

## ASX ANNOUNCEMENT

12 October 2016

### Continued Growth of Tap To Refill

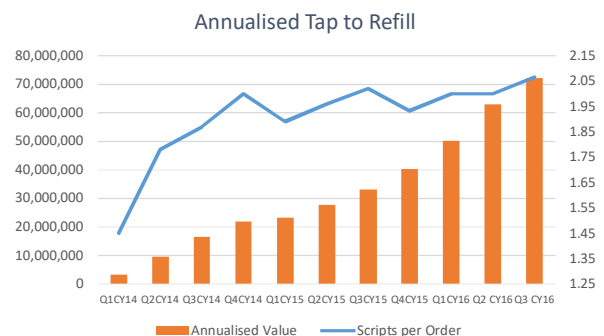
- *Tap to Refill* function continues to gain traction, reaching over 2 million script orders for the first time since inception in Q1, CY 2014
- Annualised script value now passing through the platform is over \$75 million, signalling strong engagement with the function of ~40% of MedAdvisor's patients
- Upon completion of *Healthnotes* acquisition the total of annualised value of script orders is expected to reach more than \$160 million
- Ongoing growth of the service represents the real value and convenience the function delivers to patients, providing further validation of its demand and importance for patients
- Further Patient Engagement Programs (PEPs) for additional products signed during October, delivering further PEP revenue in the December quarter

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company are pleased to provide an update on its innovative *Tap to Refill* function.

For the first time since the function was launched in Q1, CY 2014, it has now processed over 2 million scripts. On an annualised basis, this amounts to over \$75 million of script value being ordered through the platform. This is an increase of 118% on the same quarter last year, and represents the growing use and engagement of the MedAdvisor platform. More than \$80m in script value has now been ordered since the launch of this feature.

Scripts per order continue to exceed 2.

#### Annualised Tap to Refill Script Value



The *Tap To Refill* feature allows patients to order prescription repeats to be dispensed in advance at their pharmacy. The function is currently being used by ~40% of MedAdvisor's 230,000 strong user base and this is expected to grow and users increase.

The *Tap to Refill* feature is also now being used by diabetes patients, and their carers, to reserve their *National Diabetes Services Scheme* (NDSS) products remotely, ensuring accurate supply in their pharmacy. The feature was customised for this purpose and has opened up a substantial target audience for MedAdvisor.

Upon completion of the acquisition of *Healthnotes* and the integration of its users, the Company will have a total to over 500,000 users on the platform, and is expecting more than \$160 million in annualised script value to start passing through the *Tap to Refill* feature.

The Company is also pleased to announce that it continues to extend its Patient Engagement Programs (PEPs) and has added additional products to its PEP revenue stream this month.

Mr Robert Read, CEO, MedAdvisor commented: "When we launched the Tap to Refill function, we knew it would be a highly valuable service to patients. It delivers real convenience to those with a



need for repeat medications and the level of growth and user engagement it has received is a clear indication of the value it delivers.

“We are also delighted to have added further products to our Patient Engagement Programs this month. As our user base continues to increase, we anticipate that our ability to attract further PEPs will, in turn, increase substantially.”

**-ENDS-**

#### **For more information**

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#### **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 welcomed over 230,000 registered users through its connections with over 30% of pharmacies across Australia. Upon completion of the recently announced Healthnotes acquisition, these numbers will increase to over 500,000 connected patients and 45% market share of pharmacies across Australia.