Investor Presentation

September 2021

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1st Group – Company Overview

Provides a leading digital patient engagement platform and healthcare services marketplace, enabling health practitioners to engage with their patients online, 24/7

Highlights

Growth since June 2020:

- Revenue up 10%, COVID-19 delayed major project revenues during the year
- Annual Recurring Revenue (ARR) of $5.93m, up 9% from $5.45m at 30 June 2020
- Loss before income tax for the year, before impairment charges, was ($3.41m), reduced by 32% from ($5.04m) in FY20

Private hospital strategic channel partnership updates:

- St Vincent's – expansion into QLD commenced onboarding in Q4 FY21
- Cabrini Health specialist commenced onboarding in Q4 FY21

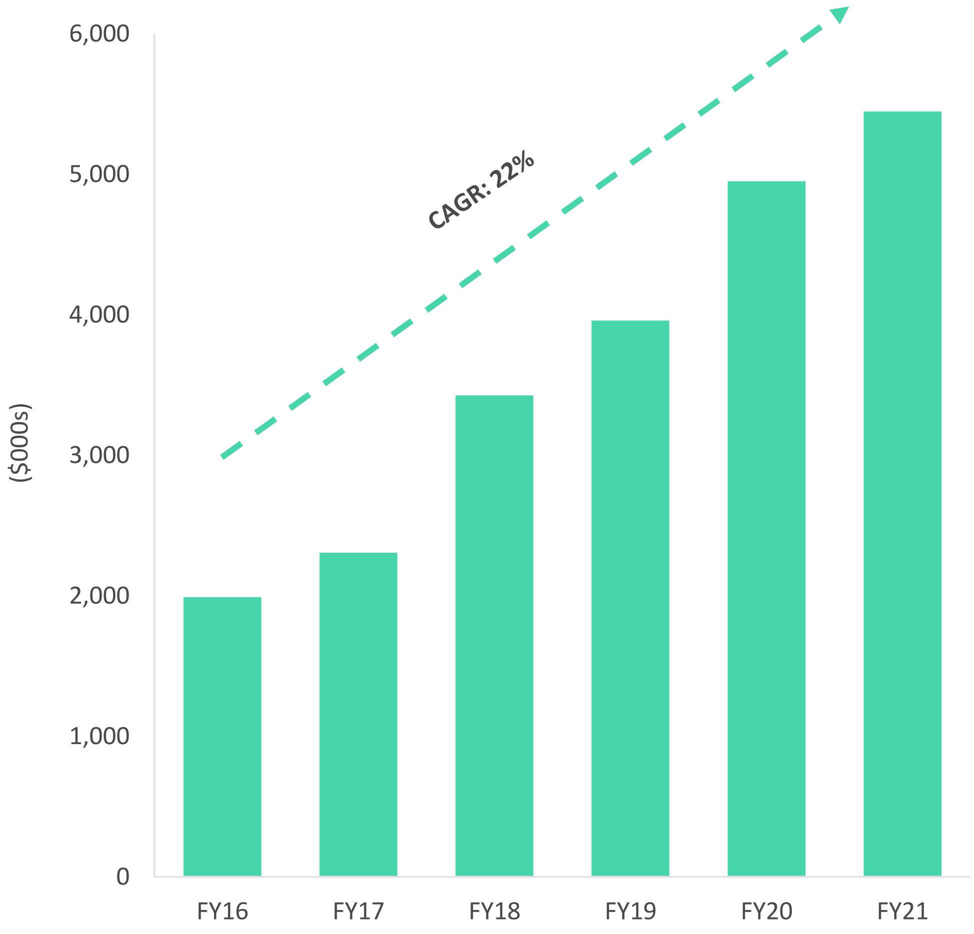
Buy Now Pay later strategic channel partnership updates:

