



# 1st Group signs material agreement with a new major dental group

## Material Agreement to provide digital patient engagement services to Totally Smiles

### Highlights:

- 1st Group has signed a new material agreement with Totally Smiles who operate a major dental network, to provide digital patient engagement services
- This material agreement delivers a suite of services including digital marketing for lead generation and will drive practice efficiency, new patient growth and improve patient retention
- Totally Smiles 55 dental practices to be added to the MyHealth1st platform. Rollout to commence immediately and expected to be fully operational within a month.
- Revenue per site/practice anticipated to be in a range of \$1,000-\$2,000 per month in recurring advertising and usage fee revenues plus setup fees
- Material Agreement delivers on strategic priorities: accelerate revenue growth, extend 1st Group's leadership in key verticals
- This material agreement further extends 1st Group's MyHealth1st platform growth into the dental market which today includes major groups like Primary Dental, Pacific Smiles Group, National Dental Care and 1300 Smiles

**1st Group Limited (ASX: 1ST)**, the Australian digital health group, today announced it has entered into a new material agreement with Totally Smiles dental network (a subsidiary of ASX listed Smiles Inclusive Ltd) to provide a comprehensive digital patient engagement service supported by the MyHealth1st platform to 55 dental practices.

Totally Smiles Chief Executive Officer, Tony McCormack said, "We are excited by the prospect of providing an improved digital engagement solution for our patients and increased appointments for our business. The

Myhealth1st services will provide increased new patient acquisition, patient engagement services and an enhanced online patient booking experience and enable us to improve our operations through patient feedback and significant capabilities to reactivate past patients. These services will fit well with other initiatives we have underway.”

Managing Director & Co-Founder, Klaus Bartosch said, “This is another significant new material agreement for 1st this calendar year that will further accelerate our growth. We have developed over the years a unique capability in the healthcare market evidenced by the ongoing successful major deal wins, which is rooted in our deep focus on ensuring we deliver the business outcomes our customers want. This deal also delivers on our key strategic priorities of driving revenue growth including annual recurring revenues and extending our leadership position in the key dental vertical. With this additional scale, we have more than trebled our dental market presence this year, making dental one of our fastest growing categories today.”

Part of the services being provided (which represents approximately 50% of the proposed revenue) will be subject to a commercial review by Totally Smiles 6 weeks after go live. Thereafter, the scope of services to be provided pursuant to the material agreement can be expanded or reduced by Totally Smiles.

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### Further information

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### About 1st Group Limited

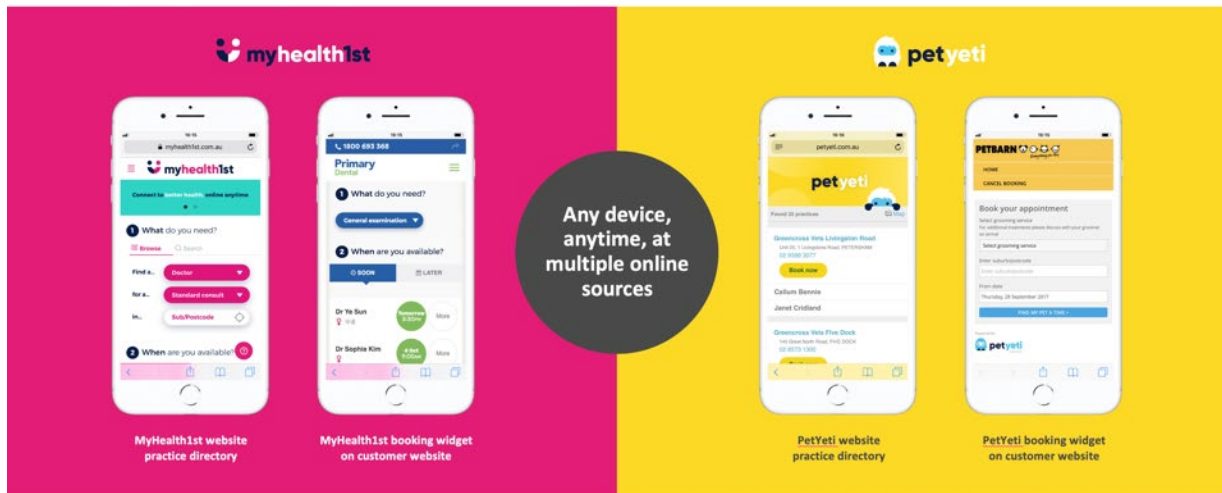
1st Group is an ASX listed digital health group building Australia’s leading health services portal, MyHealth1st.com.au, Australia’s online pet service portal PetYeti.com.au and corporate and government solutions platform GoBookings.com. These integrated platforms provide an easy to use online search 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.

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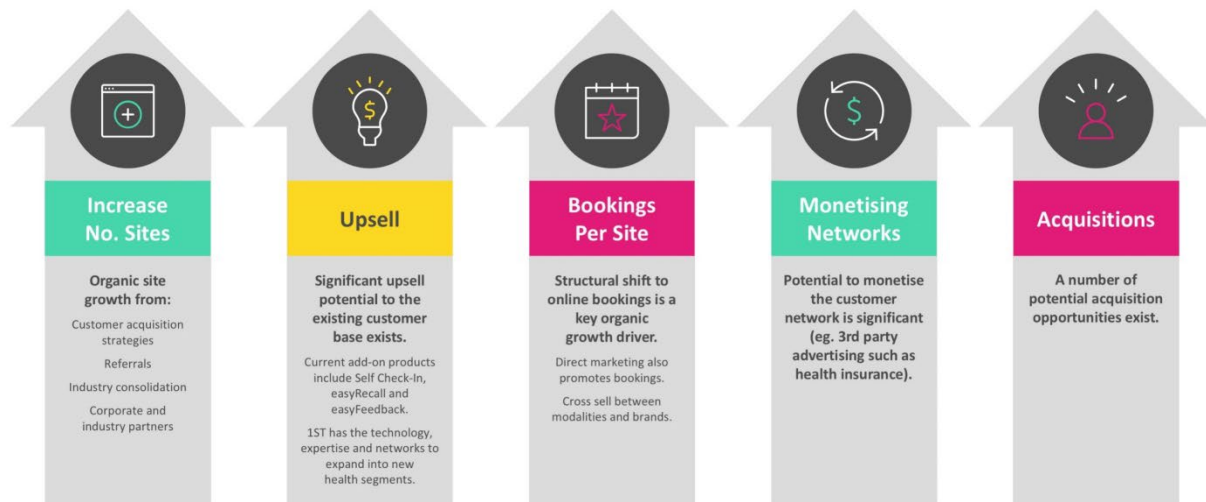
## APPENDIX

### Our Portals and Web Widgets

Our Solutions in Action



### Multiple Growth Options



### Key Investment Considerations

