

# 1st Group signs market leading Vision Eye Institute ophthalmology group onto MyHealth1st

## 1st Group leverages MyHealth1st market leadership in optometry by entering the ophthalmology sector

### Highlights:

- Vision Eye Institute, Australia's largest private ophthalmology practice, has signed a 1-year agreement to deploy MyHealth1st, 1st Group's online appointment booking platform, at 16 sites across the country
- The agreement leverages 1ST's market leadership position in the independent optometry market into the complementary ophthalmology sector
- The new locations are expected to go live in Q1FY19, generating recurring revenues for 1st Group from when they go live
- Demonstrates the value add of 1st Group's digital platform and products for customers, and the group's scalability

**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 patient engagement platform, MyHealth1st ultimately into 16 Vision Eye Institute (VEI) ophthalmology sites across Australia enabling customers to book ophthalmology appointments conveniently on line.

The Agreement is for a minimum of 1-year, with Vision Eye Institute committing to minimum monthly subscription fees and installation and implementation costs.

VEI is the leading provider of ophthalmology in Australia. With clinics and day surgeries across Victoria, New South Wales and Queensland, VEI sees more patients and performs more eye surgeries than any other

private ophthalmic group in Australia. VEI's dedicated team of doctors and clinical staff combine years of clinical expertise and a strong research program to deliver the best of care to their patients.

1st Group's Managing Director, Klaus Bartosch said "this is an important strategic extension of our dominant market presence in the Optometry market, where MyHealth1st will become increasingly involved in assisting the referral process to the Ophthalmology sector by simplifying the experience for patients. Vision Eye Institute are demonstrating great leadership here by being the first in this new sector to join our platform."

James Thiedeman, Managing Director of Vision Eye Institute said "we are constantly looking to make the process of accessing our services as seamless as possible for our patients and their carers. Our collaboration with 1st Group will streamline the appointment making process and give us the opportunity to obtain real time feedback from our patients. Deployment of the MyHealth1st suite allows us to maintain a leading patient facing approach in our sector."

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

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### Further information

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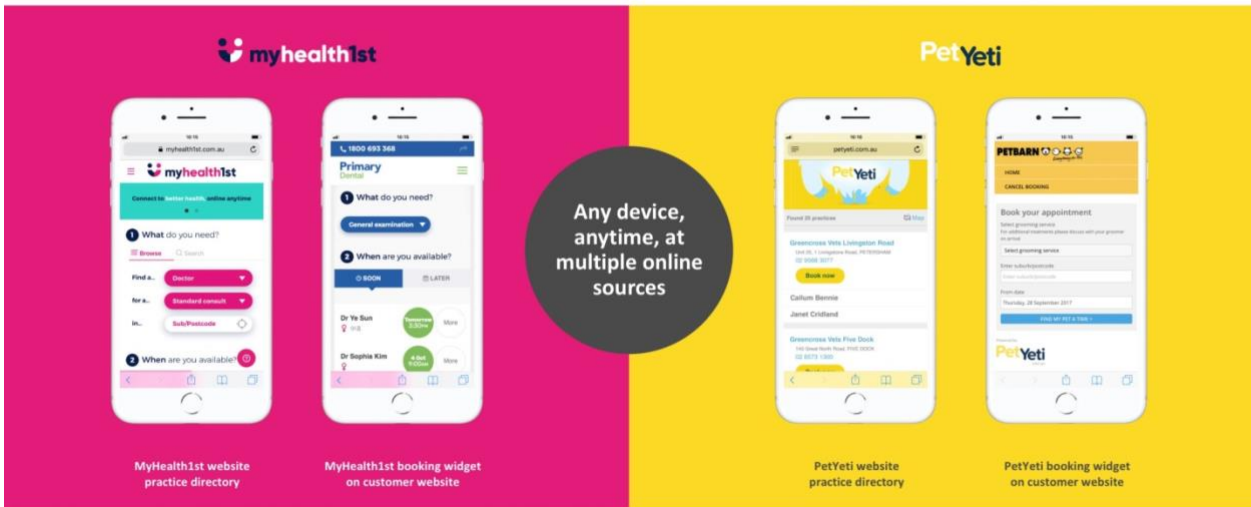
### About 1ST Group Limited

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](http://1stGrp.com), [MyHealth1st.com.au](http://MyHealth1st.com.au), [PetYeti.com.au](http://PetYeti.com.au) and [GoBookings.com](http://GoBookings.com).

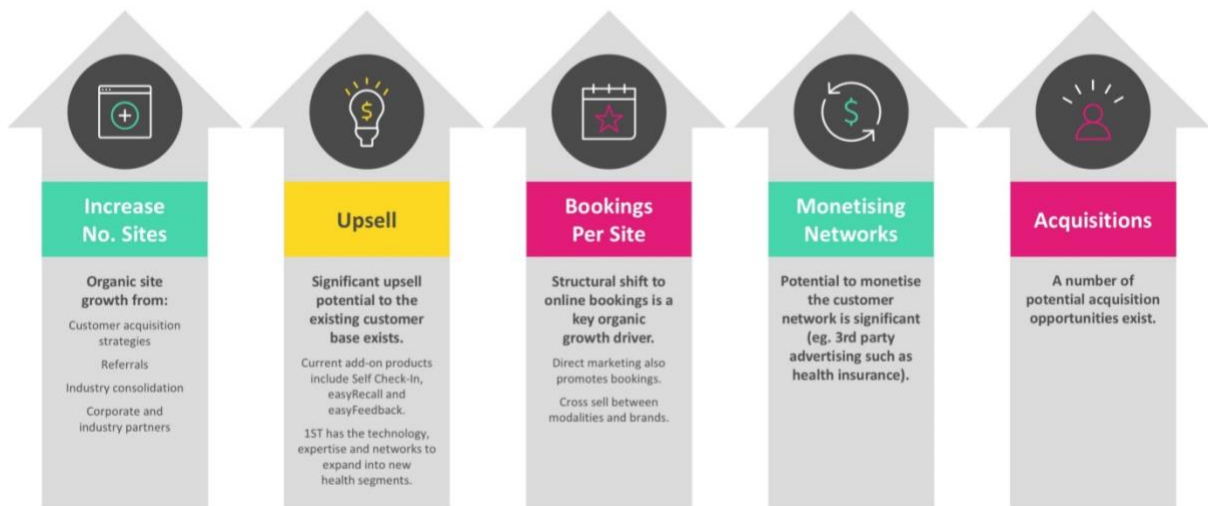
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

