

# MedAdvisor



MedAdvisor improves health outcomes, placing patients at the centre of connected health platforms



## Important Notice

COMMERCIAL IN CONFIDENCE

This Presentation is dated 16 November 2015 and has been prepared by MedAdvisor International Pty Ltd ACN 161 366 589 (MedAdvisor or the Company) to be used in connection with a proposed fund raising, described in more detail within.

This Presentation is not an offer or invitation to acquire securities in MedAdvisor and is not a disclosure document. It is for information purposes only.

Whilst the Company has taken due care to ensure that the information contained in the Presentation is true and correct and is not misleading or deceptive, neither the Company nor any of its officers, employees or advisers or agents make any representations or warranties, express or implied, as to the accuracy of the information or achievement of any forward looking statements contained in the Presentation to the maximum extent permitted by law.

In providing this Presentation, MedAdvisor has not taken into account the recipient's objectives, financial situation or needs and accordingly the provision of this Presentation is not personal advice for the purposes of Section 766B(3) of the Corporations Act 2001 (Cth). None of MedAdvisor, or its members, directors, employees, consultants, advisers or agents warrants that an investment in the Company is a suitable investment for a recipient.

An investment in MedAdvisor is subject to known and unknown risks, some of which are beyond the control of the Company, including possible loss of income and principal invested. MedAdvisor does not guarantee any particular rate of return or the performance of MedAdvisor, nor does it guarantee the repayment of capital from MedAdvisor or any particular tax treatment.

This Presentation is being provided to potential investors on the basis that they are a sophisticated investor or professional investor for the purposes of Section 708 of the Corporations Act. If you are not a sophisticated investor or professional investor for the purposes of Section 708 of the Corporations Act, any application that you make to acquire securities in the Company will not be accepted by MedAdvisor unless the Company, in its sole discretion, issues securities in reliance on certain other categories in Section 708 of the Corporations Act, including but not limited to the small scale offering provisions under s708(1) of the Corporations Act.

This Presentation and the information attached to it are confidential. This Presentation should not be distributed to any other person unless authorised in writing by MedAdvisor. By receipt of this Presentation, you agree that you will not transmit, reproduce or make available this Presentation (or any information attached to it) to anyone other than your professional advisers, without the prior written consent of MedAdvisor. Any such disclosure to your advisers must be on a confidential basis, and only for the purpose of assessing the information contained in it by your adviser.

## Australian Pharmaceutical Market

The Australian market is worth \$10+ Billion AUD



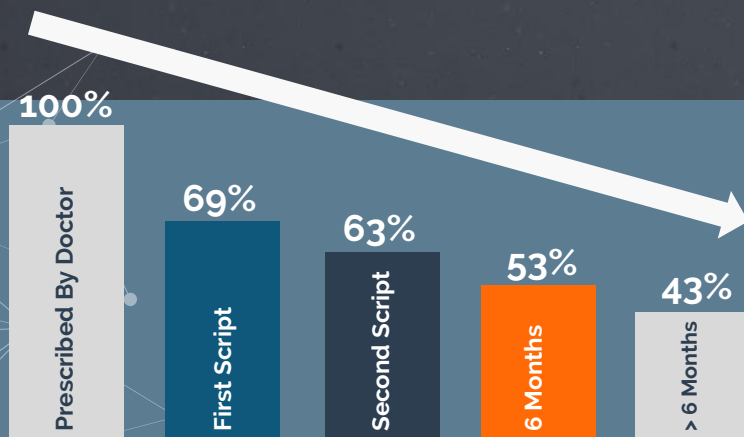
288 million Prescriptions issued annually in Australia

### Significant global problem

Nearly \$500 billion USD of avoidable healthcare costs internationally relate to poor medication adherence and related issues.



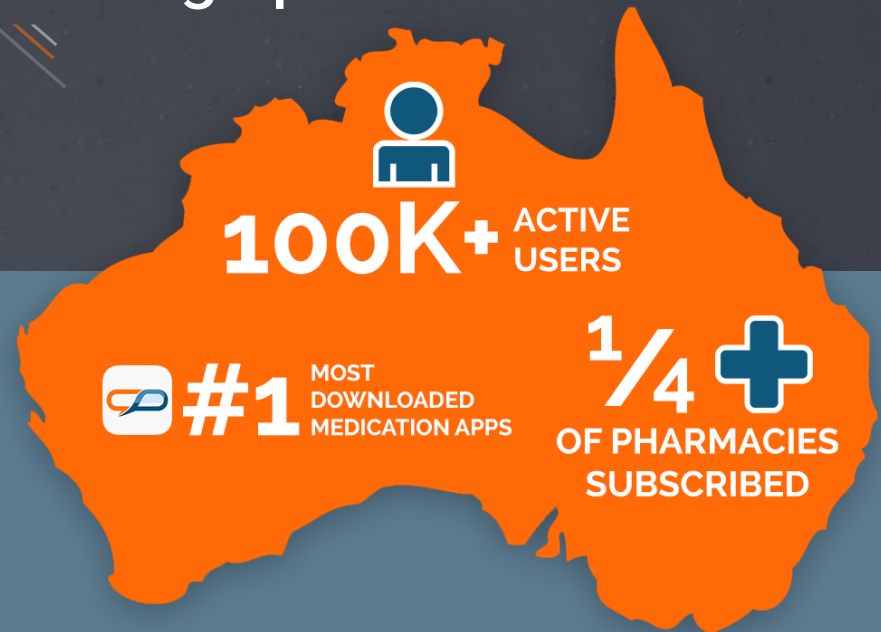
**MedAdvisor**  
boosts adherence by up to **+20%**



