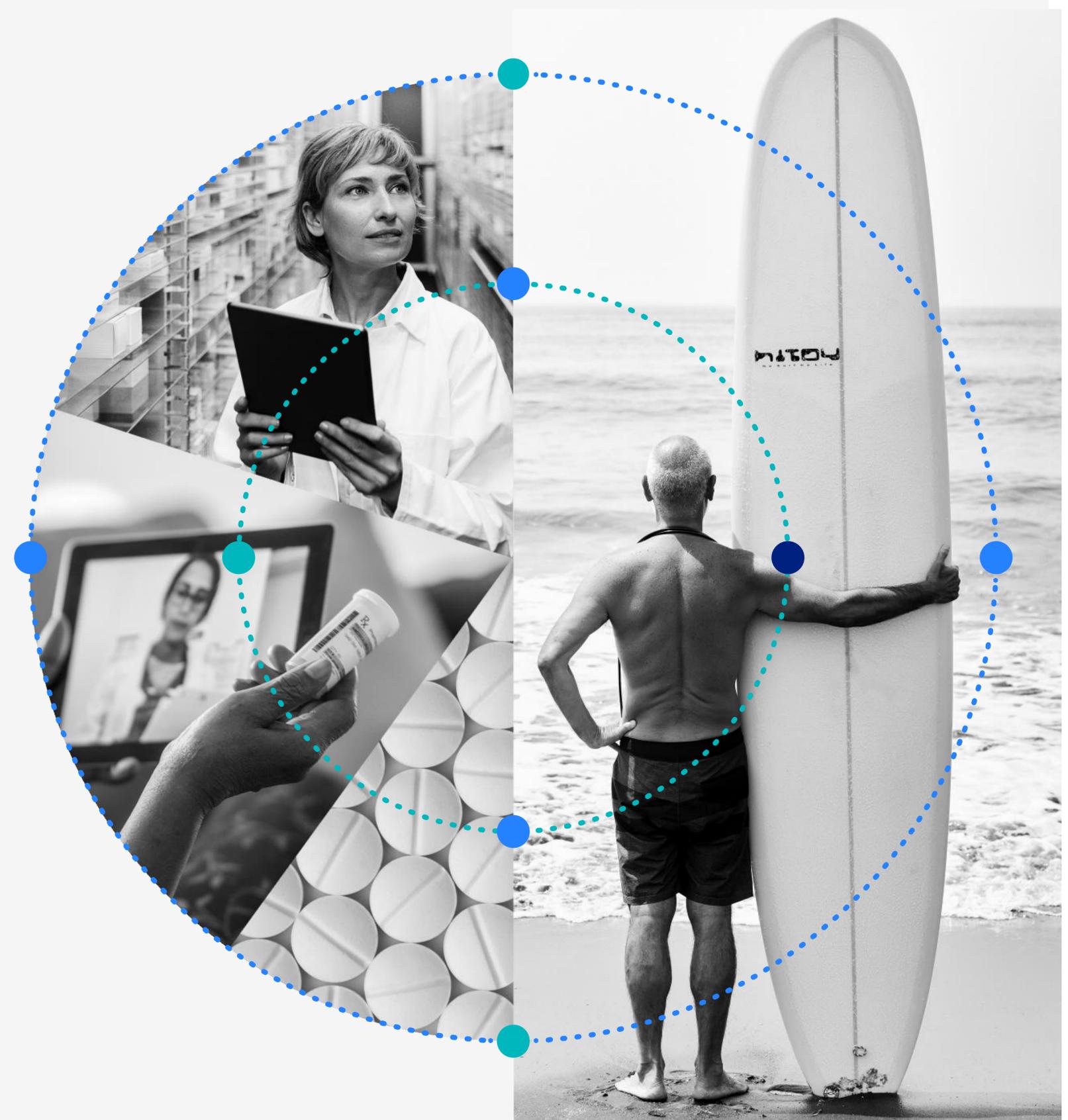


MedAdvisor
Solutions™

MedAdvisor Solutions Overview | ASX:MDR

Bell Potter Healthcare Conference 2023

16 November 2023
10.00am (AEDST)



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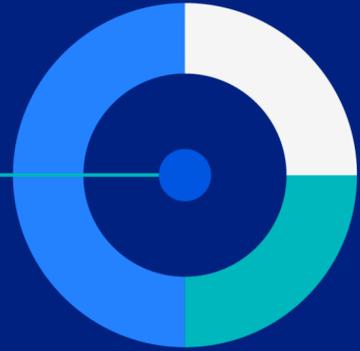
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Our future is in our hands, as we work to achieve enduring profitable growth. Our singular purpose is to deliver innovative, data-driven, omni-channel personalised solutions intended to simplify people's medication journey and empower the pharmacy of the future.



Rick Ratliff
CEO & Managing Director

Executive Summary



MedAdvisor Solutions is a global leader of pharmacy-driven patient engagement solutions that provide individualized patient experiences to simplify the patient medication journey

- Network of over 37,000 pharmacies across the US, Australia & New Zealand
- Advanced workflow and data intelligence enables targeted engagement with over 230M individuals actively taking their medications

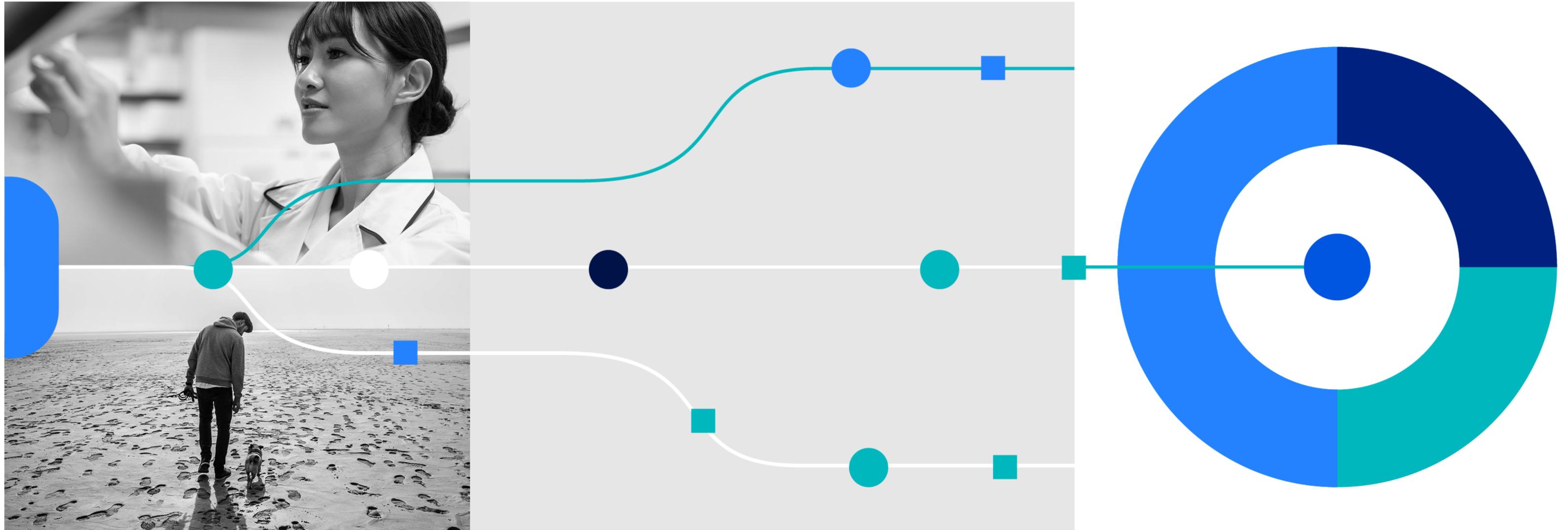
People are challenged with managing their medications which creates a significant burden on the global healthcare system at an annual cost of US \$630B

