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The Manager
Market Announcements Platform
Australian Securities Exchange Limited

CARETEQ SIGNS EXCLUSIVE PARTNERSHIP TO MARKET ITS INNOVATIVE SOLUTIONS TO NATIONAL SENIORS AUSTRALIA'S EXTENSIVE MEMBER NETWORK

- **National Seniors Australia to exclusively promote and market Careteq's Assistive Living Technology solutions through its large network targeting the over 50s**
- **The non-profit is Australia's leading advocacy group for people aged over 50 and reaches a digital audience of 1.4 million annually**
- **Careteq's innovative solutions will be promoted across National Seniors' communication online and offline channels and members will receive an exclusive discount on Careteq's solutions**
- **There are no upfront costs and Careteq will pay National Seniors a one-off commission on every device sold through the marketing campaign**
- **Careteq has the potential to generate significant recurring revenues through this referral partnership from the sale of TEQ-Secure, TEQ-FallsAlert and other solutions**

Careteq Limited (ASX: CTQ, "Careteq" or the "Group") is pleased to announce it has secured an exclusive partnership with National Seniors Australia (**National Seniors**), the country's leading advocacy group for older Australians, to market and sell Careteq's Assistive Living Technology solutions through its extensive networks.

National Seniors, which was formed in 1976, has a large national membership base and advocates to advance the wellbeing of more than six million Australians who are over the age of 50. The not-for-profit has a very engaged membership base and reaches a digital audience of 1.4 million annually.

New channel to market

Under the 2+2-year referral partnership agreement, National Seniors will develop a marketing plan to refer potential customers to Careteq. This plan includes (but is not limited to):

- Sponsored content via National Seniors Electronic Direct Mail (eDM) newsletters, websites, and social media
- Banner advertising on National Seniors' newsletters and websites
- Dedicated landing page for Careteq on National Seniors' website with a click through to make purchases on Careteq's website
- Advertising in National Seniors' quarterly magazine (called "Our Generation")
- Solus and trigger eDMs to National Seniors' members¹
- Specialised training for National Seniors call centre staff so they can better support their members, many of whom are not tech savvy, in purchasing Careteq's solutions

¹ A solus email is a third-party advertisement that is sent to an opt-in subscription email list.



Careteq Limited

ACN 612 267 857

Level 10, 99 Queen St

Melbourne 3000

info@careteq.com.au

Phone: 1300 110 366

International: +613 8866 5594

The marketing campaign and referral program will initially cover Careteq's Assistive Living Technology devices, TEQ-Secure and TEQ-FallsAlert, which run on its SaaS Sofihub platform and generates recurring revenues for the Group. Other Careteq devices and offerings may also be included under the agreement in the future.

The Chief Operating Officer of National Seniors, Chris Grice, commented:

"We believe Careteq's Assistive Living Technology is a valuable solution for our members as it offers peace of mind to both users and their loved ones.

"Careteq's product offering, which includes an innovative security pendant and radar falls detection device, will greatly enhance the life and wellbeing of senior Australians – particularly as more of them are choosing to be more independent and to stay in their homes for longer."

Fees and other details

Careteq will pay National Seniors a one-off referral fee on all hardware sold and will offer a discount on the hardware to the organisation's members.

There is no upfront fee payable, but Careteq will pay a modest minimum fee per quarter if sales targets are not achieved. This fee is not material to the Group and Careteq does not sell hardware at a loss.

The exclusive agreement, which covers Careteq's Assistive Living Technology offering, is subject to normal termination clauses and either party can also terminate the agreement with a 30-day written notice.

Careteq's Executive Chairman, Mark Simari, said:

"National Seniors is the right partner for Careteq given it is the leading voice for all seniors in Australia. The organisation's large member database and extensive reach into our target demographic gives us a platform to increase awareness of our unique solutions, educate older Australians on Careteq's products and services, and help us gain further insights to our customers."

This announcement has been approved by the Board of Directors.

About Careteq Limited

Careteq is an Australian-headquartered health-tech company that has developed and commercialised a suite of products that sit on its proprietary SaaS-based Assistive Living Technology platform for use by the elderly, disabled and vulnerable individuals. Its products and services, which improve outcomes for patients and their carers while increasing productivity, are sold in Australia and internationally through industry leading distributors and specialist retailers. Careteq generates revenues from recurring platform subscriptions, contracted medication management services and sales of its innovated range of sensors and devices that detect falls or unusual behaviour, monitor patient health, provides SOS emergency call functionality, and deliver medication reminders. Careteq is using its early-mover advantage in the Assistive Living Technology sector to revolutionise aged and disability care. For more information about Careteq, visit <https://www.careteq.com.au/>.



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info@careteq.com.au

Phone: 1300 110 366

International: +613 8866 5594

Subscribe to receive investor updates by emailing: investors@careteq.com.au

For investor and media enquiries, please contact:

Brendon Lau

E: brendon@vantagepointpartners.com.au

M: +61 409 341 613

Forward-looking statements

This announcement contains or may contain forward-looking statements that are based on Careteq's beliefs, assumptions, and expectations and on information currently available to Careteq.

All statements that address operating performance, events, or developments that Careteq or its directors expect or anticipate will occur in the future are forward-looking statements, including, without limitation, statements as to the expectations of Careteq or the market it operates in.

Careteq believes that these forward-looking statements are reasonable as and when made. You should not place undue reliance on forward-looking statements because they speak only as of the date when made. Careteq does not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. No assurance or guarantee is, or should be taken to be, given in relation to, and no reliance should be placed on, the future business performance or results of Careteq or the likelihood that the current assumptions, estimates or outcomes will be achieved. Actual results, developments or events could differ materially from those disclosed in the forward-looking statements.