



InteliCare Holdings Ltd
ABN 84 622 484 397

ASX Code
ICR

Corporate Directory

Chief Executive Officer &
Managing Director
Mr Jason Waller

Non-Exec Chairman
Mr Greg Leach

Non-Executive Director
Mr Branden Dekenah

Non-Executive Director &
Company Secretary
Mr Neil Hackett

Non-Executive Director
Mr Scott Taylor

Issued Shares
72,899,706

Unlisted Options
13,262,500

Company Details

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Registered & Principal Office

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InteliCare launches B2C strategy with new online sales platform and eCommerce marketplace

- **InteliCare launches online e-commerce marketplace opening new addressable market and sales channels**
- **Launch represents key milestone in InteliCare's Go-to-Market Strategy**
- **eCommerce launch to be accompanied by Australia wide-digital and traditional marketing campaign**
- **Accessing new revenue stream via direct business-to-consumer (B2C) sales**
- **B2C represents InteliCare's largest and fastest growing addressable market**

InteliCare Holdings Ltd ("InteliCare" or the "Company") (ASX: ICR), an Australian technology company that has commercialised a subscription-based Internet of Things (IoT) and Artificial Intelligence (AI) product for use in the aged care and health industries, is pleased to announce it has completed a major milestone in the execution of its Business-to-Consumer (B2C) sales strategy through the launch of its new online platform and e-Commerce marketplace.

Whilst the majority of InteliCare's focus to date has been on the growth of its B2B sales pipeline which has resulted in the execution of numerous agency and reseller agreements, the Company is pleased to announce this significant expansion in its B2C market channels as part of its long term go to market strategy.

To date, B2C sales have been primarily ad hoc and driven through market testing via digital campaigns and feedback from caregivers, customers and other stakeholders. Information from these sources has been used to drive increased functionality in InteliCare's proprietary AI capabilities which has now placed InteliCare in a position to launch its new B2C strategy as a core initiative of the business. The first phase of this strategy is the launch of an online marketplace which will be accompanied by a range of digital and traditional marketing campaigns.

Further phases are likely to include alternative product and price offerings, alongside marketing campaigns across broader channels, which will tie into further technological advancements of InteliCare's proprietary AI platform.

InteliCare's marketplace assists to streamline inbound sales, allowing better employment of outbound sales resources to B2B. The underlying framework has also been designed to facilitate further refinement of targeted digital marketing, and product offerings, to increase sales revenue and reduce customer acquisition costs.

The Company also intends to increase automation and cost reduction through implementing additional fulfillment and supply chain management systems as sales increase. This will be accompanied by increased capacity to strengthen customer experience and sales support resources.

Jason Waller, CEO and Managing Director InteliCare commented:

"This is the first step in executing our B2C strategy. While B2B sales have been and will continue to be a very important part of our growth strategy, B2C marketing and fulfilment targets a larger and growing total addressable market. As pressure on Commonwealth and State aged care budgets escalates, more Australians are taking a DIY approach to their ageing, similar to how superannuation supplanted the pension. Importantly, targeting end-consumers also has a two-pronged multiplier effect on commercial sales as adoption and referrals increase, plus consumer directed care is increasingly giving more power back to the individual to manage their own funding packages."

Successful Execution of Core Strategy

InteliCare's initial core strategy was to pursue the B2B market by targeting retirement living and home care provider contracts. Crucial data collection from these partnerships has refined the AI mechanism and optimised InteliLiving's customer experience. Following on from this optimisation and in line with the Company's go-to-market strategy, InteliCare has now successfully implemented and built a B2C eCommerce marketplace to unlock and expand InteliCare's B2C reach and scale revenue streams.

The eCommerce marketplace provides seamless access for both national and international consumers to purchase InteliLiving. InteliLiving provides a low cost, entry level product to cater for the B2C market. All of InteliCare's products are NDIS approved and qualifies as approved expenditure under the governments Commonwealth Home Support Program (CHSP) and Home Care Packages (HCP) programs.

B2C Addressable Market

InteliCare will now focus on expansion into the DIY aged care market, the largest and fastest growing targeted addressable market.

- The DIY aged care market is estimated to currently represent ~2.7million people in Australia, roughly double number of the aged care recipients in Australia.
- InteliCare's targeted aged care and disability sectors are increasingly choosing independent living over residential care.
- The number of Australians over the age of 85 is projected to double in the next 20 years.

- The recent royal commission into aged care highlighted the need for independent living solutions with in excess of \$21Bn in funding being contributed to independent living and the safety, quality, access to and integrity of Australia’s aged care system by the Australian government.

