

A global leader in digital medication adherence solutions

2021 Annual General Meeting



Important notice and disclaimer

This Presentation is dated 26 November 2021 and has been prepared by MedAdvisor Limited ABN 17 145 327 617 (MedAdvisor or the Company) for information purposes only. By receiving this Presentation, you are agreeing to the following restrictions and limitations.

This presentation provides general information about MedAdvisor which is current at the date this Presentation is made. This Presentation is not a prospectus, product disclosure statement or any other offering document under Australian law (and will not be lodged with the Australian Securities and Investments Commission (ASIC)) or any other law and does not contain all material information which a prospective investor may require in evaluation a possible investment in MedAdvisor. This Presentation is for information purposes only and is not an invitation to acquire or offer securities for subscription, purchase or sale in any jurisdiction.

The information contained in this Presentation does not constitute financial advice and is not intended to be relied upon as advice to investors or potential investors. The information contained in this Presentation has been prepared without taking into account any person's individual investment objectives, financial situation or particular needs. Information in this Presentation remains subject to change without notice.

While the information contained herein has been prepared in good faith, neither MedAdvisor nor any of its shareholders, directors, officers, agents, employers or advisers give, have given or have authority to give, any representations or warranties (express or implied) as to, or in relation to, the accuracy, reliability or completeness of the information in this Presentation, or any revision thereof, or of any other written or oral information made or to be made available to any interested party or its advisers (all such information being referred to as information) and liability therefore is expressly disclaimed, Accordingly, neither MedAdvisor nor any of its shareholders, directors, officers, agents, employees or advisers take any responsibility for, or will accept any liability whether direct or indirect, express or implied, contractual, tortious, statutory or otherwise, in respect of the accuracy or completeness of the information or for any of the opinions contained herein or for any errors, omissions or misstatements or for any loss, howsoever arising, from the use of the Presentation.

This Presentation may contain forward-looking statements about MedAdvisor's financial results, guidance and/or business prospects that may involve risks or uncertainties and may involve significant items of subjective judgement and assumptions of future events that may or may not eventuate. Such items including government policy changes, changes in the competitive environment, litigation, loss of contracts and unexpected changes to business costs or expenses. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking

statements. No representation or warranty is given as to the accuracy or likelihood of achievement of any forward-looking statement in the Presentation, or any events or results express or implied in any forward-looking statement.

This Presentation should not be considered as the giving of investment advice by MedAdvisor or any of its shareholders, directors, offices, agents, employees or advisers. Each party to whom the Presentation is mad available must make its own independent assessment of MedAdvisor after making such investigations and taking such advice as may be deemed necessary. In particular, any estimates or projections or opinions contained herein necessarily involve significant elements of subjective judgement, analysis and assumptions and each recipient should satisfy itself in relation to such matters.

This Presentation has not been filed, lodged, registered, reviewed or approved by any regulatory authority in any jurisdiction and recipients should keep themselves informed of, and comply with and observe, all applicable legal and regulatory requirements. This Presentation does not constitute an offer (or the solicitation thereof) in any jurisdiction in which such an offer (or the solicitation thereof) is not permitted under applicable law.

In particular, this Presentation does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or to or for the account or benefit of any U.S. person (as defined in Regulation S under the *U.S.*Securities Act of 1933, as amended (the **U.S.**Securities Act). Securities may not be offered or sold in the United States or to, or for the account or benefit of, any U.S. person, unless the securities have been registered under the U.S. Securities Act or an exemption from registration is available.

