1stGroup

Investor Presentation

Australia's first ASX listed online healthcare services portal group

30 May 2018

Klaus Bartosch

Chief Executive Officer

Graham Mason

Chief Financial Officer

Company Overview

Company Overview

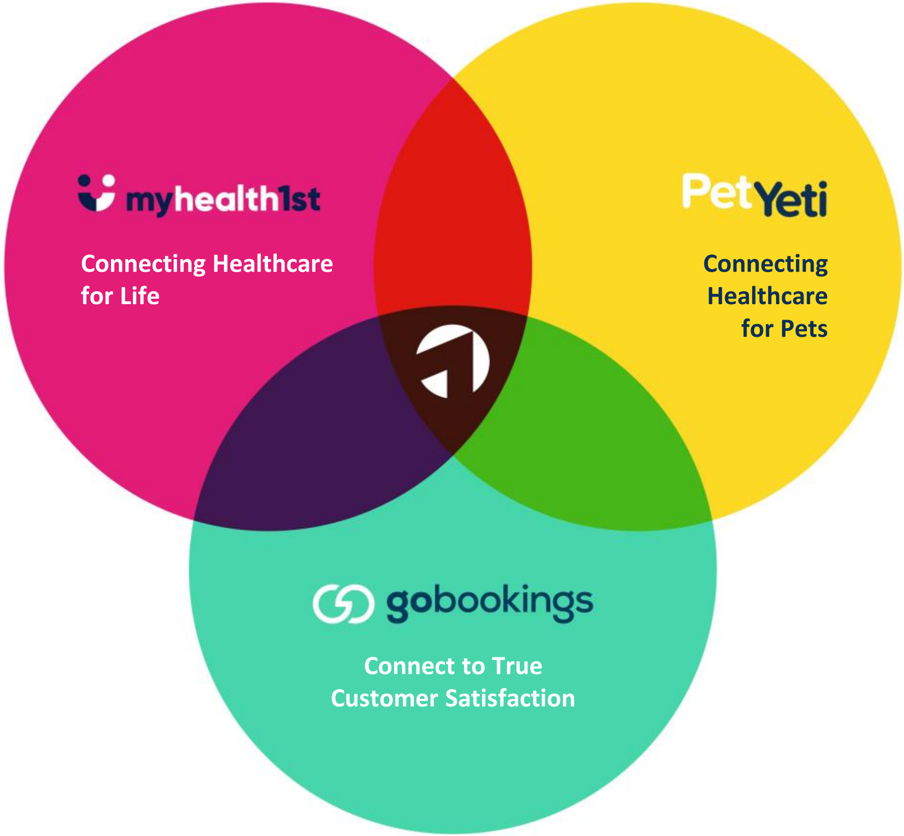
1stGroup is operating a trusted digital community and platform where health providers and patients connect 1st.

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.

