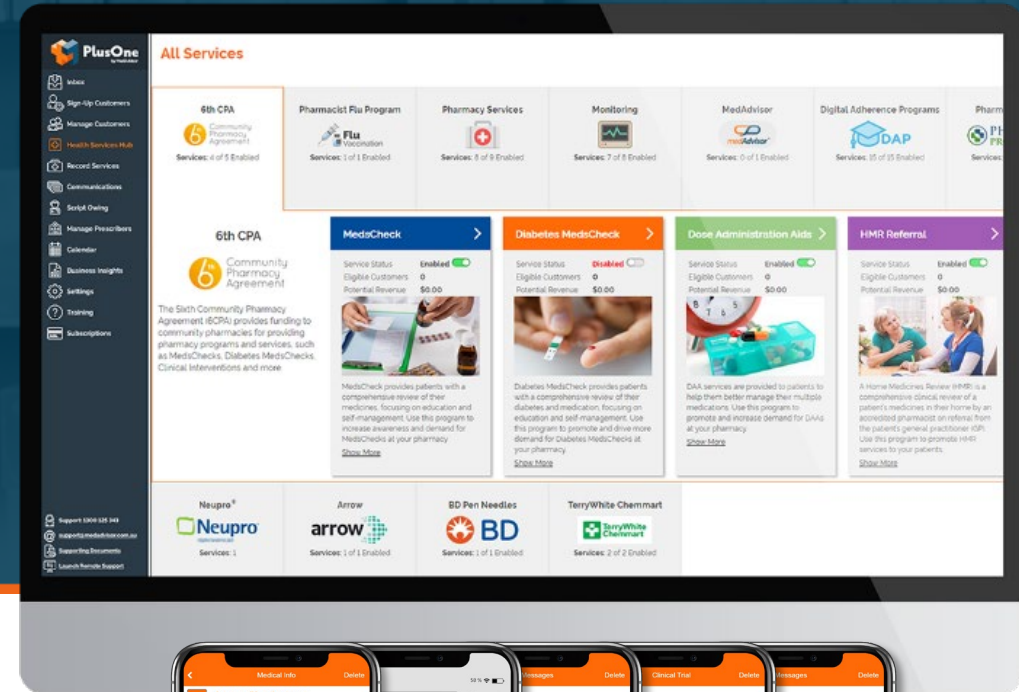
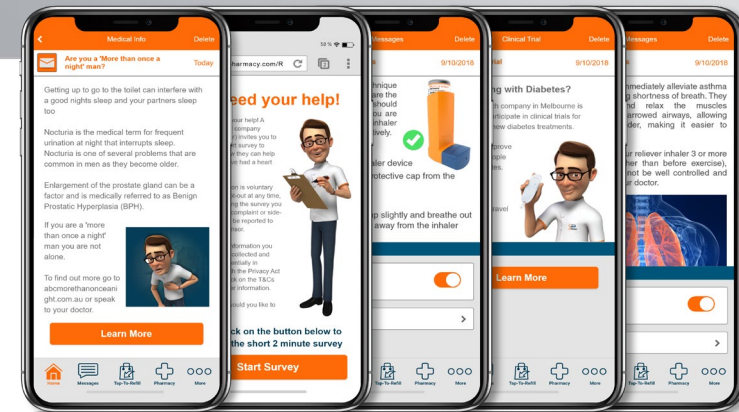


MedAdvisor FY19 AGM Presentation



OUR PURPOSE

*To improve the way patients can manage their medication,
empowering them to feel more in control*



Important Notice



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A defining year for MedAdvisor with significant achievements locally & globally

International agreements have established presence in major markets, with Australia continuing to grow:

- **US Market entry deal with Adheris Health** – potential to support their 26,000 pharmacies and up to 200m patients with digital programs
- **Asia Joint Venture Deal** with Zuellig Pharma & signing agreements in Philippines and Malaysia
- **UK entry** with first customer in **Day Lewis**
- In **Australia**, signing **material agreements with 3 of the top 4 pharmacy groups** and approaching **60% pharmacy** market penetration

Corporate activity provides a sustainable platform from which to execute strategic objectives:

- **Raised \$17m** in an underwritten capital raising introduced new strategic investor in HMS
- **Appointed** 3 key Execs: CTO, CFO, EGM People & Culture
- **New Director** Jeff Sherman appointed
- **High employee engagement** >70%



Improving adherence benefits everyone & is a \$630B global healthcare problem

The WHO estimates adherence to long term therapies in developed nations to be **50%**

Medication non-adherence is the **largest cause of avoidable health costs** and it results in **more than \$630B** in lost revenue each year for the pharmaceutical industry

Pharmacists & Doctors



For Pharmacists & Doctors:

- ↑ Revenue from more visits & script fills
- ↑ Workflow improvements

Patients



For Patients:

- ↑ Health outcomes through better medication adherence
- ↑ Health literacy and connectedness to own health
- ↑ Improved convenience & control.

