



ASX: MDR

Investor Presentation

Putting your health back in your hands





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Investment Proposition

Positioned in the rapidly growing health-tech sector, MedAdvisor has already achieved commercial validation and strong market positioning with global prospects.

1. Strong Domestic Market Position

- >650,000 users (5-10% of potential market)
- ~45% pharmacy market share
- ~\$200m of prescriptions ordered through platform from GPs & Patients
- 4000+ GPs or less than 15% share

4. Significant opportunity to scale

- Highly engaged users
- 12 million patients in Australia alone with a chronic disease and require regular medication

2. Clear Path to Cash Break Even

- Expected cash flow break even in H2 CY18 fully funded given starting cash of ~\$6m (Dec 16)

5. Multiple revenue streams

- Existing revenue from pharmacies, manufacturers and patients.
- Additional revenue streams from transaction and convenience services

3. Global opportunity

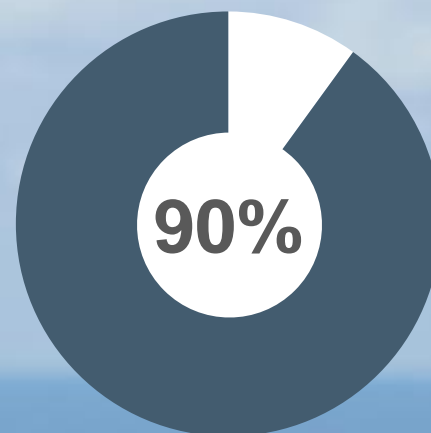
- Australia is <2% of world medicines market and MDR is the most sophisticated and integrated platform globally.

6. High barriers to entry

- Fragmented pharmacy market
- Customer base of >45% pharmacies
- Tech integration with ~10 dispense systems plus GP systems integration
- >\$12m invested in platform to date



Internet and mobile banking has revolutionised the way consumers do their banking. Satisfaction levels are over 90%, higher than traditional channels such as branch visits.¹ Similar experience with taxis and ride-sharing industry.



Consumers are now expecting the same level of convenience to manage their health



MDR helps patients get control of their health

OLD
WORLD

NEW
WORLD

Consumer Convenience
Through Digital Health
Management

Old world experience

- Phone the doctors office and hope to get a convenient appointment
- Long waiting times for appointments even for routine matters
- Visit pharmacy to hand deliver script and order medication
- Waiting in pharmacy to collect medications (if in stock, otherwise return later)
- Poor management of scripts & expiry, with refills often needed at last minute
- To get a prescription history must phone/see pharmacist or GP



MDR is a patient tool that delivers real convenience and significant benefits to the system

MedAdvisor is a fully automated connection to both pharmacy and GPs to enable patients to get control of their health.



Reducing Healthcare Costs

- ✓ Improved adherence equals lower healthcare costs
- ✓ Each GP appointment saved reduces government burden by \$37
- ✓ Less medication errors through improved information flow and better prescribing decisions

Improving Health Outcomes

- ✓ Taking medication as prescribed means patients get full health benefit
- ✓ Easier access to primary care means more chance of positive interventions
- ✓ Better information in the hands of Drs will improve prescribing

Improving patient experience

- ✓ No waiting in pharmacy means better engagement with pharmacist
- ✓ Easy access to health system through mobile phone
- ✓ Health information in the hands of the patient

Impact of Improved Health Outcomes

MedAdvisor increases a patients' adherence to their prescribed medications. Medication adherence is the extent to which patients take their prescribed medication, that includes having prescriptions filled, remembering to take medication on time and understanding the directions.

Costing \$650b Globally¹

The WHO estimate adherence to long term therapies in developed nations to be 50%.

In Australia, adherence to medication regimes for patients on chronic medications is only 54%³ for those patients **not** on MedAdvisor

20-30%

Of all hospitalisations in >65 year olds²

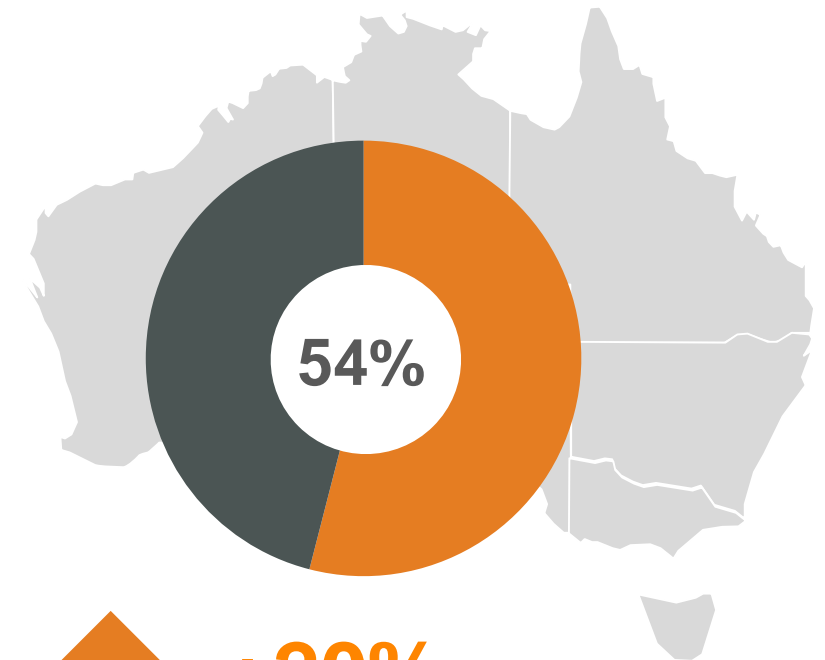
4.3x

Increased risk of stroke

Those with a history of stable coronary artery disease who were less than 75% adherent were⁴:

3.8x

Increased risk of death



+20% improvement in adherence for patients on MedAdvisor

Sources:

1. IMS Health Institute 2012
2. Roughead, Semple, Rosenfeld, 2013

3. MedAdvisor adherence data (2016), based on 12 month data taken at June 2016 from 3,200 pharmacies with a total patient pool of approx. 1.3 million
4. Gehi AK, Ali S, Na B, Whooley MA. (2007), Self-reported medication adherence and cardiovascular events in patients with stable coronary heart disease: the heart and soul study. Arch Intern Med, 167(16):1798–1803.

