government and regulatory focus on healthcare
- Growing number of healthcare providers: to increase at double the rate of population growth
- Changing patient preferences according to Accenture survey<sup>\*\*</sup>:
  - Patients want more information
  - 76% want to communicate with their doctor via email
  - 90% want to use digital means to manage their healthcare relationships

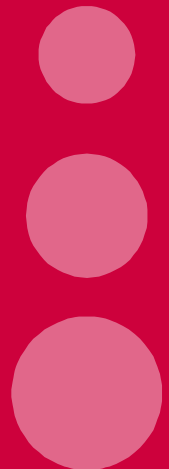
## Corporate and Government

- Increased competitive pressures
- Increasing adoption of online and smart phone usage
- Consumer preference for convenience of online services/booking
- Preference for solutions that integrate with corporate systems
- Preference for solutions that can be customised to specific workflows

\* Source: Report by Frost & Sullivan 2015

\*\* Source: Accenture "Is healthcare self-service online enough to satisfy patients"

## 4. Customer products, validation and commercialisation



# Commercial model: multiple revenue streams and significant scalability

	Subscription fees	Monthly fee	Transaction fees	One-off fees
<b>Portal</b>	<p><b>Monthly subscription fee</b> for use of the following products</p> <ul style="list-style-type: none"> <li>Access to 1ST portal &amp; booking widget on practice website</li> <li>Self Check-in app</li> <li>Patient Clipboard app</li> <li>Advertising</li> </ul> <p><b>Future products</b> Fees paid monthly, quarterly or annual in advance</p>	<p><i>\$30-\$75 per book</i></p> <p><i>\$38 per site each</i></p> <p><i>Per deal pricing</i></p> <p><i>TBC</i></p>	<p>Current transaction fees</p> <ul style="list-style-type: none"> <li>SMS</li> <li>Booking fees (where applicable)</li> </ul> <p>Future transaction fees allow for multiple opportunities to monetise the network</p> <ul style="list-style-type: none"> <li>Telehealth – Both patient and provider fees</li> <li>Script fees</li> <li>Phase II advertising assets</li> </ul>	<ul style="list-style-type: none"> <li>Setup &amp; Connection fees charged for large enterprise clients</li> </ul>
<b>SaaS</b>	<p>Monthly subscription fees charged</p> <ul style="list-style-type: none"> <li>For the unlimited or capped number of appointment books per month</li> <li>Flat hosting fee</li> </ul>	<p><i>\$20-\$75 per book</i></p>	<p>Current transaction fees</p> <ul style="list-style-type: none"> <li>Booking fees charged per booking, capped and uncapped</li> <li>SMS fees</li> <li>Appointment book fee based on usage</li> </ul>	<ul style="list-style-type: none"> <li>Setup &amp; connection fees</li> <li>Training fees</li> <li>Customisation &amp; development fees</li> </ul>

**Portal business offers significant scale and potential revenue over time**

# Customer validation and traction to date

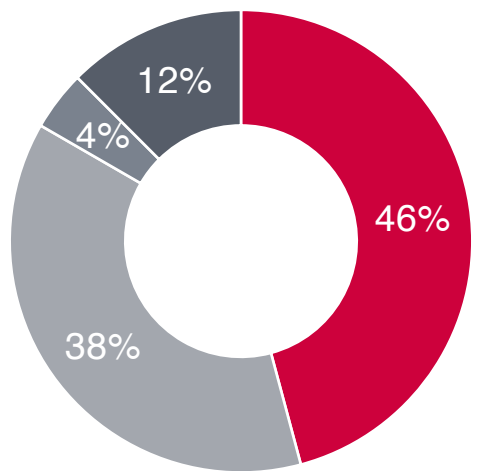
## Technical and commercial validation with:

- Over +3,600 sites including leading blue chip companies
- Long-term strategic partnerships
- > 3.5 million bookings through platform to date

## Practice Management Software (PMS) integrations

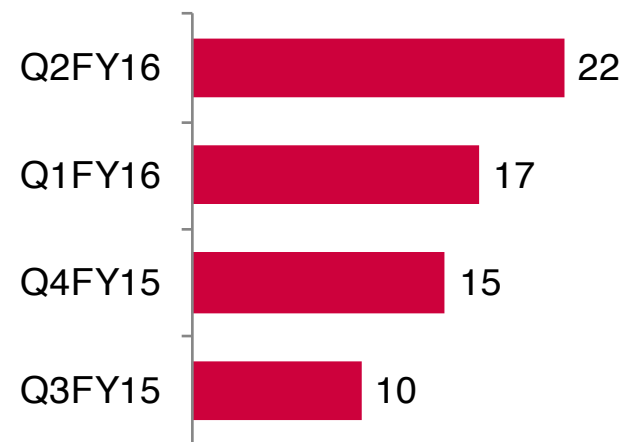
1stAvailable's competitive advantage in the market

