

ASX ANNOUNCEMENT

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UK's National Pharmacy Association Endorses MedAdvisor as the solution of choice for their members, representing 8 out of 10 independent community pharmacies

Endorsement as the Recommended Digital Medication Management Supplier

Key Highlights:

- National Pharmacy Association (NPA) has endorsed the MedAdvisor digital medication management platform as the recommended digital supplier for the UK community pharmacy market
- NPA represent 8 out of 10 of the UK independent pharmacy members, which exceeds the entire Australian Pharmacy market
- The agreement with the NPA will see its UK wide sales team proactively promote MedAdvisor's digital pharmacy solution, as the approved supplier of medication management to their member pharmacies
- MedAdvisor will also be supporting patients with Digital Adherence programmes to help the problem of medication non-adherence. This strategic partnership follows MedAdvisor's partnership with Day Lewis Pharmacy Group which was signed in August 2019

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce it has now been endorsed by the National Pharmacy Association (NPA) in the UK as the recommended supplier to their members for pharmacy digital app solutions and Digital Adherence Programs (DAPs).

The NPA supports UK community pharmacies through a range of services including business and practice advice, together with legal and insurance services. They act as the "head office" for independent pharmacies in the UK. The NPA is also a leading voice representing the pharmacy sector to government and regulatory bodies. In addition, the NPA are the mediators with the NHS, on behalf of its members.

Under the agreement the NPA will promote MedAdvisor's solution to their pharmacy members. MedAdvisor will provide their pharmacy software PlusOne and the MedAdvisor app to these pharmacies.

Through this partnership, the NPA will assist member pharmacies to benefit from Digital Adherence Programs that better support patient health outcomes. MedAdvisor is the global leader in running digital programs to support and improve medication adherence. These programs also improve health literacy for patients.

This agreement follows MedAdvisor's partnership with Day Lewis Pharmacy Group - one of the largest independent pharmacy chains in the UK owning over 270 pharmacies, and servicing over 1 million customers. Day Lewis will promote and

distribute a Day Lewis branded version of the MedAdvisor consumer app to its customers for medication ordering and management.

Robert Read, CEO of MedAdvisor, said: "MedAdvisor has demonstrated the value of connecting patients digitally with community pharmacy. The UK market is a highly attractive market given the size and similarities to the Australian market. The NPA is the leading advisory body to 8 out of 10 independent UK community pharmacies and to have the endorsement of the NPA will really support our efforts to promote MedAdvisor to the UK's independent pharmacy market. The NPA membership base on its own is larger than the Australian pharmacy market and therefore creates a significant opportunity for the business."

Jamal Butt – Managing Director, MedAdvisor UK stated: "It has never been more important to educate patients about their medication, with coordinated delivery of education materials an issue in a fragmented pharmacy market. Through this partnership with the NPA, we will create a new personalised channel wherein digital medicine information is supplied to patients post dispensing, delivering a step change in medication adherence for patients across the UK."

Andrew Lane NPA Acting Chair, said: "We have looked globally for the best solution for pharmacy digital solutions. We were really impressed with what MedAdvisor has delivered in other markets globally and we can see the value that MedAdvisor's tried and tested digital solutions can bring to our member pharmacies. We are passionate about improving medication adherence and this partnership will help us do that in a more impactful way."

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For more information

Simon Glover, CFO
MedAdvisor
Tel: +61 3 9095 3036
corporate@medadvisor.com.au

Jennifer Duraisingam
Corporate Communications Manager
Tel: +61 3 9095 3036
jenniferd@medadvisor.com.au

About MedAdvisor

MedAdvisor is a world class medication management platform that empowers users to more simply manage their medication and improve adherence. MedAdvisor's highly automated and intuitive software system connects users to tools and education materials from their local/preferred pharmacy. In Australia, MedAdvisor has connected over one million users through nearly 60% of Australian pharmacies and a network of thousands of GPs. MedAdvisor has recently partnered with Adheris in the US, Zuellig Pharma in Asia and launched into the UK on track to become one of the largest players in the global digital adherence market. In 2018, was recognised in the AFR Fast 100.

Carlo Campiciano - Company Secretary
MedAdvisor Limited (ACN 145 317 627)
Level 2 971 Burke Road Camberwell Vic 3124

About National Pharmacy Association

The National Pharmacy Association is the representative voice, and effectively the 'head office' of independent community pharmacies across the UK. Our aim is to support independent community pharmacies to succeed professionally and commercially for the benefit of their patients. As a not-for-profit organisation we are committed to reinvesting in service provision. Aside from this the NPA is officially designated as the Medication Safety Officer for all independent community pharmacies in England with fewer than 50 branches. In this role the NPA shares good practice in relation to medicine safety and acts as an interface with the Department of Health and Social Care.