



ANNUAL GENERAL MEETING

24 November 2015

Australia's first ASX listed online healthcare and corporate search and appointment booking service

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This document is dated 24 November 2015.

Presenters



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Agenda

1. Chairman's address
2. FY15 Review
3. Overview of Business and Strategy
4. Outlook and Summary
5. Formal Items of Business
6. Q&A
7. Appendix

1. Chairman's address



1STAvailable Board of Directors



**Klaus Bartosch,
Managing Director/CEO**

- Significant expertise in the development and operation of large consumer focused online booking engines, website and aggregators
- Past experience supporting Seek, Wotif, Carsales, Realestate.com.au, nineMSN, GraysOnline and other leading online platforms



**Trevor Matthews,
Chairman**

- Director of AMP Limited, Bupa Australia & NZ Group, CoverMore Limited, Tokio Marine Asia, FNZ, Chairman of State Insurance Regulatory Authority and former CEO of Legal & General
- Former President of the Chartered Insurance Institute and the Institute of Actuaries in Australia



**Richard Arnold,
Non-Executive Director**

- Experienced ASX and NASDAQ Director
- Former executive director of Consolidated Press Holdings Limited



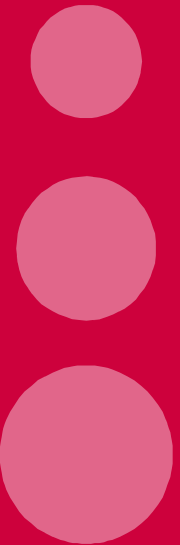
**Garry Charny,
Non-Executive Director**

- Managing Director of Wolseley Corporate & Media
- Former barrister with a speciality in corporate, mergers and acquisitions, and media

Chairman's address

- A transformational year:
 - Completed three significant acquisitions
 - Merged the four businesses together
 - Completed Initial Public Offering (IPO), listing the merged entity on the Australian Securities Exchange (ASX) in June 2015
- These activities have created an enhanced product suite, a more diversified market portfolio, broader management expertise and additional distribution capabilities
- Positioned to capitalise on a unique opportunity in its existing healthcare market footprint and also its growing non-healthcare corporate and government activities with a mature suite of sophisticated and effective online appointment booking products and capabilities

2. FY15 review



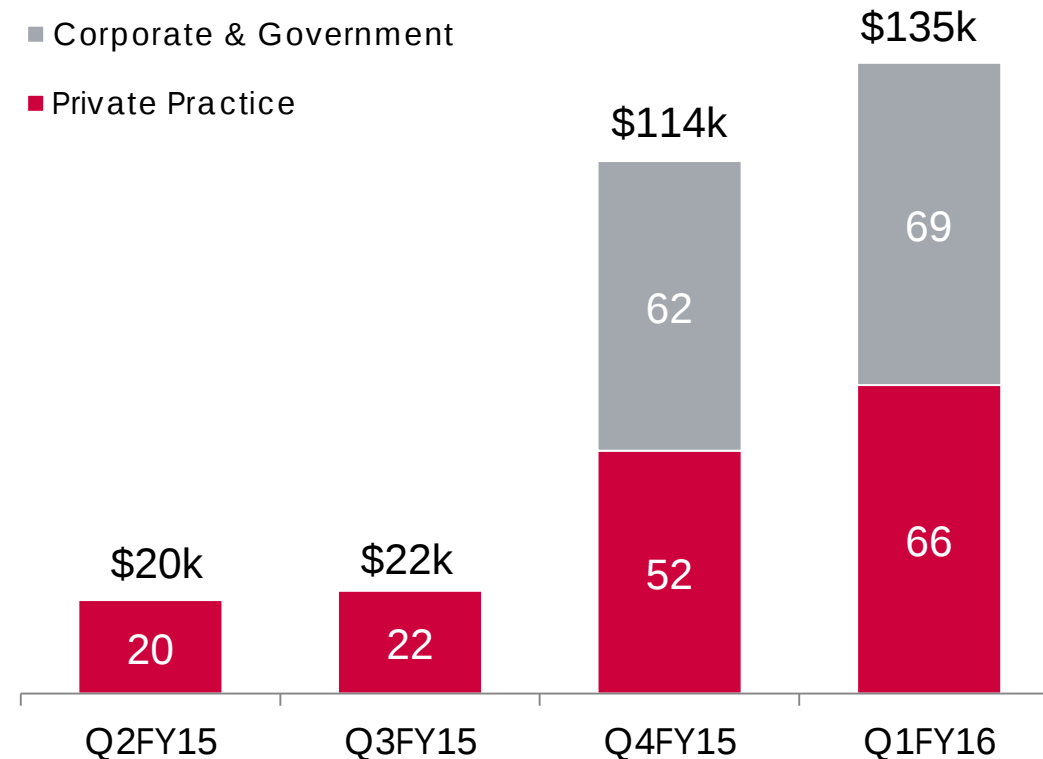
Operational highlights for FY15

- **Listed on ASX in June 2015**, becoming Australia's first ASX listed online healthcare and corporate online search and appointment booking service
- **Raised \$5.3m at IPO before costs**
- **Completed acquisitions:**
 - 3 acquisitions: GObookings Systems Pty Ltd., Clinic Connect Pty Ltd., DocAppointments.com.au Pty Ltd
- **Integration largely completed** within 3 months and ahead of expectations
- **Growth delivered organically and through acquisitions**
 - FY15 revenues tripled to \$300K, driven predominantly by growth in the private practice sector and business acquisitions

Financial highlights: FY15 to 1QFY16 - MRR

- Group Monthly Recurring Revenue (MRR) growth continued over FY15 and into 1QFY16
- Private Practice MRR at Sept Quarter increased 27% on June Quarter
- Corporate & Government MRR at Sept Quarter increased 11% on June Quarter
- 55 new customers added during the quarter, including 12 new Corporate & Government clients, bringing total number of clients to 665 for the business

