

Commencing Guidance – 1st Group’s strong growth continues

Annualised Contract Value now expected to be between \$4.6m and \$5.1m by end of H1 FY19, up 13%* on June 2018

Highlights:

- 1st Group’s strong growth expected to continue
- Board confident - providing maiden guidance
- H1 FY19 Annualised Contract Value (ACV) now expected to be between \$4.6m and \$5.1m at end December 2018, an expected increase of 13%* on June 2018 (excluding one off, Usage and advertising fees)

1st Group Limited (ASX: 1ST), the Australian online health, media and technology group, is pleased to announce it is commencing guidance following 1st Group’s continued strong sales growth.

Annualised Contract Value for H1 FY19 is now expected to be between \$4.6m and \$5.1m by December 2018, up 13%* on June 2018.

Given the progress 1st Group has made in building market leading positions in its chosen verticals of independent optometry, pharmacy and pet healthcare and with over seven million online appointments having been booked using its platforms, the Board is now confident to issue maiden guidance to the market.

1st Group’s growth strategy is to increase customer subscriptions in its chosen verticals with ongoing improvements in retention. This is measured by Annualised Contract Value (ACV). ACV is the annualised value of all subscription contracts in effect at a particular date, but excludes one off, advertising and Usage

Fees. 1st Group also aims to provide customers with additional products and services to generate complementary income streams. Advertising revenues and Usage Fees are in addition to ACV.

Given 1st's growth trajectory and momentum, the Directors now expect ACV at the end of the calendar year 2018 to be between \$4.6m and \$5.1m. This represents an expected increase of 13%*, compared to ACV of \$4.3m at the end of Q4 FY18.

*% growth based on midpoint of the guidance range.

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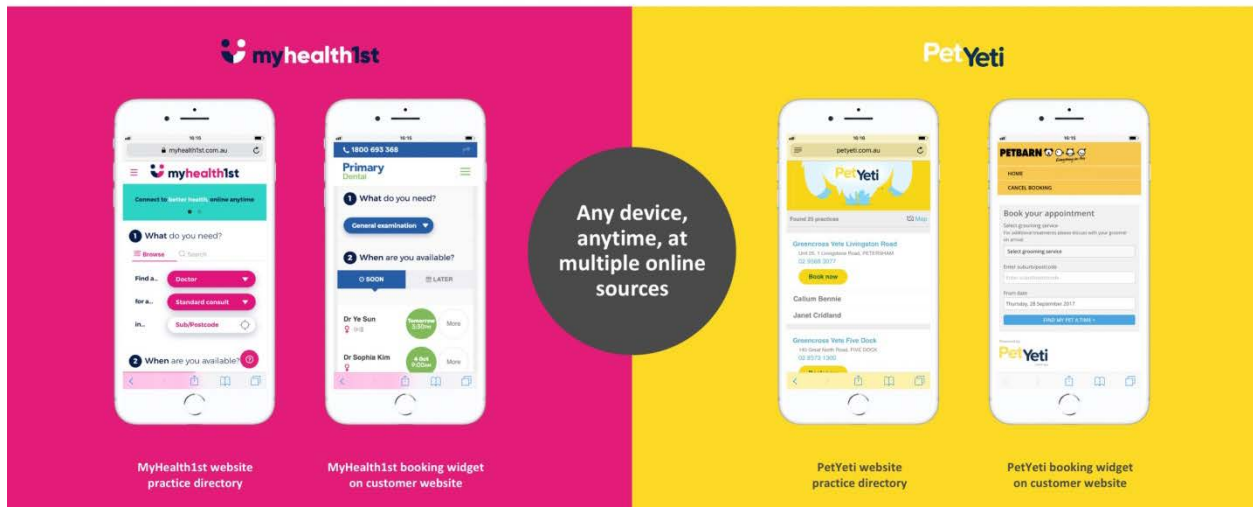
About 1ST Group Limited

1st Group is an ASX listed digital 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, MyHealth1st.com.au, PetYeti.com.au and GoBookings.com.

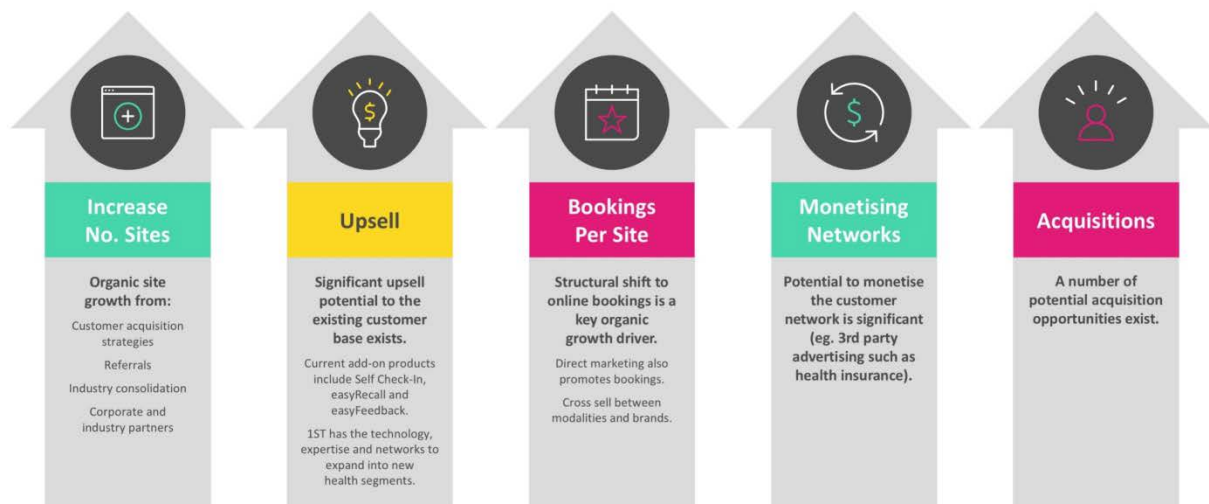
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

