

ASX ANNOUNCEMENT

11 October 2016

Experienced Senior Executive appointed as MedAdvisor's General Manager of Product & Strategy

- Mr Simon Chamberlain joins MedAdvisor in the newly created role of General Manager - Product & Strategy, strengthening group leadership
- Mr Chamberlain has spent 15 years leading innovation and driving product strategies and commercial growth for both start-ups and large corporations in Australia, America and the United Kingdom.
- Mr Chamberlain has previously held senior executive roles with *Medibank*, *Qantas*, and marketing data companies, *Experian* and *Hitwise*.

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce the appointment of Mr Simon Chamberlain as General Manager - Product & Strategy.

The appointment strengthens group leadership at a time when the Company is targeting expansion in its existing markets and overseas, and is a reflection of the Company's rapid growth and global aspirations since its listing in December 2015.

Mr Chamberlain has held senior executive roles at Australian and international companies including *Qantas'* digital hotel booking start up, *Hooroo*, Analytics and marketing services consultancy, *Experian*, online consumer intelligence provider, *Hitwise*, and most recently, Australia's leading health insurance provider, *Medibank*, as General Manager - Customer & Distribution. Mr Chamberlain brings extensive experience of building businesses from start-up through to global scale in standalone businesses as well as within larger corporate environments.

Mr Chamberlain commented: "I join MedAdvisor at an exciting time for the health industry, and for MedAdvisor in its current phase of growth. The opportunities to improve health outcomes for patients and reduce costs for the health system through improved medication adherence is acknowledged by governments and private and public enterprise globally. With its recent acquisition of HealthNotes, combined with its globally leading consumer application, MedAdvisor is extremely well positioned in Australia and internationally to be a world leader in digital medication adherence, and I look forward to helping accelerate the capture of this substantial market opportunity."

Mr Chamberlain's role is to support and help accelerate the growth of MedAdvisor's business, to help build awareness amongst key stakeholder groups and to open up new channels of user acquisition.

Mr Robert Read, CEO, MedAdvisor welcomed Mr Chamberlain to the team "We are very pleased to have someone of Mr Chamberlain's talent and experience join MedAdvisor. He brings a valuable mix of skills that will be invaluable to our company as we scale and ramp up our strategic relationships to help drive further consumer adoption of MedAdvisor."

-ENDS-

For more information

Robert Read, CEO
MedAdvisor
Tel: +61 3 9095 3036
robertr@medadvisor.com.au

Andrew Ramadge
Media and Capital Partners
Tel: +61 475 797 471
andrew.ramadge@mcpartners.com.au

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 220,000 registered users through its connections with over 30% of pharmacies across Australia. Upon completion of the recently announced Healthnotes acquisition, these numbers will increase to over 500,000 connected patients and 45% market share of pharmacies across Australia.