

MARKET RELEASE

MedAdvisor signs 5-year deal with Australian Pharmaceutical Industries (ASX:API)

Melbourne, Australia, 30 July, 2021 - Medtech company, MedAdvisor Limited (**MedAdvisor**) (ASX: MDR) announces a new 5-year agreement with pharmacy wholesaler, Australian Pharmaceutical Industries Limited (**API**) (ASX:API).

Key Highlights:

- **MedAdvisor has signed a 5-year agreement with API**, which owns the Priceline Pharmacy, Soul Pattinson Chemist and Pharmacist Advice pharmacy banner groups representing approximately 450 pharmacies;
- The agreement is expected to **add 250+ new Priceline pharmacies to the MedAdvisor network**, an increase of approximately 7% (a number of Priceline pharmacies are already customers);
- MedAdvisor will **develop a branded version of its mobile application** for the Priceline Pharmacy network; and
- the agreement is expected to **generate revenue of approximately \$2.5m over 5 years** before transaction and other variable fees.

As part of a total brand digital program, the MedAdvisor functionality will enable the Priceline Pharmacy network to better support its customers manage their total health and wellbeing

MedAdvisor will develop a branded app for Priceline Pharmacy that will be developed as part of a total brand digital program to enable the API pharmacy network to better support its customers through innovative technology. The new Priceline Pharmacy application will be linked with the Priceline Sister Club, offering their 8 million members an easier way to manage their medications.

The MedAdvisor solution provides improved workflows for COVID-19 vaccinations, including facilitating booking, storing patient records and retrieving vaccination history for the Australian Immunisation Record (AIR), claiming and uploading to the AIR. Following the recent announcement of COVID-19 vaccinations being available in selected pharmacies, it is expected that demand for this capability will continue to grow.

MedAdvisor will receive a monthly recurring licence fee from each participating API pharmacy and this is expected to generate ~\$2.5m over 5 years. In addition, MedAdvisor will generate additional revenue from transaction, messaging and health program fees. API will be converting to the MedAdvisor service from September 2021, with first revenues expected

in Q2 FY22. This partnership is expected to increase MedAdvisor's patient reach and aligns with the strategic priority of growing domestic revenues and increasing revenue from growing market share.

Robert Read, Managing Director and CEO of MedAdvisor, said, "*The COVID-19 pandemic has changed consumer behaviour, with consumers now expecting a frictionless and convenient online pharmacy experience. This is being accelerated by the rapid adoption of electronic prescriptions tokens. We believe the MedAdvisor platform provides the most seamless end-to-end workflows for both patients and pharmacists*".

Richard Vincent, CEO & Managing Director of API commented, ""*We're delighted to be improving our digital offering to Priceline Pharmacy customers and, when combined with our industry leading loyalty program, will deliver a unique experience that now includes accessing Covid-19 vaccinations services. Our partnership with MedAdvisor is an important part of the digital roadmap for Priceline Pharmacy that will create a seamless and integrated customer experience.*"

API pharmacies and customers are expected to be able to use the MedAdvisor platform from this quarter.

The agreement with API includes standard termination and commercial confidentiality provisions. All material terms have been disclosed.

- ENDS -

This document has been authorised for release by Naomi Lawrie, MedAdvisor Company Secretary.

About MedAdvisor

MedAdvisor is a world-class medication management platform that empowers patients to more simply manage their medication and improve health outcomes. MedAdvisor's highly automated and intuitive software system connects patients to tools and education materials from their preferred pharmacy. MedAdvisor works with 25,000 pharmacies in the US to deliver programs to help patients take their medication safely and effectively. In Australia, MedAdvisor has connected over 1.8 million patients through more than 65% of Australian pharmacies. MedAdvisor has partnered with HMS in the US, Zuellig Pharma in Asia, and is on track to become one of the largest players in the global digital adherence market. In 2018 and 2020, MedAdvisor was recognised in the AFR Fast 100. Visit: mymedadvisor.com/investors

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