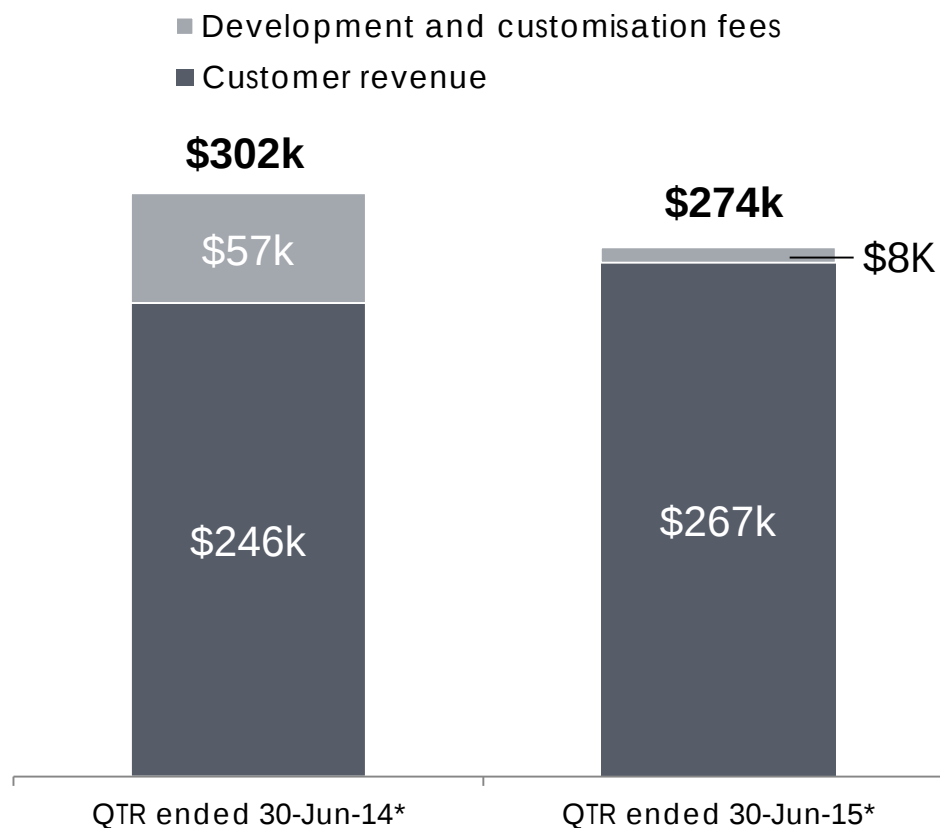
MRR \$'000s



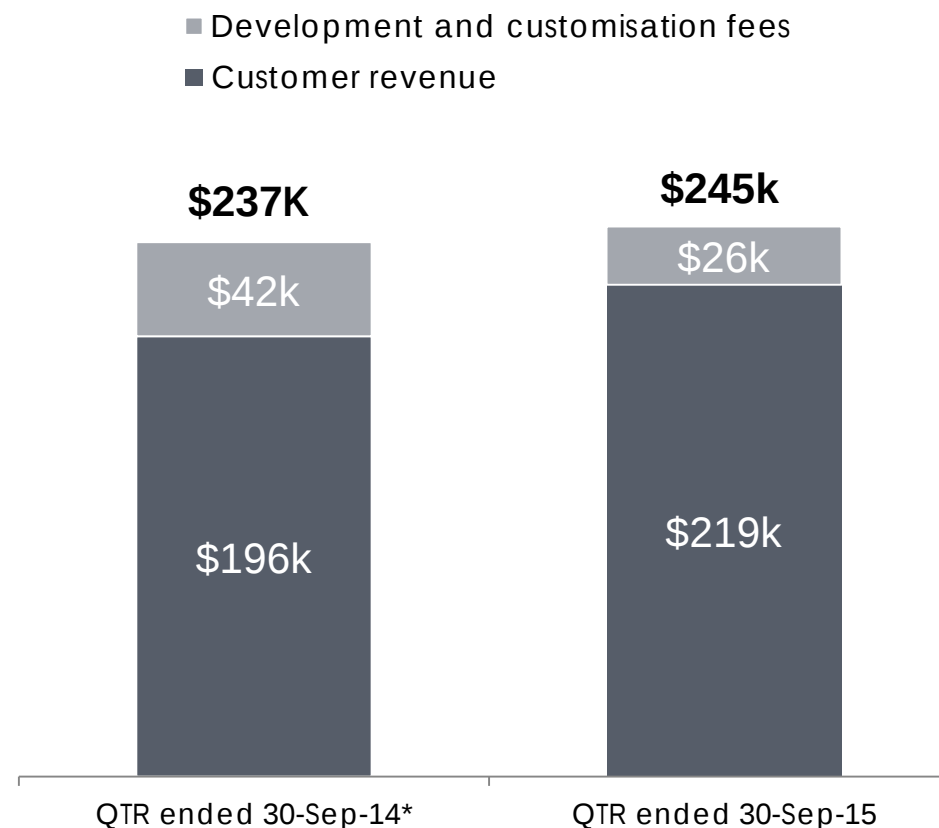
MRR is the monthly recurring revenue contracted to be received from product subscriptions, licencing, hosting and fixed monthly commitments. It excludes all variable revenues, one-off and variable advertising fees.

