



# First drawdown of Standby convertible loan facility

As announced by **1ST Group Limited (ASX: 1ST)** on 2 August 2017, the Company entered into a convertible debt facility (Standby Facility) agreement with its cornerstone shareholder, Mr. John Plummer.

Pursuant to the terms of the agreement, the Company wishes to advise that the Company has today provided notice to Mr. Plummer to draw down \$1m of the \$2m Standby Facility. Accordingly, after this drawdown is completed, the Company will have \$1m remaining in the Standby Facility.

Mr. Plummer has agreed to waive the 30 days' notice period for half of the drawdown amount, accordingly, the Company anticipates \$500,000 to be received immediately with the remaining \$500,000 to be received within 30 days.

The Company will use the funds to accelerate its growth strategy in key verticals of optometry, pharmacy and veterinary.

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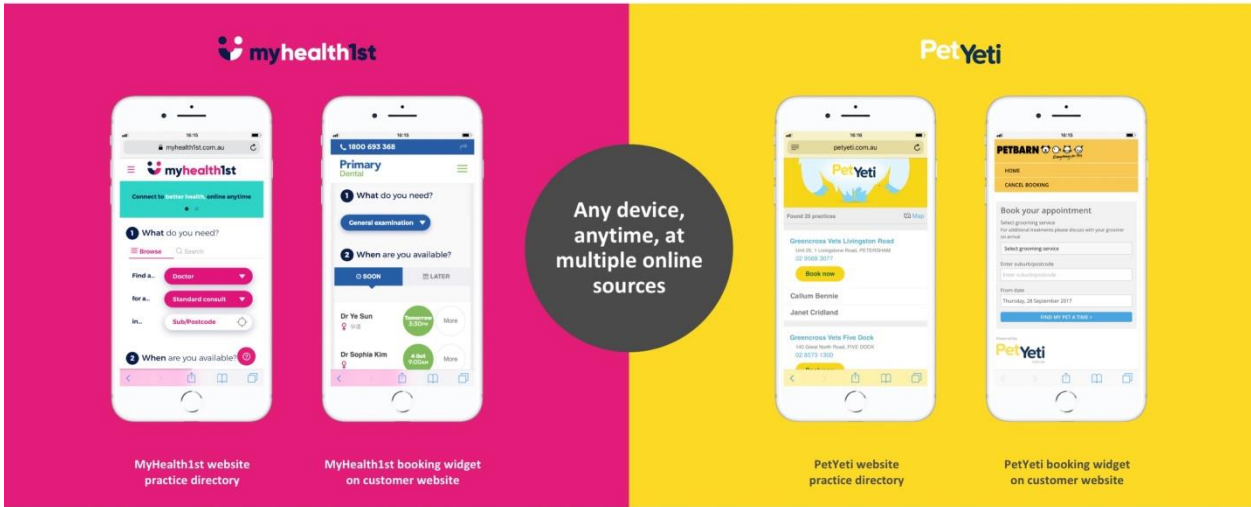
**About 1ST Group Limited**

1st Group is an ASX listed health, media and technology company building Australia's leading health services portal, MyHealth1st.com.au, Australia's online pet service portal PetYeti.com.au and corporate and government solutions platform GoBookings.com. These integrated platforms provide an easy to use online search and appointment booking service and offer a range of value added apps and services that facilitate digital patient and customer engagement. We improve lives by connecting consumers to a variety of healthcare services and information anytime, anywhere, so they can get well sooner and stay well longer. To find out more visit [1stGrp.com](http://1stGrp.com), [MyHealth1st.com.au](http://MyHealth1st.com.au), [PetYeti.com.au](http://PetYeti.com.au) and [GoBookings.com](http://GoBookings.com).

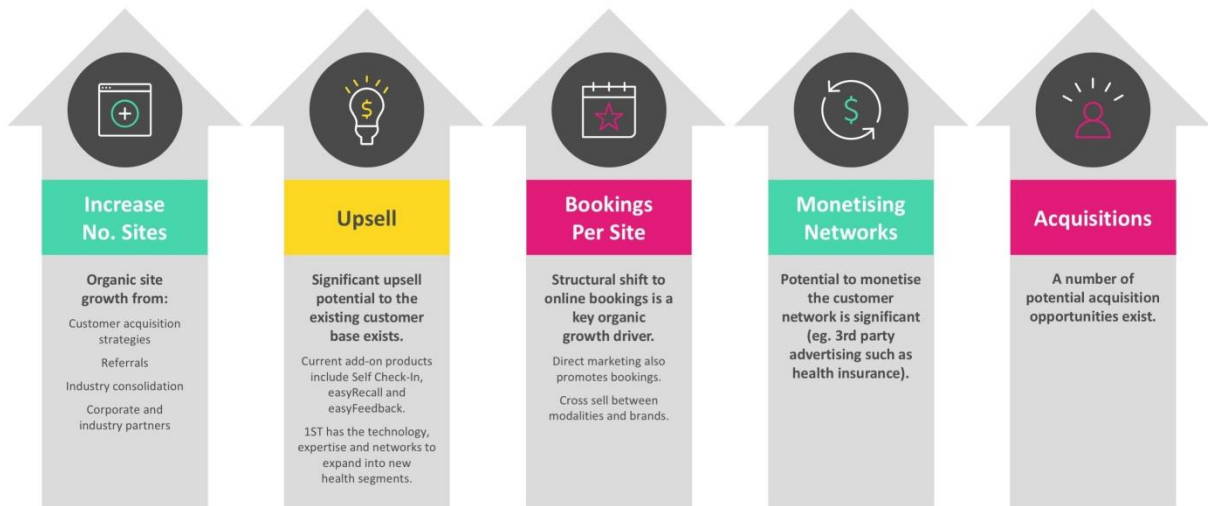
Appendix

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

- Visible Path to Break-Even Cashflows**
  - Revenue growth momentum
  - Directionally positive KPIs
  - Costs stabilised
- Large Addressable Markets > \$1.9B**
  - Online health services bookings market is > \$1.9b
  - Includes online appointments, add-on products and services, and advertising
- Multiple Growth Drivers**
  - Acquire new customers as they increase their online presence and digital profile through multiple products, including online appointments
  - Upsell revenues as customers purchase additional products & services
  - Booking migration from offline to online increases patient interaction points and monetization opportunities driving broader consumer engagement, cross-sell patients to other services, including PetYeti
- Strong Recent Momentum**
  - Significant quarter on quarter revenue growth
- Significant Upsell Revenue Potential**
  - Upsell revenues are rising off a low penetration base
  - Significant existing upsell customer opportunity
  - Upsell consumer users to complementary services
- Experienced Management Team**
  - Experienced leadership team
  - Significant online experience – SEEK, HotelClub, Concur, Wotif.com, RealEstate.com.au and others