- Successful completion of Openpay pilot ahead of schedule with phase 2 market expansion planning being finalised for kick off in 1H of FY22
- Buy Now Pay Later (BNPL) partnerships also secured with Afterpay and Latitude Pay with Afterpay pilot live in Q4 FY21, and Latitude Pay scheduled to go live in Q2 FY22, and all scheduled to move to phase 2 expansion in 1H FY22

FY22 growth:

- Supported by maturing of the key strategic channel partnerships with the private hospital and BNPL groups in 1H of FY22, driving the uptake of the Company's products and services

Revenue growth



FY21 Full Year Results

10% growth in FY21 delivered through a stable customer base and new strategic partnerships, despite COVID-19 impacts

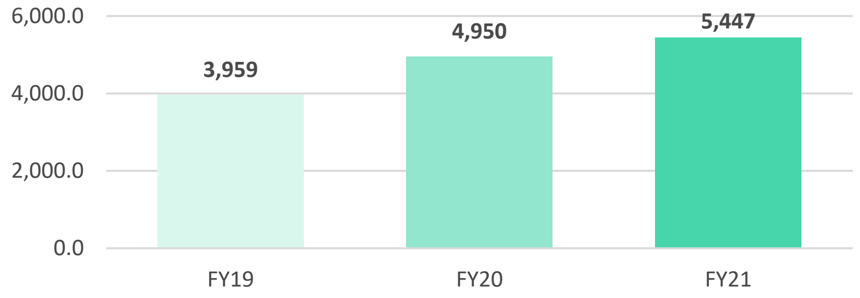
Profit & Loss ($'000)	Consolidated 30 June 21	Consolidated 30 June 20
Revenue	5,447	4,950
Expenses		
Loss on disposal of assets	(26)	(1)
Advertising and marketing expenses	(469)	(1,252)
Professional and consulting fees	(673)	(629)
Operations and administration expenses	(3,089)	(3,450)
Employee Benefits	(4,275)	(4,338)
Depreciation and amortization expenses	(172)	(159)
Impairment of Assets	(3,187)	-
Finance Costs	(204)	(165)
Loss before income tax	(6,648)	(5,044)
Income Tax Benefit	179	37
Loss after income tax	(6,469)	(5,007)

Balance Sheet ($'000)	Consolidated 30 June 21	Consolidated 30 June 20
Cash	236	2,054
Undrawn Facility [1.]	750	450
Total Available Funds	**986**	**2,504**

1. Represents amount undrawn from $4m convertible note facility

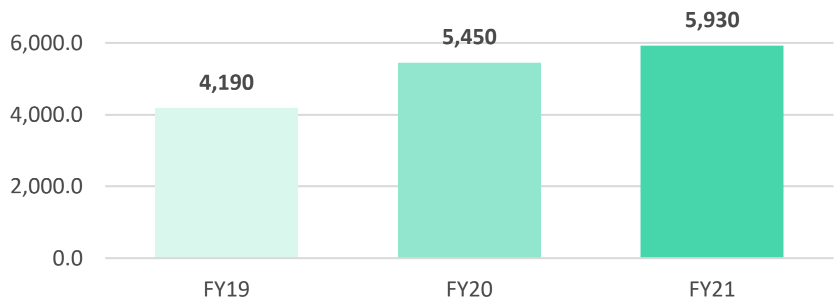
Total Revenue $000

Up 10%



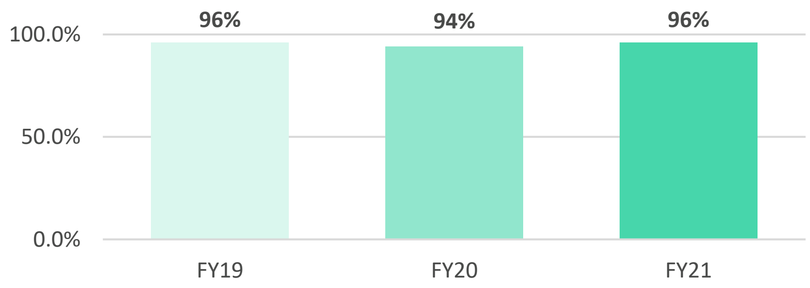
Annualised Recurring Revenue (ARR) $'000

