

1ST Group accelerates pet care market entry with launch of PetYeti portal

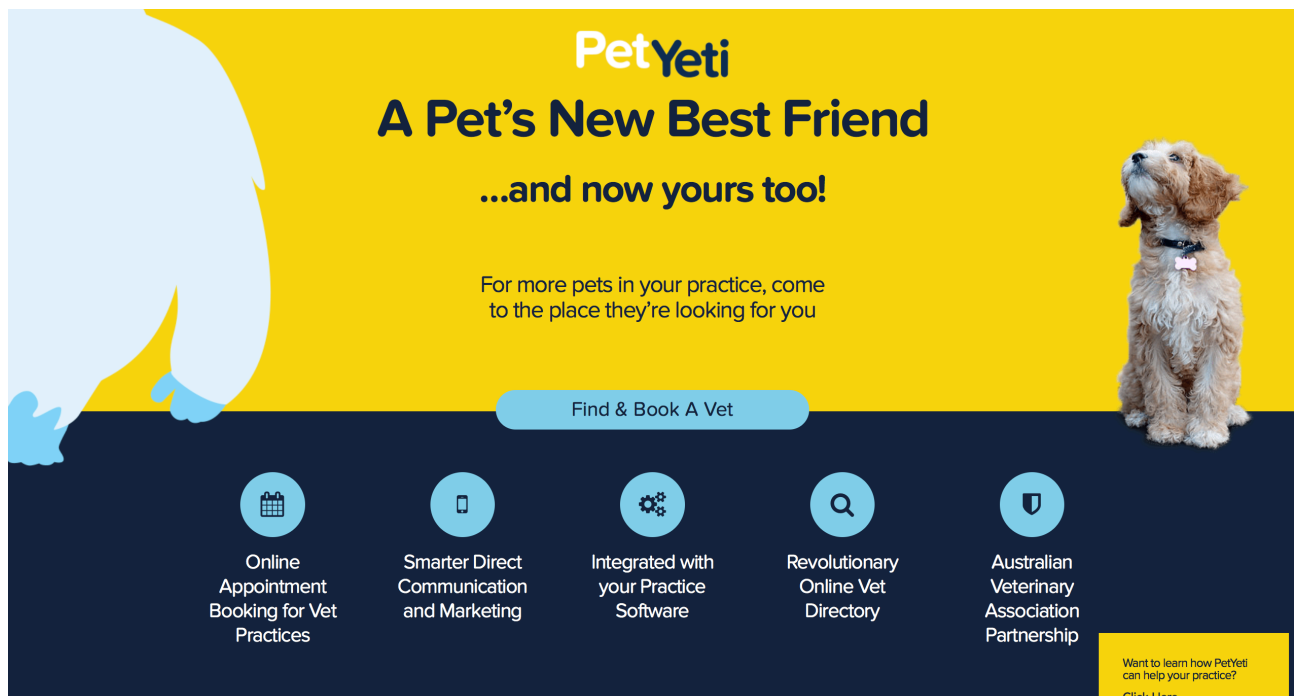
HIGHLIGHTS

- Launches new pet portal, www.PetYeti.com.au
- Dedicated portal for pet owners seeking pet services
- Brings current vet customers, including Greencross and National Vetcare, onto a single portal
- Begins marketing to 9,000 veterinarians across Australia
- PetYeti platform already taking over 5,000 online appointments a month
- Leverages exclusive partnership with Australian Veterinarian Association

1ST Group Limited (ASX: 1ST), the Australian online health portal group, today announced the launch of a new portal for pet services, commencing with veterinary practices. The new portal, called PetYeti, provides Australia's first online appointment booking platform that enables pet owners to find a local veterinarian and book online appointments 24/7 on any internet connected device.

PetYeti, which counts top veterinarian corporate companies Greencross and National VetCare as clients, adds to 1ST Group's existing stable of brands which includes 1stAvailable and GObookings.

The PetYeti platform is already taking over 5,000 online veterinarian appointments every month, using 1ST Group's technology to provide an easy-to-use veterinarian search and appointment booking service. Its launch follows 1ST Group's exclusive 3 year agreement with the Australian Veterinary Association signed in June 2016. The AVA and 1ST Group are collaborating to promote PetYeti's services to the AVA's 9,300 members and more than 350 vets are already 'live' on PetYeti.



PetYeti
A Pet's New Best Friend
 ...and now yours too!

For more pets in your practice, come to the place they're looking for you

Find & Book A Vet

- Online Appointment Booking for Vet Practices
- Smarter Direct Communication and Marketing
- Integrated with your Practice Software
- Revolutionary Online Vet Directory
- Australian Veterinary Association Partnership

Want to learn how PetYeti can help your practice?
 Click Here

1ST Group Managing Director, Klaus Bartosch, said that the launch represented the first phase of the new pet portal's development. "We believe PetYeti is an exciting and memorable brand, particularly for pet owners who regard their pets as members of their family, hence the tie into the 1stAvailable health services portal.

"Pet owners will be able to access PetYeti's comprehensive directory listing to find their local vet, and importantly, book immediately online with those practices that have upgraded to our online appointment booking solution. Consumers will also be able to book through the Australian Veterinary Association's 'Find-a-vet' service which is powered by PetYeti. More than 55% of appointments on

PetYeti are booked out of business hours, demonstrating the convenience of the platform to pet owners and practices.

"We do almost everything online as consumers today. PetYeti provides significant benefits for vets and their customers, enabling pet owners to quickly and easily find and book appointments 24/7 to seek care and services for their pets. The PetYeti platform is aligned with 1stAvailable's online health platform which allows 1stAvailable's customers, who have booked 4.7 million appointments online, to now also easily access veterinary services."

PetYeti enables users to access other 1ST Group products such as easyFEEDBACK, which allows customers to provide feedback to practitioners, and easyRECALL, which reminds customers to rebook for regular services. PetYeti helps vet practices to reduce administrative work and increase staff productivity, and offers seamless integration with vet software systems including RXWorks, ezyVet, CMS Vet and Open VPMS.

Mr Bartosch said: "As our marketing program progresses we expect many more vets to join PetYeti, and we will continue to add new services and facilities. Launching the PetYeti portal is the latest stage of our pet market strategy. Today, people can access every vet practice which is a member of the Australian Veterinary Association. Over time, our plan is to aggregate more services onto our platform, providing a one-stop shop for all pet care services."

- ENDS -

Further information

Klaus Bartosch
Managing Director
+61 414 992 811

Graham Mason
Chief Financial Officer
+61 432 207 211

Ashley Rambukwella
Financial & Corporate Relations (FCR)
Account Executive
+61 407 231 282

About 1ST Group Limited

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 GOb bookings.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, www.1stavailable.com.au, PetYeti.com.au and GOb bookings.com.au.