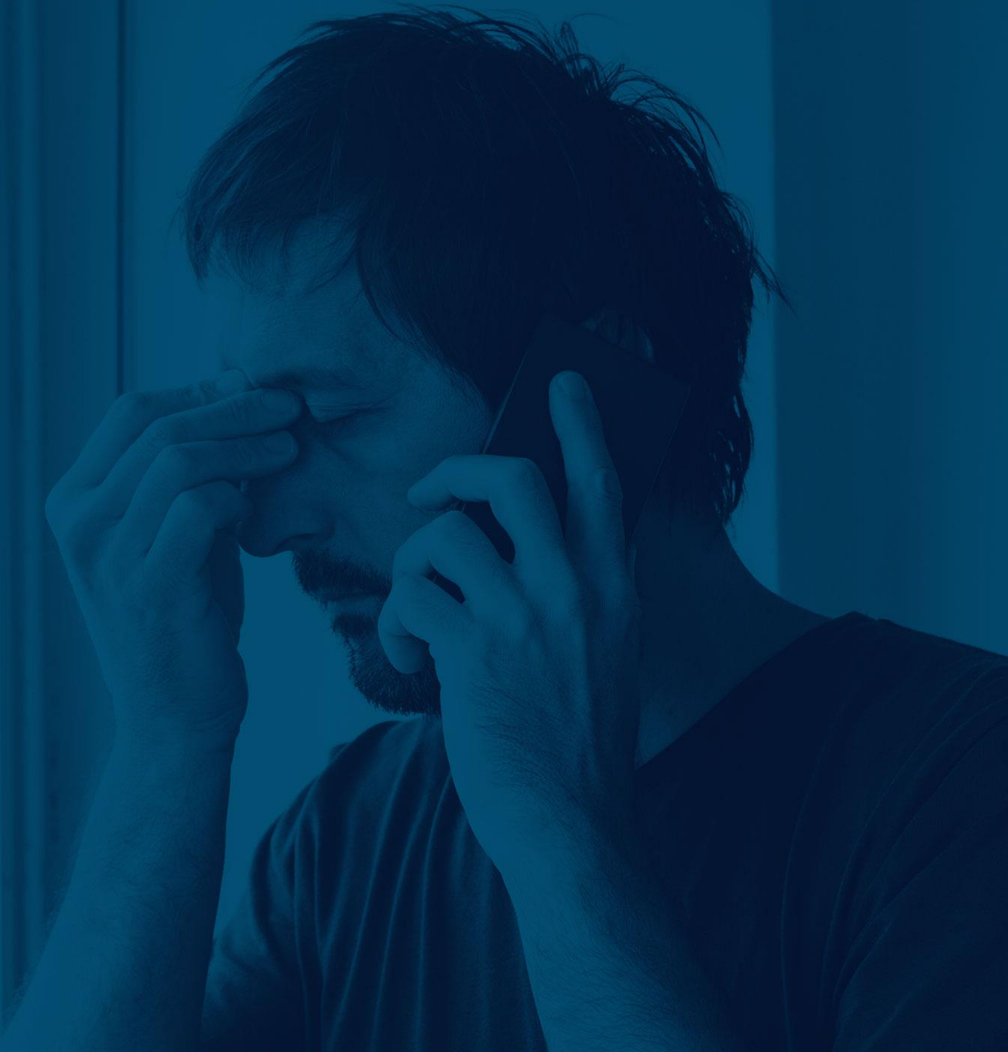
- MyHealth1st service launched April 2012
- Listed on the ASX June 2015
- The group had signed agreements to support more than 6,000 installed sites and had facilitated more than 7 million appointments online across three primary brands
- Headquartered in Surry Hills, NSW 2010
- 30 FT employees

