MedAdvisor

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

AusBiotech Presentation
May 2016
MedAdvisor Addresses a Significant Health Problem

Poor medication adherence and medication management is one of the biggest addressable health issues. Poor adherence leads to nearly US$500 billion of avoidable healthcare costs internationally.

50% of Australians have a chronic disease* and require regular medication


288 million+ Prescriptions issued annually in Australia making it a +AU$10billion opportunity

For personal use only
MedAdvisor boosts medication adherence by up to +20%.

MedAdvisor Solution

Through its leading mobile applications and web service MedAdvisor encourages patient engagement and provides them with the ability to simply and easily manage their medication.

Seamless connection with the pharmacy and the patient enables the patient to:

1. View full medication list with information about the drugs displayed
2. Manage supply of medications, knowing exactly when supply runs out
3. Have reminders set to take doses, fill scripts and see your Doctor
4. Order through Tap to Refill function when running low so no waiting in store

MedAdvisor has built the technology to enable users can request a repeat authorisation from their favourite GP for a fee.

Manufacturers can use it for patient engagement and training programs to ensure quality use of medicine.
Multiple Beneficiaries from Improved Adherence

The Patient is healthier and has the ability to simply and easily manage their medication.

The Pharmacy makes more revenue from increased loyalty and visits of their customers, with patients becoming 97% loyal to their pharmacy.

The GP has greater visibility of the patients medication and adherence reducing fragmentation of care and improving clinical outcomes.

The Government improves health outcomes hence lower health care burden.

Health Insurers have a lower cost of claims with reduced hospitalisations.

The Manufacturer increases revenues as patients take required doses and can communicate drug information directly to patients.

Improved Adherence 69%

Typical Adherence 58%

What it means in $ terms

If a patient uses 7 out of 12 monthly scripts per annum the patient is 58% adherent. For two typical high and low volume products, pharmacies and manufacturers can expect increased revenue.
MedAdvisor is an Australian software company designing and commercialising world class software for medication management on mobile and internet devices. Its mobile app is actively used by over 140,000 patients to date and over 1,500 of Australia’s pharmacies are subscribed to the service.

**MedAdvisor Ltd (ASX:MDR)**

- Shares on Issue: 686m
- Restricted/Unrestricted: 44%/56%
- Share Price (as at 28 April): $0.030
- Market Cap: $21m
- Performance Shares: 327m
- ESOP Provision: up to 5%
- Cash Balance (as at 31 Mar): $3.89m

**Major Shareholders**
- Viv Swinnerton: 15.6%
- Kojent Pty Ltd: 12.8%
- Romida Enterprises Pty Ltd: 8.5%
- Sigma: 2.4%

**Capital Structure**

- Top Shareholders: 62%
- Management: 18%
- Other: 20%
Highly Scalable Multiple Revenue Streams

Pharmacy Subscriptions
Current Revenue
Monthly subscriber fee generates recurring revenue. Add-ons available including integrated catalogue and white label variants.

MTAC
Current Revenue
Pharmaceutical companies pay an annual fee for each product they wish to boost with a MedAdvisor Training and Adherence Campaign. Fees are scalable based on patient penetration.

GPs
Beta Stage
Transaction fees for replacement script orders. In future fees charged for home medicine reviews (HMR) and other medical reviews processed through MedAdvisor.
## MedAdvisor Investment Highlights

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<th>Big Global Market</th>
<th>First Mover</th>
<th>Scalable Model</th>
<th>Proven Model – Best Product</th>
<th>Market Leader</th>
<th>Marketing Led</th>
<th>Strong Management</th>
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<tbody>
<tr>
<td>Addresses a significant and global health problem: poor medication adherence and management. A +$10 billion market opportunity in Australia alone.</td>
<td>First to market, leading mobile application with no other competitor providing patients the ability to simply and easily manage their medication.</td>
<td>Highly scalable revenue model with multiple revenue streams.</td>
<td>Validated application, with over 140k+ active users, which has proven to increase medication adherence by up to 20%.</td>
<td>Strong network of referrers, over 30% of pharmacies in Australia signed up, to drive patient and revenue growth.</td>
<td>Solid pipeline of sales and marketing activity to drive expansion.</td>
<td>Highly credible and experienced management team with necessary skills across pharmaceuticals, technology and corporate sectors.</td>
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## Meet the Team

### Executive

**Robert Read, CEO**
Experienced Private Equity and Venture Capital investor and previously a senior exec at GSK, one of the world’s largest pharmaceutical companies.

**Josh Swinnerton, Founder & CTO**
20 years IT experience as software engineer, tech manager and entrepreneur. 8 years in the e-health / m-health sector, in the USA and Australia.

**Theo Antonopoulos, Head of Sales & Marketing**
Extensive sales & marketing experience at both GSK and Sanofi. Leading marketing & sales teams in GP, Specialist and Hospital channels.

**Carlo Campiciano, CFO**
Highly qualified accountant with over 27 years’ experience in consulting to businesses. Significant time working in industry as a CFO.

