



Investor Presentation

Australia's leading, trusted, high growth digital health group
22 March 2019

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This document is dated 22 March 2019.

1st Group – Company Overview

- 1st Group (1st) supplies a convenient, easy to use, integrated technology platform to enable online search and appointment booking services to the healthcare services industry. 1st also offers a range of value added apps and online services that facilitate enhanced customer experience and engagement, improving retention and lifetime customer value.
- Patients can book their healthcare appointments with their preferred healthcare provider through MyHealth1st service online, 24 hours a day, 7 days a week from any internet-connected device such as a smartphone, tablet or personal computer.
- Healthcare is one of the last antiquated “paper based” sectors. **50 million appointments** are still booked by telephone in private practices in Australia **each month**. 1st solves this problem.
- 1st has developed proprietary, scalable technology platforms that have already been used to book 8.5 million appointments, supporting over 8,300 sites (practices/locations) across **Australia and New Zealand**
- 1st has demonstrated fast market leadership in selected key verticals:
 - ✓ **#1 in independent optometry,**
 - ✓ **#1 in pharmacy, and**
 - ✓ **#1 in vet/pet services**
- Building high quality recurring subscription revenues with scope to upsell complementary products driving multiple revenue streams
- Growth Metrics:
 - ✓ Annualised Contract Value (ACV) growth 43% CAGR
 - ✓ Site growth of 64% CAGR
 - ✓ Customer Retention Rate of 95%
 - ✓ **ACV guidance provided for H2 FY19, of between \$5.1m - \$5.7m**
- Highly experienced team with deep expertise in building and monetising online platforms
- Large \$1.9bn Total Addressable Market (TAM) providing runway for growth across subscription, usage and advertising revenue - underpins multi-year growth

Financial Overview

Capital Structure

Stock Information As at 22 March 2019	ASX:1ST
Share price	\$0.051
52 week share price range	\$0.064 - \$0.024
Shares on Issue	261.45m
Options (average exercise price \$0.18)	19.0m
Fully diluted capital	280.45m
Market Capitalisation (excluding options)	\$13.33m
Convertible note drawn (as at 31 Dec 2018)	\$1m
Cash (as at 31 Dec 2018)	\$0.5m
Date listed	09 June 15

Key Holders	%
Mr John Charles Plummer	34.2
Mr Tony & Helen Gandel	8.8
Moore Family Nominees Pty Limited	3.9
Mr Trevor Matthews	3.4
RJM Luu Pty Limited	3.1
Top 20 holders	77%

Connecting consumers to better healthcare

1ST Group's product suite vastly improves the entire consumer experience, thereby creating loyalty to the practitioner, improving retention rates and enhancing lifetime customer value creation

Problem

50m appointments still booked by telephone each month in Australia

Complex, dated and inefficient patient management systems

Difficulties in finding, selecting and booking local healthcare services

Poor collaboration between healthcare providers

Google is an unreliable source of health content

MyHealth1st



 **onlineappointments**

 **easyrecall**

 **easyfeedback**

 **easycheck-ins**

 **1stinsights**

 **myhealthtv**

Solution

Works seamlessly with existing patient management systems

A convenient, easy to use, online healthcare booking platform

Simplifies interaction between all health service stakeholders

MyHealthTV is trusted, engaging and informative healthcare content



Platform Overview

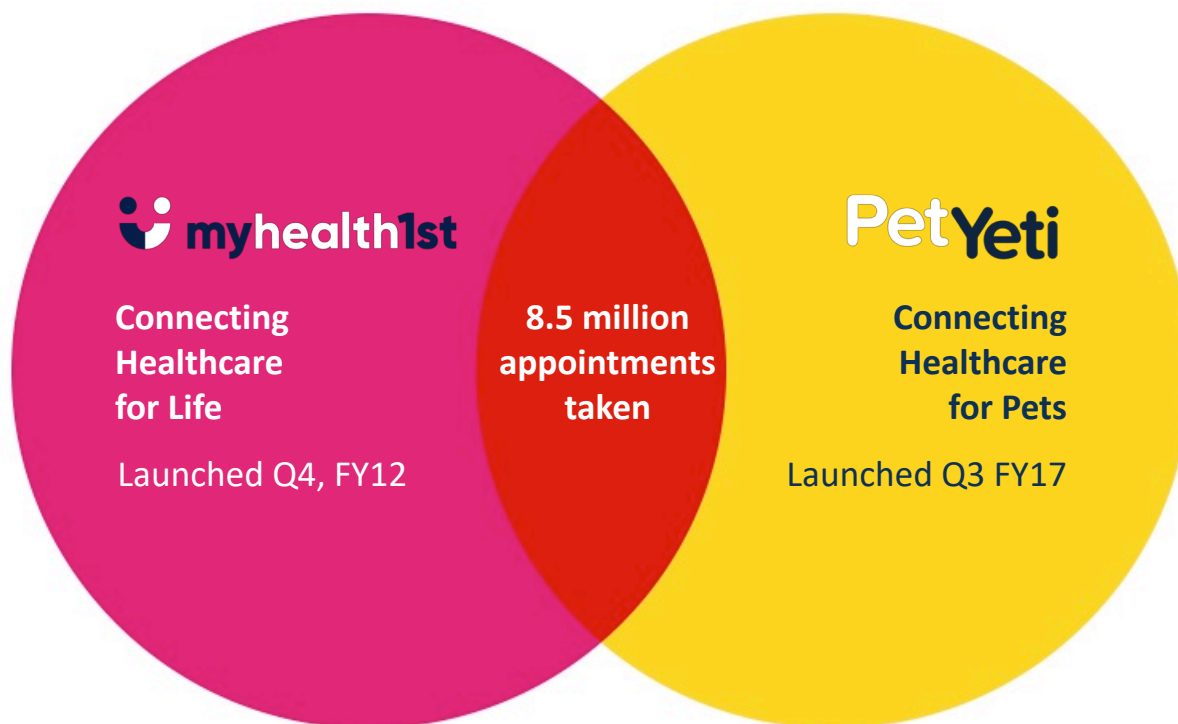
1st Group platforms integrate with around 45 existing Practice Management Software (PMS) systems, providing coverage of approximately 95% GP, 45% dental, 75% specialist and 75% allied healthcare services markets.

Connecting healthcare for all family members

Total number of our customers' sites

5,680 sites as
of December
2017

8,358 sites as
of December
2018



The Digital Patient Journey – Current Product Suite

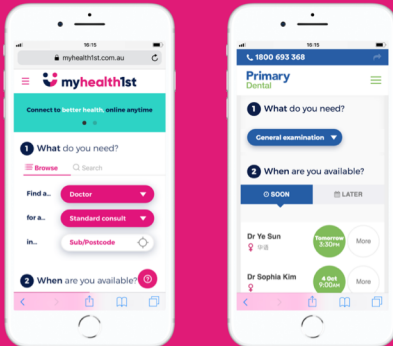
Connect & Book →



onlineappointments

MyHealth1st launched Q4 FY12

PetYeti version launched Q3 FY17
(Subscription Fees)

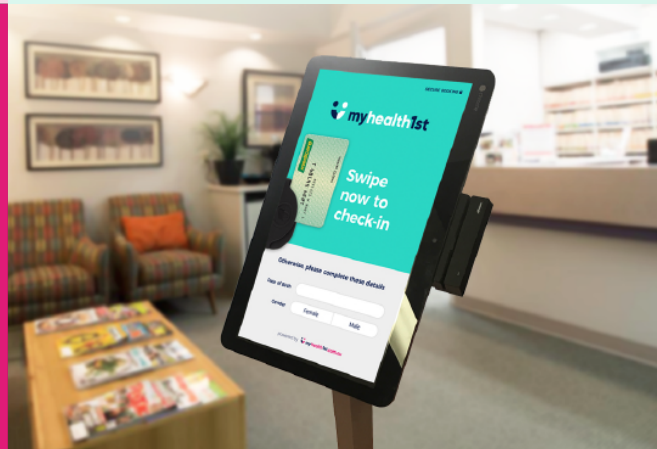


Practice Efficiency →



easycheck-ins

Launched Q2, FY18
(Subscription Fees)