Financial highlights: FY15 to 1QFY16 – Corporate & Government quarterly revenue

June Quarter Growth of Customer Revenue And Development & Customisation Fees



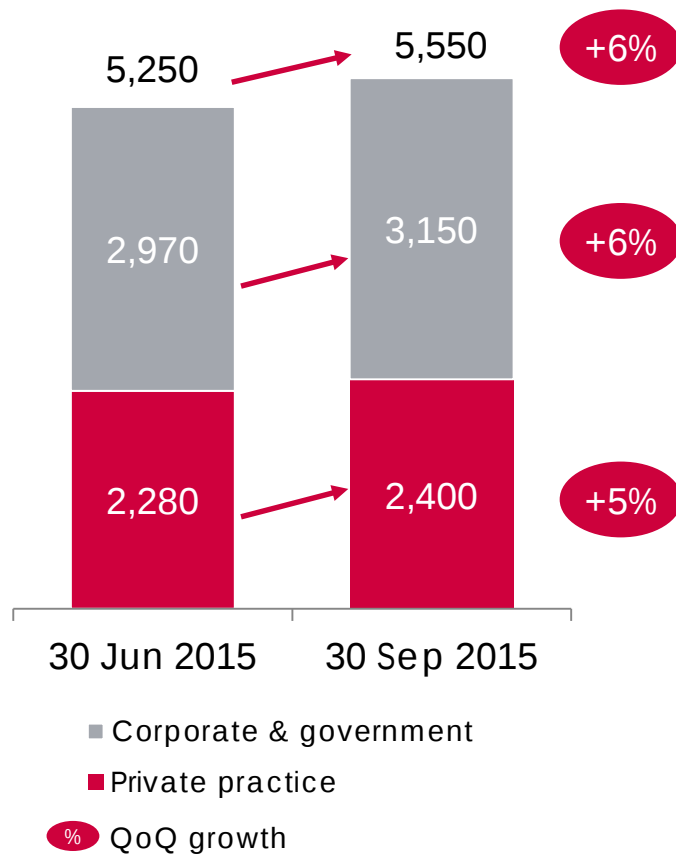
September Quarter Growth of Customer Revenue And Development & Customisation Fees



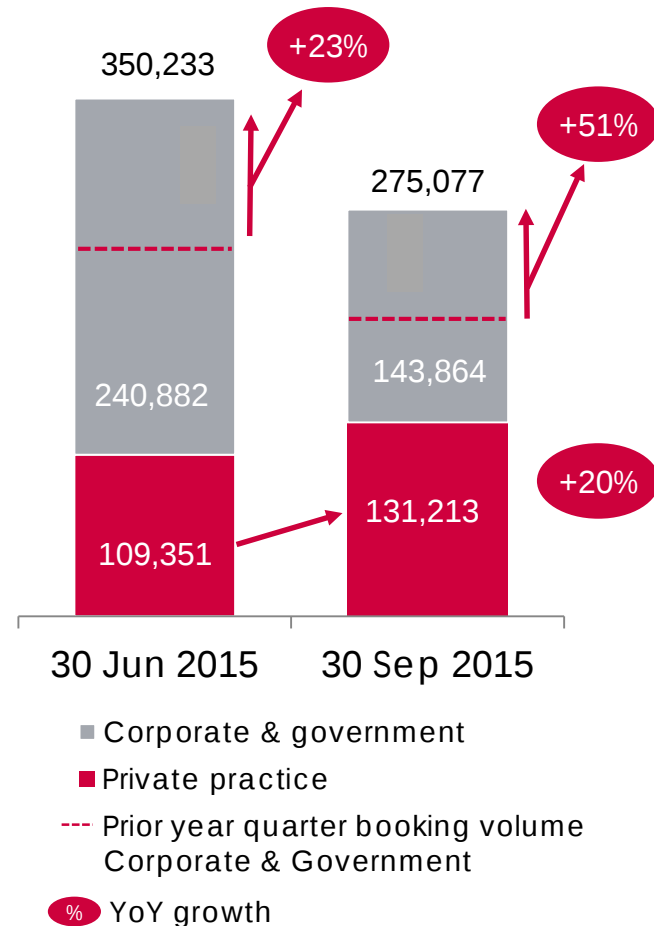
*It should be noted that the prior period comparison is based on figures provided by GObookings – excluding its sales to Clinic Connect – for a period when it was not owned nor controlled by 1stAvailable. These numbers have not been audited, nor independently verified

Financial highlights: FY15 to 1QFY16

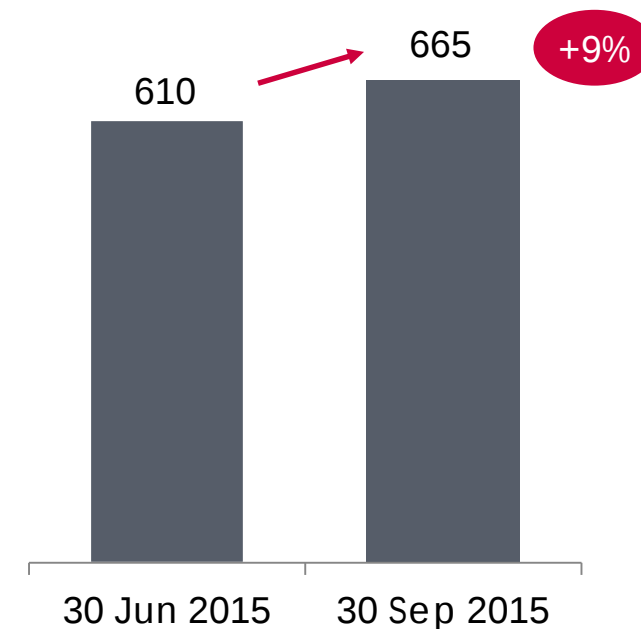
Total number of appointment books



Total number of online appointments made



Total customers



Please note that the Corporate & Government business booking volume growth is highly seasonal (e.g., flu season drives high appointment booking volumes compared to other times of the year) hence Quarter on Quarter (QoQ) growth measurement is not a useful KPI and therefore not applicable

FY15 Income statement

(\$'000)	30 June 2015	30 June 2014	Change %
Revenue			
Revenue	301	99	204%
Expenses			
Advertising and marketing expenses	(240)	(457)	47%
Professional and consulting fees	(475)	(535)	11%
Operations and administration expenses	(577)	(543)	(6%)
Employee benefits	(1,473)	(1,034)	(42%)
Depreciation and amortisation expenses	(431)	(287)	(50%)
Transaction costs and initial public offering	(726)	-	N/A
Finance costs	(108)	(134)	19%
Total expenses	(4,031)	(2,990)	(35%)
Loss before income tax	(3,730)	(2,891)	(29%)
Income tax benefit	420	574	(27%)
Loss after income tax benefit	(3,310)	(2,317)	(43%)