Adherence levels drop significantly over the course of six months



## MedAdvisor Pre Listing Update



MedAdvisor offers the most popular web and mobile apps in the medication/pharmacy sector in Australia – with the highest downloads in Apple and Android stores since late 2013.

Over **1300** of Australia's pharmacies subscribed to the MedAdvisor service since launch in late 2013.



### Who?

MedAdvisor is an Australian software company **designing and commercialising world class software** for medication management on mobile and internet devices



### What?

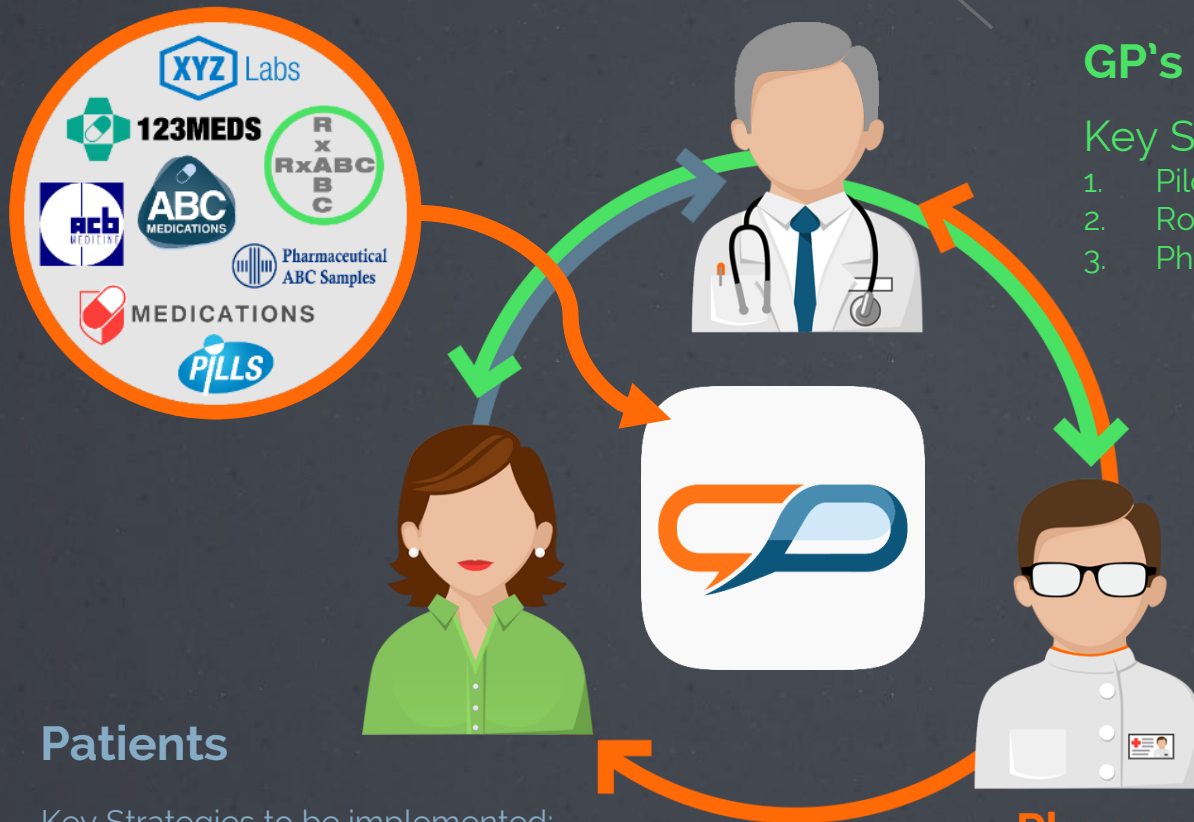
MedAdvisor's platform is addressing an important **gap in personal medication adherence**