- Issues such as cost, health literacy, transportation and social support result in over 50% of individuals abandoning prescribed therapy
- Pharmaceutical manufacturers spend over \$20B per year on programs to help patients better understand available medications and how to take them appropriately
- As access to healthcare becomes more challenging around the world, pharmacies are becoming a more integral part of the healthcare system

MedAdvisor Solutions is well positioned to bring pharmacy-driven patient engagement solutions to the market that will impact patient behavior and improve health outcomes

- Solutions power pharmacies transition to digital patient engagement enabling more volume at a lower cost
- Following Covid, MedAdvisor Solutions is facilitating coordination of vaccine options across Covid, RSV, shingles, pneumonia and more providing significant value to vaccine manufacturers and service revenue for the pharmacies
- In Australia, the MedAdvisor Solutions platform is enabling patients to engage in a variety of healthcare services to complement what has been available only through General Practitioners

Medication Management Opportunity



Global need for simplified patient medication engagement

Current global landscape is **primed** for transformation

Annual global medication non-optimization cost **\$630 billion USD**

Cost of medication non-adherence to governments:



~**50%** of adults have a chronic condition



~**50%** global non-adherence rate to long-term medications



Global Prescription Use
~**46%** pop. on **1 Rx**
~**27%** pop. on **2 Rx**



100 million doses of adult immunisations potentially missed during pandemic



~**2 billion** people globally don't have access to essential medicines

The power of pharmacy

Community pharmacies are uniquely positioned to help drive this transformation



As healthcare prioritizes personalized care, the pharmacy is becoming a destination for expanded patient services.



Patients visit pharmacists up to **10x more** than prescribers



Globally, pharmacists ranked most **top 5** trusted professionals



Pharmacies in US & NZ have become patients' **#1 vaccination destinations**³



~80% of patients see pharmacists as an integral part of their care team

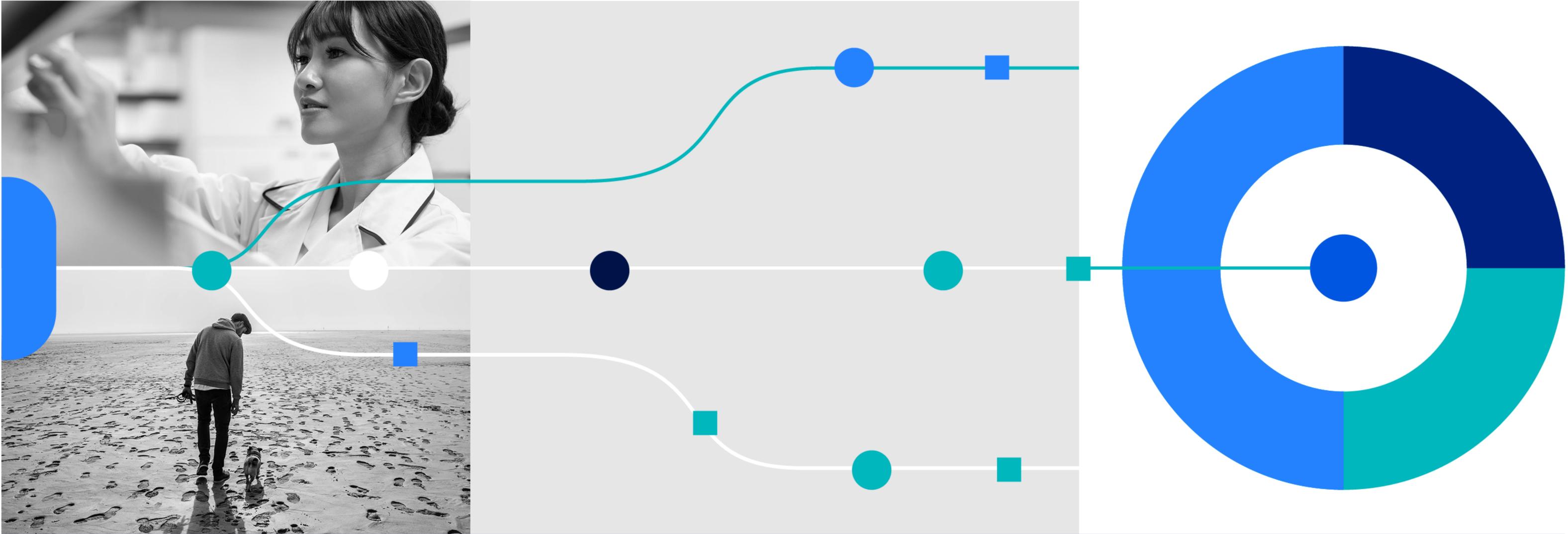
Global trends in pharmacy are driving change

Pharmacy is **rapidly evolving**, globally

-  **Evolving** consumer **demand**
-  The **role** of the pharmacist **is expanding**
-  **Accelerating** competitive **threats**
-  Rising **operational challenges** & **specialization**
-  Pharmacies as **wellness centers**
-  **Sustainable & eco-friendly** environments are a must
-  Pharmacy staff **shortages & burnout**
-  Embracing **AI & innovation** is existential



Company Overview



MedAdvisor Solutions community pharmacy network across US and ANZ

To deliver individualised, patient engagement solutions to lower cost of healthcare

Total network pharmacies: 37,934
Total network patients: 233M

Global intelligent medication patient engagement platform



US

Network Pharmacies: **32,023**
Network Patients: **230M**



Australia

Network Pharmacies: **5,700**
Network Patients: **3.1M**



New Zealand

Network Pharmacies: **216**
Network Patients: **120K**



Cloud-Based Pharmacy Software

Build stronger patient-pharmacist relationships



Mobile Medication App

Giving patients the power of a virtual pharmacy at their fingertips



Patient Engagement Solutions

Providing patients medication information across preferred channels

We have built a global platform over time

MedAdvisor Solutions is the leading pharmacy-driven patient engagement platform



Founded — A pioneer in direct-to-patient communications

1993



Founded — A pioneer in digital medication adherence & health literacy

2012



Acquisition — Adheris acquires Catalina Health and becomes Adheris Health

2014



Acquisition — MDR acquires platform to expand PlusOne

2016



Launched — Adheris Health's omni-channel digital solution

2021



Unification of Adheris Health & MedAdvisor under one B2B entity/brand

2023

2003–2007



Adheris granted series of business-relevant patents

2013



Launched — Mobile App

2015



Launched — MDR's Saas pharmacy workflow platform



MedAdvisor (MDR) is ASX-listed

2020



MDR acquires Adheris Health for US expansion

2022



MDR expands into New Zealand



Acquisition — MDR acquires competing pharmacy platform

Shifted focus in FY23 to profitable growth

Strong YOY growth.

