

HomeStay Appoints Sam Kekovich as Brand Ambassador

HomeStay Care Limited (HomeStay or the Company) (ASX: HSC), in-home care technology company, is pleased to announce the appointment of Sam Kekovich as brand ambassador.

HomeStay is excited to join forces with Sam Kekovich to shift stereotypes about seniors and highlight technology solutions that can keep them living where they want to be – at home.

Mr Kekovich has chosen to lend his profile to advocating for seniors as scrutiny of aged care grows and older people, their families, care providers and governments seek solutions to heartbreaking problems.

“Australia has a duty of care as a nation to respect the wisdoms and experiences of seniors” Sam Kekovich said.

“Empowering older people to stay in their homes for as long as possible drives our work and we’re delighted to have Sam join us to help get the message out that they may not always have to go into aged care facilities,” HomeStay Chairman, Wayne Cahill said.

“With discrete technologies that monitor their movements and can detect if they fall, people may be able to remain in their homes, providing peace of mind for them and their families.”

HomeStay is working with care providers to roll out the technologies in new houses or retrofit into existing homes nationwide.

HomeStay’s smart home technology platform allows seniors and people with disabilities to live independently with the use of apps, artificial intelligence and motion sensors. The HomeStay platform integrates bed, door, fridge and window sensors, activity monitoring, and other technologies. Driven by AI, machine learning and predictive analytics, it turns data into alerts and insights that can be sent to family, friends and caregivers. These analytics can assist identification anomalies in residents’ data which may flag potential warning signals for early preventive care or intervention.

HomeStay has entered into 2-year brand ambassador agreement with Sam Kekovich, this may be extended by a further 12 months. The Company has agreed to issue 6 million unlisted options to Mr Kekovich subject to shareholder approval and vesting conditions in consideration for services provided in addition to commercial fees.

For Investor Enquiries, please contact:

investor@homestay.care

About Sam Kekovich:

Media personality, sports commentator, “Lambassador” and former AFL footballer, Sam Kekovich is known for his sometimes controversial, generally flamboyant and certainly outspoken views on what it means to be an Australian. He is also an aged care advocate who works to dispel the negative stereotypes about older people and reinforce their vital contributions to the nation.

About HomeStay Care:

HomeStay helps protect and connect our elderly with a scalable healthcare technology platform that allows them to live in their homes for longer. www.homestay.care