

ASX RELEASE (ASX: MDR)

ASX Small and Mid-Cap Conference

Melbourne, Australia, 27 March 2024 – World-class medication management platform, MedAdvisor Limited (MedAdvisor Solutions or the Company) is pleased to provide a copy of the presentation deck that our Global CFO & Company Secretary, Ancila Desai will be presenting at 10am today at the ASX small and mid-cap conference in Sydney.

To join the conference in person, or virtually, register via this link: <https://asx.arinex.one/#>

– ENDS –

This document has been authorised for release by the Company Secretary of MedAdvisor Limited.

For more information please contact:

Company

Ancila Desai

Chief Financial Officer and Company Secretary

corporate@medadvisorsolutions.com

+61 3 9095 3036

Investor Relations

George Kopsiaftis

IR Department

george.kopsiaftis@irdepartment.com.au

+61 409 392 687

About MedAdvisor Solutions

MedAdvisor Solutions (ASX: MDR) is a global leader of pharmacy-driven patient engagement solutions that provide individualised patient experiences to simplify the patient medication journey. Our solutions utilise an empathetic, data-driven approach to engagement and an innovative, patient-centric digital experience that empower the pharmacy of the future and inspire lasting behaviour change. MedAdvisor Solutions works with over 37,000 pharmacies across the US, Australia & New Zealand to deliver our solutions to help patients take their medication safely and effectively. In Australia, MedAdvisor Solutions has connected over 3.7 million patients through more than 95% of Australian pharmacies. MedAdvisor Solutions is on track to become one of the largest players to aid in the global transformation of the pharmacy of the future through digital patient engagement solutions. In 2018 and 2020, MedAdvisor Solutions was recognized in the AFR Fast 100 and in both 2022 and 2023, received the Retail Excellence Award (REX) for Technology & Automation from Drug Store News. Visit: medadvisorsolutions.com/investors.



MedAdvisor Solutions Overview | ASX:MDR

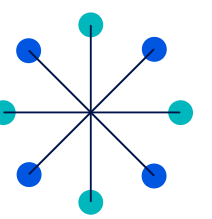
ASX Small and Mid-Cap Conference

Ancila Desai – CFO and Company Secretary

27th March 2024



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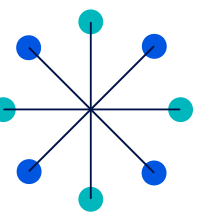
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Non-Executive Chair



Rick Ratliff
CEO & Managing Director



Jim Xenos
Non-Executive Director



Sandra Hook
Non-Executive Director



Anthony Tassone
Non-Executive Director



Brett Magun
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Lucas Merrow
Non-Executive Director

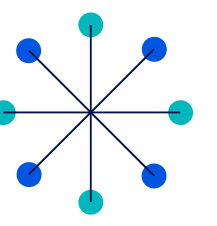


Kevin Hutchinson
Non-Executive Director



Kate Hill
Non-Executive Director

Executive Management Team



Rick Ratliff

CEO & Managing
Director



Ancila Desai

CFO, Chief Administrative
Officer and Company
Secretary



**Vinod
Subramanian**

Chief Operating Officer



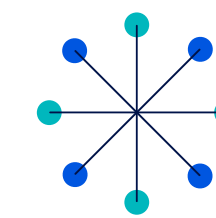
Brian Peterson

President — US



Wayne Marinoff

President - ANZ



MedAdvisor Solutions is a global leader of pharmacy-driven patient engagement solutions that provide individualised patient experiences to help remove barriers of care.

Record 1H FY24 revenues of **\$75.5M** (18% YoY) at a gross margin of **57.6%**

Pharma customers include **16 of top 20** (incl. Pfizer, GSK, J&J, Eli Lilly)

Global footprint of **>37K** pharmacies including **9 of top 10 chains** in the US and the **top 5** pharmacy groups in ANZ

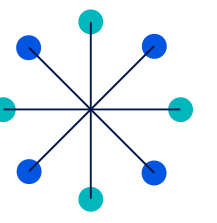
Ability to engage over **200m** people in ANZ and the US

The full impact of the FY23 GuildLink acquisition, with **95%** of Australian pharmacies running our software