Neither the information contained in this Presentation, nor any copy hereof may be, directly or indirectly, taken or transmitted into or distributed, in whole or in party, in any other jurisdiction which prohibits the same except in compliance with applicable securities laws. Any failure to comply with this restriction may constitute a violation of the applicable securities laws. The recipient in any jurisdiction where distribution of this Presentation nis prohibited or restriction must inform itself of, and comply with, any such prohibitions or restrictions. The recipient represents that it is able to receive this Presentation without contravention of any unfulfilled registration requirements or other legal restrictions in the jurisdiction in which it resides or conducts its business. By receiving or retaining this Presentation, the recipient acknowledges that it will be solely responsible for its own assessment of the market and the market position of MedAdvisor and its subsidiaries (the **Group**) and that it will conduct its own analysis and be solely responsible for forming its own view of the potential future performance of the business of the Group.





Agenda

Chair address
CEO address
Resolutions & voting
Q&A
Closure of meeting

Robert Read, Managing Director & CEO Simon Glover, CFO Chris Ridd, Chair





Chair's address

Chris Ridd

We are passionate about improving the way medications are managed



CEO address

Robert Read

Giving people control of their medications through simplicity, convenience and education

Our strategic priorities

MedAdvisor is directly addressing the global problem of medication non-adherence which is a US\$630b p.a. (1) problem, costing 125,000 lives in the US every year (2)

Leveraging unique medication data and insights, with access to patients and the ability to drive improved outcomes, MedAdvisor is solving a complex global problem of medication adherence. Doing this in large markets presents significant commercial opportunities.

01

Focus on the patient

Compelling patient experience, we provide pharmacy chains and life science companies proven mediums that help deliver improved medication adherence for patients 02

Create market place dynamics

Creating large patient populations in our core markets allows us to attract more program sponsors to pay for programs.

Better patient experience and outcomes, leads to more patients 03

Improve economics of customers

By helping patients improve their medication adherence, we increase revenues for pharma and pharmacies, whilst reducing the costs to payers associated with medication non-adherence

04

Taking MedAdvisor global

From a strong base in AU, we are digitalising our existing US pharmacy network leveraging experience and success in Australia and rolling out successfully in the UK





https://www.capgemini.com/au-en/wp-content/uploads/sites/9/2017/08/Estimated_Annual_Pharmaceutical_Revenue_Loss_Due_to_Medication_Non-Adherence.pdf and updated Kottler, (2016) Healthprize

^{2.} https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3234383/#:~:text=This%20lack%20of%20adherence%20is,are%20due%20to%20poor%20adherence

Recap on FY21 performance

27%
REVENUE GROWTH¹

OPERATING REVENUE

\$38.8m

+27% YOY1

AU PATIENTS

2.0_m

+23% YOY

US FY21 REVENUE (AUD)

\$29m

+35% YOY1

CASH AT BANK

\$7.2m

LTV PER PHARMACY

\$34k

+5% YOY

UNDERLYING EBITDA

-\$12.6m

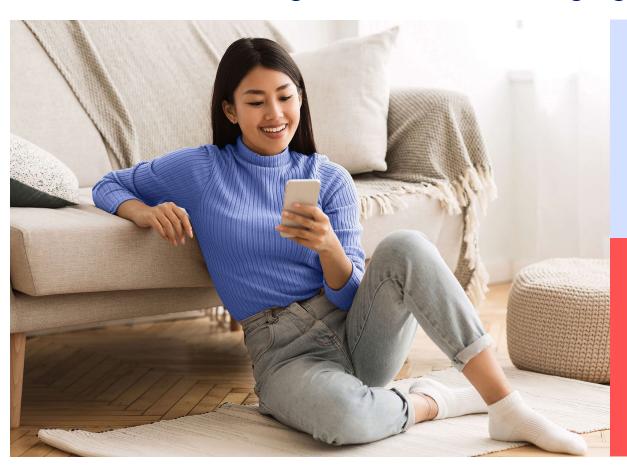
AU reach of ~2m connected patients can drive significant revenue from patient reach and access

^{1.} Revenue growth is like-for-like revenue growth during the period of Adheris ownership.

