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# MedAdvisor



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





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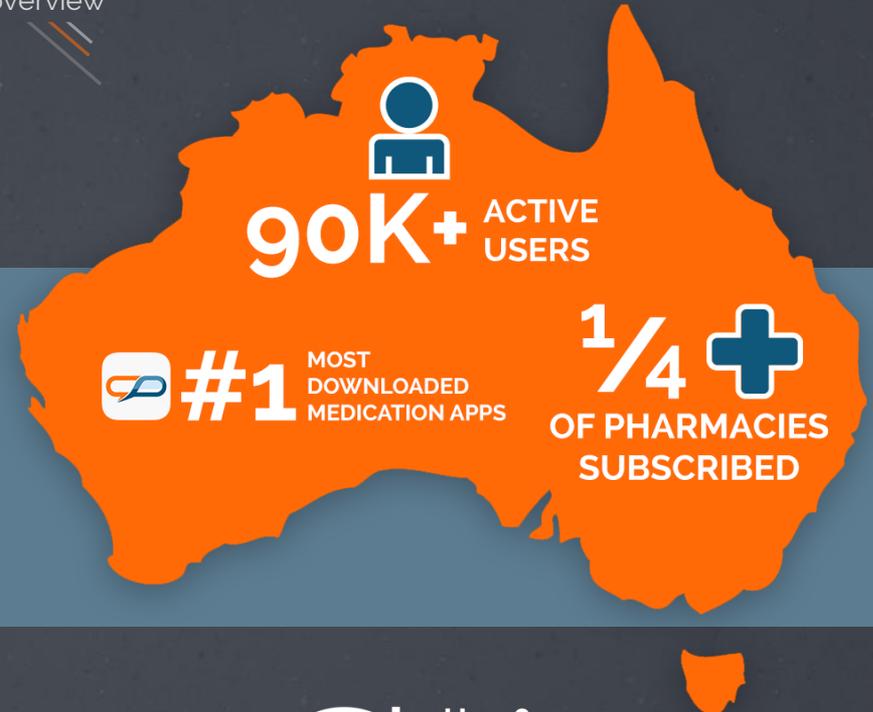


# Introduction to MedAdvisor

A brief overview

MedAdvisor offers the most popular web and mobile apps in the medication/pharmacy sector in Australia – with the highest downloads in Apple and Android stores since late 2013.

Over 1270 of Australia's pharmacies subscribed to the MedAdvisor service since launch in late 2013.



## Who?

MedAdvisor is an Australian software company **designing and commercialising world class software** for medication management on mobile and internet devices



## What?

MedAdvisor's platform is addressing an important **gap in personal medication adherence**



## How?

MedAdvisor is directly addressing an **issue which is estimated to cause nearly \$500 billion USD in avoidable cost** internationally each year

# Introduction to MedAdvisor

A brief overview

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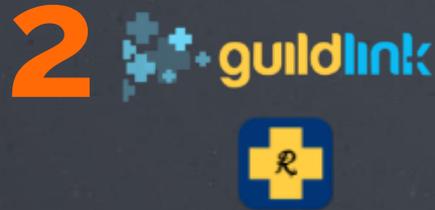
MedAdvisor is **addressing a significant unmet need**, designing and commercialising world class software systems for medication management.



3

MedAdvisor has established sales and marketing partnerships with three major pharmaceutical companies: GSK, UCB and AstraZeneca.

MedAdvisor works with GuildLink, a wholly owned subsidiary of the Pharmacy Guild of Australia.



Bupa Australia are MedAdvisor's "Official Health Partner".



4

## New Apotex Deal

Australia's leading generic player partners with MedAdvisor

# APOTEX

- ✓ Apotex is a global company and is Australia's leading generic pharmaceutical company with approximately 2000 first line pharmacies or ~35%+ market share.
- ✓ Apotex is the leading supplier of professional services programs for pharmacy in Australia.
- ✓ Apotex have a highly skilled pharmacy field force comprising of more than 35 reps and territory managers.
- ✓ Apotex will be the exclusive generic distributor of MedAdvisor providing field force access to more than 3500 pharmacy accounts.