Continuity & Retention



easyrecall

Launched Q3, FY17
(Usage/Transactional Fees)



easyfeedback

Launched Q3, FY17
(Usage/Transactional Fees)



1stinsights

Reporting – Launched Q3, FY17
(Subscription Fees)

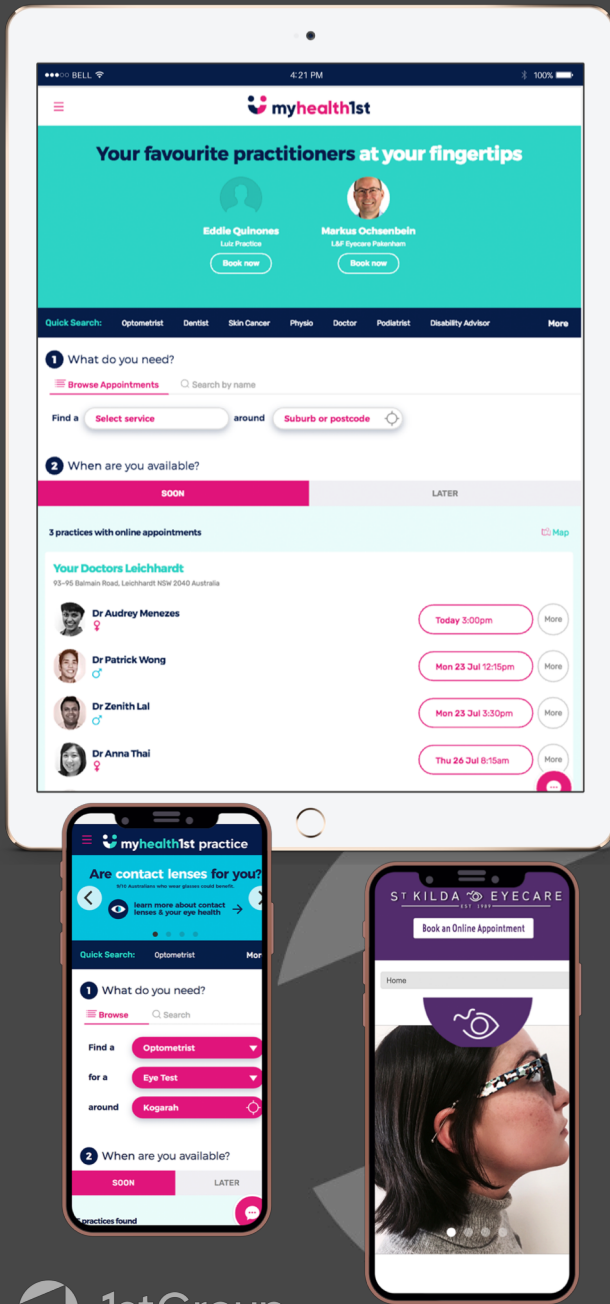
Patient Engagement/Advertising

Patient/Practice centered promotions. Launched Q2, FY18 (Advertising Fees)

Online Appointments

Convenient healthcare online anytime

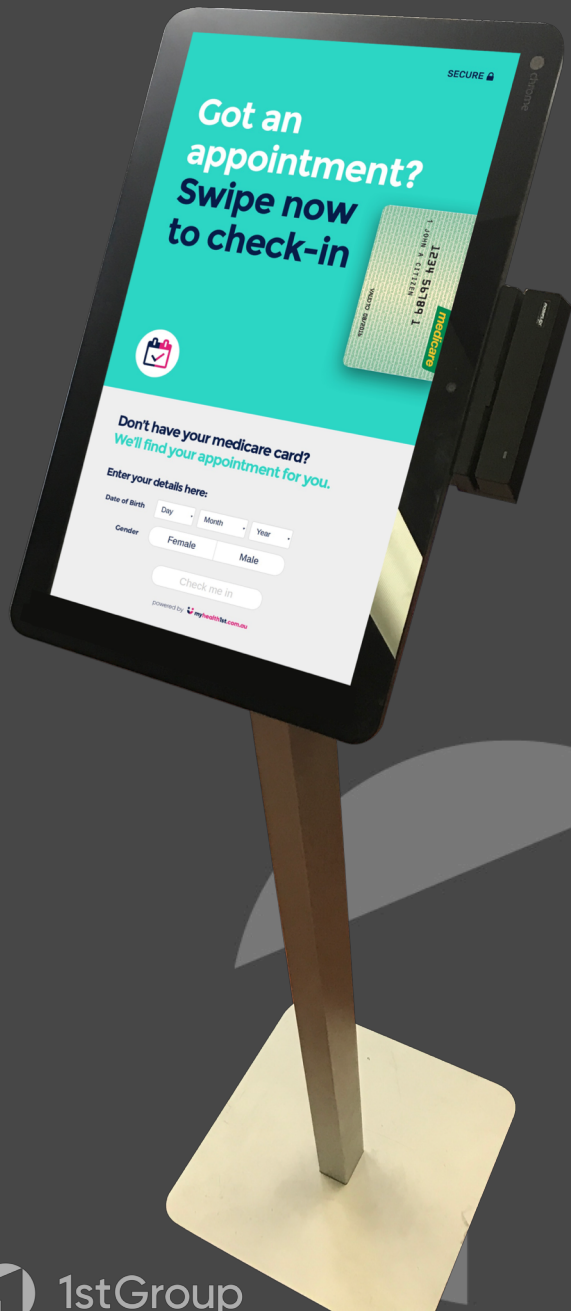
- A subscription fee service charged monthly per doctor (ranges \$50-75)
- Launched Q4 FY12
- Helping patients find and book appointments with their chosen healthcare providers easily and conveniently, 24/7, on any internet connected device
- Seamlessly integrates with a practice's existing scheduling software (integrated with around 45 systems today covering GP, Dental, Allied, Specialists and Vets)
- Enables a patient to book appointments through either:
 - a practice's own website
 - MyHealth1st or PetYeti Online Directory
 - mobile app
 - Facebook/social media pages or
 - any online content utilising "Book Now" website widgets