Key Benefits for All Stakeholders – Everybody Wins

Improves medication adherence & improves information flow

Pharmacies

It allows pharmacies to be connected to their patients and **increase revenue** through improvements in adherence, **loyalty** and **workflow efficiency**



GPs

Allows GPs to streamline script renewal services and enhance information to drive better clinical outcomes and patient experience and **enhances patient loyalty**



Patients

MedAdvisor empowers patients to track, manage and order medications in one **convenient** application



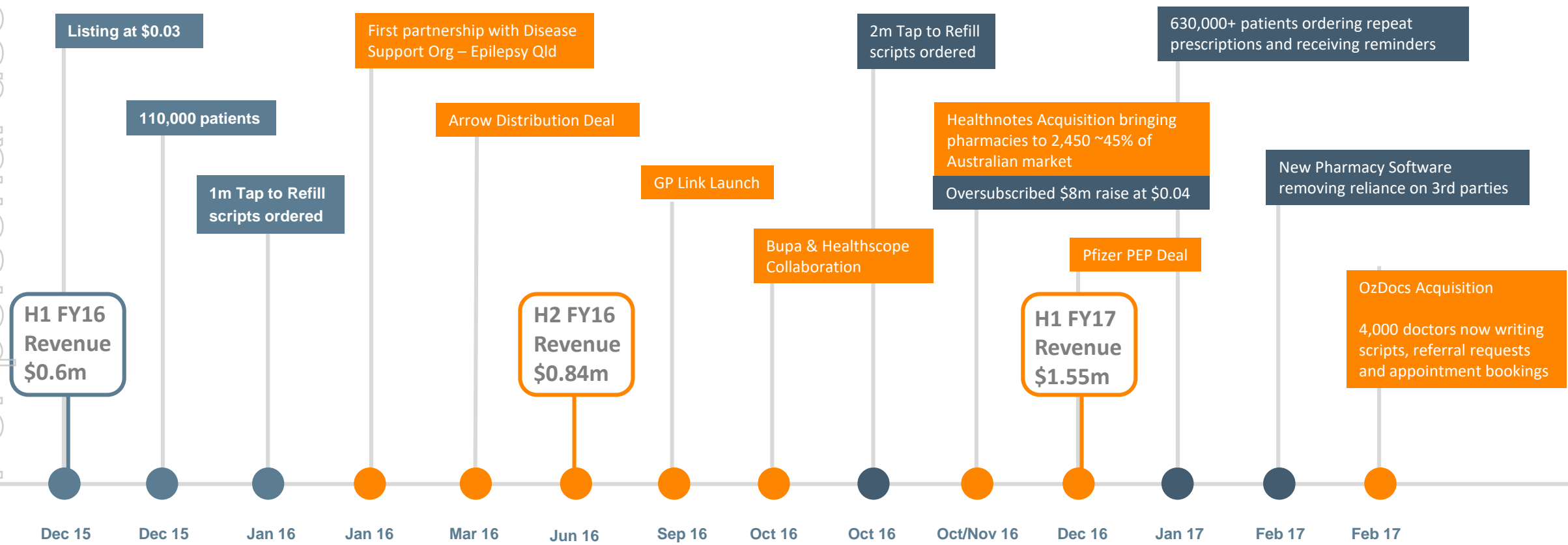
Manufacturers

It allows pharma manufacturers for the first time to **directly communicate with their patients** and provide the best advice for medication use



MDR Milestones – Growth Phase One

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BUSINESS OVERVIEW

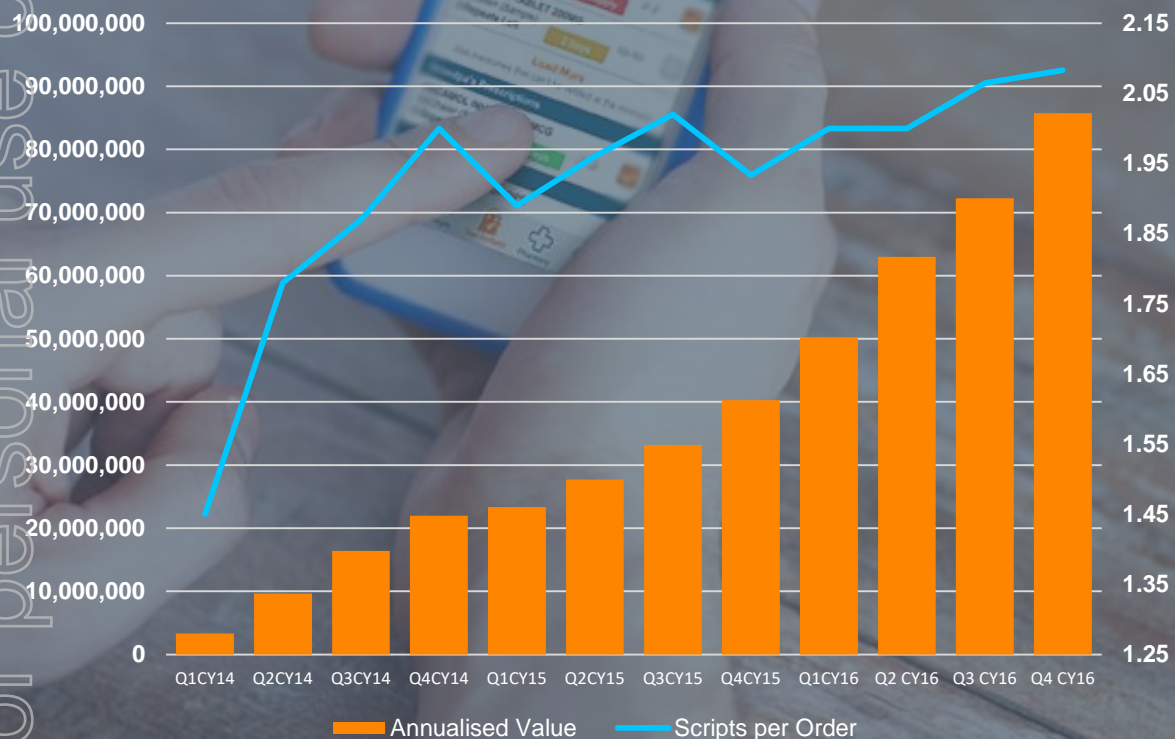
MDR Platform has multiple channels of Engagement



High Patient Engagement

We know that patients find our platform highly engaging and useful

MedAdvisor App Annualised Tap to Refill



20%

Feedback

+40,000 responses to consumer survey (March 17)

<1%

Account Deletions

Less than 1% of patient deletions

>1

Message Open Rate

>1 average open rate per user per PEP message

55%

Tap-To-Refill

~55% of users have used tap to refill

\$9

H1 FY17 Average Annual User Revenue is \$9 per user

\$6 ARPU from Pharmacy Subscriptions & ~\$3 from user based in H1FY17

Emerging Pay for Convenience Services

- GP Link
- Booking Services
- Payment Gateway
- Delivery



What Attracts users?

