



# AGM - CEO Presentation

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# 1st Group – Company Overview

Provides a leading digital patient engagement platform and healthcare services marketplace, enabling health practitioners to engage with their patients online, 24/7

## Highlights

### FY21 Summary:

- Revenue up 10%, COVID-19 delayed major project revenues during the year
- Annual Recurring Revenue (ARR) of \$5.93m, up 9% from \$5.45m at 30 June 2020
- Loss before income tax for the year, before impairment charges, was (\$3.41m), reduced by 32% from (\$5.04m) in FY20

### Private hospital strategic channel partnership updates:

- St Vincent’s – expansion progressed into QLD, excellent progress to date
- Cabrini Health - excellent progress to date and ahead of expectations
- St John of God – contract signed in Q2 FY22, onboarding to commence in 2H FY22

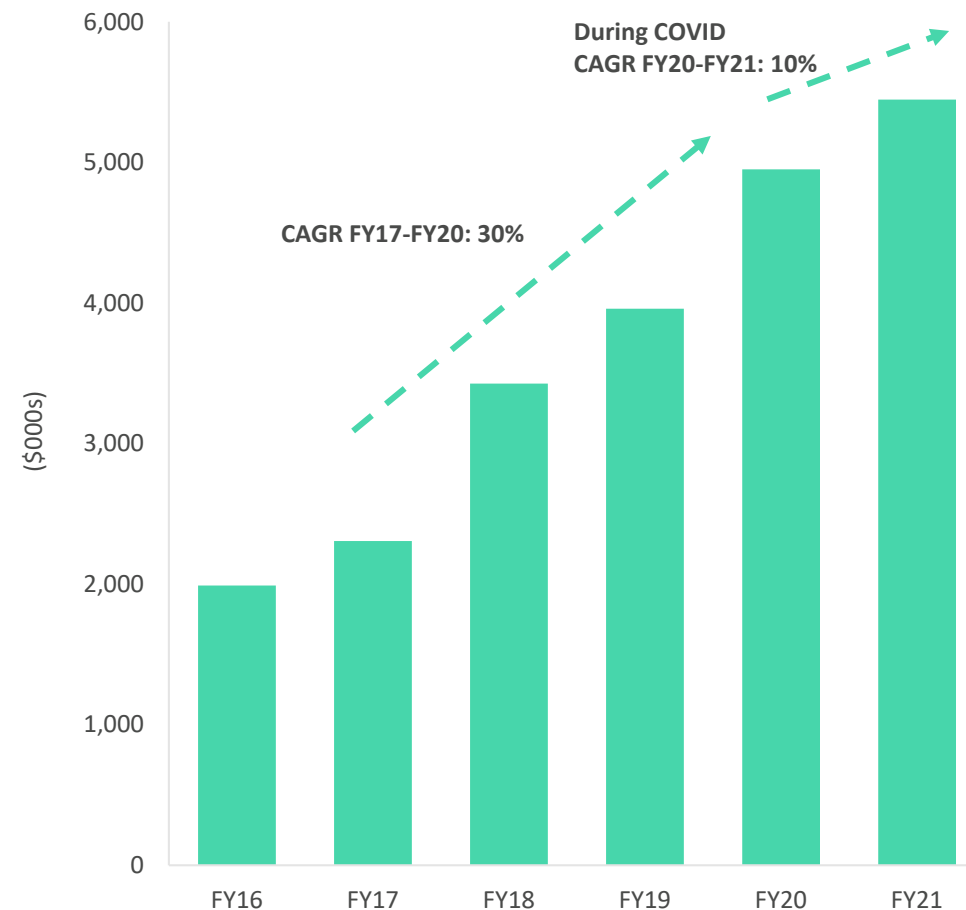
### Buy Now Pay Later (BNPL) strategic channel partnership updates:

- Strategic Afterpay, Openpay and LatitudePay BNPL partnerships secured
- Over 200 clinics already using new MyHealth1st BNPL capabilities
- Joint marketing to over 10,000 allied businesses commenced mid Q2, with revenue growth from these activities expected in CY22 and beyond