^{2.} Underlying EBITDA excludes the impact of acquisition and non-recurring opex of \$2.0m

US foundation set for a strong FY22

Strong start to FY22 leveraging foundations laid in FY21



US PHARMACIES

25,000

2.2B SCRIPTS PER ANNUM

Q1 FY22 US OPERATING REVENUE

\$12.1m

+34.1% YOY1 +8.7% Q4FY21

PATIENT REACH

180m

57% OF ALL US SCRIPTS

US NETWORK AGREED TO GO DIGITAL

37%

POST WALMART, UP FROM 6% AS AT 30 JUNE 2021



MedAdvisor US update

Significant achievements recorded in the first-year post-acquisition:

- FY21 like-for-like revenue growth of 35% continued in Q1 FY22 with 34% y.o.y growth
- Investment in sales and marketing team along with other targeted investments have returned the business to growth
- Walmart deal a significant milestone and validation for our new digital and omni-channel proposition
- Launched COVID 19 awareness pilot program of \$3M USD, representing largest digital program to date
- New revenue model completed development and testing of omni channel product ("Dynamic Engagement")

CY2022 shapes as an exciting and transformational year

- Continue digitalisation of pharmacy network targeting 50% by 30 June 2022
- Dynamic Engagement go live Q3 FY22, with programs now being sold this quarter
- CY22 pipeline well placed at +40% larger compared to same time last year
- Health payor engagement and payor programs priority for CY22



Digitalisation of US network

Expected to achieve 40m+ patients via digital by December 2021 accessible for health programs

Why is digitalisation important?



- Allows for rollout of the omni-channel model Dynamic engagement, to deliver tailored patient solutions
- Greater ROI through enhanced revenue and margin expansion
- Unlocks DTC market opportunity with a TAM¹ of \$6B p.a.
- MedAdvisor digital programs improves medication adherence by +20%²

What is required to digitalise the network?



- Simple process typically, 2 additional data fields included in daily feed (mobile number of patient and opt out status)...
- ... But requires
 engagement and
 agreement with
 pharmacy chains and
 prioritisation within
 their IT department

How are we progressing so far?



- 90%+ of our pharmacy chains want to run digital adherence programs
- Ahead of schedule -37% of network have signed agreement to approve digitalisation.
- Current signed agreements represents an estimated 43 million patients
- 6% of network running digital programs today

Outlook for 2022



- Actively engage pharmacy chains to enable digitalisation
- Commence rollout of Dynamic engagement model
- Commence development of product offering to target DTC³ market



^{2.} Based on MedAdvisor's historical results

^{3.} DTC refers to "direct to consumer"

MedAdvisor UK

Highlights

- MedAdvisor's leading SaaS solution to a market 3x Au, with attractive market dynamics
- UK NHS technical integration enables linking patient, pharmacy, and doctor for enhanced experience
- Customers are benefiting from the UK product, following experience with Day Lewis branded and MedAdvisor products
- Version 6 mobile app launched in UK market

Outlook

- UK rollout to continue in 2H FY22
- Leveraging Adheris experience and expertise to establish digital health programs with leading pharmacy chains in UK