CONVENIENCE & CONTROL



Automated Meds List means app updates without patients or pharmacists doing anything



Order repeat scripts from your Doctor via GP Link & OzDocs Online



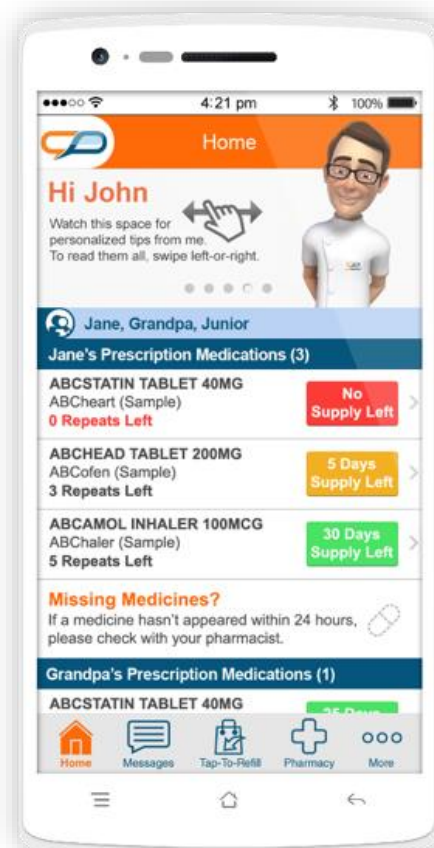
Carer Mode® means you Can care for others on your app



No waiting in pharmacy due to pre-ordering via Click & Collect

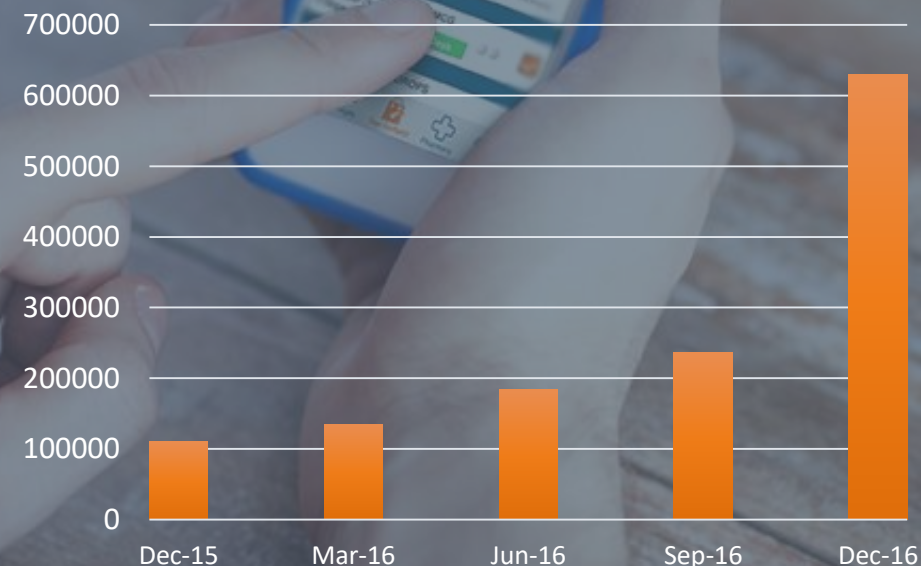


Medication Information, Virtual Coaching & Adherence Programs getting the right information to the right patients at exactly the right time



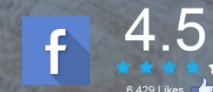
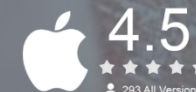
650,000 Patients currently and growing

MedAdvisor Connected Patients



"I find it very convenient. It is a great reminder for when medications are due to be ordered. I recommend this to everyone who is on medication as it is very informative."

MedAdvisor Patient, QLD, 74, male



How MDR is generating revenue

SaaS Revenue

68% of Current Revenue



Pharmacy

Monthly Subscription
fees per pharmacy
2450+ pharmacies

User Based Revenue

32% of Current Revenue



Pharmacy

SMS Fees
Professional Service Fees



Manufacturers

Patient Engagement Programs
Clinical Trials, Insights & Data
9 of Top Pharma Co



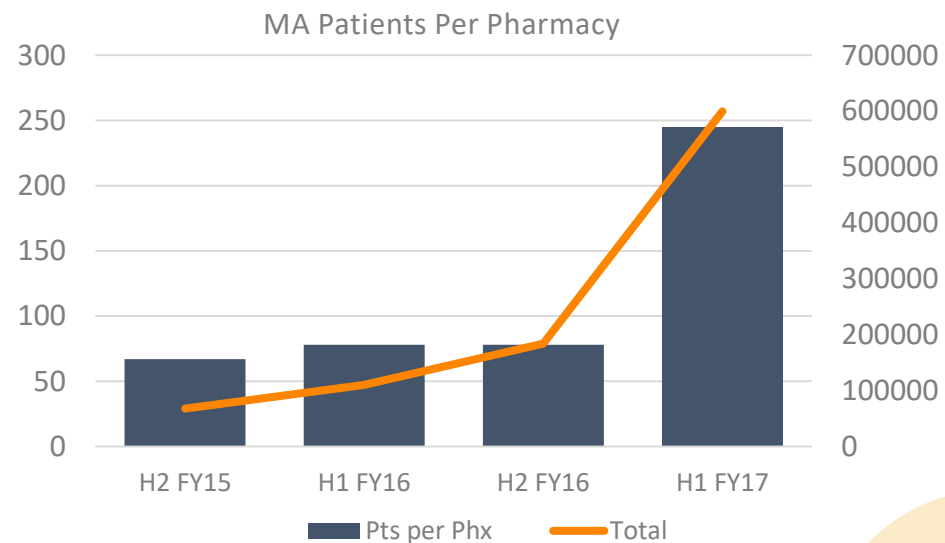
Doctors

Script renewal & Referral
fees
Network of ~4000 GPs



MDR is on a rapid growth trajectory

50% of Australian's are living with a chronic disease – 12m people. This means an average of ~2000 people per pharmacy.



Potential Patients

At existing MDR pharmacy network

Email/
Mobile
650k

5.4m
Customers

Emerging Pay for Convenience Services

- GP Link
- Booking Services
- Payment Gateway
- Home Delivery



\$50_m

Revenue Potential if MDR can attract 6m users

6m patients at ~\$8-9 per average revenue per patient

Patient growth is driven by pharmacy and accelerated through partnerships

- MedAdvisor Pharmacies sign up their patients to their medication management program (SMS or App)
- ~6m Australians with a chronic disease are patients at MedAdvisor network pharmacies
- MedAdvisor improving ease of patient adoption at pharmacy
- Strong endorsement by a number of disease state groups helps drive credibility and awareness



6.5

Million Australians affected by the following conditions, and MedAdvisor has strong partnerships and relationships with the leading support organisations.

Affecting over
440,000



Affecting over
250,000



Impacting
~70,000



Over 300,000
patients



Asthma impacts
~2.5 million



1.2 million with
Osteoporosis



1.7 million living
with diabetes



Revenue from Manufacturers - Patient Engagement Programs

For the first time, Industry can, via MedAdvisor, connect directly with patients who are using their products.

Pharmaceutical companies have previously had to rely on the Pharmacist or Doctor to speak patients using their medication. That is changing with MedAdvisor...

