

1stAvailable makes first step to expand into optical market

New clients add more than 60 new optical stores and over 250 appointment books to Company platform

HIGHLIGHTS

- 1stAvailable expands its position in the optical industry by securing leading Australian optical clients
- These add over 60 new optical stores and over 250 appointment books supporting optometrist appointments within these stores
- Replaces old archaic technical process of “requesting” an appointment online with a real-time 24/7 online booked and confirmed appointment, integrated with the leading optometry clinical software
- Reduces the cost and labour for these stores to take appointments over the phone and marketing costs to attract new patients
- Adds valuable additional national content to the 1stAvailable.com.au portal and mobile app

1st Available Limited (ASX: **1ST**) (‘The **Company**’, ‘**1stAvailable**’, or ‘**1ST**’), is pleased to announce that it has secured new optical clients that add more than 60 optical stores and over 250 appointment books with optometrists within these stores to the Company’s platform. 1stAvailable is Australia’s online health services community platform that simplifies and facilitates interaction between all health services stakeholders, enhancing consumer choice, access and outcomes.

Whilst total appointments booked for these stores each month is confidential, early figures show that the number of appointments booked are in the thousands each month. Of the appointments booked online, 85% are from new patients attracted through the 1stAvailable platform, showing that the platform is delivering excellent results to these optical companies.

The Australian optical market has around 2,200 stores and some 4,500 optometrists, which importantly, services almost 50% of the Australian population. Customers are generally seen annually, with appointments estimated at around 1-1.5m a month.

The appointments booked through 1stAvailable’s service replace the former method of “requesting an appointment online”, an old technique commonly used by companies via their websites but which then require a phone call to the customer to confirm an appointment time and date.

“We are excited to welcome these leading Australian optical providers to the 1stAvailable service and to have such strong early results in terms of bookings made. Securing these companies is our first step in the expansion of our position in the Australian optical market, an important market for 1stAvailable,” said 1stAvailable Chief Executive Officer, Klaus Bartosch.

2 Contacts for further information



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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.