



MedAdvisor improves health outcomes,
placing patients at the centre of connected
health platforms



Pharmacy



Patient



Health Insurers



Government



GPs



Manufacturer

Agenda



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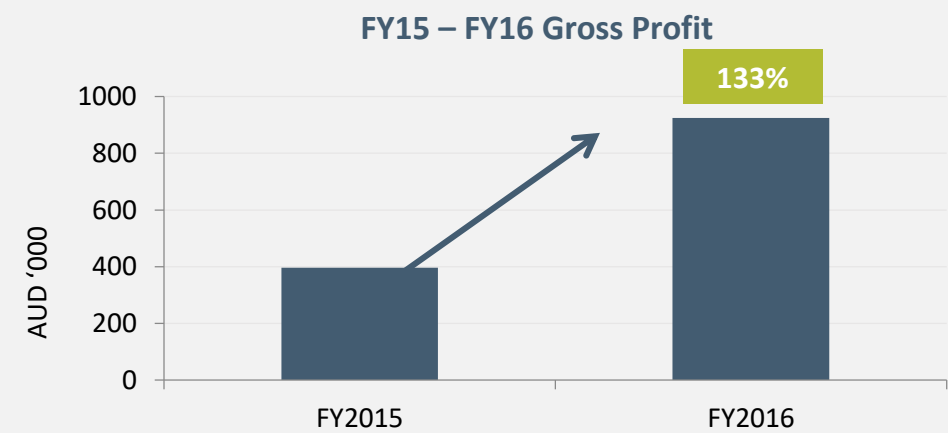
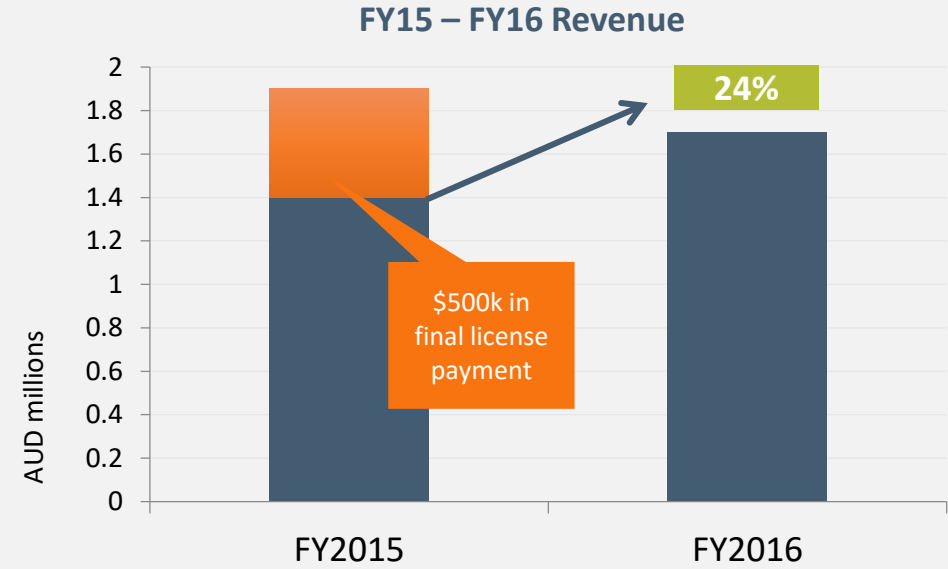


8. Formal Items of Business



FY16 Results Overview

- **Total revenue of \$1.76m, representing a 24% increase on FY15 on a normalised basis**
 - Normalised basis excludes a final license fee payment of \$500,000 from FY15 revenue of \$1.9 million
- Revenue from pharmacy subscriptions and patient engagement programs (PEP) up **24% to \$1.43 million**
 - Additional revenue streams expected to go live during FY17
- **Gross profit of \$925k, up 133% on FY15**
- **Gross margin from pharmacy subscriptions increased to 71%, from 43% in the prior corresponding period**
- **Net loss of \$3.07 million** due to increased costs and investments in expanding marketing and sales initiatives for further expansion in FY17



