

## MARKET RELEASE

### MedAdvisor extends US health program with global pharmaceutical company

**Melbourne, Australia, 13 November, 2020** - MedAdvisor Limited ACN 145 327 61 (ASX: MDR) (**MedAdvisor**) has extended its US digital secure messaging pilot, with a major top 10 global pharmaceutical company, to run through CY 2021. The program is for CY21 and Adheris FY21 budget for the program is USD \$800K (AUD \$1.1M) based on estimates of patient reach. This is incremental to any revenue earned in CY20 from the pilot previously announced.

First going live and announced to the ASX in June 2020, the partnership between Adheris and MedAdvisor was designed to bring secure digital health programs to a subset of the Adheris network. This network extends to 25,000 pharmacies and can reach 1 in 2 Americans on an opt-out basis. This program is expected to run through up to 25% of the Adheris network.

The product, marketed by Adheris in the US as **inMotion**, sends a text message to patients on a specific and targeted drug to allow a patient to then access a secure website with important information about their medication. The company undertaking the pilot originally went live with 5 products and has since added a 6th product.

Adheris President and incoming MedAdvisor US President & CEO, John Ciccio, said "We've set up a strong pipeline with a range of top tier pharmaceutical companies this quarter. Our integrated, digital product which was developed between Adheris and MedAdvisor is receiving positive feedback in the market with this pilot program renewing for increased scale year on year."

MedAdvisor recently signed an agreement to acquire Adheris and the transaction is expected to settle on the 17th of November following a successful capital raise.

In accordance with the terms of MedAdvisor's commercial agreement with Adheris Health, MedAdvisor cannot disclose the name of the pharmaceutical company for which these programs will be run. The agreement is for 1 year with standard termination and commercial confidentiality provisions. All conditions precedent have been met and all material terms disclosed.

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## **About MedAdvisor**

*MedAdvisor is a world-class medication management platform that empowers users to more simply manage their medication and improve adherence. MedAdvisor's highly automated and intuitive software system connects users to tools and education materials from their local/preferred pharmacy. In Australia, MedAdvisor has connected over 1.7 million users through more than 60% of Australian pharmacies and a network of thousands of GPs. MedAdvisor has partnered with HMS in the US, Zuellig Pharma in Asia and launched into the UK 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.*

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