ASX • 12 April 2022

Sales Update: Significant Q3 Sales confirms strategic approach

Highlights

- 1st Group records excellent additional incremental Q3 sales exceeding $85k/month
  - April continues momentum with additional incremental sales exceeding $15k/month
- Significant part of the new sales are major strategic advertising contracts
  - recurring advertising revenue locked in for coming months
  - these advertising contracts demonstrate the value of the healthcare network 1st Group has built

1st Group Limited (ASX: 1ST), the Australian digital health group, is pleased to announce it has secured excellent incremental sales for Q3 exceeding $85k per month (plus setup fees), including significant strategic advertising sales. In the first few days of April additional incremental sales exceeding $15k/month (plus setup fees) have already been secured, continuing the strong momentum from Q3. Rapid onboarding of these revenues will also have a beneficial cash impact for the business.

Klaus Bartosch, Managing Director and Co-Founder of 1st Group said today *"COVID headwinds had significantly impacted the business over the past two years. We are pleased that our customers now seem to have greater confidence in the outlook and are able to come back to the market and commit to additional major business that we have been working on for some time.*

The new advertising contracts we have secured are significant strategically because they are funded by vendors seeking access to our customers and their patients (the individual Australians we all ultimately seek to serve). They also benefit our healthcare customers by driving new business growth for them, as well as generating additional revenue for 1st Group. This is a key difference to our strategic approach with advertising: it delivers high value returns when compared with traditional display advertising and leverages our ability to deliver meaningful engagement with patients, that also benefits our healthcare customers.

We have been building a network of healthcare providers over many years, recognising the value of that asset as a network into which valuable offers could be made. Importantly, our strategic approach to advertising is also aimed at driving significant growth for our healthcare customers who are invited to opt into these programs."

The advertising contracts that 1st Group has secured will deliver increased revenue and value for our MyHealth1st optometry customers, driving more new patients and increased product sales for them (which obviously also benefits our advertisers). Initially, this will be rolled out to several hundred select optometry clients. Following a review after an initial three months, the program is expected to be extended to a larger group of optometry clients.

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

Copyright © 1st Group Ltd ACN 138 897 533
Level 3, 1-9 Buckingham Street, Surry Hills NSW 2010

Klaus Bartosch
Managing Director
+61 414 992 811

Richard Rogers
Chief Financial Officer
+61 438 409 482

Hugh Richards
Latimer Partners
+61 415 301 664

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.

Copyright © 1st Group Ltd ACN 138 897 533
Level 3, 1-9 Buckingham Street, Surry Hills NSW 2010