Operational Performance and Key Metrics Growth



Patients



Pharmacies



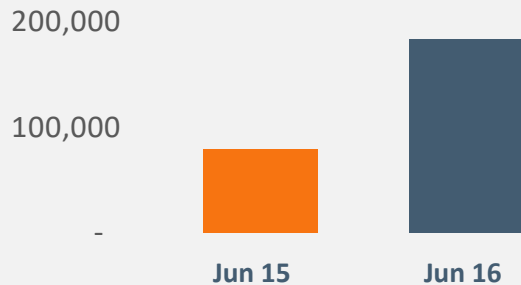
Manufacturers

- Currently over 230,000 patients using the platform
- 180,000 at FY16 year end, a 133% increase on FY15
- Patients per pharmacy grew by 75% to reach 115 patients per pharmacy

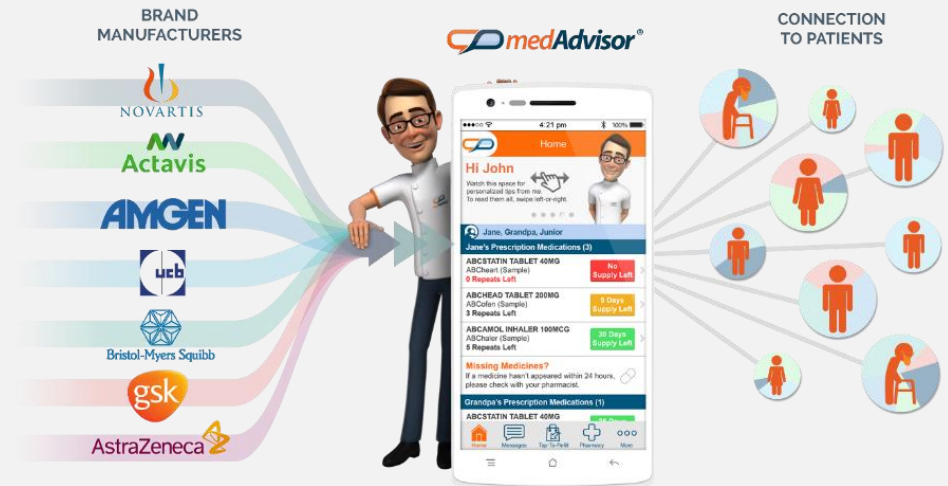
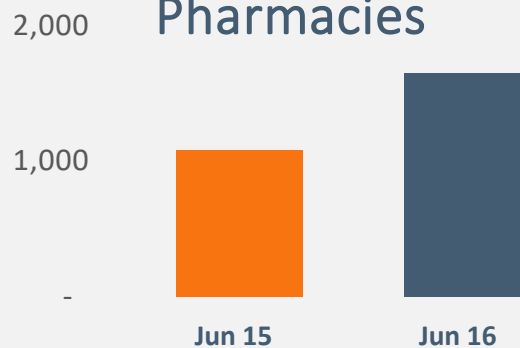
- Expansion of pharmacy network by 36% on FY15, to over 1,600 pharmacies
- MedAdvisor boasts a 30% market share of the Australian pharmacy market

- PEP customers have grown to 7 manufacturers, including new accounts of Novartis and Bristol Myer Squibb
- An increase of 81% in orders received for PEP compared to FY15, revenue is recognised over contract term