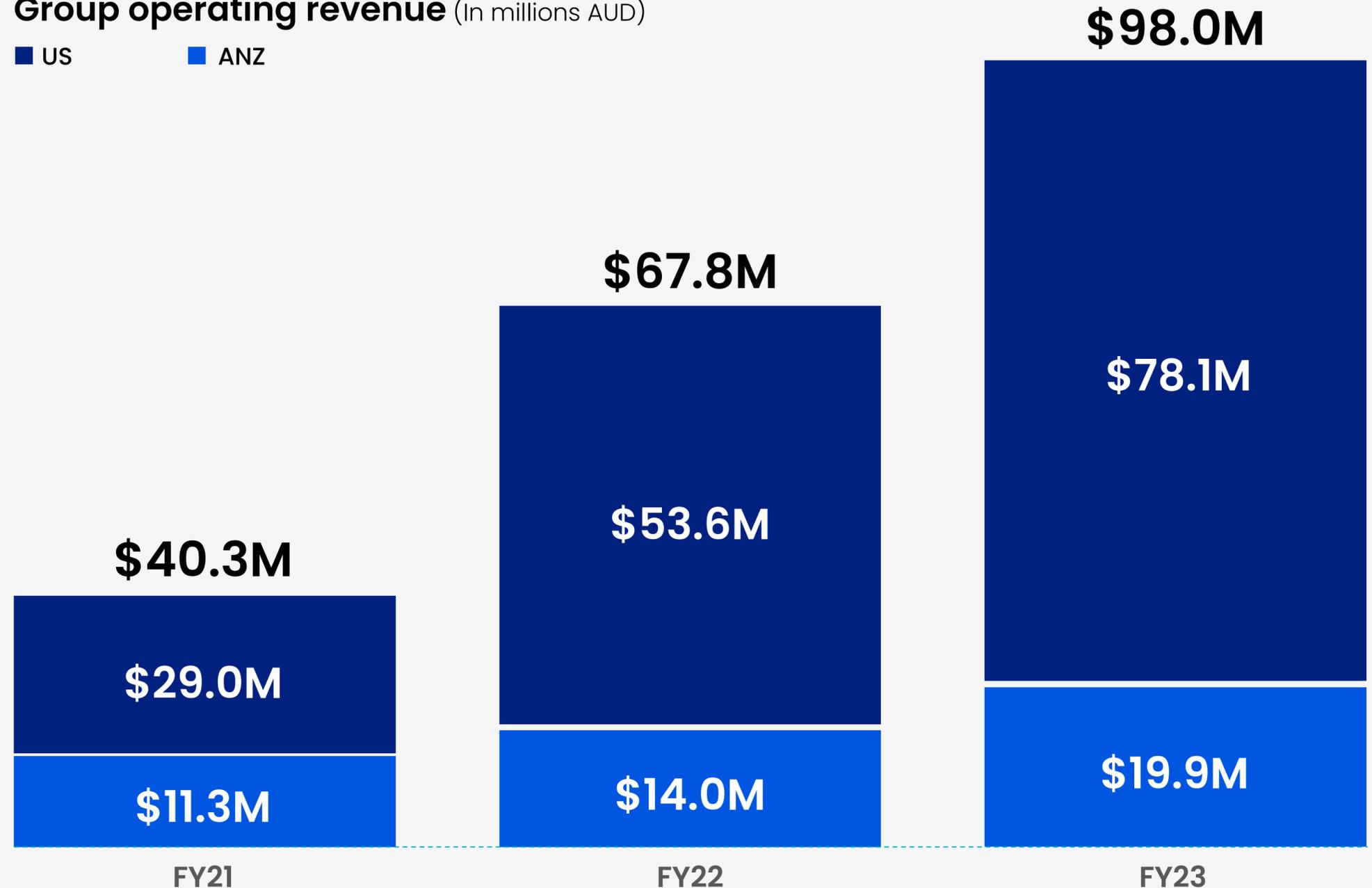
MedAdvisor Solutions delivered strong financial results in FY23, with group level revenue of \$98.0 million, representing a 44.6% increase over FY22, supported by growth in both Australia and the US.

Gross profit rose by 69.7% to \$59.4 million and gross margin improved by 9.0 percentage points to 60.6%, driven by shift in product mix to digital medication awareness and adherence programs supported by a significant expansion in digital patient reach.

Group operating revenue (In millions AUD)

■ US

■ ANZ



FY23 highlights—ANZ

In ANZ, we achieved strong YOY growth as the **pharmacy network expanded** through acquisition and partnering.

FY23 revenue (including GuildLink acquisition) of

\$19.9M up 41.9% YOY 

FY23 gross profit of

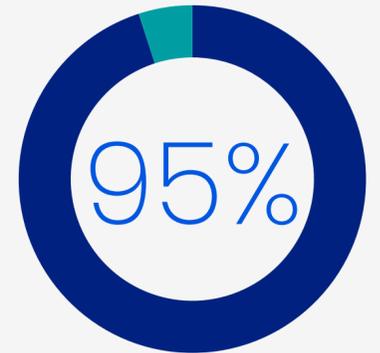
\$16.7M up from \$11.7M FY22 

FY23 gross margin of

84.5% up from 83.3% FY22 

GuildLink integration completed on time and under budget, adding 1,414 pharmacies to our network in Australia

MedAdvisor Solutions serving over 95% of Australian pharmacies



Green Cross Health signed onto our pharmacy network 

216+
pharmacies added in NZ

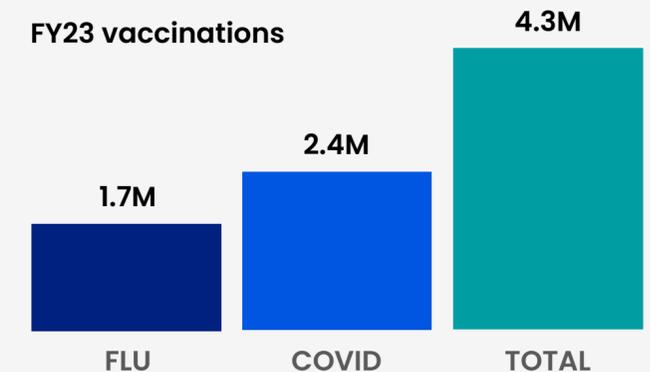
Restructuring in Australia resulted in annualised savings of 