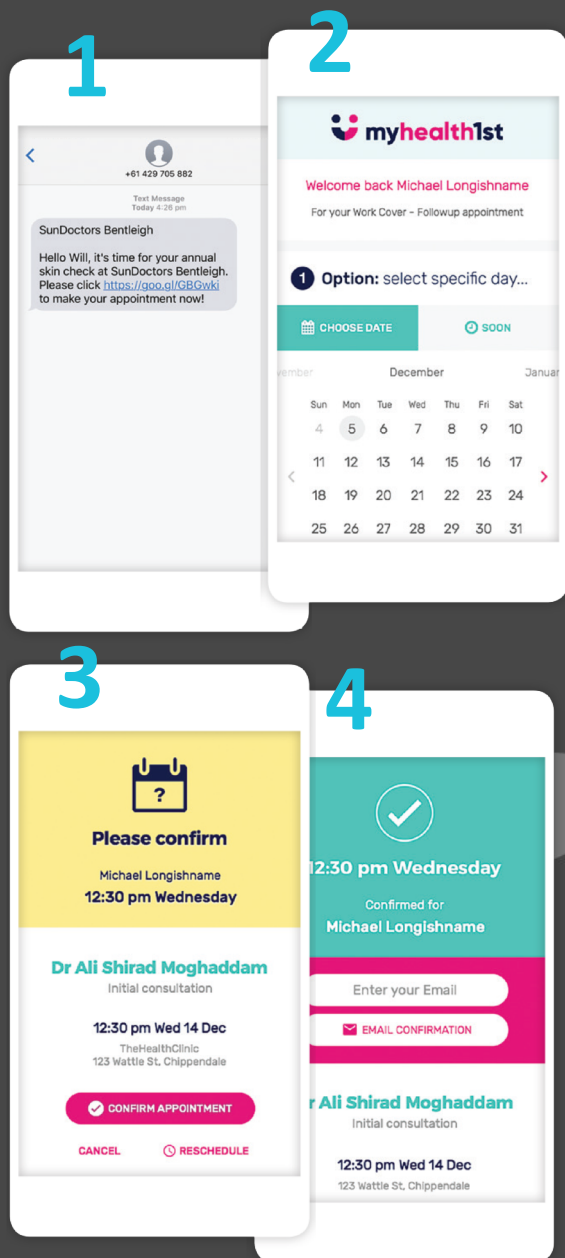


EasyCheck-in Kiosk

fast, convenient practice arrival

- A subscription fee service charged monthly per practice plus hardware costs (\$3k hardware, \$100 per month software subscription fee)
- Launched Q2 FY18
- Helping patients check-in for their appointment when they arrive at a practice
- Seamlessly integrated with selected existing practice scheduling software (most GP and Specialist systems)
- Allows the patient to easily and quickly check-in by swiping their Medicare card
- Advises the patient where they are in the “queue”, that is, how many patients have checked in before them for a specific doctor
- Confirms through a semi-redacted display of the patient’s address that the patient’s contact details are still up to date
- Leverages “Chrome” kiosk hardware, enabling remote management

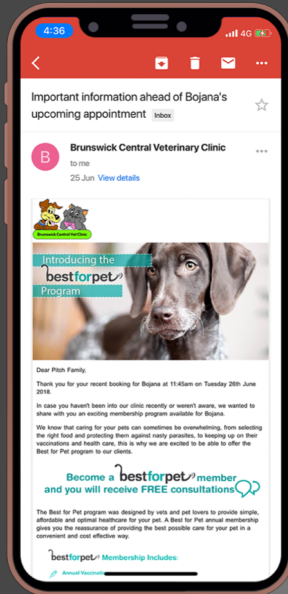
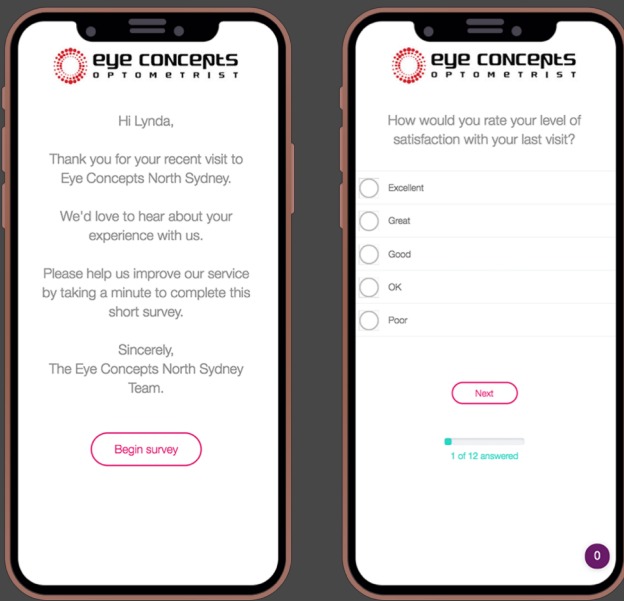




EasyRecalls

fast, smart and convenient patient recalls

- A usage fee service charged per recall SMS notice sent to each patient
- Replaces existing, costly, ineffective and time consuming letters sent to patients, or SMS messages with phone numbers in them that are difficult for patients to act on
- Launched Q3 FY17
- Helps practices secure appointments cost effectively from patients for their future periodic appointments like 6-month dental checkup
- Seamlessly integrates with a practice's existing scheduling software (supporting GP, Dental, Allied and Specialists)
- Highly personalised for the patient; the patient only needs to select the date and time to confirm their appointment automatically matching the patient with the right doctor, for the right appointment length, the service needed and links the appointment to the existing patient file



EasyFeedback

Post and pre-consult patient surveys

- A subscription fee service charged per practice per month, and SMS charges if they apply
- Enables practices to obtain a range of feedback from patients both prior to and post a consult, including Net Promoter Scores
- Launched Q3 FY17
- Over 700 practices already signed up
- Seamlessly integrates with a practice's existing scheduling software (supporting GP, Dental, Allied and Specialists)
- Enabling any patient with an appointment to be invited to provide feedback either by email notifications, SMS or both
- High engagement - achieves around 50% response rate when used in conjunction with SMS notifications
- Includes an e-voucher option for use by retail practices like Optometrists, and Pet/Vet services

Advertising: Engaging & Informing Patients

1ST Group focusses on qualified advertising that improves patient education and health literacy

- Helping healthcare practitioners/practices improve the patient experience and education at every stage of their healthcare journey
- The right promotions at the right moment for profitable, meaningful and high-value engagement
- Partnering with Australia's most trusted health content creator, Tonic Health Media, providing an alternative to ill-informed patients using Google to self diagnose
- **Successful example:** Contact lens campaign pilot in Q2 FY18; involved select optometry practices who opted in. Demonstrated that the MyHealth1st platform could lift adoption by up to 500%, improved patient understanding of the benefits of contact lenses, engaging any patient with an appointment with an Optometrist no matter how they booked
- Campaigns utilise comprehensive suite of 1st Group products and services for optimum results

Example online booking ad component

Eye Health - Contact lenses

Do you wear contact lenses?

Yes No

Would you like to discuss contact lenses during your appointment?

Yes No

We'll let your optometrist know. Don't forget to mention it during your appointment.

Guiding Values & Principles

- Patient data privacy
- Security
- Opt-in
- Transparency
- Supports the interests of practices
- Improves patient healthcare literacy
- Trusted content



An initiative of:



