

MLA signs Agreement with Australian Breastfeeding Association

- Australian Breastfeeding Association (ABA) endorses *Ardo by Clements* breast pumps
- Major achievement for MLA after rigorous testing process
- Three-year agreement where close to 200 ABA community groups throughout Australia will transition to using Ardo breast pumps
- ABA Partnership adds a new revenue stream for MLA as well as providing a significant boost to the Company's profile in this rapidly growing market segment.

Sydney, 22 February 2017: Medical Australia Limited (ASX: MLA), (Medical Australia, the Company) is pleased to announce that its Clements Medical Equipment division has secured a three-year Bonding (Corporate) Partnership and Product Endorsement with the Australian Breastfeeding Association (ABA) in which all ABA community groups throughout Australia will now purchase the Ardo Carum and Calypso breast pumps which are distributed exclusively in Australia and New Zealand as ***Ardo by Clements***.

Under the agreement, Ardo's Carum (hospital grade) and Calypso (portable pump) products, which are World Health Organisation (WHO) code compliant, will be the only breast pumps endorsed by the ABA. In addition, the ABA will actively promote the products through its broad communication network.

This is a significant achievement for MLA and follows a rigorous testing process over where the ABA established an expert working group to develop and implement the evaluation process and survey. The Ardo pumps were tested using standardised criteria by mothers with babies of various ages and reasons for requiring the need to express breast milk.

The Australian Breastfeeding Association is a voluntary organisation founded by six mothers in 1964. The Association has spread to all Australian states and territories to become one of the country's largest women's not-for-profit organisations and Australia's leading authority on breastfeeding. The association is supported by trained breastfeeding counsellors and community educators who provide phone, on-line and community support for parents. By June 2016 there were 735 trained breastfeeding counsellors, 39 community educators and 366 trainees. In addition, ABA provides the healthcare industry professional members with information on all aspects of human lactation and its management through education and research.

Medical Australia's Chief Executive Officer, Mr Darryl Ellis, commented: "This agreement with the ABA is both an honour and a great achievement for MLA. To have both a corporate partnership and an endorsement by such a highly regarded organisation, and one that has been part of the fabric of Australian society for over 50 years, is indeed a privilege. It is also a ringing endorsement for the Ardo range and one we have worked hard to achieve.

"MLA secured a sales and marketing agreement with Ardo in May 2016 and since then we have invested considerable time and money to market these products in Australia. While sales to date have been pleasing, the ABA partnership and endorsement, which carries significant weight with both healthcare professionals and nursing mothers, will provide the opportunity for increased sales revenue for the Clements division."

The ABA's Chief Executive Officer Rebecca Naylor added: "The Australian Breastfeeding Association is delighted to announce our partnership with Medical Australia Limited. The Association now endorses the Ardo Carum hospital grade pump and the Calypso personal breast pumps, offering additional support to breastfeeding women throughout Australia. With excellent standards upheld, easy functionality and safety in mind, we believe the pumps will greatly assist women with their breastfeeding and expressing requirements."

– ENDS –

For further information, please contact:

Darryl Ellis
Chief Executive Officer
Medical Australia
Ph: +61 2 9466 5300

Media please contact: Ben Jarvis, Six Degrees Investor Relations: +61 413 150 448

ABOUT MEDICAL AUSTRALIA LIMITED

Medical Australia Limited (ASX: MLA) is a medical company engaged in the manufacture, distribution and sale of a broad range of medical devices used by healthcare facilities and critical care services in global markets. The Company is a leader in Intravenous (IV) Medication Delivery Systems, Surgical Irrigation, Suction & Laboratory equipment and, Infection Control.