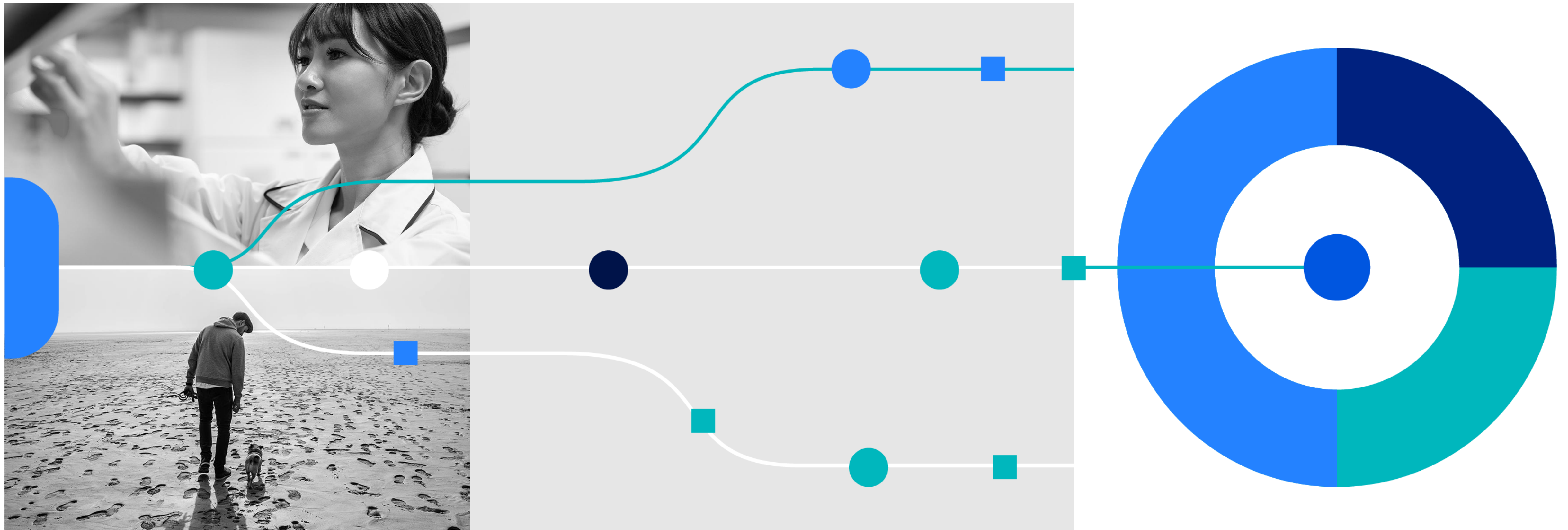
Selected as **preferred software provider** for N. Queensland Community Pharmacy **Scope of Practice Pilot**, establishing growth opportunity from FY25 and FY26

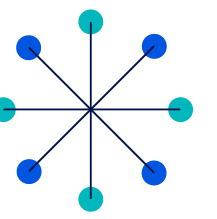
Completed planning for **5-year growth strategy** and investment, laying the foundation for sustained profitable growth and ability to power AI solutions

Clear momentum toward **sustained profitable growth.**



Medication Management Opportunity

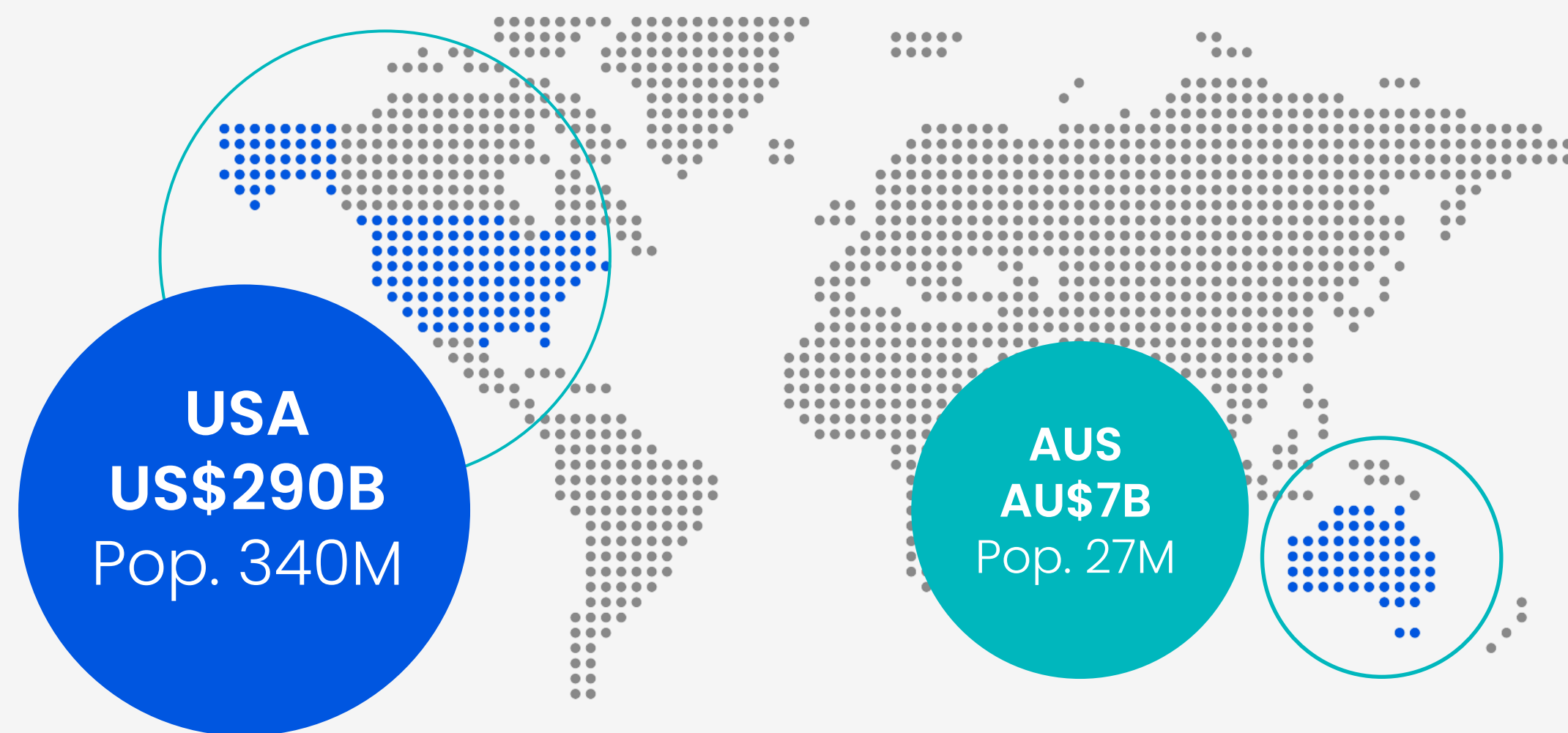









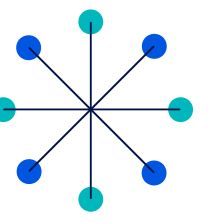
Current global landscape is **primed** for transformation.

