MyHealth1st becomes the #1 independent optometrist online marketplace

Major agreement adds a further 350 optometry practices to MyHealth1st

HIGHLIGHTS:

- 1ST Group signs subscription deal with Eye2Eye Media Group to add a further 350 optical stores to the MyHealth1st platform
- 1ST Group optometry market share increases from 3% to 60% of all independent optometrists in just 12 months
- Initial agreement includes the MyHealth1st online appointment booking product suite, opening opportunities to introduce 1ST Group's digital products such as EasyFeedback and EasyRecalls
- MyHealth1st independent optometrists are estimated to serve over 5 million Australians
- Rapid expansion in optometry supports 1ST Group's vision of providing a digital healthcare services platform that enhances the patient's experience with, and access to, their healthcare network

1ST Group Limited (**ASX: 1ST**), the Australian online health, media and technology group, today announced that a leading independent network of more than 500 optometry stores in Australia, Eye2Eye Media, has signed an agreement with 1ST Group to bring online optical appointment bookings to initially 350 optometry stores.

Subscription revenue will flow as each store is onboarded to the MyHealth1st platform over the next six to nine months. Staff at the new stores will receive training and support in 1ST Group's products during the onboarding process.

1ST Group Managing Director, Klaus Bartosch, said: "We are excited to announce this significant agreement which will reduce administrative work for optometry staff, improve patient experience and drive new patients to optometrists' businesses. In just twelve months, we have grown our position in the independent optometry market from 3% to 60%, some 1,200 stores now, which demonstrates the value we can bring to the optometry market.

"We believe there are significant opportunities to broaden all optometry stores' existing use of 1ST Group's suite of digital patient engagement products, such as EasyRecall, EasyFeedback and MyHealth TV health education and preventative care. EasyRecall, for example, encourages loyalty and helps to improve the customer experience. Our view is that our products represent 'best practice' for digital patient engagement in Australia."

In June 2016, 1ST Group provided services to about 75 optometry stores. Having identified that the market had limited access to innovative online patient engagement products, the company executed a strategic marketing campaign to dominate the market. 1ST Group now has contracts with approximately 1,200 stores and this number continues to grow. The optometry market consists of some 3,000 stores and 5,000 practicing optometrists, including corporate practices, with independent practices operating approximately 2,000 stores.

"We are seeing similar successful penetration of the pharmacy and pet healthcare markets, and have increasing opportunities in other healthcare markets. Around 2,200 pharmacies now use our online appointment booking systems and, as we have shown when our market share reaches the 'tipping point', adoption tends to accelerate rapidly. Our online marketplace supports the doctor-patient relationship and provides information so consumers can make informed decisions related to their family's health," said Mr Bartosch.

According to the Australian Institute of Health and Welfare, more than half (54%) of all Australians report having at least one long-term eye health condition, and nearly half the population wears glasses or contact lenses.

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Further information

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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.