



InteliCare

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

82,739,174

Unlisted Options

13,262,500

Company Details

Email

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Website

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Registered & Principal Office

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Leederville WA 6001

Marketing Campaign Use of Funds Update

- **Highly successful recent digit marketing campaign data outperforming targets on all relevant marketing metrics**
- **Marketing campaign has outlined key target consumer data and efficacy to hone current and future campaign expenditure.**
- **Campaign designed to inform new unsaturated smart-home market, outperforming on the back of recent Aged Care Royal Commission response and further Aged Care COVID failures.**

InteliCare Holdings Ltd (“InteliCare” or the “Company”) (ASX: ICR), in our last operations update, the Company announced the launch in Western Australia of a fully integrated marketing campaign .

The company previously reported \$539K in Q3 marketing and advertising costs representing over 65% percent other expenditure in FY20/21 and against \$790K in total use of funds from the IPO prospectus. It is important for investors to understand how this expenditure is performing as it represents an extra-ordinary cash flow when compared to the baseline state. Hence, the purpose of this announcement is to provide investors an update on the performance of the campaign at its mid-point, now that results are available.

Since then, the campaign has delivered:

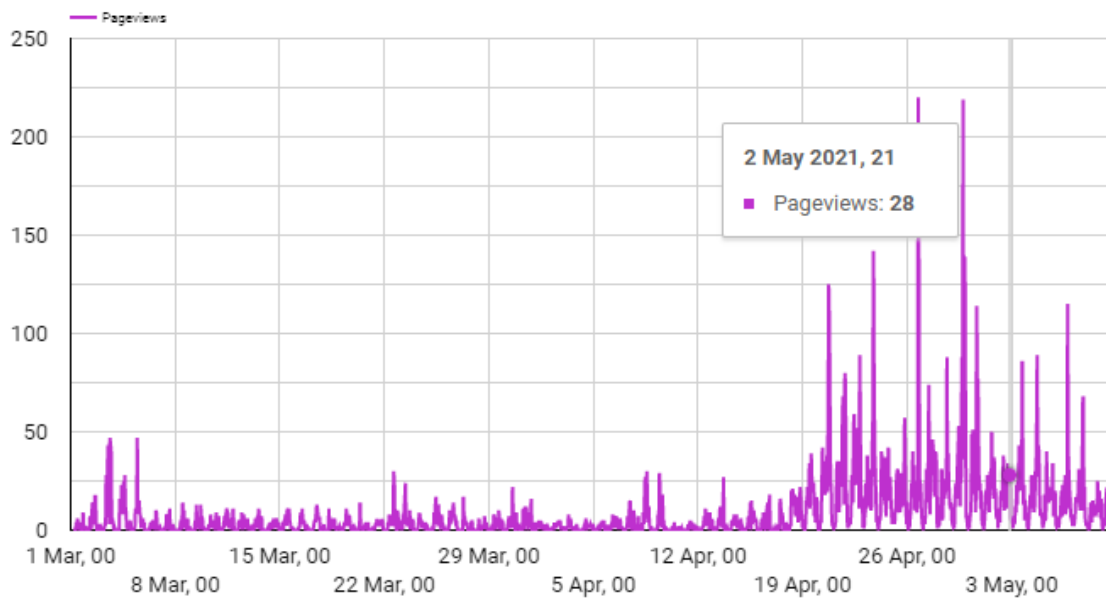
- 5.67 million exposures, 21% above planned;
- includes 2.1 million Metro TV exposures in Perth;
- over 352K exposures via social media;
- 18,741 total website pageviews at a rate of 28,000/mth, 263% above a baseline of 7,700/mth;
- hitting 123% above the pageview target at this point of the campaign; and
- 256% above the forecast Market Qualified Leads (MQL) per week target.

The primary purpose of the campaign is to create brand awareness. Smart home technology in the context of aged care is a new product category. It is analogous to the emergence of tablet devices in the age of analogue phones. Awareness is low and market reach must be established before realising direct sales, especially in the consumer market. Most consumers are only vaguely aware that smart home technology provides an alternative to traditional alarm pendants and duress systems.

Additionally, although IntelliCare has extensively investigated the buying cycle, customer journey and lead times from the consumer perspective, this has still to be fully established. Consequently, an awareness campaign is required at the outset as many consumers are not yet in the market.

The focus now is converting the leads to sales with promising early success, although it is too early to forecast long-run targets. The company strategy is to measure efficacy in a local, known market before risking significant capital on a broader reaching campaign. The media strategy covered the following marketing channels:

- Metro TV (Seven, Nine),
- Regional TV (GWN),
- Broadcast Viewing on Demand (BVOD) (7Plus, 9Now),
- Digital Video (Nine, NewsCorp, Seven West Media, YouTube),
- Display (Seven West Media, Nine, Quantcast),
- Content Partnerships (Mamamia, Starts at 60),
- Radio (Southern Cross Austereo, Australian Radio Network, Capital Radio, Nine Radio),
- Outdoor retail (Perth metro Shopping Centres), and
- Digital Online (Facebook, Google Ads).



• *Figure 1: website daily pageviews*

Figure 1 demonstrates the significant impact of the awareness campaign since its launch on 18th April 2021. In particular, website hits following the run of the TV commercial (<https://www.youtube.com/watch?v=PxQjKxGO7JI>) are easily identifiable as significant spikes. A strong correlation to early evening news is apparent on the website. This resulted in the media buying strategy being adjusted as follows:

- upweight TV during peak website traffic times (4-7pm), and focus on early evening news, and
- commensurate decrease investment in broadcast radio.

The secondary purpose is to create a direct response through increased B2C sales. As previously described, the customer journey is still evolving. For those recipients of government funded home care packages, the conversion rate from lead to prospect to customer is high. For those customers that are funding a purchase privately, the lead time is longer, although the company has experienced success with these prospects.

Additionally, the campaign has delivered significant insight into the demographics and media consumption about type of audience. These insights remain commercially confidential.

The nature of an awareness campaign is that the company that does not expect a positive return on investment or low Customer Acquisition Cost (CAC) in the short to medium term. We are utilising market-leading tools to facilitate holistic media planning, channel selection, flighting and buying principles. We identify the right objectives for a campaign, and then assemble the best combination of media with which to influence consumers, such that it can be scaled at a national level with confidence of a positive return as brand awareness increases. In the long run, the company is targeting a Customer Lifetime Value (LTV) versus CAC ratio of 3:1.

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. IntelliCare 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), IntelliCare aims to enable people to stay in their own homes for longer while empowering healthcare providers to deliver higher quality, more efficient services.