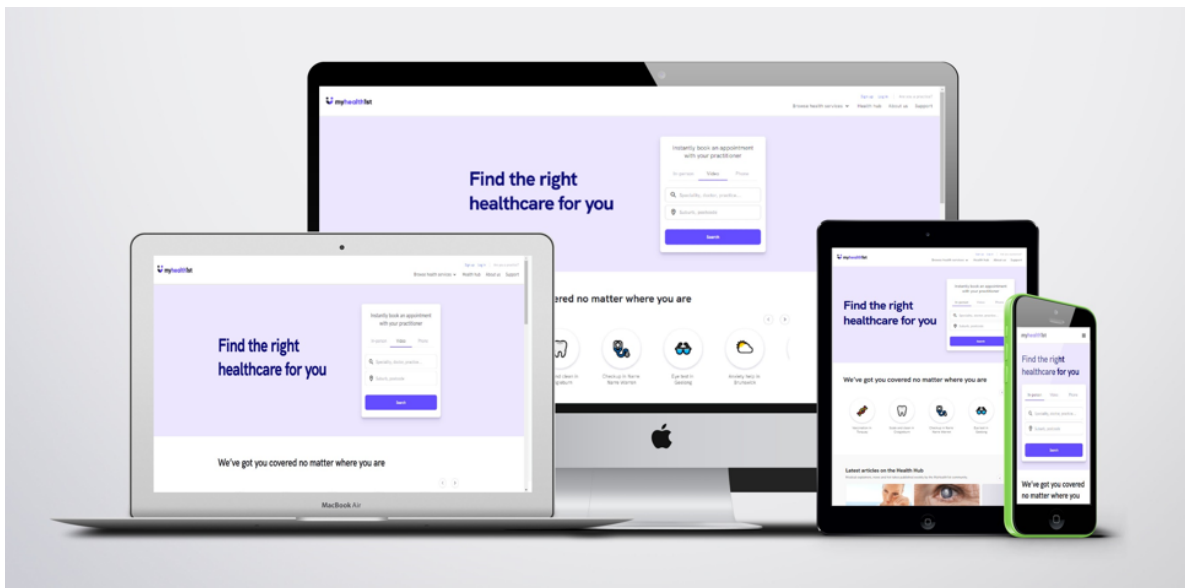


1st Group launches MyHealth1st 2.0

Highlights

- 1st Group launches completely redesigned version of the MyHealth1st.com.au marketplace
 - In line with FY22 Roadmap Digital Strategy
- Multiple platform benefits
 - Better mobile device experience for patients, with enhanced booking features
 - Faster, more intuitive booking workflow and patient experience
 - Better support for key channel relationships with BNPL and private hospital partners
- Multiple revenue benefits
 - Increased website traffic will generate more new patient bookings for customers, and therefore increased new patient lead revenue (advertising revenue)
 - More opportunities for positioning high value display advertising

1st Group Limited (ASX: 1ST), the Australian digital health group, today announced the launch of a completely redesigned MyHealth1st.com.au marketplace with a dramatically improved search and booking experience for patients seeking healthcare services.



Klaus Bartosch, Co-Founder and Managing Director commented, “As anticipated in our FY22 Roadmap announcement on 8 September 2021 we have successfully launched the first phase of a brand-new version of the MyHealth1st.com.au marketplace and platform.

This is an important upgrade to the Company’s platform as we prepare to drive a significant increase in organic website traffic. This is supported by stronger Search Engine Optimisation (SEO) of the new website, which will drive more new patient bookings to our customers. The upgrade also introduces to the MyHealth1st.com.au marketplace

the opportunity for new high quality, engaging and educational healthcare advertising content benefiting our customers and new advertisers.

In turn this will drive further revenue growth through more patient bookings (for which we charge new patient booking fees to some sectors and customers) enhancing the platform's appeal to our current and prospective customers. The increased traffic also enhances our value to our key strategic channel partners."

Some of the key features of the new platform include:

- Default search results now by distance which can be switched to 'by first available' with a simple click
- Significantly improved site performance and design for stronger SEO underpinning website traffic growth
- Brand new filters tool allowing users to filter search results by preferences like bulk billing, Buy Now Pay Later preferences, practitioner gender, language etc
- Optional map display for search results
- New mobile friendly design which adjusts to suit any mobile device type through which a user browses
- New practice and doctor profile page designs including Buy Now Pay Later payment options offered by a practice
- Carefully designed positions for appropriate healthcare advertising throughout the MyHealth1st marketplace
- New booking workflow and design delivering a lightning-fast booking experience

These platform changes are also designed to better support the strategic work we are doing with our key channel partners: Afterpay, Openpay, Latitude Pay, St Vincent's Health, Cabrini Health and Medibank Private where our platform is increasingly being integrated into their websites and mobile apps.

This announcement has been approved for release by the Board of Directors.

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About 1st Group Ltd

1st Group is an ASX listed digital health group building Australia's leading health services marketplace, MyHealth1st.com.au, Australia's online pet service marketplace 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.