



ASX / Media Release 8 July 2019

# **Senior Executive Appointment**

## Head of Growth - Ben Robinson

1st Group Limited (ASX: 1ST), the Australian digital health group, today announced the appointment of Ben Robinson to the newly created executive role of Head of Growth.

Ben will commence in the senior executive role on 1st August 2019, reporting directly to Klaus Bartosch, Managing Director & Co-Founder.

The new role, designed to help accelerate 1st Group's growth and development, provides marketing leadership to drive stronger lead generation, advertising sales and revenue, and support the growing sales team.

Ben has over two decades of experience in digital marketing. He brings to 1st Group a wealth of knowledge and expertise in the design and implementation of successful data driven marketing strategies across a variety of market sectors, specifically the SaaS and Subscription Based Software industry.

Previously Ben was Global Lead Generation Manager for simPRO, a leading international job management and scheduling solution for trade service, maintenance and project contractors. Ben has also led business data marketing projects and strategies across numerous Australian and international software companies including TechnologyOne (ASX: TNE), and businesses within the Constellation Software Inc (TSE: CSI) group of companies.

Klaus Bartosch commented, "We are delighted to appoint Ben to this new executive leadership role, Head of Growth. This strategic move reflects our commitment to invest in growth and execute on our significant opportunities to drive customer acquisition and increase retention in our chosen verticals. We know Ben well given he has contracted to 1st Group on several projects and we are highly impressed by his capabilities. We welcome him to 1st Group as we move into the next stage of our accelerated growth strategy."









#### **Further information**

**Klaus Bartosch** 

Managing Director +61 414 992 811 **Richard Rogers** 

Chief Financial Officer +61 438 409 482 **Michael Brown** 

Pegasus Corporate Advisory +61 400 248 080

#### **About 1st Group Limited**

1st Group is an ASX listed digital health group 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.

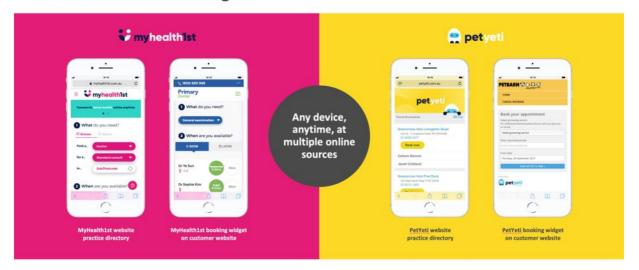




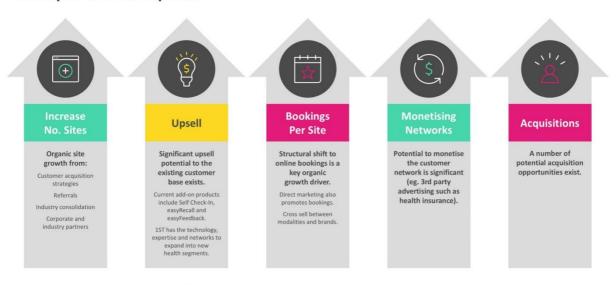
#### **APPENDIX**

### **Our Portals and Web Widgets**

Our Solutions in Action



## **Multiple Growth Options**



## **Key Investment Considerations**



- Costs stabilised



- Online health services bookings market is > \$1.9b
- Includes online appointments, add-on products and services, and advertising



- Acquire new customers as they increase their online presence and digital profile through multiple products, including online appointments
- Upsell revenues as customers purchase additional products & services
- Booking migration from offline to online increases patient interaction points and monetization opportunities driving broader consumer engagement, cross-sell patients to other services, including PetYeti



· Significant quarter on quarter revenue growth



- Upsell revenues are rising off a low penetration base
- Significant existing upsell customer opportunity
- Upsell consumer users to complementary services



- · Experienced leadership team
- Significant online experience SEEK, HotelClub, Concur, Wotif.com, Realestate.com.au and others