Pharma Companies & Payors*



For Pharma Companies & Payors:

- ↑ Revenue from more adherence
- ↓ Avoidable health costs caused by poor medication management

*Healthcare payors vary in each jurisdiction and include Governments and Insurers

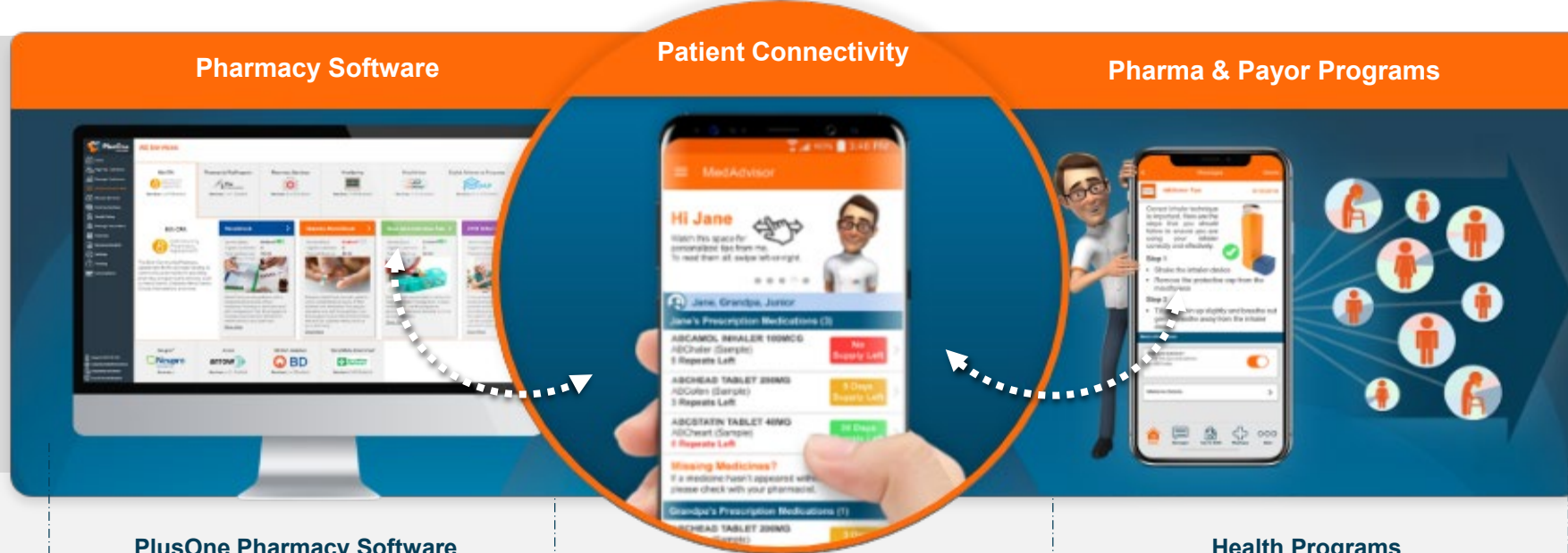
Making medication manageable

The MedAdvisor Connected Platform

Driving improved adherence & health literacy



making
medication
manageable



WHAT WE DO:

PlusOne Pharmacy Software
A SaaS platform for pharmacies that streamlines patient communication, ordering and services workflow saving time for pharmacists.
Integration with 14 dispense systems powers the MedAdvisor platform

Achievements

- ✓ **Chemist Warehouse** 3 year deal
- ✓ **Day Lewis** Pharmacy deal – UK
- ✓ **Sigma** Pharmacy Deal – AU
- ✓ **~60%** Au pharmacy market share

