

Petbarn goes live with PetYeti

Petbarn signs 2 year agreement with 1ST Group

HIGHLIGHTS

- Petbarn goes live on PetYeti offering customers pet grooming and washing services
- Expands PetYeti platform beyond vets to include a broader range of pet services
- Petbarn agreement covers more than 60 Petbarn grooming salons nationally
- The PetYeti platform now lists around 2,000 pet service providers
- Exclusive new 2-year agreement demonstrates the successful execution of 1ST Group's platform strategy

1ST Group Limited (ASX: 1ST), the Australian online health media and technology group, today announced a contract win with Petbarn, the leading pet specialty retailer in Australia. Petbarn has signed up to use 1ST Group's new pet care service, PetYeti, as their exclusive online appointment provider for more than 60 Petbarn salons.

The agreement will allow Petbarn customers to book grooming appointments online through the Petbarn website. Petbarn has groomed more than 500,000 pets and is a leading brand in pet care. The agreement will expand with Petbarn's growing network of stores and salon roll out to existing stores.

1ST Group Managing Director, Klaus Bartosch, said: "I am delighted to announce this contract win with Petbarn. This new agreement increases the services to consumers available through PetYeti, and demonstrates the continued execution of our pet platform strategy.

"The pet care industry is a significant growth sector, with 8 million pet owners in Australia spending \$12 billion a year on food, grooming, vets and insurance. When it comes to specialised pet care services, PetYeti has first mover advantage as Australia's first online appointment booking platform that enables pet owners to book pet services online 24/7. The service complements the online traffic and experience provided by MyHealth1st, enabling consumers to book health related services for all their family members – including their fluffy ones."

– ENDS –

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.