- Revenue higher by over 200% from growth in 1stAvailable and consolidation of the acquisitions
- The result includes only 1 month of contribution from the three acquisitions, which were completed at the end of May 2015. Integration substantially completed post year-end
- Loss after income tax benefit was \$3.3m, an increase from the prior year loss of \$2.3m and was impacted by:
 - One-off costs relating to the IPO of \$0.7m (inclusive of \$0.2m of equity-based compensation for advisors); and
 - Costs associated with the recognition of equity-based compensation of employees and director options, \$0.6m

FY15 Balance sheet

Balance Sheet (\$'000)	30 June 2015	30 June 2014	Change %
Current Assets			
Cash	3,423	382	796%
Trade and other receivables	199	126	58%
R&D tax claim receivable	420	574	(27%)
Other	154	75	105%
Current Assets	4,196	1,157	263%
Non-Current Assets			
Property, Plant & Equipment	72	41	76%
Intangibles	6,554	1,240	429%
Non-Current Assets	6,626	1,281	417%
Current liabilities			
Trade and other payables	887	438	103%
Borrowings	-	464	N/A
Employee benefits	193	91	112%
Current liabilities	1,080	993	9%
Non-current liabilities			
Other payables	149	-	N/A
Non-current liabilities	149	-	N/A
Net Assets	9,593	1,445	564%
Equity and reserves	9,593	1,445	564%

- Total cash at the end of the period of \$3.4m
- Major balance sheet movements relate to the 3 acquisitions and the completion of the IPO

Acquisition related

- Intangible assets increased by \$5.3m reflecting the fair value of consideration of the 3 acquisitions
- Trade & other payables increase reflects a deferred consideration payment for the GObookings acquisition, settled in Q1FY16.
- Employee benefits increased as a result of the on boarding of employees through the acquisitions
- Non- current other payables relates to the cash portion of the earn out payments for the Clinic Connect acquisition

IPO related

- Borrowings relating to prior period convertible notes which were converted into shares during the IPO

Strategic activities in FY15

1

Established strong and experienced Board, leadership team and operational staff

2

Completed integration of acquisitions

3

Added 6 new PMS partners

4

Established key strategic partnerships

1. Strong Board and team to execute on growth



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Managing Director/CEO**

- Significant expertise in the development and operation of large consumer focused online booking engines, website and aggregators
- Past experience supporting Seek, Wotif, Carsales, Realestate.com.au, nineMSN, GraysOnline and other leading online platforms



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- Managing Director of Wolseley Corporate & Media
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2. Acquisitions: integration ahead of expectations

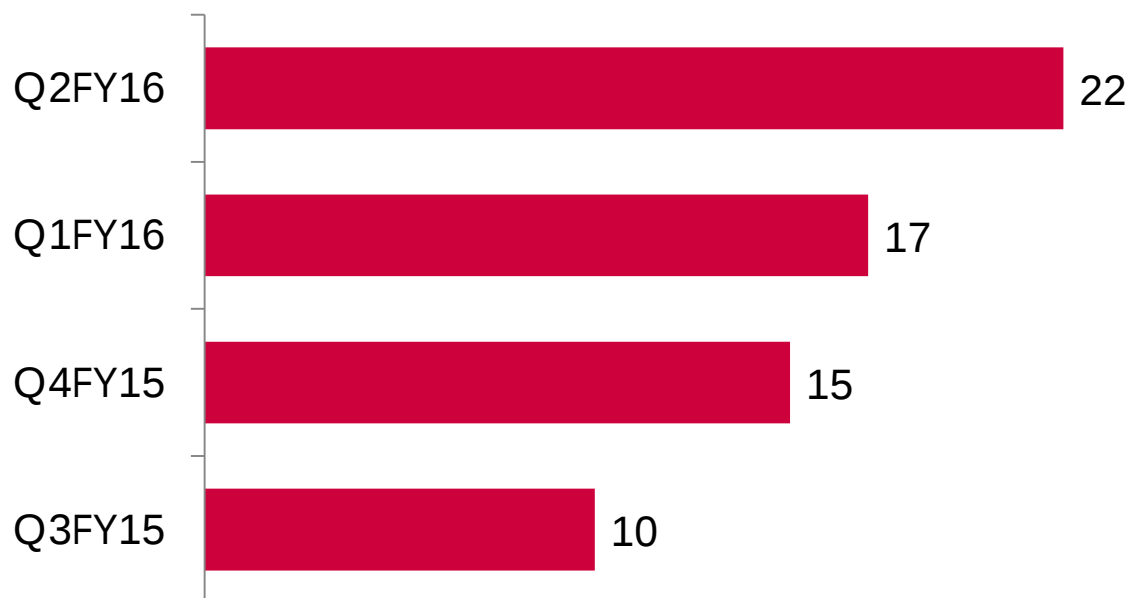
- Integrations completed ahead of time and ahead of expectations
 - Rationalized offices: Sydney and Brisbane (from 2 to 1)
 - All staff and operations now integrated into 1stAvailable and operating as one cohesive team
 - Customer retention higher than expected
 - Acquired private practice customers welcoming migration to superior 1stAvailable platform
- Expands market focus and opportunity beyond private healthcare practices



