



Investor Presentation

Australia's leading, trusted, high growth digital health platform
25 July 2018

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This document is dated 25 July 2018.

1st Group – Company Overview

- 1st Group (1st) supplies a convenient, easy to use, integrated technology platform to enable online search and appointment booking services to the healthcare services industry. 1st also offer a range of value added apps and online services that facilitate enhanced customer experience and engagement, improving retention and lifetime customer value.
- Patients can book their healthcare appointments with their preferred healthcare provider through MyHealth1st service online, 24 hours a day, 7 days a week from any internet-connected device such as a smartphone, tablet or personal computer.
- Healthcare is one of the last antiquated “paper based” sectors. **50 million appointments** are still booked by telephone in private practices in Australia **each month**. 1st solves this problem.
- 1st has developed proprietary, scalable technology platforms that have already been used to book 7 million appointments, supporting over 7,300 sites (practices/locations) across Australia and New Zealand
- 1st has demonstrated fast market leadership in selected key verticals:
 - ✓ independent optometry 65%,
 - ✓ pharmacy 60%, and
 - ✓ vet/pet services – supporting the other family members
- Building high quality recurring subscription revenues with scope to upsell complementary products driving multiple revenue streams
- Growth Metrics:
 - ✓ Annualised Contract Revenue (ACV) growth 43% CAGR,
 - ✓ Site growth of 64% CAGR
 - ✓ Customer Retention Rate of 91%
 - ✓ **Maiden ACV guidance provided for H1 FY19, of between \$4.6m - \$5.1m**
- Highly experienced team with deep expertise in building and monetising online platforms
- Large Total Addressable Market (TAM) runway for growth across subscription, usage and advertising revenue - underpins multi-year growth

Financial Overview

Capital Structure

Stock Information As at 20 July 2018	ASX:1ST
Share price	\$0.049
52 week share price range	\$0.064 - \$0.034
Shares on Issue	206.88m
Options (average exercise price \$0.27)	25.1m
Fully diluted capital	232.1m
Market Capitalisation (excluding options)	\$10.1m
Convertible note drawn	\$1.5m
Cash (as at 30 June 2018)	\$0.8m*
Enterprise Value	\$10.8m
Date listed	09 June 15

* 30 June 2018 cash balance adjusted to include \$500k convertible note drawdown in July 2018

Key Holders	%
Mr John Charles Plummer	33.7
Mr Tony & Helen Gandel	12.0
RJM Luu Pty Limited	4.0
Mr Victor John Plummer	3.5
Moore Family Nominees Pty Limited	3.4
Top 20 holders	73%

Connecting consumers to better healthcare

1ST Groups product suite vastly improves the entire consumer experience, thereby creating loyalty to the practitioner, improving retention rates and enhancing lifetime customer value creation

Problem

50m appointments still booked by telephone each month in Australia

Complex, dated and inefficient patient management systems

Difficulties in finding, selecting and booking local healthcare services

Poor collaboration between healthcare providers

Google is an unreliable source of health content

MyHealth1st



 **onlineappointments**

 **easyrecall**

 **easyfeedback**

 **easycheck-ins**

 **1stinsights**

 **myhealthtv**

Solution

Works seamlessly with existing patient management systems

A convenient, easy to use, online healthcare booking platform

Simplifies interaction between all health service stakeholders

MyHealthTV is trusted, engaging and informative healthcare content

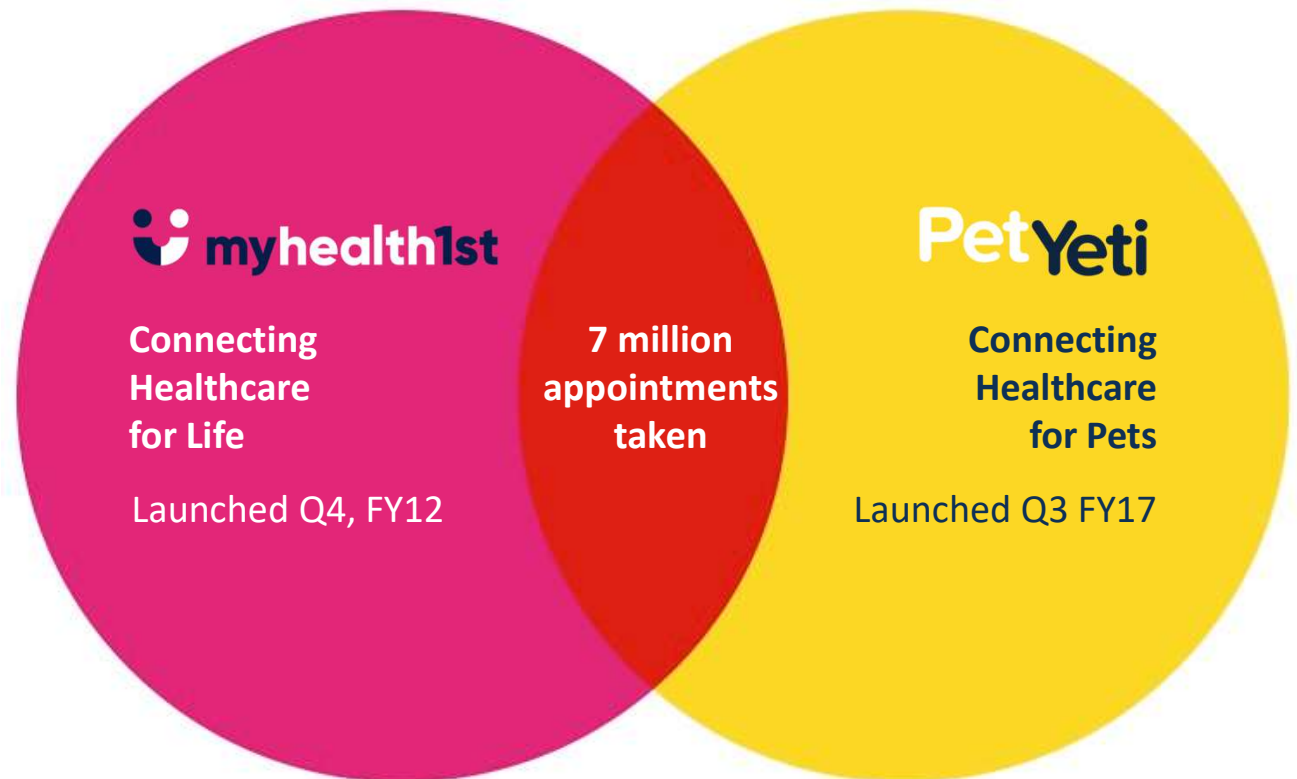
Platform Overview

Connecting healthcare for all family members

Total number of our customers' sites

4,813 sites as
of June 2017

7,271 sites as
of June 2018



The Digital Patient Journey – Current Product Suite

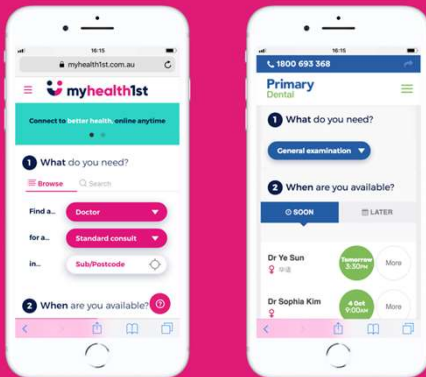
Connect & Book →



onlineappointments

MyHealth1st launched Q4 FY12

PetYeti version launched Q3 FY17
(Subscription Fees)

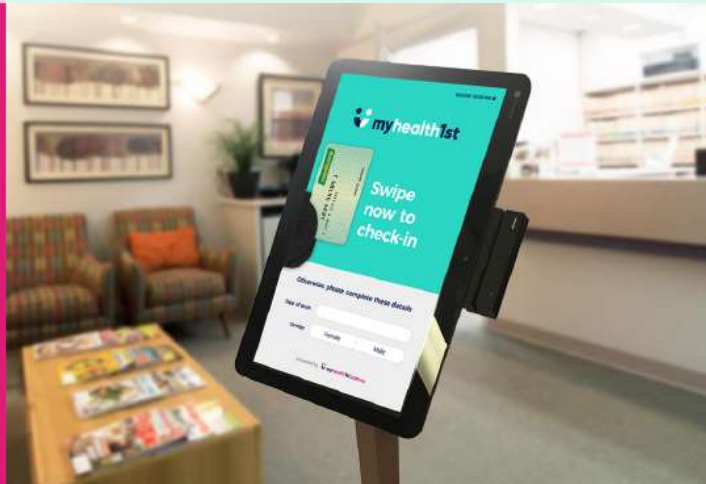


Practice Efficiency →



easycheck-ins

Launched Q2, FY18
(Subscription Fees)