Annual global medication non-optimisation cost, per WHO:
US\$630B

Cost of medication non-adherence to governments:



-  ~50% of adults have a chronic condition
-  ~20% of patients do not pick up their prescriptions
-  ~40% of patients do not complete their prescribed medicines
-  ~2B people globally don't have access to essential medicines
-  **100M doses** of adult immunisations potentially missed during pandemic



Community pharmacies are uniquely positioned to help **drive this transformation.**



As healthcare prioritises personalised care, the pharmacy is becoming a destination for expanded patient services.



Patients visit pharmacists up to **10x more** than prescribers



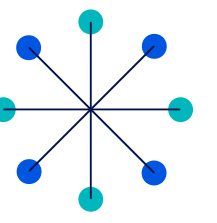
Globally, pharmacists ranked **top 5** most trusted professionals



Pharmacies in US + ANZ have become patients' **#1 vaccination destinations**

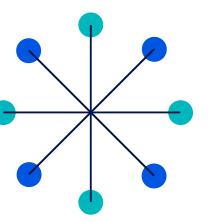


~80% of patients see pharmacists as an integral part of their care team



Company Overview





Our Mission

We empower the pharmacy of the future to help people manage their healthcare, one prescription at a time.

Our Impact

Our data-driven solutions today deliver value to:



The Patient

Simplifying
the patient journey

>200M patients
>90M digital patients



The Pharmacy

Empowering
the pharmacy of the future

>37,000 locations
9 of top 10 chains in US
5 of top 5 groups in ANZ

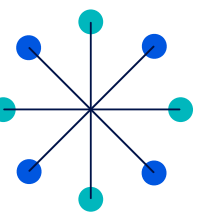


Pharma

Improving
access to medications

16 of top 20
programs for >40%
of their brands

We have built a global platform over time



MedAdvisor Solutions is the leading pharmacy-driven patient engagement platform



Founded – A pioneer in direct-to-patient communications

1993



Founded – A pioneer in digital medication adherence & health literacy

2012



Acquisition – Adheris acquires Catalina Health and becomes Adheris Health

2014



Acquisition – MDR acquires platform to expand PlusOne

2016



Launched – Adheris Health's omni-channel digital solution

2021



Unification of Adheris Health & MedAdvisor under one B2B entity/brand

2023



2003–2007



Adheris granted series of business-relevant patents

2013



Launched – Mobile App

2015



Launched – MDR's SaaS pharmacy workflow platform

2020



MDR acquires Adheris Health for US expansion

2022



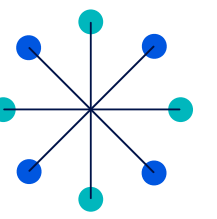
MDR expands into New Zealand



Acquisition – MDR acquires competing pharmacy platform

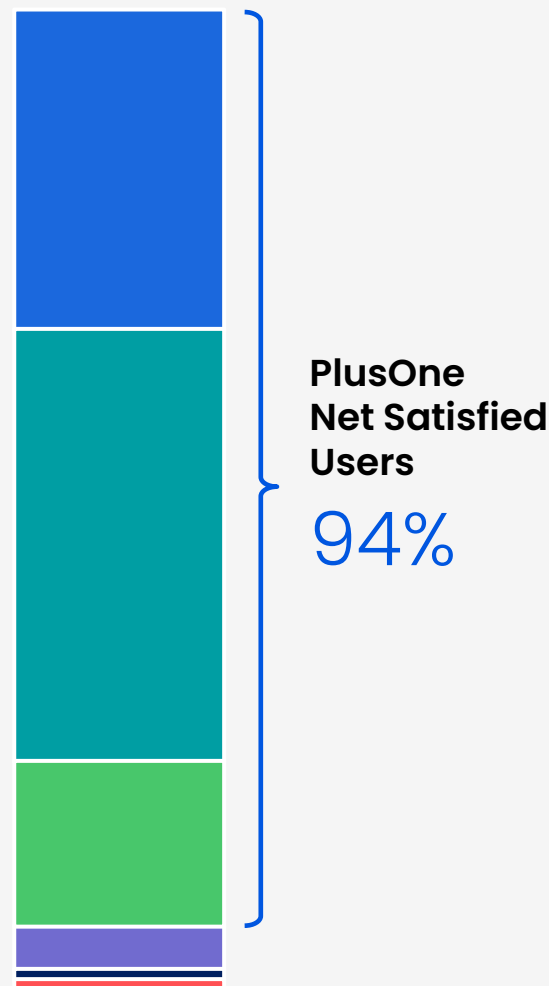


MedAdvisor (MDR) is ASX-listed



In ANZ

Revenue generated primarily by SaaS **subscription and transaction fees** paid by the pharmacy.