1stGroup

Brand Portfolio



2018



2011

2013

VISIONCRUSADERS
Grand Slam
VISIONCRUSADERS
Grand Slam
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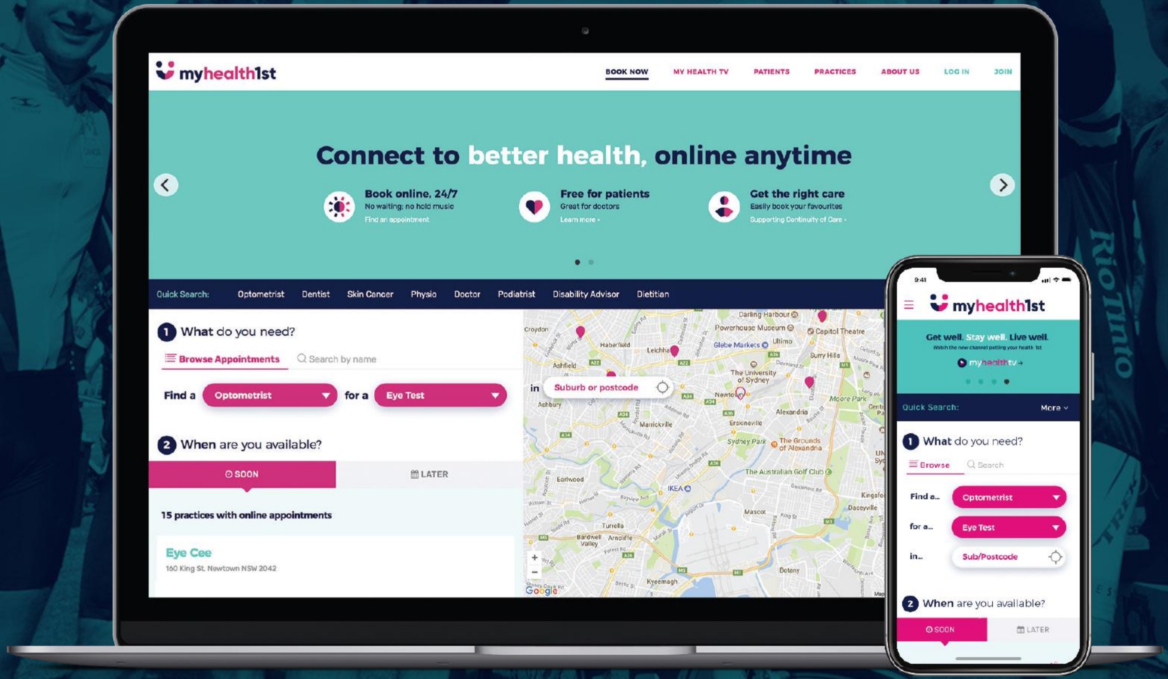
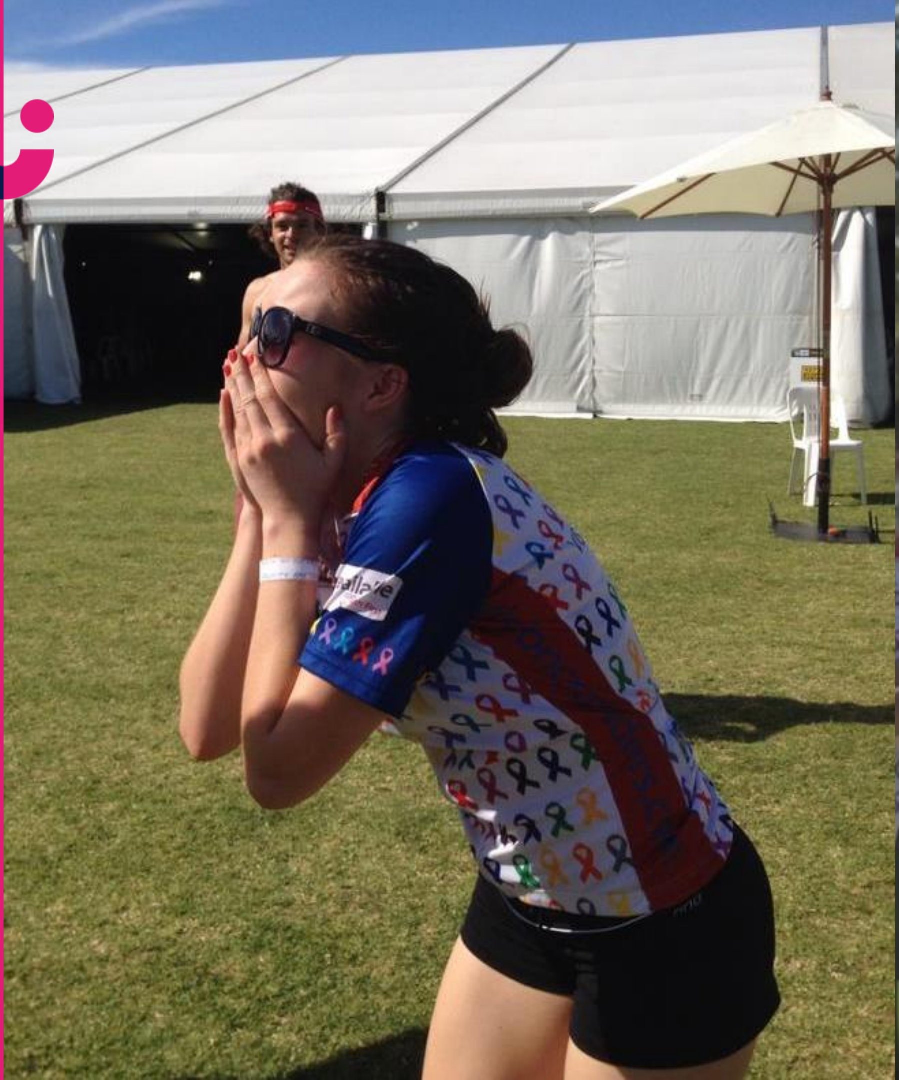
I booked an appointment at