### Non-Executive

**Peter Bennetto, Chairman**
An experienced company director, with skills in banking, corporate finances and governance and has held a number of company director positions in exploration, mining.

**Sandra Hook, Non Executive Director**
An experienced director and has built major market leading digital businesses. Spent more than 20 years developing brand and marketing strategies for global and national brands.

**Jim Xenos, Non Executive Director**
Experienced pharmaceutical industry General Manager with 21 years’ sales and marketing experience and a track record of leading high performing teams.

### Advisory Board

**Mr Arthur Charlaftis**
Current Chief Operating Officer at REA Group (ASX:REA) a market-leading online real estate business. Mr Charlaftis also brings senior pharmaceutical experience to the advisory board as a former Vice President of GlaxoSmithKline Australia and senior roles at Eli Lilly.

**Mr Nick England**
Former Group Director at Alliance Boots and Divisional CEO, International Retail, Alliance UniChem (now Walgreens Boots Alliance) in London. A Pharmacist with strong European experience. And current Principal of retail pharmacy consultancy IQ Consulting.

**Mr Mike da Gama**
Previous a director of MedAdvisor International, assisting with governance and pharmacy integration. Currently an Executive Director of NostraData, one of Australia’s leading data and insights providers. Brings sales and marketing experience from GlaxoSmithKline Australia and Arrow Pharmaceuticals.

**Mr Kos Sclavos**
Former National President of the Pharmacy Guild of Australia. Currently Vice-President of the Pharmacy Guild of Australia (Qld Branch) and on the Board of Terry White Group Limited. Mr Sclavos is a Pharmacist and an industry consultant and an avid commentator on issues affecting his industry.
Strong Operational Success – Uncorrelated to Share Price Performance

- **Epilepsy Queensland Partnership**: Over 1.2M Scripts ordered
- **Patient Pain Education Program**: Arrow Partnership
- **Technology Built**: GP Link

**Key announcements**

- **1.2m Tap-To-Refill**
Increasing Patient and Referrer Engagement

**Survey results of >10,000 MedAdvisor users (Dec 2015)**

- **75%** Would choose a MedAdvisor pharmacy over a non-MedAdvisor pharmacy*
- **80%** Are more likely to fill scripts when using MedAdvisor*
- **97%** MedAdvisor patients are loyal to their favourite pharmacy

*MedAdvisor already has ~30% of Australia’s pharmacies connected*
Patient Growth Driven by Expected Increase in Referrers

Assumes current & planned initiatives deliver as expected by the company.
**Growth Strategy & Next Steps**

**Phase One – 12 Months**

**Domestic: Land Grab**
- Pharmacy Land Grab – targeting 40-50% market share
- Patient Endorsement > 350,000

Domestic Health System connectivity;
- GPs technical build, pilot and initial roll out
- Partner with Disease Patient Groups, Private Hospitals and Insurers

**Marketing Initiatives Driving Domestic Land Grab and Revenue Growth**
- Apotex sales force gaining momentum following training
- Uplift in pharmacies & users expected as Arrow sales force & promo team commences activity in May 2016
- Launch of GP Link will help drive pharmacy activation
- Further partnerships with disease patient groups

**Phase Two – 12 Months**

**Domestic Expansion**
- Pharmacy Land Grab – targeting 55-65% market share
- 1m+ Patients

Domestic Health System connectivity;
- ~30% of GP’s connected
- 60+ Hospitals initiating patients
- Boosted carer services

**Phase Three**

**International Expansion**

International Opportunities to be delivered:
- 2+ European markets
- Canada
- US

Plus adjacent domestic markets:
- Data analytics
- Government
- National Disability Service Scheme
- Clinical trial recruitment
## Investment Summary

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<td>+$10 billion Australian market opportunity with global scalability</td>
<td>First to market with simple and easy management tool for patients and carers. Endorsed by large groups</td>
<td>Highly scalable revenue model with multiple revenue streams domestically and abroad</td>
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THANK YOU
**User Features**

**Automatic Medication List**
A complete automatic list of prescribed medications for the user, with repeats left, days supply left and actions required.

**Fill-My-Scripts**
Automatically reminds users when to fill their scripts, and chases them up if they forget.

**See-My-Doctor**
Reminds users to visit their doctor to get new prescriptions when required.

**Take-My-Meds**
Reminds users to take the right meds at the right times. (optional)

**Pharmacy Access**
Easy access to pharmacy details, opening hours, loyalty programs, specials and more.

**Tap To Refill Ordering**
Users can order their medication with a simple tap and have it dispensed in advance, so when they arrive at the pharmacy they can collect immediately - no waiting!

**Snap-n-Send**
Users can photograph new scripts and order them along with their repeats.

**Medication Information**
Provides easy access to complete medication details: Common Uses, How-To-Use Tips, Cautions, Possible Side Effects, Recalls, etc.

**Medication Training**
Automatically receive interactive training for supported medication – especially devices, unusual medicine forms, complex medicines.

**Carer Mode®**
Manage medications for multiple users in one account. Parents can manage meds for the family, or to assist elderly patients remotely.

MedAdvisor is provided FREE to patients / users