

# Strategic partnership with Afterpay

## Highlights:

- **Three year commercial partnership agreement that is subject to a 6 month trial**
- **Afterpay to promote MyHealth1st to its healthcare network**
- **Improves patient access to healthcare**

**1st Group Limited (ASX: 1ST)** is pleased to announce it has entered into a strategic commercial partnership with Afterpay Australia Pty Limited (“Afterpay”) to facilitate customers accessing the MyHealth1st platform via the Afterpay Shop Directory and selecting Afterpay as their preferred payment option on the MyHealth1st platform for practices that offer Afterpay to their patients. This will enhance the Afterpay Shop Directory experience for mobile app users, and is expected to increase turnover for practices and drive greater adoption of the MyHealth1st platform amongst Afterpay’s healthcare network.

The strategic partnership will run for 3 years, subject to the satisfactory completion of an initial 6-month trial, the conditions of which are based on demonstrating increased transaction volumes at practices. The trial is expected to launch later in Q2 and complete in 2H FY21.

The MyHealth1st platform will be used to drive patient awareness of Afterpay’s Buy Now Pay Later services offered by healthcare practices and to support interested patients who aren’t already Afterpay customers to sign up to Afterpay prior to their consultation.

Existing joint merchants of Afterpay and 1st Group will be able to encourage their prospective customers to access the MyHealth1st booking platform directly from Afterpay’s Shop Directory and mobile app. Should the trial be successful, Afterpay will also promote the adoption of the MyHealth1st platform to relevant members of its healthcare network of over 3,600 practices.

1st Group CEO and Co-Founder Klaus Bartosch said, “This partnership with Afterpay will further improve patient access and ability to budget for healthcare services. Under this agreement, the MyHealth1st platform will be used to help patients to commit to, and benefit from, the care plans recommended by their practitioner, allowing them to pay for their plan in four, fortnightly instalments, without ever incurring interest. In the case of a dental practice for example this may mean the ability to budget for ongoing treatment that the dentist has recommended, or in the case of an optometrist, this may mean better

quality lenses or additional eye care like sunglasses to help prevent eye disease, via the ability to spread out the payments over time.

Many practices already offer Buy Now Pay Later services, however, the patient may only become aware of the service at the time of making the payment. The MyHealth1st platform will help to make it easier for new and existing Afterpay customers to find and book appointments with MyHealth1st's healthcare practices and provide a more convenient experience for patients to access care and arrange to pay in instalments."

This announcement has been approved for release by the Board of Directors.

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### Further information

**Klaus Bartosch**

Managing Director

+61 414 992 811

**Richard Rogers**

Chief Financial Officer

+61 438 409 482

**Michael Brown**

Pegasus Advisory

+61 400 248 080

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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](http://1stGrp.com), [MyHealth1st.com.au](http://MyHealth1st.com.au), [PetYeti.com.au](http://PetYeti.com.au) and [GoBookings.com](http://GoBookings.com).