MedAdvisor App & Messaging
A free mobile app for patients that makes medication ordering & management convenient. Offers premium services such as GP e-consults, delivery, medication reminders through messaging and ordering via SMS

Achievements

- ✓ **MedExpress** Pharmacy deal – **Philippines**
- ✓ **Day Lewis** Pharmacy deal – UK
- ✓ **Sigma** Pharmacy Deal – AU
- ✓ New **Global App** built for Philippines
- ✓ **Pay in Advance** functionality released
- ✓ **Kings Home Delivery Deal** – H2 FY20

Health Programs
A platform for pharmaceutical companies to **distribute Health Programs** to drive quality use of medicines, health literacy and improved adherence

Achievements

- ✓ Partnership deal with **Adheris** for US market entry
- ✓ Partnership deal in **Asia** with **Zuellig**
- ✓ 2m Patient access deal with **Klinify – Malaysia**
- ✓ 3 year **Chemist Warehouse** deal opening new patient population

Who we work with



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Building a growing annuity stream from revenue sources in Australia & Globally



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Pharmacists & Doctors

Patients

Pharma Companies & Payors



Community Pharmacy

Pharmaceutical Companies

PlusOne Pharmacy Software

- **SaaS + Messaging fees** average ~\$195/month
- Average Growth Rate in Number of Pharmacies 7% /year; (97% long term retention rate)

MedAdvisor

- **Patient-initiated fees** for certain GP services
- In FY20, Click & Collect & Delivery for medications

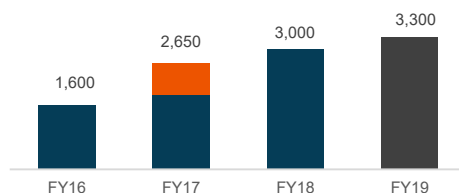
Health Programs

- **Set up & per patient fees**
- Number of Program Funders (FY19) - 58
- Clinical Trial Recruitment Fees – Set Up & Per Patient Fees

Growing
Domestic
Business

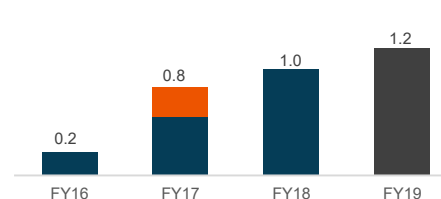


FY19: ~3,300 Pharmacies



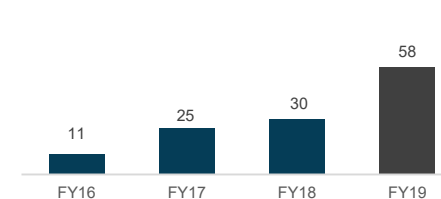
84% of Revenue

FY19: ~ 1.2m Patients



4% of Revenue

FY19: 58 Programs



12% of Revenue

Represents increase in pharmacies and patients associated with Healthnotes acquisition (approx. 800 and 280,000 respectively).

Significant progress in both existing & new markets

Key Milestones

Strategic rationale



- **Sigma** – 600+ pharmacies
- **Pay in Advance launched & Medication Delivery deal** with Kings
- **Chemist Warehouse** – 450+ pharmacies,
- **Thrivor investment** – platform for clinical trial management & serious/complex illness

- SaaS revenue base – agreements with **3 out of 4 major pharmacy chains**; access to patients for health programs
- **Click & collect** for patients; readiness for **ePrescribing**
- MedAdvisor offering to **extend to hospitals**, enabling a closed loop with patients, GPs, pharmacies

\$40m+
TAM



- **Day Lewis Chain** – 270 pharmacy chain; branded app
- Development of app & integration well progressed – **initial progress payment received**
- Launch 2H FY20

- **Attractive market** – NHS, corporatized structure; demographics – clear patient need
- Est presence in UK market and engages peak body, **NPA**
- Post Day Lewis - access other independent mid-tier chains

\$35m+
TAM



- **Signed first Adheris Health Pharma agreement**
- **Development and integration well progressed** – targeting December launch
- **HMS Eliza** – MedAdvisor announced as preferred partner

- **US represents largest pharmaceutical market** - Health programs paper based; no digital solution
- Leverage Adheris' established network with pharmacy and pharma stakeholders.
- Develop solution for Health payors/insurers

