

# ASX Announcement



Medibio Limited – 23 September 2021

## **One of America's Most Trusted Psychologists, Dr. Elizabeth Lombardo, Joins Medibio's Growth & Advocacy Advisory Board for the Launch of Mental Wellness App LUCA**

*Medibio Will Launch LUCA on October 1 with Tools to Help Measure, Monitor, and Manage Stress*

**Melbourne, Australia and Minneapolis, MN – 23 September 2021: Medibio Limited (Medibio or the Company) (ASX: MEB) (OTCPINK: MDBIF), is pleased to welcome Dr. Elizabeth Lombardo who joins the Medibio's Growth & Advocacy Advisory Board for the Launch of Mental Wellness App LUCA.**

Stress has an origin story, and a new app called [LUCA](#) from mental health technology company Medibio will help users to assess biometrics and identify the origins of their stress through their own personal devices. To help advance awareness of Medibio's mission and LUCA's unique biometrics technology and science-backed learning modules, Dr. Elizabeth Lombardo has joined the company's Growth & Advocacy Advisory Board. Other members of the board include Peter Carlisle, Managing Director, Olympics & Action Sports at sports and entertainment agency Octagon; former U.S. Representative Patrick J. Kennedy, the nation's leading political voice on mental illness, addiction, and other brain diseases; and world champion athlete and mental health advocate, Michael Phelps.

Dr E is one of America's most trusted celebrity psychologist with over 100 national media interviews including The Today Show, Good Morning America, Dr. Oz, Fox Business News, The Wall Street Journal, Forbes, and countless others. A licensed and practicing psychologist with a Ph.D. in psychology and a Master's degree in physical therapy, Dr. Lombardo brings more than 20 years of experience helping people identify and effectively manage the challenges of life, including stress. Her new book, [Get Out of the Red Zone](#) addresses the interplay between passion and stress and will be available on September 30, shortly before LUCA launches on October 1.

"Medibio is continuing its pioneering work in mental health by applying its 20 years of research to biometric data now readily available through smartwatches and other personal devices to help measure and monitor stress through LUCA. I share the team's vision for LUCA to serve as a critical first step in the mental health journey and I look forward to lending my experience and expertise in the field to support this important effort," said Dr. Lombardo.

"I am delighted to have Dr. Elizabeth Lombardo join Medibio's Growth and Advocacy Advisory Board. Dr Lombardo's expertise in the field of mental health is exemplary, which has allowed her to shape the dialog around mental health issues in America," said Medibio Co-Founder and Managing Director Claude Solitario." I am looking forward to the collaboration as there is evident synergy between her upcoming book and LUCA."

### **How LUCA Works**

LUCA identifies how personality and emotional intelligence impacts one's ability to cope with life's stressors and provides users with tools to help manage stress before it escalates to more harmful mental health conditions. It provides wearable device users (Apple and Garmin) with daily biometric feedback to

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track and monitor levels of physiological stress in the body along with an overall stress score and a timeline of three stress measurements based on Medibio's proprietary algorithms measuring sleep, cardiac, and physical activity. LUCA combines these biometrics with a scientifically validated **Perceived Stress Assessment** and Medibio's proprietary **Odyssey** behavioral modules (developed by Medibio's own neuroscience team) to help measure, monitor, and manage stress effectively.

#### **LUCA Availability**

Find LUCA in the App Store for iPhone (Health & Fitness Category) or in the Google Play Store for Android (Health & Fitness category) starting October 1, 2021. LUCA will require Apple Watch 3 or later or a Garmin smartwatch with heart rate tracking, plus a subscription of \$7.99 per month (\$45.99 annual) – includes a 14-day free trial. A limited time offer at launch will offer users an annual subscription for just \$22.99 (details at [myluca.app](https://myluca.app)).

– ENDS –

This announcement is authorised for release to the market by the Board of Directors of Medibio Limited.

#### **About Medibio Limited**

Medibio (ASX: MEB) (OTCPINK: MDBIF) is a health technology company pioneering the use of objective measures to aid in the early detection and screening of mental health conditions. Through their Corporate Health product, the Company offers mental well-being solutions for businesses and are also developing products to serve the healthcare provider market. The company was founded in Australia, with offices located in Melbourne (Vic) and U.S. offices in Minneapolis, MN. Medibio is listed on the Australian Securities Exchange Ltd and trades on the OTC Pink Open Market. Investors can find additional information on [www.otcmarkets.com](https://www.otcmarkets.com) and [www.asx.com.au](https://www.asx.com.au).

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