\$2M

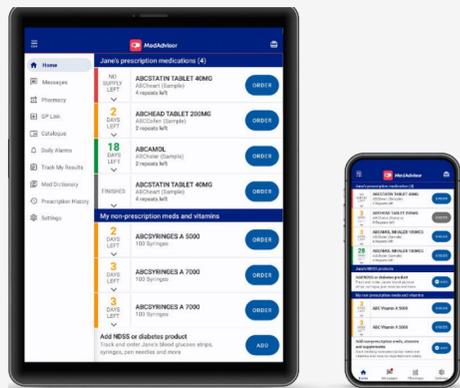
Average script uplift from AU adherence programs 

~32%

Delivered 4.3M vaccinations via PlusOne in FY23 included 1.7M for flu, and 2.4M for COVID 

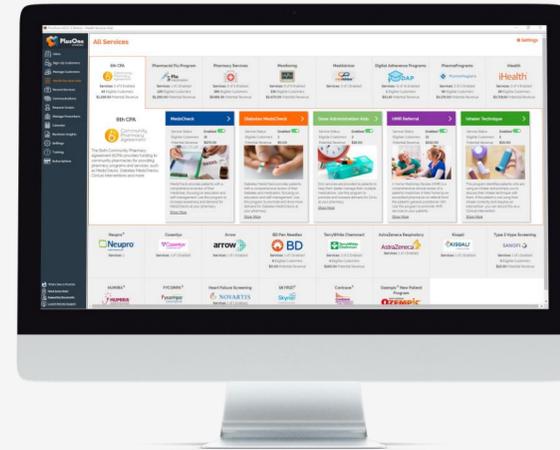


In ANZ, we provide **medication management solutions** to patients and pharmacies



Leading medication management app for patients

- Trusted by >3 million patients
- App patients are 97% loyal to their pharmacy over a 12-month period
- Medication adherence improves by up to 20% for patients using our app
- Every App user signed up through the partner pharmacy delivers ~\$50 ROI per patient to that pharmacy



All-in-one patient management system for pharmacy. Powers pharmacists' health services, programs, vaccinations and payments.

Trusted by top AU pharmacies:



We empower pharmacy of the future through our solutions that enable pharmacies to deliver a better patient experience

- Designed for and by pharmacists, PlusOne offers a suite of tools to build better patient relationships, improve medication management, increase adherence and benefits pharmacies bottom line.
- MedAdvisor Solutions has been selected as the preferred software partner of choice for the delivery of Full-Scope-of-Practice (FSOP) in Australia. The PlusOne software will be integral to the successful implementation and delivery of these services in Australian community pharmacies.

Case study: Supporting a Urinary Tract Infection (UTI) initiative in Australia

MedAdvisor Solution's Plus One software supports an *extended scope of practice* for Australian pharmacists with a UTI recording form.

In 2020, the state of Queensland launched a **Urinary Tract Infection Pilot Program** which resulted in an **Extended Practice Authority for Queensland pharmacists in 2023, inclusive of prescribing rights for UTI antibiotic medications.**

During this service, pharmacists:

- Gather patient medical information;
- Perform a clinical risk assessment;
- Make clinical decisions;
- May prescribe antibiotics; and
- Communicate with the patient's general practitioner.

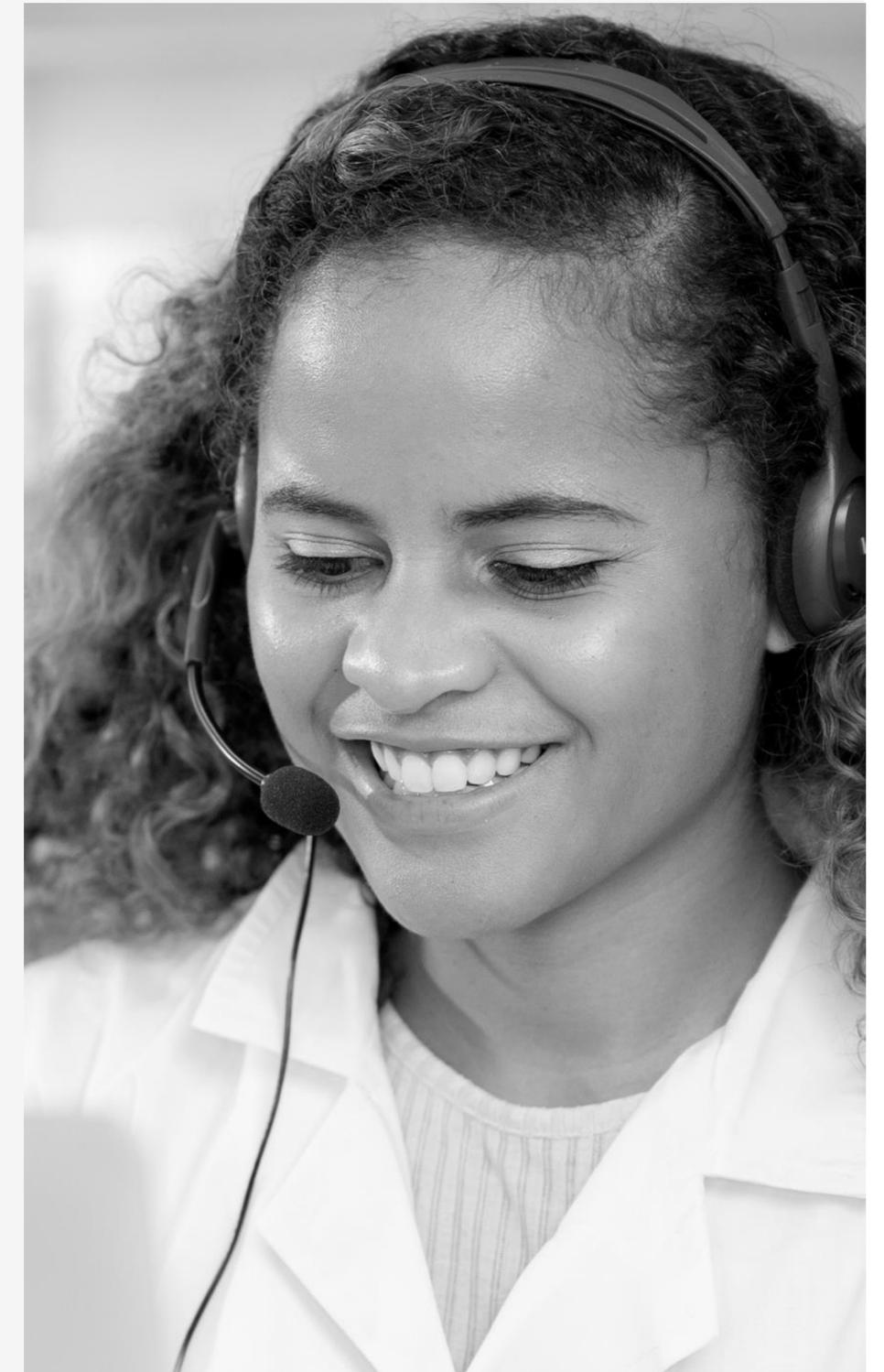
In 2023, the state of New South Wales undertook a replicate UTI Pilot. MedAdvisor Solutions was chosen by university researchers as the software provider of choice.