164% growth in Patient Engagement Programs in 1H17

18+ medications running PEPs on the Platform

Platform is used by **9** of Australia's largest pharmaceutical companies

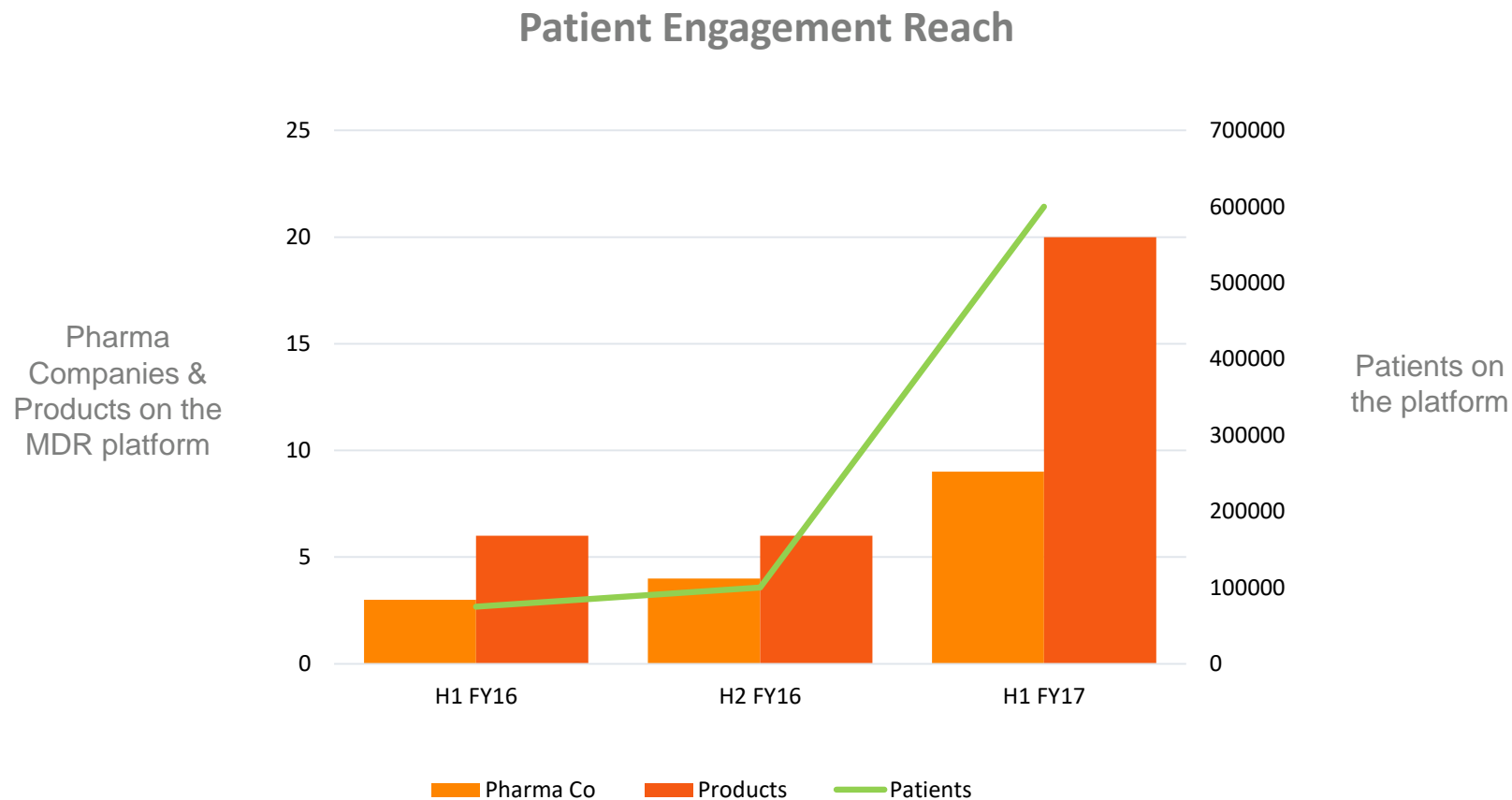
MedAdvisor has PEPs for **6 of the top 20** products by sales in Australia



- ✓ Highly Engaged Users
- ✓ Targeted Profiles
- ✓ Messages to right people in right time
- ✓ Messages are read on average >1x per patient per message

- More pharma companies launching programs as patient numbers increase
- Renewals of contracts already occurring
- More products being added per pharma company
- 164% growth H1FY17
- Clinical trial recruitment opportunities

Growth in Patient Engagement Programs



Revenue from Pharmacies – SaaS & Variable

Pharmacy revenue will not grow at same rate as users, but will diversify



Other Transaction fees

- ✓ New revenue streams from transaction fees e.g. credit card, delivery services, booking fees



SMS Fees

- ✓ Discounts for volume
- ✓ ~300,000 connected patients on SMS reminders



SAAS Fees \$100pcm

- ✓ Free Patient Communications System
- ✓ Doctor Communications module
- ✓ Free Medication Management app for patients
- ✓ Professional Services Marketplace
- ✓ White label additional fees



Revenue from GP Services will grow as more users access services & more GPs join

650,000 users currently

Revenue Streams



Nursing Home Management - \$0

- ✓ Potential new revenue streams from streamlining script management for nursing homes



eConsults - \$7



Booking Fees (Currently) - \$0

- ✓ Future opportunity
- ✓ 100,000 bookings p.a.



Script Renewal and Specialist Referral Fees \$3-5 per script

- ✓ Services delivered via OzDocsOnline and GP Link
- ✓ On Demand GP (locum) also available via GP Link



