MedAdvisor

A global leader in digital medication adherence solutions

1H22 Half Year Results | ASX: MDR

25 February 2022 | MedAdvisor Limited ABN 17 145 327 617

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Agenda

Highlights

Business Update

Financial Performance

Appendix

Robert Read, Managing Director & CEO

Simon Glover, CFO

MedAdvisor’s product suite

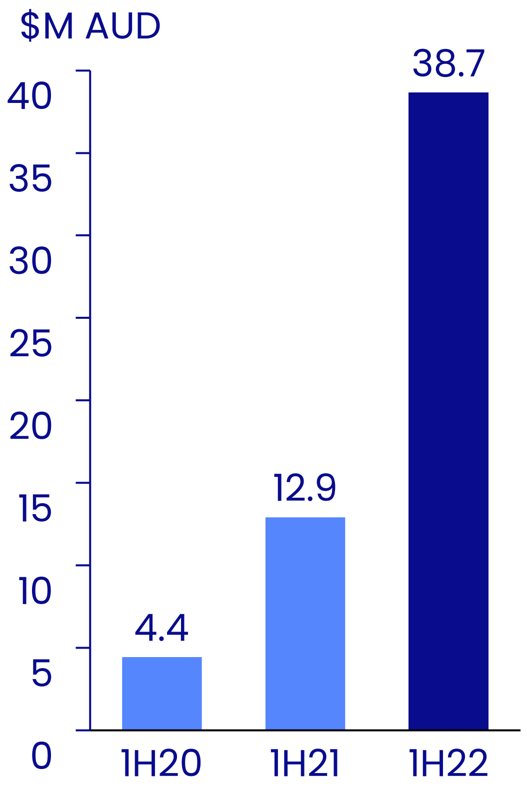
World’s leading medication management app

PlusOne
by MedAdvisor

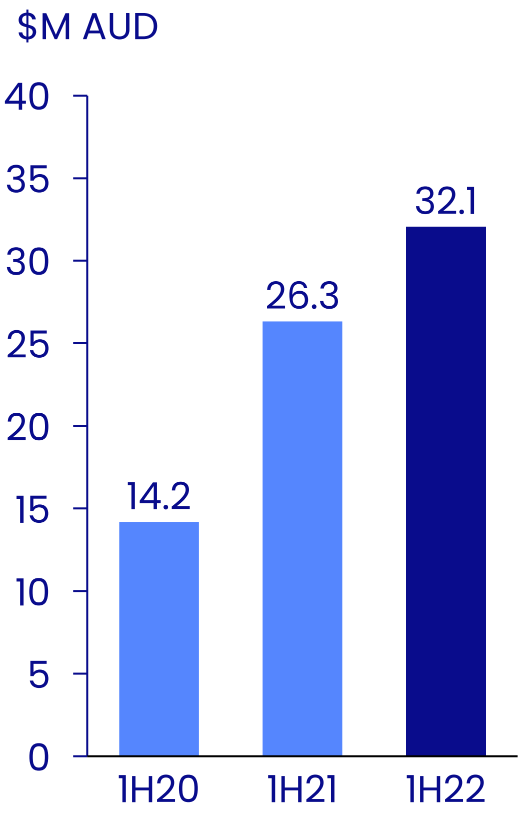
All in one patient management system for pharmacy. Powers pharmacists’ health services, programs, vaccinations and payments.