Up 9%



Annualised Customer Retention Rate %

Up 2%



Key Company Performance Measures

Revealing underlying company performance

Key SaaS Metrics

For FY22 1st Group will report on the key SaaS Metrics that:

- best reveal the underlying performance of the Company
- reflect the drivers of growing recurring revenue – which drives value
- provide the most reliable indicators for future performance

OVERVIEW	Q4FY20	Q3FY21	Q4FY21
ARR	$5.45m	$5.83m	**$5.93m**
ACR	6%	3%	**4%**
LTV/CAC ratio	7.0	11.3	**11.9**

The following recognised SaaS metrics are most relevant performance metrics for the company:

- ✓ **ARR (Annual Recurring Revenue)** confirms minimum expected annual revenue at a moment in time prior to new future sales. ARR is the value of all recurring monthly revenues at the end the quarter normalised to a one-year period. ARR includes all revenue streams that are reliably recurring on a monthly basis.
- ✓ **ACR (Annualised Churn Rate)** reveals annual revenue churn of cancelled customer contracts. Global SaaS standards regard a churn rate less than 5% as excellence in customer retention.
- ✓ **LTV/CAC Ratio (Lifetime Value / Customer Acquisition Costs)** provides insights into the efficiency of the investments in sales and marketing for growth. Global excellence is in the range of 3-5. Less than 3 is an indicator that a company is getting a poor return on investments for growth and greater than 5 is an indicator that the company could be investing more in sales and marketing for growth but also highlights excellent returns on those investments.

Performance measures including Site Count, Portfolio Lifetime Value (LTV), LTV per Site and Customer Acquisition Cost (CAC) per site are intended to be reported on an annual basis.

Current Product Suite – Creating a digital patient journey

1st Group's product suite vastly improves the entire consumer and patient experience, thereby creating loyalty to the practice/business, improving retention rates and enhancing lifetime customer value creation

Problem

50m appointments still booked by telephone each month in Australia

Complex, dated and inefficient patient management systems

Difficulties in finding, selecting and booking local healthcare services

Poor collaboration between healthcare providers

Google is an unreliable source of health content

Solution

Works seamlessly with existing patient management systems

A convenient, easy to use, online healthcare booking platform

Simplifies interaction between all health service stakeholders

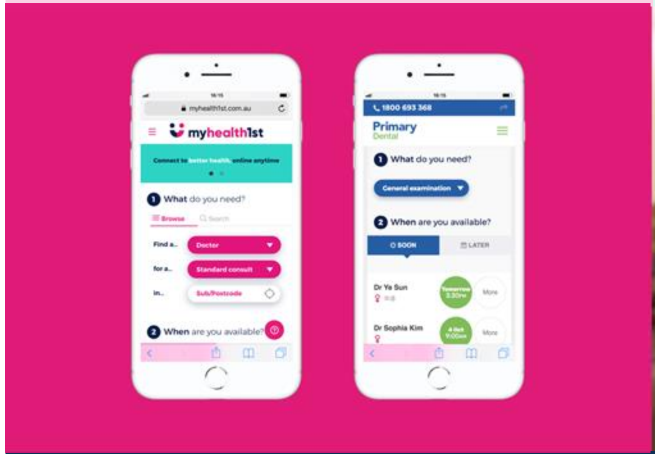
MyHealth1st is trusted, engaging and informative healthcare content