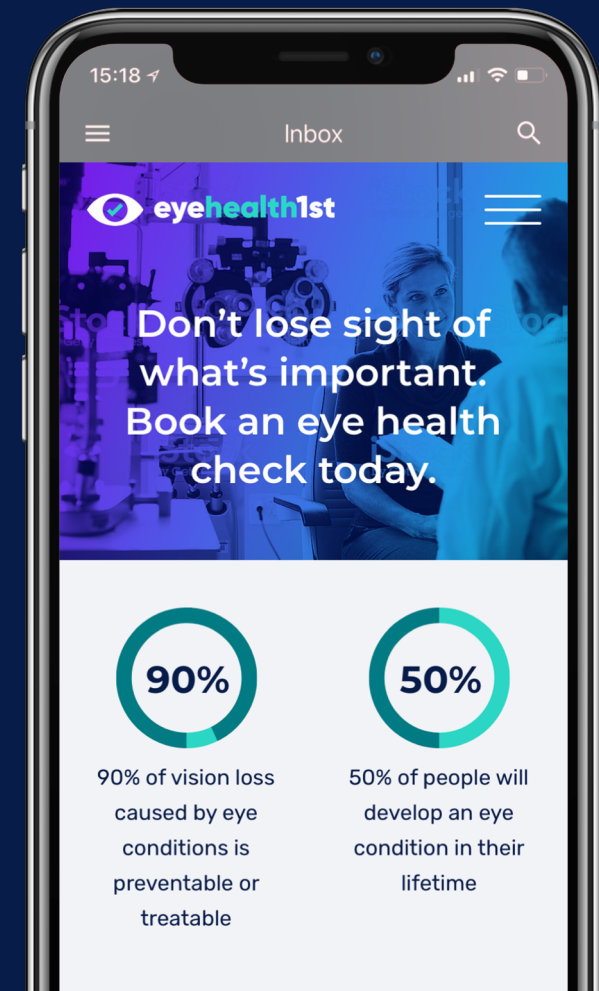
Example of new advertising revenue

Launched 4th March 2019

- Multi-channel marketing via a revenue share model with partners targeting Australians over 40 – almost half of the total population
- Leverages existing optometry customers on MyHealth1st platform
- Key initial partners include Glaucoma Australia, Optometry Giving Sight, Tonic Health Media & myDr.com.au
- Revenue model: \$15 per new patient booking through EyeHealth1st.com.au
- Promoting MyHealth1st Independent Optometrist as the leaders in “Eye Health”
- Expecting to reach 5 million Australians each month as the campaign builds
- Revenue from campaign expected from Q4FY19 onwards



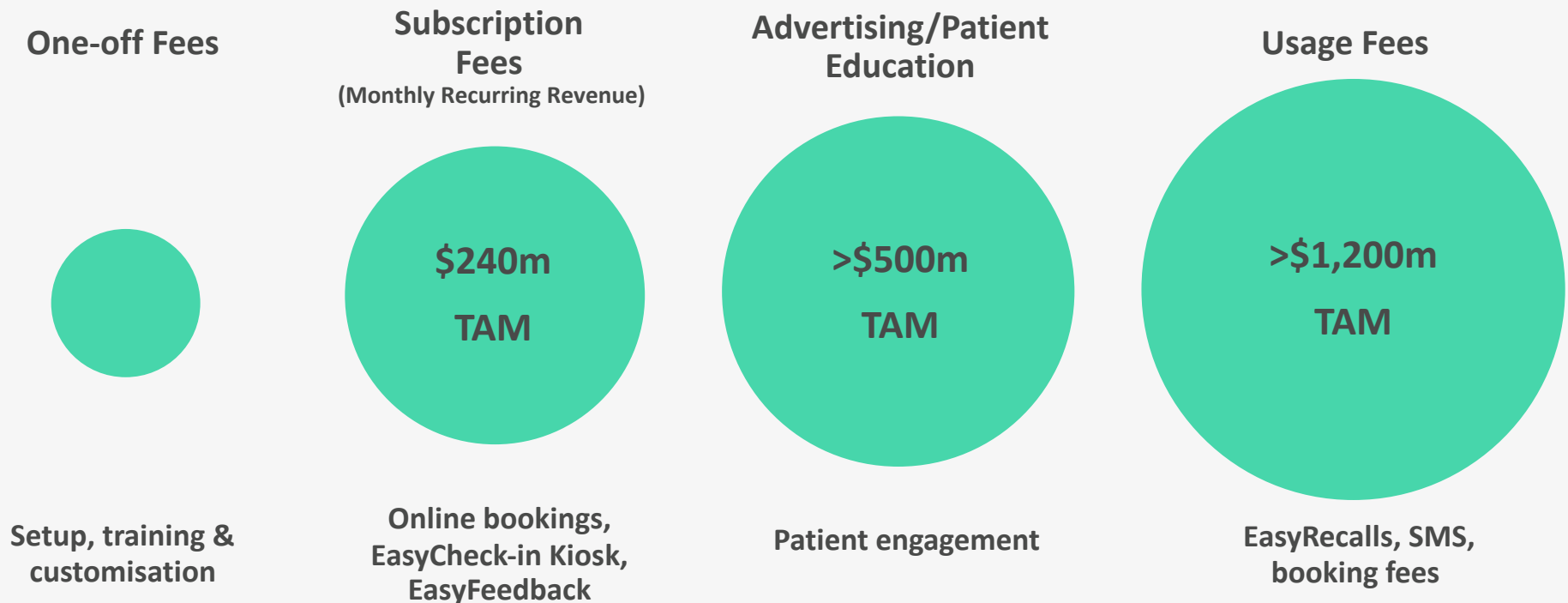
An early intervention initiative to identify eye diseases in Australia's growing aging population



Revenue Model & Addressable Market

1st Group has multiple revenue sources. Historically driven by online appointment booking subscription fees. Now the growth focus is on upselling customers to additional value-added products.

\$1.9B Total Addressable Market (TAM)

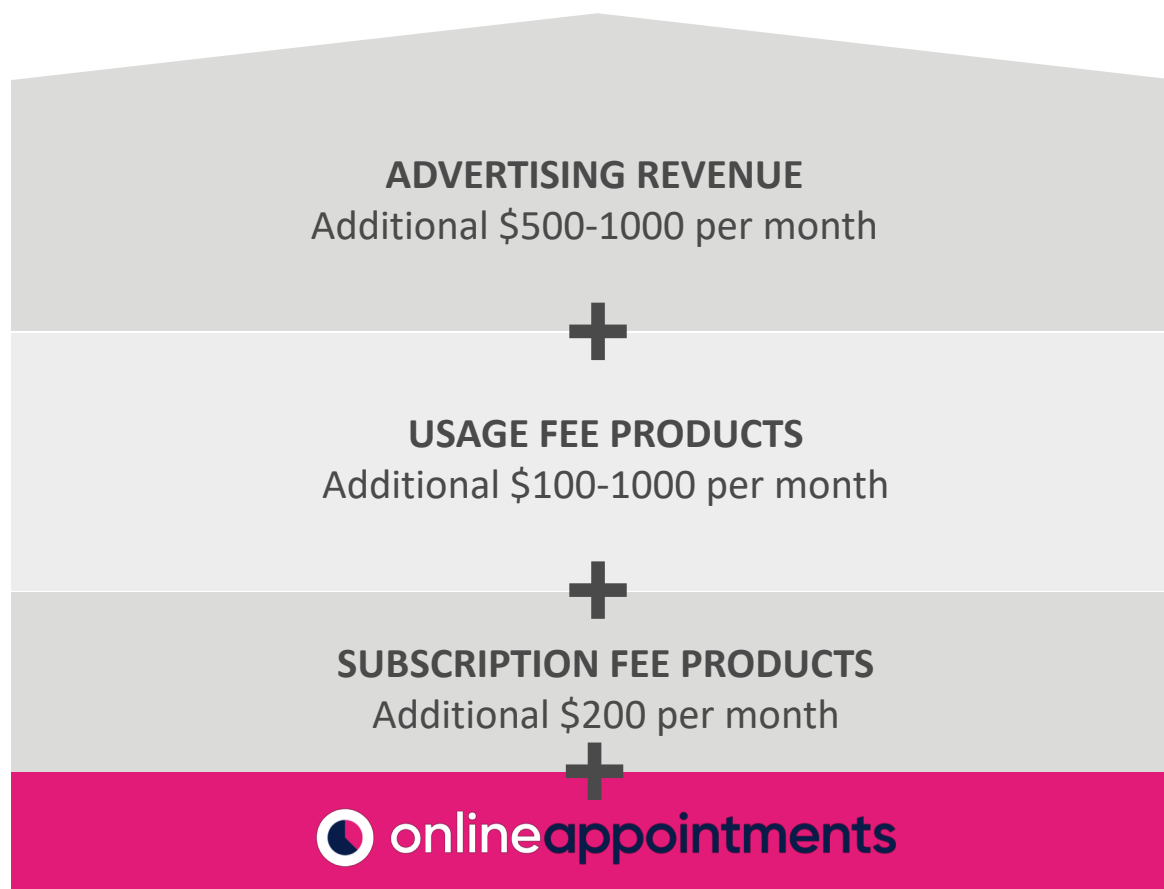


TAM sources: A calculation based on available provider and practice numbers drawn from the Government agency AHPRA, and industry association published numbers across all available healthcare services, including natural therapies, and based on existing 1st Group product fee structures