Patients



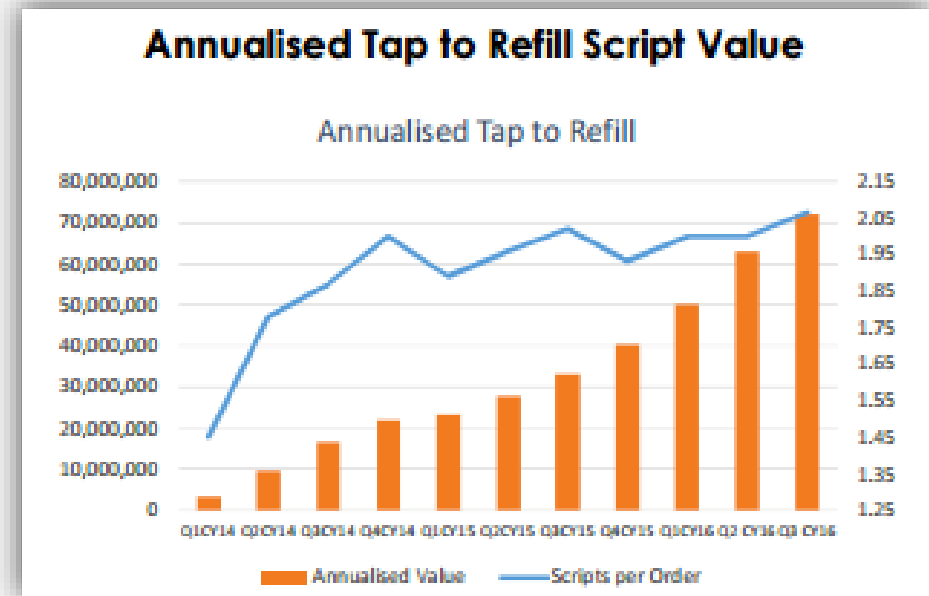
Pharmacies



Tap-to-Refill Continues to Grow

Continues to deliver value and convenience to patients, driving user growth and further validation of its demand and importance for patients.

- Over \$1.4million script orders per week now taking place
- Annualised script value now passing through the platform totals over \$75 million
- Strong engagement with ~35-40% of MedAdvisor’s patients using the function
- Customised for National Diabetes Services Scheme (NDSS), opening up new features for a substantial target audience

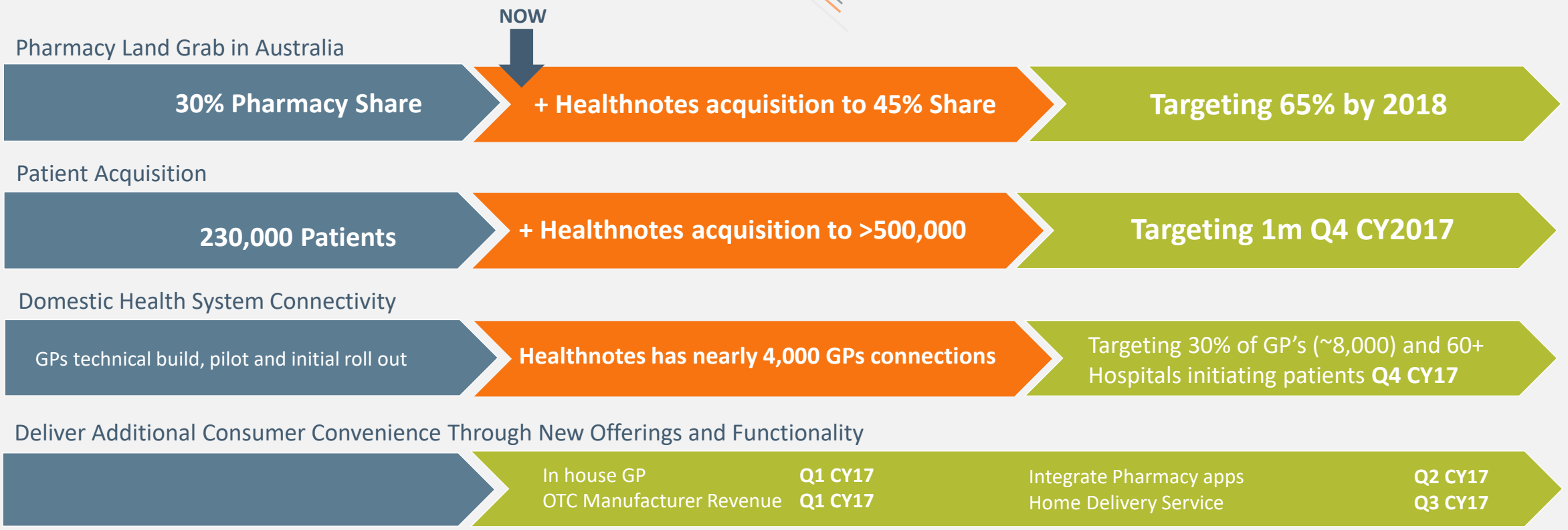


*"This app is a must-have for those that take regular medication. **The tap-to-order function is a godsend!!** And the reminders are great when a dosage has changed. 5 stars."*

- Ruth Strutt

MDR is well positioned to realise significant value and revenue potential from the platform as scale continues to build

Land Grab Strategy Continues to Perform



Channel partners & key relationships to drive domestic land grab



Positioned in a Rapidly Growing Digital Health Market

More than 75% of all patients expect to use digital services in the future.³

Global digital health market is expected to reach **US\$233.3 billion** by 2020¹.

