

## ASX ANNOUNCEMENT

### MedAdvisor enters strategic partnership with Apotex

- Partnership to provide MedAdvisor with access to extensive pharmacy sales force
  - MedAdvisor enters new services agreement with GuildLink

**Melbourne, Australia, 7 September 2015:** Exalt Resources Limited (ASX:ERD) today announces that MedAdvisor International Pty Ltd, has entered a strategic partnership with pharmaceutical manufacturer, Apotex Australia.

As previously announced, MedAdvisor will become a wholly owned subsidiary of Exalt Resources, subject to each Company's shareholders' approval at their respective General Meetings on 25 September 2015.

Apotex, a Canadian-owned pharmaceutical company, is focused on R&D, manufacturing and distribution of high-quality, low cost generic pharmaceuticals. As part of the marketing and distribution agreement, MedAdvisor will have access to Apotex's extensive pharmacy sales channels in Australia.

Mr Roger Millichamp, Apotex's Managing Director APAC, said: "The MedAdvisor-Apotex partnership leverages the capabilities and strengths of each organisation to deliver a relevant and important program to community pharmacy."

Mr Peter Bennetto, Chairman of Exalt Resources, said: "On behalf of the Exalt Resources board, I am very pleased to announce MedAdvisor's partnership with Apotex Australia. We believe it aligns well with MedAdvisor's existing partnerships and forms a key part of the Company's sales strategy."

Mr Robert Read, CEO of MedAdvisor said: "Our partnership with Apotex will allow us to further enrich the experience of our 88,000-plus active users. It is a compelling proposition for consumers, many of whom are now choosing to use generic pharmaceuticals and who will benefit from the educational materials that will be available on our platform as part of the agreement.

"The partnership will provide MedAdvisor with access to the excellent relationships established by Apotex's sales network, allowing us to broaden our base of subscriber pharmacies."

MedAdvisor also announces it has entered a new services agreement with Guildlink. As part of the agreement, Guildlink will continue to host the MedAdvisor Platform in its GuildCare Console to its community pharmacies, as well as providing MedAdvisor with continued support and maintenance services.

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MedAdvisor has developed a world-class software platform that assists with correct medication use via a 'virtual pharmacist', dramatically improving health outcomes for individuals through improved medication adherence. The software uses a cloud computing approach, in conjunction with optimised user experience on mobile and web devices.

MedAdvisor's platform and free apps have achieved early success with pharmacies and consumers. The app is free for consumers and is actively being used by more than 88,000 Australians; almost a quarter of Australian pharmacies are paid subscribers, and it has been the most downloaded medication-related app in Australian Apple and Android stores since 2013.

- ENDS -

#### **About MedAdvisor**

MedAdvisor International is an Australian software systems developer focused on addressing gaps in personal medication adherence. MedAdvisor's free app connects to pharmacy dispensing systems to automatically retrieve medication records and drive an intelligent training, information and reminder system to ensure correct and reliable medication use. It was the most downloaded pharmacy or medication-related app in Apple and Android stores in Australia in 2014 and 2015, and is being used by more than 88,000+ Australians. Nearly a quarter of all Australian pharmacies subscribe to the MedAdvisor software platform.

MedAdvisor has established sales and marketing partnerships with Bupa and the Pharmacy Guild of Australia's Guildlink, and has training and service contracts with top tier global pharmaceutical companies, including GSK, AstraZeneca, Allergan and UCB.

#### **About Apotex**

Apotex is Australia's largest generic pharmaceutical company has a strong reputation for the development and delivery of differentiated professional service programs in community pharmacy.

Apotex is the largest Canadian owned pharmaceutical company with over 10,000 employees globally and with estimated sales of approximately \$2 billion. With its worldwide manufacturing sites, Apotex can produce up to 24 billion dosages per year. It produces 300 medicines in 4,000 dosages and formats that are exported to 115 countries. It has 500 products under development and will spend \$2 billion over the next 10 years on research and development.

#### **For more information**

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