PlusOne

Our **all-in-one patient management system** for pharmacy powers pharmacists' health services, programs, vaccinations, and payments. PlusOne enables pharmacists to operate to their **full scope of practice**, while delivering:

- **Streamlined** pharmacy workflows
- **Personalised** patient engagement
- **Targeted** medication adherence

Trusted by the leading pharmacy groups in ANZ, including:



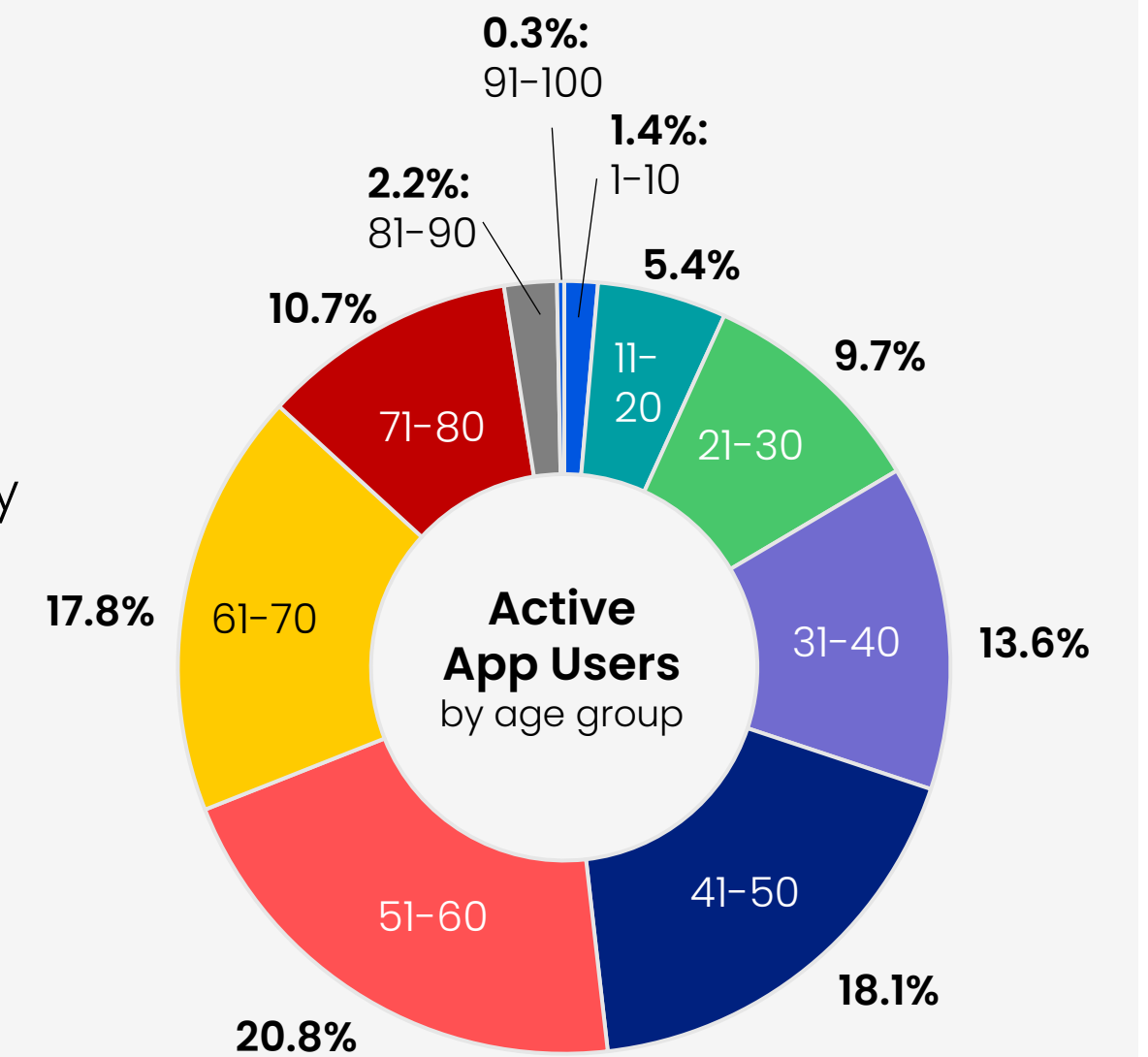
Room to Grow

- More transaction fees
- More pharmacy solutions
- More health programs
- More clinical services

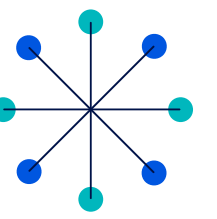
Our white-label app

Leading **personalised medication management app** for patients, typically branded by the pharmacy.

- **>3M** patients (>10% of total population)
- **Up to 20%** improvement in adherence for patients using our app
- **>\$48 ROI** per patient app user to the pharmacy



