

# Letter to Shareholders

In accordance with ASX Listing Rule 3.17.1, please find attached a copy of correspondence sent to shareholders of 1ST Group Limited (ASX:1ST).

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

Dear Shareholder,

I am writing to update you on 1ST Group's progress and our enhanced engagement and communication program with investors.

### **1H FY18 record results**

In February we reported our strongest ever set of financial results. Our revenues for the three months to December 31<sup>st</sup> were \$911,000, an increase of 86% on the same quarter last year.

We released a presentation to ASX which provides more details of our performance which I hope you'll find interesting ( <https://www.asx.com.au/asxpdf/20180228/pdf/43s0c1q2s1fbpz.pdf>).

It is pleasing to see that having invested in our platform and technologies and assembling a great team at 1ST, we are now moving into the commercialisation phase. We are beginning to deliver accelerated growth. We have taken almost seven million online appointments and have over 6,000 healthcare business locations/practices using and deriving value from our platform. We are now the leading player in the key market verticals of independent optometry, pharmacy and veterinary while also serving a broad range of other healthcare verticals with tremendous scope for further growth.

Our focus is to continue to grow by increasing our number of active users on our platform, driving more bookings per site and then upselling customers with more value add products, generating additional revenue streams.

We explained our exciting growth strategy in more detail on a recent investor conference call which I encourage you to listen to at: <http://www.1stgrp.com/investors/> (please click on the conference call link under "Key Investor Updates").

We also have liquidity to fund our growth following a \$1m drawdown of the current convertible note facility.

### **Enhanced investor communications**


We have a great story to tell at 1ST Group and we want more investors to be aware of who we are and our tremendous potential.

Since February we have started a more active investor relations program. Along with the ASX slides and conference call, we also recently conducted an investor roadshow where we met with a number of new funds and analysts. Feedback from investors was overwhelmingly positive confirming high interest and enthusiasm for the future of the business. We are following up the meetings with a site visit and tech demo at our Surry Hills offices where they can "touch the tech and feel the momentum".

We are committed to being a transparent and engaging company while building a reputation for over delivering on expectations. We look forward to welcoming new shareholders to the company in the near future.

As your CEO, my door is always open to shareholders. If you would like to discuss 1ST Group further or hear more about our exciting future please do not hesitate to contact me. I am passionate about our business and I look forward to delivering accelerated growth and substantial returns for shareholders.

Your sincerely,

A handwritten signature in black ink, appearing to be 'K. Bartosch', written in a cursive style.

Klaus Bartosch  
Managing Director & CEO  
6 April 2018