Day Lewis Pharmacy





AU foundations set for a strong FY22

Strong start to FY22 leveraging foundations laid in FY21

AU PHARMACIES Q1 FY22

4000+

+11.0% YOY +300 Q4FY21

AU ARR Q1 FY22

\$7.4m

+23.0% YOY +11.4% Q4FY21 AU LIFETIME VALUE Q1 FY22

\$51k

+63% YOY +47% Q4FY21

AU PATIENTS Q1 FY22

2.3_m

+0.3M 30 JUNE 2021 +19.4% Q4FY21



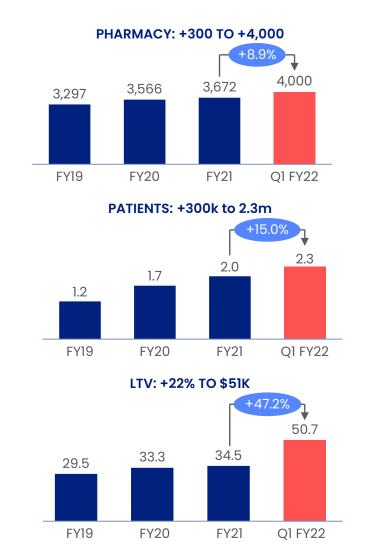


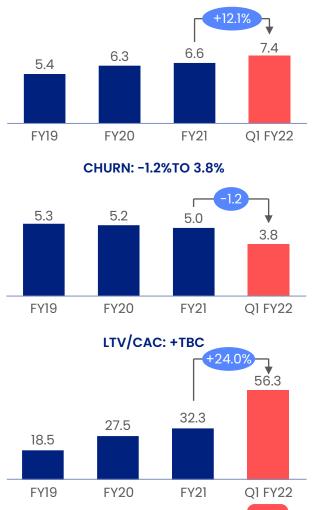


MedAdvisor Australia update

Highlights for AU Market

- Approval for ePrescribing by Australian Digital Health Agency
- Introduced new pricing hierarchy allowing for a standard and premium offering, along with price increase
- Network growing to 70% market share after signing Priceline to a 5-year deal
- Hired GM of Sales and Marketing that has built strong sales execution capability
- Launched V6 portal in Australia
- Churn down to 3.8% on a rolling 12-month average as at Q1 FY22
- Lifetime value growing to \$50.7k from \$34.5k at 30 June 2021





ARR: +12% TO \$7.4M

Covid-19 vaccination rollout

MedAdvisor has supported 2,100 pharmacies deliver over 1.4 million¹ Covid-19 vaccinations with our range of features & capabilities



- Online pharmacy booking system that has recorded 1.5+ million vaccinations
- Campaign builder to allow pharmacies to promote their vaccination services
- Integration with HealthDirect to allow consumers to find a local pharmacy and book their vaccination
- Most widely used pharmacy clinical recording system with Australian Immunisation Register (AIR) integration to enable automatic upload of vaccination encounters
- Integration with Pharmacy Programs
 Administrator for automatic claiming for
 pharmacy vaccination fees

FY21 delivers significant product innovation

Continuous R&D innovation and new product updates through a strong team of product and software engineers



- **App rebuild**. Allowing simplified code base and faster and more responsive design. Improved accessibility
- ePrescribing, first conformant patient app in Australia (ADHA)
- In-app payments & home delivery, with transaction fees to MedAdvisor
- Remote Verification creates ability for patients to remotely verify reducing reliance on pharmacy channel for sign-ups & adding new patients to our network pharmacies

Free to patient

Some transaction fees for script renewals via GP



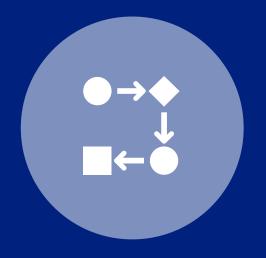
- New medication delivery management module built and deployed
- **Bookings** Integrated with external patient booking system HealthEngine for in pharmacy flu & COVID vaccination
- AIR Integration First to integrate flu recording to Australian Immunization Register (AIR)
- COVID Module for pharmacy including the ability for pharmacists to look up patient records from the AIR prior to vaccinating
- Integrated vaccine adverse event monitoring solutions

Introduced tiered pricing

Base \$159 + GST per month Premium \$179 + GST per month



Outlook for 2022



CY22 pipeline in US 40% up on same time last year



Continue
digitalisation
of US network;
target 50%+ by 30
June 2022



Launch Dynamic Engagement in Q3 FY22; ~20% of US CY22 sales pipeline



Revenue and gross margin guidance for CY21 remains unchanged: \$59m - \$60m and 55% respectively





Voting

Notice of meeting and voting

Notice of meeting released on 25 October 2021 and is available at https://medadvisor.verovoting.com.au and www.mymedadvisor.com/investors.