Overview of our US businesses



US Pharmacy Network

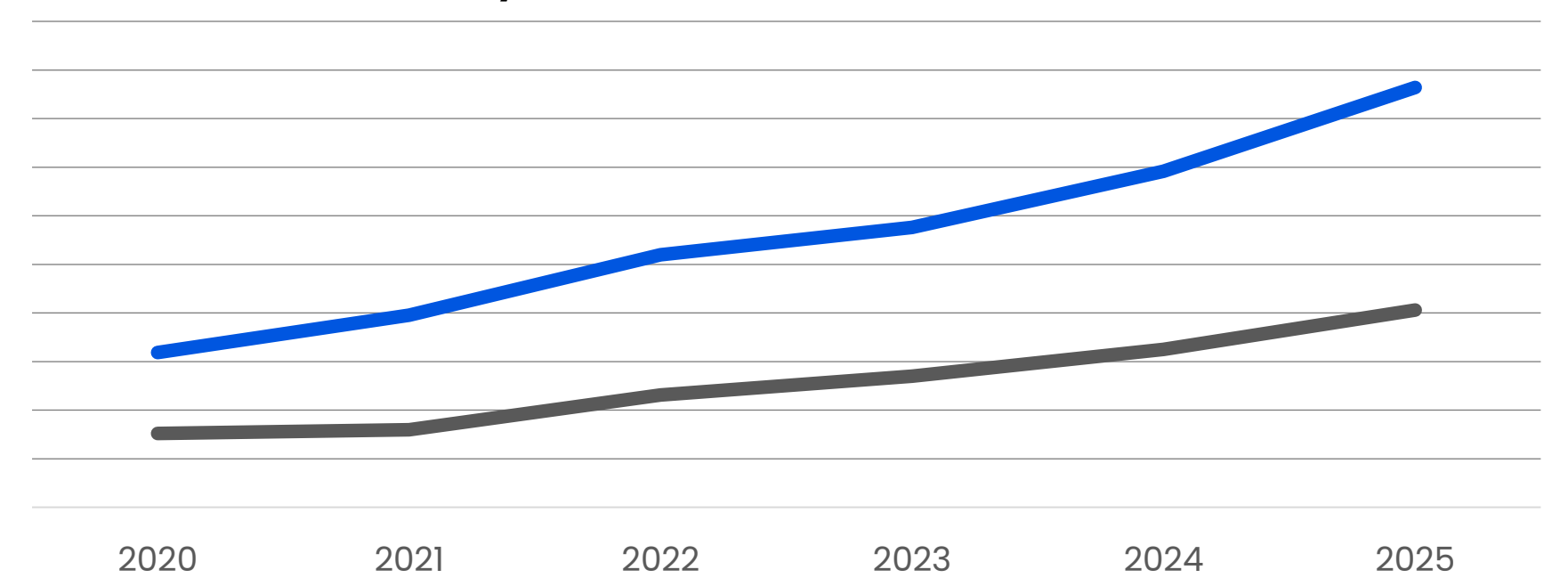
65%
of the population

In US

Revenue generated entirely by **transaction fees** paid by Pharma.

As new AI and digital patient engagement solutions are introduced, the spread between revenue and abatements will increase.

Revenue vs. Pharmacy Abatement



33K pharmacy locations

Serving 9 of 10 leading pharmacy chains, including:



Room to Grow

- More pharmacies
- More Pharma brands
- More THRIV
- Introduce AI patient engagement

\$8.4B per year

Pharma spend on digital channels to drive patient engagement

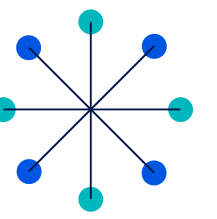
THRiV omnichannel platform

delivers personalised messages via right channel at the right time—digitally anywhere, at home, and in the pharmacy.



Executing programs for 16 of the top 20 Pharma, including:





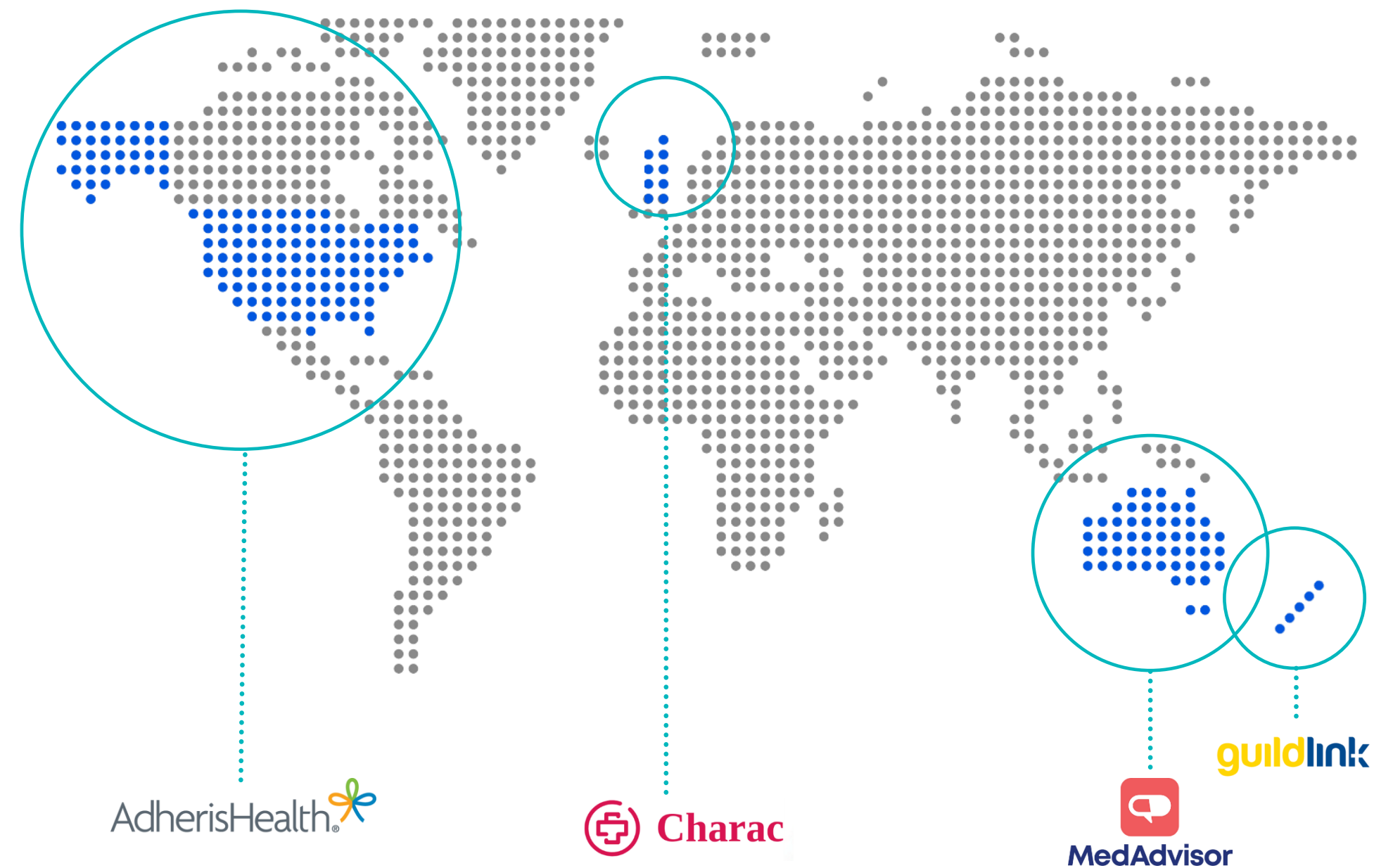
How we got here

Our approach:

Invest in established businesses in patient engagement in key markets **and evolve**.

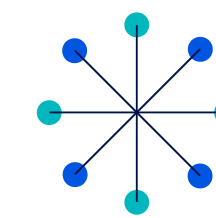
All of our businesses have been working in new ways towards the same outcome: **empowering pharmacy-led patient engagement**.

Today, taking the best of our technologies and working as one team, we are building **a single global platform** that powers solutions delivered locally.



MedAdvisor Solutions™

Impact of AI optimisation on THriV, PlusOne, and patient engagement

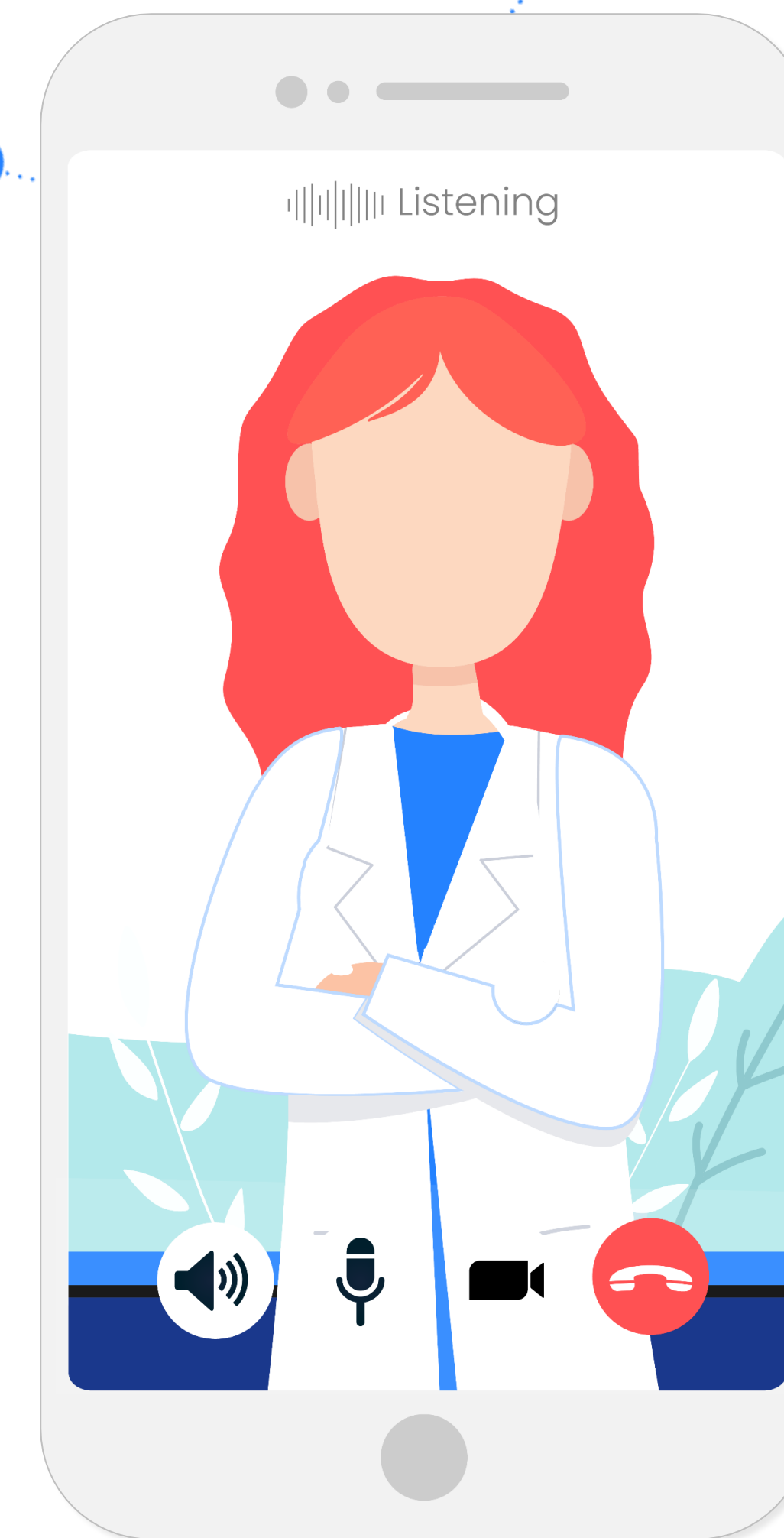


We are rapidly working to **integrate and deploy AI** to revolutionise patient engagement and simplify the medication journey.

