

1 Alphapharm selects 1ST Group

HIGHLIGHTS

- New partnership with world-leading pharmaceutical company, Alphapharm (a Mylan Company)
- Initial rollout to a chain with 320 pharmacies and 90 retail stores
- 1stAvailable / GObookings to manage online healthcare and beauty appointment bookings
- Largest single 1stAvailable / GObookings subscription to date

1ST Group Ltd (ASX: 1ST), the Australian online health portal group, today announced that it has secured a purchase order for a business partnership agreement with Alphapharm, a wholly owned subsidiary of Mylan N.V., one of the world's leading global pharmaceutical companies. Under the initial phase of the partnership the group will roll out 1stAvailable and GObookings' services to a chain with 320 pharmacies and 90 retail stores.

The 1stAvailable portal and GObookings platform will provide online appointment booking services for customers. Customers of the 410 stores will be able to book online services such as flu shots, diabetes and other healthcare services, and beauty and make-up appointments.

1ST Group Managing Director, Klaus Bartosch, said: "We are very pleased to welcome Alphapharm as a new client, and to assist it with its strategic business relationships. We were selected due to our pharmacy market leadership and for the unique business solutions that we offer.

"Booking services online help to reduce customers' waiting times, whether on the phone or walking in for healthcare services. Knowing when to expect patients and customers also enables pharmacists and cosmeticians to organise their services more effectively."

Mylan N.V. is one of the world's leading generics and specialty pharmaceutical companies, with sales in approximately 165 countries and territories. Listed on NASDAQ, it has a market capitalisation of about US\$20 billion and employs more than 35,000 people.

1ST Group provides services to more than 40% of the pharmacy market (up from 5% just 12 months ago), and customers include TerryWhite Chemmart, Wizard Pharmacies, Friendlies pharmacies and others. The Alphapharm deal will result in the 410 pharmacy and retail outlets adopting 1ST Group's full appointment booking service.

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Further information

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About 1ST Group Ltd

1ST Group is an ASX-listed media and technology company building Australia's leading health services portal, 1stAvailable.com.au, Australia's online pet service portal PetYeti.com.au and corporate and government solutions platform GObookings.com.au. All platforms provide an easy to use online search and appointment booking service and a range of value added apps and services that facilitate digital patient and customer engagement. To find out more visit 1stgrp.com, 1stAvailable.com.au, PetYeti.com.au and GObookings.com.au.