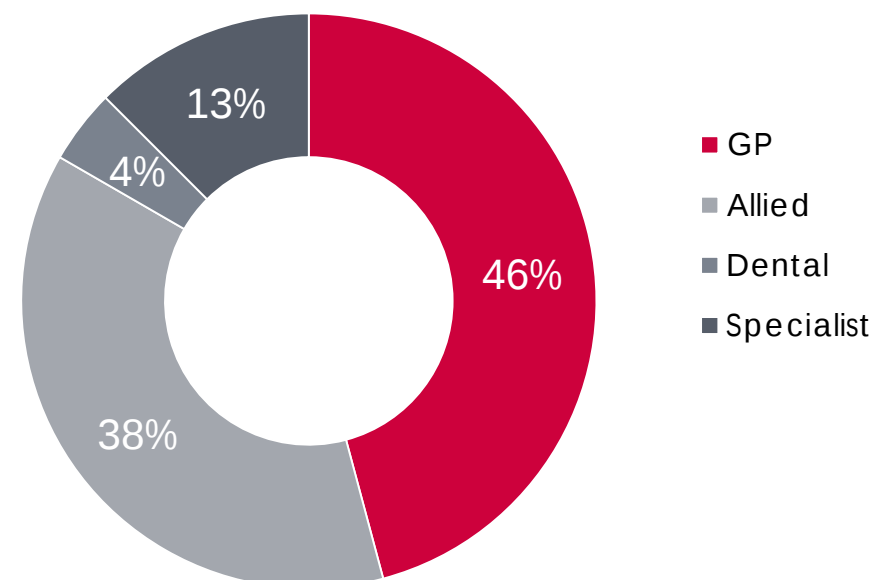
3. Practice Management Software (PMS) integrations

- Vendors as competitive advantage
- Progressing through a pipeline of opportunities

Number of PMS Integrations by Quarter



PMS integrations by Modality

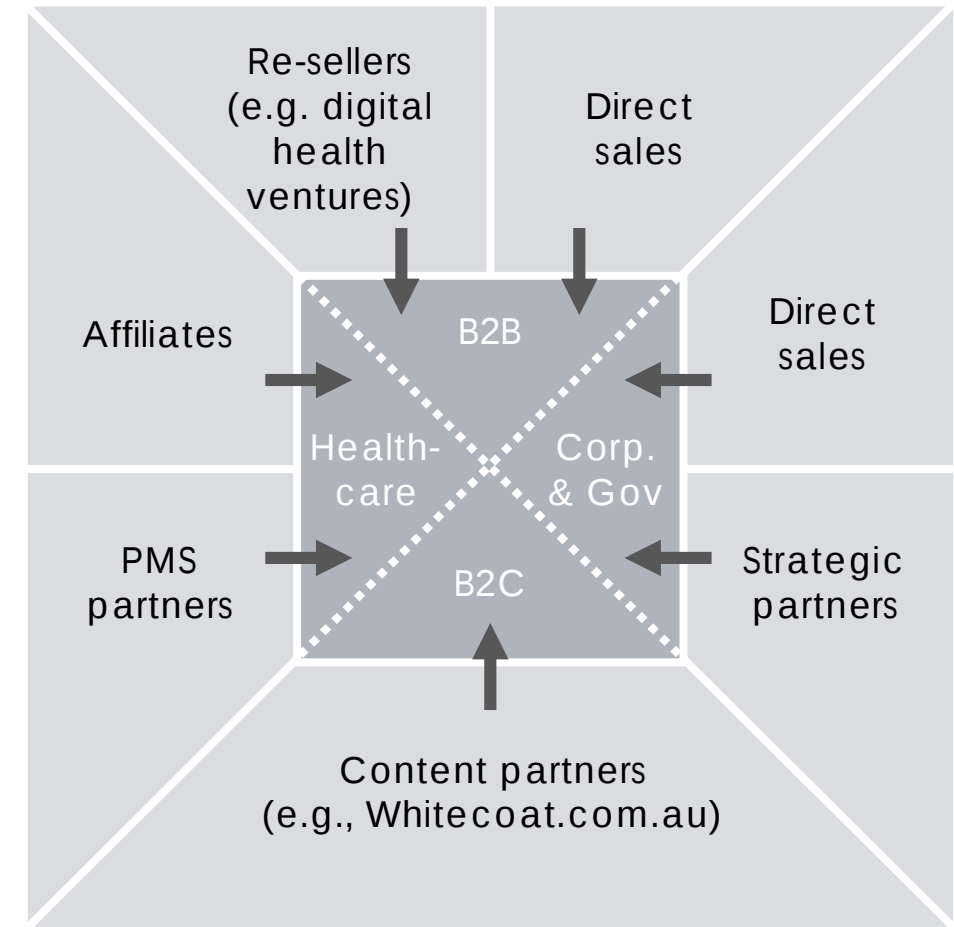


4. Growth Through Partnerships

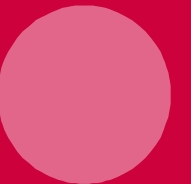
Partnership agreements allow 1ST to scale all aspects of its business

- **Reseller/Affiliates:** Leveraging existing sales network, customer base's and distribution channels to allow for a lower cost of customer acquisition at scale
- **Content:** Access to real time content including reviews & profiles that empower informed patient choices
- **PMS:** Access to the broadest range of PMS resulting in best in class market coverage

