

## MARKET RELEASE

### **MedAdvisor signs new USD\$3m pilot for a digital COVID-19 patient awareness program in US**

**Melbourne, Australia, 1 November, 2021** – Medtech company, MedAdvisor Limited (**MedAdvisor**) (ASX: MDR) today announces it has executed an agreement with a top 10 pharmaceutical manufacturer and existing customer with a market capitalisation exceeding AUD\$200b, to help educate under-vaccinated populations about the availability and benefits of COVID-19 vaccination.

#### **Highlights**

- Demonstrates further traction with the new digital platform (inMotion) for the Adheris pharmacy network
- This digital inMotion pilot program will launch in Q4 CY21 and the expected revenue totals up to USD\$3m (AUD\$4m)
- The program will be run through selected pharmacy chains that have been enabled for digital channel outreach
- The highly scalable program is designed to target and educate certain demographics in states where COVID-19 vaccination rates are low

MedAdvisor has signed a Statement of Work with an existing long-term customer to conduct a pilot of digital outreach to patient populations with low COVID-19 vaccination rates. The pilot is expected to be completed by the end of Q2 and revenues will be up to USD\$3m (AUD\$4m) dependent on the final number of patients reached. Assessment of the pilot is expected in early Q3, FY22. All material terms have been disclosed.

MedAdvisor CEO and Managing Director, Robert Read said, *"COVID-19 vaccination rates vary substantially across different states in the US and there are a number of geographies and particular demographics that will benefit from text messages to*

*educate patients on the availability of vaccines. This is our largest digital program in the US to date and if successful would scale well across our network."*

– ENDS –

*This document has been authorised for release by Naomi Lawrie, MedAdvisor Company Secretary.*

### **About MedAdvisor**

*MedAdvisor is a world-class medication management platform that empowers patients to simply manage their medication and improve adherence. MedAdvisor's highly automated and intuitive software system connects patients to tools and education materials from their preferred pharmacy. MedAdvisor works with 25,000 pharmacies in the US to deliver programs to help patients take their medication safely and effectively. In Australia, MedAdvisor has connected over 2.3 million patients through more than 65% of Australian pharmacies. MedAdvisor has partnered with Cotiviti in the US and is on track to become one of the largest players in the global digital adherence market. In 2018 and 2020, MedAdvisor was recognised in the AFR Fast 100. Visit: [mymedadvisor.com/investors](https://mymedadvisor.com/investors)*

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