

ASX ANNOUNCEMENT

1 July 2016

Major Biopharmaceutical Signs up to a MedAdvisor Patient Engagement Program

Highlights

- MedAdvisor is collaborating with Bristol-Myers Squibb Australia (BMS) to deliver a patient engagement and education program concerning one of its products
- Commencing shortly the 12-month patient engagement program (PEP) is being delivered via MedAdvisor's medication management platform
- This agreement will generate further PEP revenue for MedAdvisor
- Provides further strong validation for MedAdvisor's platform from a leading global biopharmaceutical company

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it will be collaborating with the Australian subsidiary of leading global biopharmaceutical company, Bristol-Myers Squibb Company, to deliver a new patient engagement and education program.

Headquartered in New York, Bristol-Myers Squibb Company is a global biopharmaceutical company committed to discovering, developing and delivering innovative medicines.

Robert Read, CEO of MedAdvisor commented:

"MedAdvisor's platform helps patients receive the important educational information they need to ensure the quality use of medications. This information can be critical to patients and we are pleased that BMS have recognised that the MedAdvisor platform can help patients take their medication safely, effectively and on time. We are looking forward to working with BMS over the next 12 months."

-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 over 180,000 registered users and is connected with a third of pharmacies across Australia. With the recent GP software integration enabling patients to order script renewals remotely from their doctor; MedAdvisor continues to lead the way in delivering innovative patient centred health solutions.

About Bristol-Myers Squibb

Bristol-Myers Squibb Company (NYSE: BMY) is a global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. Bristol-Myers Squibb Company manufactures prescription pharmaceuticals in several therapeutic areas, including cancer, HIV/AIDS, cardiovascular disease, diabetes, hepatitis, rheumatoid arthritis and psychiatric disorders. Bristol-Myers Squibb Company is headquartered in New York City.