1H22 Financial Highlights

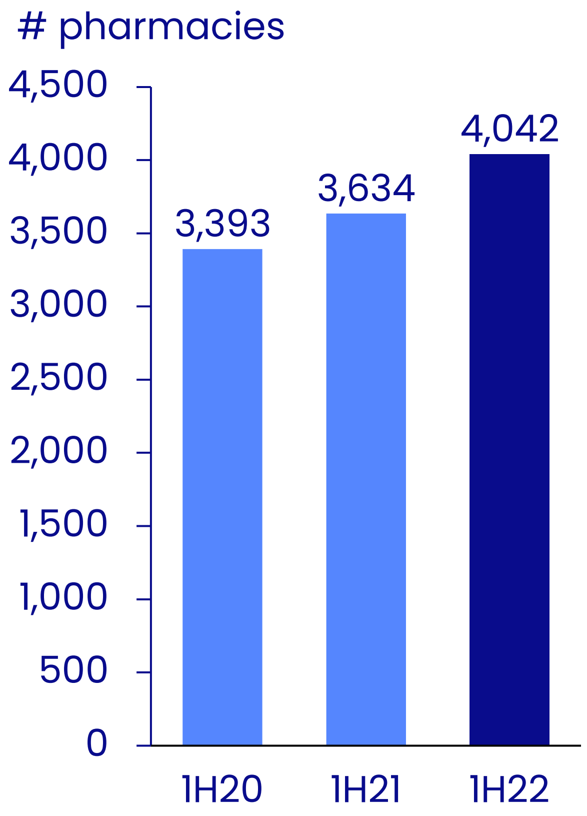
Operating revenue up 199%



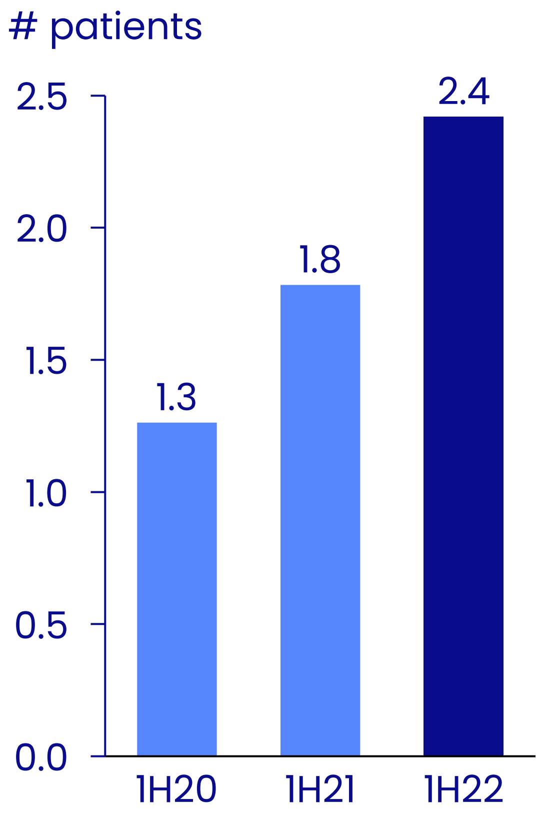
US revenue up 22%



AU Pharmacy network 4,000+



AU patients up 36%



Business Update

Executing on our strategic growth plans

	Progress over 1H22	Focus for 2H22
Increase digital reach to patient populations	• Priceline signed up for 5 years • Launched V6 in AU • Signed Walmart for multi channel	• Expand market share in AU through patient acquisition • Walmart go live
Create marketplace economics	• US$3m digital COVID campaign • Successfully developed and launched 'Thriv' (dynamic engagement) • Walmart deal – all in on all channels	• Launch COVID Awareness program • Continue enhancement of Thriv, expand pipeline and sales
Improving health outcomes	• Launched new Medicare based program - eHealth • Re-established Cotiviti relationships	• More engaging patient solutions in US • Extend engagement with Cotiviti • eHealth opportunities - digital
Monetise our marketplace	• NZ entry with Green Cross Health – 3 years, 40% of NZ market • Roll out of new programs in US • Leverage capability across the globe	• NZ – commence and complete rollout to 350 stores • Execute roll out in UK

MedAdvisor US update

1H22 continued strong momentum

- Investments in sales and marketing team along with other targeted investments have returned the business to growth
- 1H22 like-for-like revenue growth of 22%, after allowing for impact of revenue shifting due to COVID in 1H21, underlying growth 32%
- Walmart deal a significant milestone and validation for MedAdvisor's new digital and omni channel proposition
- Completed development and testing of omni channel product ("Thriv"); first contracts signed for 2H22 commencement
- Signed COVID 19 awareness pilot program of $3M USD, representing largest digital program to date