Continuity & Retention



easyrecall

Launched Q3, FY17
(Usage/Transactional Fees)



easyfeedback

Launched Q3, FY17
(Usage/Transactional Fees)



1stinsights

Reporting – Launched Q3, FY17
(Subscription Fees)

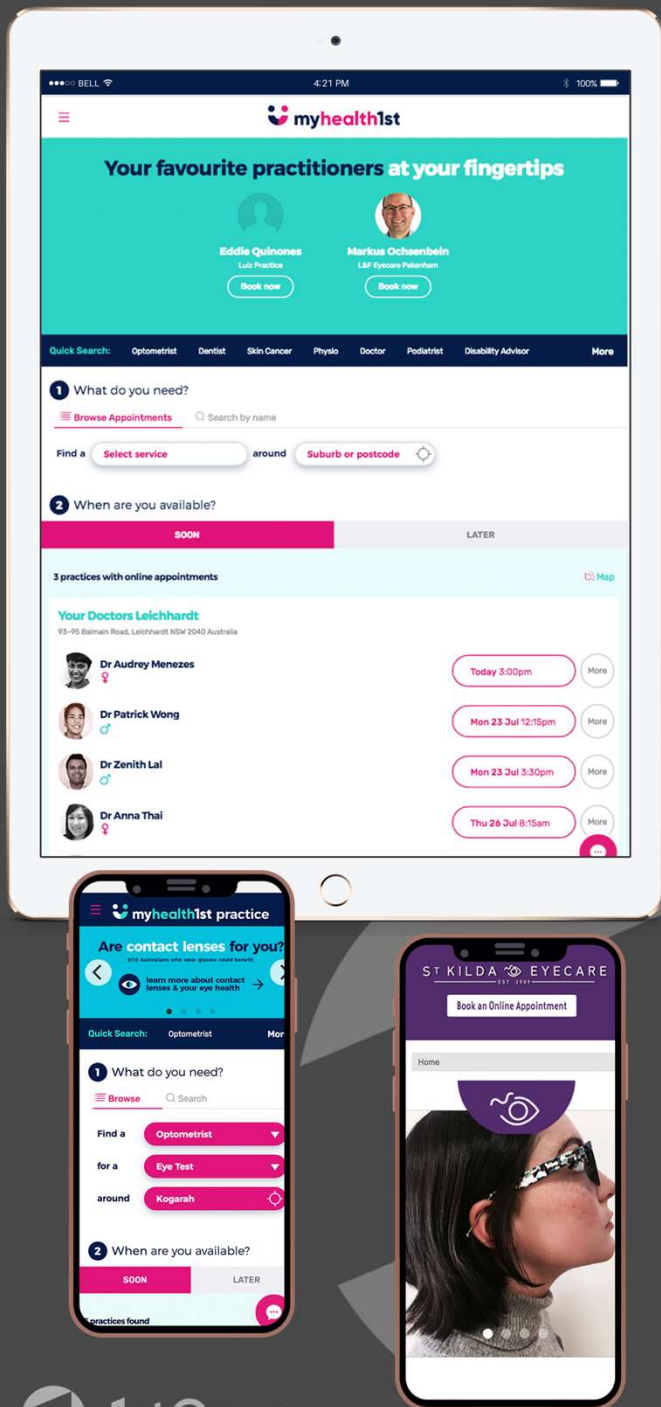
Patient Engagement/Advertising

Patient/Practice centered promotions. Launched Q2, FY18 (Advertising Fees)

Online Appointments

Convenient health care online anytime

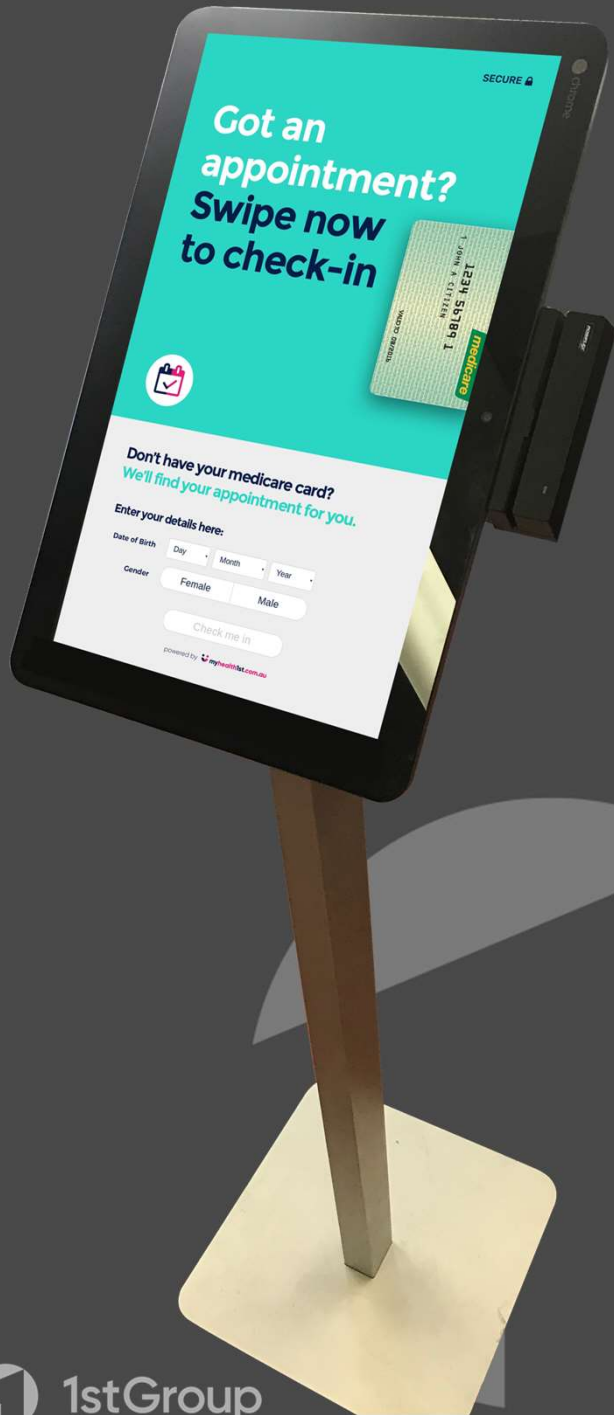
- A subscription fee service charged monthly per doctor per month
- Launched Q4 FY12
- Helping patients find and book appointments with their chosen health care provider easily and conveniently, 24/7, on any internet connected device
- Seamlessly integrates with a practices existing scheduling software (integrated with around 45 systems today covering GP, Dental, Allied and Specialists)
- Enables a patient to book appointments through either:
 - a practices own website
 - MyHealth1st Directory
 - mobile app
 - Facebook/social media pages or
 - any online content utilising “Book Now” website widgets