23,000+ GPs not yet connected to MedAdvisor

Existing Network GPs

GP's in turn drive patient growth

Generating Transaction Revenue from Consumers

Existing

GP Script renewal



New from OzDocsOnline Acquisition

Script renewal



Specialist Referral fees



eConsultations



Future

Growth of transactional fees
through increased services

Booking Fees



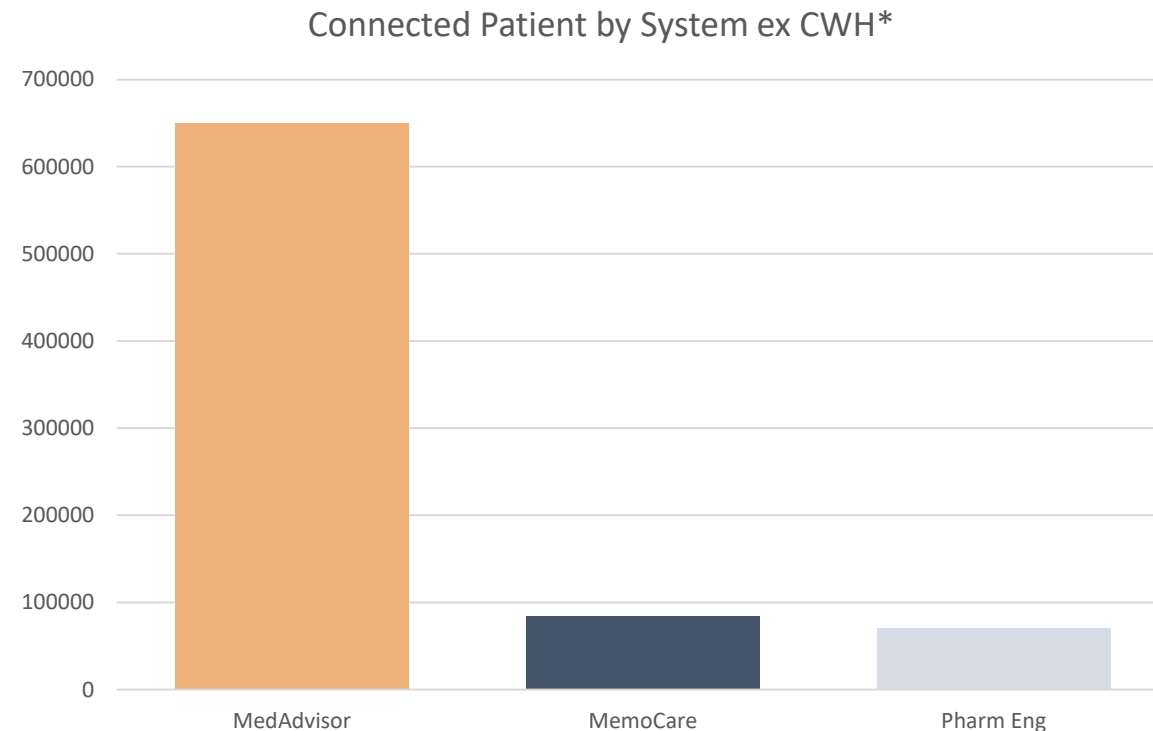
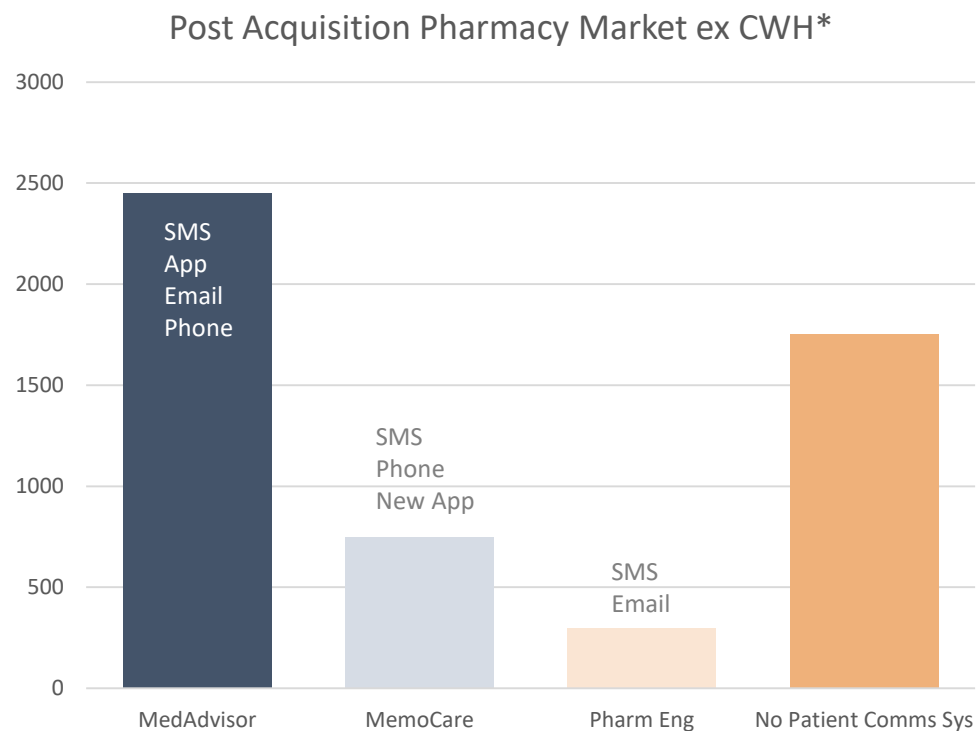
Delivery



Click & Collect



Domestic Competition post Healthnotes Acquisition

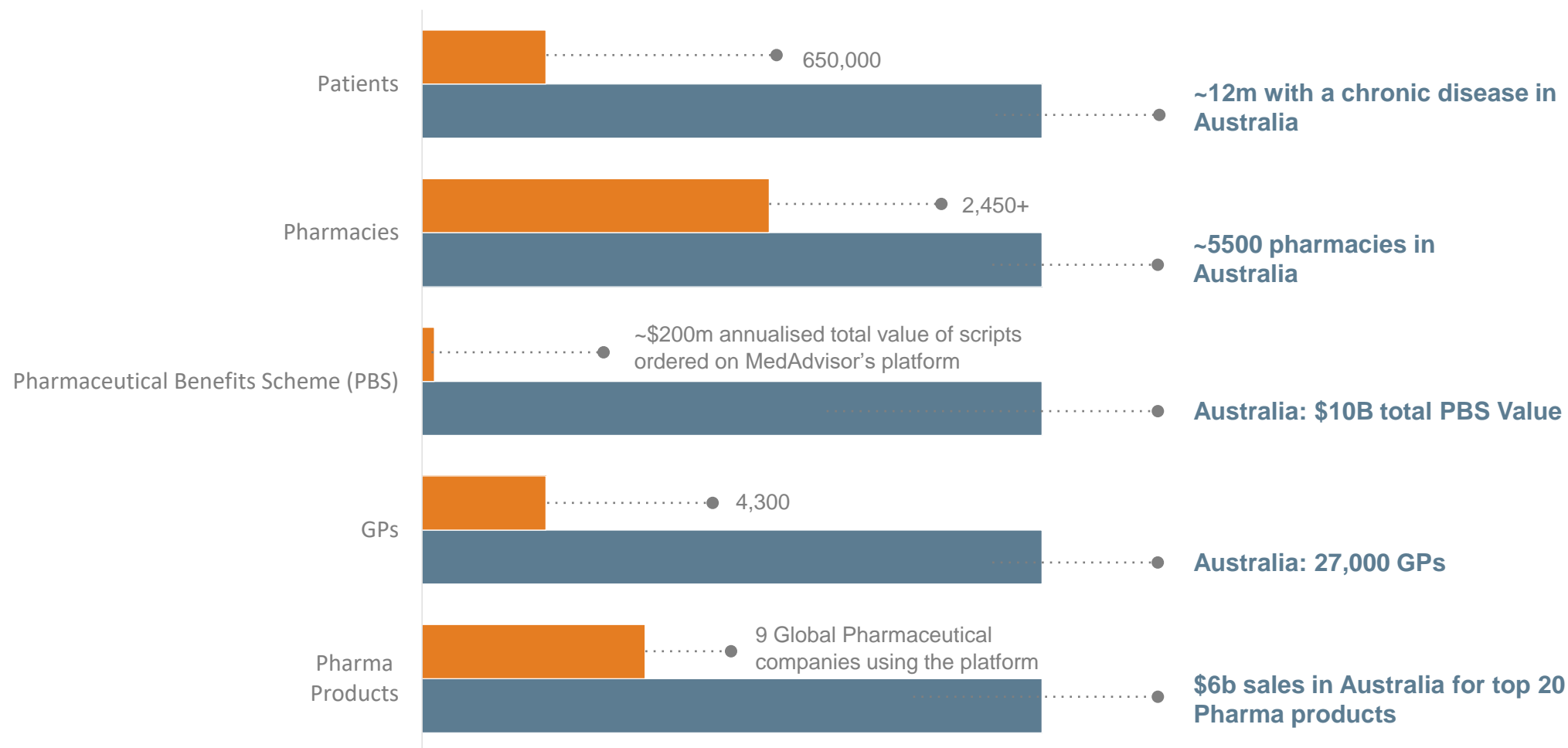


Internationally there are no competitors with as sophisticated and connected platforms that are agnostic (i.e. not 1 product or pharmacy chain), suggesting global opportunity

* Chemist Warehouse has ~6% of stores and ~20% of Pharmacy sales. They focus on proprietary systems & have a significant number of SMS patients. Launched an app in May 2016.