1,000+ NSW pharmacies

now offer this prescribing service. Western Australian pharmacists were given UTI prescribing rights in August 2023.

2,400+ pharmacies

currently can use our software for UTI clinical recording and prescribing across four states. Victorian pharmacists will begin offering a UTI prescribing service in the latter half of the year.



FY23 highlights—US

In the US, we **achieved strong YOY growth** as a seasonal business, with bulk of revenue booked in the first half of each financial year.

FY23 revenue of

\$78.1M up 45.5% YOY



FY23 gross profit of

\$42.6M up from \$23.2M FY22



FY23 gross margin of

54.6% up from 43.3% FY22



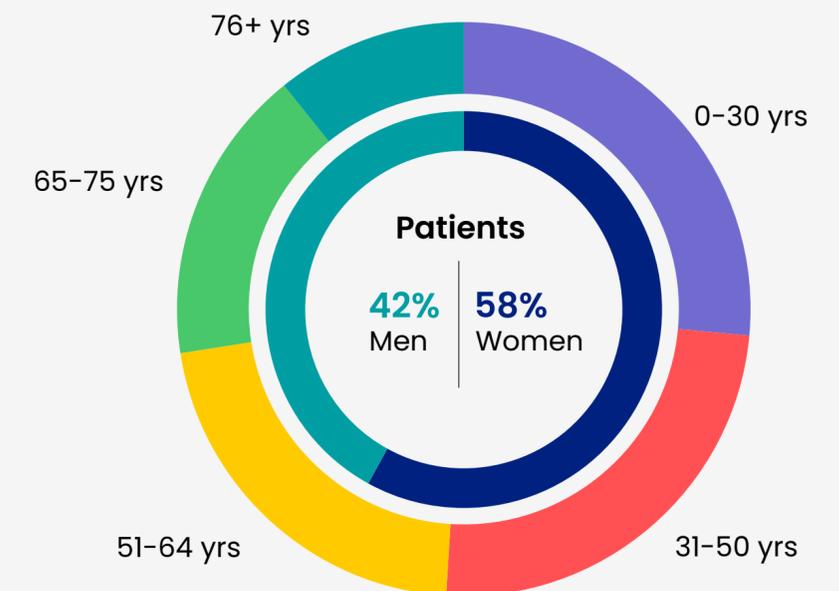
We continued to expand our pharmacy network and patient reach across the US.

US pharmacy network expanded by +10K to

32K locations

Digital patient reach via our pharmacy network more than doubled to

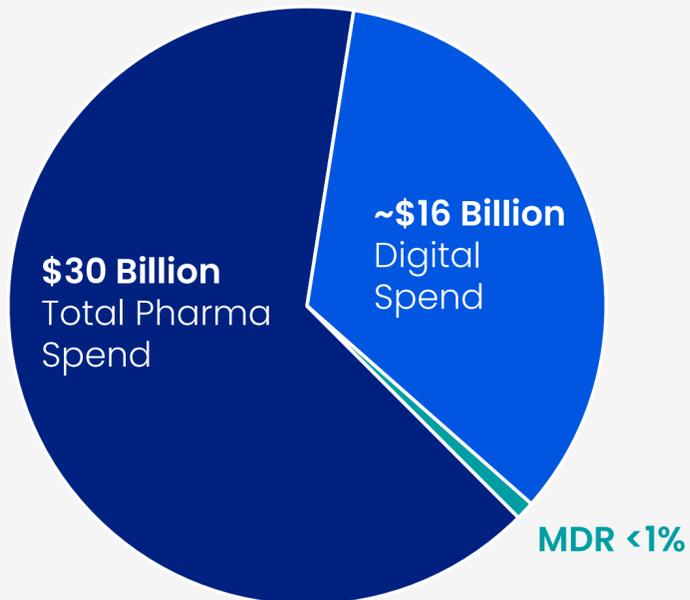
>90M



US Overview – Growing our value to pharma & pharmacy

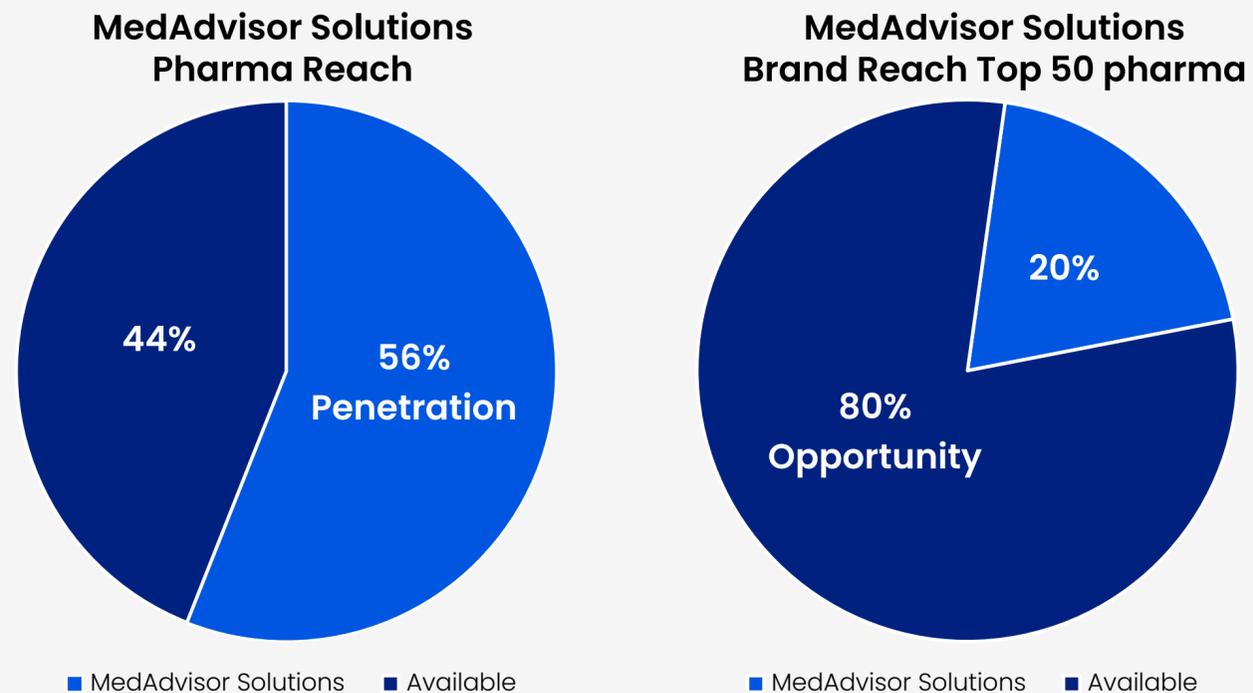
Significant **growth opportunities** exist for MedAdvisor Solutions in the US market through **digitisation and simplification of medication management**

