

ASX ANNOUNCEMENT

1 August 2019

MedAdvisor to launch in the UK with first pharmacy chain customer, the Day Lewis Pharmacy Group

Key Highlights:

- MedAdvisor has secured its first customer in the UK following the signing of Day Lewis Pharmacy Group ('Day Lewis') - one of the largest independent pharmacy chains in the UK owning over 270 pharmacies, and servicing over 1 million customers
- Day Lewis will promote and distribute a Day Lewis branded version of the MedAdvisor consumer app to its customers for medication ordering and management
- The UK market has over 14,000 pharmacies with large corporatized ownership groups, and product needs that are well aligned to MedAdvisor's existing products
- Rollout of the MedAdvisor platform across Day Lewis pharmacies will take place during the first quarter of CY 2020, following the launch of MedAdvisor's global app in the Philippines for MedExpress Drugstores

MedAdvisor Limited (ASX: MDR), Australia's leading digital medication management company, is pleased to announce that it will launch in the UK market in early 2020, having secured its first UK pharmacy chain customer, the Day Lewis Pharmacy Group ('Day Lewis').

Day Lewis is one of the largest independent retail pharmacy chains in the UK. Day Lewis owns over 270 pharmacies, who service over 1 million customers.

Under the agreement, Day Lewis has agreed to promote and distribute a Day Lewis branded version of the next generation MedAdvisor consumer app to its valued customers for medication ordering and management. Following the rollout of MedAdvisor's NHS connected platform (planned for the first quarter of CY 2020), Day Lewis pharmacists will be able to receive GP-approved prescriptions for customers to smooth workflow and reduce customer wait times. Day Lewis customers who download the free consumer app will enjoy the benefits of easy access to their medication history (sourced direct from their GP record), and the ability to seamlessly request script renewals from their own GPs, resulting in saved time and greater convenience.

MedAdvisor will be charging a monthly recurring licence fee as well as SMS messaging fees to Day Lewis in respect for each participating pharmacy.

Importantly, MedAdvisor's planned integrations with the NHS and other third parties to service the Day Lewis agreement will also enable it to support similar implementations at other UK pharmacy chains, and for the large number of independent community pharmacies in the UK. MedAdvisor UK's Managing Director, Jamal Butt, will leverage this market entry to extend the MedAdvisor product to other pharmacy chains and open the marketplace for Digital Adherence Programs.

In the past 6 months MedAdvisor has established itself in 3 significant international markets as the business aggressively pursues its international growth strategy. The news of the UK market entry follows MedAdvisor's announcement in May 2019 of its agreement with MedExpress in the Philippines, signaling the first pharmacy chain customer for the MedAdvisor/Zuellig joint venture.

In addition, MedAdvisor's partnership with Adheris in the US to offer paid digital health programs through Adheris' existing footprint of pharmaceutical companies and pharmacy chains representing a potential 197m US customers, through 26,000 pharmacies was announced in March 2019.

Robert Read – CEO, MedAdvisor commented: "I am delighted to be working with the Day Lewis Group as our first UK customer for our world-leading medication management platform. The UK market has been a focus for MedAdvisor's international business development given the similarities with the Australian market, and importantly having less ownership fragmentation, meaning the ability to achieve scale is easier. We have been clear that we want to partner or have lead customers who validate and de-risk the market entry. Day Lewis is an outstanding initial customer with ownership of a large network of pharmacies and a significant reach into an even larger network in the independent and small chain market".

Jamal Butt – Managing Director, MedAdvisor UK stated: "It is exciting for us to be entering the UK market with a strong and differentiated customer proposition, and with Day Lewis Group, a large and respected brand in the UK. I am pleased with the positive response we have had to our product proposition from independent pharmacies and pharmacy chains in the UK. Helping people take control of their health is important, and with the prospect of a good scale rollout, our product will help improve medicines adherence and health outcomes for many people here in the UK."

Sam Patel – Executive Director, Day Lewis Group concurred: "The partnership with MedAdvisor was an easy decision to make for our business as we are always looking for innovative solutions to improve the services we provide to our customers. Our customers want convenience, choice, and information underpinning quality use of medicines. By working with MedAdvisor and supporting its rollout in the UK, we can better deliver our company's core purpose - to help people in the community stay healthy and feel better."

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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 Day Lewis Pharmacy

The Day Lewis Group is an award-winning family business, consisting of one of the largest independent pharmacy chains in the UK and Europe. Founded by the late Kirit Patel MBE and his brother JC Patel in 1975, the Group remains a family-owned entity today, having grown from one pharmacy in Southborough to owning and managing over 270 pharmacies in the UK today. Day Lewis employs over 2,500 people and has a major presence in the South of England, from Cornwall to Greater London. The company also has the management rights to the pharmacy concession in Harrods, the world-famous department store in Knightsbridge, London.

Throughout its dynamic history in community pharmacy and the business arena, Day Lewis has advanced from being a traditional retail pharmacy business dispensing medication and offering retail products, into a highly patient-oriented service provider.