Connect & Book →

myhealth1stmarketplace

onlineappointments

digitalmarketing

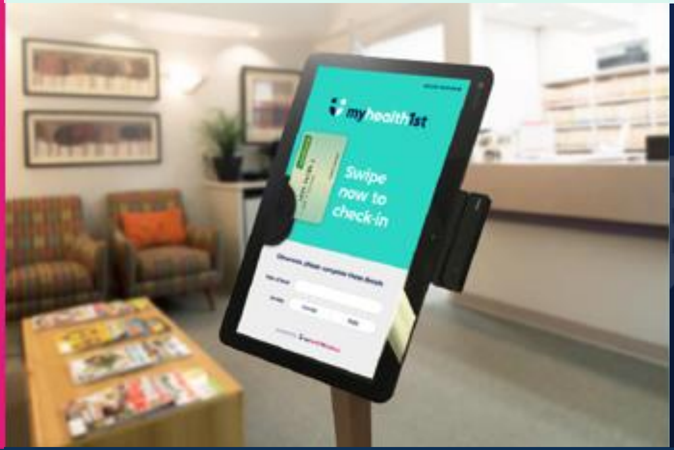


Practice Efficiency →

easycheck-ins

easytelehealth

easyhealthpayments

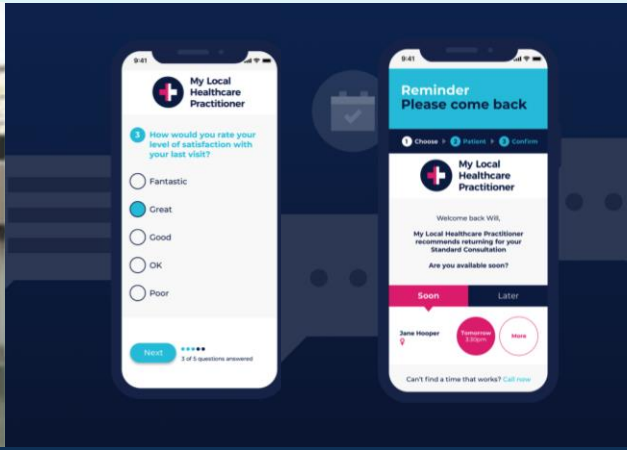


Continuity & Retention

easyrecall

easyengage

1stinsights



Integrated Digital Patient Engagement & Advertising Services

Market Positions

Optometry

- HCF Eyecare
- ProVision
- EyecarePlus
- G&M GEORGE & MATILDA EYECARE
- opticalwarehouse
- prevue eyewear
- nib eyecare centre
- RJK OPTOMETRY

Pharmacy

- Pharmacy 777
- priceline pharmacy
- Soul Pattinson Chemist
- Amcal+
- CHEMIST WORKS
- Pharmacist Advice

Vet/Pet Services

- Passionate about Pets Greencross Vets
- PETBARN
- VetPartners
- VET Sorrento Animal Hospital
- Burvale Heights Vet Hospital

