![1stGroup logo]

1st Group launches COVID-19 clinics directory for all Australians

## CoronaVirusClinics.com.au powered by MyHealth1st launched by 1st Group

Highlights:

- **1st Group has launched a new COVID-19 healthcare services directory to simplify the experience for consumers looking for specific clinics in Australia, including Telehealth services**
- **Accessible via either CoronaVirusClinics.com.au or COVID19Clinics.com.au**
- **Powered by the MyHealth1st.com.au platform, patients can also book appointments with clinics that provide services via Telehealth**
- **All practices that use the MyHealth1st online appointment solution now have access to new sophisticated online COVID-19 patient screening and alerts**
- **Over 200 COVID-19 clinics already listed on the directory including all government pop-up clinics, with more being added every day**
- **Includes COVID-19 Patient and Practice educational content in one convenient directory (visit "Health Hub" on the website)**
- **Clinics that use other online appointment systems can also be added to the directory, and can add the MyHealth1st online appointments system at no cost**

1st Group Limited (ASX: 1ST), the Australian digital health group, has launched a new COVID-19 directory service making it easier for patients to find healthcare services offering specific COVID-19 services. This includes the recent government COVID-19 pop-up clinics, GP's, Psychologists, Telehealth providers and others.

Managing Director and Co-Founder Klaus Bartosch said, *"The COVID-19 pandemic is proving challenging for all Australians and healthcare providers. By consolidating all services in one convenient website directory we are doing our bit to assist consumers who are otherwise scrambling to try and find services and information*

online. Until now, to find these clinics and services you needed to visit multiple government and hospital websites, private practice and other websites. It is confusing, frustrating and almost completely impossible for Australians to find what they want easily, quickly and reliably at this very difficult time."

The new directory service is powered by the MyHealth1st platform which already supports over 11,000 healthcare business across Australia, including pharmacy chains like Priceline, TerryWhite Chemmart, Amcal, government agencies, mental health services businesses like employee assistance provider Benestar Group, Psychologists, GP's, Dentists, Optometrists, Hospitals, Specialists and Allied Services.
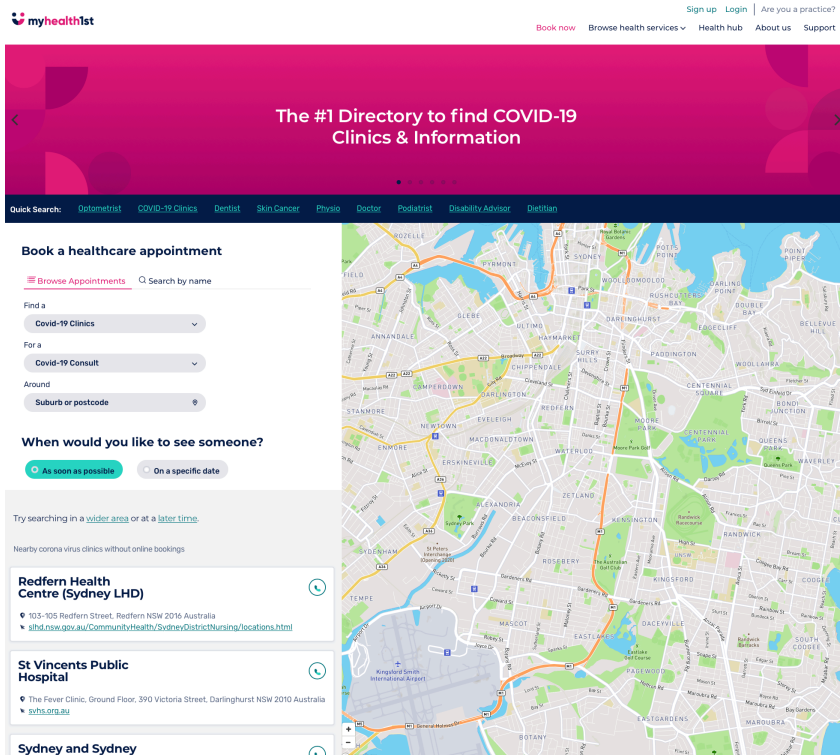
Healthcare practices that use the MyHealth1st platform now also have access to sophisticated COVID-19 online patient screening functionality including alerts to the practice of patients they may be at risk.

Australians who visit the MyHealth1st powered CoronaVirusClinics.com.au website will also be able to find, search and book appointments with the other healthcare services that are already listed on the MyHealth1st.com.au directory such as Dentists and Optometrists.

The healthcare industry has sprung into action supported by government. New services like e-Prescriptions, Telehealth and COVID19 clinics are being fast tracked and new Medicare benefits are being announced almost every day. The problem for consumers is "how do I find these services?".

"Google search just isn't cutting it, and there are now a myriad of state and national government websites that contain only some of this information. We are making it our mission to help in these difficult times. Our own team members are now home based. This is working well for our business. This week we released new critical updates to our MyHealth1st platform providing our customers with sophisticated COVID-19 online appointment patient screening and education tools via Health Hub on the platform. We continue to apply our minds and technology to the different ways that we can help albeit without government assistance but that would be welcomed!"

"We expect this new directory service may dramatically increase the traffic to our website, as such we have prepared ourselves for the increase in demand," Mr Bartosch said.

