

25% market share achieved in NZ Independent Optometry market

Validates low-cost growth strategy

Highlights:

- Since launch in late January 2018, 1st Group has already secured 25% share of NZ independent optometry market
- Validates 1ST's low cost growth strategy in NZ
- All new practices are expected to be onboarded by end of June and generating revenues for 1st Group by early Q1, FY19
- Most practices have subscribed for multiple products - Consistent with "cross sell" growth strategy
- Leveraging sales platform to grow further share over coming months and launched PetYeti in veterinary market in NZ on the back of Optometry market entry

1st Group Limited (ASX: 1ST), the Australian digital health, media and technology group, today announced it had successfully achieved an important milestone of 25% share of the New Zealand independent optometry market.

This achievement validates the Company's low-cost growth strategy to build a complementary business in selected verticals in New Zealand leveraging off 1st Group's digital expertise and deep customer understanding.

Encouragingly, almost all of the practices have subscribed for multiple products and specifically EasyRecalls. Practices not already on-boarded are expected to be by the end of Q4. Revenues commence once a practice has been on boarded. EasyRecalls use (and therefore revenue from this product) typically commences a month or 2 after familiarity with online appointments.

With around 300 independent optometry practices in the NZ market, there is scope for additional growth and market share gains. 1st Group has also leveraged this sales footprint and launched Pet Yeti targeting the veterinary market.

1st Group's Managing Director, Klaus Bartosch said, "We are pleased to have reached this market share milestone within four months of commercial launch. We started the sales and marketing program in late January and held the first seminars for optometry practices in March. This progress clearly validates our growth strategy and low-cost entry in to the NZ market. We have been able to successfully leverage off our Australian base and quickly demonstrate the value add of our products and solution to customers whose needs and opportunities we understand very well.

Moreover, we see scope for further growth and market share gains. It was at this 25% market share inflexion point that we saw growth sharply accelerate in Australia. We are confident we can deliver a similar trajectory and expansion in NZ."

Further information

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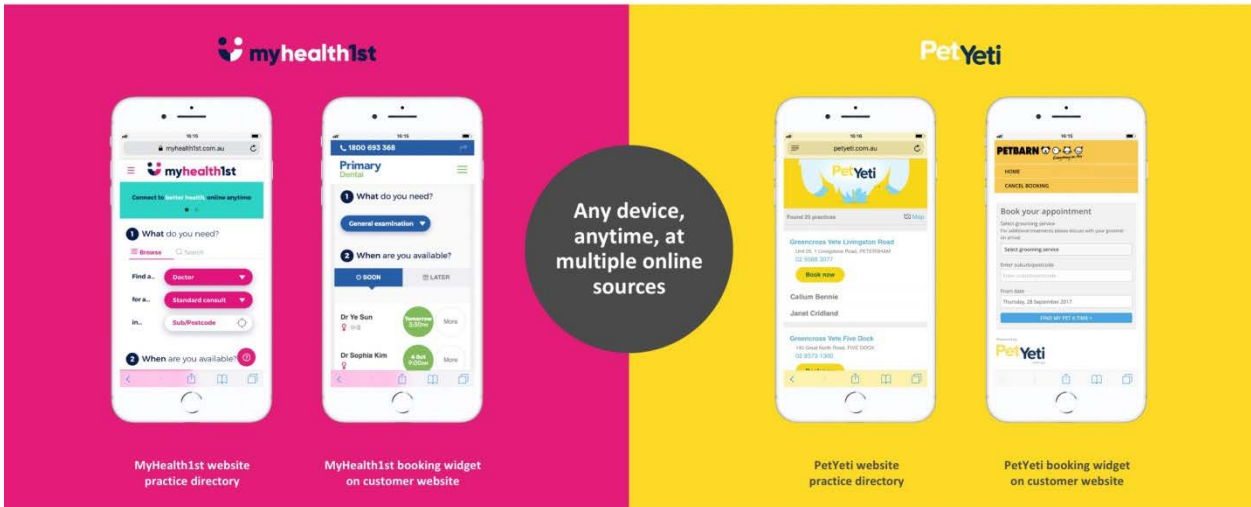
About 1ST Group Limited

1st Group is an ASX listed digital health, media and technology company 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.

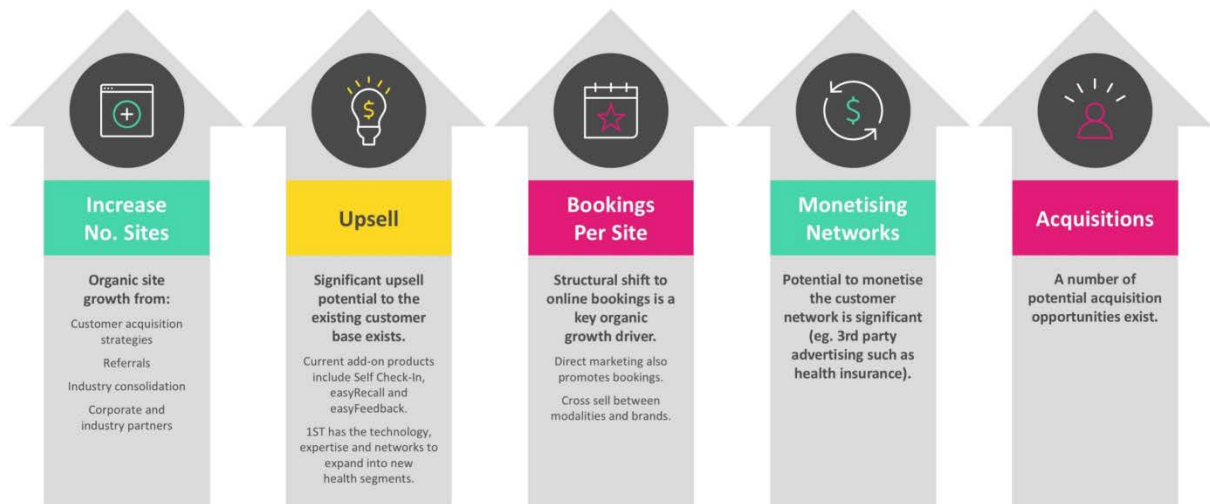
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

