

ASX ANNOUNCEMENT

10 October 2018

MedAdvisor Appoints Key Personnel to Drive Expansion into US\$450bn US Medicines Market

- MedAdvisor has appointed Mr. James Rotsart, the Executive Vice President of Adheris Inc., with over 20 years senior executive level experience at leading US pharmacy chains including D.S. Revco, Inc. and Brooks Drug, Inc., as an executive advisor
- MedAdvisor has also appointed Mr. Lucas Merrow, Co-Founder and former CEO of Eliza Corporation and Co-Founder of Adheris, as an executive advisor
- Both appointments have been made to accelerate overseas expansion into the US\$450bn¹ US medicines market. The US market has 65,000 pharmacies and an estimated US\$100bn⁺² costs are attributed to non-adherence in the US annually

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce it has appointed two key advisors to accelerate its US expansion. These advisors are highly experienced and networked in the key focus areas for MedAdvisor in the US being Pharmacy Chains, Manufacturers and Insurers providing critical additional capability to MedAdvisor.

Mr. James M. Rotsart, R.Ph., serves as Executive Vice President of Adheris, Inc. and served as its Senior Vice President of Sales & Marketing since 1994. Mr. Rotsart has developed business both with the retail pharmacy industry and with pharmaceutical manufacturers. He has over 20 years of experience as a senior executive for leading pharmacy chains, and as a supplier to the retail pharmacy industry. He held the position of Senior Vice President, Professional Operations, at D.S. Revco, Inc.; and Vice President of Pharmacy Operations at Brooks Drug, Inc., two of the largest U.S. retail pharmacy chains.

Mr. Lucas Merrow co-founded Eliza Corporation and served in the roles of CEO and CTO until its acquisition by HMS Holdings Corp in 2017³. Mr. Merrow was responsible for setting the strategic, financial, and organizational direction for Eliza. As a trained engineer, he also oversaw the development of Eliza's core technology and intellectual property portfolio. Eliza Corporation provided healthcare programs to over 70 customers including 8 of the 10 largest Health Insurers and Pharmaceutical Benefits Managers (PBMs) in the USA.

Prior to Eliza Corporation Mr. Merrow co-founded Adheris, which today is USA's largest provider of tailored, direct-to-patient medication adherence programs, partnering with thousands of pharmacies and most pharmaceutical manufacturers.

Mr. Rotsart's primary focus will be leveraging his deep relationships to facilitate the launch of MedAdvisor's products with US Pharmacy Chains, US Pharmaceutical Companies and strategic

¹ <https://www.statista.com/topics/1719/pharmaceutical-industry/>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3234383>

³ <http://www.elizacorp.com/node/649>

partners. Mr. Merrow's primary focus will be developing opportunities for MedAdvisor with US Health Insurers, PBMs and strategic partners.

Robert Read, CEO of MedAdvisor commented: *"We are pleased to have attracted such high calibre industry players to help drive expansion into the US market. Expansion beyond the Australian market is a key part of our growth strategy and our track record in Australia is highly regarded by companies internationally. The appointment of Mr. Merrow and Mr. Rotsart following the PDX agreement is further validation of our business opportunity and a great step in securing the customer and partner deals in the United States. We are excited about the massive opportunity that exists to expand in the US market."*

James Rotsart commented: *"The suite of products that make up MedAdvisor's platform is above and beyond anything that exists in the US today. As pharmacies continue to develop as centers of care, they need the best tools to be successful. MedAdvisor is bringing those tools to market in a complete platform which will seamlessly support everything from digital medication management to professional services to patient education."*

Lucas Merrow commented: *"MedAdvisor's platform fills a need that exists with Health Insurers and PBMs to better connect and influence members, which will ultimately lower healthcare costs. It is the next generation platform which will allow a new level of digital interaction with their members."*

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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 community 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 to common medications by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed over one million users through its connections with more than 50% of pharmacies and thousands of GPs across Australia.