

1ST Group reaches 5 million bookings milestone

HIGHLIGHTS

- Health care appointment booking service surpasses 5 million online bookings
- Growth in business hours bookings highlights convenience to patients
- Saves practitioners administration costs and decreases no-shows
- 1ST Group now has over 10,000 appointment books under management across multiple healthcare markets, including dental, general practice, natural therapies, optometry and pharmacy

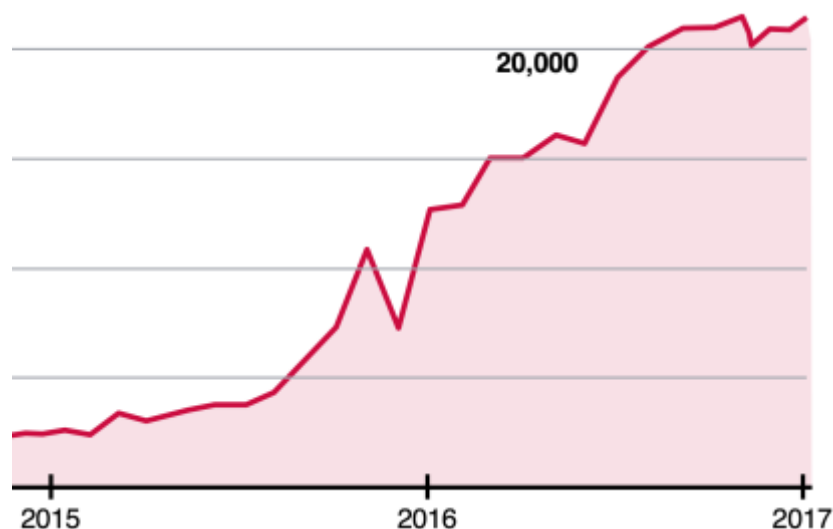
1ST Group Limited (ASX: 1ST), the leading Australian online health portal group, today announced that over 5 million appointments have been booked on its platform since 2012. 1ST Group's secure, cloud-based portal enables patients to schedule appointments conveniently 24/7, receive automated appointment reminders and provide feedback to their practitioners.

According to 1ST Group Managing Director Klaus Bartosch, there has been a distinctive shift in consumers' online habits when it comes to healthcare.

Mr Bartosch said: "The amount of monthly new patients using 1st Group's appointment booking platform has surged 700% since 2015. Today, consumers are accustomed to purchasing products or booking services anytime, anywhere. Higher online security has helped consumers to increase their trust in online systems to the point where they now prefer to take care of their health needs using internet-based services.

"We have seen a seven-fold increase in online patient registrations on our health portal, MyHealth1st."

1ST Group: Monthly new patient registrations



Now almost 60% of all appointments on 1st Group's platform are made during business hours, up from 48% just 2 years ago, validating 1ST Group's value proposition to practices of making reception desks more efficient, reducing practice administration costs and driving greater convenience for patients.

Following the shift in consumer trends and increasing government initiatives in digitising healthcare such as the launch of the Australian Digital Health Agency in 2016, Mr Bartosch is excited about opportunities for growth in 2017.

Mr Bartosch said: “Our latest milestone demonstrates that not only are 1ST Group’s platforms and apps an invaluable tool for health care providers and consumers, but we are also at the forefront of increasing the productivity of the health industry.”

1ST Group’s first half of FY17 laid the foundations for potentially stronger revenue and sales growth in the second half, securing major deals with Alphapharm and ProVision in Q2, and launched new subscription and usage based products to drive revenue growth from existing and new customers. Passing this 5 million online booking milestone highlights increased consumer preference for accessing healthcare services online, a trend which 1ST Group anticipates will continue.

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Further information

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About 1ST Group Limited

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.