



# AGM Presentation

Your Health Your Way



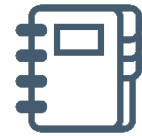


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# Agenda

## 1. FY17 Overview

- Company Overview
- FY17 Financial Results
- FY17 Operational Results
- Acquisitions
- Launch of new PlusOne platform

## 2. EBOS Strategic Investment

- Overview
- Strategic Benefits

## 3. Domestic Market Opportunity

- Patient market
- How will MDR achieve growth domestically?

## 4. International Opportunities

- UK Market
- US Market
- Strategy and introduction to overseas advisors

## 5. Summary

- What's Next for MedAdvisor
- Corporate Overview



# ① FY17 Overview

# Company Overview

Positioned in the rapidly growing health-tech sector, MedAdvisor has achieved commercial validation and strong market positioning with global prospects.

## 1. Strong Domestic Market Position

- >830,000 users (7-10% of potential market)
- ~55% pharmacy market share
- ~\$200m of prescriptions ordered through platform from GPs & Patients
- 6,000+ GPs

## 2. Clear Path to Cash Break Even

- Fully funded to reach domestic breakeven.

## 3. Global opportunity

- Australia is <2% of world medicines market and MedAdvisor is the most sophisticated and integrated platform globally.

## 4. Significant opportunity to scale

- Market tested product with high engagement
- 12 million patients in Australia alone with a chronic disease and require regular medication

## 5. Multiple revenue streams

- Existing revenue from pharmacies, manufacturers and patients.
- Additional revenue streams from transaction and convenience services

## 6. High barriers to entry

- Fragmented pharmacy market
- Customer base of ~50% pharmacies
- Tech integration with ~10 dispense systems plus GP systems integration
- >\$12m invested in platform to date



4.6



2071 total



4.7



468 All Versions



4.4

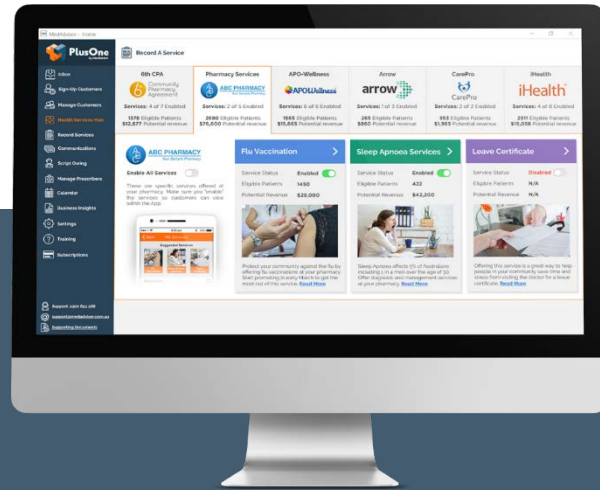


7,209 likes



# MedAdvisor's Core Assets

## Pharmacy Software *PlusOne*



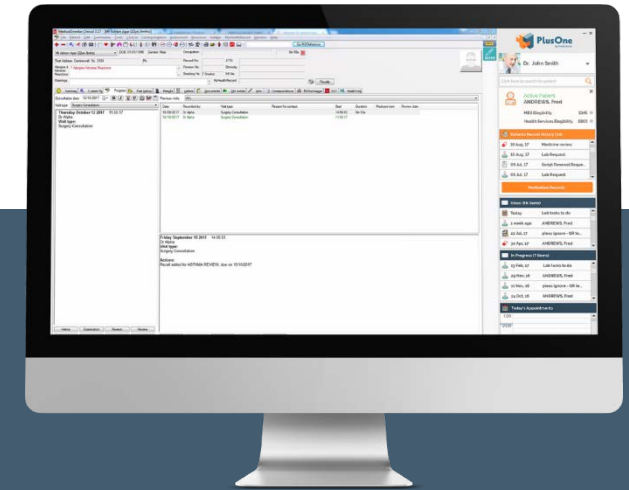
Dispense software deployed at  
~50% of Australia's  
pharmacies