[www.medadvisor.com.au](http://www.medadvisor.com.au)

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# Australian Pharmaceutical Market

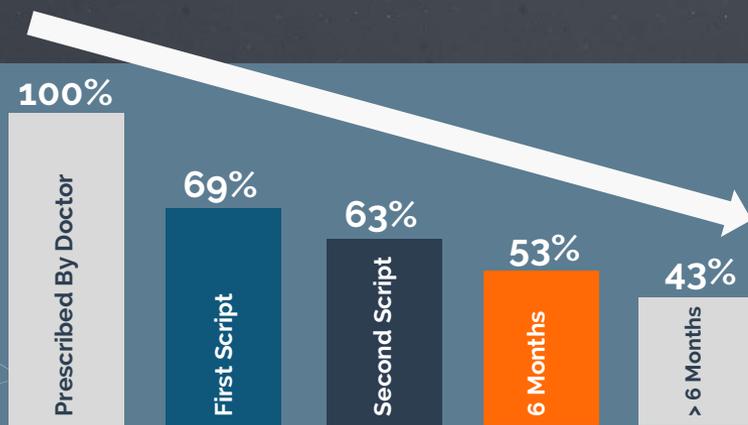
The Australian market is worth \$10+ Billion AUD



288 Million scripts Prescriptions issued annually in Australia

## BUT

International studies show that poor patient medication adherence means that **only 50-60% of medication prescribed is actually purchased and taken correctly** – leading to poor health outcomes and substantial cost to Governments & health insurers and significant missed revenue for industry.



## The Problem:

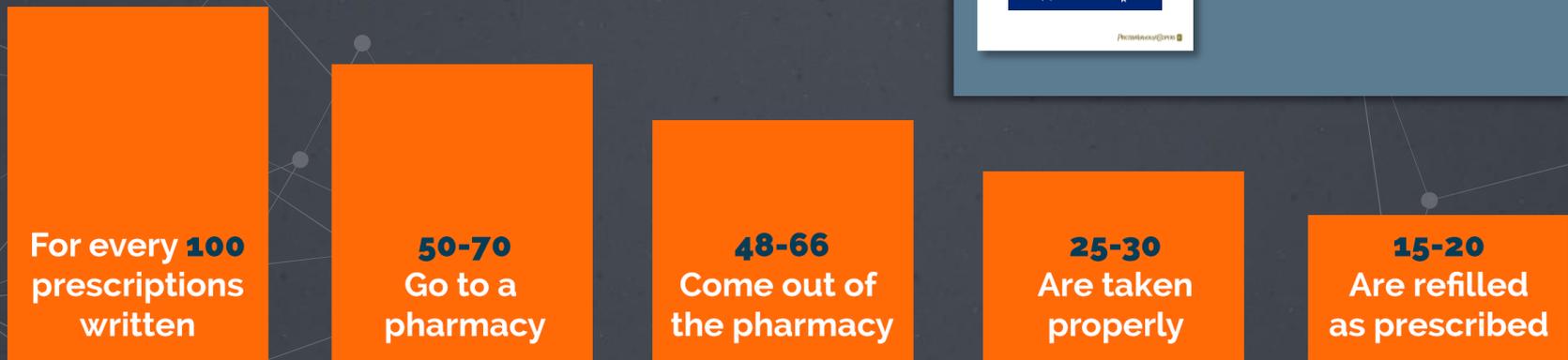
Adherence levels drop significantly over the course of six months

# Medication Non-Adherence

## How big is the problem?

Nearly \$500 Billion USD of avoidable healthcare costs internationally relate to poor medication adherence and related issues.

In the US alone non-adherence to medication is estimated to cause 125,000 deaths every year.



