



MedAdvisor

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

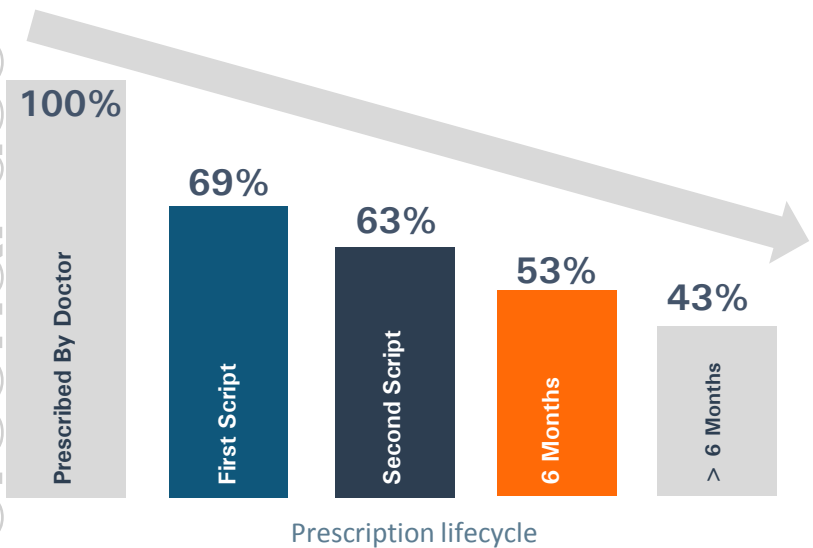


AusBiotech Presentation
May 2016

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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.



Adherence levels drop significantly over the course of six months for long term meds



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

*(AIHW August 2015)
<http://www.aihw.gov.au/chronic-diseases>.



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

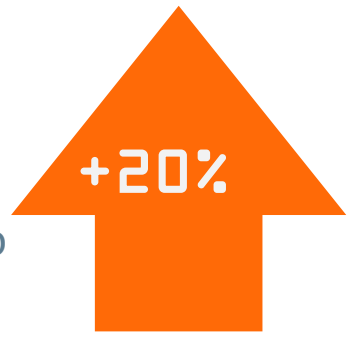


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MedAdvisor Solution

MedAdvisor boosts medication adherence by up to



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

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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.



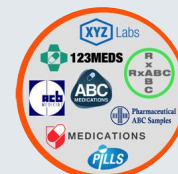
The **GP** has greater visibility of the patients medication and adherence reducing fragmentation of care and improving clinical outcomes.



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.



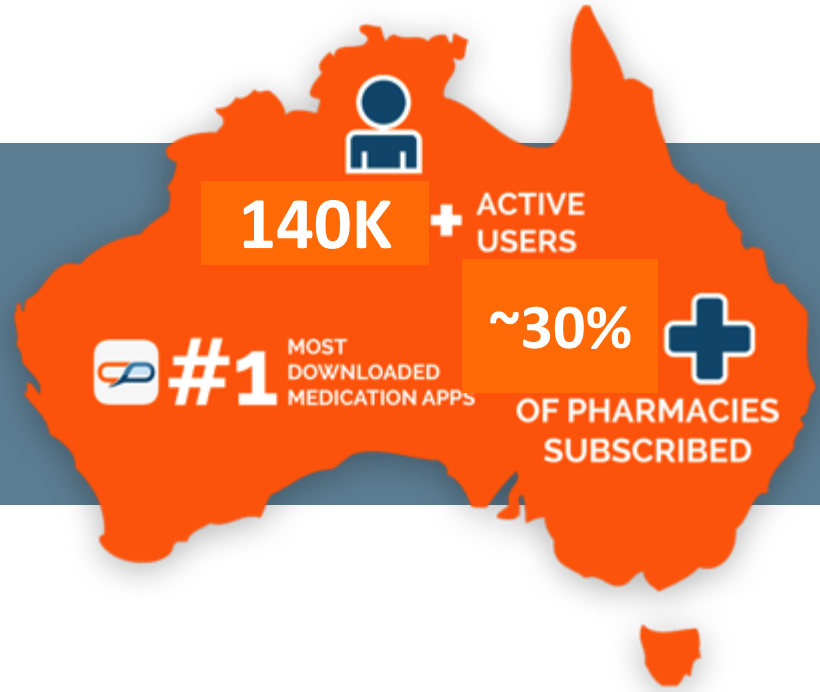
What it means in \$ terms

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.

