

ASX / Media Release 16 July 2019

Grant of Incentives under Employee Option Plan

1st Group Limited (ASX: 1ST) (the **Company**), the Australian digital health group, advises that it has agreed to:

- a) grant 3,000,000 unlisted options (each exercisable at \$0.105 per option, expiring on 16 July 2024, vesting in equal tranches on 16 July 2020, 16 July 2021 and 16 July 2022) to senior management pursuant to the Company's Employee Option Plan; and
- b) subject to shareholder approval being obtained at this year's annual general meeting, grant 3,000,000 unlisted options (each exercisable at \$0.105 per option, expiring on 16 July 2024, one third immediately vesting on issue, and the remaining one thirds will vest one year from the date of issue, and two years from the date of issue, respectively) to Klaus Bartosch, Managing Director of the Company.

The Company advises that the Board (excluding Mr Bartosch) began discussing the options grant weeks prior (when the Company's share price was significantly lower), however, as formal documentation was required, the Board only formally resolved to grant the options today.

Further information

Klaus Bartosch

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

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

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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, MyHealth1st.com.au, PetYeti.com.au and GoBookings.com.

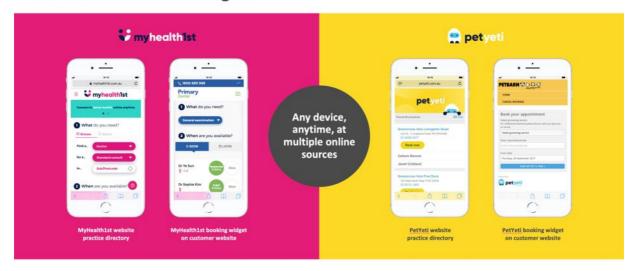




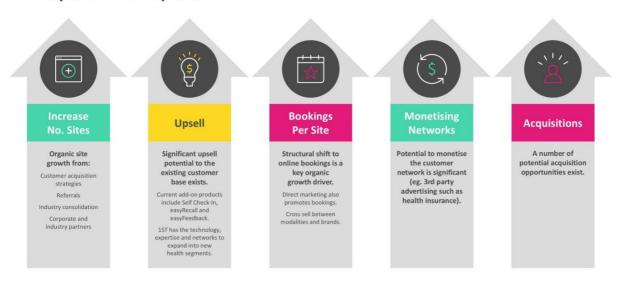
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations



- Revenue growth momentum
- 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

