

# 1st Group enters Psychology market

Aims to rapidly become the #1 Online Appointments Directory for Mental Health Services by partnering with Benestar Group

## Highlights:

- 1st Group has signed an agreement to partner with Benestar Group, the leading provider of Employee Assistance services, to bring the MyHealth1st platform to the 57,000 psychologists in Australia
- Benestar will fund the setup for up to 2,600 psychologists across Australia onto MyHealth1st, targeting onboarding by July 31, 2019
- Revenue potential of up to \$1m pa for 1st Group in the near term (subject to adoption rates), with significant opportunity for further growth as more psychologists sign up to MyHealth1st

**1ST Group Limited (ASX: 1ST)**, the Australian digital health group, today announced it had entered into an additional agreement with existing client Benestar, to drive adoption of the MyHealth1st digital online patient engagement platform across the Australian psychology sector to improve access to mental health services and patient health outcomes, further progressing its 2019 Roadmap announced 25<sup>th</sup> March.

## About Benestar Group

Benestar (benestar.com), a division of Cover-More Group, is the leading Employee Assistance Provider in Australia and New Zealand, delivering mental health and wellbeing services to a broad range of organisations and their employees, including government agencies and corporations. Benestar, which has an internal team of more than 350 psychologists and social workers, is an existing client of 1st Group.

## The agreement and opportunity

Under the agreement, Benestar will fund the expansion of psychologists onto the MyHealth1st platform to enable faster and easier access by Benestar to an external network of psychologists.

Benestar allocates thousands of patients a month to external psychologists across Australia. In future, the aim is for these patients to be allocated to psychologists using the MyHealth1st platform. In supporting and funding the adoption and use of the platform across an expanded number of psychologists, the new MyHealth1st

service will enable Benestar to confirm appointments more efficiently while improving the experience for patients requiring access to these services.

Benestar has agreed to pay the setup fees for initially up to 2,600 psychologists to join the MyHealth1st platform. The target is to have these psychologists onboarded onto MyHealth1st by the end of July 2019.

Psychologists who sign up will pay a booking fee per new patient appointment confirmed through the MyHealth1st platform.

Psychologists will also have the option of adding the MyHealth1st digital patient engagement platform for general use in their practice operations, enabling appointments to be taken through their own websites and social media pages for an additional standard subscription fee per month per psychologist, and be able to add other MyHealth1st services as required. This will deliver further value to their practice operations by improving booking efficiency, simplifying patient engagement and generating additional potential revenues for the practice.

Benestar Group CEO, Bjorn Meier said: *“1st Group is a highly valued partner to our business, helping us transform key parts of our operations with their appointment scheduling technology and healthcare sector expertise. This latest initiative is testament to the ongoing and productive collaboration between Benestar and 1st Group and our ability to jointly develop propositions that strengthen our respective market positions to the benefit of our customers and their employees. I am extremely excited about the direction of this partnership and am looking forward to continuing to innovate with 1st Group to meet the challenges of the growing mental healthcare needs in Australia and New Zealand in the future.”*

### **Revenue**

Based only on the psychologists who want to receive new patients from Benestar via the MyHealth1st platform, the agreement is expected to generate additional estimated revenues of up to \$1m<sup>1</sup> per annum of additional revenues for 1st Group, with further revenues possible for those who also subscribe to MyHealth1st for general use by their practices, and any additional booking volumes and therefore booking fees, generated by the traffic on the MyHealth1st.com.au portal. The initial onboarding of up to 2,600 psychologists is targeted for completion by July 31, 2019 with revenues commencing in Q4FY19.

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<sup>1</sup> The estimated revenue is based on internal modelling conducted by 1st Group and is not guaranteed. Actual revenue will depend on a number of factors, including psychology market adoption.

