



Adherium Launches the Hailie™ Global Brand to Connect People with Asthma and COPD to Better Care

San Mateo, CA - May 16th, 2018: Adherium (ASX: ADR), an award-winning digital health company that improves medication adherence, patient outcomes and engagement, today announced the launch of the Hailie™ global brand to connect people with asthma and COPD to better care. The launch is a rebrand of the existing Smartinhaler™ brand, and includes the free Hailie™ app, an asthma and COPD tracking solution available on both iOS and Android, ultimately setting the stage for availability of Hailie™ sensors to consumers in the U.S.

The Hailie™ brand supports the Company's acceleration to meet commercial demand, as patients seek the benefits of connected technology to manage their health.

"With more and more patients leveraging technology for not just tracking fitness but overall health, we want to give them a personified brand like Hailie that they can identify with," said Vik Panda, Adherium's VP of Marketing. "Hailie is your asthma and COPD sidekick, always there to support you and help you manage your condition."

Adherium believes health technology should be easy to use and it strives to make the Hailie™ solution effortless for anybody managing chronic respiratory symptoms, and it has the clinical history to support this.

"We're extremely excited to announce the Hailie brand. It encompasses the world's most clinically proven asthma and COPD medication adherence solution and represents an evolution of our business," said Arik Anderson, CEO of Adherium. "Our technology, which is supported by 15 years of research and development, will soon be available directly to patients for the first time ever in the U.S."

Adherium's technology has garnered a wide body of clinical evidence, having been featured in 72 peer-reviewed journals to date. Additionally, more than 100,000 inhaler sensors have been distributed globally.

Adherium's Hailie™ solution is designed to help patients achieve better adherence. It does this by tracking medication use and reminding the user with helpful nudges when it's time to take doses. People who live with asthma or COPD gain the tools to better manage their condition with their physician, empowering them to take control of their health.

As part of the comprehensive Hailie™ solution, Adherium is also launching a portal for healthcare professionals and clinicians (go.hailie.com) that uses Bluetooth® wireless technology to provide data collection and reporting from Hailie™ sensors. This platform will support engagement between healthcare professionals and patients by enabling sharing and monitoring of patient inhaler usage.

You can follow Hailie on [Twitter](#), [Instagram](#) and [Facebook](#).

About Adherium

Adherium is a provider of digital health solutions and a global leader in connected respiratory medical devices, with over 100,000 devices distributed globally. The Company develops, manufactures and supplies patients, pharmaceutical companies, healthcare providers and contract research organizations with the broadest range of connected medical devices for respiratory medications. The devices and accompanying technology address sub-optimal medication use and strive to improve health outcomes in chronic disease. Adherium is headquartered in the U.S., and operates globally from bases in the U.S., Europe and Australasia. Learn more at adherium.com.

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