

MedAdvisor signs Co-Marketing and Licence Agreement with PDX Inc, a large U.S pharmacy dispensing software company

U.S Pharmacy Dispensing System Integration to begin in H1 FY19

- Following thorough market evaluation in the U.S, MedAdvisor will integrate its platform with a market leading pharmacy dispensing software company in the United States, PDX Inc.
- As a leading pharmacy dispensing system, PDX services over 10,000 pharmacies in the U.S, representing ~15% of the total 60,000+ pharmacy market - 10X larger than Australia
- Integration with a major pharmacy dispensing software company will enable MedAdvisor to provide its products to a significant portion of the U.S pharmacy market
- Dispense integration is the first step towards commencing roll-out and commercialisation in the U.S market and is expected to be complete this calendar year. The company will target clients of PDX initially.
- Licence Agreement is non-exclusive to allow both companies access to and usage of the other parties' software to allow full integration
- MedAdvisor is well funded to commence integration and to continue its domestic expansion activities

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to provide an update on the progress of its US expansion initiative.

Following extensive evaluation of the U.S market, the Board has determined that now is the right time to commence entry into the U.S market. The two largest pharmacy chains are putting market pressure on the remaining 40,000 independent and medium sized chains to improve their digital service offerings and many are now seeking additional solutions to help them enhance the products and services they offer their customers via digital.

The small to medium-sized chains have between 100-4,600 pharmacies each and PDX, features prominently along with McKesson's EnterpriseRx as their preferred pharmacy dispensing system. Throughout the market evaluation, the MedAdvisor product was well received by the small-medium sized pharmacy chains and a significant gap in the market exists for a holistic pharmacy solution that improves customer engagement, satisfaction and the ability to increase revenue through increased product and service sales.

U.S Integration with a market leading U.S dispensing software

MedAdvisor has signed a Co-Marketing & Licence agreement with a market leading provider of clinical software and pharmacy solutions, PDX Inc., to integrate with its patient management and pharmacy software. Whilst this deal does not represent a client win, completion of the integration will enable MedAdvisor to provide pharmacies using PDX software a complete solution to manage important digital customer interactions, including ordering through the MedAdvisor app.



Once integrated with PDX's systems, MedAdvisor's pharmacy software can be easily deployed into the 10,000+ pharmacies that use PDX's software, making it faster and simpler to commence roll-out in the U.S market and begin customer acquisition. PDX is a large provider of clinical software and specialist pharmacy solutions, servicing ~15% of the total 60,000+ pharmacy market in the U.S and will support MedAdvisor in marketing its proposition.

The integration is planned to commence in H1 FY19, following the scale up of the development team to increase capacity to manage the integration and additional compliance, regulatory and operational effort for the U.S.

Integration with a major dispensary is the first key step towards the Company's international expansion, and as a result, the Company's underlying operating expenses are expected to increase in H1 FY19. The Company is well funded to complete the integration, with a current cash position of \$10.8m as of 30 March 2018. The Company accordingly has significant capacity to continue its domestic expansion and to progress international opportunities.

Robert Read, CEO of MedAdvisor commented: "This agreement is the first step on the path towards commercialisation in the U.S. Our product has received fantastic feedback from pharmacy chains throughout the region and to get our product into their stores it is important that it is connected to the key dispensing systems in the U.S. Dispensing systems are the backbone that enable pharmacies to order and receive medications for their patients and integration with a market leading dispensing software in the U.S provides us with the first piece of the puzzle to securing a position in the U.S market."

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For more information

Carlo Campiciano, CFO
MedAdvisor
Tel: +61 3 9095 3036
corporate@medadvisor.com.au

Jennifer Duraisingam
Corporate Communications Manager
Tel: +61 3 9095 3036
jenniferd@medadvisor.com.au

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 by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed one million users through its connections with ~50% of pharmacies and GPs across Australia.

About PDX Inc.

Pharmacies across the U.S. benefit from technologies and services provided by PDX, Inc. PDX has developed a well adopted, patient-centric Enterprise Pharmacy System, as well as a comprehensive suite of products and services that range from robust data analytics to revenue cycle management and more. PDX continues to build on its 30+ year commitment to excellence in retail pharmacy and patient care by delivering unmatched pharmacy and clinical technology solutions.