

ASX ANNOUNCEMENT

8 December 2016

MedAdvisor Signs Pfizer for Patient Engagement Program

Highlights

- MedAdvisor signs Pfizer, the world's largest research-based pharmaceutical company to deliver a patient engagement program (PEP) on its platform
- Pfizer will use the MedAdvisor platform to deliver information and advice to patients to enhance and promote the safe and effective use of its medication
- Pfizer develops, manufactures and distributes hundreds of prescription medicines, vaccines and over-the-counter products
- Agreement with Pfizer and renewed programs provide strong validation of the value the PEPs are delivering pharmaceutical manufacturers and the Company's ability to grow this revenue stream

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it has entered into an agreement with Pfizer Australia Pty Limited (Pfizer) to provide a Patient Engagement Program (PEP) for one of its leading medications.

MedAdvisor will work with Pfizer to deliver important information and guidance to patients prescribed with this Pfizer medication. Preparation for the program has already commenced and it will run for an initial period of 18 months.

Pfizer will deliver a series of educational communications that aims to improve the patient's quality use of medicines which in turn will deliver better patient health outcomes.

Pfizer is the world's largest research-based pharmaceutical company. In Australia, it employs 1,700 people and manufactures more than 50 prescription brands and over-the-counter medicines

The Company will receive Patient Engagement Program revenue from Pfizer for the duration of the contract, further growing its PEP revenue stream. Pfizer is the ninth pharmaceutical company that has signed up to leverage MedAdvisor's platform to deliver important information to patients.

Additionally, two existing clients have renewed their PEP contracts with MedAdvisor for a further 12 months each, further demonstrating the benefits and value being derived from the programs for pharmaceutical manufacturers.

Robert Read, CEO of MedAdvisor commented: "Pfizer is one of the world's largest and most diverse pharmaceutical businesses. Driving improvements in medication adherence is key to the value we can provide to the health of patients and the broader health system. Partnering with leading companies to help ensure quality use of medicines directly to patients is a key enabler. PEP programs are a key revenue driver in the long term for MedAdvisor."

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For more information

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About MedAdvisor

MedAdvisor is a world class medication management platform focused on addressing the gap and burden of medication adherence. Founded with a desire to simplify medication management, the highly automated and intuitive Australian software system connects patients to their local pharmacy, providing them with real time access to their personal medication records. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medications, which together improves adherence by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed over 500,000 registered users through its connections with over 45% of pharmacies across Australia.