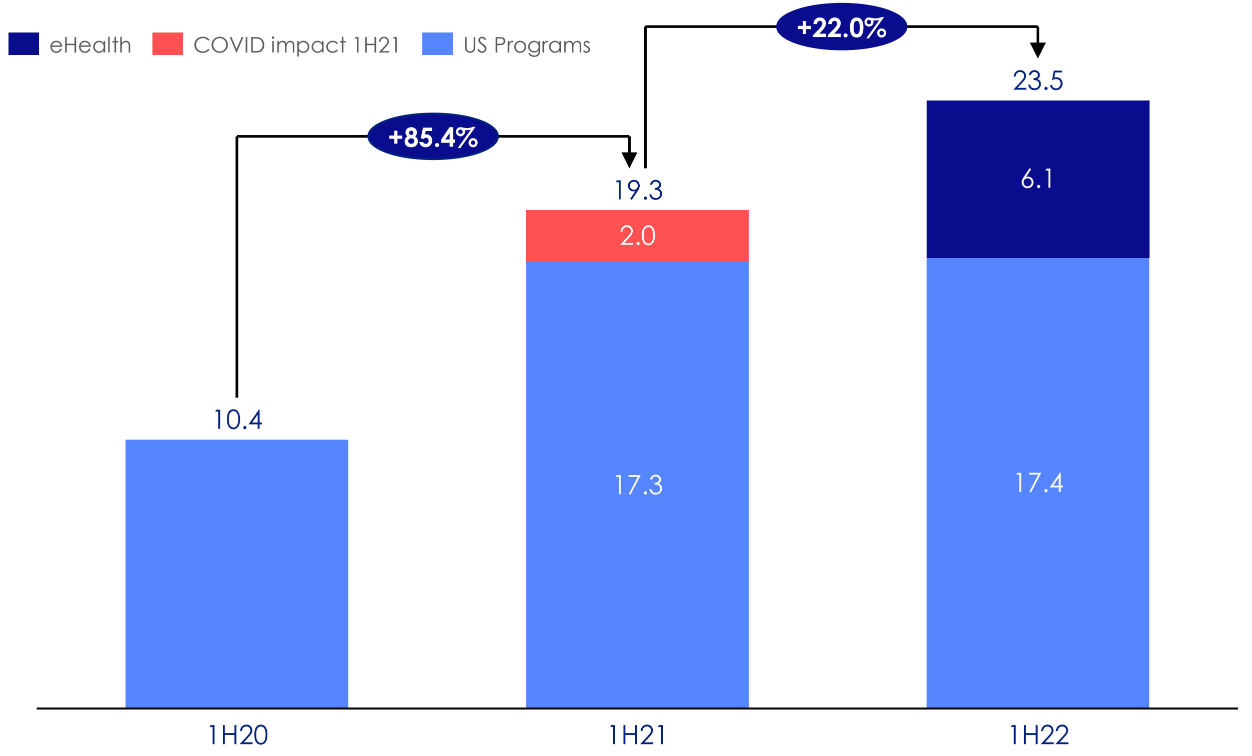
CY22 shapes as an exciting and transformational year

- Continue digitalisation of pharmacy network – targeting patient digital reach of 40m+ patients
- Thriv has gone live in 2H22, with continued enhancements to be made to the product engine and channel mix.
- Walmart expected to go live in 2H22
- Cotiviti engagement and payer programs priority for CY22

MedAdvisor US performance

Adheris has continued to perform well with revenue growth of 22% on pcp

US revenue up 22.0% like for like;



Rolling 12 month program performance data	1H20	1H21	1H22
Average # of programs	88	82	79
Revenue per program (USD $'000)	286	388	500
Revenue per program for Top 10 customers (USD $'000)	485	740	980
% revenue from recurring customers	97.7%	97.2%	80.3%
% revenue from new customers	2.3%	2.8%	19.7%
Churn as % of revenue (lost customers)	(1.4%)	(3.2%)	(4.5%)

- US program revenue of $US23.5m up 22.0% v 1H21 with revenue per program up 28.9%.
- 1H22 included US$6.1m a new line of business in the payer market (eHealth), which had a dilutive impact on the Adheris margin but is expected to increase in 1H23 through better targeting and potential digital execution.
- The eHealth Medicare program is expected to predominately occur annually in the December quarter.
- US programs' revenue ex eHealth US$17.4m for 1H22 was in line with the prior corresponding period on a like-for-like basis US$17.3m
- 1H21 saw impact of US COVID-19 lockdowns, delaying a key in pharmacy vaccination program from 2H20 to 1H21. In addition, our largest product in 1H21 was US$4.9m lower in 1H22. It has since resumed in 2H22.
- There were 9 digital programs live through the pharmacy network in 1H22 and all Thriv products will include digital.