### PMS integrations by Modality

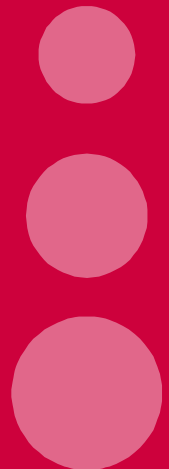


■ GP ■ Allied ■ Dental ■ Specialist

### Number of PMS Integrations by Quarter



## 5. Summary

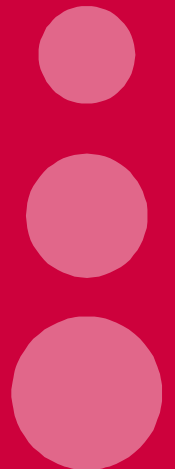


## Summary

- **Significant online marketplace opportunity.** Market estimated to be valued in excess of \$1.5bn (online appointments, telehealth, advertising and additional products/services)
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## 6. Appendix



## Some of the Practice Management Systems we support



MEDILINK<sup>eesi</sup>



d4w<sup>sql</sup>



CHSVET



# TAM – Health services portal detailed build mid point

Modality	<sup>1</sup> Practitioner #	<sup>2</sup> Estimated bookings per annum	Addressable factor <sup>3</sup>	Addressable Practitioner #	Addressable # of bookings	Proportion of bookings made through Portal <sup>4</sup>	Est. Addressable health portal bookings	TAM Subs rev	TAM transaction fees	TAM Advertising fees	Total TAM revenue		
GPs	32,401	126,800,000	60%	19,441	76,080,000	50%	38,040,000	\$ 17,107,728	\$ 328,080,000	\$ 76,080,000	\$421,267,728		
Specialists	57,400	105,616,000		34,440	63,369,600		31,684,800	\$ 30,307,200	\$ 63,369,600	\$ 63,369,600	\$157,046,400		
Dentists	17,587	40,415,805		10,552	24,249,483		12,124,742	\$ 9,285,936	\$ -	\$ 24,249,483	\$ 33,535,419		
Radiologists	7,395	16,900,000		4,437	10,140,000		5,070,000	\$ 3,904,560	\$ -	\$ 10,140,000	\$ 14,044,560		
Physio's	10,642	25,230,080		6,385	15,138,048		7,569,024	\$ 5,618,976	\$ 15,138,048	\$ 15,138,048	\$ 35,895,072		
Psychologists	13,712	5,445,953		8,227	3,267,572		1,633,786	\$ 7,239,936	\$ -	\$ 3,267,572	\$ 10,507,508		
Podiatrists	3,062	18,927,445		1,837	11,356,467		5,678,233	\$ 1,616,736	\$ -	\$ 11,356,467	\$ 12,973,203		
Optometrists	4,548	8,088,895		2,729	4,853,337		2,426,668	\$ 2,401,344	\$ -	\$ 4,853,337	\$ 7,254,681		
Occupational Therapists	6,163	10,961,271		3,698	6,576,762		3,288,381	\$ 3,254,064	\$ -	\$ 6,576,762	\$ 9,830,826		
Chiropractors	4,724	8,401,922		2,834	5,041,153		2,520,576	\$ 2,494,272	\$ -	\$ 5,041,153	\$ 7,535,425		
Osteopaths	1,772	3,151,610		1,063	1,890,966		945,483	\$ 935,616	\$ -	\$ 1,890,966	\$ 2,826,582		
Chinese medical	4,061	7,222,736		2,437	4,333,641		2,166,821	\$ 2,144,208	\$ -	\$ 4,333,641	\$ 6,477,849		
Massage therapists	39,040	69,435,016		23,424	41,661,010		20,830,505	\$ 20,613,120	\$ -	\$ 41,661,010	\$ 62,274,130		
Natural medicine	55,292	98,340,188		33,175	59,004,113		29,502,056	\$ 29,194,176	\$ -	\$ 59,004,113	\$ 88,198,289		
Vets	8,348	15,360,320		5,009	9,216,192		4,608,096	\$ 4,407,744	\$ -	\$ 9,216,192	\$ 13,623,936		
<b>Total excld. Fitness Professionals</b>	<b>266,147</b>	<b>560,297,240</b>			<b>159,688</b>		<b>336,178,344</b>		<b>168,089,172</b>	<b>\$140,525,616</b>	<b>\$ 406,587,648</b>	<b>\$336,178,344</b>	<b>\$883,291,608</b>
Fitness Professionals	56,622	NA			NA								
<b>Total</b>	<b>322,769</b>	<b>560,297,240</b>											

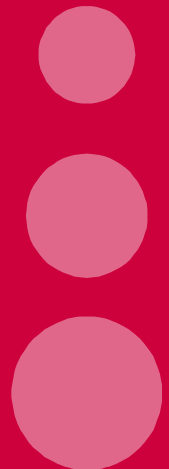
## TAM – Health services portal detailed build mid point narrative

