

# 1 ProVision selects 1stAvailable for optical stores

## Rapidly expanding 1stAvailable's Optical market share

### HIGHLIGHTS

- 1stAvailable accelerates its penetration into the Optical Market with ProVision agreement
- Largest network of 440 independent optometrists in Australia selects 1stAvailable
- Follows successful pilot commenced in August 2016
- 80 stores already signed, including many using 1stAvailable's new easyRECALLS product

1st Available Limited ('1stAvailable') (ASX: 1ST), the Australian online health portal, today announced that the largest independent network of 440 optometrists in Australia, ProVision, has selected 1stAvailable as its partner to manage online optical appointment bookings.

ProVision provides independent optometrists with comprehensive business support, enabling them to benefit from its collective resources and buying power. Following a highly successful pilot of 1stAvailable's platform for 20 optical practices, which began in August 2016 and was completed in November 2016, ProVision has begun active promotion of 1stAvailable's platform to its members.

More than 80 ProVision practices have already signed on to use 1stAvailable's services. These includes many businesses also using 1stAvailable's easyRECALL value-added product. This product replaces labour intensive costly phone calls, letters and basic SMS messages used by practices today, with an automated digital service that improves patient re-booking enabling them to book an appointment online with just three clicks. This new product reduces practice administrative costs.

Klaus Bartosch, 1stAvailable managing director said: "We are delighted that our initial rollout has been such a success for ProVision and its members. This represents the fastest customer take-up of 1stAvailable's services in any market segment so far, and further validates our platform leadership."

Steven Johnston, CEO of ProVision said: "We have had a fantastic partnership with 1stAvailable, and its platform has already delivered great results for our participating members. Our relationship with 1stAvailable is helping to transition our members to digital patient engagement, enabling them to improve customer service, convenience, profitability and give them a competitive advantage."

Australia has almost 3000 optical stores, which provide optical services to about 50% of Australia's population.

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