

## MARKET RELEASE

### **Appointment of US based Board director, and executive changes to accelerate operational focus on key priorities**

**Melbourne, Australia, 10 August, 2021** – Medtech company, MedAdvisor Limited (**MedAdvisor** or the **Company**) (ASX: MDR) announces Adheris founder Mr Lucas Merrow will join the Board as a non-executive director.

#### **Highlights:**

- **Adheris and Eliza co-founder, Mr Lucas Merrow, joins MedAdvisor Board as a USA based director.**
- **Highly experienced Sales & Marketing Executive, Mr Wayne Marinoff appointed to EGM Sales & Marketing.**
- **Ms Ruba El-Afifi appointed to new position of Chief Operating Officer focused on operational execution.**

The decision to appoint Mr Merrow to the Board is a result of the Company's continued push into the US market. Mr Merrow has extensive experience building successful Medtech enterprises, including Cotiviti/HMS-owned Eliza and the now MedAdvisor-owned Adheris. His deep knowledge of the US medical adherence market will be invaluable to the MedAdvisor Board. In addition, Mr Merrow's understanding of the health insurer market through Eliza, will be valuable for the Company's rollout to the payor and insurer markets. Mr Merrow holds a bachelor's degree in electrical engineering from MIT and an MBA from the Harvard Business School.

Having co-founded the MedAdvisor-owned Adheris in 1991, Merrow helped Adheris grow a strong pharmacy network in the US with patient access, allowing Adheris to build a blue-chip customer base of many of the world's largest pharma companies. After Adheris, Mr Merrow co-founded Eliza Corporation which grew to be the leading firm specialising in patient engagement and behaviour change on behalf of large health insurers in the US. Eliza was acquired by Cotiviti-owned HMS Holdings in 2017 for nearly US\$200m. HMS is now one of MedAdvisor's largest shareholders and a strategic partner in the US.

MedAdvisor Chair, Chris Ridd said, *"Lucas began advising MedAdvisor in 2019 as we entered the US market, so we are delighted to formalise his commitment as a US-based Director on our Board. I'm confident that his extensive experience in building businesses that positively influence patient behaviour will help guide our efforts to grow sustainable revenues in the all-important US market."*

Commenting on his appointment, Merrow said, *"It's been a pleasure advising MedAdvisor on the Adheris acquisition and integration, and I'm excited by the opportunities available to MedAdvisor with its new US presence."*

*"MedAdvisor has a unique tech stack, which when integrated with the Adheris network, supercharges the offering for pharmaceutical companies. We're already seeing the initial results of this investment with a strong pipeline that is starting to flow through to the bottom line."* Merrow added, *"I'm delighted to join the Board to add a US market perspective, as we continue to execute on MedAdvisor's disciplined global growth strategy."*

### **Executive changes to accelerate operational focus on key priorities**

In addition, MedAdvisor has streamlined the executive team structure to drive operational execution outside of the US.

Wayne Marinoff, MedAdvisor's General Manager of Sales, who has spent 20+ years in sales and marketing in both the branded pharmaceutical market and pharmacy markets in Australia (Eli Lilly, Sigma ASX:SIG, Aspen & Arrotex) has been appointed Executive General Manager (EGM) Sales & Marketing. This will also include accountability for the UK business and South East Asia joint venture operations.

Ruba El-Afifi (Aconex, QIC, AAMI), who is currently EGM People & Culture and has played a major role in driving operational excellence across the business, has been appointed Chief Operating Officer. With her extensive experience in leadership, management and operational delivery, Ms El-Afifi's responsibilities will be expanded to include the management of the Australian based product and technology teams.

Commenting on the appointments, MedAdvisor CEO & Managing Director Robert Read said, *"With our US business now performing well in line with our growth expectations, the timing is right to also strengthen our commercial focus on our other international markets. As we strive for improved return-on-investment across our portfolio of businesses, having the talent of both Wayne and Ruba will help us do so efficiently and at scale."*

– 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 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 1.9 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](https://mymedadvisor.com/investors)*

### **For more information:**

Simon Glover  
Chief Financial Officer  
[corporate@medadvisor.com.au](mailto:corporate@medadvisor.com.au)  
+61 3 905 3036

Em Donnelly  
Communications Specialist  
[em.donnelly26@gmail.com](mailto:em.donnelly26@gmail.com)  
+61 423 159 473