9:30 at night on the MyHealth1st App



I was diagnosed a few days later with **Leukaemia** on Oct 8, 2013



Prevention & Early Intervention

are recognised as the key to the reduced cost of healthcare to the community

90%

population uses the internet,
and they use it everyday

>8hrs

more than 8 hours
a day on average

We can easily book an accommodation, book a flight, find a job, buy a car and even sell a house online.

realestate.com.au

Booking.com

carsales.com.au

Expedia

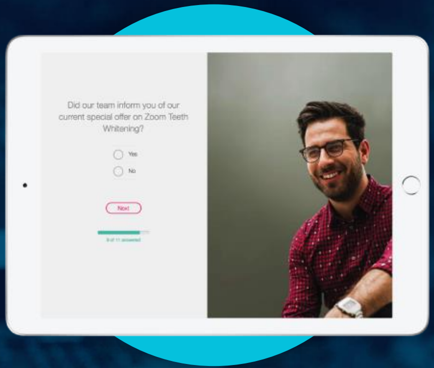
seek

+47million

Appointments still booked **each month** over the telephone!

Digitising the patient journey

1stGroup



onlineappointments

Book appointment online 24/7

easycheck-ins

Check-in kiosk

easyfeedback

Post-consult feedback & compliance

Board & Management

Trevor Matthews

Chairman

Trevor is a director of AMP Limited, Bupa Australia and New Zealand, FNZ Asia Pacific, Tokio Marine Asia, Edelweiss Tokio Life, chairman of the State Insurance Regulatory Authority and AMP Life and a Fellow of both the UK and Australian actuarial institutes and the AICD. Previously a successful CEO in Australia, North America, Asia and the UK

Klaus Bartosch

MD and CEO

Klaus is an experienced CEO and Sales Director, having previously worked for private and ASX listed companies, and co-founder of 1stGroup.

Previously, Sales and Marketing Director for the then ASX listed Hostworks where he helped increase shareholder value by over 400% in just 4 years before Macquarie Group acquired it in 2007 for c.$69 million.

Paul Welsh

Non-Executive Director

Paul is an Executive Director of J R Richards & Sons and was previously a partner at PricewaterhouseCoopers Australia, Baker McKenzie and Deloitte Australia.

He has extensive commercial experience in the technology sector having advised a broad array of growing and established businesses in Australia and Silicon Valley.

Paul is also a practicing solicitor, a Fellow of the Governance Institute of Australia and a Member of the Society of Trust and Estate Planners.

Amanda Hagan

Non-Executive Director

Amanda has been CEO Healthcare at Australian Unity for 11 years and is also Group Executive Digital for the Group.

Prior to Australian Unity Amanda was an executive at Perpetual Limited and consulted to a number of industries and companies including AGL, Energy Australia and American Express and worked for the Australian Stock Exchange.

Graham Mason

Chief Financial Officer

Big four trained and experienced CFO and Finance Director of global online, technology and professional services companies locally and internationally.

Previously Finance Director HotelClub and RP Data Australia & NZ and Head of Corporate Finance at Bravura Solutions Limited.

Joel Reynolds

Chief Technology Officer

Experienced senior manager of listed, private and not-for-profit organisations.

Previously Production Services Manager at Seek Limited.

Eddie Quinones

Sales Director

Experienced sales executive within the SaaS, IT and Digital environments, working for high profile performance National and International Business to Business organisations.

Previously Sales Manager with Sensis, and Concur.

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Platform Engagement

Data shows growth in bookings, number of sites and engagement across diverse groups of users.

7 million
appointments taken

Total number of our customers' sites

3,800
Sites as of Sep 2016

6,000
Sites as of Feb 2018

Bookings by gender (all segments)

65% Female

35% Male

Bookings after hours vs in-hours (all segments)

44% After hours

56% In-hours

Bookings by new patients vs existing (optometry)

57% Existing patients

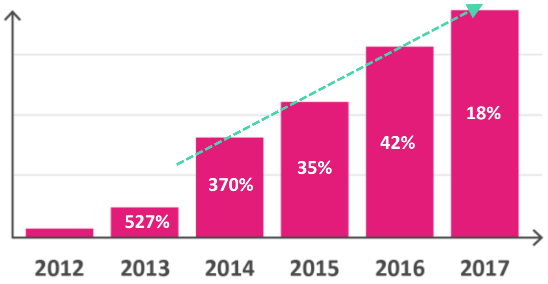
43% New patients

Bookings by gender (all segments)