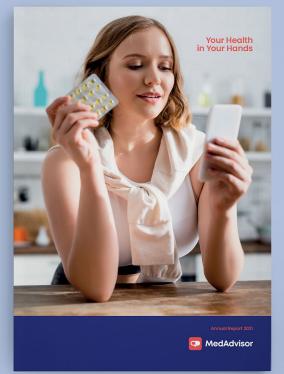


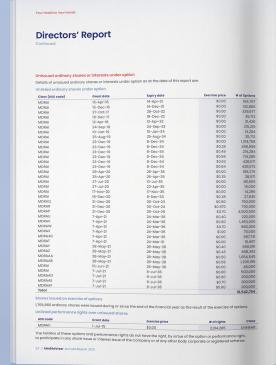


Annual accounts

The Annual Report including the Financial Statements for the year to 30 June 2021 and the Reports of the Directors and Auditors thereon is tabled for consideration by members.

Members should note that the Financial Statements and Reports are not tabled for approval but simply discussion. A representative from our auditors, RSM Australia, is in attendance to answer any questions relevant to the conduct of the audit and the preparation and content of the independent auditor's report.

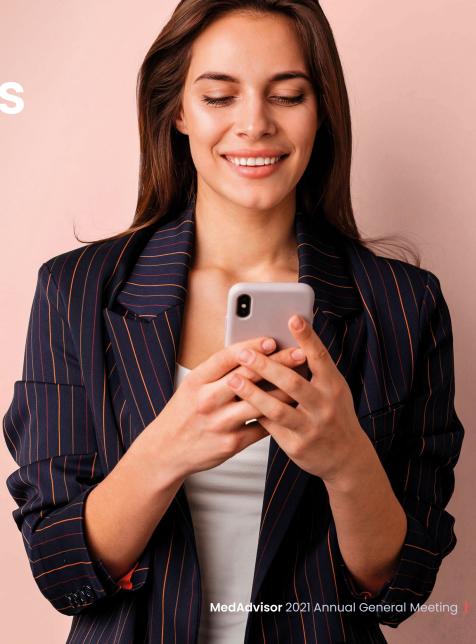






Remunerat





Adoption of remuneration report

That, for the purposes of section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the remuneration report as contained in the Company's annual report for the financial year ended 30 June 2021.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

79,176,123 (96.49%) vote for resolution 1

2,783,334 (3.39%) vote against resolution 1

100,451 (0.12%) vote at the proxy's discretion for resolution 1*



MedAdvisor 2021 Annual General Meeting

Re-election of Director - Mr Peter Bennetto (Withdrawn)

That, for the purpose of clause 14.2 of the Constitution, ASX Listing Rule 14.4 and for all other purposes, Mr Peter Bennetto, a Director, retires by rotation, and being eligible, is re-elected as a Director.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

109,426,054 (94.17%) vote for resolution 2

6,661,932 (5.73%) vote against resolution 2

114,736 (0.10%) vote at the proxy's discretion for resolution 2*

This resolution has been withdrawn following the resignation of Mr Bennetto effective 26 November 2021.

Mr Bennetto is no longer seeking re-election.

Q

Re-election of Director – Ms Sandra Hook

That, for the purpose of clause 14.2 of the Constitution, ASX Listing Rule 14.4 and for all other purposes, Ms Sandra Hook, a Director, retires by rotation, and being eligible, is re-elected as a Director.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

95,984,096 (84.11%) vote for resolution 3

3,027,560 (2.65%) vote against resolution 3

15,109,394 (13.24%) vote at the proxy's discretion for resolution 3*



^{*15,109,394} of which are held by the Chairman of the meeting who intends to vote in favour of the resolution

Re-election of Director – Mr Lucas Merrow

That, for the purpose of clause 14.4 of the Constitution, ASX Listing Rule 14.4 and for all other purposes, Mr Lucas Merrow, a Director, retires by rotation, and being eligible, is re-elected as a Director.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