Upsell additional products to increase revenue per site

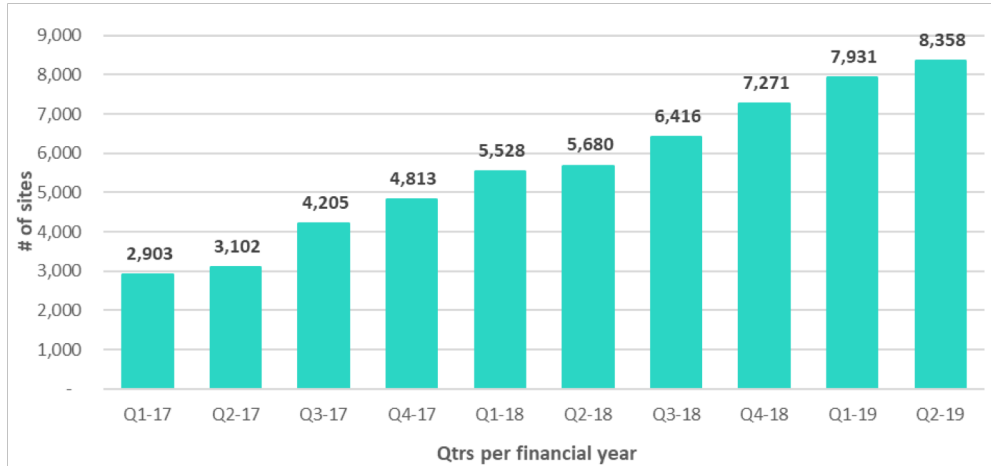
For every \$100 per month in online appointment subscription revenue, we can generate \$800 - \$2000 per month in additional revenue from upselling customers to value added products and services