Global digital health market was valued at **US\$60.8 billion** in 2013¹.



In 2017, the mobile health market alone is expected to reach **US\$24.2 billion** worldwide ¹

“Digital healthcare will revolutionise the healthcare industry and dramatically reduce costs.” - Goldman Sachs

In the US: Up to **\$US200 billion** could be saved by chronic disease management.²

The MedAdvisor platform provides a web and mobile solution for medication management, operating in the global digital & mobile health market. It has a clear opportunity to take a substantial share of the market both domestically and internationally.

Addressing one of the biggest health issues globally

Addressing the growing cost and loss of productivity due to poor medication adherence.



Currently there is only ~50% adherence to long term therapies (WHO 2003)



\$650 billion is lost globally due to avoidable health care costs



\$10 billion opportunity in PBS prescriptions alone (Australia)



Highly Active Market



How digital will transform the future of healthcare



Digital Health Entrepreneurs Raising More Capital Than Ever

A trio of new reports shows the fundraising landscape for new digital health ventures remains promising. New York's Startup Health, an investor and accelerator, has released its report on the digital health venture market for the third quarter. Startup Health estimates \$6.5 billion has been invested in digital health deals in the first three quarters of 2016, more than the \$6.1 billion invested in all of 2015.



Healthcare delivery of the future: **How digital technology can bridge time and distance between clinicians and consumers**



MedAdvisor platform picks up pace



MedAdvisor chief Josh Swinnerton expects 50 per cent of pharmacies to have the app by year's end.

information age

MHealth: how apps are helping the healthcare sector



Top scientist wants to bring big data analysis to healthcare

MedAdvisor, the startup helping patients keep track of their medications, announces plans to list on the ASX



Herald Sun

MedAdvisor buys Healthnotes

August 31, 2016 5:13pm

MedAdvisor has bought 100% of Health Enterprises 2, trading as Healthnotes.

Under the agreement, Healthnotes will be acquired on a cash-free, debt-free basis for a total consideration of \$5.5 million. The acquisition is to be funded via a total cash consideration of \$3.3 million, with the balance to be paid through the issue of new MedAdvisor shares to Healthnotes shareholders.



