

## ASX ANNOUNCEMENT

19 January 2016

### MedAdvisor strengthens Board of Directors with appointment of Ms Sandra Hook

**Melbourne, 19 January 2016:** MedAdvisor Limited (**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 Ms Sandra Hook as Non-Executive Director.

MedAdvisor Chairman, Mr Peter Bennetto, said: "On behalf of the Board of Directors, I am delighted to announce Ms Hook's appointment. She brings a wealth of CEO-level experience in running successful television, print and digital businesses and is an important addition to the Board as MedAdvisor transitions from a software development company to a sales and marketing led business."

Ms Hook said, "I am very pleased to join the MedAdvisor Board as Non-Executive Director. I look forward to being part of the Company as it works to capitalise on its significant short and long term opportunities." Ms Hook will be issued with 5,000,000 3 year options at \$0.08 subject to Shareholder approval at the next General Meeting of Shareholders.

Ms Hook is an experienced leader, non-executive director and board advisor who has built major market leading digital businesses including [taste.com.au](http://taste.com.au) and [body+soul.com.au](http://body+soul.com.au). Ms Hook has spent more than 20 years developing brand and marketing strategies for global and national brands across a wide range of industries. Her recent professional experience includes five years as CEO of NewsLifeMedia, two years as Group Publishing Director, Federal Publishing and five years as General Manager, XYZ Networks.

Based in Sydney, Ms Hook currently holds Directorships with the Royal Botanic Gardens and Domain Trust, the Sydney Harbour Conservancy, the Sydney Fish Markets and WYZA Limited.

**-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, Apotex and Amgen.

#### For more information

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