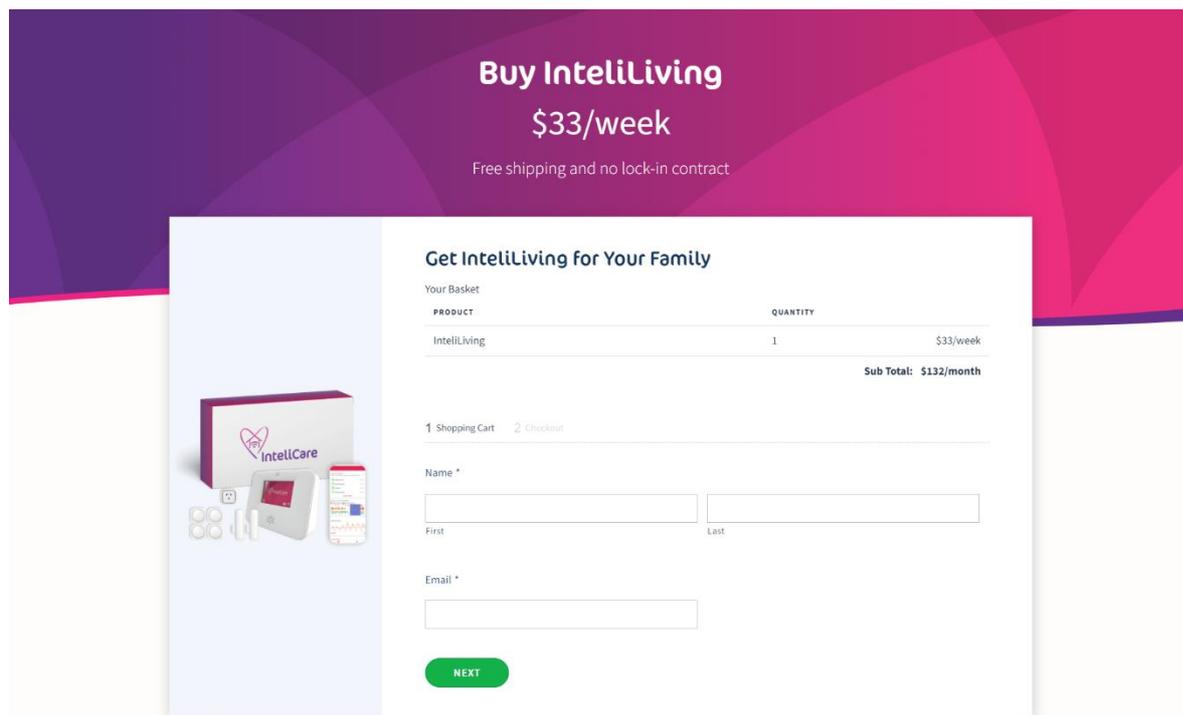
This is the largest and fastest growing market in aged care and the newest addressable market for IntelliCare thanks to the launch of their B2C eCommerce marketplace. In addition to increasing access to the DIY aged care market, the eCommerce marketplace is likely to reduce customer acquisition costs through efficiencies and automation of the sales process.

New inbound sales are likely to be a key driver of requests from home care providers for future B2B contracts as they become aware of IntelliLiving and its many benefits through the funding of the individual’s purchase (via CHSP or HCP).

This multiplier effect is key to scaling IntelliCare’s reach and market presence in the growing unsaturated independent living market. Increased market presence and product validation through online sales should spearhead IntelliCare’s efforts to ultimately have its products in national retail outlets across the country.

IntelliCare eCommerce Marketplace Available Here:

<https://intelicare.com.au/intelliliving-checkout/>



What is IntelliLiving?

IntelliLiving enables seniors and people with disability to live at home independently. It uses smart home sensors (not cameras) to gather information about activity in the home. The sophisticated system sends daily messages about conditions and activity within the home by learning an

individual's daily routine. If all is okay, members of the care team (family, carers, or health care professionals) get a daily message letting them know. Conversely, if the system detects activity that is divergent from the AI generated daily routine, a notification is sent to the care team on their smartphone or other device.

Contact and Authorised for Release to the ASX

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About Intelicare Holdings Limited

InteliCare is an Australian technology company that has commercialised a predictive analytics hardware and software system for use in the aged care and health industries. InteliCare believes Australians deserve to age with dignity and through its business-to-business (B2B) and business-to-consumer (B2C) solutions built on its proprietary internet of things (IOT) platform utilising smart sensors and artificial intelligence (AI), InteliCare aims to enable people to stay in their own homes for longer while empowering healthcare providers to deliver higher quality, more efficient services.