

**ASX RELEASE (ASX: MDR)**

**MedAdvisor Solutions 2024 Chair Address**

Melbourne, Australia, 14 November 2024 – Global pharmacy-driven patient engagement company, MedAdvisor Limited (MedAdvisor Solutions or the Company), is pleased to provide the address to be delivered by the Chair, Linda Jenkinson at the MedAdvisor Solutions 2024 AGM today.

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*This document has been authorised for release by the Board of MedAdvisor Limited.*

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**About MedAdvisor Solutions**

MedAdvisor Solutions (ASX: MDR) is a global leader of pharmacy-driven patient engagement solutions that provide personalized patient experiences to help simplify the patient medication journey. Leveraging THRIV, a cloud-based, AI-enabled platform, MedAdvisor Solutions empowers the pharmacy of the future through improved pharmacy workflow and patient engagement solutions. MedAdvisor Solutions works with over 34,000 pharmacies across the US with reach to over two-thirds of the population. In Australia, more than 95% of Australian pharmacies use MedAdvisor Solutions software to improve pharmacy workflow and to connect with over 3.7 million patients. For more information, please visit: [medadvisorsolutions.com/investors](https://medadvisorsolutions.com/investors).

## Chair Address

Good morning, my name is Linda Jenkinson, and I am the Chair of MedAdvisor Limited. On behalf of the Board and executive team, I welcome you to the 2024 Annual General Meeting.

MedAdvisor's vision is to transform the pharmacy industry into a patient-centred, digitally integrated, and trusted health advisor, a goal that we are achieving through proprietary technology and strong partnerships across the healthcare sector.

Our focused strategic planning, combined with our global team's dedication, has driven our performance by expanding operations, diversifying offerings, and investing in omnichannel engagement and AI platforms to build sustainable, profitable growth.

These achievements were reflected in our financial year 2024 results, which marked a pivotal period for MedAdvisor, as we celebrated significant milestones, by exceeding \$100m in revenue and achieving our Pathway to Profitability. I would like to acknowledge the efforts of the MedAdvisor team in delivering these achievements.

Looking ahead, the Board and management developed and have commenced implementing a five-year growth plan that, together with our Transformation 360 initiative lays the groundwork for the next phase of growth.

In parallel with our operational initiatives, we made important progress in strengthening governance and leadership at MedAdvisor. An independent third-party review of the Board's effectiveness helped ensure we have the expertise and governance structures necessary to drive MedAdvisor forward. During the year the Board undertook a detailed review of remuneration policy to ensure that the Company's structure aligned with industry benchmarks to attract and retain top talent. Moving forward, we will continue to focus on remuneration policies that reward strong executive performance while promoting our desired standards and culture. We will continually work to align management with the interests and expectations of shareholders and other key stakeholders.

Moving to the Board composition, I would like to extend the team's heartfelt thanks to our outgoing directors—Brett Magun, Anthony Tassone and Sandra Hook, for their invaluable

support and contributions. Their commitment has been instrumental in fostering a highly engaged Board, well-equipped to support management in achieving our long-term goals. I would like to acknowledge Brett, for his contribution in supporting our US team in building out the payer strategy.

Also, Anthony, who joined the Board in 2022, coinciding with the Company's acquisition of GuildLink. During Anthony's tenure, we have expanded the delivery of our cloud based MedAdvisor for Pharmacy workflow solution to over 95% of the pharmacies in Australia. In addition, we have delivered almost 90,000 expanded healthcare services to more than 84,000 patients across 7 states and territories. We look forward to continuing to work with the Guild to improve access to healthcare in Australia through expanded scope of practice programs.

Similarly, Sandra thank you for your immense contribution over the last eight years. I am particularly thankful for her support as Chair of the Remuneration and Nomination committee, and your earlier work as Chair of the Audit Committee.

In line with the Board's refresh process conducted in 2023, we believe we have now right sized the Board to align with the Company's market capitalisation and industry benchmarks.

Our CEO, Rick Ratliff, will soon discuss how we achieved our 2024 performance and share our strategy for continued growth. This includes driving operational efficiencies through our shared services model, scaling global operations, and prioritizing innovation and new market opportunities. He will also elaborate on today's announcement of a formal review to evaluate strategic options to maximize shareholder value, as the Board believes the current valuation does not fully reflect the combined strength of our Australian and U.S. business units.

In closing, I extend my deepest gratitude to our Board, executive leadership, and the entire MedAdvisor team for their dedication and commitment. Together, we have laid a strong foundation for future growth, and I look forward to the continued journey as we unlock new opportunities and deliver value to all stakeholders. Thank you.