CRUNCH NETWORK

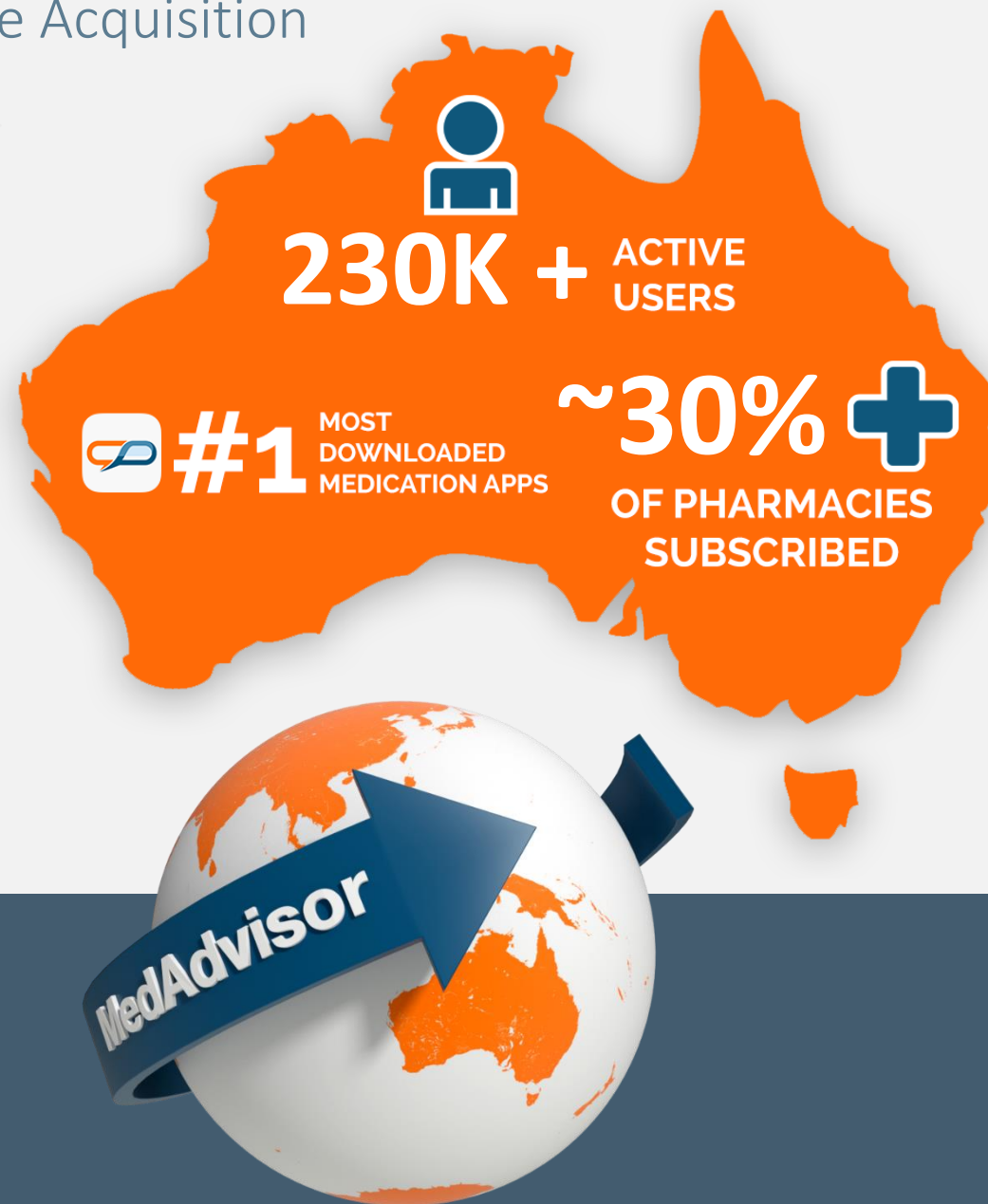
What 'mobile' should mean for healthcare



Ask a set of healthcare professionals about the future and they'll answer: "Mobile."

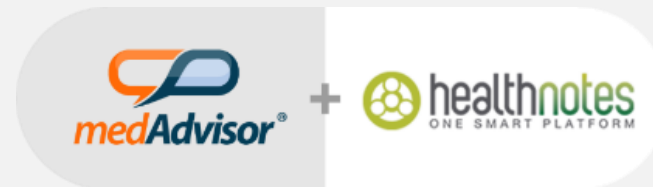
Where We Are Now – Pre Acquisition

- Most advanced mobile medication management platform available
- Over 1,600 pharmacies subscribed, representing 30% of Australian pharmacy market
- 7 of the top 20 pharmaceutical manufacturers in Australia running Patient Engagement Programs (PEPs)
- Over 230,000 active users
- Over \$1.4m of script orders per week processed through the Tap-to-Refill function, totalling \$75 million in annualised script value
- Revenue of over \$1.7 million FY 2016
- Established partner network to drive pharmacy and patient engagement