## Patient Platform *MedAdvisor App & SMS*



~830k connected through digital channels,  
6m+ at network pharmacy customers

## GP software *OzDocs+*



6,000 GP relationships through  
OzDocs, GP Connect & GP Link





# Our Key Customers

## +2,670 Australian Pharmacies Using MedAdvisor

Leading brands include but not limited to:



## 12 global pharmaceutical manufacturers running Patient Engagement Programs

Manufacturers include but not limited to:

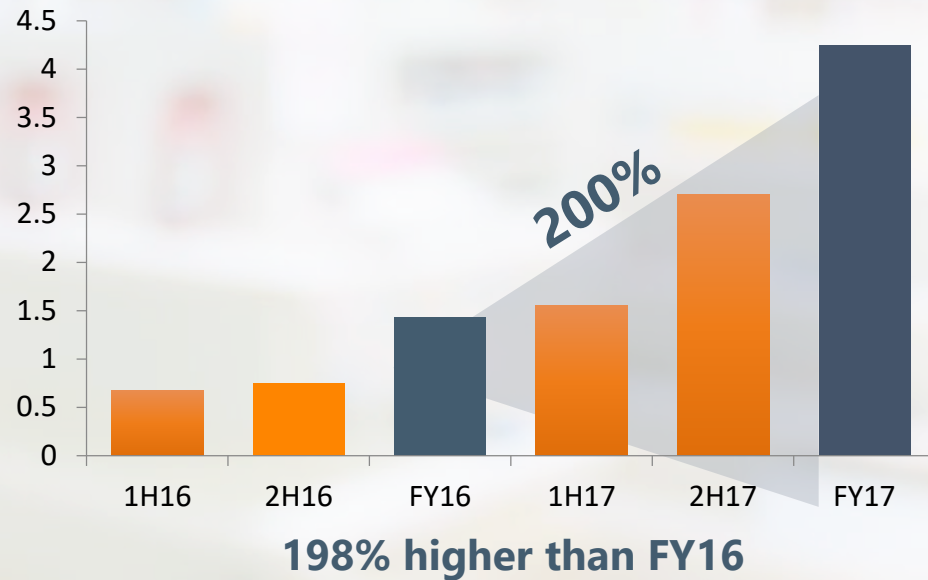


Bristol-Myers Squibb



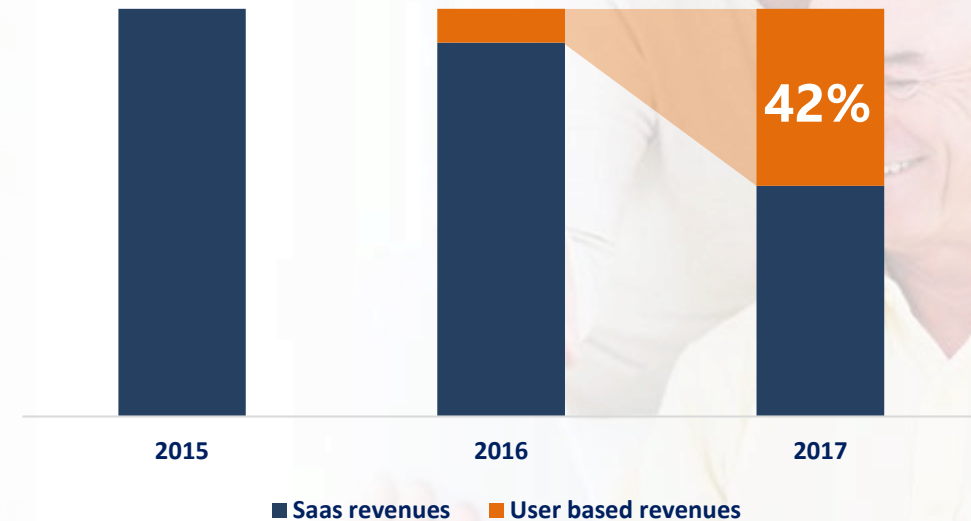
# Strong FY17 with Record Revenue

Operating Revenue Growth FY16 to FY17



**FY17 operating revenue of \$4.2 million**

Operating Revenue FY15 to FY17



*Gross margins increased from 71% to 83%*



# Improving Cash Flows

## Cash Flow FY16 to FY17

	FY16	FY17	% Change
Total Revenue	\$1.76	\$4.9	178%
Cash Receipts	\$1.3m	\$4.95m	280%
Total Cash inflows	<b>\$1.6m</b>	<b>\$5.6m</b>	250%
Total Cash outlays	\$4.2m	\$8m	90%
Total Operating Cash Flow	<b>(\$2.55m)</b>	<b>(\$2.4m)</b>	5.9%

# FY17 Growth by Numbers



**+354%**

Connected users  
increased from 182K  
to 830K



**+84%**

Increase in pharmacy  
