

ASX ANNOUNCEMENT

30 May 2016

Novartis Pharmaceuticals Australia to use MedAdvisor

Patient engagement and education program

Highlights

- MedAdvisor signs a 12 month agreement with Novartis Pharmaceuticals Australia to deliver a patient engagement and education program via the MedAdvisor platform
- Program will provide educational resources for patients, helping ensure they take their medications as prescribed to help improve patient adherence and quality use of medicines (QUMs)
- The program is to commence in June 2016 with three products initially and will run for 12 months

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it has signed a 12 month agreement to collaborate with Novartis Pharmaceuticals in Australia.

Under the agreement, Novartis Pharmaceuticals will utilise MedAdvisor's medication adherence platform for the development and delivery of a patient engagement program for three medications within its oncology portfolio.

MedAdvisor and Novartis Pharmaceuticals will work together to help communicate important educational information about the pharmaceutical manufacturer's products to patients using the MedAdvisor platform. The program is expected to commence in June 2016 with three medications from the oncology portfolio.

The patient engagement program looks to help deliver increased QUM outcomes. This will be achieved through the delivery of educational messages via smartphone, tablet or web browser.

To receive educational information, patients can register for MedAdvisor's free app. The patient's profile will be updated with information on their medication usage and Novartis will be able to send a series of tailored messages to patients prescribed these medications.

Robert Read, CEO of MedAdvisor commented:

"We are very excited to begin our partnership with Novartis Pharmaceuticals in Australia, which will help MedAdvisor users to get important and timely product information, direct from the manufacturer, in a format that is easy to understand and refer back to. Moreover, Novartis' engagement of MedAdvisor demonstrates the value of our Company's offering which endeavours to help keep patients informed."

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 their local pharmacy, providing them with real time access to their personal medication records. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medications, which together improves adherence by approximately 20%.

Since launching in 2013, MedAdvisor has over 140,000 registered users and is connected with a third of pharmacies across Australia. With the recent GP software integration enabling patients to order script renewals remotely from their doctor; MedAdvisor continues to lead the way in delivering innovative patient centred health solutions.

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For more information

Robert Read, CEO
MedAdvisor
Tel: +61 3 9095 3036
robert@medadvisor.com.au

Matthew Wu
Media and Capital Partners
Tel: +61 433 634 706
matthew.wu@mcpartners.com.au