MARKET OPPORTUNITY

Market Penetration and Domestic Opportunity



Global Potential

Australia is <2% of the world medicines market

- MedAdvisor is the most connected and sophisticated agnostic medication management program in the world
- Global opportunity to follow key customers (e.g. large pharma) and adapt revenue models to suit unique market dynamics
 - In time, opportunities in both developed and developing nations

Americas 15-20x+ size of Australia

USA

65,000 pharmacies:

- MedAdvisor an attractive independent solution to in house pharmacy apps

UK 3x as big as Australia, plus concentrated ownership

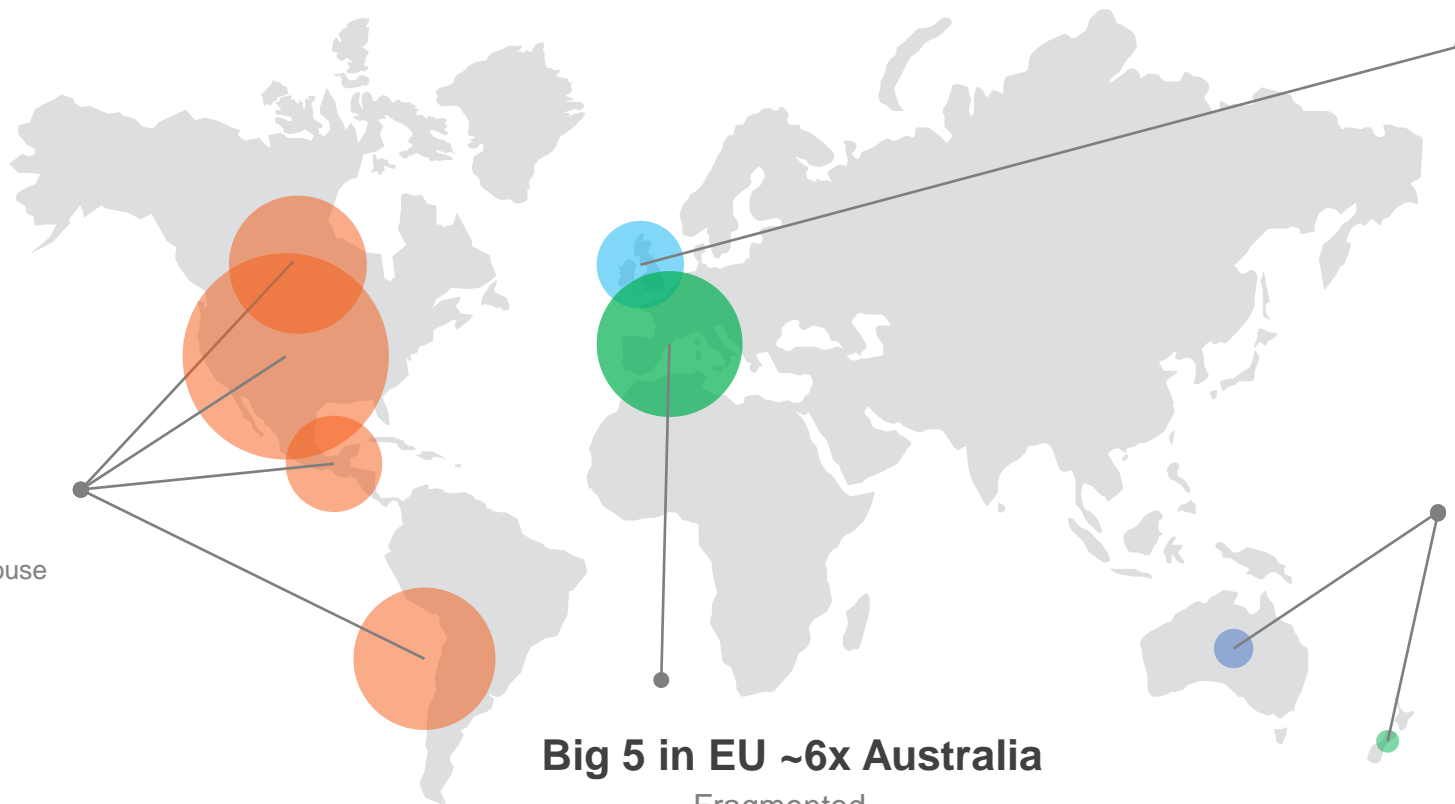
3 Big pharmacy groups
owning store networks of
800+
No comparable solution in
market

Australia & NZ

Highly Fragmented
pharmacy ownership. 10
dispense vendors to
integrate.

Big 5 in EU ~6x Australia

Fragmented
No dominant comparable player



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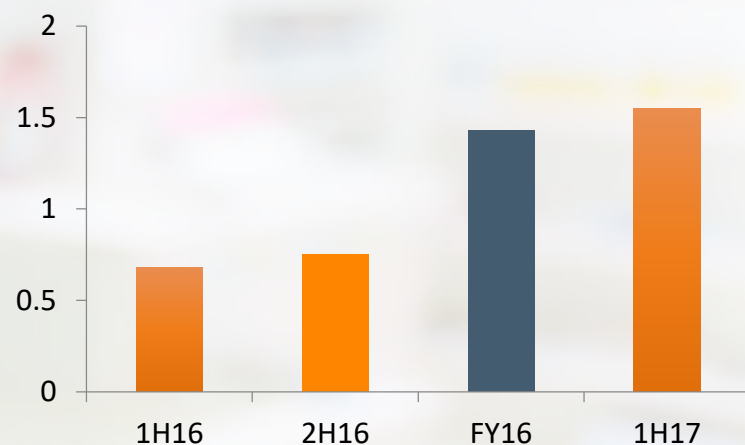
FINANCIALS

HY17 FINANCIALS



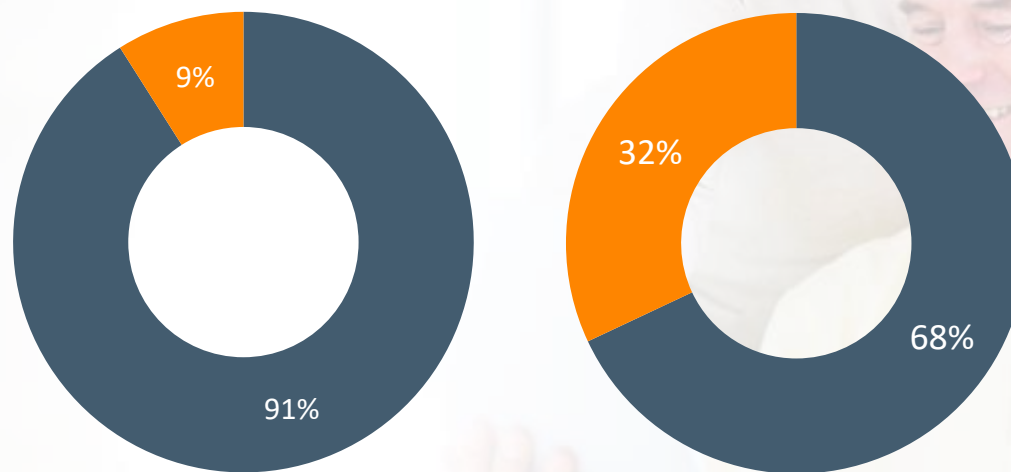
Strong H1 FY17 with Record Revenue

Operating Revenue Growth



128% higher than 1H16 and already higher than FY16

Revenue breakdown 1H17 v 1H16



User based revenue up 668% and forming a larger part of the revenue mix, up from 9% to 32% of total revenue