subscription revenue



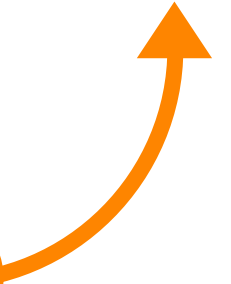
**+310%**

Increase in value (approx.)  
of prescriptions ordered  
(Including Tap-To-Refill  
and GP Connect)



**+170%**

Increase in average  
numbers of patients per  
pharmacy



# Value Accretive Acquisitions



- Acquired for \$5.5m (60% cash and 40% scrip)
- Grew digitally connected user based by +300k
- Added 800+ pharmacies
- Significantly enhanced the technology offering and market positioning of MedAdvisor
- Integration of Healthnotes technology resulted in the launch of PlusOne – MedAdvisor's new pharmacy platform that includes a GP collaboration module to streamline workflow for pharmacies and GP and Professional Services capabilities to help pharmacies identify and deliver important health services to eligible patients, driving transaction revenue



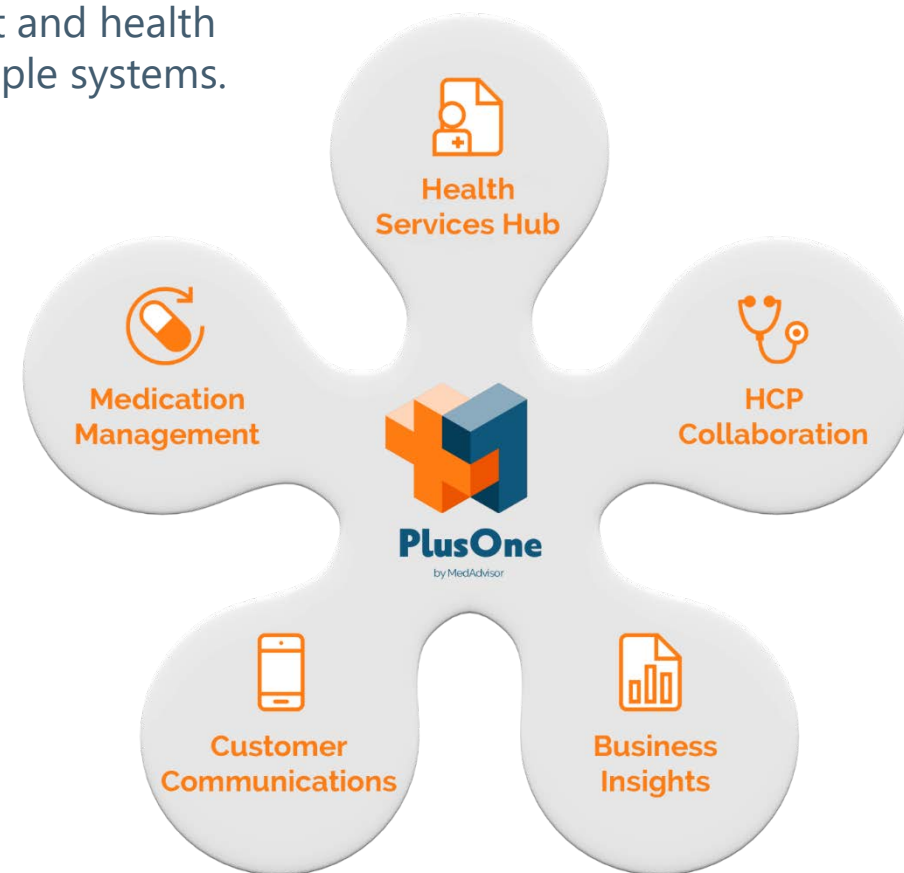
- Acquired for A\$150k
- Delivered additional services including the ability to offer specialist referrals, pathology results, secure messaging services, eConsultations and online bookings
- Brought relationships with +100 clinics and ~300 GPs
- Enhances GP offering and entry into GP market