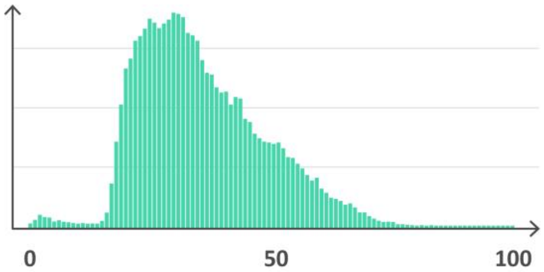
65% Female

35% Male

MyHealth1st booking growth



Number of bookings by age



Case Study: Rapid Growth in the Optometry Market

MyHealth1st now #1 independent optometry digital platform

Significant upsell opportunity for add on products like EasyFeedback and EasyRecalls, and other products over time

First significant advertising deal closed in Sep, to initially just 10% of available inventory

Independent optometrists market growth in under 12 months

3% of independent optometrists

60% of independent optometrists

1,200 stores

Initial market penetration began with **Online Appointments** service, now extended to include **EasyFeedback**, **EasyRecall** & **Advertising**

Now delivering all four revenue sources

- One-off Fees
- Subscription Fees
- Advertising
- Usage Fees

Major customers include

EyecarePlus

ProVision

eye2eye media group

Revenue Model

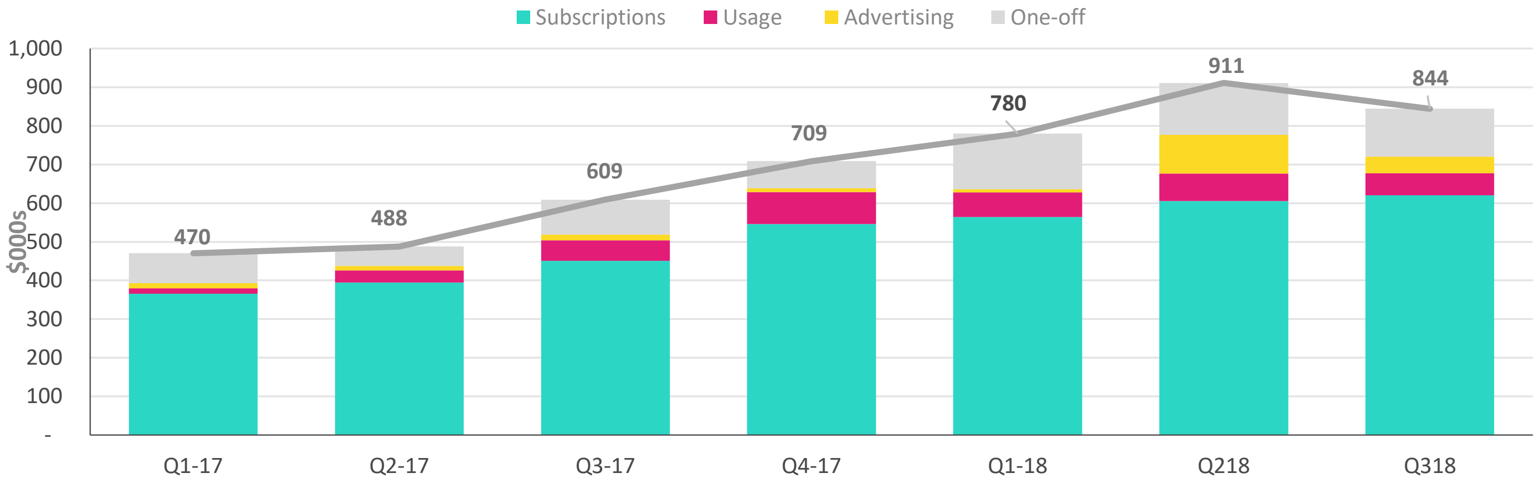
1st Group has several revenue sources – historically it has been driven by subscription fees but the growth focus is on higher margin upsell and advertising revenue. These are the KEY growth driver for our business.

