

ASX ANNOUNCEMENT

21 March 2016

MedAdvisor and Arrow Pharmaceuticals to launch strategic partnership

Agreement to provide MedAdvisor with access to Arrow Pharmaceuticals' extensive sales network

Team of 30 Arrow Pharmaceuticals representatives to sell MedAdvisor platform to their first-line pharmacy customers

Melbourne, 21 March 2016: MedAdvisor Limited (**ASX:MDR**) an Australian software developer focused on improving health outcomes by placing patients at the centre of connected health platforms, today announces the signing of a Memorandum of Understanding (MOU) with Arrow Pharmaceuticals, one of Australia's largest generic pharmaceuticals manufacturers.

Under the terms of the MOU and the final binding agreement which is expected to be signed in April 2016, Arrow Pharmaceuticals' sales team will be promoting the MedAdvisor platform directly to its first-line customers which includes pharmacies and allied medical professionals.

MedAdvisor CEO, Mr Robert Read, said: "Extending MedAdvisor's pharmacy sales reach through the Arrow Pharmaceuticals channel is another exciting step forward for us, and will help us to build on the success we've already had with attracting pharmacies to the platform.

"Almost 30% of Australian pharmacies are now offering the MedAdvisor platform to their customers, which we believe is a huge win for individuals in terms of managing their medication and influencing better personal health outcomes.

"Arrow Pharmaceuticals has one of the largest customer bases in the Australian marketplace and their sales representatives will be focused on offering the MedAdvisor platform to a network of pharmacy customers. We are confident this will result in a rapid increase in the number of pharmacies adopting the MedAdvisor platform."

Arrow Pharmaceuticals Executive Chairman, Mr Dennis Bastas, said: "MedAdvisor is a market leading program in terms of empowering patients and driving medication adherence and we are excited to offer this as a key pillar of our service offer to pharmacy."

Mr Read said: "We are proud to be partnering with Arrow, one of the country's biggest players in generic pharmaceuticals, behind Apotex, with whom MedAdvisor already has a highly successful relationship."

The partnership with Arrow will further MedAdvisor along its stated path to become the dominant player in patient-focused medication management. The Company's technology now has the capacity to provide an integrated health platform, linking patients with their pharmacists and GPs. MedAdvisor announced the launch of the first phase of its GP Link program on Friday.

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About MedAdvisor

MedAdvisor is an Australian software systems developer focused on addressing gaps in personal medication adherence. MedAdvisor's free app connects to pharmacy dispensing systems to automatically retrieve medication records and drive an intelligent training, information and reminder system to ensure correct and reliable medication use. It was the most downloaded pharmacy or medication-related app in Apple and Android stores in Australia in 2014 and 2015, and is being used by more than 130,000 Australians. A quarter of all Australian pharmacies subscribe to the MedAdvisor software platform. By January 2016, MedAdvisor's convenient Tap-to-Refill feature had resulted in one million prescription refills by Australian consumers,

MedAdvisor has established sales and marketing partnerships with private health insurer, BUPA, and has training and service contracts with top tier global pharmaceutical companies, including GSK, AstraZeneca, UCB and Apotex. MedAdvisor has a Health Association Partnership with Epilepsy Queensland.

About Arrow Pharmaceuticals

Arrow Pharmaceuticals brings together a team of industry professionals with incomparable experience across R&D, business development, professional services, sales and marketing. The company offers a range of generic products in Australia including PBS prescription drugs, non-PBS prescription drugs, vaccines, schedule 8 drugs, and over the counter (OTC) medicines to doctors directly, through a team of medical representatives. The company sells and markets various OTC products, including analgesics, cough and cold, pain relief, and a range of vitamins. It sells its products primarily to pharmacies. Arrow Pharmaceuticals is based in Rosebery, Australia.

For more information

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