# PlusOne

by MedAdvisor

PlusOne is MedAdvisor's new pharmacy software solution which combines medication management and health services, eliminating the need to use multiple systems.





# ② EBOS Strategic Investment

# EBOS Transaction Overview



- **\$9.5m** strategic investment at **\$0.0575c a share**, a 44% premium to the last capital raise
- 165m shares to be issued, representing 12.6%
- An additional 20m shares acquired by EBOS in an off-market transfer (total shareholding ~14%)
- EBOS values MedAdvisor's agnostic and independent position
- Partnership to accelerate new channel activation including Hospitals and GPs
- Collaboration with other EBOS entities to drive new domestic revenue streams.
- Investment to help fund activities associated with both domestic and international expansion.
- Initial HoA/MOU with EBOS subsidiaries to generate an estimated \$4m in revenue over 3 year period





## Multibillion Dollar Global Health Care Company

The logo for HPS consists of the letters "HPS" in a bold, dark red, sans-serif font.

The logo for Zest features the word "Zest" in a stylized, purple, cursive font with a green swoosh underneath.

The logo for PWR Pharmacy Wholesalers Russells features the letters "PWR" inside a blue oval, with the text "PHARMACY WHOLESALERS RUSSELLS" in a smaller, blue, sans-serif font below it.

The logo for DoseAid Medication Management Solutions features a stylized blue and green icon above the word "DoseAid" in a blue, sans-serif font, with "Medication Management Solutions" in a smaller, blue, sans-serif font below it.

The logo for healthS+VE pharmacy features the word "healthS+VE" in a blue, sans-serif font, with "pharmacy" in a smaller, blue, sans-serif font below it.

The logo for Good Price Pharmacy Warehouse features a stylized "GP" icon in blue and orange, with the text "GOOD PRICE PHARMACY WAREHOUSE" in a blue, sans-serif font to the right.

The logo for TerryWhite Chemmart features a green cross icon, with the text "TerryWhite Chemmart" in a green, sans-serif font to the right.

The logo for ProPharma features a stylized globe icon with a cross, with the word "ProPharma" in a black, sans-serif font to the right.

The logo for intellipharma features a green circular icon with a stylized "ip" inside, with the word "intellipharma" in a blue, sans-serif font to the right.

The logo for onelink connected to health features a blue circular icon with a stylized "o" inside, with the word "onelink" in a blue, sans-serif font to the right, and "connected to health" in a smaller, blue, sans-serif font below it.

The logo for symbion features the word "symbion" in a black, sans-serif font, with a green circular icon containing a stylized "s" to the right.

The logo for Pharmacy+Choice features the word "Pharmacy" in a blue, sans-serif font, with a stylized orange "+" sign, and the word "Choice" in a blue, cursive font below it.

The logo for minfos features the word "minfos" in a blue, sans-serif font, with a stylized blue circular icon to the right.

- EBOS (ASX:EBO) (NZE: EBO)
- Marketer, wholesaler and distributor of healthcare, medical and pharmaceutical products
- Market capitalisation of A\$2.6 billion
- FY17 EBITDA \$241.4m and revenues of NZ\$7.6b.
- Portfolio includes some of Australia's largest pharmacy chains and brands
- Products and services to more than 70% of hospitals in Australia and 6,000 GPs
- Operations in Australia, New Zealand and Asia via 40% ownership of Zuellig Pharma, Asia's leading healthcare services provider

# Strategic Partnership

Commercial commitments signed covering three EBOS subsidiaries, expanding the relationship with TerryWhite Chemmart and forming new relationships with HPS and Zest from EBOS' Institutional Healthcare division.