- + **Patient segmentation** to enhance personalisation
- + **Protocol optimisation** to set how often a patient is communicated to and when
- + **Customised patient content** to personalise content and frequency
- + **Telehealth decision** support for differential diagnoses and language translation

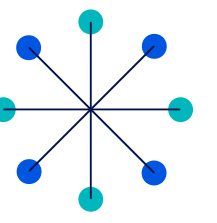
Piloting AI optimisation in Medication Advisor

- Patient support 24/7
- Communications tailored to meet patient's unique preferences and needs
- Reduced pharmacist burden
- Ability to provide better support due to "Virtual confidant phenomenon"
- Continuous data insights



Focus on Profitable Growth





Shifted focus in FY23 to profitable growth

Strong YOY growth.

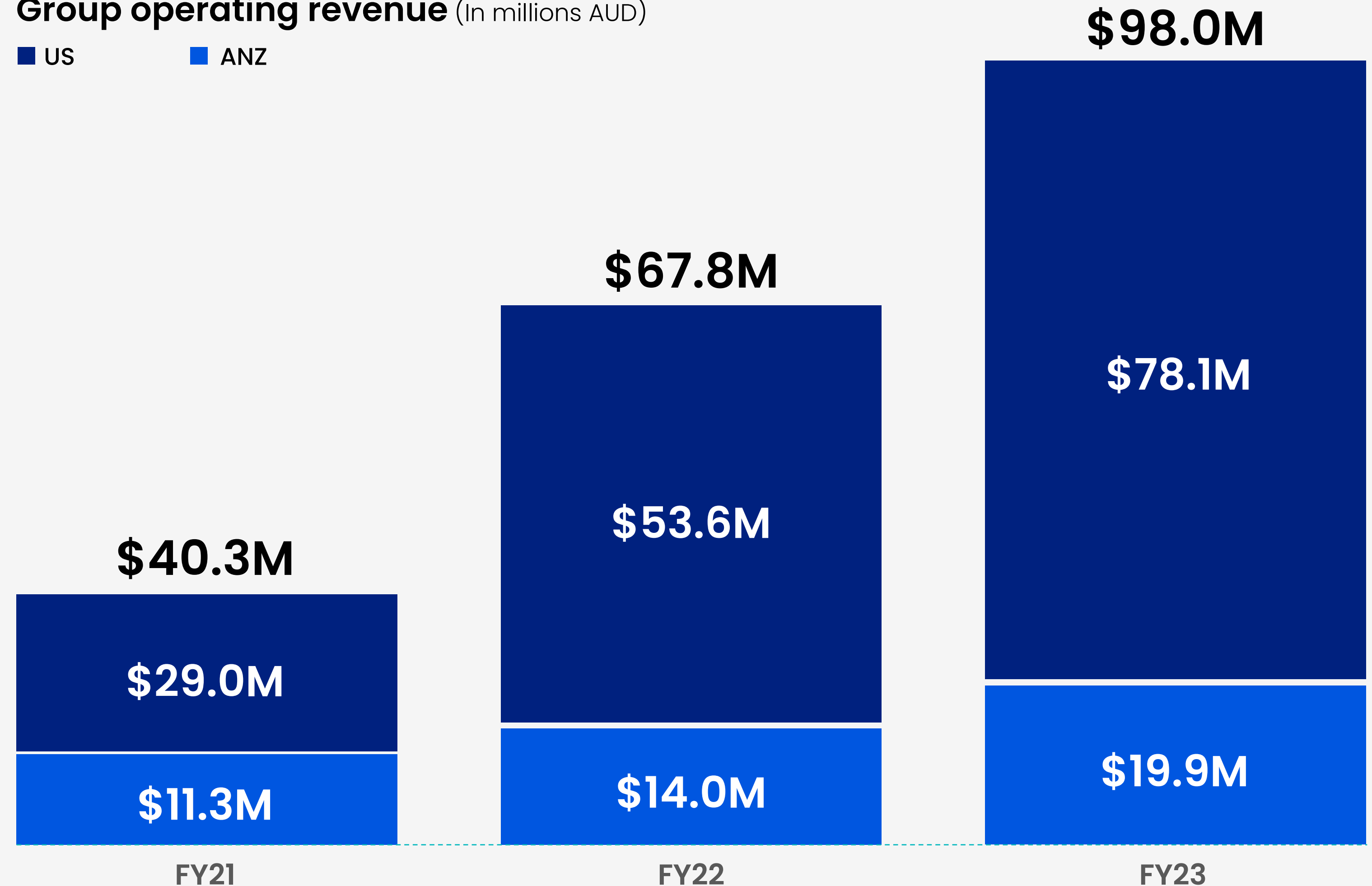
MedAdvisor Solutions delivered strong financial results in FY23, with group level revenue of \$98.0 million, representing a 44.6% increase over FY22, supported by growth in both Australia and the US.

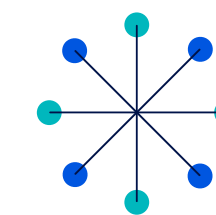
Gross profit rose by 69.7% to \$59.4 million and gross margin improved by 9.0 percentage points to 60.6%, driven by shift in product mix to digital medication awareness and adherence programs supported by a significant expansion in digital patient reach.

Group operating revenue (In millions AUD)

■ US

■ ANZ





Record half-year performance with clear YoY momentum, delivering on our **Pathway to Profitability** as we scale up.

Financial Category (AUD)	1H FY24	1H FY23	Change
Revenue	\$75.5M	\$64.1M	+17.8%
Gross Profit	\$43.5M	\$38.4M	+13.3%
Gross Margin	57.6%	60.0%	-2.4 pts
EBITDA	\$10.4M	\$8.6M	+20.9%
NPAT	\$5.8M	\$4.7M	+23.4%



Doing what we said:
On track to deliver profitable growth in full-year FY24 while building our foundation for sustained growth.