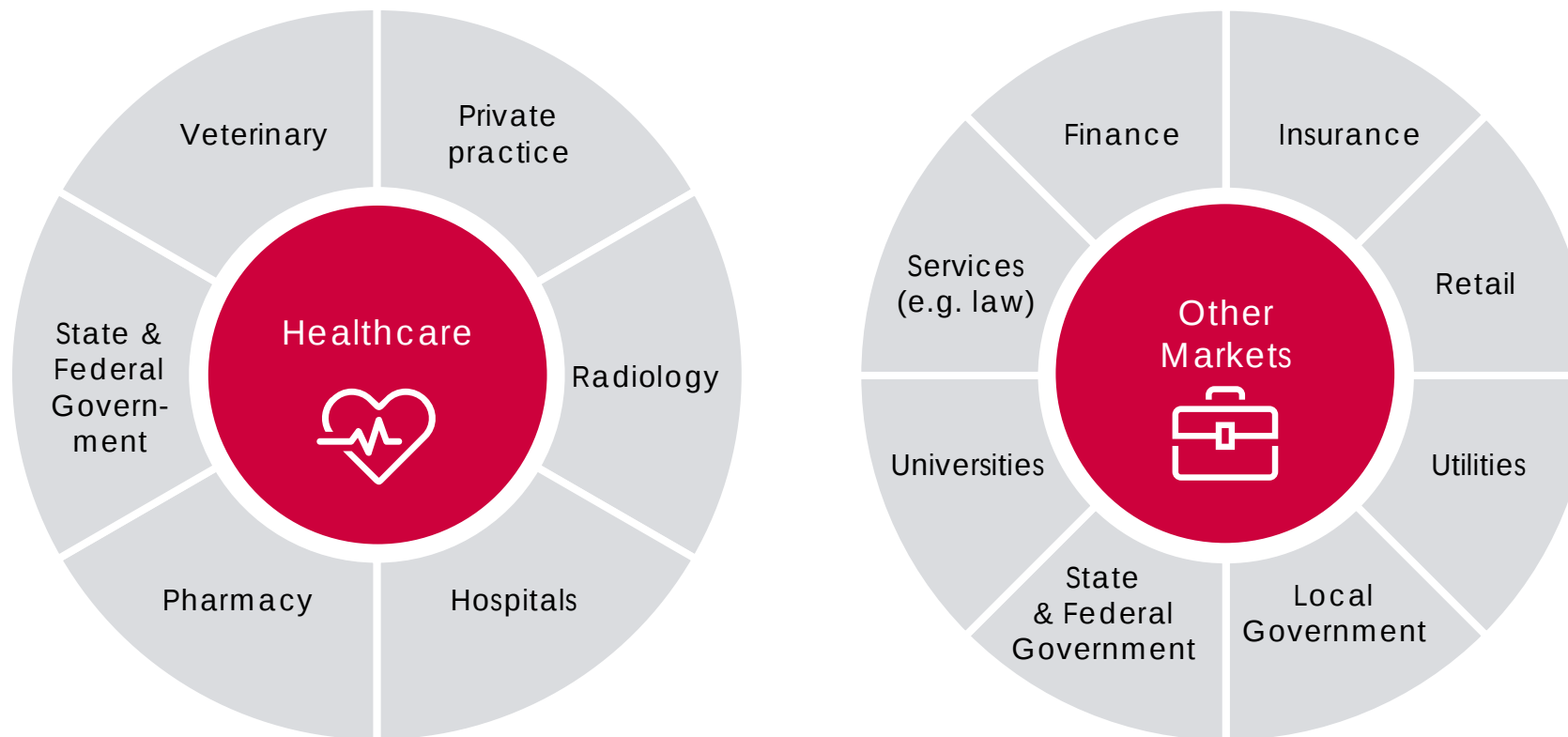
Growth through partnerships



3. Overview of Business and Strategy



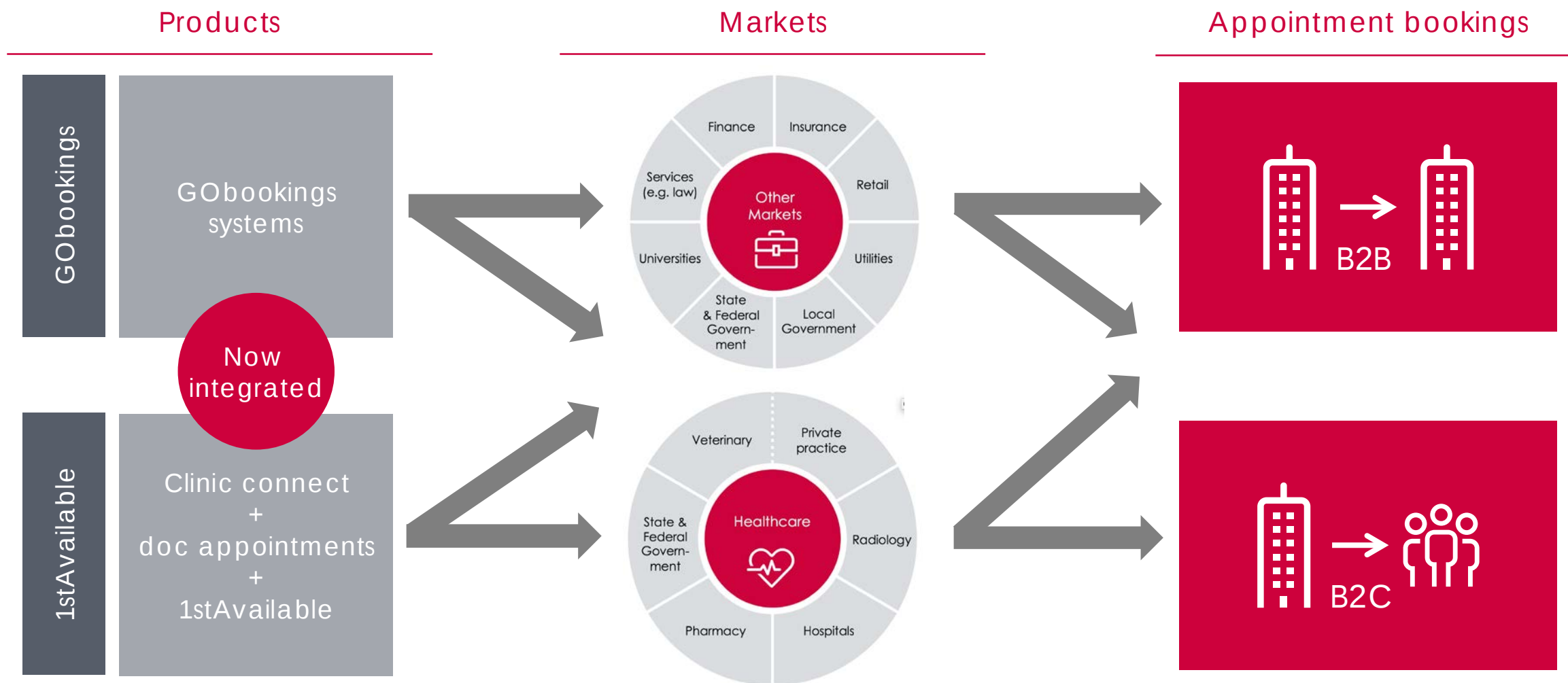
Markets 1stAvailable operates in



Competitive landscape

- 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. GP's represent <10% of our addressable market
- Within the Corporate and Government market, competition is fragmented by industry with 1stAvailable's solution strongly positioned

