

MARKET RELEASE

US business update – Acquisition thesis on track

Melbourne, Australia, 10 June, 2021 - Medtech company, MedAdvisor Limited (**MedAdvisor** or the **Company**) (ASX: MDR) provides a progress update 6 months after its acquisition of Adheris, LLC.

Highlights:

1. **Business has grown revenue 40%+** on a like-for-like basis for 9 months YTD.
2. **Investment in Sales & Marketing achieving immediate results** with 3 new pharma clients and 6 new contracted products signing for CY21.
3. **Large pharma companies engaging strongly with our multi-channel product, one new multi-channel contract signed with a top 10 pharma company.**
4. **The Dynamic Engagement build is progressing on plan and on budget** (new product development combining all our digital and offline tactics together in a single patient centric program).
5. **7 Digital Programs now live** in stores representing ~6% of the Adheris pharmacy network
6. **Engagement and opt-out rates tracking similar to Australian in-app health program experience.**

Adheris' network of approximately 25,000 pharmacies and 2.2 billion scripts annually is proving to be an outstanding platform on which to scale MedAdvisor's digital capabilities and provide a more complete solution to Adheris' customers. Adheris' sophisticated data and analytics engine power multiple tactics for patient behaviour change that are now extended into digital health programs in the US.

The business grew revenue 24% in CY20 and revenue for the 9 months YTD for FY21 is up over 40% on a like-for-like basis.

The integration of Adheris is progressing well with the rollout of MedAdvisor's digital solutions through the Adheris Network. The enhanced multi-channel offering has been well received by the company's key pharma clients. The US team now has live conversations with 90% of the Adheris pharmacy network to expand digital distribution.

There are 3 key stages to digitalization of the existing Adheris US pharmacy network:

1. Amendment to existing agreements with pharmacy chains
2. Data flowing with requisite additional information into Adheris
3. Digital Adherence Programs live to patients at those stores.

In June, 17% of the Adheris pharmacy network is scheduled to be live with digital, up from 6%. A further 13% is expected in the September quarter based upon verbal commitments. This will bring digitally contactable patients (those who can be reached in an opt-out way for digital adherence programs) to 42 million, more than 20x MedAdvisor's present Australian digital reach.

MedAdvisor now has 7 digital programs for pharmaceutical companies live in the US and the patient opt-out and engagement metrics are comparable with the Australian in-app experience. Opt-out rates are currently tracking at <1.5%.

MedAdvisor CEO and Managing Director Robert Read said, "The first 6 months were important to establish momentum and deliver on our acquisition thesis. We are delighted with the integration of Adheris and MedAdvisor and the immediate results from the targeted investments we have made to date."

Commenting on the US momentum, MedAdvisor US President John Ciccio said, "We've invested in providing the sales and marketing team with the resources required to go deeper with existing clients and expand our customer base. We've added new customers and brands to our network in the past 6 months and we're selling more multi-tactic programs that include digital."

By expanding its digital offering, MedAdvisor is able to significantly boost the attractiveness of its product suite to its client base," said Ciccio. "As an example, one top ten pharmaceutical client who has averaged USD\$125k p.a. with Adheris over the last 2 years has now signed a multi-channel deal for USD\$1 million for CY21."

Investing in digitalizing the US business is critical and will allow for the introduction of Dynamic Engagement. Dynamic Engagement is an important new product development combining digital and offline tactics together in a single, patient centric offering to further increase medication adherence. The new product offering leverages data-driven, predictive modelling and artificial intelligence to deliver a more individualised and tailored experience for patients thereby improving health outcomes. This means a more valuable offering for both pharmaceutical companies and payors. Ciccio said, "The build of Dynamic Engagement is well underway, on budget and receiving encouraging feedback from both pharmacy and pharmaceutical companies."

About MedAdvisor

MedAdvisor is a world-class medication management platform that empowers patients to more simply manage their medication and improve adherence. 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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This document has been authorised for release by Naomi Lawrie, MedAdvisor Company Secretary.

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