Site
Upsell
Opportunity

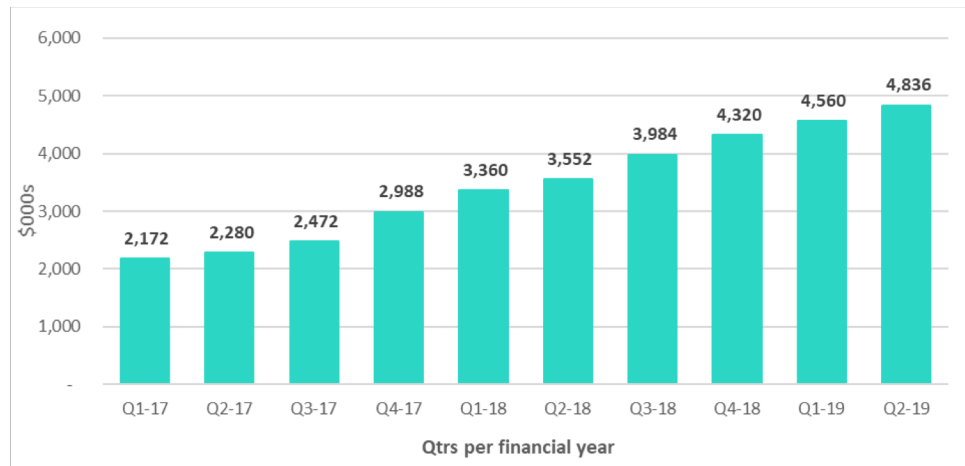


Growth metrics: Site Acquisition, ACV Growth, Strong Retention and Upsell

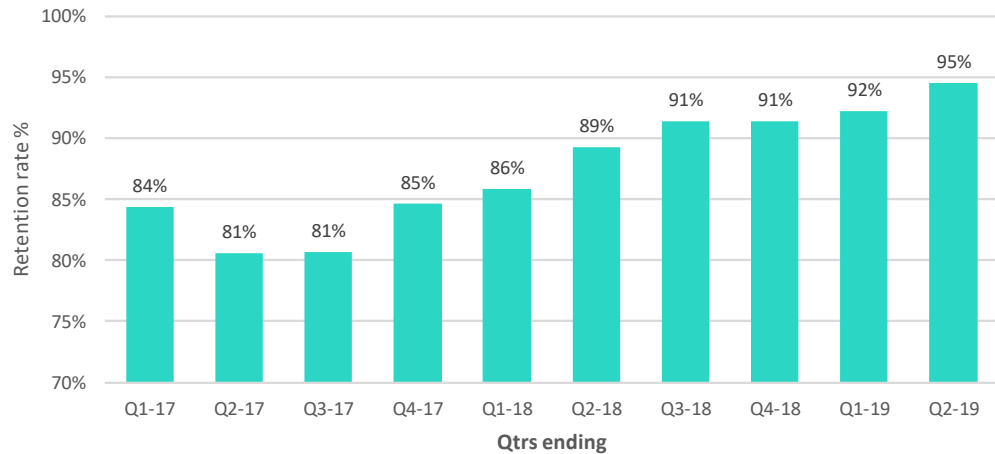
Number of Sites



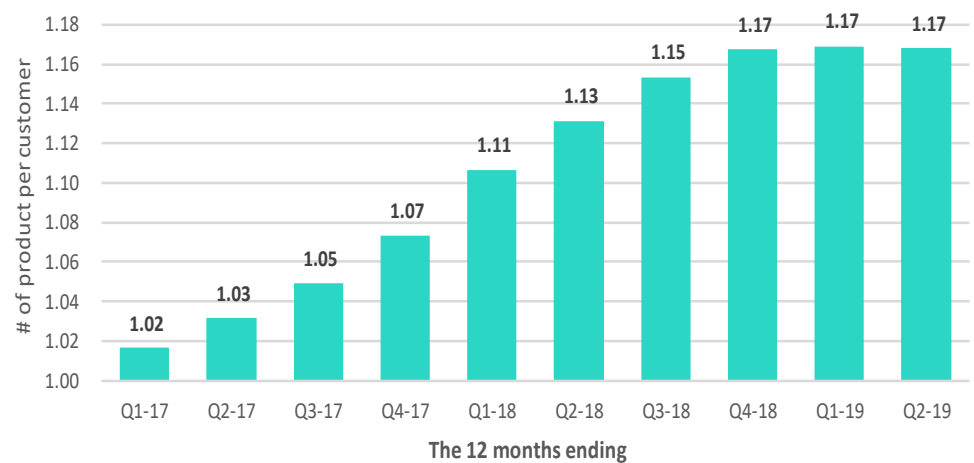
Annualised Contract Value (ACV) \$000s



Annual Customer Retention Rate

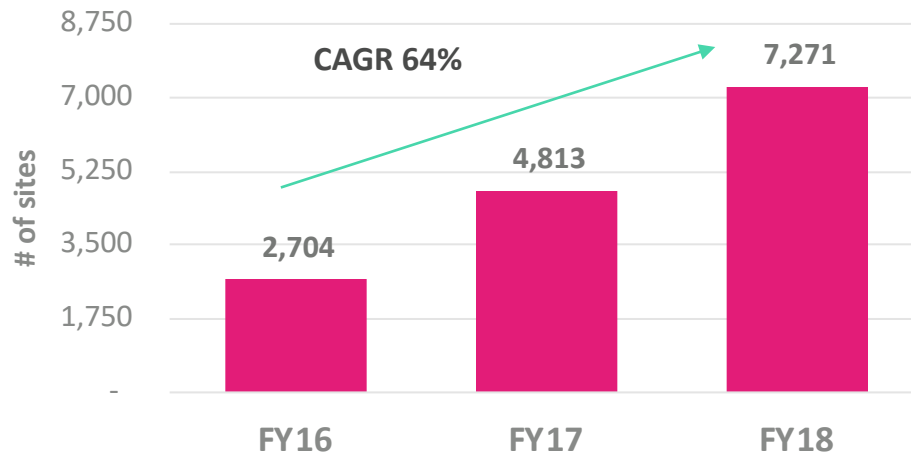


Products per Customer Site

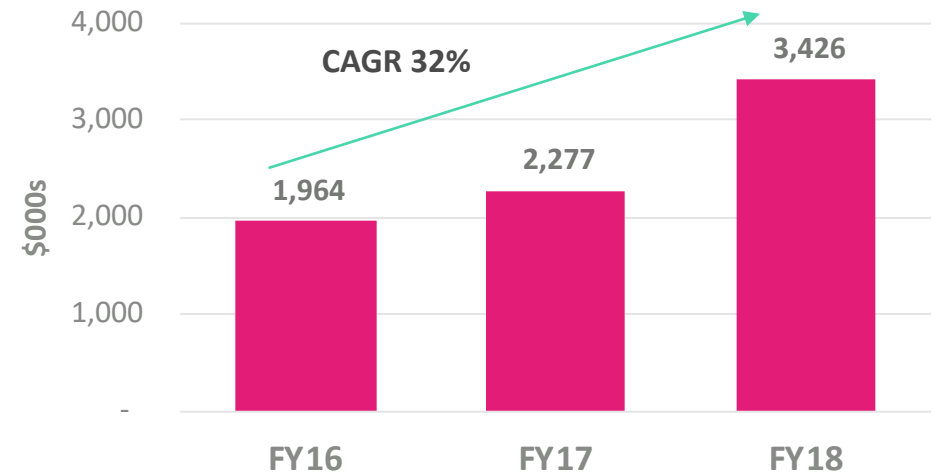


3 Year financials and drivers

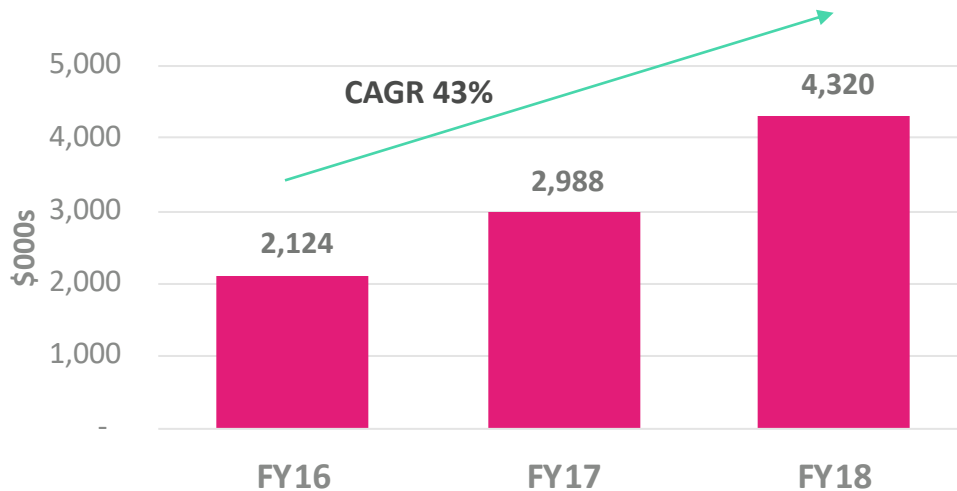
Number of sites



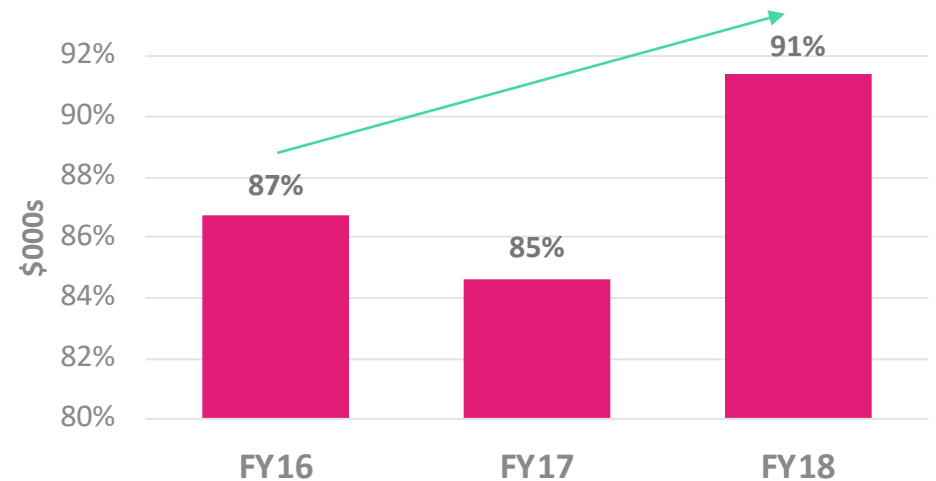
Revenue \$000s



Annualised Contract Value (ACV) \$000s



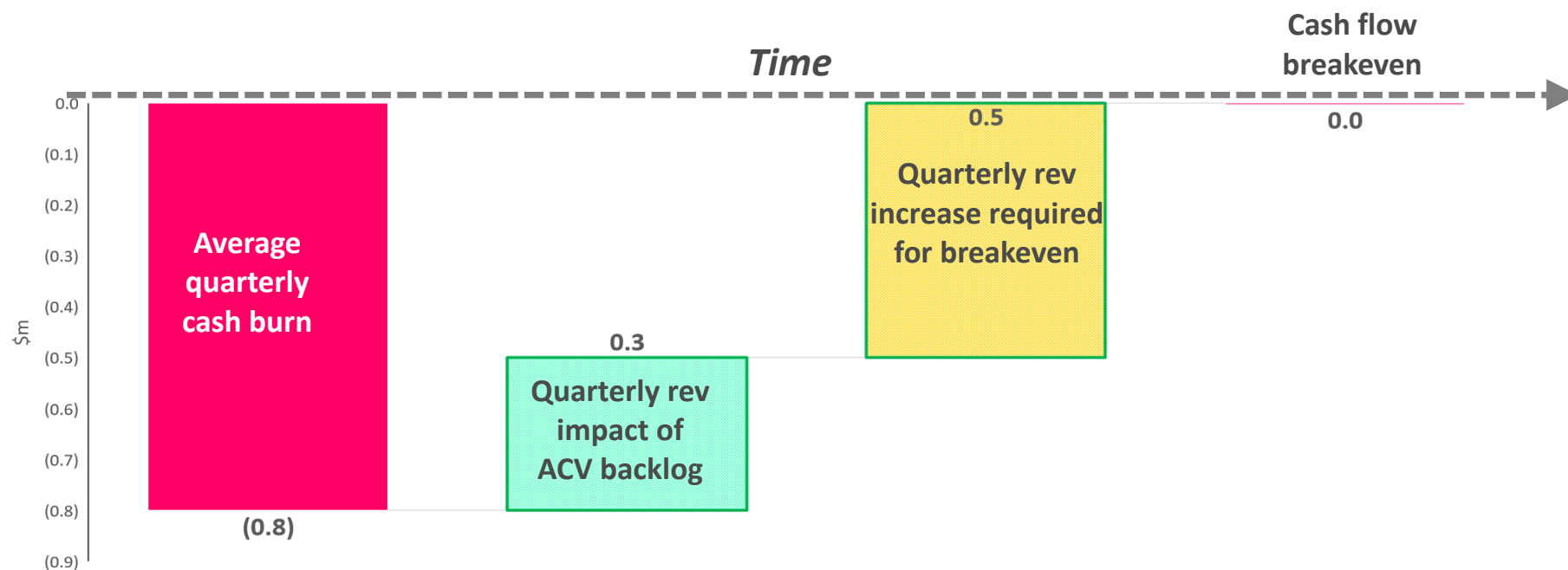