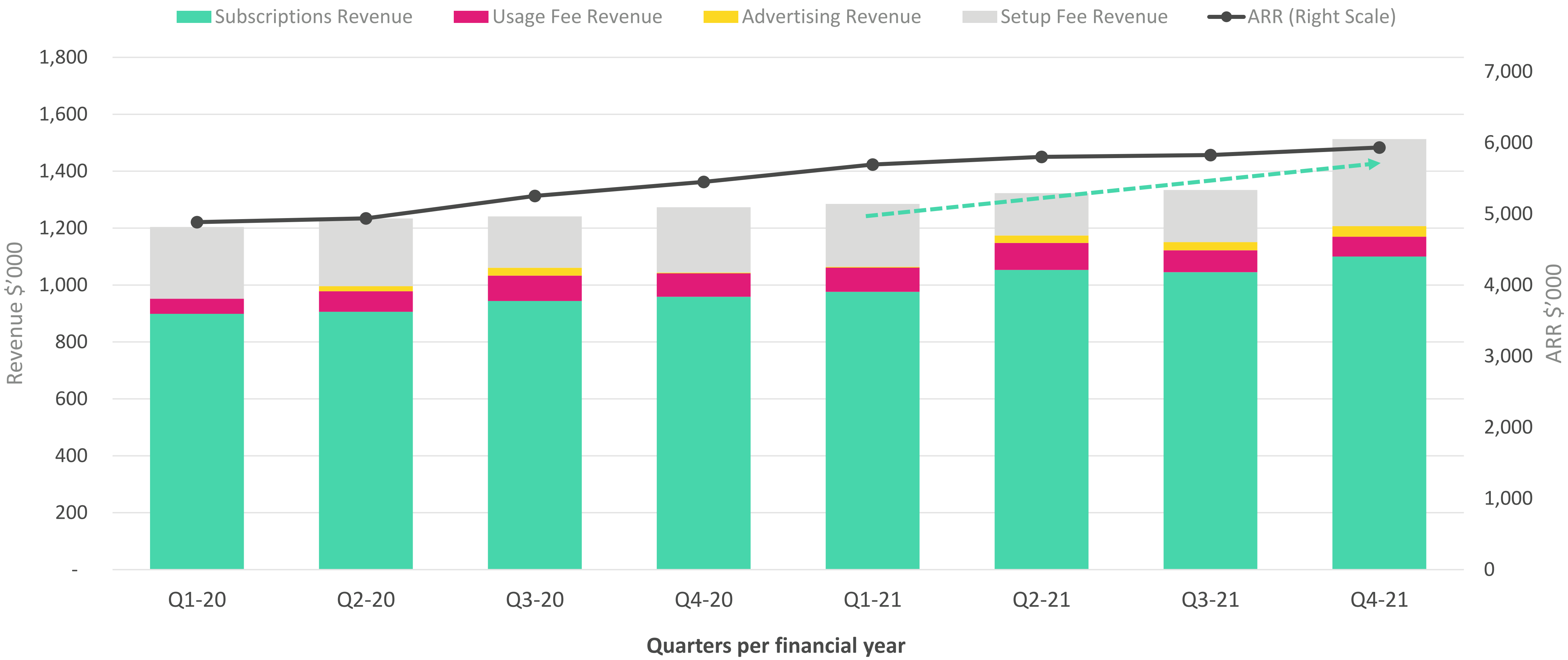
Other Sectors

GP, Dental, Allied, Specialists, Hospitals, Gov, Corp. etc

- ST VINCENT'S HEALTH AUSTRALIA
- Cabrini
- medibank For Better Health
- Australian Unity
- OLYMPIC PARK SPORTS MEDICINE CENTRE
- LINK Advice
- Primary Dental
- BreastScreen Queensland
- SunDoctors SKIN CANCER CLINICS
- aspen corporate health
- medicross medical
- Benestar Be your best you
- PacificSmilesDENTAL
- QSuper

Revenue Analysis

Annualised recurring revenue (ARR*). 2 year CAGR 19% (FY21 vs FY19)
High quality recurring revenue sources underpinned revenue growth in FY21



* Note: ARR is the value of all recurring monthly revenues at the end the quarter normalised to a forward looking one-year period. ARR includes all revenue streams that are reliably recurring on a monthly basis.

FY22 Roadmap - Outlook

3 Strategic Pillars for Growth: channel partnerships, digital strategy and product development

Partnerships

- Invest in and grow channel partnerships to support efficient and accelerated growth
  - Private Hospital groups – Cabrini, St Vincents
  - Buy-Now-Pay-Later – Openpay, Afterpay and Latitude Pay
- *Partners promote 1st Group to their membership base enabling low cost expansion of the customer base of 1st Group*

Digital Strategy

- Transform MyHealth1st.com.au marketplace for better performance and website traffic
  - In September 2021 we will launch a redesigned MyHealth1st marketplace that will deliver the best online experience available in the market for consumers and referrers looking for healthcare services
  - Increased website traffic will benefit our customers with more new patient appointments, new advertising opportunities – driving revenue growth for 1st Group

