

## HomeStay launches new B2C webstore and HomeStay Connect app to provide expanded range directly to users

23 July 2019

- **B2C go-to-market offer for users across disability and aged care sectors**
- **Expanded range available directly to users including Essence APAC solutions**
- **Launch of Homestay webstore and next generation Homestay Connect app**
- **HomeStay webstore allowing older people and those living with disability more direct control over how they spend their funding, aligning with Federal Government strategies**

Healthcare technology provider **HomeStay Care Limited** (ASX:HSC or Company) is pleased to announce the launch of a new B2C (business to consumer) go-to-market offer that allows consumers to buy HomeStay industry-leading technology solutions directly via the Homestay webstore.

The HomeStay webstore is the key feature in a brand-new B2C channel to market to expand the company's distribution foot print. It consists of an easy-to-navigate website for consumers, family and friends to review and select an expanded product range and purchase the technology solution that best suits their needs via the webstore. This is underpinned by a national marketing campaign to consumers, service providers and other health professionals.

The webstore is a mobile-optimised digital platform. With user-friendly features including high resolution product photos and video, technical specifications listings, tutorials so buyers can learn about the capability and suitability of products, special offers, related items and allied products from HomeStay partners.

CEO of HomeStay, **Philippa Lewis** said, "HomeStay is already successfully providing our technology solutions in a B2B (business to business) capacity through providers in aged care and disability sectors. We now have a new B2C offer that allows users, their families and loved ones to directly purchase the solutions from HomeStay that will make a tangible difference in their independence, quality of life and allow people who are older or disabled to remain living independently in their own homes.

"The HomeStay webstore launch and expansion of product offering follows the recent announcement of an exclusive distribution agreement with Essence APAC. HomeStay will continue to make further Essence APAC solutions directly available to users via the webstore.

"A key focus for Federal Government agencies such as NDIA and the Department of Ageing and Aged Care are 'service clusters' that allow older consumers and those with disabilities, more direct control over how they spend the funding allocated to them. Family, friends and carers also know that good technology saves costs and drives efficiency. They are also best-placed to know what types of technology solutions will suit their individual needs in their own homes."



[Click here to visit HomeStay's webstore](#)



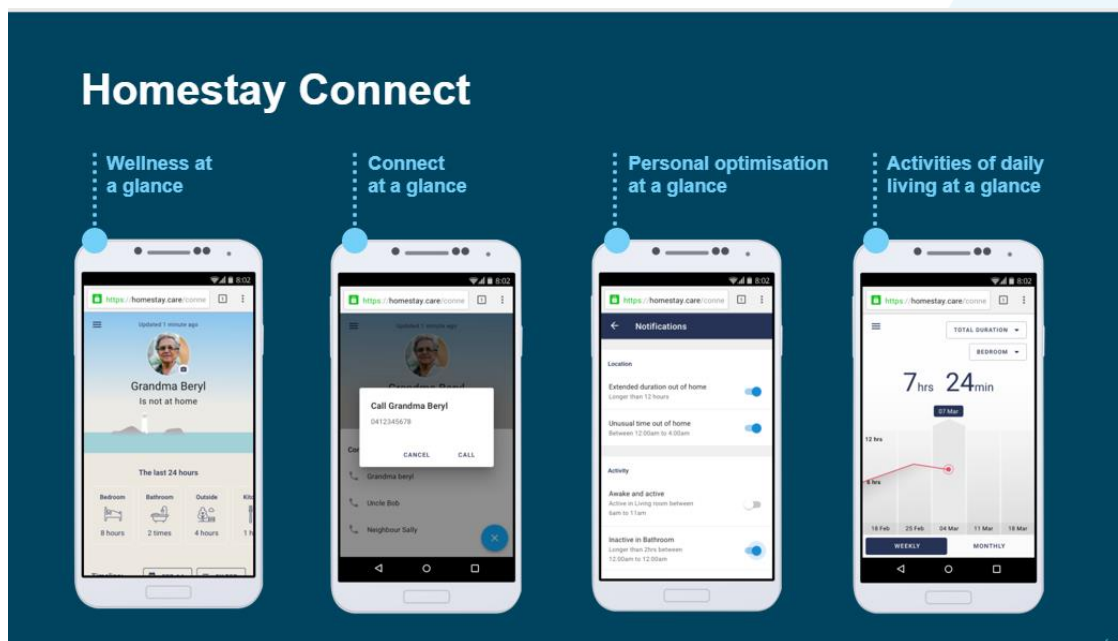
The Australian Bureau of Statistics estimates there are 4.1 million disabled Australians now funded federally<sup>1</sup> and that there are 3.7 million Australians 65 years or older<sup>2</sup>.

“Allowing these people to directly access the technology solutions that make a difference to their individual needs, rather than needing to go through third party providers, will be a key reason of the success of this new direct B2C offer. No other technology solutions company is as well placed as us to service this need.”

### Next generation Homestay Connect app

HomeStay launches its next generation HomeStay Connect app which is the user interface that integrates with technology solutions used in the Intelligent Home. HomeStay Connect provides an enhanced user experience, additional insights and real-time interaction capability to family members and carers, and increased independence to clients.

