

# 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."

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**Further information****Klaus Bartosch**

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

## APPENDIX

## Our Portals and Web Widgets

Our Solutions in Action

Any device, anytime, at multiple online sources

MyHealth1st website practice directory

MyHealth1st booking widget on customer website

PetYeti website practice directory

PetYeti booking widget on customer website

## Multiple Growth Options

<p><b>Increase No. Sites</b></p> <p>Organic site growth from: Customer acquisition strategies Referrals Industry consolidation Corporate and industry partners</p>	<p><b>Upsell</b></p> <p>Significant upsell potential to the existing customer base exists. Current add-on products include Self Check-In, easyRecall and easyFeedback. 1ST has the technology, expertise and networks to expand into new health segments.</p>	<p><b>Bookings Per Site</b></p> <p>Structural shift to online bookings is a key organic growth driver. Direct marketing also promotes bookings. Cross sell between modalities and brands.</p>	<p><b>Monetising Networks</b></p> <p>Potential to monetise the customer network is significant (eg. 3rd party advertising such as health insurance).</p>	<p><b>Acquisitions</b></p> <p>A number of potential acquisition opportunities exist.</p>
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## Key Investment Considerations

<p><b>Visible Path to Break-Even Cashflows</b></p> <ul style="list-style-type: none"> <li>Revenue growth momentum</li> <li>Directionally positive KPIs</li> <li>Costs stabilised</li> </ul>	<p><b>Large Addressable Markets &gt; \$1.9B</b></p> <ul style="list-style-type: none"> <li>Online health services bookings market is &gt; \$1.9b</li> <li>Includes online appointments, add-on products and services, and advertising</li> </ul>	<p><b>Multiple Growth Drivers</b></p> <ul style="list-style-type: none"> <li>Acquire new customers as they increase their online presence and digital profile through multiple products, including online appointments</li> <li>Upsell revenues as customers purchase additional products &amp; services</li> <li>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</li> </ul>
<p><b>Strong Recent Momentum</b></p> <ul style="list-style-type: none"> <li>Significant quarter on quarter revenue growth</li> </ul>	<p><b>Significant Upsell Revenue Potential</b></p> <ul style="list-style-type: none"> <li>Upsell revenues are rising off a low penetration base</li> <li>Significant existing upsell customer opportunity</li> <li>Upsell consumer users to complementary services</li> </ul>	<p><b>Experienced Management Team</b></p> <ul style="list-style-type: none"> <li>Experienced leadership team</li> <li>Significant online experience – SEEK, HotelClub, Concur, Wotif.com, Realstate.com.au and others</li> </ul>