

# Record Sales in Q4

## Market update

### HIGHLIGHTS

- **Monthly Recurring Revenue (MRR)** sales increases \$43k quarter-on-quarter (or \$516k annually), a new quarterly record – excluding usage fees, one off fees, advertising and other variable fees
- Marketing investments in Q3 and Q4 driving strong sales growth

**1ST Group Limited (ASX: 1ST)**, the Australian online health, media and technology group, today provided a market update advising a record increase in sales during the quarter ending June 30.

New contracts sold in the June quarter of FY17 (Q4) increased 1ST Group's MRR by \$43k, a quarterly record for the company and an increase of 169% from \$16k in the previous quarter. An increase in \$516k in annual recurring subscription revenue, excluding new usage fee product sales, one off fees, and variable fees.

MRR measures recurring subscription sales revenue and excludes usage fees from products such as SMS and EasyRecalls, variable monthly fees, one-off fees such as development and set-up fees. At the end of Q4 the group's MRR was \$261k, up 20% from \$218k at the end of the previous quarter, and an increase of 47% MRR on the corresponding quarter a year ago.

1ST Group Managing Director, Klaus Bartosch, said: "We are very pleased that the strategic marketing investments made in Q3 and Q4 have accelerated new subscription sales and the uptake of our other new products. We have experienced significant growth through the roll out of new services particularly in the optometry, pharmacy and pet markets."

MRR is an indicator of future monthly recurring revenue obtained from subscription fees once these new customers are onboarded onto 1ST Group's platforms. Onboarding can vary substantially depending on the size of each agreement, from days to sometimes months for larger corporate agreements.

Details of usage fees earned and growth during the quarter will be provided in the company's Q4 FY17 quarterly update later in July 2017.

– 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  
+61 407 231 282

### About 1ST Group Limited

---

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