HomeStay Connect provides client activity information and instant alerts for family members or carers via their smartphones, tablets and computers. HomeStay has reconfigured several features, including a more intuitive dashboard interface and display that features a colour-coded matrix for organisation of similar tasks and information enhanced notification screens for trend information. It incorporates additional capabilities such as instant dialling to emergency contacts, SMS and email notifications, and activity and alert logs. The next generation app will be provided to new users and will also be available to current HomeStay users as an update by the end of July 2019.



The next generation HomeStay Connect App provides more insights to family members and carers, and increased independence to clients

<sup>1</sup> ABS -All persons with disability, living in households, assistance needed, received and extent to which needs met, by disability status, 2015

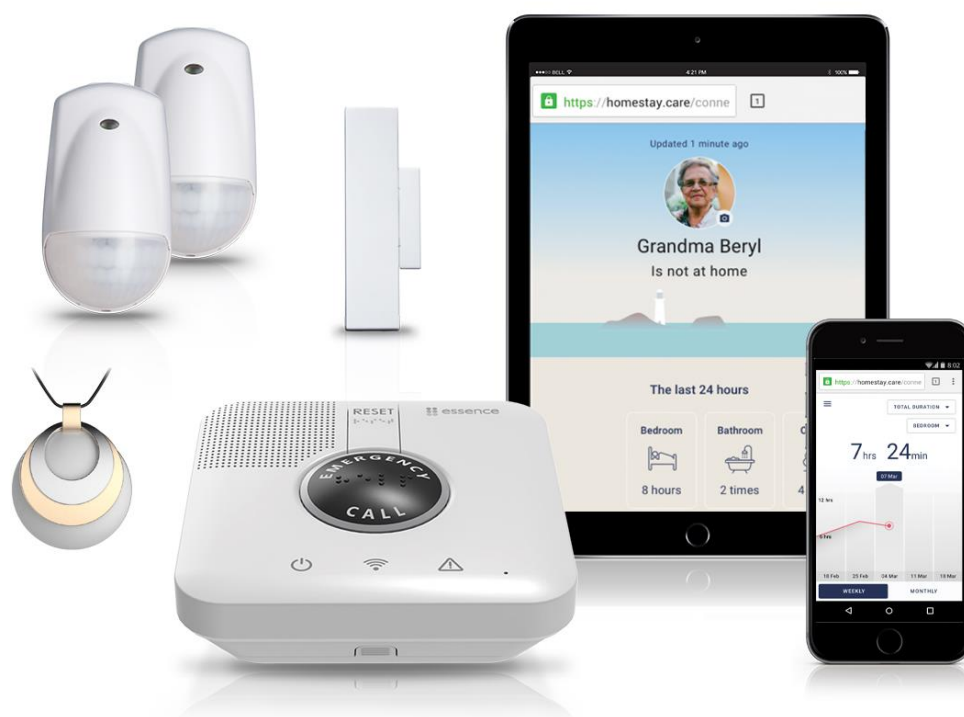
<sup>2</sup> ABS - Australian Demographic Statistics, Jun 2016



[Click here to visit HomeStay's webstore](https://www.homestay.care)



The updated app is customisable allowing users to utilise as little or as much of the functionality as required according to independence and information needs. This provides an appropriate level of real-time insight into an user's daily routine, enabling carers to support that client most effectively and providing family members with increased peace of mind at a glance. For example, customised alerts such as 'unusual activity' if activity levels are inconsistent with expected schedules and 'awake and active' to indicate a client is up and about and moving as usual, can be delivered via three methods – text, email, push notifications. Users can also easily see dashboard information and interpretation of the activities of daily living.



CEO of HomeStay, Philippa Lewis said “We are extremely proud to be launching the next generation HomeStay Connect app. It is a great example of how HomeStay is at the leading edge of technological innovation with a customer-centric solution that has been designed from the ground up with the capability to meet the individual needs of clients, carers and families in mind. Technology must be functional, easily used and add value – rather than trying to shoe-horn some ‘off-the-shelf’ general technology to everyone and expecting them to be able to work out how to make it work for them.

“HomeStay Connect app is a central piece of the HomeStay Intelligent Home platform. This modular, customisable approach to technology ensures support for the individual needs of clients, their carers and families and strongly aligns with our strategic approach to assist elderly Australians and those with intellectual disabilities to live independently and with dignity.”

- ENDS -

 [Click here to visit HomeStay's webstore](https://www.homestay.care)



**homestay**  
BE CONNECTED

ASX  
announcement

#### Corporate Enquiries

Philippa Lewis  
Chief Executive Officer  
+61 415 245 159  
Philippa.Lewis@homestay.care

#### Investor Enquiries

Ronn Bechler  
03 9591 8901  
ronn.bechler@marketeye.com.au

#### Media Enquiries

Tristan Everett  
+61 403 789 096  
tristan.everett@marketeye.com.au

### About HomeStay

The HomeStay Intelligent Home platform allows older Australians and those living with a disability to live independently in their own home for longer. It uses data analysis, as well as human monitoring, to determine residents' routines and detect anomalies. These early insights allow for better decision-making by care providers and families, allowing more focused service, minimising unnecessary care and facilitating welfare checks in a more responsive manner.

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

For more information please visit, <https://homestay.care/products/>



[Click here to visit HomeStay's webstore](#)

ABN 62 111 823 762



Level 2, 22 Mount Street, Perth WA 6000  
PO Box 7054, Cloisters Square Perth WA 6850



+61 8 6188 8181

[www.homestay.care](http://www.homestay.care)