- **TAM Subs revenue** estimated by multiplying the addressable practitioner # by the average monthly subscription fee of \$125. The \$125 reflects \$50 for access to the 1STAvailable booking widget and portal, plus \$75 a month for the new product apps, Self Checkin and Patient clipboard (\$37.5 each)
- **TAM advertising fees**, is estimated from the addressable bookings made through the health services portal per annum of 169m multiplied by an estimate of the revenue per booking \$2.
- **TAM Transaction fees** includes Telehealth and Script fees for facilitating these transactions. TAM Telehealth volume is estimated as 20% (the 20% is managements estimate of the appointments of these modalities that could be fulfilled via Telehealth) of the GP, Specialists and Psychologist addressable booking volumes multiplied by \$5 a booking. TAM for script fees was estimated based on the 288m scripts prescriptions issued per annum (Source: Medadvisor Investor Presentations 2015) with managements estimate that 17.5% could be issued online and a \$5 fee applied to each issuance

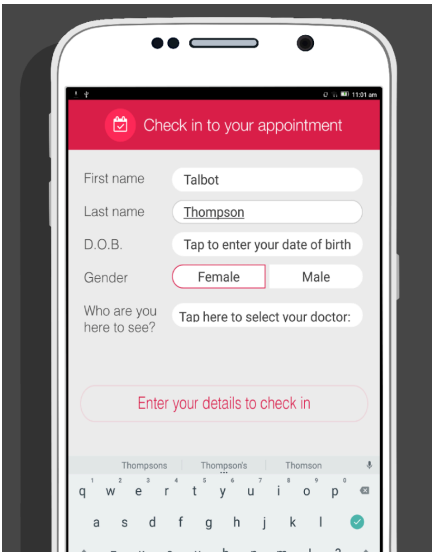
### Sources/References

1. Practitioner # sourced from Frost & Sullivan, Independent Market Report, 1<sup>ST</sup>Available Prospectus April 2015
2. Estimated bookings per annum, have various sources; **GPs** Sydney University report “General Practice activity in Australia 2013-14” & IBISWorld Industry Report Q8511, General Practice Services in Australia; **Dentists** AIHW Dental Statistics and Research Unit report 55: August 2011; **Radiology** Medical Benefits Reviews Task Group Diagnostic Imaging Review Team, Department of Health & Aging November 2011; **Physio’s** APA InPractice 2025: Final report – August 2013; **Vets** ACAC report – Contribution of the Pet Care Industry to the Australian Economy. **Other** modalities have been estimated by management based on similar groups e.g Chinese medicine, Massage therapist etc have been estimated by applying the Physio metrics
3. Addressable factor represents managements estimate of the proportion of total health related bookings per year that would be made online within the next 5 – 7 years
4. Proportion of bookings made through portal, reflects the current split between Practitioner website bookings made through the 1STAvailable widget and those made directly through the 1STAvailable website. The proportion of bookings made through the 1<sup>ST</sup> Available portal is expected to grow as more content is added to the portal and consumers make the majority of their bookings through the portal

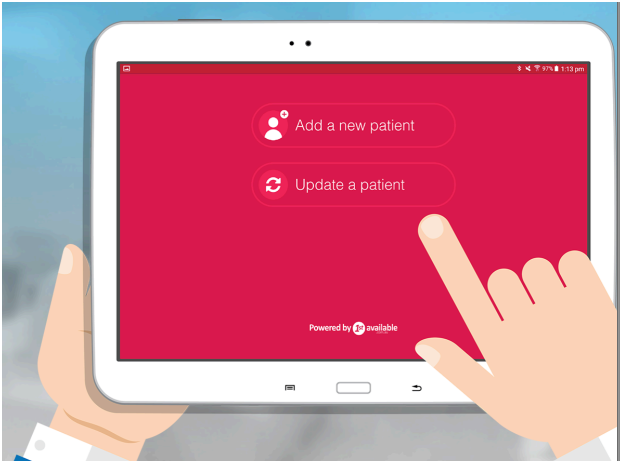
## A1. Product snapshots and screenshots



# Some product screenshots



Self Checkin App

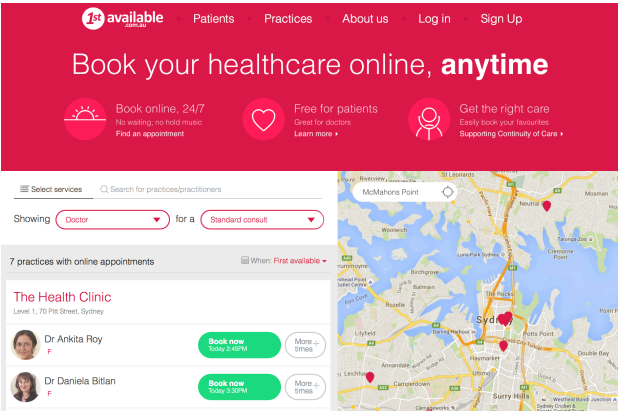


Patient Clipboard App



Self Checkin Kiosk

Portal



Thank you