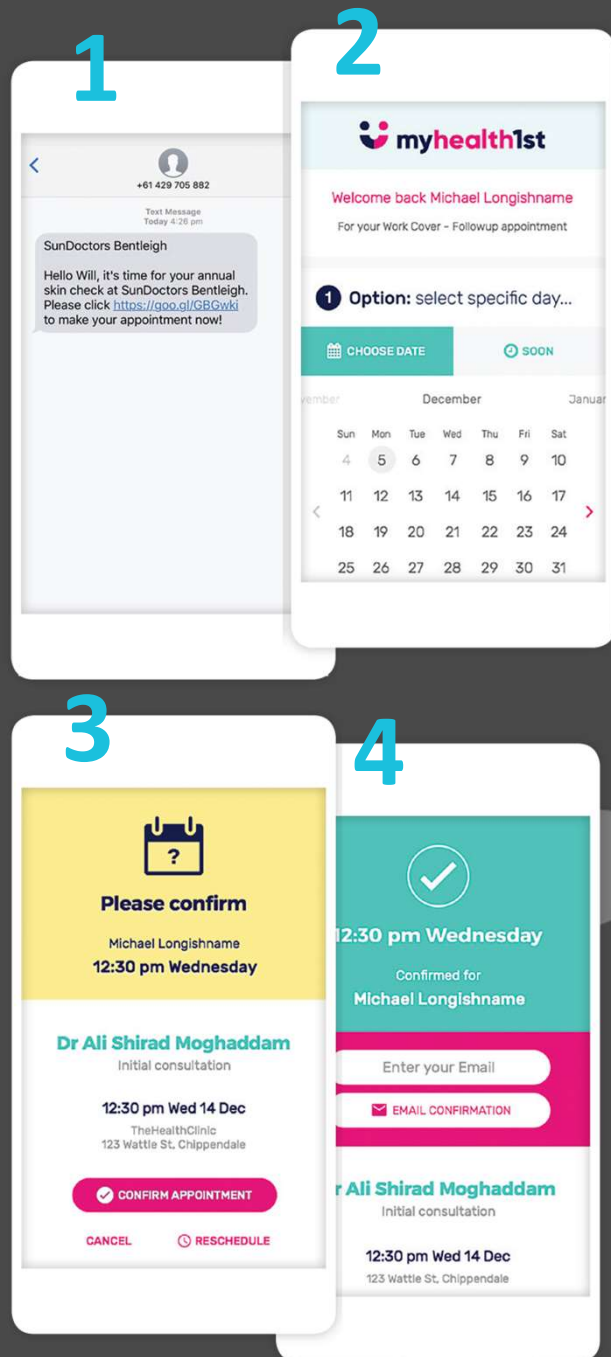


EasyCheck-in Kiosk

fast, convenient practice arrival

- A subscription fee service charged monthly per practice per month plus hardware costs
- Launched Q2 FY18
- Helping patients check-in for their appointment when they arrive at a practice
- Seamlessly integrated with selected existing practice scheduling software (most GP and Specialist systems)
- Allows the patient to easily and quickly check-in by swiping their Medicare card
- Advises the patient where they are in the “queue”, that is, how many patients have checked in before them for a specific doctor
- Re-confirms through a semi-redacted display of the patients address that the patients contact details are still up to date
- Leverages “Chrome” kiosk hardware, permitting remote management

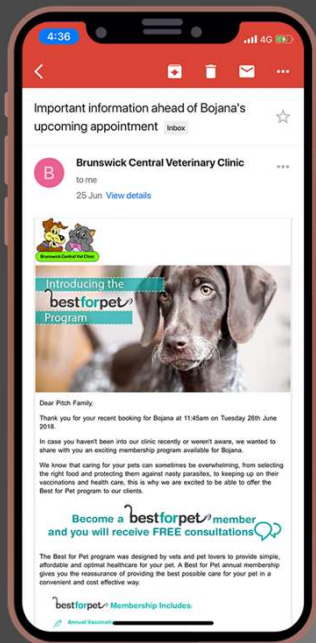
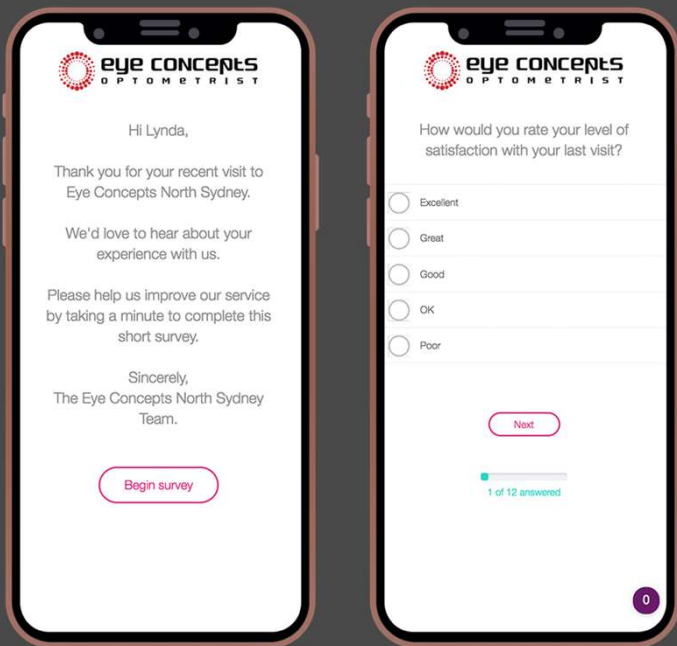




EasyRecalls

fast, smart and convenient practice recalls

- A usage fee service charged per recall SMS notice sent to each patient
- Replaces existing, costly, ineffective and time consuming letters sent to patients, or SMS messages with phone numbers in them that are difficult for patients to act on
- Launched Q3 FY17
- Helps practices remind patients to return for their periodic appointments like 6 month dental checkup
- Seamlessly integrates with a practices existing scheduling software (supporting GP, Dental, Allied and Specialists)
- Highly personalised for the patient, means the patient only needs to select the date and time to confirm their appointment matching the patient with the right doctor, for the right length, service and to their existing patient file



EasyFeedback

Post and pre-consult patient follow-up

- A subscription fee service charged per practice per month, and SMS charges if they apply
- Enables practices to obtain a range of feedback from patients both prior to and post a consult, including Net Promoter Scores
- Launched Q3 FY17
- Over 700 practices already signed up
- Seamlessly integrates with a practices existing scheduling software (supporting GP, Dental, Allied and Specialists)
- Enabling any patient with an appointment to be invited to provide feedback either by email notifications, SMS or both
- Includes an e-voucher option for use by retail practices like Optometrists, and Pet/Vet services

Advertising: Engaging & Informing Patients

1ST Group focusses on qualified advertising that improves patient education and health literacy

- Helping health care practitioners/practices improve the patient experience and education at every stage of their healthcare journey
- The right promotions at the right moment for profitable, meaningful and high-value engagement
- Partnering with Australia's most trusted health content creator, Tonic Health Media, providing an alternative to ill-informed patients using Google to self diagnose
- **Successful example:** Contact lens campaign pilot in Q2 FY18; involved select optometry practices whom opted in. Demonstrated that the MyHealth1st platform could lift adoption by up to 500%, improved patient understanding of the benefits of contact lenses, engaging any patient with an appointment with an Optometrist no matter how they booked
- Campaigns utilise comprehensive suite of 1st Group products and services for optimum results

Example online booking ad component

Eye Health - Contact lenses

Do you wear contact lenses?

Would you like to discuss contact lenses during your appointment?

We'll let your optometrist know. Don't forget to mention it during your appointment.

Yes

No

Yes

No

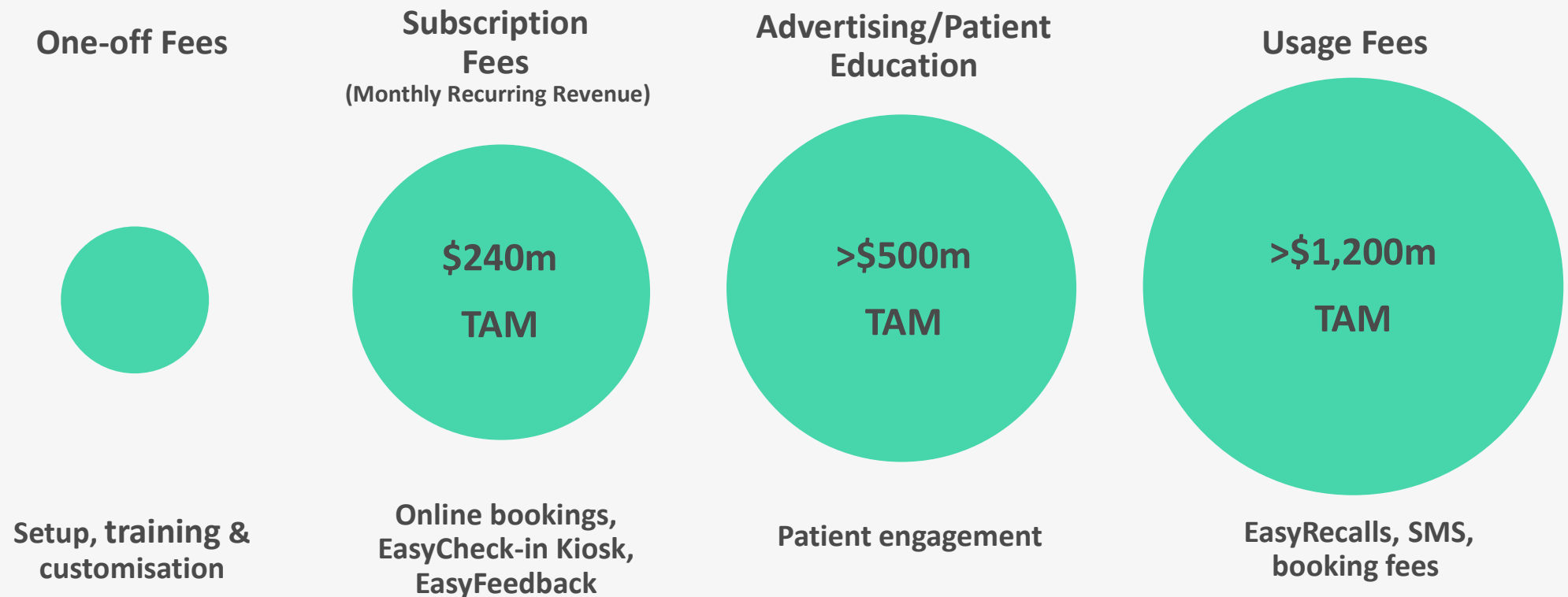
Guiding Values & Principles

- Patient data privacy
- Security
- Opt-in
- Transparency
- Supports the interests of practices
- Improves patient healthcare literacy
- Trusted content

