

1st COVID-19 Market Update

Growth continues

Highlights:

- **1st Group has had no adverse impact due to COVID-19**
- **MyHealth1st will shortly release new platform updates providing our customers with COVID-19 online patient screening and education resources**
- **All 1st Group staff are now working efficiently and effectively from home, with all domestic and international travel suspended**
- **Online booking volumes in some sectors are up 350% YoY**
- **As at 17 March 2020, ARR for Q3 is already at \$5.3m, up 7% on Q2**
- **Onboarding of new sites continues with no sign of any slowdown**
- **Q3 costs run rate below forecast levels in the 4C for Q2 due to deferred marketing events and reduced travel expenses**

1st Group Limited (ASX: 1ST), the Australian digital health group, provides this market update regarding COVID-19.

Managing Director and Co-Founder Klaus Bartosch said, *“The COVID-19 outbreak is generating greater awareness of the value and utility of our online platforms for health professionals. This is stimulating demand for online booking functionality from customers. Appointments being booked online through 1st Group over the last two weeks are up by 350% versus the pcp in some sectors.*

To date we have experienced no negative impacts on our operations from COVID-19. All staff are now working from home under updated operational procedures which include daily virtual team meetings.

We are also releasing further system upgrades shortly which will assist our customers to more easily screen patients making appointments for COVID-19 risk factors.”

In these challenging times we remain dedicated to the over 11m patients and 11k locations which use our technology, giving them a high quality experience to drive better health outcomes.

Further information**Klaus Bartosch**

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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

Any device, anytime, at multiple online sources

MyHealth1st website practice directory

MyHealth1st booking widget on customer website

PetYeti website practice directory

PetYeti booking widget on customer website

Multiple Growth Options

<p>Increase No. Sites</p> <p>Organic site growth from: Customer acquisition strategies Referrals Industry consolidation Corporate and industry partners</p>	<p>Upsell</p> <p>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.</p>	<p>Bookings Per Site</p> <p>Structural shift to online bookings is a key organic growth driver. Direct marketing also promotes bookings. Cross sell between modalities and brands.</p>	<p>Monetising Networks</p> <p>Potential to monetise the customer network is significant (eg. 3rd party advertising such as health insurance).</p>	<p>Acquisitions</p> <p>A number of potential acquisition opportunities exist.</p>
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Key Investment Considerations

<p>Visible Path to Break-Even Cashflows</p> <ul style="list-style-type: none"> Revenue growth momentum Directionally positive KPIs Costs stabilised 	<p>Large Addressable Markets > \$1.9B</p> <ul style="list-style-type: none"> Online health services bookings market is > \$1.9b Includes online appointments, add-on products and services, and advertising 	<p>Multiple Growth Drivers</p> <ul style="list-style-type: none"> 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
<p>Strong Recent Momentum</p> <ul style="list-style-type: none"> Significant quarter on quarter revenue growth 	<p>Significant Upsell Revenue Potential</p> <ul style="list-style-type: none"> Upsell revenues are rising off a low penetration base Significant existing upsell customer opportunity Upsell consumer users to complementary services 	<p>Experienced Management Team</p> <ul style="list-style-type: none"> Experienced leadership team Significant online experience – SEEK, HotelClub, Concur, Wotif.com, Realstate.com.au and others