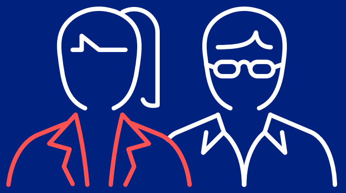
Thriv - MedAdvisor's intelligent digital adherence solution

Leverages the largest patient and prescriber database, powerful predictive analytics and our synergistic patient touch points to deliver intelligent solutions – giving patients the individualised support they need to start and stay on therapy

DATA INPUTS

>2bn prescription transactions
RX attributes
Patient attributes
Risk Assessment
Intervention Responsiveness

DATA SCIENTISTS



With decades of experience in healthcare data and the expertise to use machine learning techniques to predict patient behavior

COMPLEX ALGORITHMS

Adjusts targeted messaging based on up-to-the minute behavior as well as predicts future behavior

GENERATES INDIVIDUALISED PATIENT ENGAGEMENT PROGRAM AND RESOURCES

High Touch
Multiple Communication Channels

Medium Touch
Co-pay offers & education

Light Touch
Only message when falling behind on therapy

**examples only*

MedAdvisor AU update

1H22 sees strong recovery

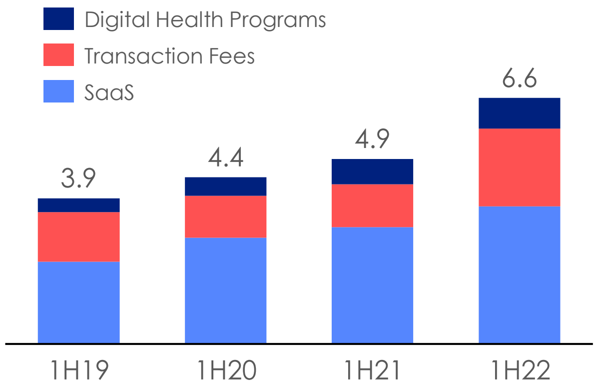
- Signed API to a 5-year deal adding ~250 Priceline stores
- Introduced new pricing hierarchy allowing for a standard and premium offering, along with price increase
- Hired EGM of Sales and Marketing that has built strong sales execution capability
- Launched V6 in Australia
- Annual recurring revenue growing to $7.7m as at 1H22, up from $5.9m 1H21
- Churn down to 2.9% on a rolling 12-month average as at 1H22

FY22 consolidation and sustainable revenue growth

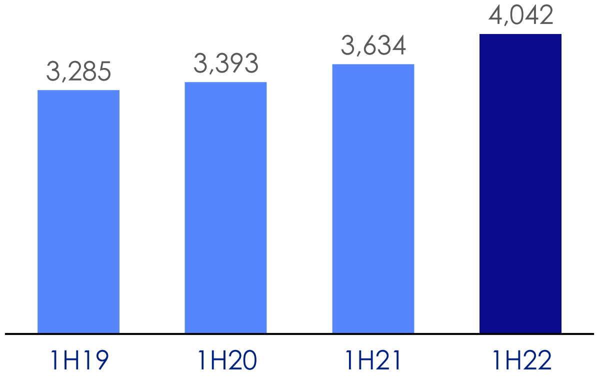
- Entry to the New Zealand (NZ) market with the announcement on 18 February of agreement with Green Cross Health
- Green Cross Health represents 350 community pharmacies and provides MedAdvisor with access to approximately 40% of the NZ pharmacy market
- Continue to drive health programs in the AU market
- Leverage V6 launch to drive patient acquisition which helps support monetisation