One-off Fees	Subscription Fees (Monthly Recurring Revenue)	Advertising	Usage Fees
1H FY18 revenue	$240m	>$500m	>$1,200m
Setup, training & customisation	Online bookings, EasyFeedback	Advertising	EasyRecalls, SMS, booking fees

Stable Growth — **Growth Outlook** — Higher Growth Expected

Revenue Profile by Quarters

Progression through customer acquisition and customer upsell has driven revenue by quarter



*CQGR
12%

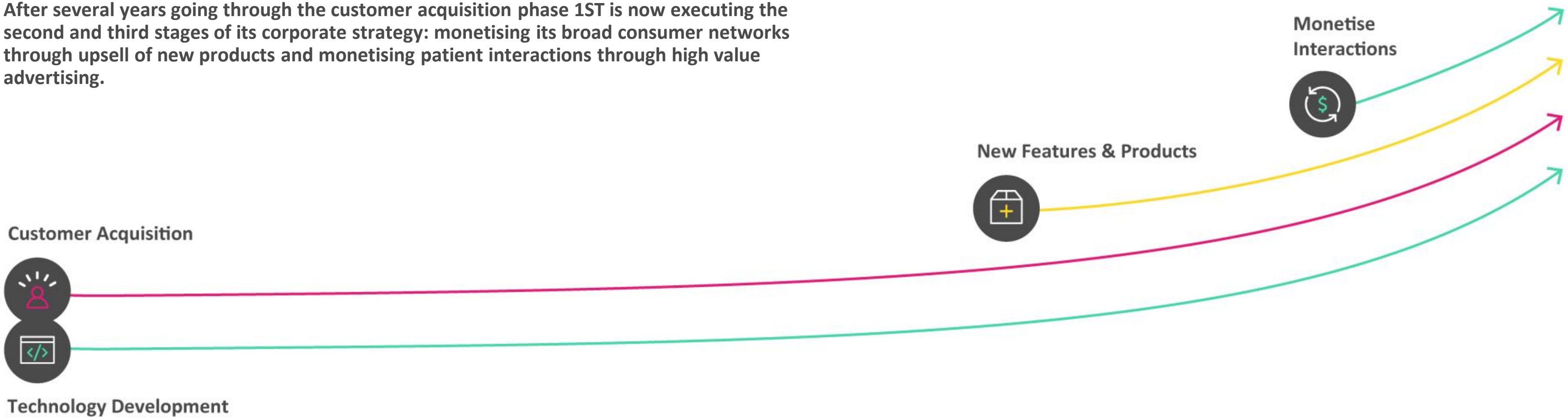
*CQGR – Compound Quarterly Growth Rate

Customers Who Have Chosen Us 1st

Growth Strategy & Outlook

Growth Strategy and Achievements

After several years going through the customer acquisition phase 1ST is now executing the second and third stages of its corporate strategy: monetising its broad consumer networks through upsell of new products and monetising patient interactions through high value advertising.



2012 | 2015 | 2016 | 2017

- Acquired Gobookings, Clinic Connect & DocAppointments
- Entered optometry market
- Launched PetYeti
- Launched first usage based product EasyRecall
- Launched new subscription product, EasyFeedback
- 60% of all independent optometrists signed up
- Sign first major ad deal

Multiple Growth Options

Increase No. Sites

Organic site growth from:

Customer acquisition strategies

Referrals

Industry consolidation

Corporate and industry partners

Upsell

Significant upsell potential to the existing customer base exists.

Current add-on products include Self Check-In, easyRecall and easyFeedback.

1ST has the technology, expertise and networks to expand into new health segments.

Bookings Per Site

Structural shift to online bookings is a key organic growth driver.

Direct marketing also promotes bookings.

Cross sell between modalities and brands.