116,086,475 (99.85%) vote for resolution 4

65,907 (0.06%) vote against resolution 4

100,451 (0.09%) vote at the proxy's discretion for resolution 4*



^{*100,451} of which are held by the Chairman of the meeting who intends to vote in favour of the resolution

Special Resolution – Approval of 10% placement capacity

That, for the purposes of ASX Listing Rule 7.1A and for all other purposes, approval is given for the issue of Equity Securities totalling up to 10% of the issued capital of the Company at the time of issue, calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 and on the terms and conditions set out in the Explanatory Statement.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

85,415,540 (72.38%) vote for resolution 5

32,485,279 (27.53%) vote against resolution 5

100,451 (0.09%) vote at the proxy's discretion for resolution 5*

MedAdvisor 2021 Annual General Meeting

Ratification of prior placement under Listing Rule 7.1

That, pursuant to and in accordance with Listing Rule 7.4 and for all other purposes, Shareholders ratify the prior issue of 17,500,001 Shares at an issue price of \$0.30 per Share, on the terms and conditions in the Explanatory Memorandum.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

131,975,073 (99.90%) vote for resolution 6

30,703 (0.02%) vote against resolution 6

100,451 (0.08%) vote at the proxy's discretion for resolution 6*

⁽

Issue of options to Mr Lucas Merrow

That, for the purposes of ASX Listing Rule 10.11 and for all other purposes, approval is given for the Company to issue 750,000 options exercisable at \$0.40 on or before 30 October 2024 to Mr Lucas Merrow on the terms and conditions set out in the Explanatory Statement.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

113,400,189 (96.91%) vote for resolution 7

3,505,020 (3.00%) vote against resolution 7

100,451 (0.09%) vote at the proxy's discretion for resolution 7*



^{*100,451} of which are held by the Chairman of the meeting who intends to vote in favour of the resolution

Issue of employee incentive options to Mr Robert Read, CEO and Managing Director

That, for the purposes of ASX Listing Rule 10.14 and for all other purposes, approval is given for the issue of 1,500,000 options exercisable at \$0.30 on or before 31 December 2024 and issued under the Company's Long Term Incentive Plan to Mr Robert Read (or his nominee Gread Management Pty Ltd) as part of his remuneration for FY22 on the terms set out in the Explanatory Memorandum (Read Options).

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

110,257,130 (98.93%) vote for resolution 8

1,094,568 (0.98%) vote against resolution 8

100,451 (0.09%) vote at the proxy's discretion for resolution 8*



^{*100,451} of which are held by the Chairman of the meeting who intends to vote in favour of the resolution

Approval of Amended Long Term Incentive Plan

That, for the purpose of Listing Rule 7.2, exception 13 and for all other purposes, the Company approves the Company's amended Long Term incentive Plan (LTIP) and the issue of up to 18,875,000 securities under that LTIP during a three year period from the date of the Meeting, the terms and conditions of which are summarised in the Explanatory Statement.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

81,433,815 (98.54%) vote for resolution 9

1,109,113 (1.34%) vote against resolution 9

100,451 (0.12%) vote at the proxy's discretion for resolution 9*



^{*100,451} of which are held by the Chairman of the meeting who intends to vote in favour of the resolution

Renewal of Proportional Takeover Bid Approval

That the Company renews its partial takeover plebiscites rules, as set out in Rule 36 of the Company's Constitution, for three years from the date of the 2021 Annual General Meeting.

Please note that the Voting Exclusion for this resolution is as disclosed in the Notice of Meeting.

Proxies

Of the proxies received:

114,879,309 (98.02%) vote for resolution 10

2,211,363 (1.89%) vote against resolution 10

100,451 (0.09%) vote at the proxy's discretion for resolution 10*

Q



Poll







Your Health in Your Hands