Revenue Model & Addressable Market

1st Group has multiple revenue sources. Historically driven by online appointment booking subscription fees. Now the growth focus is on upselling customers to additional value added products.

\$1.9B Total Addressable Market (TAM)

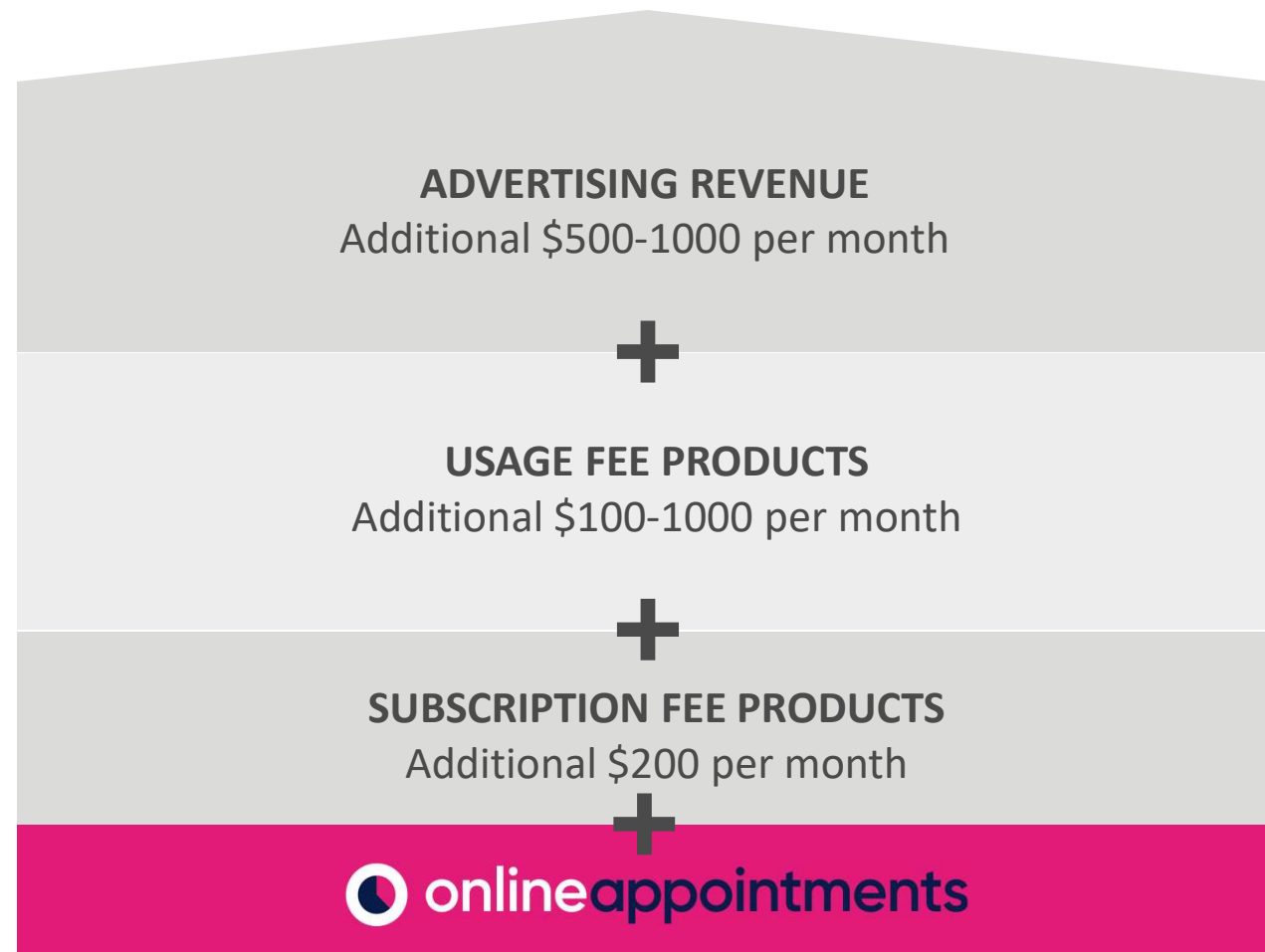


TAM sources: A calculation based on available provider and practice numbers drawn from the Government agency APRHA, and industry association published numbers across all available healthcare services, including natural therapies, and based on existing 1st Group product fee structures

Upsell additional products to increase revenue per site

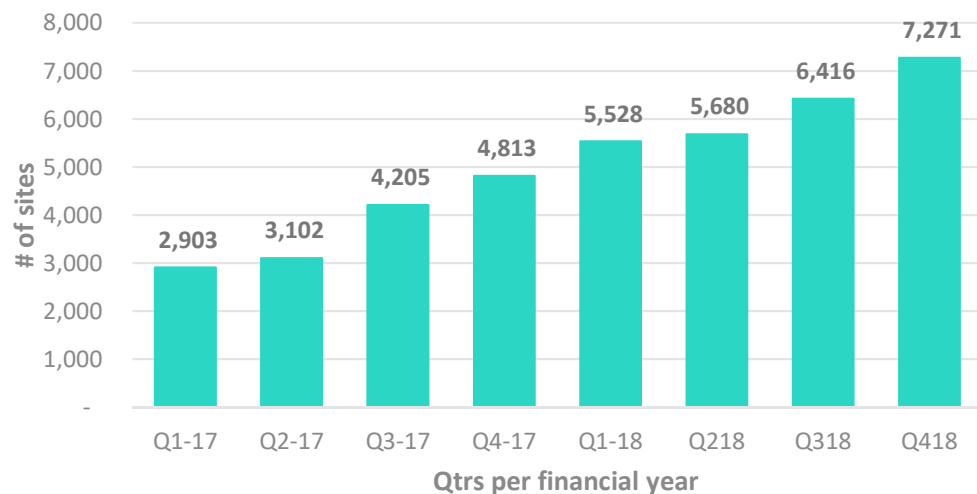
For every \$100 per month in online appointment subscription revenue, we can generate \$800 - \$2000 per month in additional revenue from upselling customers to value added products and services