MedAdvisor AU update

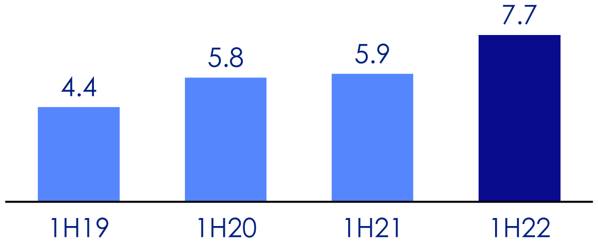
Operating Revenue up 33%



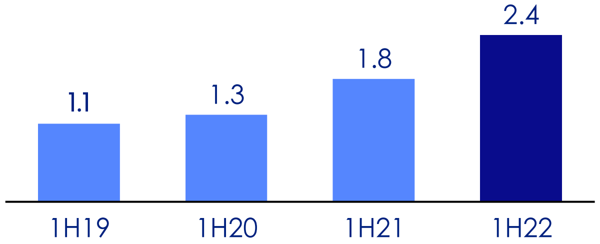
Pharmacy Network over 4,000



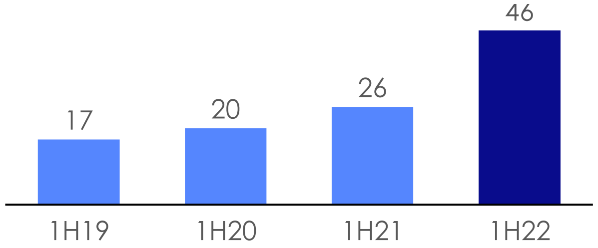
ARR over $7.7m, up 30%



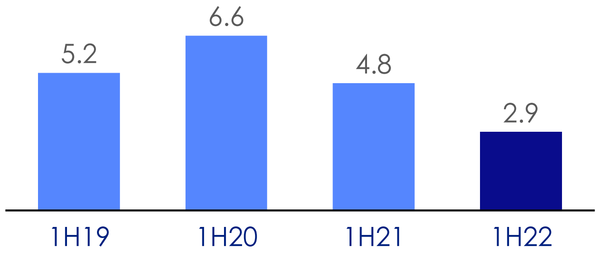
Patients up +2.4m, up 36%



Lifetime Value/CAC ratio +46x



Churn down to 2.9%



- AU revenue driven by:
  - transaction fees up 82% on back of COVID-19 vaccination campaign, as well as increased usage from newly migrated pharmacies in the MedAdvisor network.
  - SaaS revenue up 17% due to API signing, price increase, and introduction of premium offer.
  - Digital Health Program revenue up 21% on the back of our increased AU sales execution capacity.
- Annual Recurring Revenue (ARR) driven by new pharmacy signs and a high uptake of our premium offering.
- Lower churn % driving increased Lifetime Value metrics.
- Lifetime Value to CAC growing to 46 and LTV up to $70k from $33k at 30 June 2021.
- Patient numbers using our platform increased from 1.8m to 2.4m

1. Lifetime value/CAC represents the ratio of lifetime value of pharmacies to the cost of acquisition of pharmacies
2. Churn is calculated on a rolling 12-month basis

COVID-19 vaccination program

MedAdvisor has supported +3.75 million1 COVID-19 vaccinations

MedAdvisor has supported 2,100 pharmacies deliver over +3.75 million[1] COVID-19 vaccinations with our range of features & capabilities

MedAdvisor has streamlined the vaccination workflow so pharmacies can deliver more vaccinations to their community

PlusOne
by MedAdvisor

MedAdvisor's role in the COVID-19 vaccination program to date

- Online pharmacy booking system that has recorded +3.75 million COVID-19 vaccinations
- Campaign builder to allow pharmacies to promote their vaccination services
- Integration with HealthDirect to allow consumers to find a local pharmacy and book their vaccination
- Most widely used pharmacy clinical recording system with Australian Immunisation Register (AIR) integration to enable automatic upload of vaccination encounters
- Integration with Pharmacy Programs Administrator for automatic claiming for pharmacy vaccination fees

What does the COVID-19 vaccination program mean for the future

- Created increased awareness amongst pharmacists of the functionality of PlusOne
- Ability to provide a greater range of prescribed services to patients
- Leverage other vaccination and immunisation programs
- Source of patient sign ups

1. Number of COVID-19 vaccinations as at 21 February 2022

MedAdvisor UK update

Highlights

- MedAdvisor's leading SaaS solution to a market 3x AU, with attractive market dynamics
- UK NHS technical integration enables linking patient, pharmacy, and doctor for enhanced experience
- Pharmacy customers are benefiting from the UK product with positive feedback
- SaaS roll out slower than expected