Annual Customer Retention Rate



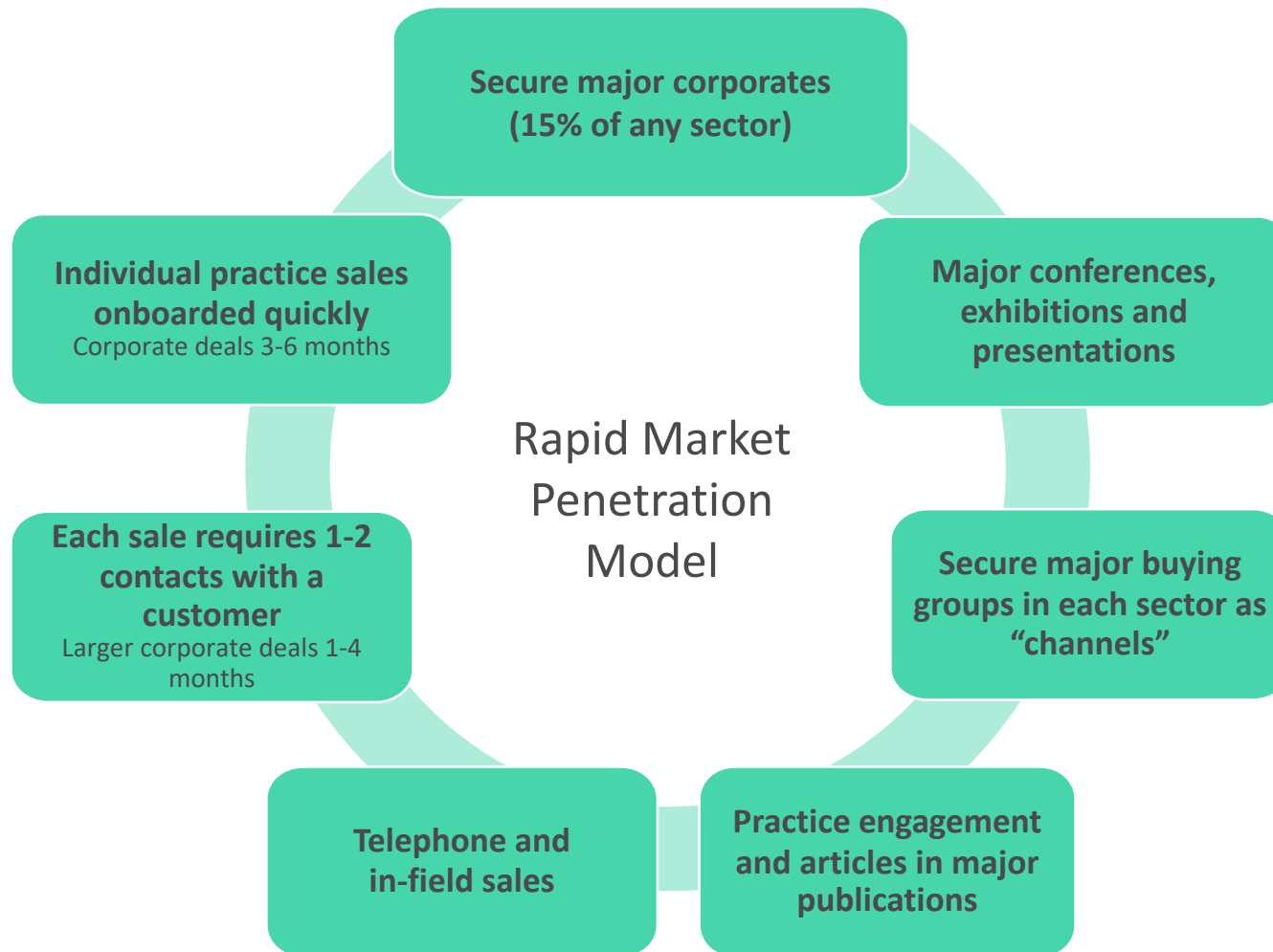
Clear path to cashflow breakeven

Continued growth of sites, ACV, and upsell of additional products together with onboarding of current contracts already sold provides a clear path to cashflow breakeven

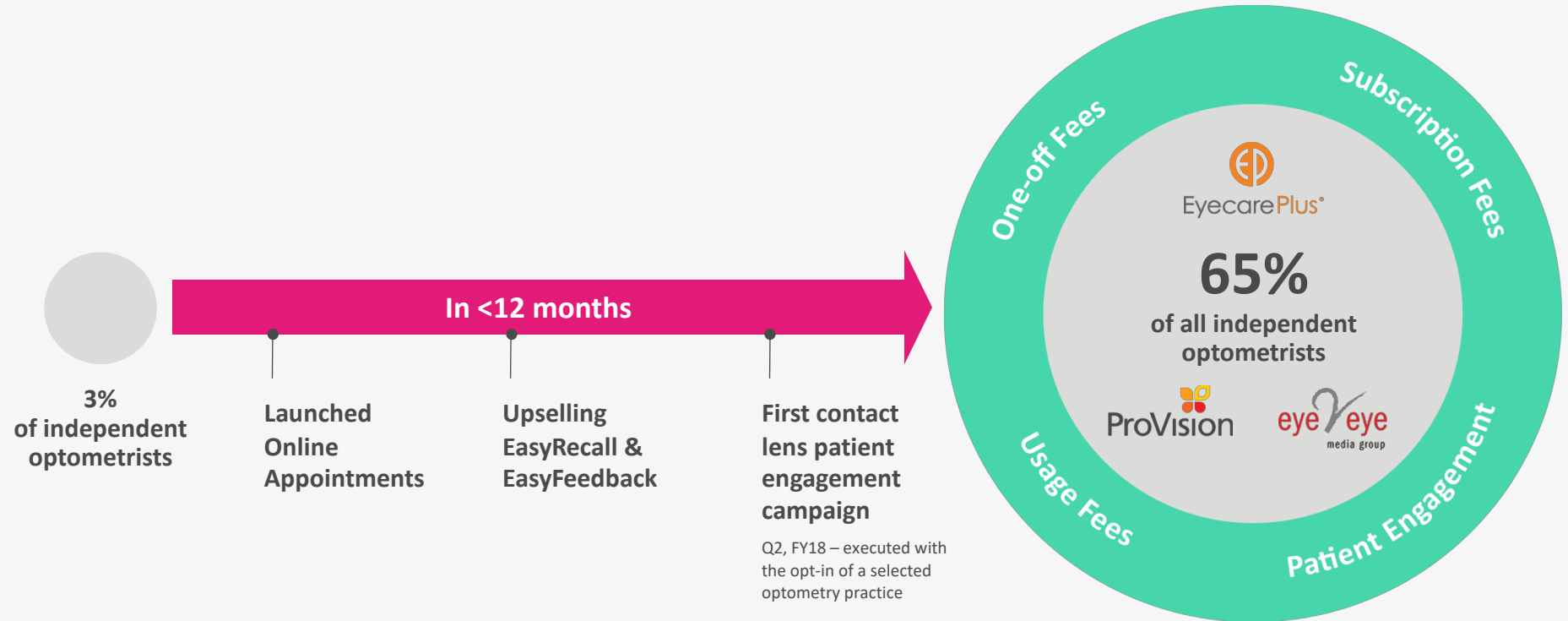
- ACV backlog (signed contracts not yet onboarded) at December 31 2018 was \$1.2m (or \$0.3m revenue per quarter)
- ACV CAGR is 43%
- ACV at December 31 2018 was \$4.84m
- ACV guidance provided for H2 FY19, of between \$5.1m - \$5.7m
- Note ACV does not include additional revenue from growth in usage and advertising fees



