

ASX RELEASE (ASX: MDR)

Trading Update and Investor Briefing

Melbourne, Australia, 20 December 2024 – Global pharmacy-driven patient engagement company, MedAdvisor Limited (MedAdvisor Solutions or the Company), announces a trading update for 1H FY25.

During the current US flu season, vaccination rates have been lower than expected by pharma customers resulting in a deferral of spend on vaccine related health programs until later in the season. Accordingly, MedAdvisor expects to see a significant shift of revenue from the first half to the second half in its US business. The Australian operations are performing well, and currently in line with management's expectations throughout the first half of the year.

As a result of these factors, first half FY25 revenue at the group level is expected to be down 25-30% from the record \$75.5m in 1H FY24, while EBITDA is expected to remain positive for the first half and full year FY25.

The Company's second-half pipeline for the US business is significantly stronger and more diverse than in prior years, with over 50% more brands compared to the same time last year. Given the robust second-half pipeline and the impacts of the above deferrals, a substantial uplift in US revenue is expected in 2H FY25 compared to the prior year's second half results. The Australian operation is expected to continue to perform to expectations through the rest of the year.

Commenting on the trading update, MedAdvisor Solutions CEO & Managing Director, Rick Ratliff said: "The hard work we have done to diversify our pipeline and customer base this year is expected to drive increased revenue for the remainder of the financial year and allow us to mitigate revenue volatility from key vaccine clients on whom we have previously been very reliant. This momentum positions us well to

deliver what we expect to be a record second half revenue performance on previous year second half results. With a strong financial foundation, the company remains well-equipped to self-fund its strategic initiatives.”

Investor briefing today

The Company’s Chief Executive Officer, Rick Ratliff, and Chief Financial Officer, Ancila Desai, will discuss this trading update with investors at 10:30 am (AEDT) today, 20 December 2024 via a live webinar, followed by a Q&A session.

To attend, please register via the following link:

https://us02web.zoom.us/webinar/register/WN_WlNteEXSE2EiuyZwpPNXg

Once registered, you will receive a confirmation email containing information about joining the webinar.

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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.