Acquisitions – strong strategic fit



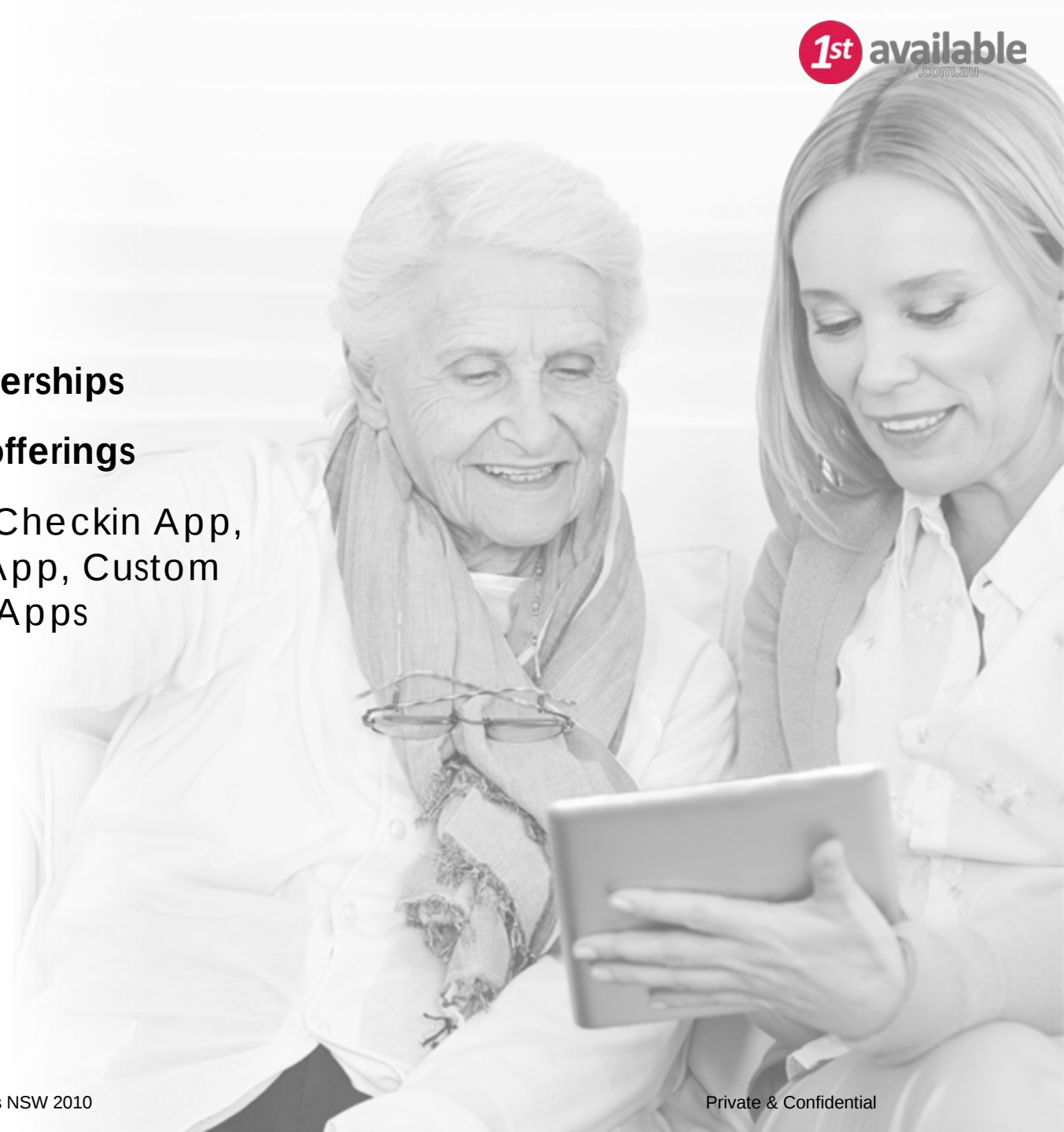
Strategic objectives

- **Become healthcare industry solution of choice**
 - To become the provider of choice in the online healthcare appointment booking market by both healthcare providers and consumers
- **Continue to grow Corporate and Government solution into selected other markets**
 - Expand the adoption of 1stAvailable's Corporate and Government appointment booking solutions in selected other markets with existing track record of success
- **Expand market reach through partnership programs**
 - Partner with complementary businesses that will help drive solution adoption by both providers and consumers



Four pillars to drive growth

- **Expand channels to market through partnerships**
- **Upsell and cross- sell additional product offerings**
 - Current add-on products include Self Checkin App, Self Checkin Kiosk, New Patient Form App, Custom Corporate Co-Branded Appointment Apps
- **Large strategic deals of high value**
- **Expand advertising sales**



4. Outlook and summary



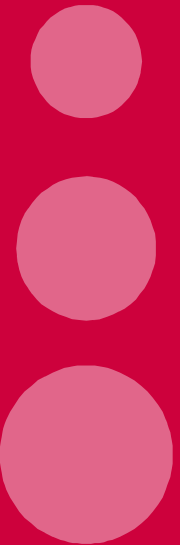
Outlook

- Company enters FY16 **strategically positioned** to become a leading healthcare and non-healthcare appointment booking solution in Australia
 - \$1.2m raised in private placement (November 2015) with up to \$600,000 to be raised in a share purchase plan (closing December 2015)
- **Key drivers of growth for FY16**
 - Delivery on established partnerships channels
 - Expansion into non-healthcare related markets
 - Execute on large strategic pipeline of sales opportunities
 - Increased consumer adoption

Investment summary

- **Significant market opportunity.** The addressable online healthcare booking market alone is worth \$314m by 2018 for 1ST
- **First mover advantage with advanced technology.** Technology is sophisticated and operational on modern cloud architecture. Modelled on successful online search and appointment booking agencies both locally & internationally
- **Commercial model with multiple revenue streams and significantly scalable.** Group Monthly Recurring Revenue (MRR) currently exceeding \$135,000 (excluding one off 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

5. Formal items of business



Formal items of business

Resolution 1 – adoption of remuneration report

“That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the remuneration report as contained in the Company’s Financial Report for the financial year ended 30 June 2015”

Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy’s Discretion
15,445,662	212,302	209,286	305,182

Formal items of business

Resolution 2 – Re-election of Mr. Richard Walker Arnold as Director

“That Mr. Richard Walker Arnold, a Director who retires by rotation in accordance with the Company’s Constitution and ASX Listing Rule 14.4, and being eligible offers himself for re-election, is re-elected as a Director of the Company.”

Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy’s Discretion
20,476,152	28,571	117,000	305,182

Formal items of business

Resolution 3 – Re-election of Mr. Trevor Matthews as Director

“That Mr. Trevor Matthews, a Director appointed as an additional Director and holding office until the next general meeting of the Company after his appointment in accordance with the Company’s Constitution and ASX Listing Rule 14.4, be re-elected as a Director of the Company.”

Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy’s Discretion
20,476,152	28,571	117,000	305,182

Formal items of business

Resolution 4 – Re-election of Mr. Garry Charny as Director

“That Mr. Garry Charny, a Director appointed as an additional Director and holding office until the next general meeting of the Company after his appointment in accordance with the Company’s Constitution and ASX Listing Rule 14.4, be re-elected as a Director of the Company.”

Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy’s Discretion
20,154,194	467,529	0	305,182

Formal items of business

Resolution 5 – ASX Listing Rule 7.1A approval of future issue of securities

“That, for the purpose of ASX Rule 7.1A and for all other purposes, the Shareholders approve the issue of equity securities up to 10% of the issued capital of the Company (at the time of issue) calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and otherwise on the terms set out in the Explanatory Statement which accompanies and forms part of this Notice Meeting.”

Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy's Discretion
20,163,152	148,571	10,000	605,182

Formal items of business

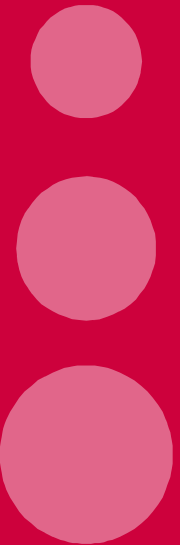
Resolution 6 – Ratification of prior issue of shares

“That, for the purpose of ASX Listing Rule 7.4 and for all other purposes, the Shareholders ratify the allotment and prior issue of 1,475,578 fully paid ordinary shares, on the terms and conditions which are described in the Explanatory Statement which accompanies and forms part of the Notice of Meeting.”

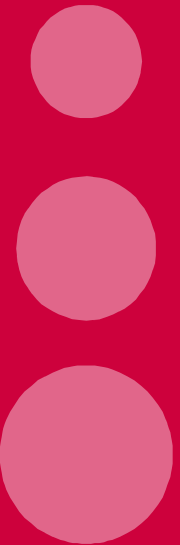
Proxies have been received in respect of the resolutions as follows:

In favour	Against	Abstention	Proxy's Discretion
20,277,437	28,571	15,715	605,182

6. Q&A



7. Appendix



Market opportunity: size of Private Practice segment

- **Significant addressable market:** Frost and Sullivan estimates 323,000 healthcare professionals in private practices in sectors 1ST is targeting as at 2014
- **Strong industry growth:** estimated 4-year CAGR of 5.2% in health professionals by 2018
- **Market value potential** for 1ST independently estimated to be \$256m in 2014 and increasing to \$312m by 2018 (based on 1stAvailable's current subscription fees)

Healthcare professional category	Number of professionals employed in private practice			Number of private practices		
	2014	2018	CAGR (2014-18)	2014	2018	CAGR (2014-18)
GPs	32,401	38,198	4.2%	6,829	6,588	(0.9%)
Specialists	57,000	64,737	3.1%	28,297	31,973	3.1%
Dentists	17,587	21,622	5.3%	10,558	12,981	5.3%
Radiologists	1,495	1,769	4.3%	996	1,179	4.3%
Medical radiation practitioners	5,900	6,772	3.5%	3,933	4,515	3.5%
Psychologists	13,712	19,284	8.9%	8,942	11,897	7.4%
Podiatrists	3,062	4,181	8.1%	1,970	2,506	6.2%
Physiotherapists	10,642	13,640	6.4%	5,324	6,824	6.4%
Optometrists	4,548	5,179	3.3%	3,231	3,693	3.4%
Occupational therapists	6,163	8,200	7.4%	4,109	5,467	7.4%
Chiropractors	4,724	5,570	4.2%	3,149	3,713	4.2%
Osteopaths	1,772	2,195	5.5%	1,181	1,463	5.5%
Chinese medical practitioners	4,061	4,925	4.9%	2,707	3,283	4.9%
Massage therapists	39,040	47,452	5.0%	15,616	18,981	5.0%
Natural medicine practitioners	55,292	67,208	5.0%	22,117	26,883	5.0%
Vets	8,348	10,031	4.7%	4,641	5,577	4.7%
Fitness professionals	56,622	74,775	7.2%	16,178	21,364	7.2%
Total	322,769	395,738	5.2%	139,778	168,887	4.8%

Market opportunity: catalysts

Key catalysts driving opportunity for 1stAvailable in Private Practice segment*

- Healthcare online solutions lag other industries
 - Only 3% of healthcare professional currently use online booking systems
 - Number 1 challenge for practices is improving productivity of practice management staff
- 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**:
 - Patients want more information
 - 76% want to communicate with their doctor via email
 - 90% want to use digital means to manage their healthcare relationships

* Source: Frost and Sullivan – is this proprietary report or can we source it.

** Source: Accenture *“Is healthcare self-service online enough to satisfy patients”*

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Thank you