### FY22 growth:

- Strategic channel partnerships with private hospitals and BNPL groups driving the uptake of the Company’s products and services

## Revenue growth



# FY21 Full Year Results

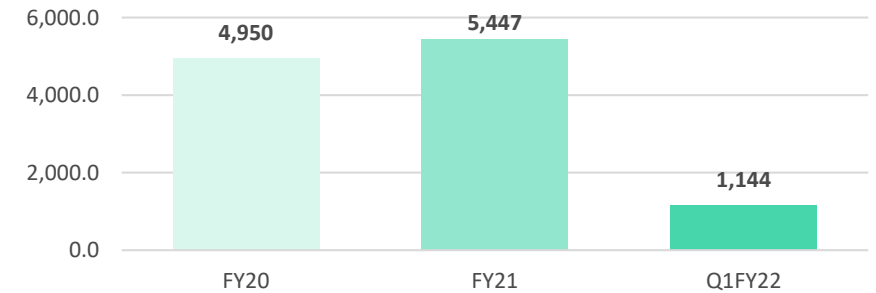
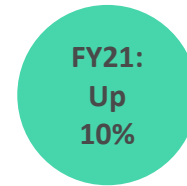
10% growth in FY21 delivered through a stable customer base and new strategic partnerships, despite COVID-19 impact

Profit & Loss (\$'000)	Consolidated	
	30 June 21	30 June 20
<b>Revenue</b>	5,447	4,950
<b>Expenses</b>		
Loss on disposal of assets	(26)	(1)
Advertising and marketing expenses	(469)	(1,252)
Professional and consulting fees	(673)	(629)
Operations and administration expenses	(3,089)	(3,450)
Employee Benefits	(4,275)	(4,338)
Depreciation and amortization expenses	(172)	(159)
Impairment of Assets	(3,187)	-
Finance Costs	(204)	(165)
<b>Loss before income tax</b>	(6,648)	(5,044)
Income Tax Benefit	179	37
<b>Loss after income tax</b>	(6,469)	(5,007)

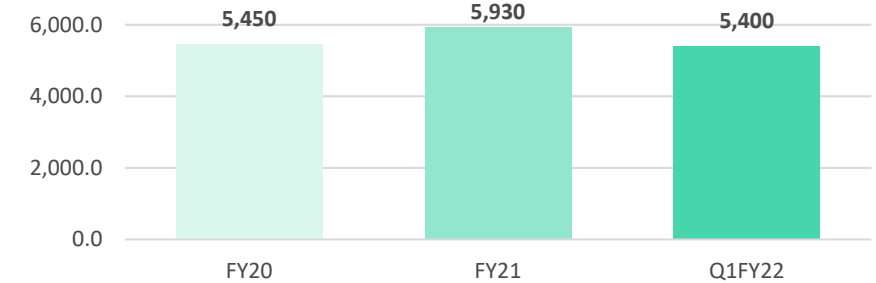
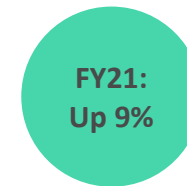
Balance Sheet (\$'000)	Consolidated	
	30 June 21	30 June 20
Cash	236	2,054
Undrawn Facility <sup>1</sup>	750	450
<b>Total Available Funds</b>	<b>986</b>	<b>2,504</b>

1. Represents amount undrawn from \$4m convertible note facility

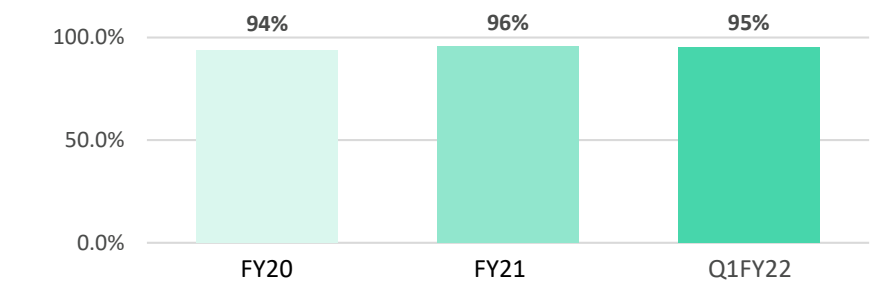
Total Revenue  
\$000



Annualised Recurring  
Revenue (ARR) \$'000



Annualised Customer  
Retention Rate %



# Key Company Performance Measures

Revealing underlying company performance

## Key SaaS Metrics

For FY22 1st Group will report on the key SaaS Metrics that:

- best reveal the underlying performance of the Company
- reflect the drivers of growing recurring revenue – which drives value
- provide the most reliable indicators for future performance

OVERVIEW	Q1FY21	Q4FY21	Q1FY22
ARR	\$5.69m	\$5.93m	\$5.40m
ACR	5%	4%	5%
LTV/CAC ratio	8.7	11.9	7.7

The following recognised SaaS metrics are most relevant performance metrics for the company:

- ✓ **ARR (Annual Recurring Revenue)** confirms minimum expected annual revenue at a moment in time prior to new future sales. ARR is the value of all recurring monthly revenues at the end the quarter normalised to a one-year period. ARR includes all revenue streams that are reliably recurring on a monthly basis.
- ✓ **ACR (Annualised Churn Rate)** reveals annual revenue churn of cancelled customer contracts. Global SaaS standards regard a churn rate less than 5% as excellence in customer retention.
- ✓ **LTV/CAC Ratio (Lifetime Value / Customer Acquisition Costs)** provides insights into the efficiency of the investments in sales and marketing for growth. Global excellence is in the range of 3-5. Less than 3 is an indicator that a company is getting a poor return on investments for growth and greater than 5 is an indicator that the company could be investing more in sales and marketing for growth but also highlights excellent returns on those investments.

Performance measures including Site Count, Portfolio Lifetime Value (LTV), LTV per Site and Customer Acquisition Cost (CAC) per site are intended to be reported on an annual basis.

# Current Product Suite – Creating a new digital patient journey

1st Group’s product suite improves the entire consumer/patient experience, thereby creating loyalty to the practice/healthcare business, improving retention rates and enhancing lifetime customer value

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## 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