*"In addition to the adverse effects on patients, the economic costs of medication non-adherence are high ... particularly evident in terms of avoidable hospital admissions."*<sup>5</sup>

*"Increasing the effectiveness of adherence interventions may have a far greater impact on the health of the population than any improvement in specific medical treatments."*



# How MedAdvisor Works

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## Medicine Information & Training

Personal medications, prescription details and training information are automatically updated in the user's MedAdvisor account.



Connects users with MedAdvisor-enabled pharmacies, connecting their dispense records to their MedAdvisor account.



## Pharmacy

## GPs (Pilot 2016)

GP Pilot will connect GP's to the MedAdvisor platform. With patient consent they will have access to compliance data that help improve prescribing. Linking to other medication related services will enable better access to medication and care along with new revenue.



MedAdvisor's automated messages remind users when to take medication, fill a prescription or see their doctor for a new script



## User / Patient

# The MedAdvisor Impact

Improves medication adherence by up to

**+20%**

MTAC Campaigns improve medication adherence by up to

**+30%**

*MedAdvisor's training services for manufacturers can achieve even higher levels of adherence improvement and boost brand loyalty.*

## 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:

- ### Resulting in
- Better health outcomes for individuals
  - Substantial health cost savings for governments
  - Significant increased revenue for Pharmaceutical manufacturers and Pharmacies



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# Revenue Streams

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## Pharmacy Subscriptions

Current Revenue

**Monthly subscriber fee** paid to MedAdvisor Add-ons for pharmacies to purchase, e.g. 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

Near Term Revenue Streams

Fees charged for home medicine reviews (HMR) and other medical reviews processed through MedAdvisor.

Transaction fees for replacement script orders.

# Future Revenue Opportunities

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## International Expansion

MedAdvisor is built to be the world's most advanced, automated and effective medication management system for large populations. It has great potential to be used in other countries and is actively working towards expansion into the best suited overseas markets.



## Government

Governments are keenly aware of the significant cost of medication non-adherence to population health costs so may support, endorse or pay for MedAdvisor.

MedAdvisor is ideally situated to deliver targeted healthcare messaging for government.



## Clinical Trial Recruitment

MedAdvisor is ideally positioned to assist manufacturers and clinical/drug trial companies in inviting patients to participate in clinical trials.

MedAdvisor is investigating its first recruitment campaign with a leading Australian research group.

# Meet our Team

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## Robert Read

### CEO

An experienced Private Equity and Venture Capital investor and director who has held senior roles with ANZ Private Equity and St George Venture Capital. Robert held senior roles at GSK one of the worlds largest pharmaceutical companies. He has deep experience helping small companies transition to larger and listed businesses.



## 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.

Josh's industry experience includes leadership roles across a range of industries from web development for SMEs to multi-million dollar infrastructure projects in the telecommunications, utilities, banking and retail sectors.



## Carlo Campiciano

### Finance Director

Highly qualified accountant with over 27 years' experience in consulting to businesses in areas including taxation, finance, operations, and planning; strategic, operational and financial. Significant time working in industry as a CFO.



## Jim Xenos

### Director

Experienced pharmaceutical industry General Manager with 21 years' sales and marketing experience and a track record of leading high performing teams.

Jim has held senior management positions within major manufacturers including GSK, Sigma and Eli Lilly, in Australia and overseas.



## Mike Da Gama

### Director

A pioneer of the sales and marketing analytics space, with over 14 years' experience with major players including Arrow, Sigma and GSK. Mike is capable of drawing teams together to deliver solutions to customers in highly competitive environments.

# Indicative Transaction Metrics



## ASX Listing

This pro-forma capital structure on completion of the business acquisition is presented showing a subscription of \$5,000,000 in aggregate under the offer at a 3 cent capital raising.