Annual US Pharmaceutical Sales & Marketing Spend

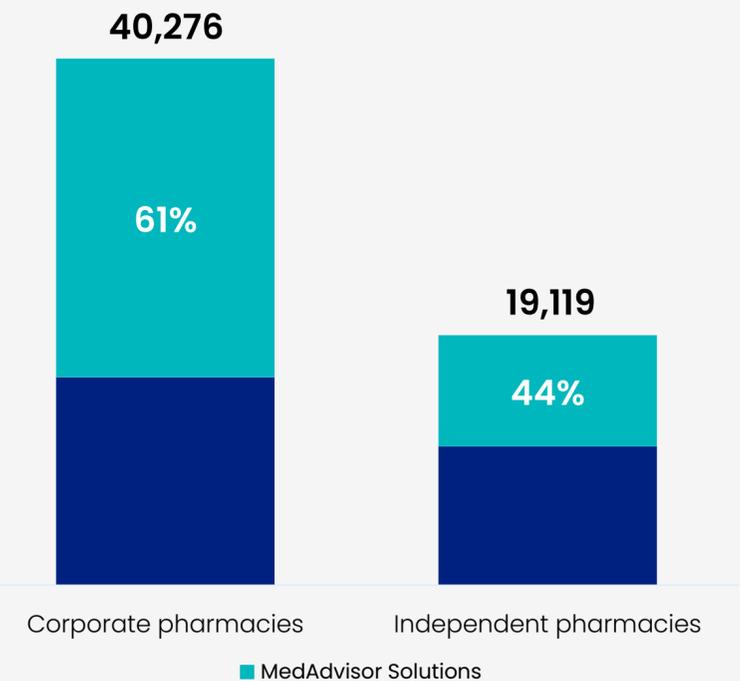


MedAdvisor Solutions's digital patient solutions represent a small percentage of the annual spend by pharma

Top 50 US Pharmaceutical Landscape

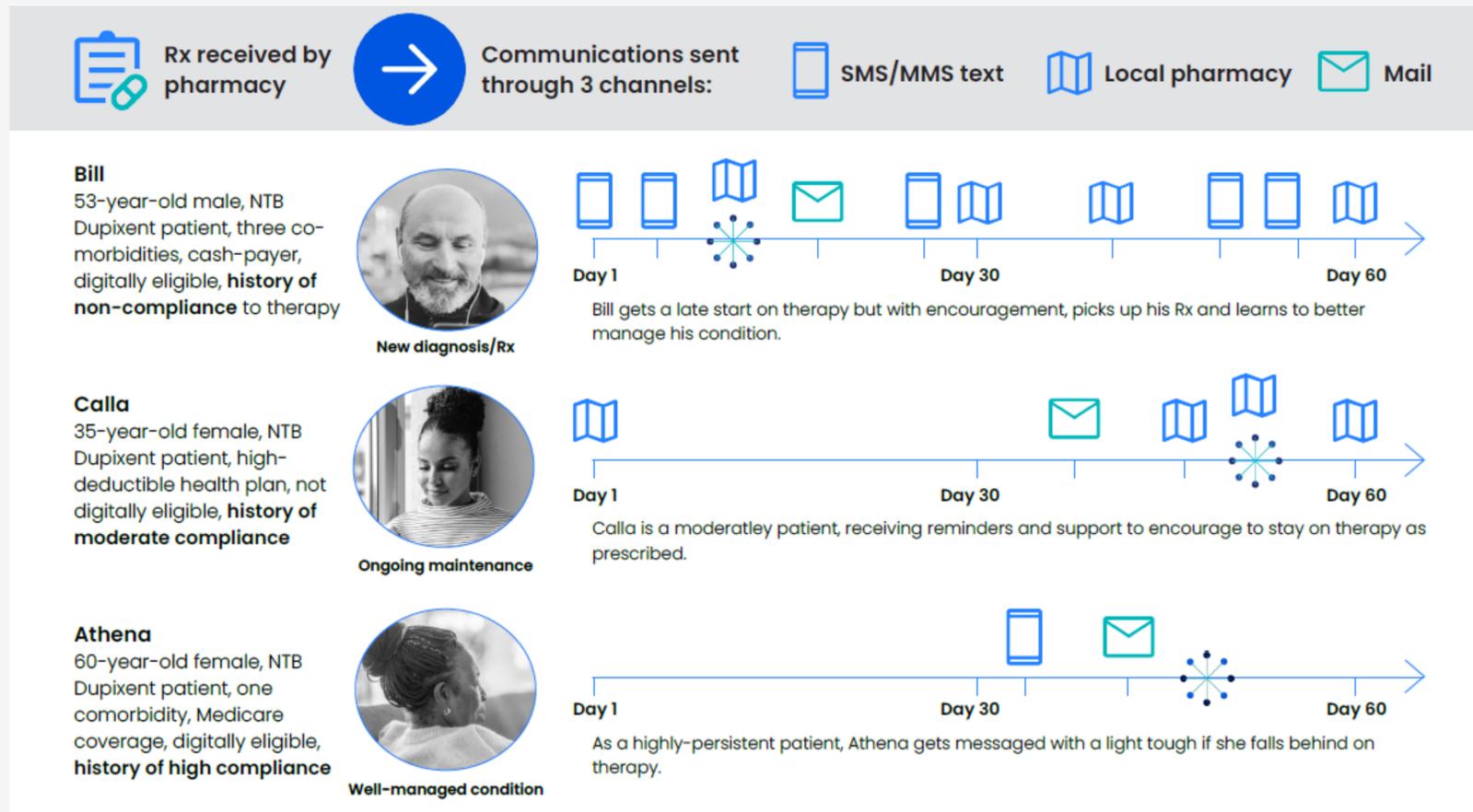


US Pharmacy Landscape



Drive to Digital: Bridging the gap for patients

QR codes provided on pharmacy prints and direct mail help drive patients to digital engagement and digital brand assets



VASITOR (vasikepdn) Ask your doctor if VASITOR is right for you.

FOR PEOPLE WHO HAVE HAD HEART ATTACKS, VASITOR CAN PREVENT FURTHER DAMAGE.

VASITOR is a prescription medicine used to reduce high blood pressure in adults. By treating high blood pressure, you can help prevent a stroke, heart attack, heart failure, kidney failure and peripheral artery disease.

What else can I do?

- A low-salt vegetarian diet, stress management, and moderate exercise may also help lower your risk of future attacks
- Stop smoking.
- Talk with your doctor about any concerns you might have.

For more information about VASITOR and to sign up for our Support Program, visit www.vasitor.com

- Connect with a nurse 1-800-555-2222 Monday through Friday 8:00 am to 5:00 pm EST.
- Receive a patient-only VASITOR package with app recommendations PLUS help emails on what you can expect as you begin your treatment.

Indication
VASITOR is a prescription medication used along with diet and exercise to help you lower your high blood pressure. It is important to not stop taking your medication without first consulting your doctor to avoid any serious complications.

