

ASX ANNOUNCEMENT

1 June 2016

Sales Channel Secured with Arrow Pharmaceuticals

Highlights

- MedAdvisor has signed a strategic agreement with Arrow Pharmaceuticals, one of Australia's largest generic pharmaceutical manufacturers
- Arrows Pharmaceuticals' 35 plus strong national sales teams to promote the MedAdvisor platform to its extensive first-line customer base of over 1,100 pharmacies from June 2016
- Strong platform validation with MedAdvisor now partnered with Australia's two largest generic companies: Apotex and Arrow Pharmaceuticals
- Aligns with MedAdvisor's strategy to substantially increase its referrer and patient customer base to drive revenue growth

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it has signed a binding strategic agreement with Arrow Pharmaceuticals, Australia's second largest generic pharmaceutical manufacturers, following the announcement of its Memorandum of Understanding in March 2016.

Arrow Pharmaceuticals' 35 plus strong national sales force completed platform training earlier in May 2016 and with the agreement now formalised, will commence actively promoting the MedAdvisor patient medication adherence platform to its customers from June 2016.

The sales team will be promoting the MedAdvisor platform directly to its first-line customer base, including a vast network of over 1,100 pharmacies where Arrow Pharmaceuticals is the preferred generic supplier.

The partnership is expected to substantially increase the overall number of pharmacies promoting the platform to their patients, aligning strongly with MedAdvisor's strategy to significantly increase patient acquisition and revenues.

Complementing MedAdvisor's existing agreement with Apotex Pty Ltd, Australia's leading supplier of generic medicines, the Company is now working closely with Australia's two largest generic companies. Not only does this deliver strong validation of the Company's product offering, but it also significantly strengthens MedAdvisor's position as the leading platform connecting patients with pharmacies and healthcare professionals to improve the lives of patients.

Together with Apotex and Arrow Pharmaceuticals, MedAdvisor now has access to a sales team of over 60 plus sales professionals, accessing approximately 3,000 pharmacies.

Robert Read, CEO of MedAdvisor commented:

"We are very pleased to announce our strategic distribution agreement with Arrow Pharmaceuticals, one of Australia's largest generic pharmaceutical manufacturers. Together, MedAdvisor and Arrow Pharmaceuticals can work towards increasing medication adherence for patients across Australia.

"This agreement is another important win for MedAdvisor that will significantly increase our pharmacy network and help to drive patient acquisition and ultimately revenues."

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 increase by approximately 20%.

Since launching in 2013, MedAdvisor has over 140,000 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 Arrow Pharmaceuticals

Arrow Pharmaceuticals offers a range of generic products in Australia including PBS prescription drugs, non-PBS prescription drugs, vaccines and over the counter (OTC) medicines to doctors directly, through a team of medical representatives. Arrow Pharmaceuticals predominately sells its products to pharmacies, and also sells and markets various OTC products, including analgesics, cough and cold medicines and vitamins. Arrow Pharmaceuticals is based in Sydney, Australia.

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For more information

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