Site
Upsell
Opportunity

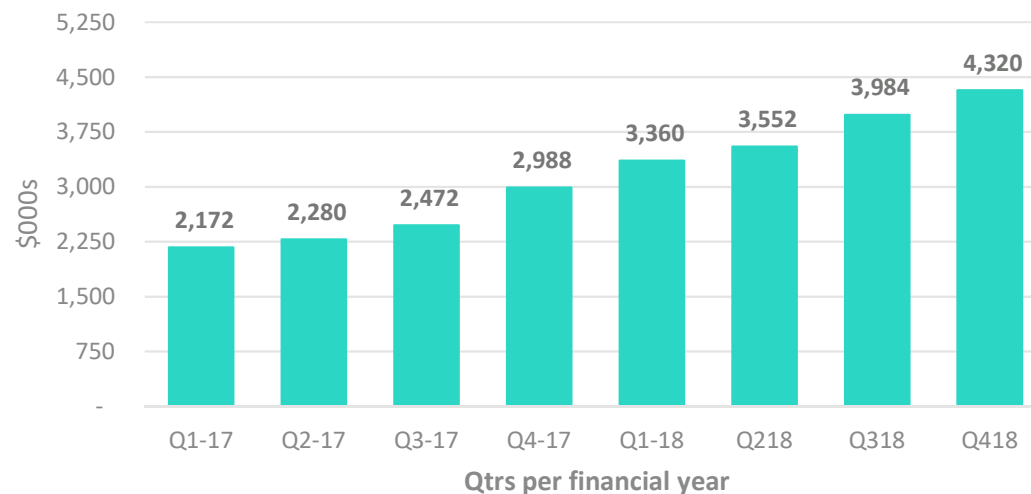


Growth metrics: Site Acquisition, ACV Growth, Strong Retention and Upsell

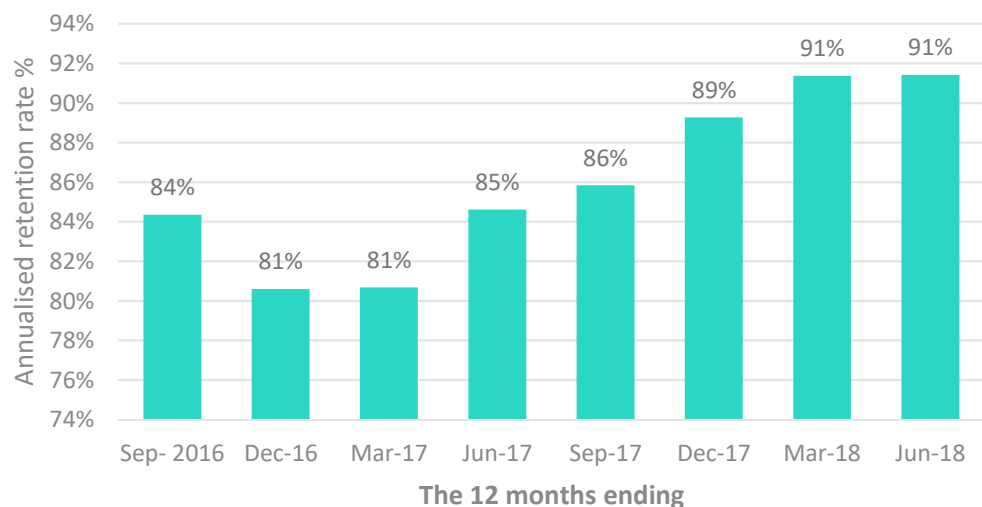
Number of sites



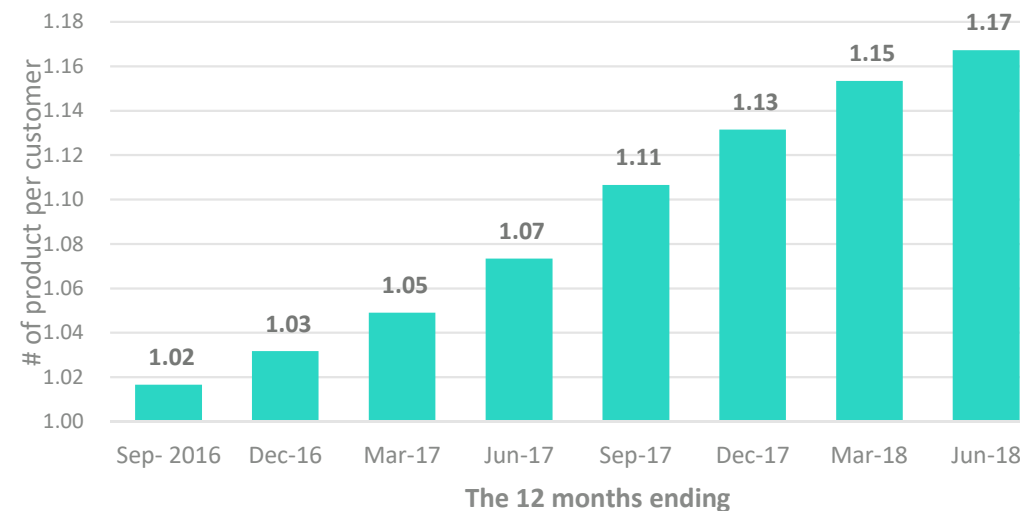
Annualised Contract Value (ACV) \$000s



Customer Retention Rate

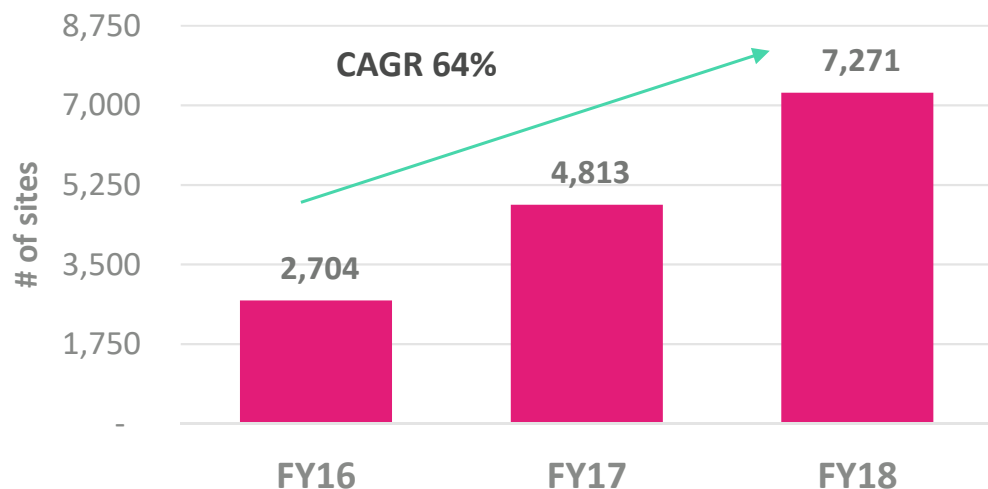


Products per Customer

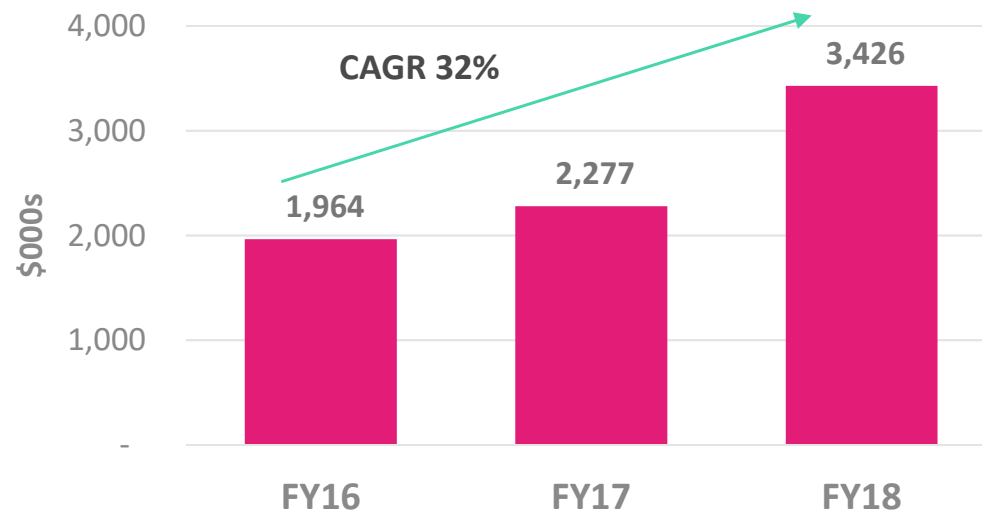


3 Year financials and drivers