### How?

MedAdvisor is directly addressing an **issue which is estimated to cause nearly \$500 billion USD in avoidable cost** internationally each year

Attracting Consumers to the platform will be driven by new funds from RTO



## GP's

Key Strategies to be implemented:

1. Pilot H1 CY16 for Tap to Generate Script
2. Roll out completed in CY16
3. Pharmacy and GP training

## Patients

Key Strategies to be implemented:

1. Digital Activation
2. Targeted Media
3. Key Influencers – disease state, hospitals
4. BUPA

## Pharmacists

Key Strategies to be implemented:

1. Pharma Field Force
2. Direct Sales/Web
3. Trade Marketing



# Investor Update



## New Pharmacies:

- ✓ Increasing presence in underrepresented NSW
- ✓ Apotex field force trained and started signing up stores
- ✓ Other large groups advanced in terms of endorsement and support
- ✓ Building network of MTAC clients



## Consumers

- ✓ Increased patients uptake of MedAdvisor achievable through small budget spending
- ✓ Positive use of PR and press coverage to increase consumer awareness
- ✓ A number of hospitals indicating interest in activating patients on MedAdvisor
- ✓ Digital and Media campaign to be accelerated from RTO proceeds in H1 CY16



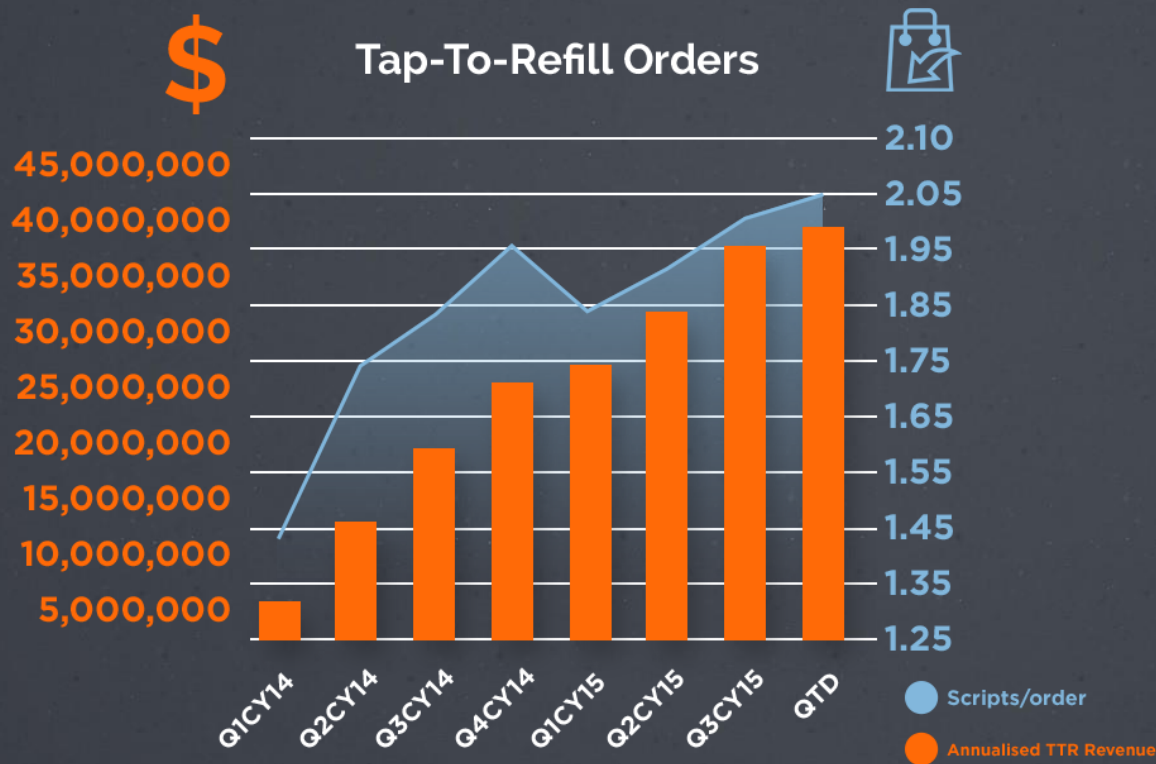
## GPs

- ✓ Development of module underway with plan for initial pilot expected to roll out in Q1



# Driving consumer uptake will be focus of next 12 months

*Patient engagement with MedAdvisor is growing as measured by Tap to Refill growth*



**Ave Annual Revenue per patient**

**\$10+**

**Patient Deletions**

**<1%**

# PR, Media and Case Study Success

MedAdvisor has received significant exposure in national and regional media recently, and has collected a great range of positive patient and pharmacist case studies and feedback.

**SkyNEWS:** <http://bit.ly/1LKfPCf>

