

ASX RELEASE

MedAdvisor enters NZ market via agreement with Green Cross Health

Melbourne, Australia, 18 February, 2022 - Medtech company, MedAdvisor Limited (**MedAdvisor**) (ASX: MDR) is pleased to announce that it has entered the New Zealand market via a 3-year agreement with Green Cross Health Limited (**Green Cross Health**) (NZX: GXH).

Highlights

- Green Cross Health is a provider of primary health care services to communities the length and breadth of New Zealand. The company represents 350 community pharmacies under its Unichem and Life brands.
- The agreement provides MedAdvisor with **access to approximately 40% of the New Zealand pharmacy market**.
- Green Cross Health has over **1.8 million loyalty members** and approximately **600,000 users on its SMS** script reminder service.
- Green Cross Health will be a top 3 client of MedAdvisor in the AU/NZ market.

The Green Cross Health agreement consists of 3 phases and will result in the rollout of additional MedAdvisor digital solutions to the Green Cross Health network. MedAdvisor will earn both SaaS fees and transaction fees that are similar to Australian pricing. The agreement includes standard termination and commercial confidentiality provisions. MedAdvisor expects that the total revenue from the agreement in its first full year of operation will be less than 5% of the total MedAdvisor group revenue for the same period. There is not expected to be any significant additional investment in operating expenditure required to support these sites in New Zealand.

Robert Read, Managing Director and CEO of MedAdvisor, said, *"We look forward to working closely with Green Cross Health to support their Unichem and Life Pharmacies offering customers an enhanced digital health and retail experience, especially with the introduction of electronic scripts."*

"Our innovations help pharmacies meet customer expectations, while also driving increased customer loyalty. Green Cross Health and MedAdvisor share the common goal of strengthening the relationship between pharmacies and their customers and using technology to improve health outcomes, and we are delighted to provide New Zealanders with a higher level of support, care and advice from their pharmacists."

Rachael Newfield, CEO of Green Cross Health, said, "We are passionately committed to the health and wellness of New Zealand and to provide the best support, care and advice to our communities. Our selection of MedAdvisor is aligned with this commitment given their demonstrated proven solution in multiple markets that is supporting people to take their medication safely, effectively and on time. We look forward to bringing that same technology to New Zealand, providing our customers with an optimal solution to manage their medications and to have an excellent experience both in store and digitally."

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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 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 2.4 million patients through more than 70% of Australian pharmacies. MedAdvisor has partnered with Cotiviti in the US 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