\$140m
TAM



**ZUELLIG
PHARMA**

- **Signed with MedExpress** in Philippines – pharmacy serving 1.5m across 50 hospitals; launch 2H FY20
- **Signed with Klinify** – medication management platform in Malaysia; access to 2m patients through GP network; launch 2H FY20

- **ZP provides creditability and market access**
- **MedExpress** – initial footprint; leverage development of app for rollout for Day Lewis
- **Klinify** – leverages global digital adherence platform being rolled out in the US

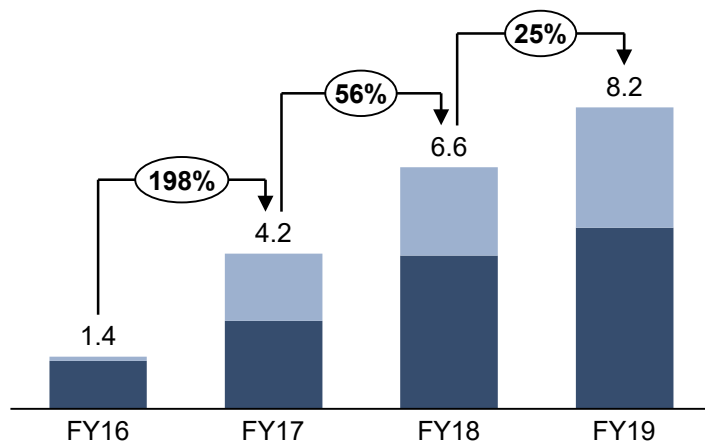
\$70m
TAM

FY19 Results show significant progress in driving revenue and core EBITDA

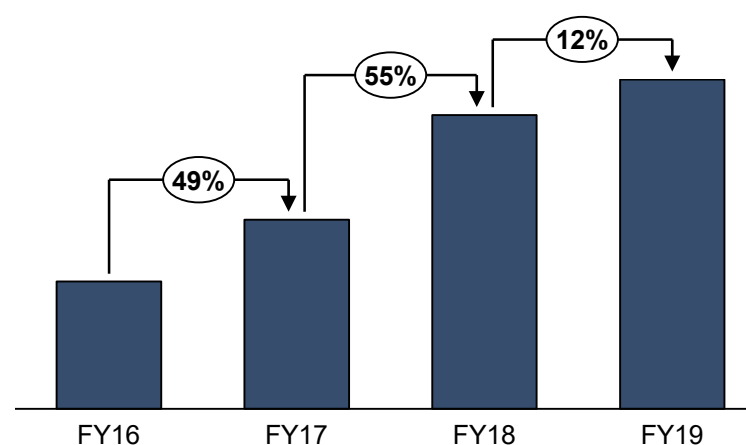


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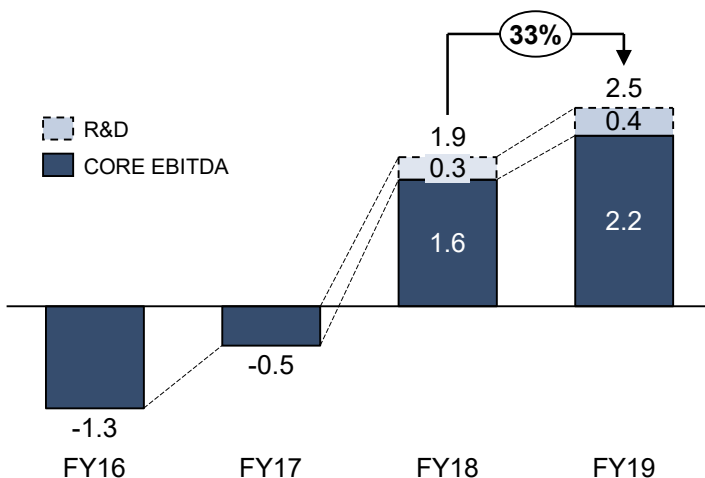
Operating Revenue (SaaS & User Based)