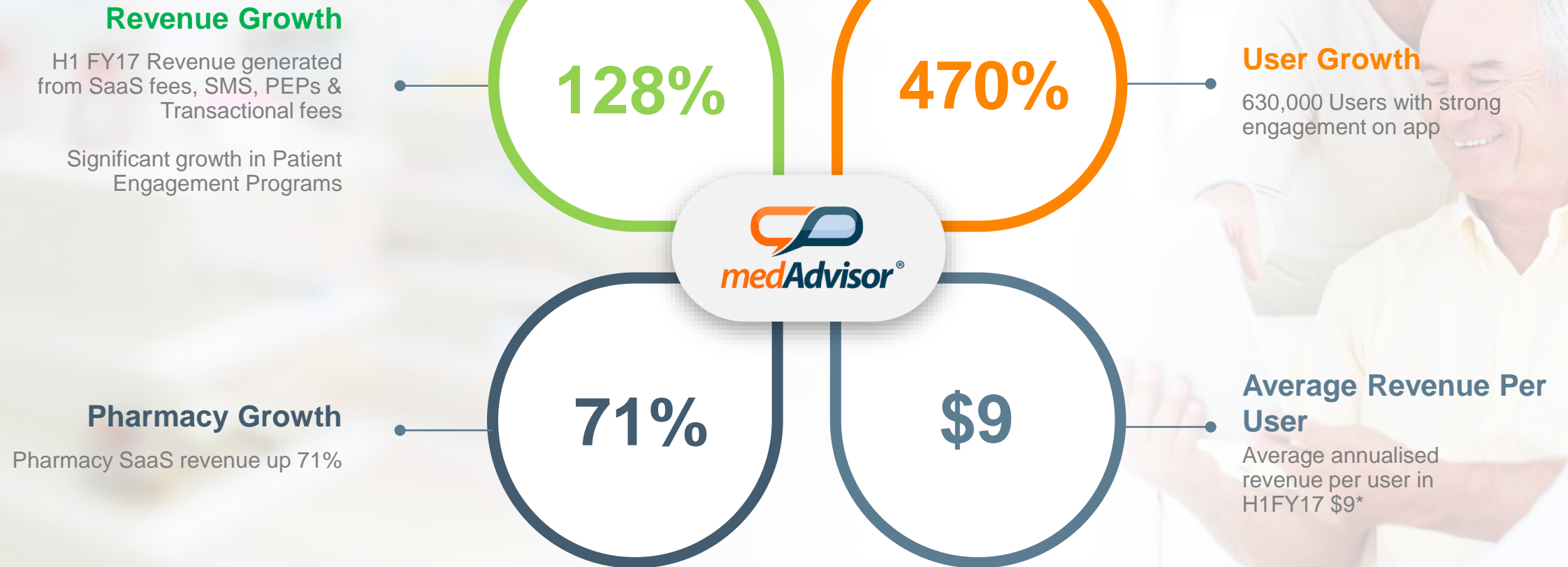
Subscription Revenue Up 71%

User Growth

470%

To 630,000 Users with strong engagement on app

Performance Across all Key Metrics



*ARPU calculated by total revenue (including SaaS fees) and the weighted average number of users in 1H17. Note – SaaS revenue per user will not continue to grow at the same rate as users.

GROWTH STRATEGY AND OUTLOOK

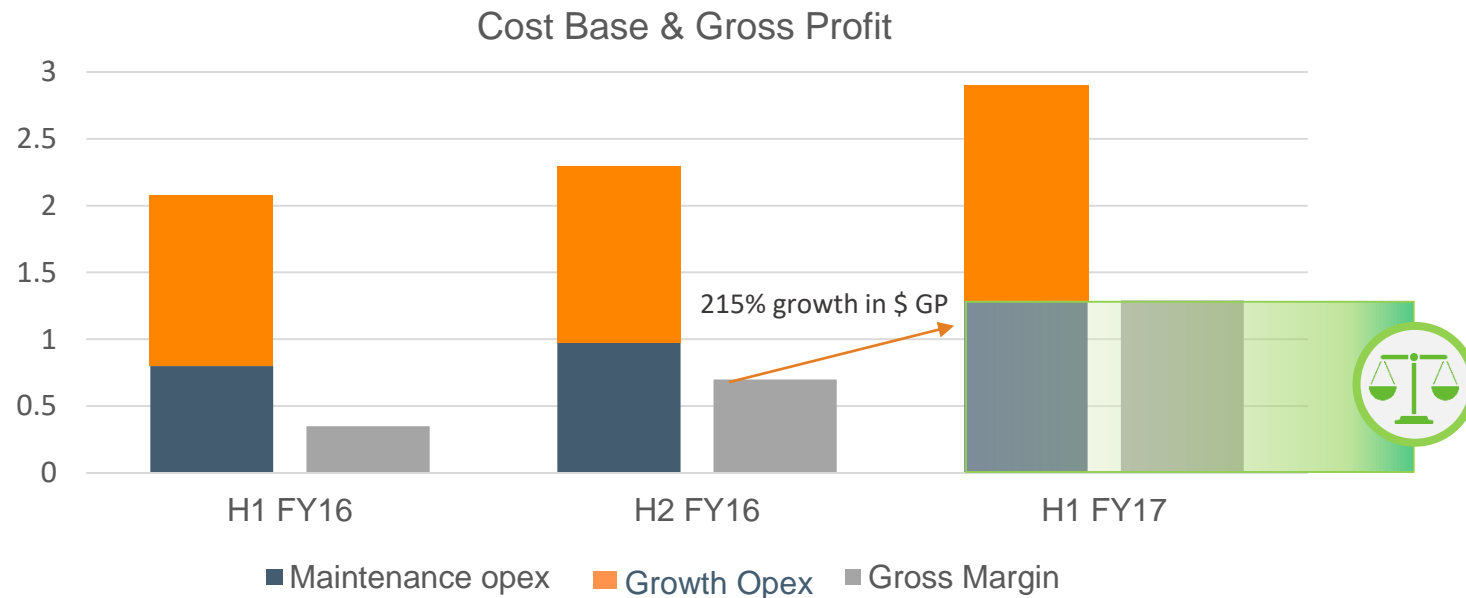
Growth Strategy – Milestones Achieved

Strategy	Highlights	Penetration of Australian market	Total	H1 FY17 pcp %
1. Increase Connected Patients	<ul style="list-style-type: none"> Acquisition of Healthnotes increased user base to now exceed 650,000 Improved in pharmacy sign up process driving user sign ups Disease groups referrals are growing 	5%	650,000+	Up 470%
2. Increase Pharmacy Adoption	<ul style="list-style-type: none"> Growth to 45% share from Healthnotes acquisition and organic growth 	45%	2450+	Up 100% & organic growth
3. Connect patients and GPs via increase GP network	<ul style="list-style-type: none"> Launch of GP Link allowing patients to link with their own GPs Acquisition of HN connects more GPs Acquisition of OzDocsOnline added more services, patients & GPs 	8%	~4300	N/A*
4. Increase engagement with Manufacturers & grow revenue	<ul style="list-style-type: none"> New relationships with Pfizer, BMS, Mundi, BI bringing 9 pharma clients 18 PEP's now running 	10%	9 Pharma 18 PEPs	Up 100%