*National retail chemist chain.*

TerryWhite Chemmart will use MedAdvisor as preferred platform across their pharmacies.



*Australia's largest provider of outsourced pharmacy services to hospitals.*

HPS will work with MedAdvisor to develop improved discharge and admission processes to help patients in their transition in to and out of hospital.



*Leading healthcare communications agency.*

Zest to use MedAdvisor as the digital delivery platform for the Zest healthcare programs. Zest runs programs with Pharma Manufacturers and many of these programs will also be suitable for MedAdvisor's new Health Services Hub.

# Significant Benefits of EBOS Investment

Investment supports MedAdvisor's strategic ambitions domestically and abroad:



## Accelerate patient acquisition

- MedAdvisor will be offered as a solution to help people transition to and from hospital through EBOS subsidiary HPS.
- The enhanced relationship with TerryWhite Chemmart's pharmacy network will increase the promotion of MedAdvisor to their large customer base.



## Expand pharmacy network and grow pharmacy revenue

- Additional pharmacy clients to use MedAdvisor through expanded agreement with TerryWhite Chemmart



## Grow pharmaceutical manufacturer revenue

- EBOS subsidiary Zest runs patient, doctor and pharmacy programs for many pharma products.
- Zest will use MedAdvisor as the digital distribution partner for its pharmaceutical manufacturer programs
- Zest will also use MedAdvisor's Health Services Hub to distribute pharmacist intervention programs



## Further international expansion opportunities

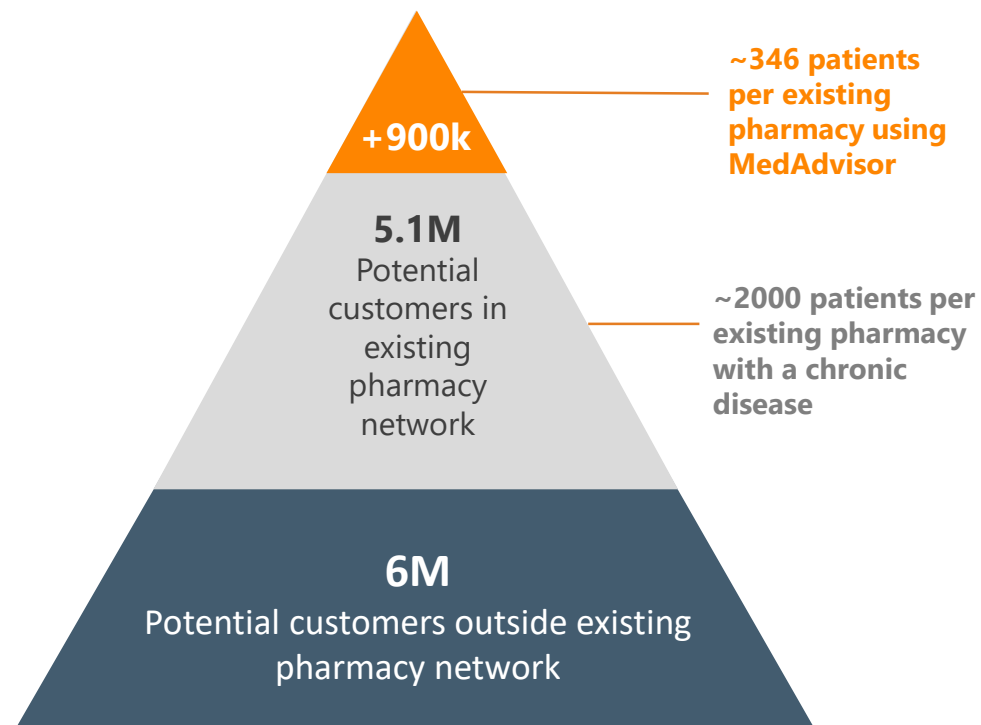
- Additional funding to support market entry strategy in target markets
- Additional opportunities open in new markets including New Zealand and Asia



# ③ Domestic Market Opportunity

# Significant Domestic Patient Acquisition Opportunity

50% of Australian's are living with a chronic disease ~**12m people**.  
This equates to an average of ~**2000 people per pharmacy** in Australia.