Outlook

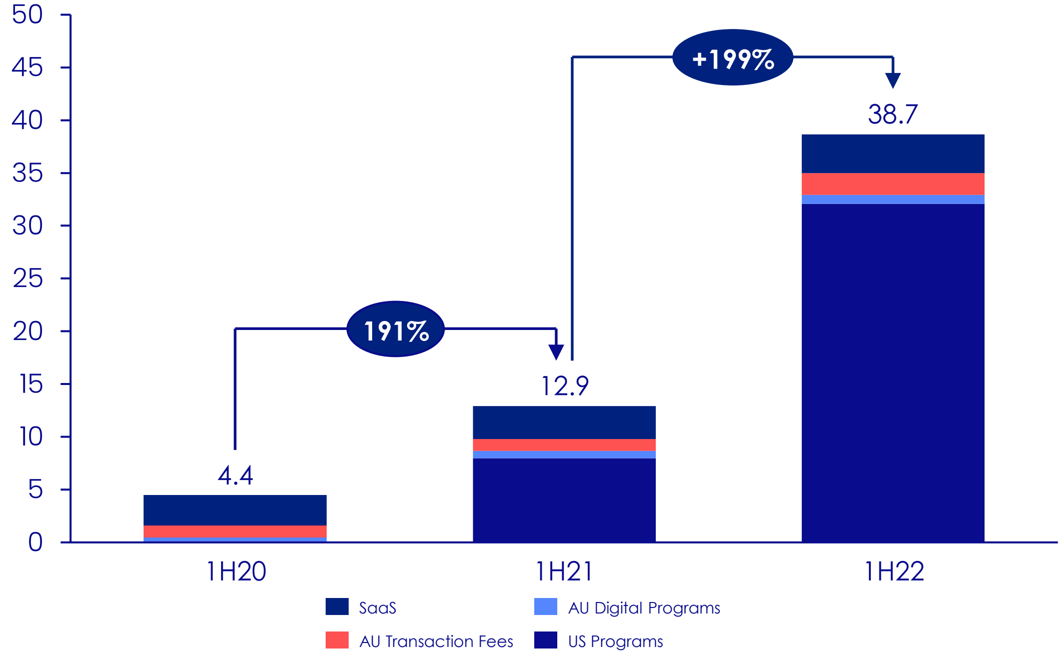
- UK rollout to continue in 2H FY22 with boosted sales capability
- Leveraging Adheris experience and expertise to establish digital health programs with leading pharmacy chains in UK
- Continuing product evolution for SaaS product

Financials

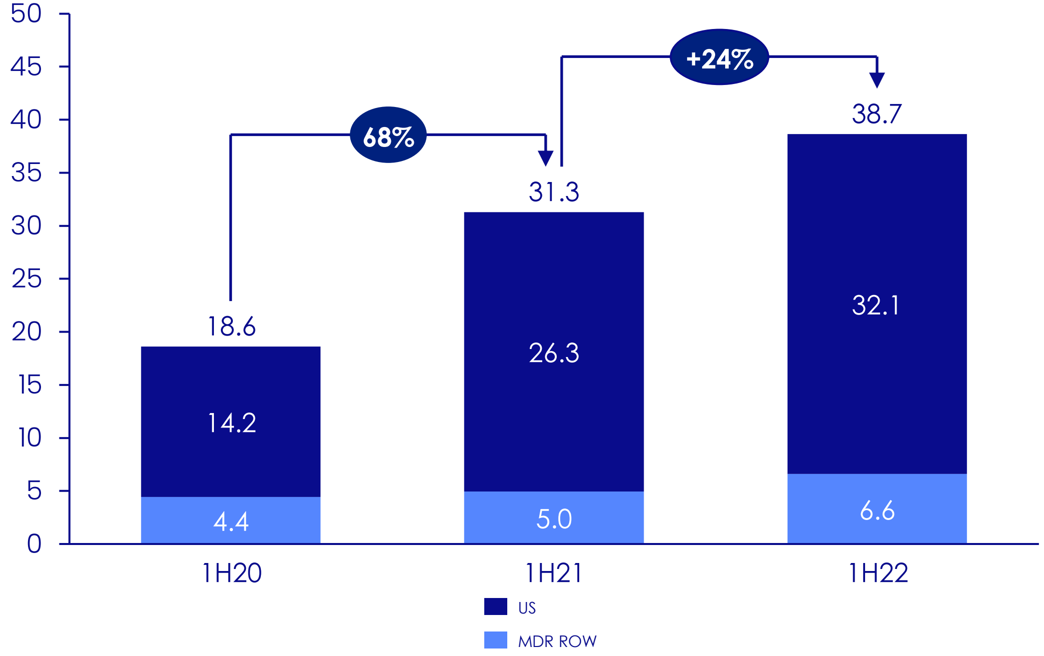
1H22 Revenue up 199%

1H22 revenue performance sees a like for like growth of 24%

Reported Revenue up 199%[1]



Like for like revenue up 24%[2]