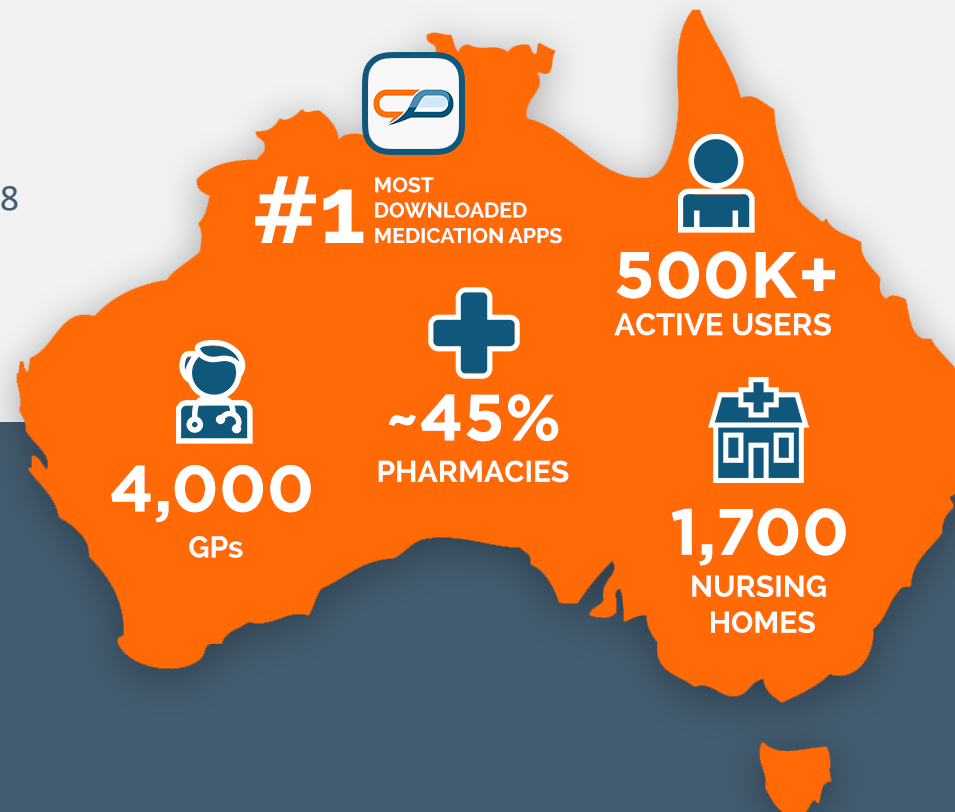
Where Are We Post Acquisition

Healthnotes acquisition drives the business forward by 12 months as part of the Company's current growth strategy



- Market dominance – grows pharmacy network in Australia to ~45% market share >2,400 pharmacies
- Increased Australian patients from 230,000 to 500,000
- Accelerates entry into the GP Market with nearly 4,000 GP's connections
- Number of prescriptions ordered to reach more than 320,000 per month
- Annualised script value passing through the Tap-to-Refill function to reach \$160 million
- Substantial revenue accretion with cost synergies available and earnings accretive in FY18

Beyond the Acquisition....



Healthnotes Acquisition - Update

- Successfully raised \$8 million via significantly oversubscribed institutional placement to fund cash component of the acquisition and further growth initiatives, including international expansion activities
- Strong support from existing and new shareholders including leading Australian institutions and pharmacies, demonstrating further validation and industry support

Capital Structure	
Placement	200 million shares to be issued at \$0.04
Healthnotes vendors	57,894,737 shares to be issued
Total shares on issue upon completion	944,881,424

Shares are expected to be quoted on the Australia Securities Exchange on the 26 October 2016

Acquisition expected to complete by end of October

Formal Items of Business

Resolution 1 – Adoption of Remuneration Report

In Favour	Against	Abstain	Proxy's Discretion
139,823,728	407,837	1,332,714	205,000

Resolution 2 – Re-election of Director Mr James Xenos

In Favour	Against	Abstain	Proxy's Discretion
342,350,526	407,837	251,170	230,000

Resolution 3 – Re-election of Director Ms Sandra Hook

In Favour	Against	Abstain	Proxy's Discretion
342,233,526	524,837	251,170	230,000

Resolution 4 – Approval of 10% Placement Capacity

In Favour	Against	Abstain	Proxy's Discretion
342,196,526	524,837	288,170	230,000

Resolution 5 – Issue of Options to Ms Sandra Hook

In Favour	Against	Abstain	Proxy's Discretion
341,558,605	1,436,928	14,000	205,000

Medication Management Made Easy

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Thank you



Important Notice

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