

MARKET RELEASE

Global pharma company extends MedAdvisor health program deal

US health program to run for an estimated additional 3 months, worth US\$4.7m

Melbourne, Australia, 25 March, 2021 - Medtech company MedAdvisor Limited (ASX: MDR) today reports a global pharmaceutical company has extended its health program deal for an estimated 3 months, worth USD \$4.7 million. This is an extension of the previously announced 5 month deal for a USD \$3.4m program (ASX: 17 Dec 2020).

"We're delighted to have another health program extended in the US market. These health programs deliver tailored content specifically to the right patients based on advanced algorithms and are designed to ensure they are aware of the benefits of certain medications or vaccines. MedAdvisor continues to expand its global deal pipeline as it establishes scalable revenue streams both domestically and abroad. Our US pipeline of 2021 deals is ahead of this time last year," MedAdvisor CEO and Managing Director Robert Read said.

MedAdvisor's health programs platform interprets complex medication patterns, administers and curates health content in a compliant way, manages millions of patients and delivers messages optimised to each device so patients receive the right information at the right time.

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

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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 1.6 million users through more than 60% of Australian pharmacies and a network of thousands of GPs. MedAdvisor has recently 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. Visit: mymedadvisor.com/investors