

# 1 Launches MyHealth1st TV & Health Guide

*Provides the MyHealth1st community with comprehensive and trusted Australian online health content*

## HIGHLIGHTS

- Signing of a powerful advertising and health content partnership between MyHealth1st and an Australian leading health advertising and content provider, Tonic Health Media
- Supports MyHealth1st's preventative care and health education strategy
- Tonic Health Media sales, advertising expertise and content syndication platform to drive MyHealth1st advertising revenues
- Enables consumer access to over 700 health videos and 1,000 articles through the MyHealth1st platform
- Tonic's content syndication platform will continue to grow with premium content partners such as Health& joining the network

**1ST Group Limited (ASX: 1ST)**, the Australian online health media and technology group, today announced it has signed a content and advertising partnership with Tonic Health Media, an Australian-owned integrated production, broadcast and print distribution company led by Dr Matthew Cullen and Dr Norman Swan (picture below), with market leading knowledge and deep experience in the health and wellbeing sectors.

In a major consumer preventive care and health education initiative, that will also drive the group's advertising revenue, 1ST Group has launched the **MyHealth1st TV & Health Guide**. Users of the MyHealth1st portal and mobile apps will benefit from access to currently more than 700 health videos and 1,000 articles which have been designed to provide health information and education in a format which is engaging, without being scientifically or emotionally heavy. This includes content broadcast on the ABC and across Tonic's screens in over 4,500 general practices, hospitals, pharmacies and health centres nationally.



Tonic's content includes sponsored messages and advertising which will bring new revenue to 1ST Group by leveraging the group's platforms which have booked over 5.5 million appointments. The MyHealth1st platform has experienced a seven-fold increase in patient registrations since 2015 and its sophisticated technology supports a large audience of viewers interested in targeted, highly relevant health information.

The content provided by Tonic is family friendly, and produced in-house or procured from credible health content partners such as Health&. Tonic has a clinical governance team which helps ensure all content meets local evidence-based standards and is appropriate for broadcast in a healthcare environment.

New content is produced regularly and current broadcast topics include parenting, women's and child health; medical advances, cancer medicine and healthy ageing; physical and mental health, and wellbeing; and lifestyle, wellness and nutrition.

1ST Group Managing Director, Klaus Bartosch, said: "This is a big step forward for consumers who want immediate access to sensible, credible health content from Australian experts, enabling them to do away with Dr Google. Health information is the world's top searched content on the internet, and

our collaboration with Tonic Health Media now provides comprehensive and trusted health information for all Australians.”

“Providing great content for consumers is an integral part of our strategy and we are excited to enter into a strategic commercial partnership with Tonic Health Media, which was co-founded by the well-respected health journalist and broadcaster Dr Norman Swan. Our platform allows consumers to benefit from highly contextual information, ensuring individual relevance and driving real value for both the patient and the practice. Great content also helps patients to prepare for the appointment they’re going to have.

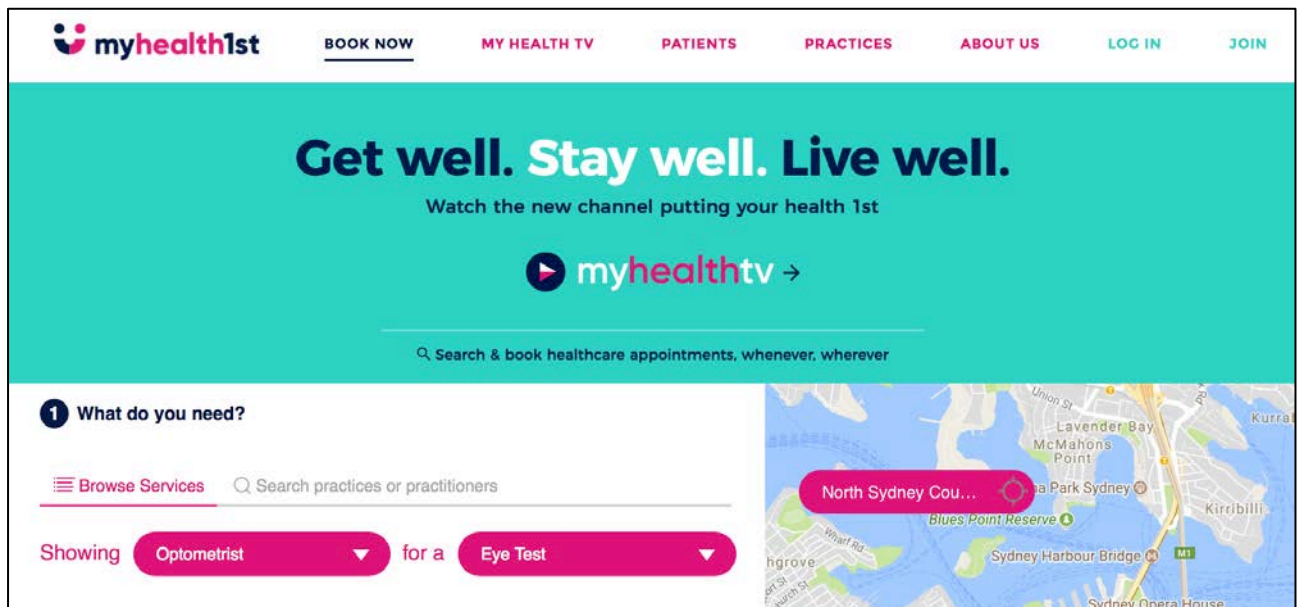
“Importantly, this partnership is an advertising sales and technology partnership which allows the group to benefit immediately from new revenue through Tonic’s sponsored messages and relevant advertising on our platform, while leveraging the regulatory knowledge and experience of a health industry leader. 1ST Group’s advertising revenue flows from patients booking with healthcare providers, and not website traffic. This enables valuable and contextual content to be provided to patients, while driving high value returns from advertising through high patient engagement.

“Advertising in healthcare needs to be managed sensitively and should ideally add value to the consumer’s experience with our platform. This will enable us to support our healthcare customers with meaningful and comprehensive trusted health content, driving growth for their businesses and helping educate their patients.”

Matthew Cullen, Managing Director at Tonic Health Media said: “This is a powerful initiative that places a wealth of information in the hands of consumers. MyHealth1st’s online platform is unique in terms of its range of health partners in Australia. This partnership also extends our audience which has already a monthly ‘waiting room’ audience engagement of 15 million.

“Our Tonic on Demand programs already have a large national digital audience, and we are proud to bring this engaging health, wellbeing and lifestyle content to MyHealth1st’s customers and users.”

– ENDS –



## Further information

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## About 1ST Group Limited

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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](http://1stGrp.com), [MyHealth1st.com.au](http://MyHealth1st.com.au), [PetYeti.com.au](http://PetYeti.com.au) and [GObookings.com.au](http://GObookings.com.au).

## About Tonic Health Media

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Led by Dr Matthew Cullen and Dr Norman Swan, Tonic Health Media (Tonic) is an Australian owned integrated production, broadcast and print distribution company with market leading knowledge and deep experience in the health and wellbeing sectors. Tonic provides health settings with broadcast, digital and print media services, and is currently located in over 4,000 health waiting areas nationally. This extensive network services 16,000 GPs, and delivers a monthly audience engagement of over 15 million. In addition, the leadership team includes experts in digital and Out of Home media, television and video production, networks, information technology and GP engagement. The Board is chaired by Paul Robertson who is also the chair of St Vincent's Australia. To find out more visit [tonichealthmedia.com.au](http://tonichealthmedia.com.au).