

Launch of comprehensive marketing campaign to 11,000 Australian Traditional Medicine Society (ATMS) members

HIGHLIGHTS

- Launch of targeted marketing campaign to ATMS >11,000 members
- Campaign designed to drive adoption of the 1stAvailable solution
- Potential to generate material revenues for 1stAvailable through MRR growth

1st Available Limited (ASX: **1ST**) ('The **Company**', '**1stAvailable**', or '**1ST**'), Australia's premier healthcare and corporate online search and appointment booking service, is pleased to announce the launch of a comprehensive and targeted marketing campaign to Australian Traditional Medicine Society (ATMS) members.

The campaign is designed to drive adoption of 1stAvailable services by ATMS' more than 11,000-strong member base and follows the signing of a three-year exclusive distribution partnership with ATMS in February this year.

The campaign will include mass email marketing, call centre follow-ups, webinars, seminars and complimentary advertising.

There is the potential for the campaign to generate material revenues for 1stAvailable. If 5% of ATMS members adopt the 1stAvailable service, this would generate a 25% increase in Private Practice MRR (Monthly Recurring Revenue). Assuming a 10% adoption rate, it would lead to a 50% increase in Private Practice MRR. A 20% adoption rate would result in a doubling of the Company's Private Practice MRR.

1stAvailable currently books more than 100,000 appointments online per month. The Company's Group MRR as at end Q3 FY16 exceeded \$170k, representing more than \$2.5m of recurring revenue on an annualised basis including variable fees.

"The ATMS have been exceptional with their support of our Company and with their motivation to lead their members into the digital world through our solutions and support. This campaign will significantly increase the number of 1stAvailable's online bookings and therefore consumer traffic and give us the opportunity to further monetize that traffic." 1stAvailable Chief Executive Officer Klaus Bartosch said.

2 Contacts for further information



Investor Relations

Klaus Bartosch
Managing Director
+61 414 992 811

Andrew Whitten
Company Secretary
+61 2 8072 1400

Gabriella Hold
Media & Capital Partners
gabriella.hold@mcpartners.com.au
+61 411 364 382



Media

Andrew Ramadge
Media & Capital Partners
andrew.ramadge@mcpartners.com.au
+61 475 797 471

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

1stAvailable's vision is to build Australia's leading online health services community through a platform that simplifies and facilitates interaction between all health services stakeholders, enhancing consumer choice, access and outcomes. 1stAvailable's solutions deliver a convenient, easy to use, online search and appointment booking service, for the healthcare, corporate and government markets. 1stAvailable.com.au is a community website portal and suite of mobile apps that enables patients to book their appointments with their preferred healthcare provider 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 and healthcare practice and doctor productivity.