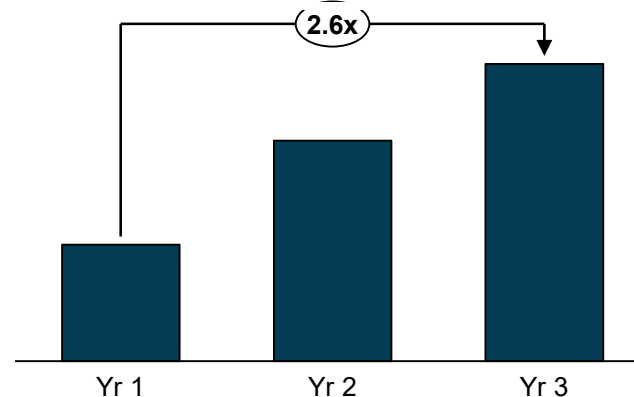
Revenue per Pharmacy 3YR CAGR – 37%



Core EBITDA



Revenue per Pharma Growth per pharma after 3 Yrs – 2.6x



Comments

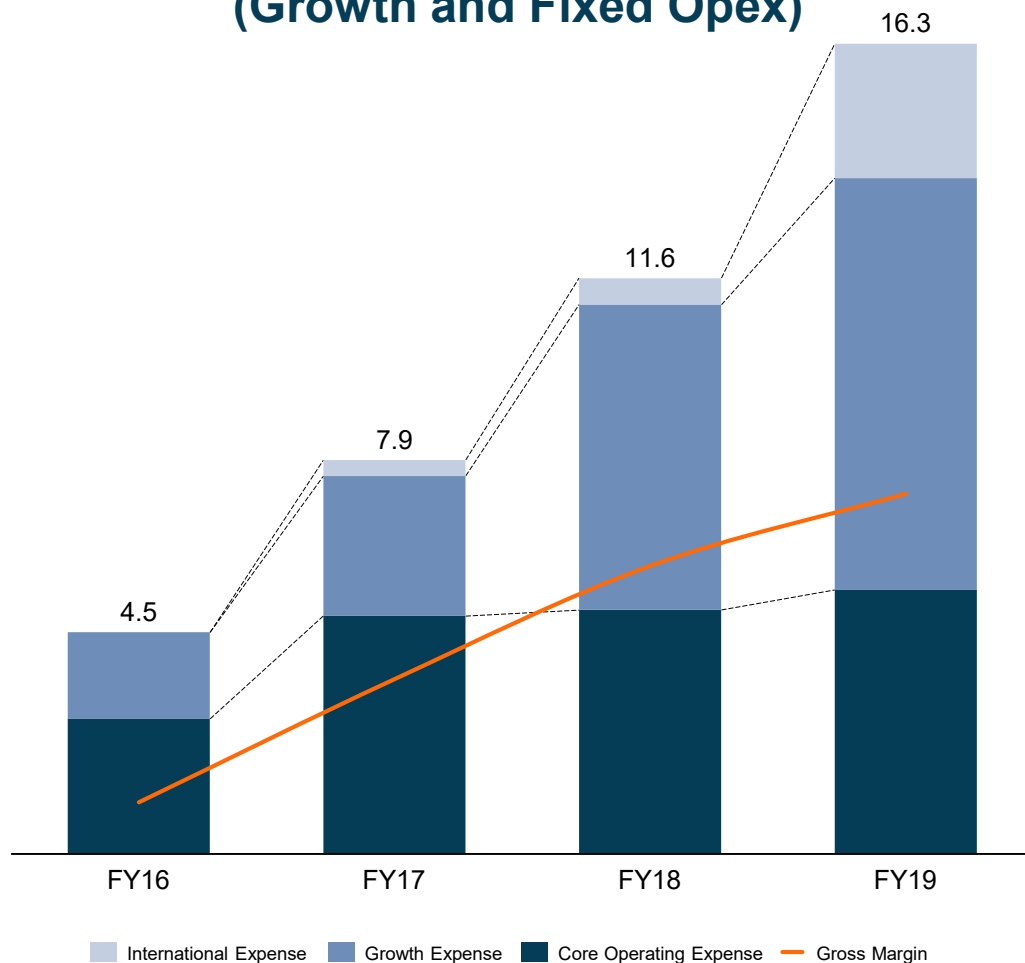
- Total Operating Revenue for FY19 of \$8.2m, 25% growth.
Total Revenue \$9.2m
- 60% of Operating Revenue is SaaS, annual recurring revenue
- 40% of Operating Revenue is User based (i.e. Health Program revenue, SMS fees and other transaction fees)
- Pharma funded Health Programs revenue for FY19 of \$1m, 48% growth
- High gross margins remain stable at 88% and the core business is profitable
- Significant investment in growth domestically and internationally
- R&D grants represents recovery of costs incurred on specific projects