### MedAdvisor ASX Listing - Transaction Overview

Capital Raising	\$	5,000,000	
Listing Price	\$	0.03	
	Shares		%
Existing Shareholders Exalt Resources		95,774,216	14.11%
MedAdvisor Founders & Seed Investors		385,064,105	56.73%
MedAdvisor Convertible Note Holders		31,250,000	4.60%
		-	0.00%
Public Shares to be issued under prospectus		166,666,667	24.55%
<b>Total Shares on Issue</b>		<b>678,754,988</b>	
<b>Pre Money Valuation</b>	\$	<b>15,362,650</b>	
MedAdvisor Founder Performance Shares		195,000,000	
CEO Performance Shares		42,500,000	
MMG Performance Shares		55,000,000	
<b>Total Performance Shares</b>		<b>292,500,000</b>	
<i>Adjusted Pre-Money Valuation</i>	\$	24,137,650	
Total number of shares assuming all milestones hit		<b>971,254,988</b>	

MAI performance shares to the founders of MedAdvisor, which shall convert into Shares upon satisfaction of the following milestones:

- A. 50% upon the "MedAdvisor Platform" being activated at 2,500 pharmacies within a period of 2 years from the issue of the Performance Shares; and
- B. 50% upon the Company receiving annualised revenue (calculated over two consecutive calendar quarters) of no less than \$5,000,000 within a period of 3 years from the issue of the Performance Shares.

MMG Performance shares to MacMillan Gold & Associates upon the satisfaction of various milestones based specifically on revenue in respect of the HMR program up to \$7,000,000 within 2 years of the HMR program commencing.

# Questions



Watch the Get Started video:  
[www.medadvisor.com.au/video](http://www.medadvisor.com.au/video)  
Learn more at:  
[www.medadvisor.com.au](http://www.medadvisor.com.au)



## Contact Details

Nicholas Downes:  0416 280 083  
 (02) 8651 7802  
 [nicholas.downes@pelotoncapital.com.au](mailto:nicholas.downes@pelotoncapital.com.au)

Robert Read:  0414 371 244  
 (03) 9095 3036  
 [robertr@medadvisor.com.au](mailto:robertr@medadvisor.com.au)



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# Appendices

# User Features

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## 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.



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# User Features



## 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.





# For Users / Patients

Value & Revenue Streams

## ✓ Value Proposition

- Users receive a valuable tool to help them manage all aspects of prescription medication use – free of charge.
- Users can order their medication ahead of visiting the pharmacy, no waiting!
- Users receive training and med information to ensure they use medication effectively.
- Users can utilise Carer Mode® to assist family members in their use of medication.
- For ANYONE taking prescription medication.

**...Better health and medical outcomes.**

## 📄 Revenue Streams

- Basic MedAdvisor service will always be free to all Australian residents.

### **BUT**

- Where MedAdvisor facilitates online charged services for GPs, MedAdvisor may take a service fee.
- Where pharmacies offer home delivery ordering through MedAdvisor, MedAdvisor may take a transaction fee. (expected late 2016)



# For Pharmaceutical Manufacturers

Value & Revenue Streams

## ✓ Value Proposition

- Manufacturers can deliver interactive training and advice to users of their medications.
- Proper training is proven to improve adherence, reduce drop-off and hence increase sales volumes.
- Manufacturers can also boost their branding throughout MedAdvisor.
- Communication is direct to users of specific medications, avoiding restrictions on advertising prescription medications.

*Manufacturers promote MedAdvisor through their reach to doctors and allied health, as their 'interactive training platform'.*

## 📊 Revenue Streams

- Manufacturers pay per product per annum for training campaign and boosted branding.
- Fees charged to manufacturers will grow based on patient penetration.



Major manufacturers have already signed-up for campaigns:





# For Pharmacies

Value & Revenue Streams

## ✓ Value Proposition

- Boost dispense volumes and customer visits.
- Lock-in patients by offering MedAdvisor and requesting the patient leave their scripts on-file at the pharmacy.
- Offer a service valued by and popular with patients – with no per-patient or per-message fees.
- Improve patient health outcomes and medication effectiveness.
- Benefit from increased traffic to pharmacy driven by other stakeholders. (e.g. supporting GPs)

## 📦 Revenue Streams

- Each pharmacy pays a monthly subscription for MedAdvisor.
- MedAdvisor will offer various pharmacy add-ons, commencing with an integrated catalogue.
- MedAdvisor to offer major pharmacy groups white labelled variants “powered by MedAdvisor”.



