

ASX ANNOUNCEMENT

7 August 2019

MedAdvisor UK Launch with Day Lewis Pharmacy Group Clarifying Announcement

MedAdvisor Limited (ASX: MDR), Australia's leading digital medication management company, announced to the market on 1 August 2019 that it will launch in the UK market in early 2020, having secured its first UK pharmacy chain customer, the Day Lewis Pharmacy Group ('Day Lewis').

As part of the announcement MedAdvisor stated that it will be charging a monthly recurring license fee as well as SMS messaging fees to Day Lewis in respect for each participating pharmacy.

Further to this statement MedAdvisor advises that the license fees and SMS messaging fees are subject to Day Lewis confidentiality requirements. MedAdvisor also advises that it expects that the total revenue from the agreement in its first full year of operation will be less than 5% of the total MedAdvisor group revenue for the same period.

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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 medication related tools and education materials from their community pharmacy. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders, pre-ordering of medications and medicines information, which together improves adherence to chronic medications by over 20%.

Since launching in 2013, MedAdvisor has connected over one million users through ~55% of Australian pharmacies and a network of thousands of GPs across Australia and in 2018, was recognised in the AFR Fast 100.