

1stAvailable signs 3-year exclusive distribution partnership with Australian Veterinarian Association

Expansion into the lucrative pet care market

HIGHLIGHTS

- Exclusive three-year distribution partnership with the Australian Veterinary Association (AVA) to promote the adoption of 1ST's online services and appointment booking platform to AVA professional members.
- The AVA is Australia's peak veterinary body and represents around 9,300 members, including 95% of veterinarian practice owners. The AVA will exclusively and actively collaborate to promote the adoption of 1ST's online booking platform to its vet business and practice owners and marketing will commence during Q1FY17.
- Signals 1stAvailable's expansion in the lucrative pet care market and follows the Company's recent successful Placement and non-renounceable Rights Issue which raised a total of \$6.35 million.
- The AVA distribution partnership aims to convert members to 1stAvailable customers over the next three years.

1st Available Limited (ASX: **1ST**) ('The **Company**', '**1stAvailable**', or '**1ST**'), is pleased to announce it has signed an exclusive agreement with the Australian Veterinary Association (AVA) to promote the adoption of 1ST's online services and appointment booking platform to AVA members. 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.

The AVA is Australia's peak veterinary body and represents around 9,300 members Australia-wide, including students and associates. 95% of veterinary business/practice owners are members of the AVA. Under the terms of the agreement, the AVA will exclusively and actively promote the adoption of 1ST's online booking platform to its business and practice owners and marketing will commence during Q1FY17.

The agreement signals 1stAvailable's expansion in the lucrative pet care market and follows the Company's recent successful Placement and non-renounceable Rights Issue which raised a total of \$6.35 million.

This latest deal is 1stAvailable's second exclusive distribution agreement for 2016, following the signing of a three-year partnership with the Australian Traditional Medicine Society in February. The ATMS marketing campaign commenced in Q4FY16 and activity will increase in Q1FY17. These distribution partnerships aim to convert members to 1stAvailable customers over the next three years.

1stAvailable already has the number one and two vet corporates in Australia, Greencross and National Vet Care, as major customers. The Company's veterinarian solutions now integrate with the four major vet Practice Management Software systems (PMS), and the company has secured partnerships with each of these PMS vendors since listing on the ASX.

1ST's veterinary offering is a complementary category to the human healthcare business platform of the business that benefits from all of the same products and service opportunities.

"1stAvailable is excited to have its second exclusive distribution agreement signed this year with the major industry player in the Australian veterinary market. We look forward to working with the AVA and its veterinary business/practice owners across Australia. This is a major step for 1ST in the Australian pet care sector, a complementary market to our human healthcare platform," said 1stAvailable Managing Director, Klaus Bartosch.

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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.