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## ASX ANNOUNCEMENT

07 May 2019

### **MedAdvisor and Zuellig Pharma form Joint Venture to extend MedAdvisor's medication management platform to Asia**

*Joint Venture will help up to 150 million patients with their medication management*

#### **Key Highlights:**

- MedAdvisor and Zuellig Pharma have finalised the formation of a Singapore based 50:50 joint venture and established a Singapore-based entity; ZP MedAdvisor Pte. Ltd. ("ZPM").
- Zuellig Pharma is one of Asia's largest healthcare services groups, focused on making healthcare more accessible.
- ZPM has signed a software licence agreement that will see MedAdvisor licence its medication management products and technology solutions in the region on an exclusive basis for key markets.
- ZPM has signed a promotion agreement with Zuellig Pharma to support its market entry ambitions in Asia. Under the agreement, Zuellig Pharma will market to their network of pharmacies, medical clinics and its top 20 global pharmaceutical manufacturer clients.
- ZPM's initial launch efforts are focused on the Philippines and Malaysia with other markets identified for subsequent rollout.
- Formation of this joint venture follows the recent agreement with Adheris Health in the US (announced 22-03-19). MedAdvisor is now expanding internationally across two continents, with a potential addressable patient population of ~350m people.
- MedAdvisor's international expansion is executed in line with its stated strategy of partnering with leading local companies, providing lower cost and faster market entry and revenue

**MedAdvisor Limited** (ASX: MDR, the **Company**), Australia's leading digital medication management company, is pleased to announce that it has completed the formation of its 50:50 joint venture with Zuellig Pharma Holdings Pte. Ltd. ("Zuellig Pharma"), one of the largest healthcare services groups in Asia. With close to 100 years of history, Zuellig Pharma's \$US13 billion business provides healthcare services to over 350,000 medical facilities (pharmacies, medical clinics, hospitals) across Asia, and works with more than 1,000 clients, including the top 20 pharmaceutical companies in the world.

The Singapore based Joint Venture named ZP MedAdvisor Pte. Ltd. ("ZPM") aims to commercialise MedAdvisor's medication management platform across Asia. The Joint Venture will initially provide SMS based Digital Adherence Programs in two initial markets (Philippines and Malaysia), leveraging MedAdvisor's approach in the US. ZPM will also



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market MedAdvisor's leading pharmacy and patient medication management solution within the region.

ZPM has entered into two initial agreements:

Firstly, ZPM has signed a software licence agreement for its medication management solutions on an exclusive basis for 8 key Asian markets. Under the agreement, MedAdvisor will provide a localised version of its global platform for pharmaceutical manufacturers to fund medication adherence related programs and digitally connect pharmacies and their patients to make medication management more accessible.

Secondly, ZPM has entered into a promotional agreement with Zuellig Pharma to provide support for its market entry ambitions in Asia. Under the agreement, Zuellig Pharma will market to its network of 350,000 pharmacies and medical clinics across ZPM's key markets to introduce MedAdvisor's medication management products and build up ZPM's addressable patient pool. Additionally, Zuellig Pharma will work with their existing manufacturer clientele to run adherence programs through the Joint Venture.

Equity contributions to ZPM to fund the initial working capital will be reported in FY20 and are expected to be less than 8% of MDR's existing cost base. Whilst ZPM will initially be capitalised by Zuellig Pharma, MDR will invest in stages from November 2019 to July 2020.

**Robert Read, CEO of MedAdvisor and Chairman of ZP MedAdvisor commented:** "I am delighted that the initial formation of our joint venture with Zuellig Pharma has been completed. The strong partnership is based on a shared purpose to improve patient health. MedAdvisor's global technology platform combined with Zuellig Pharma's network and client reach will be a formidable combination and the formation of this joint venture with a company of Zuellig Pharma's size, reach and reputation represents a strong validation of MedAdvisor's global reputation as a leader in its field."

**John Davison, CEO of Zuellig Pharma commented:** "The MedAdvisor platform has the potential to help millions of people manage their medications safely and effectively. Pharmacies have an essential role in providing healthcare to the community and we are committed to helping them serve their patients better. This Joint Venture expands Zuellig Pharma's growing suite of digital solutions that address key pain points in delivering quality healthcare. We look forward to building a successful partnership with MedAdvisor, as we work together to make healthcare more accessible in Asia."

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### **For more information and Director's Biographies:**

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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 medication related tools and education materials from their community pharmacy. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders, pre-ordering of medications and medicines information, which together improves adherence to chronic medications by over 20%.

Since launching in 2013, MedAdvisor has connected over one million users through ~55% of Australian pharmacies and a network of thousands of GPs across Australia and in 2018, was recognised in the AFR Fast 100.

### **About Zuellig Pharma**

Zuellig Pharma is one of the largest healthcare services groups in Asia, operating with the purpose of making healthcare more accessible. It provides world-class distribution, digital and commercial services to support the growing healthcare needs in the region.

The company was started almost a hundred years ago and has grown to over US\$13 billion in turnover, covering 13 markets with 13,000 employees. It services more than 350,000 medical facilities (pharmacies, medical clinics, hospitals), and works with over 1,000 corporate clients, including the top 20 pharmaceutical companies in the world.