All financials are in AUD unless stated otherwise.

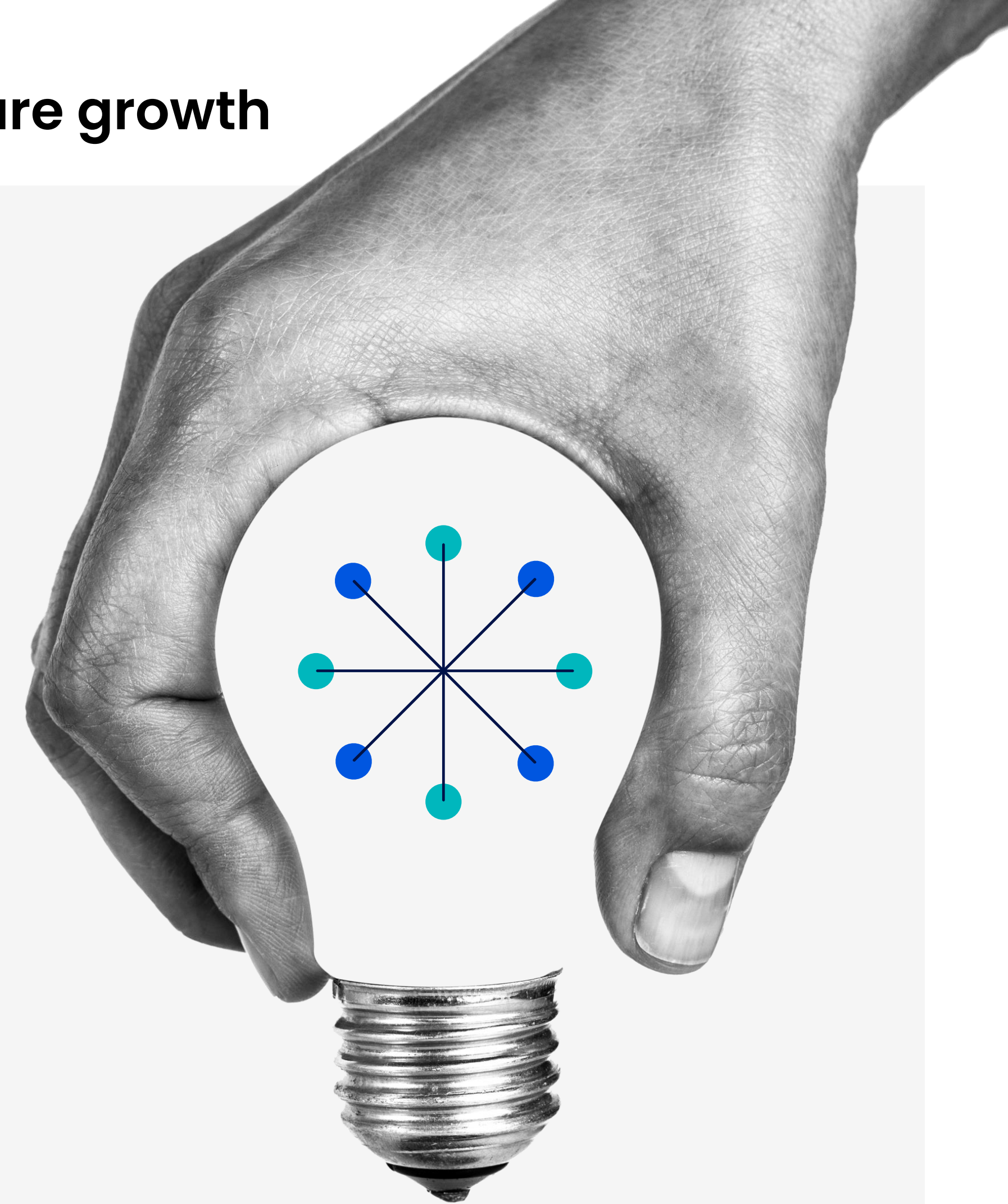
Currently deploying strategic initiatives to power sustainable future growth

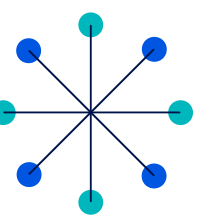
Our **5-year strategy**, developed in FY23, has identified a core set of initiatives with a total addressable market of **over \$20B**.

These initiatives will be steered by the following key drivers:

- Increasing patient reach and engagement
- Strengthening and expanding core solutions
- Entering new adjacent markets and product white spaces
- Moving towards a unified global platform and modern tech stack
- Building one team with a common high-performance culture

We are now **investing \$10–\$15M** from internal cash flow in FY25 and FY26 to establish the foundations for further operating leverage from late FY25





We expect FY24 to show YoY revenue growth and profitability in line with the seasonality of the US business.



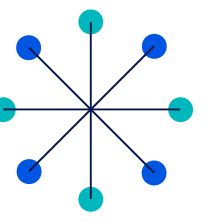
Sustained profitability will result from:

Driving growth

- + Increasing number of **accessible digital patients**
- + Expanding **Pharma relationships** / increasing penetration
- + Diversifying **vaccines** and implementing transaction fees
- + Launching **expanded solutions** such as ecommerce and telehealth
- + Delivering **expanded scope of pharmacy services** beyond UTI

Improving margins

- + Shifting product mix to **digital and THRIV**
- + Completing cloud migration and tech **modernisation**
- + Implementing global **shared services**
- + Utilizing **AI** to improve internal operations



Thank You