Monetising Networks

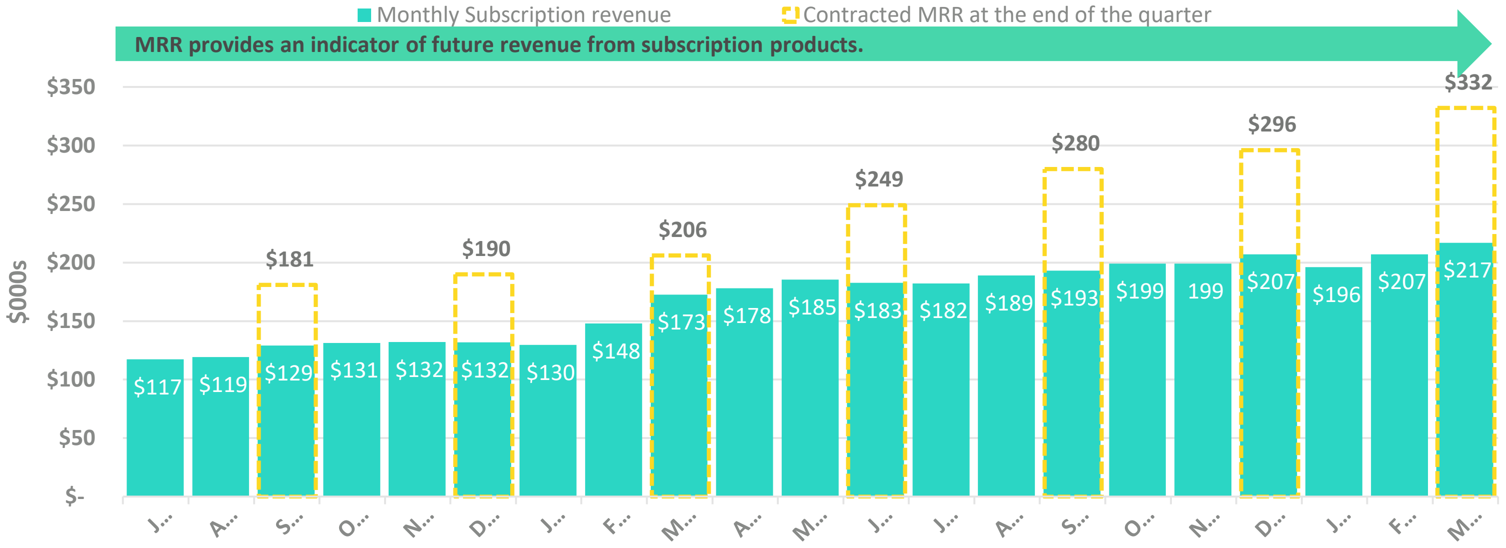
Potential to monetise the customer network is significant (eg. 3rd party advertising such as health insurance).

Acquisitions

A number of potential acquisition opportunities exist.

Subscription Revenue Growth

Strong Outlook for Continued Growth in Annuity Revenue



Drivers of Growth

- Increase No. of sites
- Upsell
- 60-70% Gross margin

Key Execution Priorities

Accelerate Growth

Accelerate further growth into markets we dominate

Upsell Customers

Upsell existing customers to new products and services

Improve On-boarding

Improve new customer on-boarding to reduce time to revenue

New Zealand Expansion

Expand operations into New Zealand market

Advertising Opportunities

Identify new advertising opportunities that leverage 1stGroup's unique market positions, technology and approach to high value advertising

Outlook

Strong Growth Momentum

Large Addressable Markets > $1.9B

Multiple Growth Drivers

Continue to deliver to our strengths; increase focus on key markets we dominate where we see significant upside potential; and drive real value for our customers/consumer users and advertisers while delivering our vision of becoming the most trusted way of connecting patients with their chosen healthcare services

Key Investment Considerations

Visible Path to Break-Even Cashflows

- Revenue growth momentum
- Directionally positive KPIs
- Costs stabilised

Large Addressable Markets > $1.9B

- Online health services bookings market is > $1.9b
- Includes online appointments, add-on products and services, and advertising

Multiple Growth Drivers

- Acquire new customers as they increase their online presence and digital profile through multiple products, including online appointments
- Upsell revenues as customers purchase additional products & services
- Booking migration from offline to online increases patient interaction points and monetization opportunities driving broader consumer engagement, cross-sell patients to other services, including PetYeti

Strong Recent Momentum

- Significant 1H FY18 year over year revenue growth
- Successful launch and expansion of advertising products

Significant Upsell Revenue Potential

- Upsell revenues are rising off a low penetration base
- Significant existing upsell customer opportunity
- Upsell consumer users to complementary services

Experienced Management Team

- Experienced leadership team
- Significant online experience – SEEK, HotelClub, Concur, Wotif.com, Realestate.com.au and others

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This document is dated 30 May 2018.

1stGroup

Thank You

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