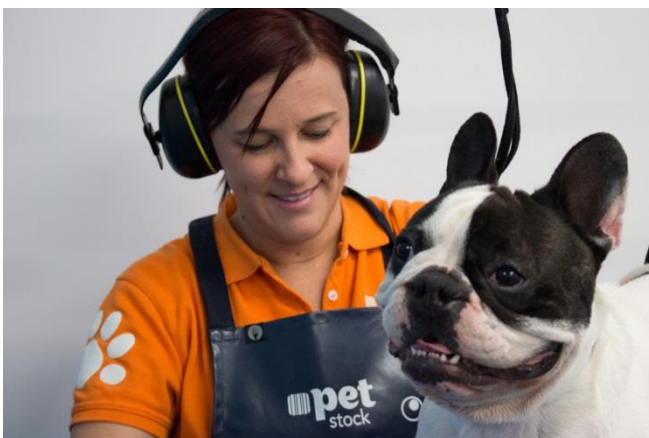


PETstock signs agreement to deploy PetYeti to 120 locations

PetYeti expands across Australia; now over 500 sites signed up to the PetYeti platform

Highlights:

- PetYeti, 1st's pet booking platform, to be deployed in 120 PETstock locations across Australia to enable customers to book pet grooming appointments online
- The new locations are expected to go live in Q1 FY19, generating recurring revenues for 1st Group when they go live
- Underpins PetYeti's strong growth, appointment volumes having trebled in the past year, with further expansion planned for PETstock's veterinary services
- Validates 1st's low cost growth strategy and scalability - PetYeti uses same underlying technology as MyHealth1st platform
- Demonstrates strategic fit and synergies between PetYeti and MyHealth1st - 1st able to drive consumer traffic between the two portals for the benefit of our customers



1st Group Limited (ASX: 1ST), the Australian digital health, media and technology group, today announced it had entered into a new Agreement to deploy its digital online booking platform into 120 PETstock grooming sites across Australia enabling customers to book grooming appointments for their pets online.

The Agreement is for 1 year, with PETstock committing to minimum monthly subscription fees and installation/implementation costs.

The sites are expected to go live in Q1 FY19 with revenues to be generated for 1st Group when they go live.

PETstock's General Manager, Accounting and IT, John Reus, said "PETstock is excited to introduce online booking functionality provided by PetYeti for our grooming locations across Australia. Online booking will allow our customers convenient access to our groomers. In the coming months we will also be rolling out online booking to our veterinary practices."

1st Group's Managing Director, Klaus Bartosch said, "We are pleased to partner with PETstock. They are a fast growing and widely respected pet retailer group built on a passion for pets and a deep commitment to delivering exceptional customer service. PETstock are 100% Australian, family owned and operated. We also look forward to expanding our partnership with them across their veterinary sites over time as well. Grooming services are often included as part of a veterinary practices operations, so this is a natural extension of PetYeti.

The Agreement also highlights the growing strategic fit and synergistic relationship between our platforms. While sharing a common technology, albeit with different brands, 1st is able to help more people look after the wellbeing of all their family members, including their pets, and drive consumer traffic between the two portals for the benefit of our customers."

Further information

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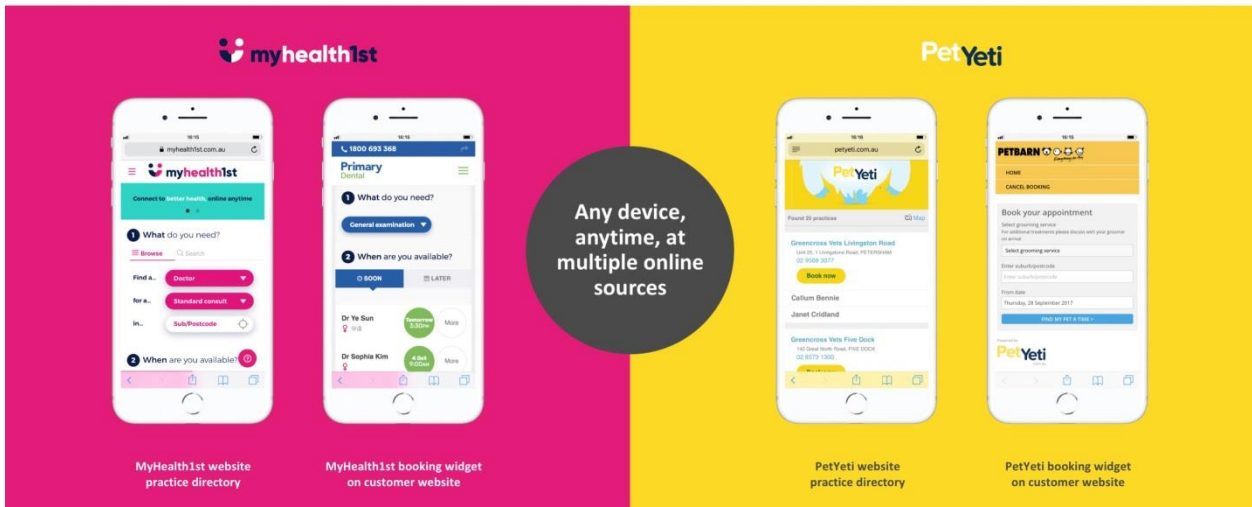
About 1ST Group Limited

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.

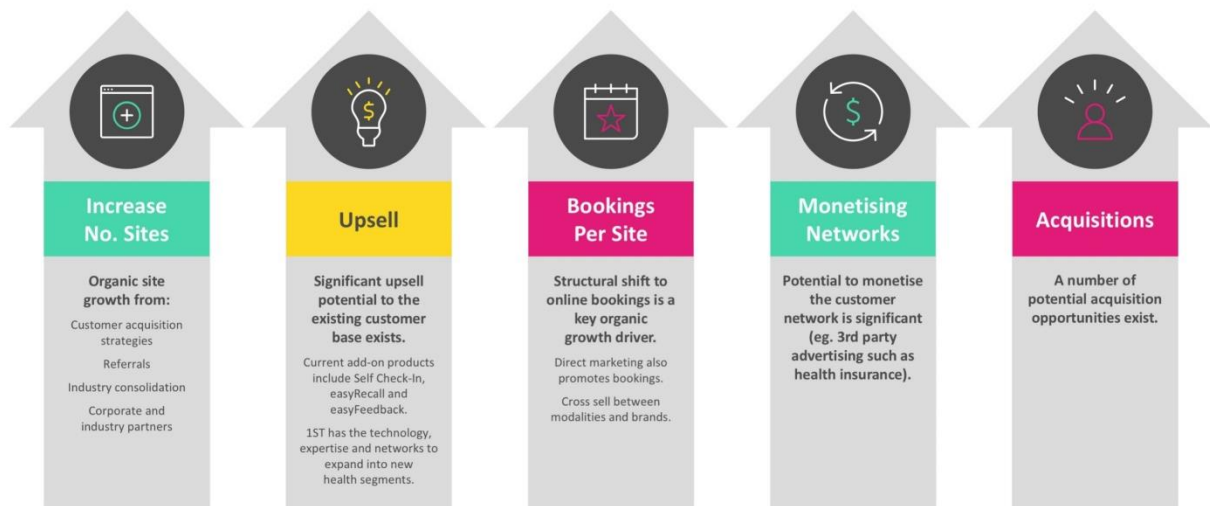
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