Product Development

- Strengthen and mature the company's product roadmap
  - Refocus on more efficient product development to ensure better success of new product launches

Each of these strategic pillars are now maturing and expected to deliver strong growth

Growth is further supported by a strong pipeline of additional opportunities in each area that are expected to close in FY22

Capital Raise

Capital Raise – Offer Details

To raise up to $2.3m through entitlement offer on a 1 for 3 basis to holders of ordinary shares in the Company

Rights Issue	The Company is raising up to **$2.3m** by way of a non-renounceable entitlement offer on a 1 for 3 basis to holders of ordinary shares in the Company held at 7:00pm (Sydney time) on 13 September 2021 **(Record Date).**
Entitlement Offer	Under the entitlement offer, the Company will issue up to **141,538,968** new shares (assuming no existing options are exercised) to raise up to approximately $2.3m (before costs). The new shares will rank equally with existing ordinary shares in the Company. Eligible Shareholders will be invited to subscribe for 1 new share for every 3 ordinary shares held by them at the Record Date.
Pricing	The issue price per New Share of **$0.016 (Issue Price)** represents a **11% discount** to the Company's last close of **$0.018** on 3 September 2021, and a **18% discount** to the Company's **30 day VWAP to 3 September 2021 of $0.019.**
Purpose	Net proceeds of the Entitlement Offer will be used to provide working capital to ensure the Company can execute on its FY22 strategy quickly and efficiently.
Restrictions	The Entitlement Offer is being conducted under section 708AA of the Corporations Act 2001 (Cth) as notionally modified by ASIC Corporations (Non-Traditional Rights Issues)

Capital Raise – Offer Timetable

Indicative Timetable for Entitlement Offer

Event	Date
Announcement of the Entitlement Offer	Wednesday, 8 September 2021
Trading resumes on an ex-entitlement basis	Friday, 10 September 2021
Record date for Entitlement Offer (7:00pm Sydney time)	Monday, 13 September 2021
Entitlement Offer opens and Offer Booklet dispatched	Tuesday, 14 September 2021
Closing date for the Entitlement Offer (5:00pm Sydney time)	Monday, 27 September 2021
Trading in New Shares commences on deferred settlement basis	Tuesday, 28 September 2021
Announcement of results of Entitlement Offer	Monday, 4 October 2021
Settlement of the Entitlement Offer	Monday, 4 October 2021
Allotment of New Shares issued under the Entitlement Offer	Tuesday, 5 October 2021
Trading for New Shares under the Entitlement Offer commences	Tuesday, 5 October 2021

Key Risks

Key risk factors impacting the Company are outlined below

Key Risks	Summary
COVID-19 business risk	• Ongoing COVID-19 lockdowns in FY21 and 1HFY22 slowed decision making among current and prospective customers leading to uncertainty of revenue forecasts. • The latest FY22 results indicates improved conditions and underpins the Company's positive outlook for FY22.
Failure to attract new clients and to retain existing clients	• The Company's profitability relies on its ability to attract new customers and to maintain revenue from existing customers. • The Company continues to work closely with customers and partners to secure new contracts. • Attracting new partners can be a long sales process with no guarantee of success until a contract is signed.
Cashflow / Cash runway	• The Company delivered an operating loss and had limited headroom in the debt facility for the year ended June 2021. • To mitigate this risk, the Company continues to closely monitor cash flow position, is implementing strategies to organically grow revenue & manage expenses and is raising up to $2.3m through the capital raise.
Investment in technology and people	• 1st Group has talented technology and customer success teams, which have delivered solid results in the past decade. • In recent times, the team and core technology have been stretched by competing priorities and underinvestment. Investment had been diverted to marketing activities and customization, which were not aligned with a coherent product and technology strategy. • This risks is being managed through elevating executive management to lead technology and customer success and making disciplined investments in technology.

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Thank you

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