



## MedAdvisor Limited

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## ASX ANNOUNCEMENT

**18 December 2015**

### **MedAdvisor appoints ex-GSK Sales and Marketing Specialist**

Ex-GSK veteran Theo Antonopoulos to lead sales and marketing efforts

**Melbourne, 18 December 2015:** MedAdvisor (ASX: MDR) an Australian software developer focused on improving health outcomes by placing patients at the centre of connected health platforms, today announces the appointment of Mr Theo Antonopoulos as Head of Sales and Marketing.

Mr Antonopoulos will lead the Company's customer acquisition strategy, with the goal of significantly boosting user numbers from the current 100,000+ Australians, as the Company prepares to launch a new initiative with General Practitioners.

MedAdvisor CEO, Mr Read, said: "We are very confident in MedAdvisor's software platform, which is world-class and built to scale. Following our successful capital raise this year, we are placing a strong emphasis on customer acquisition as we move closer to the launch of a new pilot program. We see some clear short to medium term opportunities ahead that we believe will enable us to significantly grow our user numbers and enhance our relationship with key pharmaceutical manufacturers.

"On behalf of the MedAdvisor Board, I am very pleased to announce the appointment of Mr Antonopoulos as Head of Sales and Marketing. Mr Antonopoulos is highly experienced in multi-channel marketing including digital and, importantly, he has specific pharmaceutical sector experience. We believe he is an excellent fit for MedAdvisor and we look forward to his contribution to our user acquisition efforts."

Mr Antonopoulos previously spent nine years in sales and marketing roles with GSK, including gaining expertise in the areas of oncology, brand management and pandemic planning. Most recently, he held the position of Head of Multi-Channel Marketing and Marketing Excellence driving the digital channel. Prior to his time at GSK, Mr Antonopoulos also held sales positions at Sanofi working closely with GPs and within hospital environments. Mr Antonopoulos holds a Bachelor in Health Sciences and an MBA.

MedAdvisor has created a software platform that helps individuals to monitor their medication use, connecting to their pharmacy of choice, automatically retrieving medication records and activating an intelligent training, information and reminder system to ensure correct and reliable medication use. The MedAdvisor app is free for consumers and has been the most downloaded medication-related app in Australian Apple and Android stores in 2014 and 2015.

MedAdvisor commenced trading on the ASX in December 2015 following an oversubscribed public offer led by Corporate Advisor, Peloton Capital.

**-ENDS-**

#### **About MedAdvisor**

MedAdvisor is an Australian software systems developer focused on addressing gaps in personal medication adherence. MedAdvisor's free app connects to pharmacy dispensing systems to automatically retrieve medication records and drive an intelligent training, information and reminder system to ensure correct and reliable medication use. It was the most downloaded pharmacy or medication-related app in Apple and Android stores in Australia in 2014 and 2015, and is being used by more than 100,000 Australians. A quarter of all Australian pharmacies subscribe to the MedAdvisor software platform.

MedAdvisor has established sales and marketing partnerships with private health insurer, BUPA, and has training and service contracts with top tier global pharmaceutical companies, including GSK, AstraZeneca, UCB and Apotex.

#### **For more information**

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