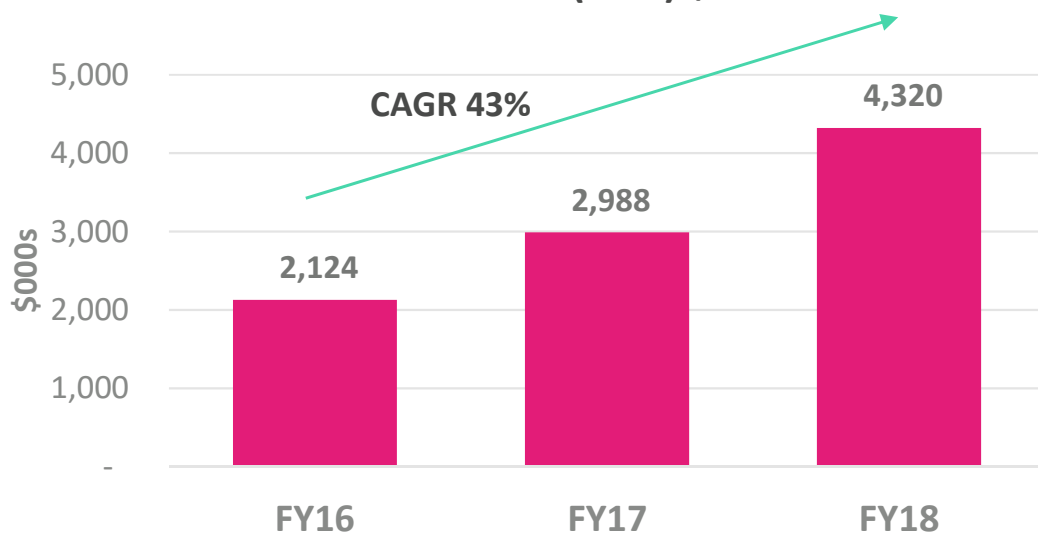
Number of sites



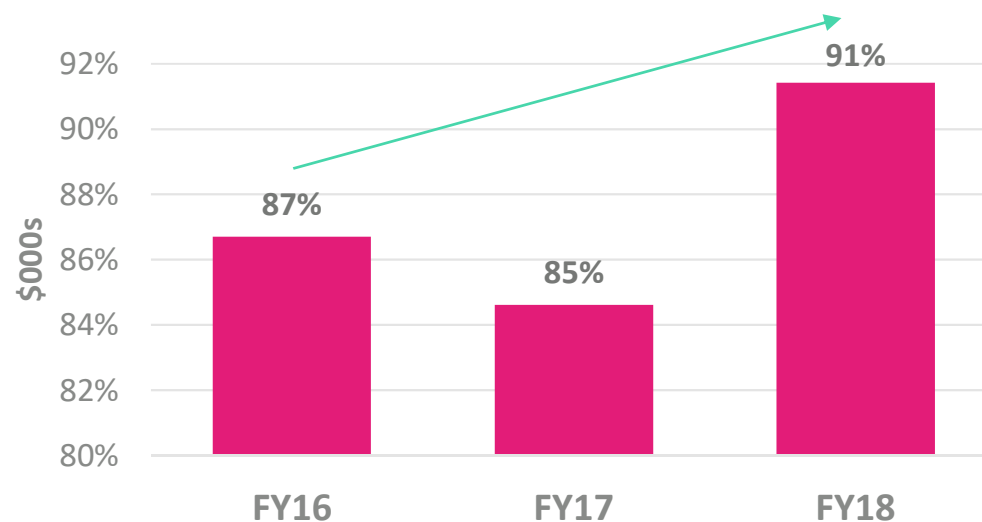
Revenue \$000s



Annualised Contract Value (ACV) \$000s



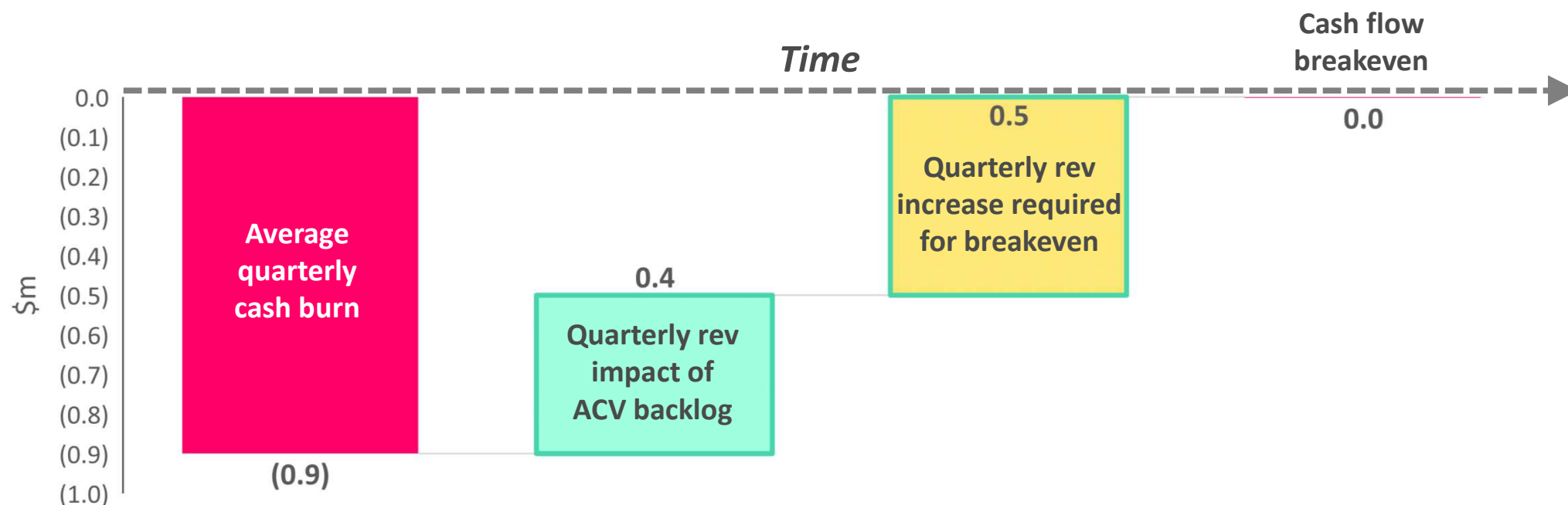
Annual Customer Retention Rate



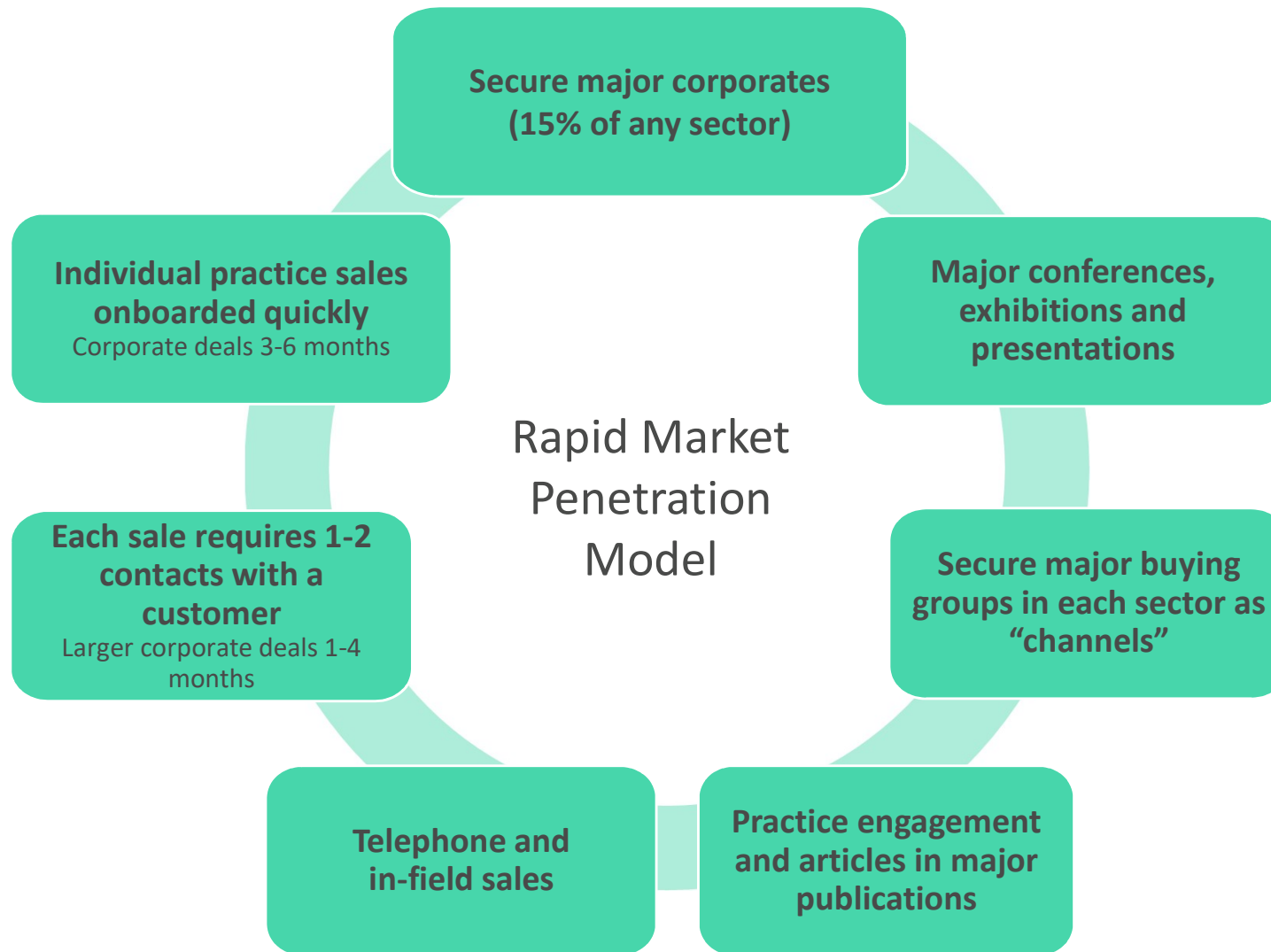
Clear path to cashflow breakeven

Continued growth of sites, ACV, and upsell of additional products together with onboarding of current contracts already sold provides a clear path to cashflow breakeven