## Solution

Works seamlessly with existing patient management systems

A convenient, easy to use, online healthcare booking platform

Simplifies interaction between all health service stakeholders

MyHealth1st is trusted, engaging and informative healthcare content

## Primary Core Products

Online Appointments

MyHealth1st.com.au Healthcare Marketplace

EasyReferrals

Cloud Diary

Practice Management Software Connector

Vaccine Connect

## Optional Add-on Modules

EasyRecalls

EasyEngage

1stInsights

Digital Ad Services

EasyCheckin Kiosk and Mobile

SMS Reminders

EasyTelehealth

Medipass Payments

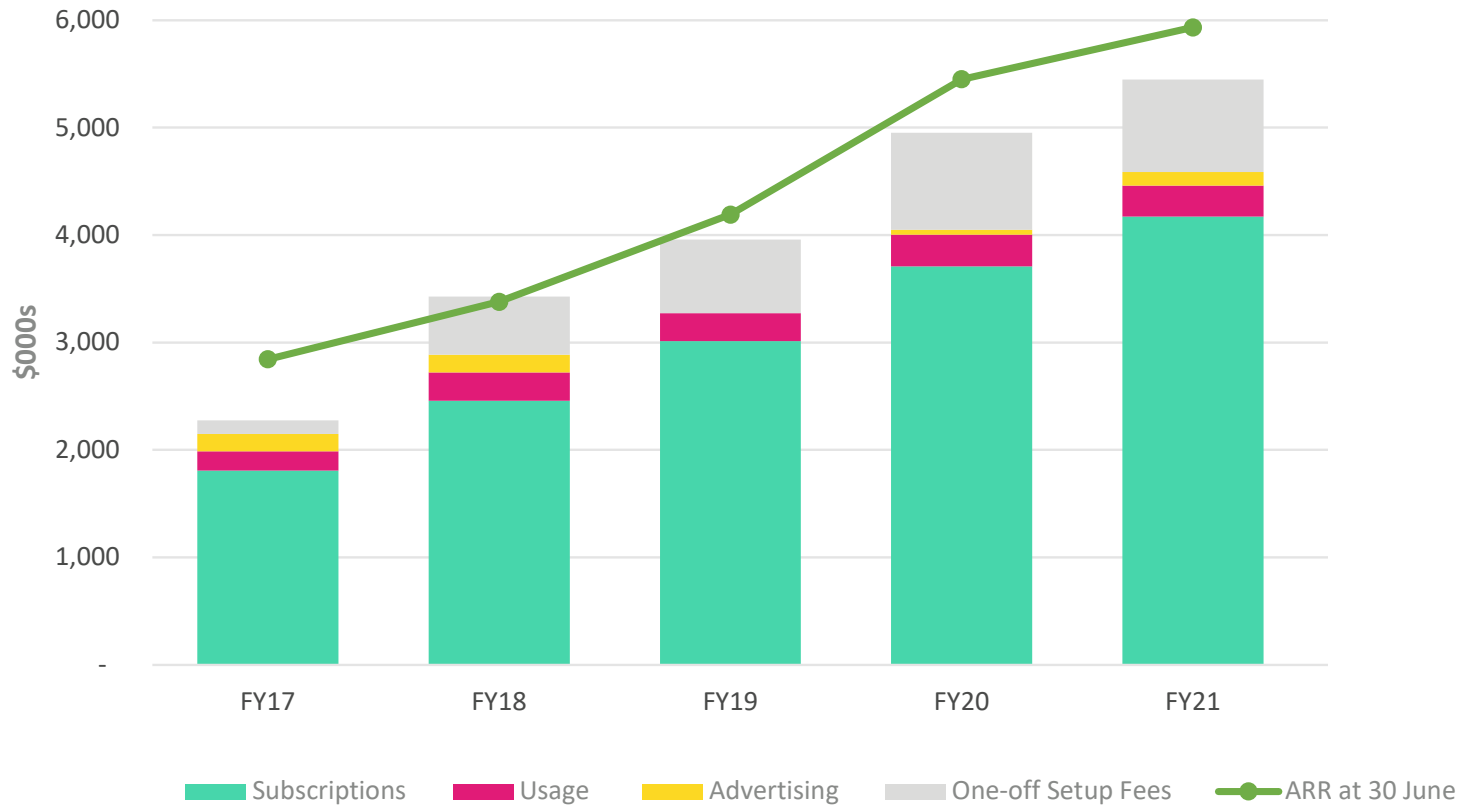
# Overview Clients in Key Markets

Optometry	Pharmacy	Vet/Pet Services	Other Sectors <i>GP, Dental, Allied, Specialists, Hospitals, Gov, Corp. etc</i>	

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# Revenue Analysis

High quality recurring revenue sources underpinned revenue growth FY17 to FY21



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\* Note: ARR is the value of all recurring monthly revenues at the end the period normalised to a forward looking one-year period. ARR includes all revenue streams that are reliably recurring on a monthly basis.

# FY22 Roadmap & Outlook

## 3 Strategic Pillars for Growth: channel partnerships, digital strategy and product development

### Partnerships

- Allied and Specialist Healthcare growth through strong strategic channel partnerships
  - Private Hospital Partners > Cabrini, St Vincent’s, St John of God
  - BNPL Partners > OpenPay, AfterPay and LatitudePay
- Partners promote 1st to their healthcare networks enabling low-cost expansion of the customer base of 1st Group

### Digital Strategy

- New MyHealth1st.com.au marketplace for better performance and website traffic
  - Launched in September 2021 delivering the best online experience available in the market for patients and referrers looking for healthcare services
  - Increased website traffic will benefit our customers with more new patient appointments and new advertising opportunities – driving revenue for 1st Group

### Product Development

- Strengthen and mature the company’s product roadmap
  - Focus on efficient product development resulting in better success of new product launches

**Each of these strategic pillars are now maturing and expected to deliver accelerated growth**

**Growth is further supported by a strong pipeline of additional major opportunities in each area**

**1st Group is approaching breakeven, reflecting continued cost reduction and revenue growth in FY22**

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# Thank you

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