*MedAdvisor has strong partnerships with various disease groups and not for profits that are augmenting patient acquisition.*



# Growth Driven by all Stakeholders



- Pharmacists encourage patient sign ups.
- App increases engagement with customers.
- 6M+ patients at existing pharmacy network to capture.
- Additional products and services increasing pharmacy offering to patients.



- 23,000 GPs not yet connected to MedAdvisor.
- As more patients sign up organically and via pharmacies they will drive GPs to use the platform.
- Existing GP network driving patient's use of the platform.
- Shift towards digital scripts is happening.

- Connected patients drive interest and value for Pharma
- Currently 24 programs on the platform and medications from ~12 different pharmaceutical manufacturers
  - Opportunity to extend into the Health Services Hub with Pharmacist driven programs



A world map is centered over a background image. The background shows a laptop screen with a 'Welcome' message and a list of applications, a smartphone displaying a home screen with various app icons, and a white ceramic coffee cup. The map is rendered in a light, semi-transparent style, allowing the background elements to be visible through it.

## ④ International Opportunities

# Why the UK?

*3 Largest Pharmacy Groups own or control more than 30% of the UK's pharmacies*

## Size

- 15,000 in UK and ~12,000 pharmacies in England
- Significant patient population – over 65m population



LloydsPharmacy +well

## Opportunity

- **Major problem of medical non-adherence** costing £300m annually in medicine wastage and a total estimated cost of £500m to the NHS. In the EU alone, nearly 200,000 deaths occur each year due to missed doses of medication (Hagan, 2015)
- **Less fragmentation** – high proportion of pharmacies are owned by large pharmacy groups
- **Less dispense vendors** – making integrations between pharmacies and dispense vendors simpler
- **No incumbent solution** in market
- **Pressure on the healthcare system** favouring platforms that reduce healthcare costs



# Why the US?

## Size

- 65,000 pharmacies
- Significant patient population – over 300m population

## Opportunity

- **Multi-layered health system** with Health Insurers, Pharmaceutical Benefits Managers and third party service providers of Patient Engagement and Support programs operating with significant numbers of patients in addition to pharmacies, doctors and manufacturers
- **Major problem of medical non-adherence** with 30% of medical prescriptions never filled and 50% of medications for chronic disease not taken as prescribed, resulting in 125,000 deaths and 10% of all hospitalisations each year (Viswanathan, et al. 2012)
- **Consolidated ownership** by large pharmacy groups means less fragmentation
- **Under developed competition** and no attractive independent solution to in-house pharmacy apps
- **No sophisticated application** offering a full healthcare management solution
- **\$100 - \$300 billion of avoidable health care costs** attributed to non-adherence in the US annually, representing 3% - 10% of total US health care costs\* translating to about \$2000 per patient annually (Levine, et al. 2013).

*The largest pharmacy groups in the US own ~40% of pharmacies*



# Our approach to new markets

- Harness local knowledge and relationships
- Expertise available on the ground to identify and drive forward potential partnerships and customer opportunities
- Partner evaluation process to evaluate most appropriate model
- Likely entry model will be with a key customer to bring initial scale
- Appointed regional advisors to assess best market entry strategy

## *Introducing Regional Advisors*

### **Mr Jamal Butt**



- Extensive background working within the UK's largest pharmacy groups, including Head of Pharmacy at Boots, Head of Healthcare Solutions with Boots UK (the UK's largest retail pharmacy)
- Most recently UK Head of Healthcare Services and Business Development with Celesio UK.
- Currently a Non-Executive Director with a local UK National Health Service Trust and the Business Development Director of iWantGreatCare, an online review site for healthcare providers.
- Mr. Butt is a qualified pharmacist and studied at University College London and also Oxford University.