Company Snapshot

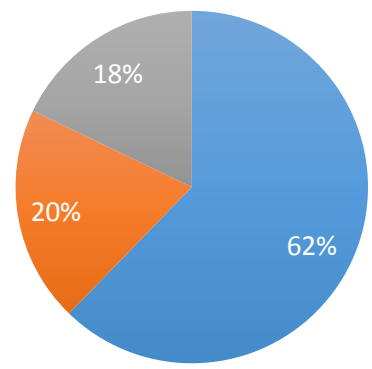
MedAdvisor is an Australian software company designing and commercialising world class software for medication management on mobile and internet devices.

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 ¹	327m
ESOP Provision	up to 5%
Cash Balance (as at 31 Mar)	\$3.89m

Capital Structure



■ Top Shareholders ■ Management ■ Other

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



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



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

Meet the Team

Executive

Robert Read, CEO

Experienced Private Equity and Venture Capital investor and previously a senior exec at GSK one of the worlds 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.

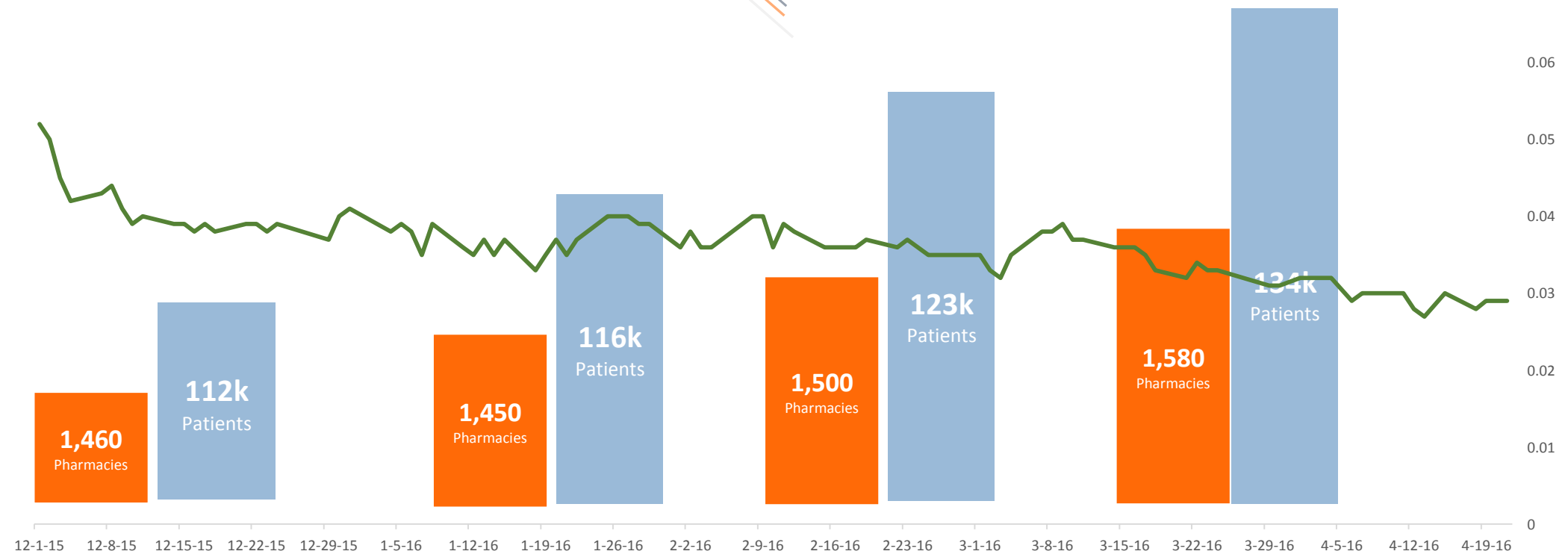
Mr Mike da Gama

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



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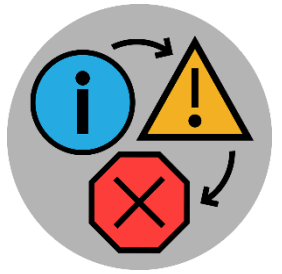
Key announcements



