

ASX ANNOUNCEMENT

9 January 2017

MedAdvisor Acquires OzDocsOnline

Significantly Expands GP Services & Network

Highlights

- MedAdvisor acquires the assets of OzDocsOnline, the online doctor-patient communication platform, for a total cash consideration of A\$150,000
- OzDocsOnline technology will add new services to MedAdvisor's offering including online consultations, appointment bookings and communication of test results
- Strategic acquisition that brings relationships with ~ 100 new clinics and +300 General Practitioners and introduces MedAdvisor to a patient network of +100,000
- Highly complementary acquisition that will accelerate growth of the recently launched GP Link
- Follows successful acquisition of Healthnotes, that saw MedAdvisor add a network of connected GPs and further expand its pharmacy network and patient user base
- Deal is expected to settle on 31 of January 2017

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it has acquired the assets of OzDocsOnline, the Australian online doctor-patient communication platform from OzDocsOnline Pty Ltd, a subsidiary of Point of Care Diagnostics, for a total cash consideration of A\$150,000 which will be funded from existing cash.

The acquisition strengthens the product offering of GP Link from simply script renewals, to now include specialist referrals, pathology results, secure messaging services, eConsultations and online bookings. The platform will be integrated with GP Link and GP Connect (Healthnotes), with integration expected to be complete in Q1 FY18.

About OzDocsOnline

OzDocsOnline was designed and founded by GPs who recognised a gap in the market to reduce inefficiencies for doctors while increasing convenience for patients. It is an online platform that enables doctors and patients to interact online. This includes the capability to request repeat prescriptions, access test results, book consultations and appointments and carry out online consultations. It also includes a secure messaging service that enables doctors to communicate directly with patients.

OzDocsOnline has had over 100,000 registered patients and over 300 GP's signed up across a total of ~100 general practices nationally. It generates revenue on a per transaction basis, with each patient paying a fee for each online service used.

Strong Strategic Rationale for MDR

- Enhance Service Offering of GP Link to MedAdvisor Users

Through the integration of the two technologies, MedAdvisor will offer more services including specialist referrals, test results, secure messaging and e-consultation services to its existing 500,000-

strong patient base through OzDocsOnline. The integration is expected to be completed by August 2017.

- Accelerates Entry into the GP Market, bringing over 300 connected GPs

The acquisition will allow MedAdvisor to tap into OzDocsOnline's established network of technology savvy GPs.

- Significant Opportunity to Grow the OzDocsOnline Business

OzDocsOnline is currently enabling a network of over 100,000 patients to request script renewals online, see pathology results and make GP bookings. As a standalone platform it has not benefited from a strong sales and marketing focus. MedAdvisor will enhance this, bringing together an existing patient platform of over 500,000 and further evolving OzDocsOnline's technology to improve the user experience.

- Expands MedAdvisor User Base

The acquisition also opens up a network of 100,000 patients that can be introduced to MedAdvisor as a tool to manage their medications and prescription history. It is expected that a number of the OzDocsOnline users will join MedAdvisor over time.

- Expected to Enhance MDR Earnings in Year 2

At an acquisition price of \$150,000, and already generating revenue of \$63,000, MedAdvisor anticipates that the acquisition will be earnings accretive in year two (2018) following integration of the two platforms.

Robert Read, CEO of MedAdvisor commented: "I am delighted to welcome the OzDocsOnline network to MedAdvisor. OzDocsOnline brings real strategic value and potential to MedAdvisor and I am particularly excited by the opportunity it brings MedAdvisor's GP Link.

"GP Link is aimed at both increasing the ease for patients to better manage their health and medication and to reduce the fragmentation within the market. With new technology and services, together with an additional 300 GPs from the OzDocsOnline platform, more and more GPs will have the ability to connect directly with their patients in real-time and deliver the utmost convenience to patients, thereby encouraging them to remain loyal to one GP and streamline their healthcare.

"Furthermore, GPs frequently find the upgrading of their systems and technology a daunting or expensive exercise and we believe our combined offering can significantly reduce this burden and ultimately help them provide their patients with a simpler and more convenient solution to manage their healthcare."

-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 500,000 registered users through its connections with over 45% of pharmacies across Australia, helping them take medication safely, effectively and on time.