1270 Australian pharmacies are already subscribed



## For Doctors (GPs)

General Practitioners

### ✓ Value Proposition

- Driving patient centric care and help improve adherence.
- Promote, pre-screen and manage important medication review services, i.e. HMR. (Medicare claimable).
- Assist patients with medication management by reviewing adherence data with consent.
- MedAdvisor can remind patients to visit for various other GP services automatically (at GP discretion).
- Streamline replacement script orders where appropriate.

*GP Support can connect the platform between prescriber, pharmacist and patient to enable patient centric care through better information and adherence to medication.*

 **Additional revenue streams that don't consume appointment time.**

# Popularity with Patients

In twelve months MedAdvisor has become the most popular medication management and adherence tool available to Australian consumers.

- Most downloaded medication or pharmacy-related Apps for Apple AND Android.
- Very well received by users. **Patients LOVE MedAdvisor!** (Apple and Android reviews) *Average ranking over 4.5/5 stars.*



Ngaraiyy – Dec 29, 2013



"Love it!"



Jan Chalker – Oct 3, 2014



"This is the best thing ever"



PatKey Knorr – Oct 9, 2014



"Great service thanks"



Margaret Dawn Morgan – Oct 3, 2014



"Excellent app, use it all the time, have 3 of us listed on mine, so keep track of all our meds"



Julie Norris – Aug 29, 2014

"What a great idea this app is saving me a lot of time now I know when I need to get my meds!"



Heather Squires – Sep 16, 2014

"Just got this great app from my chemist to keep track of my medications. Brilliant!"



# PR, Media and Case Study Success

MedAdvisor has received significant exposure in national and regional media in the past six months, and has collected a great range of positive patient and pharmacist case studies and feedback.

SkyNEWS: <http://bit.ly/1LKfPCf>

## Pharmacy NEWS

### MEDICATIONS AND DOSAGE LINKED TO ALERTS IN MEDADVISOR APP

WRITTEN BY KATE McDONALD ON 27 AUGUST 2014.  
The MedAdvisor medications compliance app has been updated with new functions in medication to particular alerts, new scheduling options and a summary view of alerts.

THE AUSTRALIAN



### Bupa partners with adherence program

THE reach of leading pharmacy-based, patient support app MedAdvisor is set



## Herald Sun

### Will to swallow

erol, they won't, as it seems to be less importance. But people do to understand it is just as important," she said.  
"It could be a cost-related thing or a lack of understanding about a medical issue, but it could result in a worsening of the condition or being prescribed more medication."  
Ms Wheadon has introduced a smartphone application called MedAdvisor, which allows clients to set reminders to take their medication, manage multiple medications and place script orders.  
"It means people with busy lifestyles can plan ahead and they don't have to wait to get their scripts," she said.  
"It also has information about medication."  
"For elderly clients who do not understand smartphone applications there is another program that sends a text message reminder."



Pharmacist Elise Wheadon has incorporated a new medication app into her pharmacy. Picture: Louise White



4:58PM Tuesday Jan 13, 2015 17725 online now

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### Smartphone technology MedAdvisor makes medication easier

January 12, 2015 - 11:30PM

Natasha Boddy  
Canberra Times reporter  
View more articles from Natasha Boddy  
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Hannah Thomson uses the MedAdvisor app for her son Vincent and for herself as she has to manage nearly 20 prescriptions. Photo: Janelle Toderas

Hannah Thomson knows it can be easy to run out of medication or forget to fill a prescription when you have to manage nearly 20 prescriptions at any one time.

they generally take it correctly, but when the condition doesn't exhibit any symptoms, such as high cho-

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This exposure has significant impact on existing and future client groups and partners, encouraging support and uptake.