Important Safety Information
This medication is to be used only for the medical condition for which it was prescribed. Ask your pharmacist about which is the best method to take or use this medication. Follow the directions exactly. Any medication can cause unwanted side effects as well as beneficial effects. You should consult your pharmacist or doctor about any possible adverse reactions and what actions should be taken if they occur. Discuss with your doctor or pharmacist any special precautions you may have to observe while using this medication. Tell your doctor or pharmacist if you are pregnant or breast feeding.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

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FY23 market impact highlights—US pharma-sponsored programs

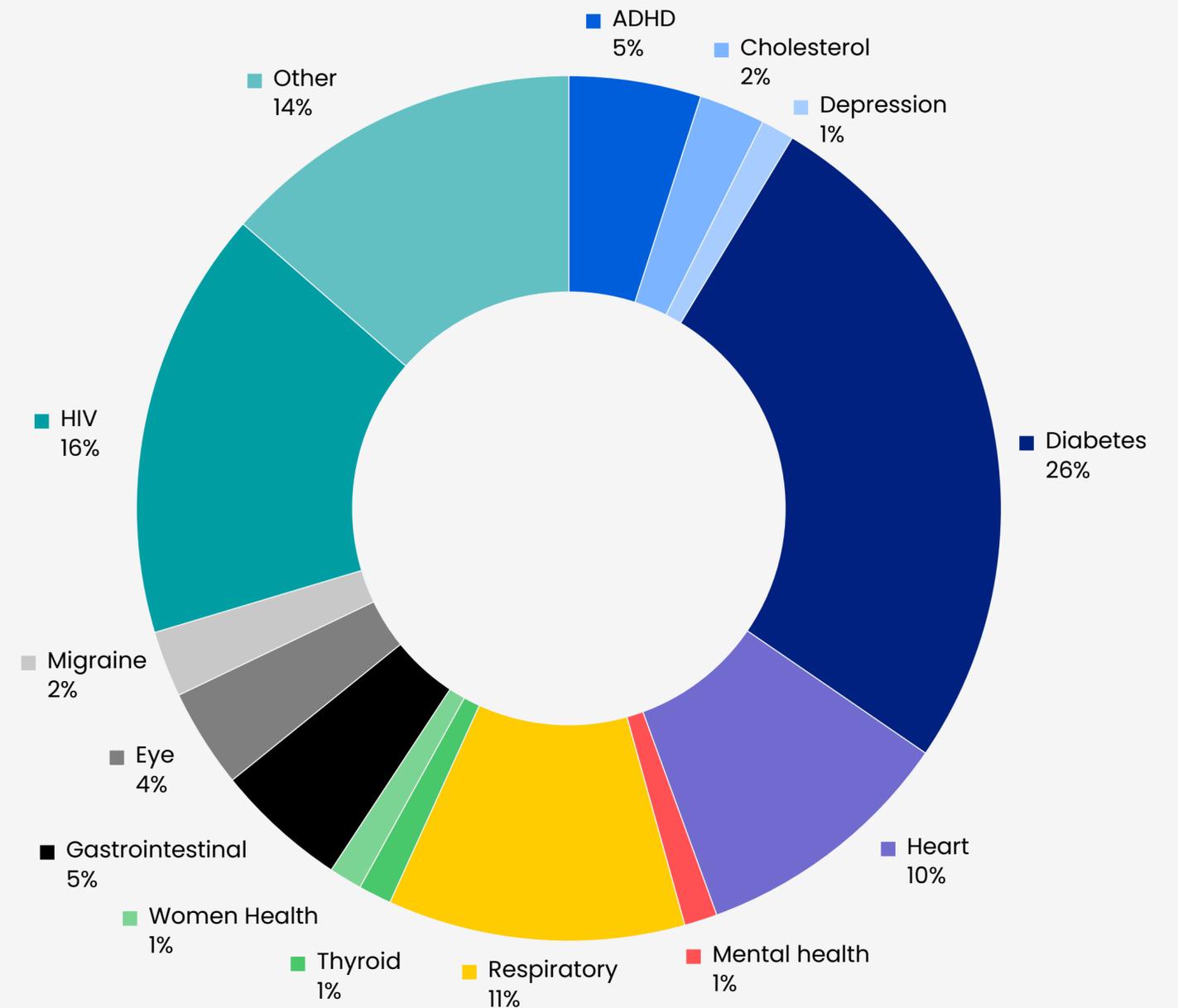
Our pharma-sponsored programs continued to **deliver value** to patients.

Vaccine programs were over 40% of FY23 US revenue, accelerated the growth of digital revenue, and contributed significantly to FY23 profit.

One of the digital vaccine awareness programs reached over 8M patients and generated 10.8% click-through rates.



Therapeutic categories for pharma-sponsored programs (60% of revenue)
(Non-vaccine as a percentage of total FY23 programs)



Case study: THRiV™ delivers for a Fortune 500 life sciences client

MedAdvisor Solution's THRiV™ omni-channel intelligent patient management platform solves for supporting new-to-brand patients.



A leading life sciences brand in the cholesterol category was experiencing the following pain points:

- High void rate—18% of new patients did not pick up the first fill
- One-and-done patients—23.4% of new patients dropped off after the first fill
- Average length of therapy for new patients 60–70 days fewer than that of experienced patients

We deployed our **THRiV™** omni-channel intelligent patient management platform which uses predictive modeling and machine learning to individualise patient engagement to ensure communications are highly relevant, timely, and optimised.

