

1st Group selected for HCF Catalyst “Scaleup” Accelerator Program

Potential for accelerated growth and strategic relationship

Highlights:

- **1st Group selected from 250 applicants for highly respected HCF/Slingshot “Scaleup” business accelerator program**
- **The Scaleup Program provides potential to achieve a commercial agreement with HCF to take the MyHealth1st platform to the expansive 1.5m HCF membership and health care network**
- **MyHealth1st platform demonstrates proven ability to deliver high quality, efficient, patient centric, affordable health care outcomes**
- **Details of the program can be found at hfcatalyst.slingshot.com/scaleup-program/**
- **Program launched 6th February and runs for 12 weeks**

1st Group Limited (ASX: 1ST), the Australian online health, media and technology group, is pleased to announce it has been selected to participate in this year’s HCF Catalyst Accelerator program, in the “Scaleup” category which is designed for businesses operating for 3 years or more.

Run by HCF, Australia’s largest not-for-profit health fund, and corporate startup accelerator Slingshot, the 12-week structured program helps participants grow and scale their businesses rapidly through intensive strategic development programs aimed at accelerating business growth.

1st Group has been selected from over 250 applicants to participate in the Scaleup program, recognising MyHealth1st’s proven ability to deliver high quality, efficient, patient centric, affordable health care outcomes.

1st Group and HCF will explore opportunities for a broader strategic relationship to leverage and accelerate the growth of the MyHealth1st platform. This may include 1st Group accessing HCF’s strategic investment capital, member base (1.5m consumers), health care network and technology resources.

Klaus Bartosch, 1st Group CEO said, “We are excited to be selected for the highly respected and impactful HCF

Catalyst Accelerator program. The program will provide us with access to resources, expertise and a substantial healthcare network enabling us to develop plans to rapidly accelerate our growth in a possible partnership with HCF. 1st Group was chosen because we were able to demonstrate that our platforms add real value to health care customers and patients. We already work closely with HCF's Eyecare practices and look forward to developing a broader strategic relationship with HCF".

Sheena Jack, Chief Executive Officer at HCF said, "HCF Catalyst is all about finding and nurturing the most innovative ideas in health-tech, with the aim of making health care more affordable, understandable and effective for all Australians. The program helps participants scale and grow their businesses quickly as they drive the next wave of health innovation".

Further information

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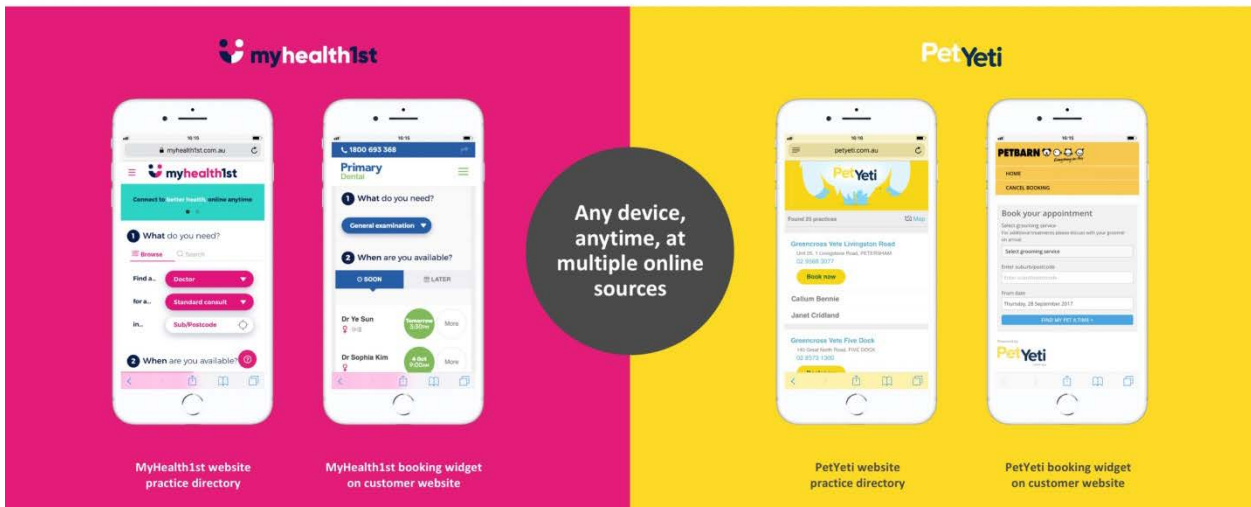
About 1ST Group Limited

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. 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. We improve lives by connecting consumers to a variety of healthcare services and information anytime, anywhere, so they can get well sooner and stay well longer. To find out more visit 1stGrp.com, MyHealth1st.com.au, PetYeti.com.au and GoBookings.com.

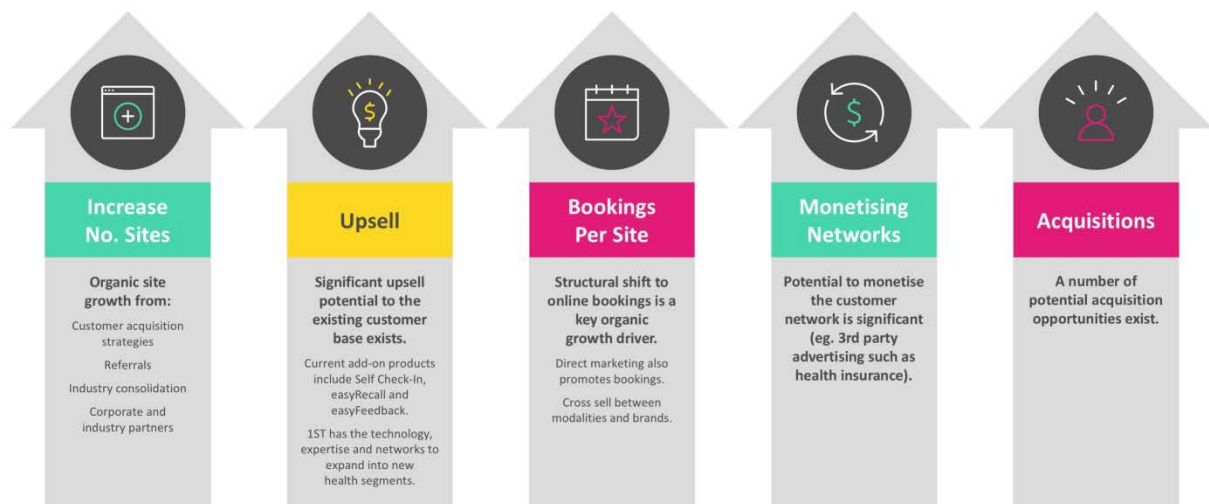
Appendix

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