Epilepsy Queensland Partnership



Over 1.2M Tap-To-Refill Scripts ordered



Patient Pain Education Program



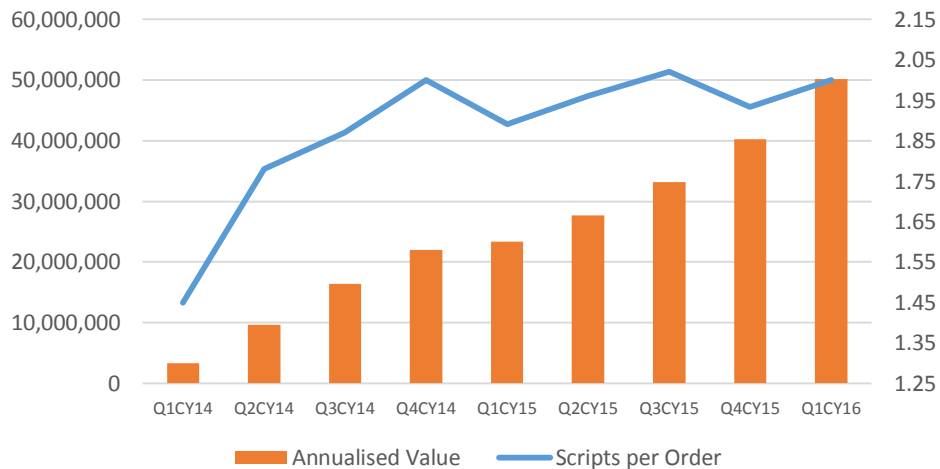
Arrow Partnership



GP Link Technology Built

Increasing Patient and Referrer Engagement

Annualised Tap to Refill



MedAdvisor already has ~30% of Australia's pharmacies connected



Strong patient validation

- 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

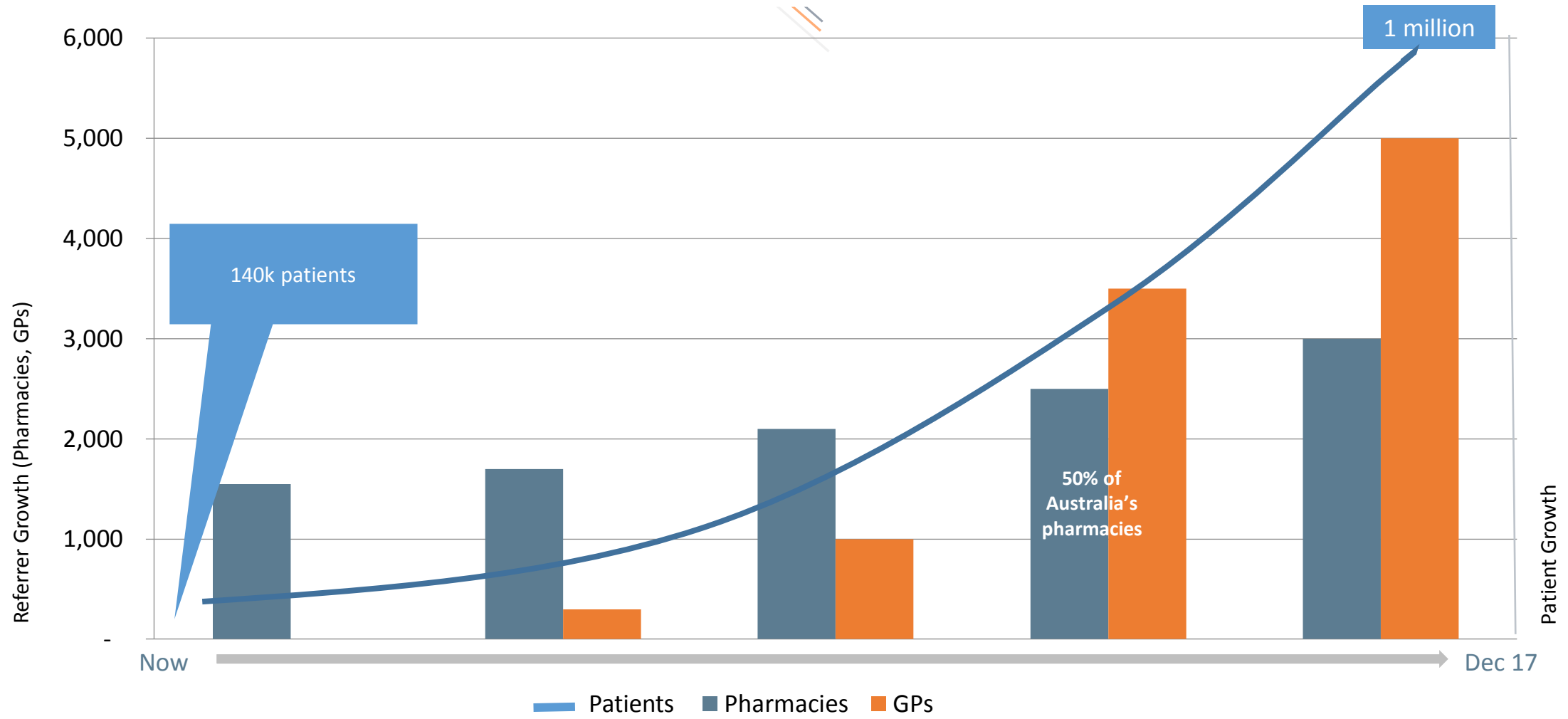
*Survey results of >10,000 MedAdvisor users (Dec 2015)