Results

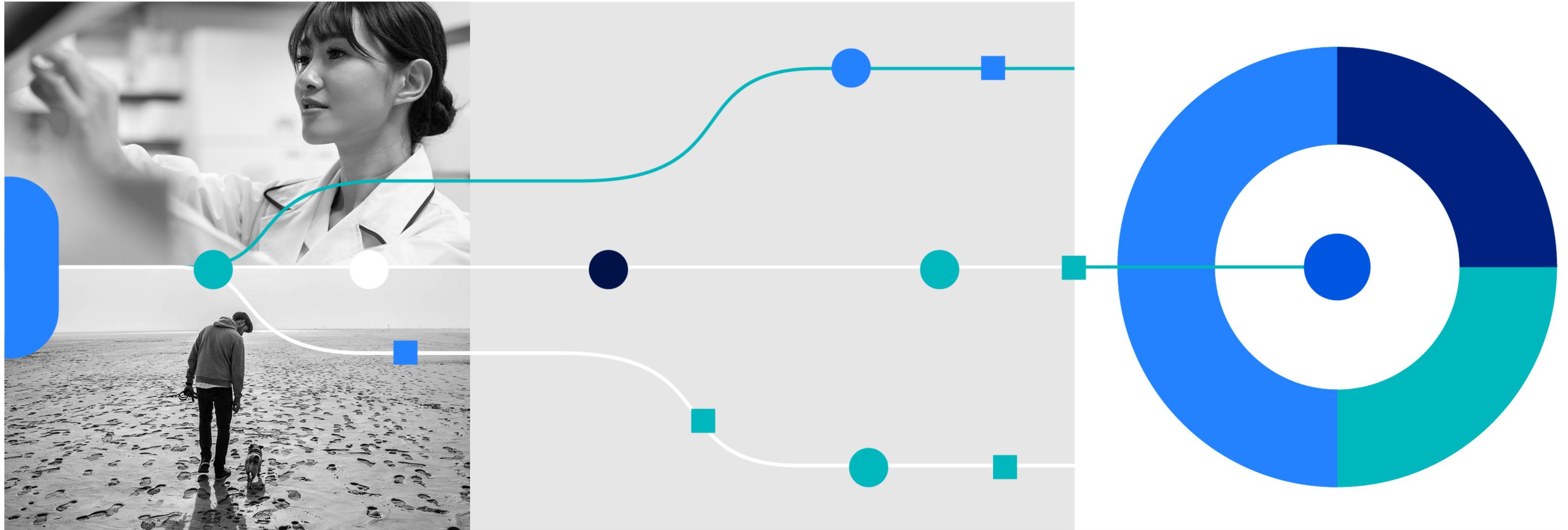
40K patients reached

54K incremental injections generated

27K incremental prescriptions generated

15.5% relative incremental lift over control

Focus on Profitable Growth



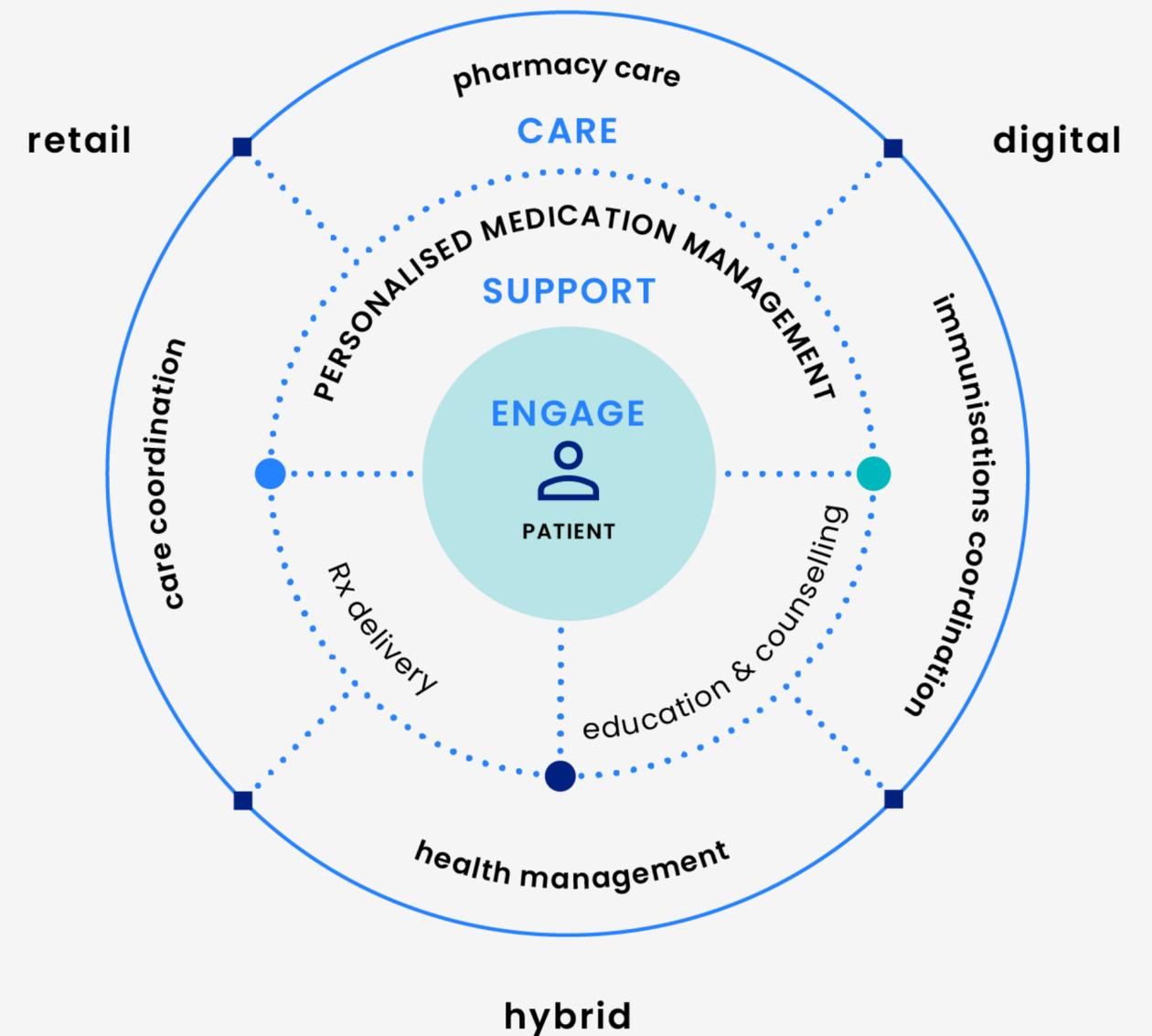
Growth drivers

The future we are building today is **aligned** with and shaped by the essential drivers **propelling** our industry forward.

- Driving vaccine and chronic medication awareness and adherence through the community pharmacy
- Expansion of individualised patient medication awareness and adherence programs using AI
- Evolution of pharmacy capabilities to support the expanding role of the pharmacist in healthcare
- The increasing adoption of specialty and rare disease medications
- The growing emphasis on health equity

MedAdvisor Solutions is positioned as a preferred digital innovation partner to empower the pharmacy of the future and help simplify people's medication journey.

The Pharmacy of the Future



Going into FY24 with strong momentum

Given our strong performance in FY23, we expect **continued growth in revenue** and **solid improvement in profitability** in FY24. We will continue to build on key themes of vaccines, digitalisation, and helping to expand pharmacy scope of practice.



Solid pipeline in US

Following Q1 FY24 results, our US pipeline is significantly stronger than in the prior corresponding period.

>79%

of projected F24 US revenue currently contracted vs. less than 60% at this time one year ago



Momentum behind vaccines

In the US, we have contracts in place for vaccine awareness programs across multiple categories including COVID, RSV, pneumococcal, shingles, HPV, hepatitis, and flu. We also see continued growth in ANZ as our role in helping pharmacies with vaccine administration increases.



Continued growth in digital reach

We expect our digital reach in the US to exceed 120 million people in FY24. Our THRiV™ programs in the US continue to gather momentum and based on current contractual commitments and pipeline, we expect over 40% of FY24 revenue in the US to come from digital medication awareness and adherence programs.



ANZ business strong, stable, and growing

Growth in our ANZ business will stem from health programs and expected synergies with our US business. We expect to continue to build on our initial efforts to support the expansion of scope of pharmacy practice in Australia.

MedAdvisor Solutions Overview: Q&A