Breakeven expected in H2 CY18

Fully funded given starting cash of ~\$6m

- Infrastructure in place and a stable operating cost base with maintenance opex covered by gross margin
- Growth Opex is invested in further product development and marketing
- All R&D expenses are expensed not capitalised

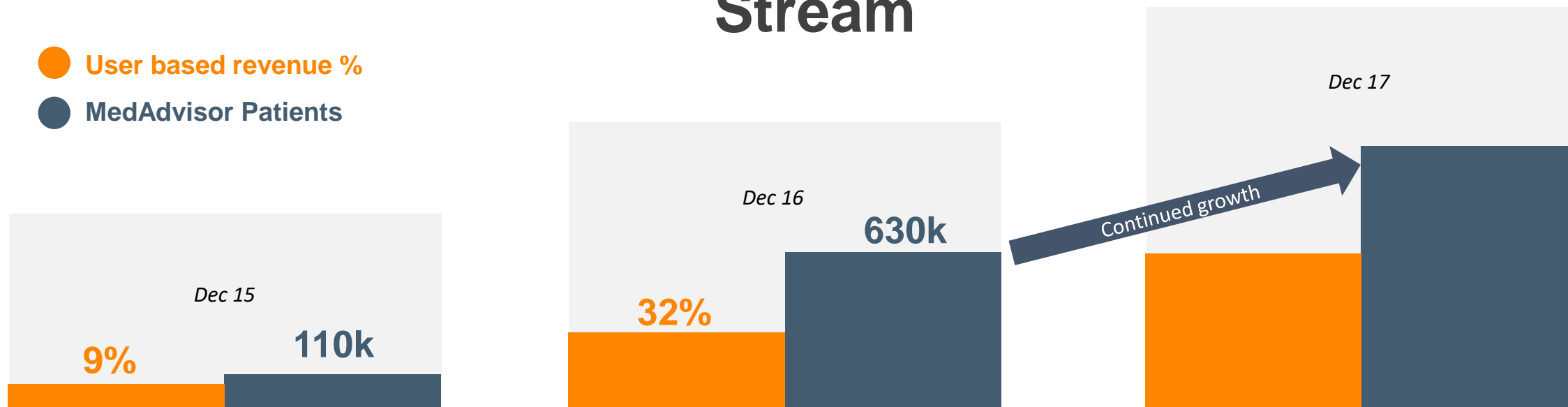


High operating leverage will create significant EBITDA margins at scale

Focus on Enhancing User Based Revenue Stream

● User based revenue %

● MedAdvisor Patients



Growing Patients Numbers Supports Revenue Growth

More patient referrers
Increase in Pharmacy Activation
Above-the-line marketing campaigns



Convenience – attracts users

- Better links to GPs to order scripts, book appointments online and obtain results
 - Improved user experience
- Home delivery & transaction fees



Targeted Profiles – Engaged Users

- Grow Patient Engagement Programs (existing)
- Clinical trials recruitment (new revenue stream)
- Enhancing listing and promotions (new revenue stream)



Increasing Adherence

Drive pharmacy revenue through helping patients improve health

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CORPORATE OVERVIEW

Corporate Overview

Positioned in the rapidly growing health-tech sector, MedAdvisor have already achieved commercial validation and strong market positioning with global prospects.

MedAdvisor Ltd (ASX:MDR)	
Shares on Issue	945m
Restricted/Unrestricted	44%/56%
30 Day VWAP Share Price (17 Mar)	\$0.0343
Fully Diluted Market Cap*	~\$41m
Performance Shares*	327m
ESOP Provision	up to 5%
Cash Balance (as at 31 Dec 16)	\$5.9m

**The terms of the Performance Shares, Rights and Options are all summarised in the Prospectus & subsequent ASX disclosures*

1. Performance Shares for Founders & Lead Manager 195m

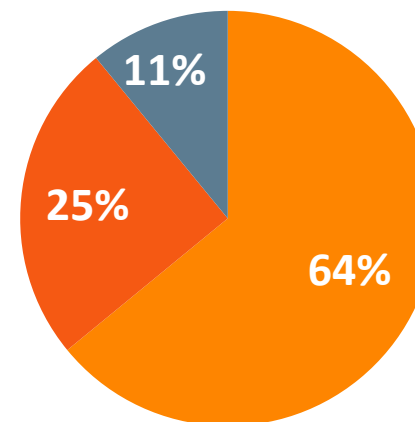
1. 2500 Pharmacies
2. \$5m Revenue

2. CEO Performance Rights 42.5m (7m Vested)

1. 5m, 5m, 2.5m will convert on \$5m, \$6.5m & \$8m revenue
2. 5m, 5m, 2.5m will convert on 500k, 750k and 1m patients
3. 5m, 5m, 2.5m will convert on 2,500, 3,750, 5,000 GPs
4. 1m, 1m, 1m, 1m, 1m convert on tenure of 6, 18, 36 months, 48 months, 60 months. – 2m vested

3. MMG (55m)

1. 5m for raising funding plus successful pilot of 40 GPs
2. \$1m, \$2m, \$4m & \$7m revenue targets from HMRs will justify 10m, 10m, 12.5m, 17.5m shares



Capital Structure

- Founders & Management
- Institutional Investors
- Retail Investors

Strong Executive Team, Board & Advisors

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.

Simon Chamberlain, GM Strategy & Product

15 years leading innovation and driving product strategies and commercial growth for both start-ups and large corporations in Australia, USA & the UK. Most recently GM Customer & Distribution at Medibank

Carlo Campiciano, CFO

Highly qualified accountant with over 27 years' experience in consulting to businesses. Significant time working in industry as a CFO.

Ashley Falting, Product Manager GP & Pharmacy

Over 16 years of leadership of innovative, well regarded and mass-adopted products in the Australian healthcare industry such as Healthnotes, eClinic & SamplesPlus, servicing pharmacies, pharmaceutical suppliers, GP's & diagnostic laboratories.

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.

Saurabh Mishra, International Business Development

Saurabh has co-founded and led five successful Information Technology based ventures in the health and wellness industry in the past 16 years, of which three were bought by some of the largest healthcare businesses in Australia.

Non-Executive

Peter Bennetto, Non-Executive 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 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.

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 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 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.