Opex profile reflects strong growing core business, with investment in developing capability domestically and internationally



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Gross margin to expenses (Growth and Fixed Opex)



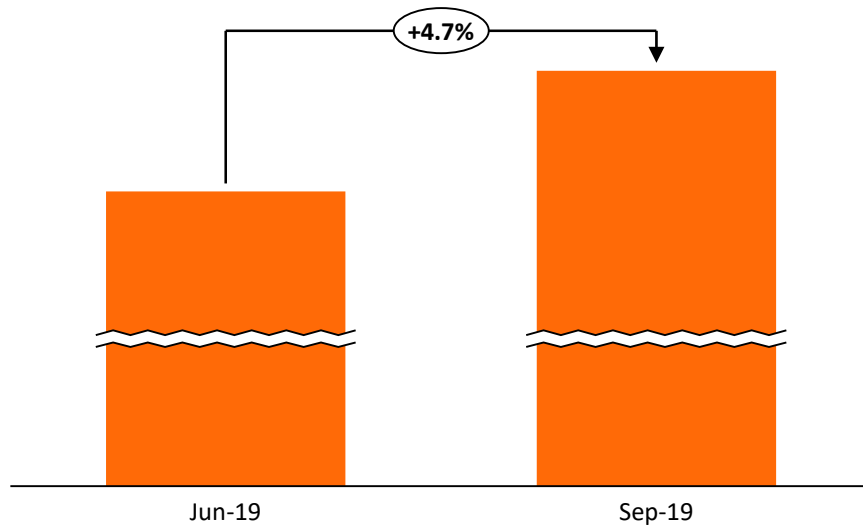
Comments

- Profitable core business - exceeding \$2.5m EBITDA
- All R&D costs are expensed, not capitalised
- Globally extensible infrastructure in place - stable operating cost base
- Investment opex (Group) invested in international expansion, additional product development and other growth initiatives
- High operating leverage will create significant EBITDA margins as the domestic business scales

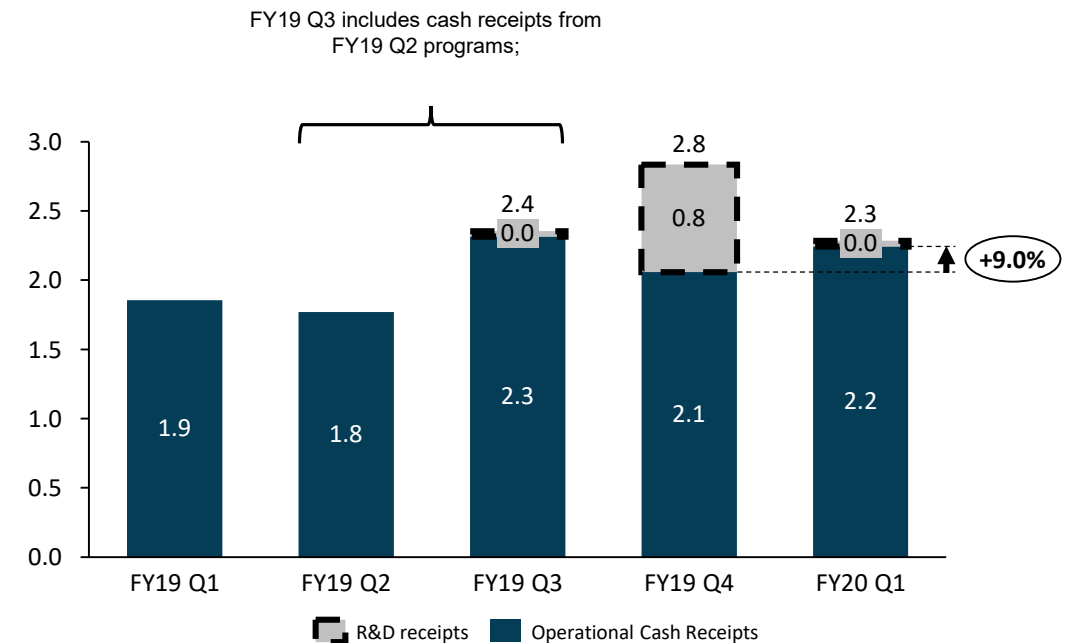
FY20 Underlying business performance and cash flow sound with strong momentum in pharmacy