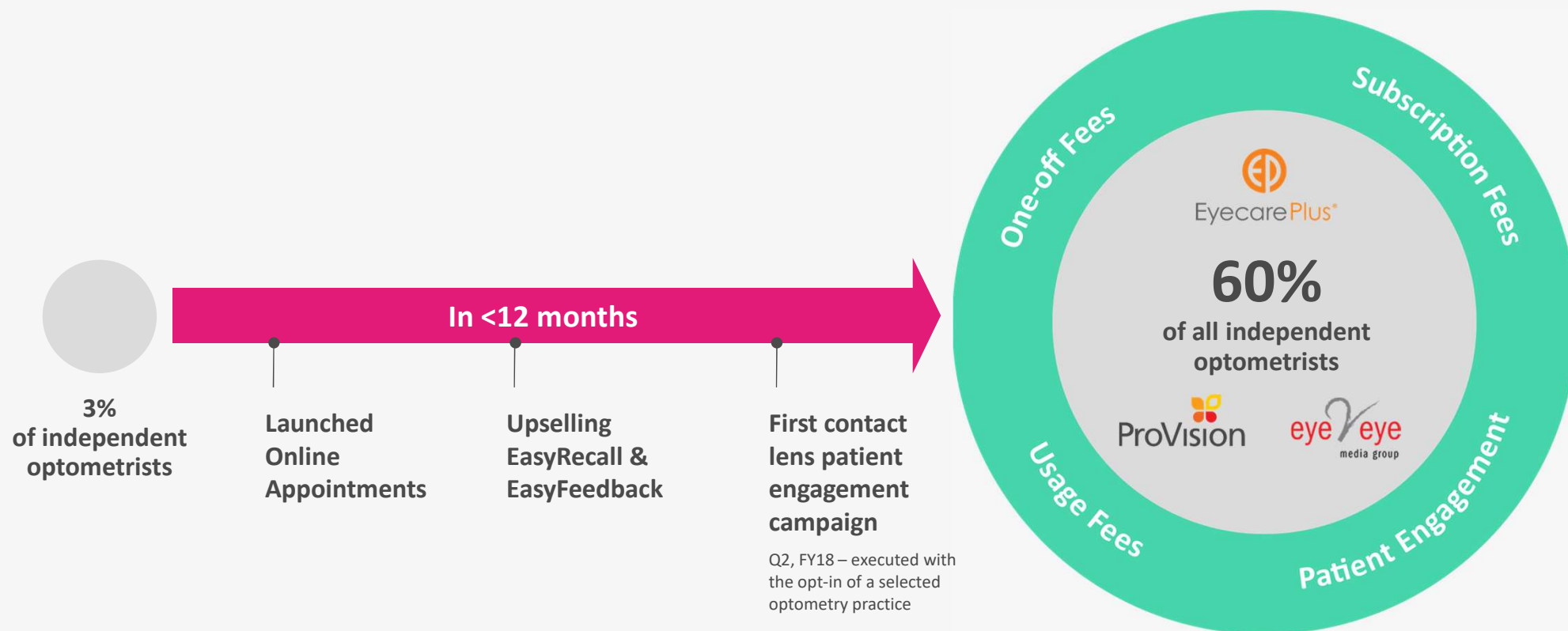
- ACV backlog (signed contracts not yet onboarded) at June 30 FY18 was \$1.4m (or \$0.4m revenue per quarter)
- ACV CAGR is 43%
- ACV at June 30 FY18 was \$4.32m
- Maiden ACV guidance provided for H1 FY19, of between \$4.6m - \$5.1m
- Note ACV does not include additional revenue from growth in usage and advertising fees