The majority of 1st Group customers are essential services in their areas, as such our product lines continue to be sold and executed via our cloud based online SaaS platforms. Communications with all of our customers have always been primarily via teleconference, webinar and email.

This announcement has been approved for release by the Board.

Further information

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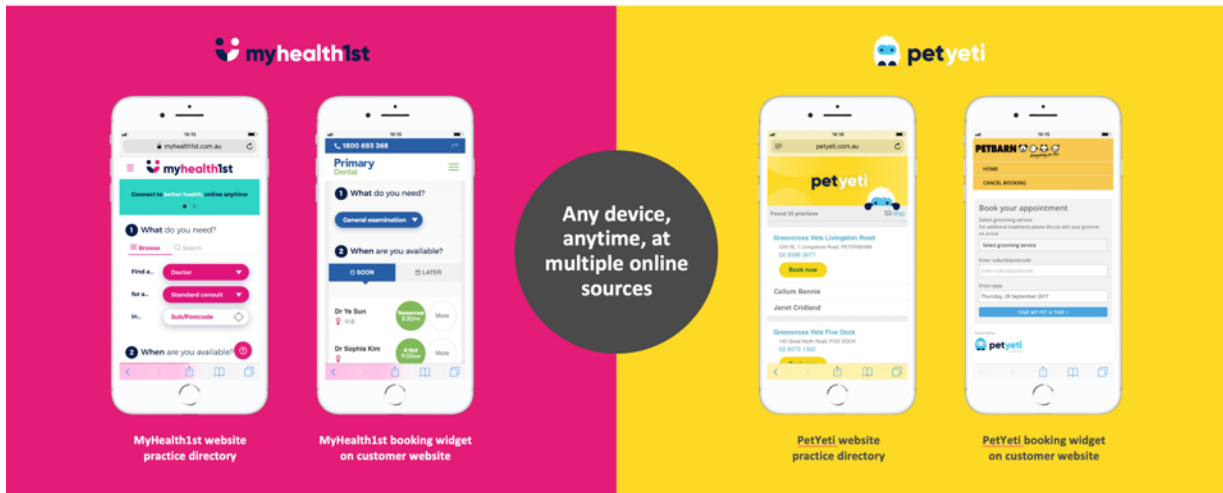
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About 1st Group Limited

1st Group is an ASX listed digital health group 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
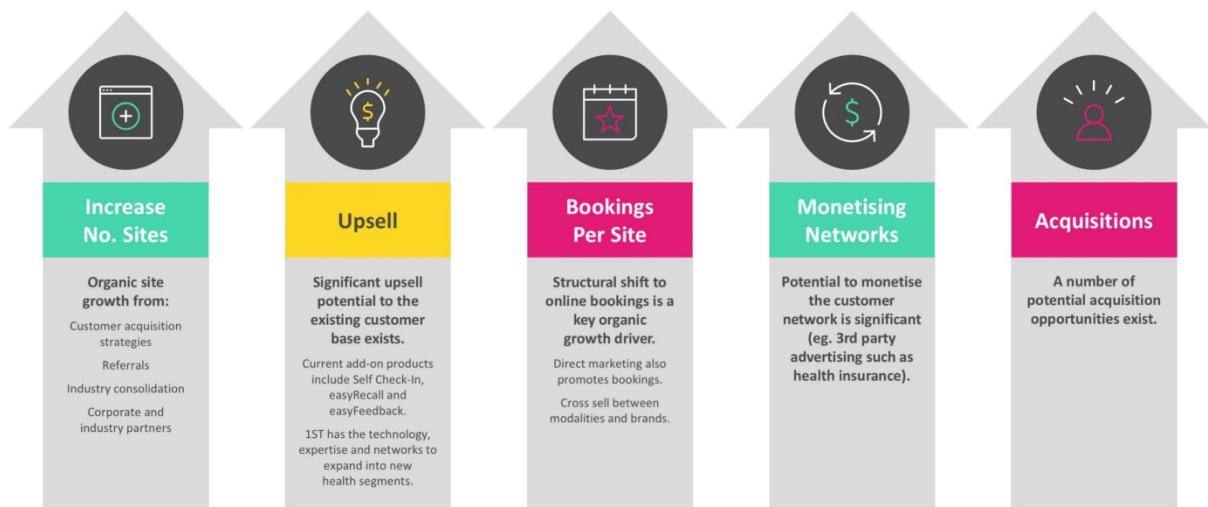
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action

myhealth1st

MyHealth1st website practice directory

MyHealth1st booking widget on customer website

Any device, anytime, at multiple online sources

petyeti

PetYeti website practice directory

PetYeti booking widget on customer website

Multiple Growth Options

Increase No. Sites

Organic site growth from:

Customer acquisition strategies

Referrals

Industry consolidation

Corporate and industry partners

Upsell

Significant upsell potential to the existing customer base exists.

Current add-on products include Self Check-In, easyRecall and easyFeedback.

1ST has the technology, expertise and networks to expand into new health segments.

Bookings Per Site

Structural shift to online bookings is a key organic growth driver.

Direct marketing also promotes bookings.

Cross sell between modalities and brands.

Monetising Networks

Potential to monetise the customer network is significant (eg. 3rd party advertising such as health insurance).

Acquisitions

A number of potential acquisition opportunities exist.

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