Underlying SaaS Revenue Performance – post 30 June 2019

SaaS Revenue Indexed to 30 June 2019



FY20 Q1 operational cash receipts up 9% v FY19 Q4 before R&D receipt of \$0.8m



Underlying fundamentals sound with strong momentum in 1H20



1. **Chemist Warehouse 3 Year Agreement** - largest turnover pharmacy retailer in Australia; delivering MedAdvisor +70% market share for script volumes
2. **Medication Delivery service with Kings** – positions pharmacy network for ePrescribing; leverages MedAdvisor's Pay in Advance functionality
3. **Sigma wide 2 year agreement** - 600+ stores, ~200 incremental not currently subscribed

Corporate Overview



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MedAdvisor Ltd (ASX:MDR)

Shares on Issue (as at 13 November 2019)	1,719m
Employee Options (including Read Performance Rights)	43m
Fully Diluted	1,762m
Share Price (15 November 2019)	\$0.053
Market Cap (fully diluted)	~\$93m
Cash Balance (as at 30 September 2019)	\$2.3m +\$17m cap raise 11/10

Top Shareholders

Board & Management	~22%
Regal Funds Management	~7%
Other Domestic Institutions	~11%
EBOS (ASX: EBO)	~11%
Sigma Company Ltd (ASX:SIG)	~2%
HMS Holdings Corp (NASDAQ: HMSY)	13%

Non-Executive



Peter Bennetto,
Non Executive Chairman

An experienced company director, with skills in banking, corporate finance and governance and has held a number of company director positions in exploration, mining and manufacturing.



Sandra Hook,
Non Executive Director

An experienced director and has built major market leading digital businesses. Spent more than 20 years developing brand and marketing strategies for global and national brands.



Jim Xenos,
Non Executive Director

Experienced pharmaceutical industry General Manager with 21 years' sales and marketing experience and a track record of leading high performing teams. CEO of Nostra Data and founder of MDR



Jeff Sherman
Non Executive Director

Experienced financial professional with 30 years spent in corporate and hospital-based finance. Previously served as executive vice president and CFO of Accentcare, Lifepoint Hospitals Inc., and held senior finance positions at Tenet Healthcare Corporation.

MedAdvisor Has Attracted a Strong Executive Team



Robert Read
CEO & MD

Robert has been CEO of MedAdvisor since July 2015 taking through from private company to listing. Experienced Private Equity and Venture Capital investor and previously a senior exec at GSK one of the world's largest pharmaceutical companies.



Victor Kovalev
CTO & Head of Product

Victor is a senior product engineer has extensive Silicon Valley experience as CTO or Director of Engineering for successful marketplace companies like Yelp (NYSE:YELP), Indiegogo and most recently RedBubble (ASX RBL).



Simon Glover
CFO

Simon is a senior financial professional with over 20 years' experience in roles at Coles Group, Tabcorp Holdings, and Jetstar Airways, as well as professional services with KPMG. Simon's role at MDR is to further accelerate the company's international growth phase.



Simon Chamberlain
GM Strategy

Simon joined MDR in 2016 following 15 years leading innovation and driving product strategies and commercial growth for both start-ups and large corporations in Australia, USA & the UK including Qantas, Medibank, Experian and Hitwise. Non-Exec Director of Alcidion (ASX:ALC)



Josh Swinnerton
Founder & PM International

20 years IT experience as software engineer, tech manager and entrepreneur. 8 years in the e-health / m-health sector, in the USA and Australia. Founded MedAdvisor in 2012. Exec Director of MedAdvisor.



Ruba El Afifi
EGM People & Culture

Ruba has an extensive senior career as GM People at Aconex Ltd and prior to that QIC and AAMI. Ruba's role encompasses building a high performance team led by appropriate leadership.



Theo Antonopoulos
Head of Sales & Marketing

Theo joined MDR in 2016 and brings extensive sales & marketing experience at both GSK and Sanofi. Leading marketing & sales teams in GP, Specialist and Hospital Channels



Saurabh Mishra
International BD

Saurabh co-founded and led five successful Information Technology based ventures in the health and wellness industry in the past 16 years, of which three were bought by some of the largest healthcare businesses in Australia.