

2nd November 2021

Total transaction volumes up 26% in October

Dear Shareholder,

I told you October would be a big one, but I didn't expect it to be this big. Thanks to the benevolence of the NSW and VIC premiers and the dependable resilience of human vanity our cosmetic scripting volumes were up a whopping 103%. Consumer transactions also experienced a respectable 13.5% increase bringing the total transaction count for the month to 34,472. I can't promise these growth rates forever; if I could, we'd be dining with Elon Musk at his restaurant on Mars next year! The good news is that lock downs were only lifted in the second half of October in Victoria (our largest cosmetic state). This should mean November will also dent some records.

I'm delighted to welcome the team at Microequities Asset Management to our register. They are extremely experienced investors and asset managers and I enjoyed introducing them to our company. I'm looking forward to leveraging their knowledge of the healthcare landscape. Together with Bailador and Perennial, we have a truly enviable shareholder register.

November should be an exciting month. We're launching our Telemedical Medicinal Cannabis offering and should also have a subscription hair loss product launching at the same time (to compete in market with Pilot and Mosh). I will circulate the links to you all when we're live in the next week or two. On the marketing front, keep your eyes out for buses in Sydney and trams in Melbourne as we're wrapping some of them up with our branding in the coming weeks. As discussed in my last circular we are also looking to double down on TV and radio in the next month.

On the hiring front, we recruited another junior developer, Wei Li, and a head of Customer Support, Bigitte Carruthers. I see customer support in our business as more of a profit centre than a cost centre as it is critical to customer trust and engagement.

Looking forward to reporting good things when we next engage.

Sincerely



Dr Asher Freilich
CEO
Instantscripts Pty Ltd

APPENDIX 1: TRANSACTIONS CHART