### **Mr Keith Kiarsis**



- Over a decade of experience focused on improving medication adherence.
- Worked in healthcare research at Harvard Medical School, and has co-authored three papers published in peer-reviewed journals.
- Held several leadership roles including Chief Strategy Officer of Health Literacy Worldwide, a provider of adherence programs in the APAC region
- Held several senior positions with Adheris Health where he led the Healthcare Population Management, Strategic Business Development, as well as Business Analytics, making him ideally placed to lead MedAdvisor's US expansion strategy.
- Graduate of Harvard Medical School.





# ⑤ Summary

# What's Next for MedAdvisor?

DOMESTIC REVENUE GROWTH	PATH TO DOMESTIC PROFIT	EXPANSION INTO NEW MARKETS
<ul style="list-style-type: none"> <li>Continuing to grow pharmacy networks and revenue through new services</li> <li>PlusOne platform to increase professional health services revenue from in-pharmacy</li> <li>Grow pharmaceutical revenue streams leveraging digital programs and in-pharmacy services.</li> <li>Introduction of new convenience based services to boost transactional revenue streams</li> </ul>	<ul style="list-style-type: none"> <li>Revenue momentum exceeding cost base growth</li> <li>Maintenance operating cost base covered by gross margin</li> <li>Fully funded to reach domestic breakeven</li> </ul>	<ul style="list-style-type: none"> <li>Regional advisors appointed in the UK and US to drive market entry strategy</li> <li>Accelerate efforts in these markets to identify right partners and execute appropriate deals.</li> <li>Well funded to execute on international opportunities as they arise.</li> </ul>



# Corporate Overview

MedAdvisor Ltd (ASX:MDR)	
Ordinary Shares (existing)	649m
New Share Issue	165m
Escrowed Ordinary Shares	499m (38% undiluted)
30 Day VWAP Share Price (19 Oct 2017)	\$0.036
Fully Diluted Market Cap	~\$51m
Class B Performance Shares*	55m
Options	55m
Employee Incentive Plan Options	58.4m
Cash Balance (as at 30 Sept 2017)	\$3.86m

195M performance shares converted following the achievement of milestones set out in the Prospectus. 170M of the converted Performance Shares that were issued to founders and management have been escrowed for further 12 months to 1 December 2018. In addition, 208.6M of Escrowed Ordinary Shares will be voluntarily escrowed for a further period of 12 months from 1 December 2017.

## CEO Performance Rights 42.5m (12m Vested)

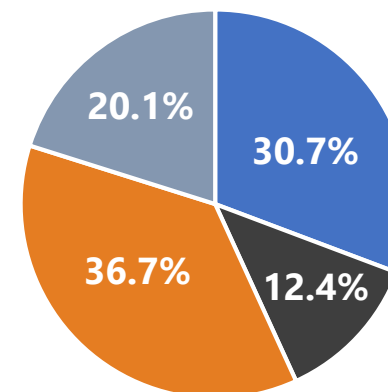
1. 5m, 5m, 2.5m will convert on \$5m, \$6.5m & \$8m revenue
2. **5m, 5m**, 2.5m will convert on 500k, 750k and 1m patients
3. 5m, 5m, 2.5m will convert on 2,500, 3,750, 5,000 GPs
4. **1m, 1m**, 1m, 1m, 1m convert on tenure of 6, 18, 36 months, 48 months, 60 months. – 2m vested

## \*Class B Performance Shares issued to MMG (55m)

1. 5m for raising funding plus successful pilot of 40 GPs
2. \$1m, \$2m, \$4m & \$7m revenue targets from HMRs by 12 Nov 2018 will justify 10m, 10m, 12.5m, 17.5m shares

## EBOS Strategic Investment

- \$9.5m investment from EBOS has seen a total of 165M Ordinary Shares being allotted to EBOS.
- EBOS also purchased an additional 20M shares in an off-market transaction



■ Founders & Management ■ Institutional Investors ■ Retail & Other Investors ■ Strategic Investors

QUESTIONS