1st Group Managing Director & Co-Founder, Klaus Bartosch said: *“Strategic partnerships like this one with Benestar afford us with a unique opportunities to offer improved support in the mental health sector. There are around 57,000 psychologists in Australia (almost twice the number of GP’s) and we are aiming to become #1 in psychology category. Enabling early intervention is key to our focus as a company. With 20 per cent of Australians suffering a mental illness each year, it is high time that we did something to help make the process much easier for patients.”*

*“This new opportunity, together with the Medibank pilot announced last month, positions 1st Group for strong revenue growth from Q4FY19 onwards and will help us progress towards our goal of achieving cashflow breakeven in the near term.”*

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### Further information

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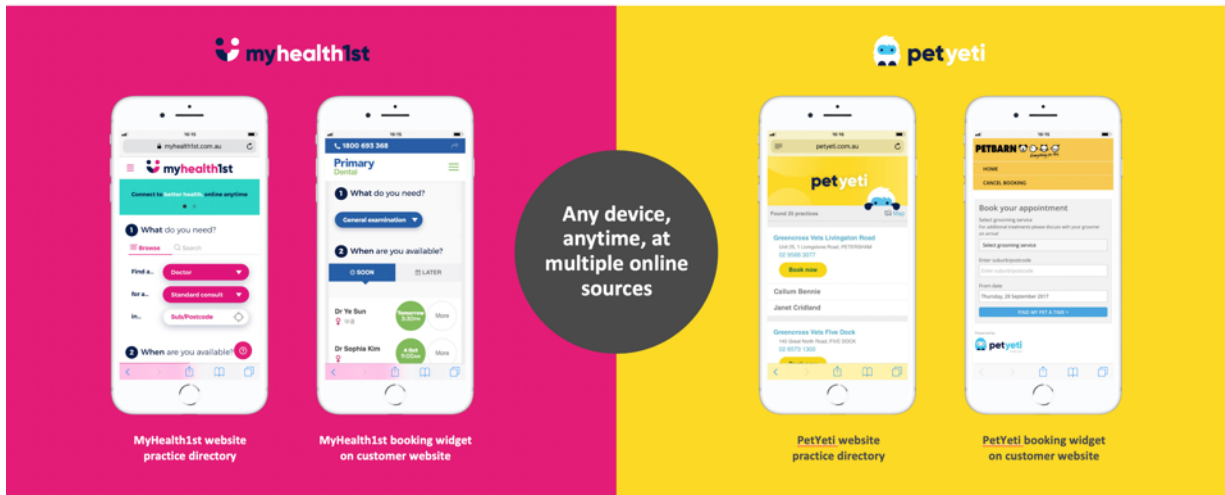
### About 1st Group Limited

1st Group is an ASX listed digital health group 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).

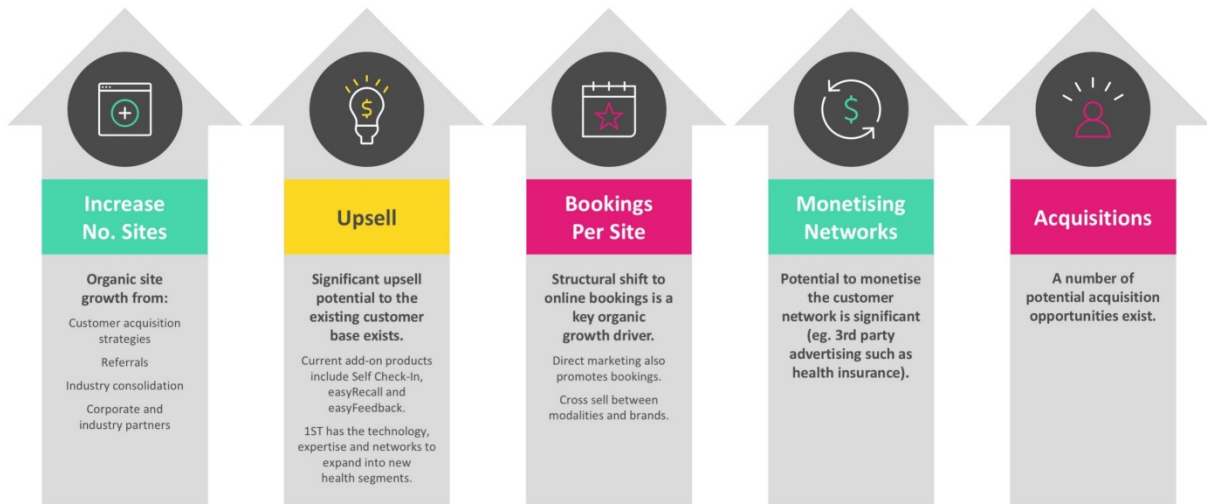
APPENDIX

Our Portals and Web Widgets

Our Solutions in Action



Multiple Growth Options



Key Investment Considerations

- 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 quarter on quarter revenue growth
- 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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