Customer Acquisition Model: Optometry market example



Case Study: Rapid Growth in the Optometry Market



Customers Who Have Chosen Us 1st

Optometry

~1,300 sites (65%)
Est. TAM 2,000 sites



Pharmacy

~3,000 sites (75%)
Est. TAM 4,000 sites



Vet/Pet Services

~700 sites (20%)
Est. TAM 3,600 sites

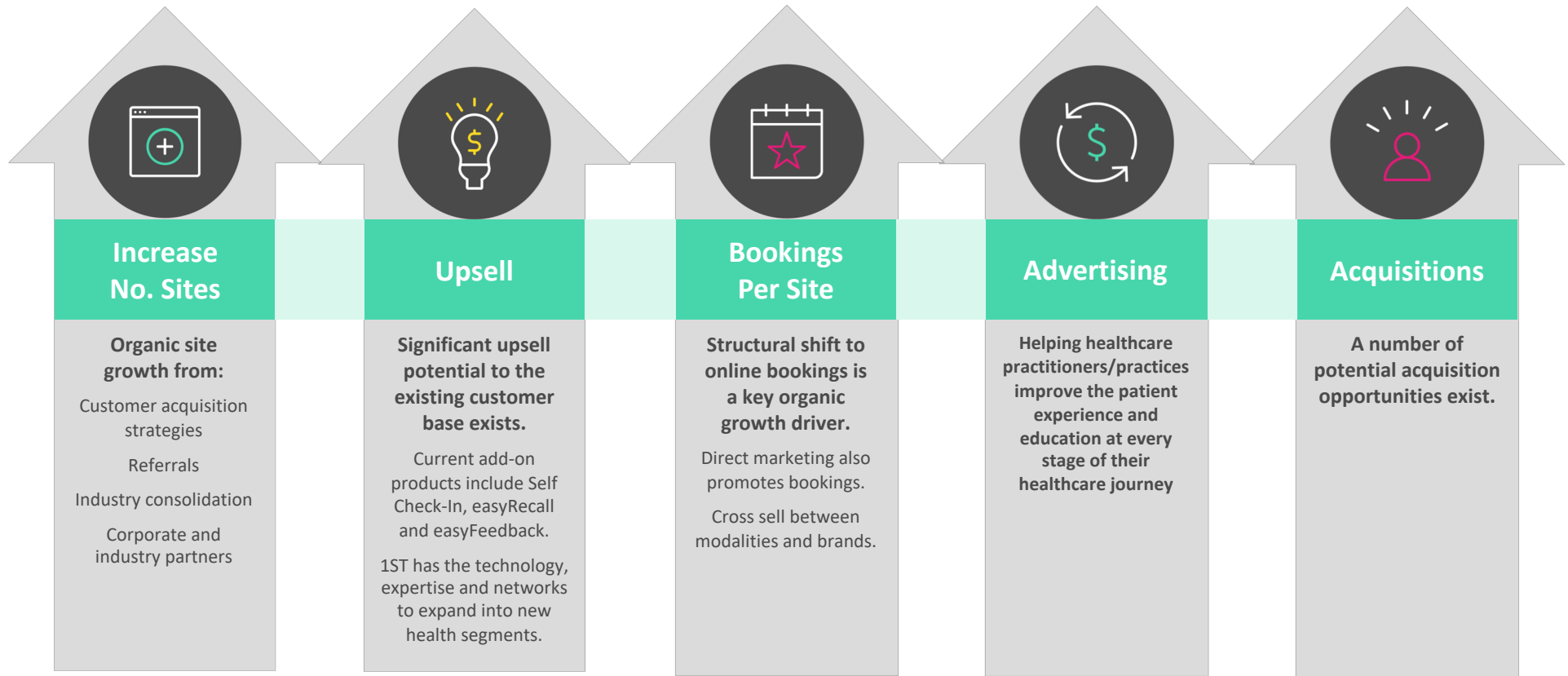


Other Sectors

GP, Dental, Allied, Specialists, Hospitals, Gov, Corp. etc
~3,400 sites | Estimated TAM 140,000 sites



Multiple Growth Options



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

Further improve new customer on-boarding to reduce time to revenue



New Zealand Expansion

Expand adoption in New Zealand market



Advertising Opportunities

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

Board and Management



Trevor Matthews

Chairman

Trevor is a director of AMP Limited, AMP Bank, Bupa Australia and New Zealand, CMC Markets Australia, FNZ Asia Pacific, Edelweiss Tokio Life and chairman of the State Insurance Regulatory Authority and AMP Life. He is a Fellow of both the UK and Australian actuarial institutes and the AICD. Previously a successful financial services 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 Welch

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.



Mike Emmett

Non-Executive Director

Mike is CEO of AUB Group and was CEO of Cover-More Insurance prior to it being acquired by Zurich Insurance.

Prior to Cover-More, Mike held senior leadership roles in Australia, the UK and South Africa at QBE, EY, Morse, IBM, Accenture and PwC.



Richard Rogers

Chief Financial Officer

Richard is an IT industry CFO with extensive experience gained in large and small entities, spanning e-commerce, hardware, software, consulting, services and solutions.

Previously Richard was CFO at Lenovo, HotelClub and Dell in addition to smaller privately-owned businesses. Richard is a Fellow of the UK Institute of Chartered Accountants and a member of the AICD.



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.

Outlook



**Strong Growth
Momentum**



**Large Addressable
Markets > \$1.9B**



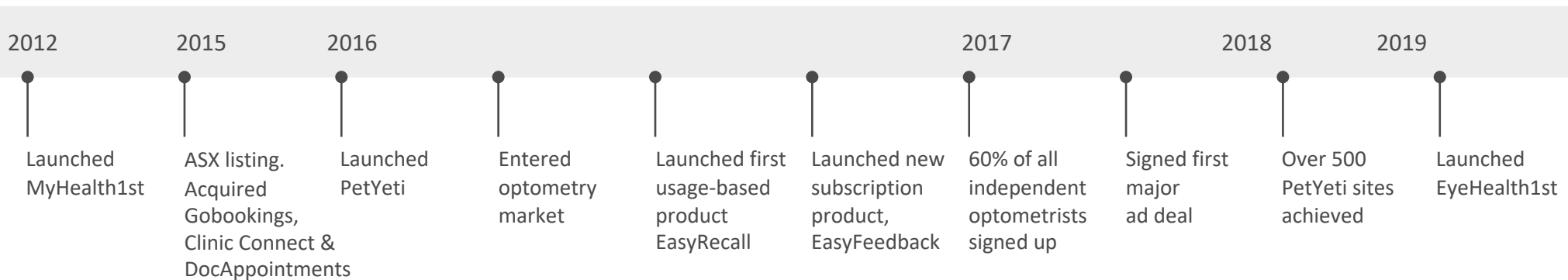
**Multiple
Growth Drivers**

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

Company History

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**

- The first service, MyHealth1st, launched April 2012
- Listed on the ASX June 2015
- The group has signed agreements to support more than 8,300 sites/practices and have facilitated more than 8.5 million appointments booked online across our platforms
- Headquartered in Surry Hills, NSW, 2010
- 30 FT employees





Thank you

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