"MedAdvisor is becoming more and more popular, with people able to use it wherever they go, whether at work, at home and even on holiday" - Channel 7 News



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Patient Growth Driven by Expected Increase in Referrers

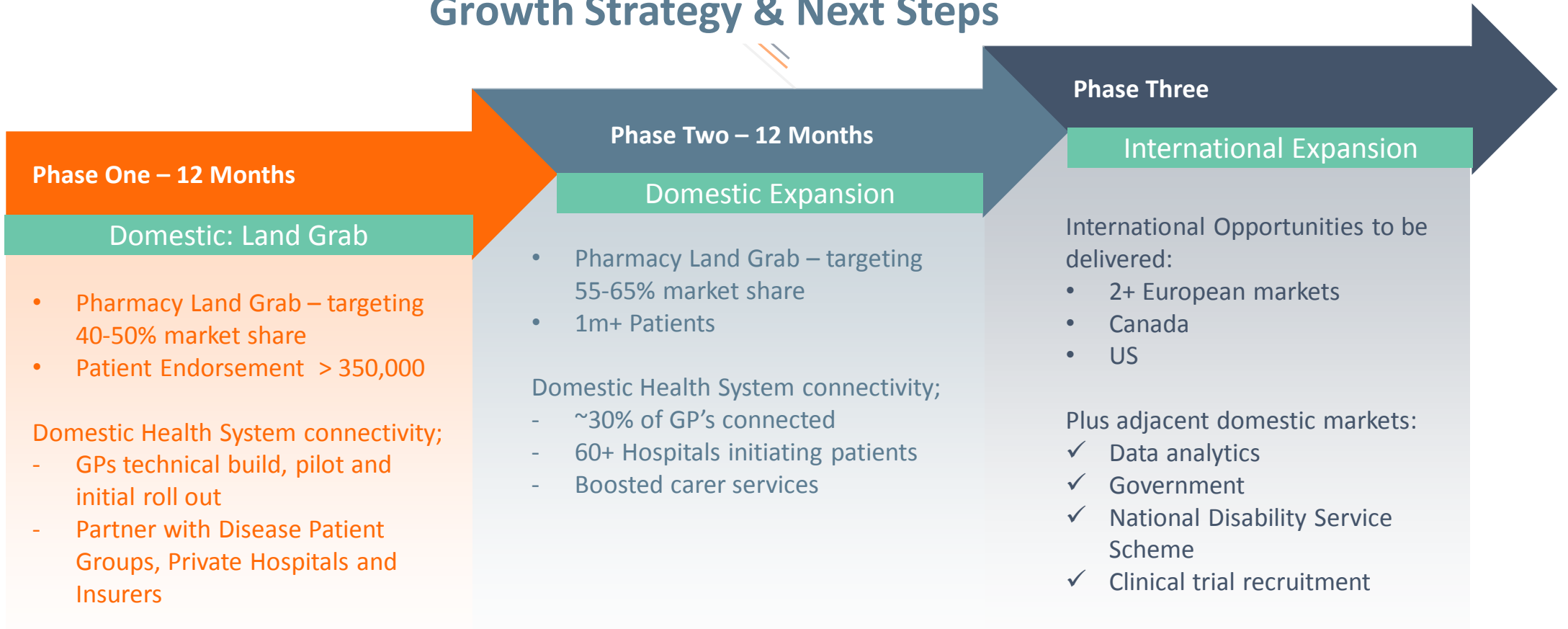


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Assumes current & planned initiatives deliver as expected by the company

Growth Strategy & Next Steps

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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

Investment Summary

Best Product	Large Global Market	First Mover	Scalable
Leading mobile medication adherence and management application proven to increase medication adherence by up to 20%	+\$10 billion Australian market opportunity with global scalability	First to market with simple and easy management tool for patients and carers. Endorsed by large groups	Highly scalable revenue model with multiple revenue streams domestically and abroad
Market Validation	Market Leader	Marketing Led	Strong Team
Technology built and validated application, with over 140k active users.	Strong network of referrers, over 30% of pharmacies in Australia signed up, to drive patient and revenue growth	Solid pipeline of sales and marketing activity to drive expansion given success of application	Highly credible and experienced management team





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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.