Customer Acquisition Model: Optometry market example



Case Study: Rapid Growth in the Optometry Market



Customers Who Have Chosen Us 1st

Optometry

~1,200 sites
Est. TAM 2,000 sites
TAM: \$20m PA



Pharmacy

~2,500 sites
Est. TAM 4,000 sites
TAM: \$20m PA



Vet/Pet Services

~500 sites
Est. TAM 5,000 sites
TAM: \$40m PA

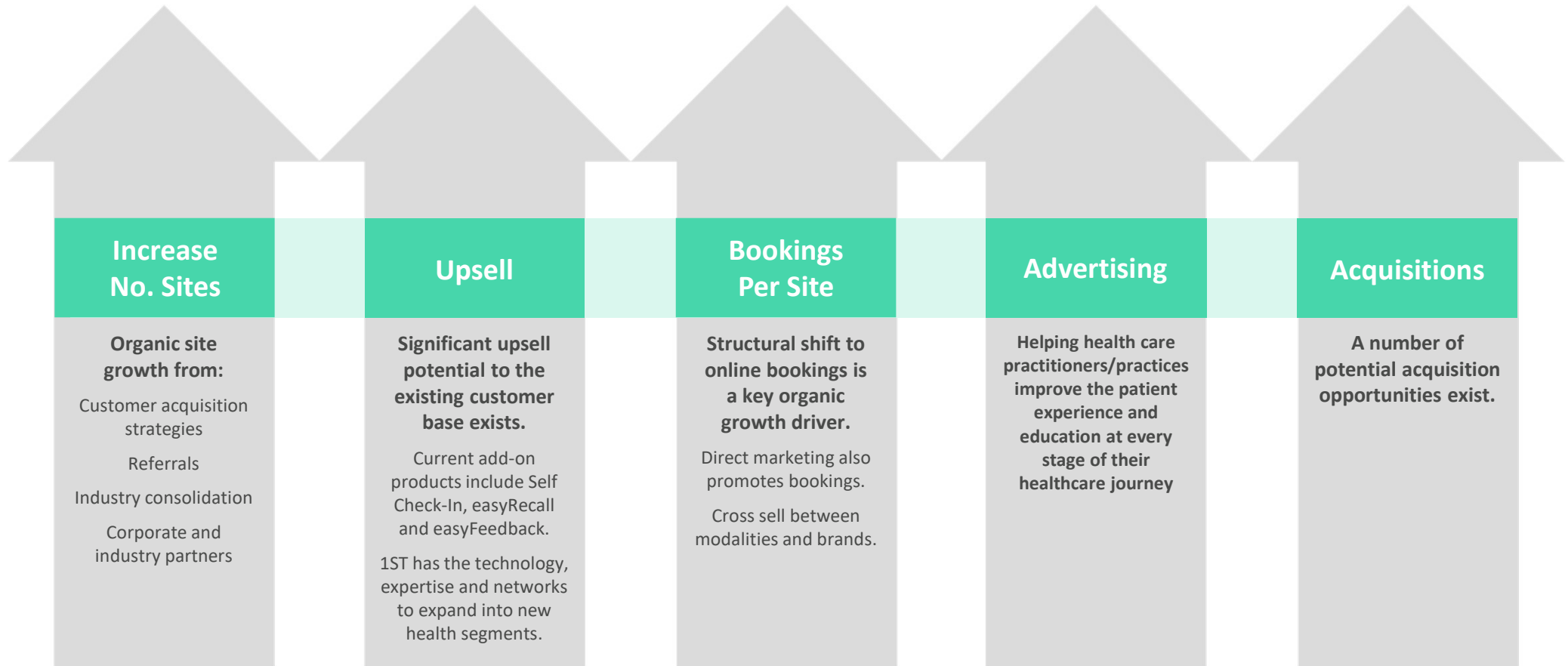


Other Sectors

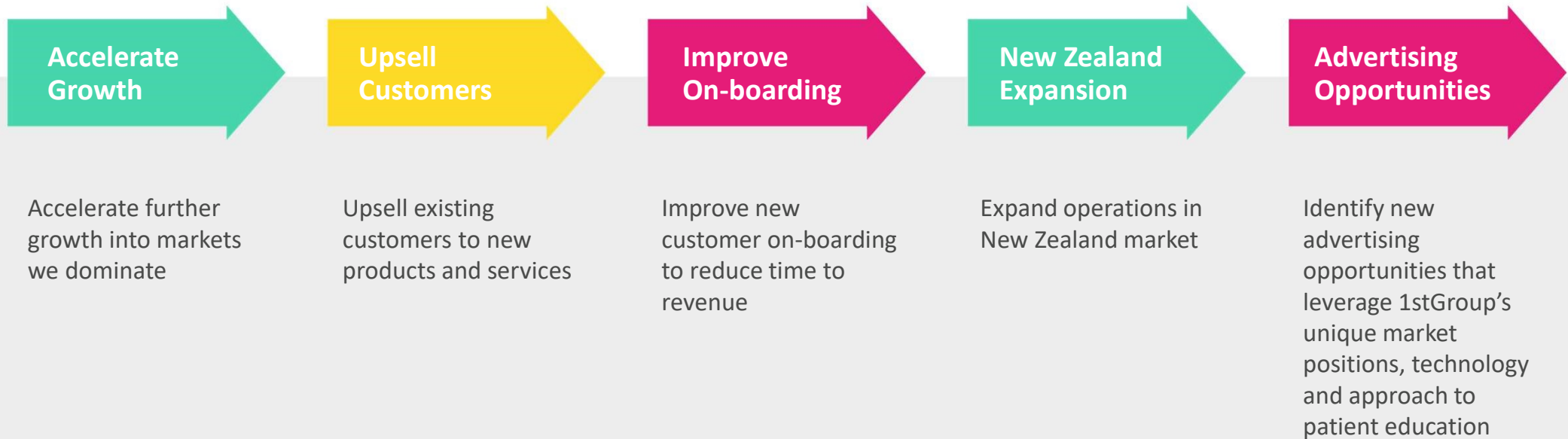
GP, Dental, Allied, Specialists, Hospitals, Gov, Corp. etc
~3,100 sites | Estimated TAM 140,000 sites
TAM: \$1.82b PA



Multiple Growth Options



Key Execution Priorities



Board and Management



Trevor Matthews

Chairman

Trevor is a director of AMP Limited, Bupa Australia and New Zealand, CMC Markets Australia, FNZ Asia Pacific, Tokio Marine Asia, Edelweiss Tokio Life, chairman of the State Insurance Regulatory Authority and AMP Life and a Fellow of both the UK and Australian actuarial institutes and the AICD. Previously a successful CEO in Australia, North America, Asia and the UK



Klaus Bartosch

MD and CEO

Klaus is an experienced CEO and Sales Director, having previously worked for private and ASX listed companies, and co-founder of 1stGroup.

Previously, Sales and Marketing Director for the then ASX listed Hostworks where he helped increase shareholder value by over 400% in just 4 years before Macquarie Group acquired it in 2007 for c.\$69 million.



Paul Welch

Non-Executive Director

Paul is an Executive Director of J R Richards & Sons and was previously a partner at PricewaterhouseCoopers Australia, Baker McKenzie and Deloitte Australia.

He has extensive commercial experience in the technology sector having advised a broad array of growing and established businesses in Australia and Silicon Valley.

Paul is also a practicing solicitor, a Fellow of the Governance Institute of Australia and a Member of the Society of Trust and Estate Planners.



Amanda Hagan

Non-Executive Director

Amanda was CEO Healthcare at Australian Unity for 12 years and is now Group Executive, Customer, Digital & Technology.

Prior to Australian Unity Amanda was an executive at Perpetual Limited and consulted to a number of industries and companies including AGL, Energy Australia and American Express and worked for the Australian Stock Exchange.



Richard Rogers

Chief Financial Officer

Richard is an IT industry CFO with extensive experience gained in large and small entities, spanning e-commerce, hardware, software, consulting, services and solutions.

Previously Richard was CFO at Lenovo, HotelClub and Dell in addition to smaller privately owned businesses. Richard is a Fellow of the UK Institute of Chartered Accountants and a member of the AICD.



Joel Reynolds

Chief Technology Officer

Experienced senior manager of listed, private and not-for-profit organisations.

Previously Production Services Manager at Seek Limited.



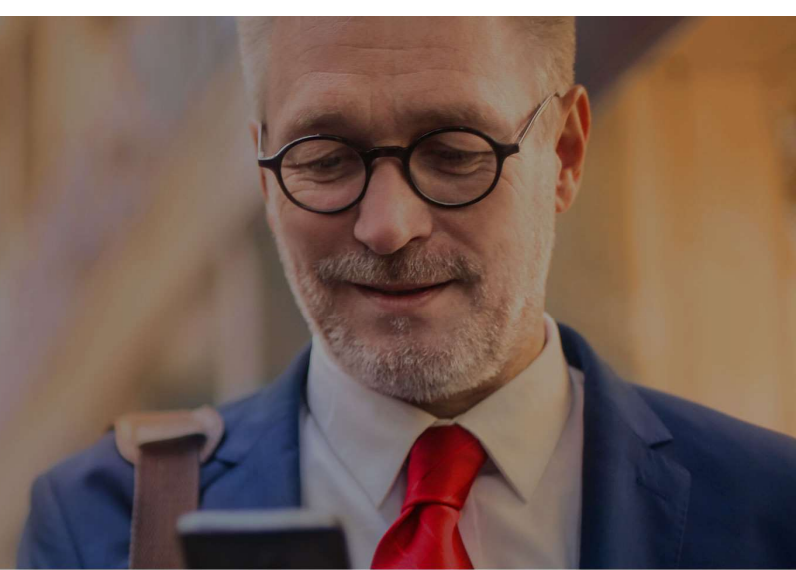
Eddie Quinones

Sales Director

Experienced sales executive within the SaaS, IT and Digital environments, working for high profile performance National and International Business to Business organisations.

Previously Sales Manager with Sensis, and Concur.

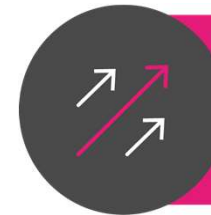
Outlook



**Strong Growth
Momentum**



**Large Addressable
Markets > \$1.9B**



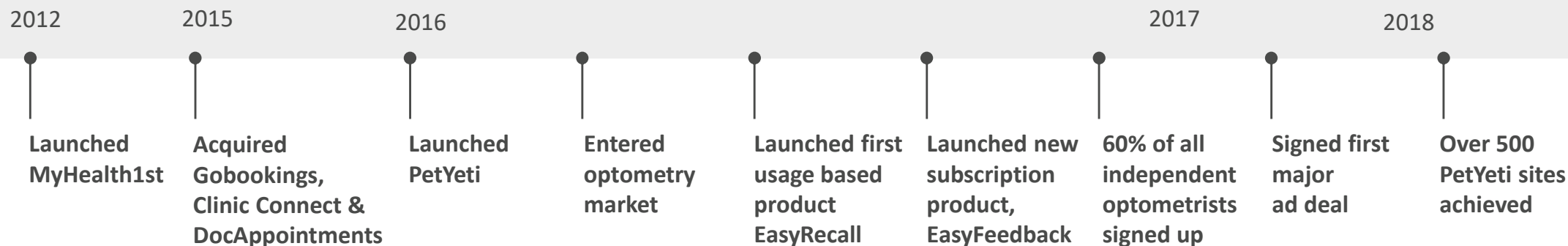
**Multiple
Growth Drivers**

Continue to deliver to our strengths; increase focus on key markets we dominate where we see significant upside potential; and drive real value for our customers/consumer users and advertisers while delivering our vision of becoming the most trusted way of connecting patients with their chosen healthcare services

Company History

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**

- The first service, MyHealth1st, launched April 2012
- Listed on the ASX June 2015
- The group has signed agreements to support more than 7,300 sites/practices and have facilitated more than 7 million appointments booked online across our platforms
- Headquartered in Surry Hills, NSW, 2010
- 30 FT employees





Thank you

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