## MedAdvisor Appoints Steve Watt as Chief Revenue Officer

### *Dynamic and seasoned tech executive to lead MDR global sales*

**MedAdvisor Limited** (ASX: **MDR**, the **Company**), Australia's leading digital medication management company is pleased to announce the appointment of Steve Watt as Chief Revenue Officer (CRO). Steve will direct MedAdvisor's global go-to-market strategy and execution, driving worldwide sales focusing initially on the growth markets in the US, UK and Asia.

Mr Watt is a seasoned tech entrepreneur, CEO and Chairman with specific experience in leading emerging Australian tech organisations through the challenges of global expansion. As CRO, he will guide the global business transformation with a focus on delivering consistent revenue growth.

*"We are pleased to welcome Steve as a member of our executive team. He has an impressive track record in taking local tech businesses and successfully expanding to global markets,"* said **Robert Read, CEO & MD** of MedAdvisor. *"I am confident that Steve's wealth of experience will help develop our opportunities and build a strong global business."*

Mr Watt has a long history and, in his early days, grew the European sales of a small Australian company selling practice management software to the leading global accounting firms, to be the major revenue contributor. As CEO for Raywood (taxi dispatch software) he oversaw the next generation product development and international expansion moving international sales from 20% of total revenue to 60%,

Mr Watt was co-founder of Invisic (an Australian software business selling professional services automation) where he raised venture capital, expanded to the US and the UK (with offices in Australia), growing to over 100 people based in Seattle. Invisic was successfully sold in a trade sale. He is Chairman of Belengo, a flexible transport solutions tech business. Steve is currently based in Sydney but will move to MedAdvisor's Boston office in April 2020.

*"I'm excited to be joining MedAdvisor to help accelerate the growth of the company,"* said **Steve Watt, CRO**. *"The company has an outstanding team, market-leading*

*technology, and the support of a passionate, fast-growing customer base. From the outset, I was attracted to the company's strong vision and success as an innovator in the fast-growing tech health market, and I am looking forward to helping MedAdvisor further scale the business."*

Following the recent appointment of Mr Chris Ridd as Chairman (former Australian MD of Xero), MedAdvisor is building a high calibre board and executive team. The global opportunity is significant, and this will continue to enhance MedAdvisor's ability to execute in these new markets.

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**For more information**

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**About MedAdvisor**

MedAdvisor is a world class medication management platform that empowers users to more simply manage their medication and improve adherence. MedAdvisor's highly automated and intuitive software system connects users to tools and education materials from their local/preferred pharmacy. In Australia, MedAdvisor has connected over one million users through nearly 60% of Australian pharmacies and a network of thousands of GPs. MedAdvisor has recently partnered with Adheris in the US, Zuellig Pharma in Asia and launched into the UK on track to become one of the largest players in the global digital adherence market. In 2018, was recognised in the AFR Fast 100.

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