

# 1ST Group's health portal rebranded



## HIGHLIGHTS

- MyHealth1st brand aligns the product name to 1ST Group's vision, acknowledging a simpler online way of connecting to better health for consumers and healthcare practitioners
- MyHealth1st brand supports the broader range of products that consumers can access through 1ST Group's MyHealth1st.com.au online portal and mobile apps
- 1ST Group now has over 10,000 appointment books under management across multiple healthcare markets, including dental, general practice, skin cancer doctors, physiotherapy, specialists, natural therapies, optometry and pharmacy

**1ST Group Limited (ASX:1ST or "Company")**, the Australian online health portal group, today announced the rebranding of its leading online health portal to "**MyHealth1st**" from 1stAvailable.

1ST Group Managing Director, Klaus Bartosch, said the announcement of the new brand was an exciting new development for the Company.

"Our new brand makes it clear that we are a consumer-centric health portal which brings a more accessible, less intimidating way for people to connect with their preferred healthcare providers. The new name conveys that our portal and related apps deliver a simple connection to better health and wellbeing."

Mr Bartosch said the portal had transitioned from being a free online appointment booking platform for healthcare appointments to a platform with significantly expanded scope and functionality. The MyHealth1st portal today enables access to a much broader range of products that leverage the booking platform, supporting an expanded range of healthcare services.

The broader range of services also assist healthcare practices to simplify patient engagement and continuity of care. The group today has more than 10,000 appointment books under management for healthcare practitioners including dental, general practice, optometry, natural therapy, pharmacy, radiology and medical specialists. The number of supporting practices is expanding continuously.

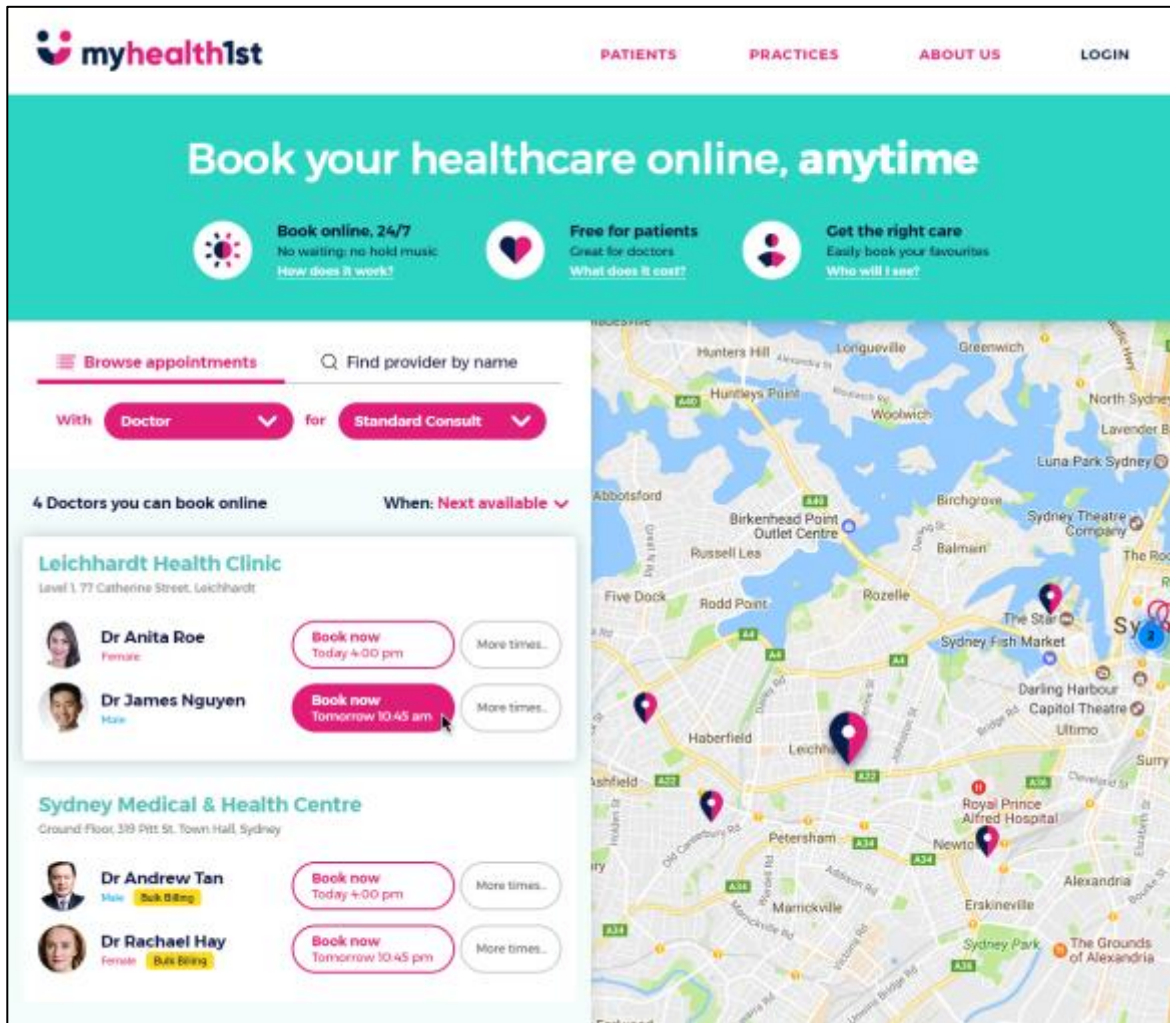
The rebranding follows the Company's name change to 1ST Group Ltd from 1st Available Ltd.

Klaus Bartosch said that the MyHealth1st portal is proposing to launch a host of new products and services in 2017, following the launch of its new logo and app today.

"The new name provides greater flexibility to accommodate our expanded functionality and focus, and will build awareness through an iconic corporate identity that has a bold, vibrant colour palette with a connecting 'smile'. This helps to humanise our portal and reposition its brand more appropriately as a leader in the healthcare market.

"At the same time, in selecting a new brand with the word '1st' we retain the important brand connection with the customers who have booked more than 4.9 million appointments to date at more than 4,000 sites across Australia," he said.

The portal's new look is shown below.



The MyHealth1st app is available from iPhone and Android app stores. Customers who have bookmarked the [www.1stavailable.com.au](http://www.1stavailable.com.au) website will be automatically redirected to the new [www.MyHealth1st.com.au](http://www.MyHealth1st.com.au).

- 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)  
Director  
+61 407 231 282

## About 1ST Group Ltd

1ST Group is an ASX listed media and technology company 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.au. All 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. To find out more visit 1stGrp.com, MyHealth1st.com.au, PetYeti.com.au and GObookings.com.au.