



ASX / Media Release 12 Nov 2018

Board changes

1st Group Limited (ASX: 1ST), the Australian digital health, media and technology group, is pleased to announce the following changes to its Board.

Amanda Hagan has notified the Company of her intention to resign from the Board prior to the upcoming Annual General Meeting to be held on 14 November and so the company is withdrawing the Resolution for her re-election. Amanda wishes to dedicate more time to her new and expanded role at Australian Unity and to her family.

Amanda joined the 1st Group Board in August 2016 and has made a much valued contribution to 1ST's successful growth and development.

Mike Emmett has agreed to join the Board as a non-executive director, effective 1st January 2019.

Mike is a highly successful business leader with both international and local executive experience.

Until recently Mike was the Group CEO of Cover-More Group Ltd, an Australian headquartered, global travel insurance provider. Cover-More was listed on the ASX prior to being acquired by Zurich Insurance in April 2017. In addition to travel insurance, Cover-More provides Medical Assistance services to travellers and, through its subsidiary Benestar, delivers Employee Assistance and Wellness services to the employees of many of Australia's major organisations.

Under Mike's leadership since July 2016, Cover-More expanded significantly from an initial six countries to operations in 22 countries with substantial improvements in revenue and profit. During this period Cover-More made a number of significant acquisitions around the world including Travelex Insurance Services in the USA, entered into major new distribution and underwriting partnerships, completed a successful and sizeable capital raise and debt restructuring as well as completing the sale to Zurich and delisting from the ASX. Prior to Cover-More, Mike was the Group Executive, Operations at QBE and held senior leadership roles in Australia, the UK and South Africa at EY, Morse, IBM, Accenture and PwC. He is well respected in the Australian investment community for his impressive strategic thinking, operational expertise and ability to drive profitable growth and returns for shareholders.



1st Group Chairman, Trevor Matthews highlighted, "This orderly and smooth board refresh shows we are constantly reinvigorating 1ST for the next stages of our development. On behalf of the Board, I would like to thank Amanda for her wise counsel, support and input. We wish her and her family well for the future. Amanda remains a supportive shareholder of the company."

"We are delighted to welcome Mike Emmett to the 1ST team. During my tenure on the Board of Cover-More I worked closely with Mike and was very impressed with his strategic thinking, digital knowledge and business insight. His experience is highly relevant to 1st Group as we build scale and execute our strategy. This is Mike's first non-executive role and we are pleased that he has chosen to join us and shares our passion for the business. We look forward to working with Mike to deliver 1ST's great potential for our shareholders."

1st Group Managing Director, Klaus Bartosch noted, "It has been a pleasure to work with Amanda. We congratulate her on her expanded role and thank her for her contribution. Since first meeting Mike, I have been greatly impressed by his exceptional commercial skills and commitment to improve health outcomes and look forward to working closely with him. We are confident Mike will make an exceptional contribution to 1ST."

Further information

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About 1ST Group Limited

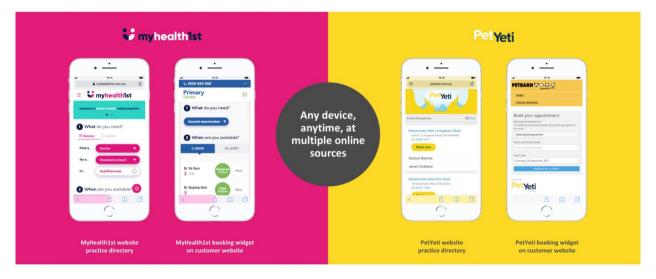
1st Group is an ASX listed digital health, media and technology company building Australia's leading health services portal, MyHealth1st.com.au, Australia's online pet service portal PetYeti.com.au and corporate and government solutions platform GoBookings.com. These integrated platforms provide an easy 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.



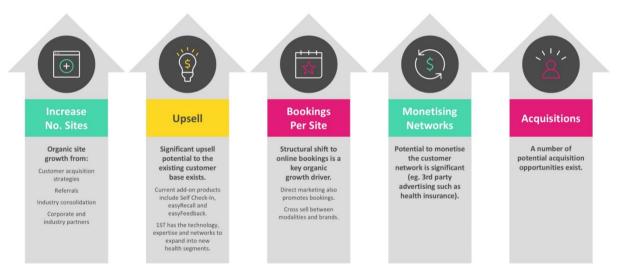
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations



- Revenue growth momentum
- Directionally positive KPIs Costs stabilised



- Online health services bookings market is > \$1.9b
- Includes online appointments, add-on products and services, and advertising



- 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



Significant quarter on quarter revenue growth



- Upsell revenues are rising off a low penetration base
- Significant existing upsell customer opportunity
- Upsell consumer users to complementary services



- Significant online experience SEEK, HotelClub, Concur, Wotif.com, Realestate.com.au and others