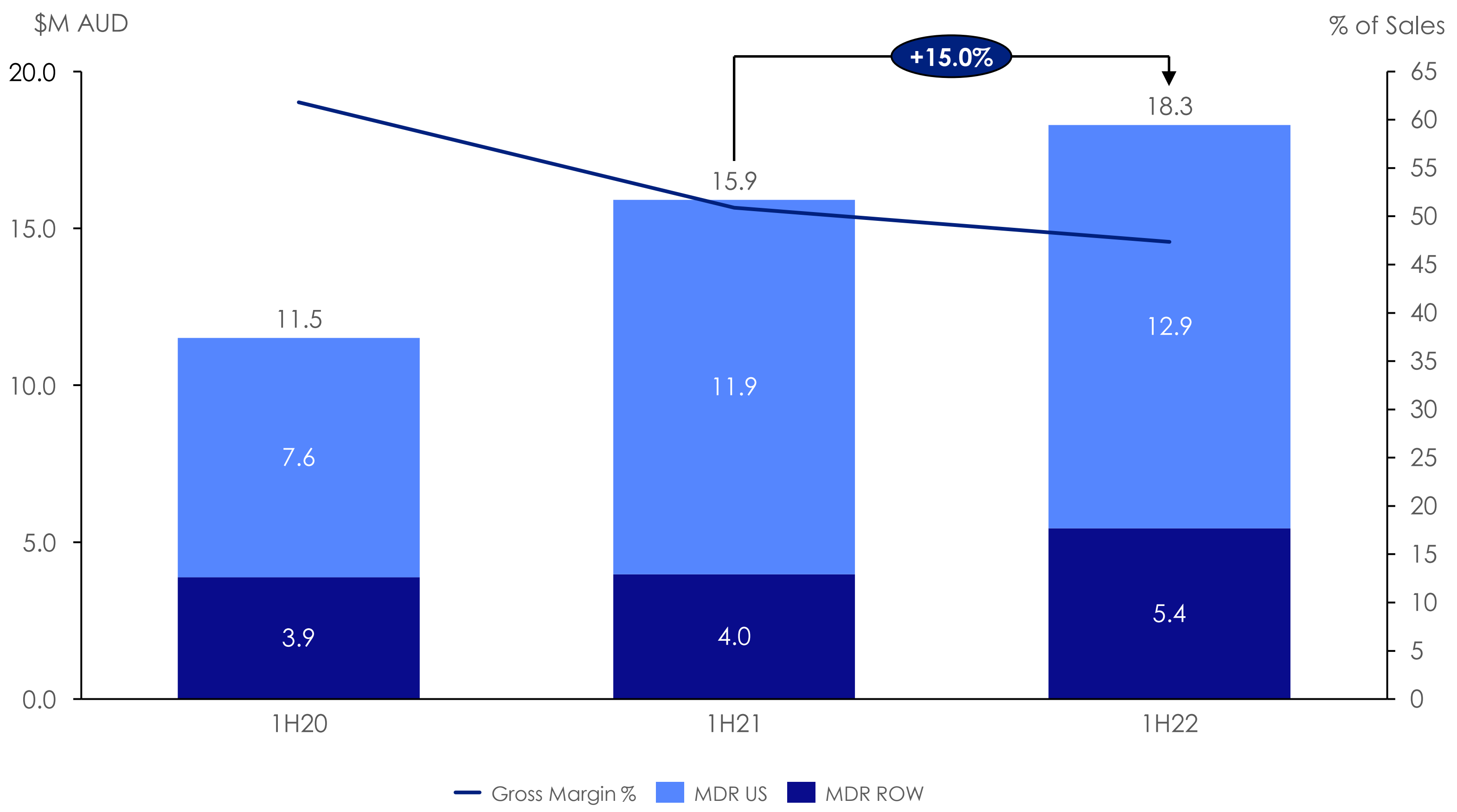
- US business continues to perform strongly with like-for-like revenue growth 22.0% to US$23.5m (A$32.1m) from US$19.3m.
- The Australian business has increased revenue in the first half of the year by 33.0% to $6.6m, reflecting the increased network capacity from signing Australian Pharmaceutical Industries (API) in July, higher transaction fee revenue from COVID-19 vaccination rollout, and returns from investment in sales capability.

1. *1H21 reported revenue of AUD$12.8m, includes AUD$8.00m contribution from Adheris, LLC for 1 ½ months (date of acquisition 17 Nov 2020)*
2. *Like for like revenue for 1H20 and 1H21 include pre-acquisition Adheris, LLC revenue translated at a constant AUD/USD of $0.73 for comparative purposes*

Gross Margin up 15%

Gross margin of $18.3m and 47.3% of sales; 53.6% underlying gross margin

1H22 gross margin $18.3m, up 15.0%[1]

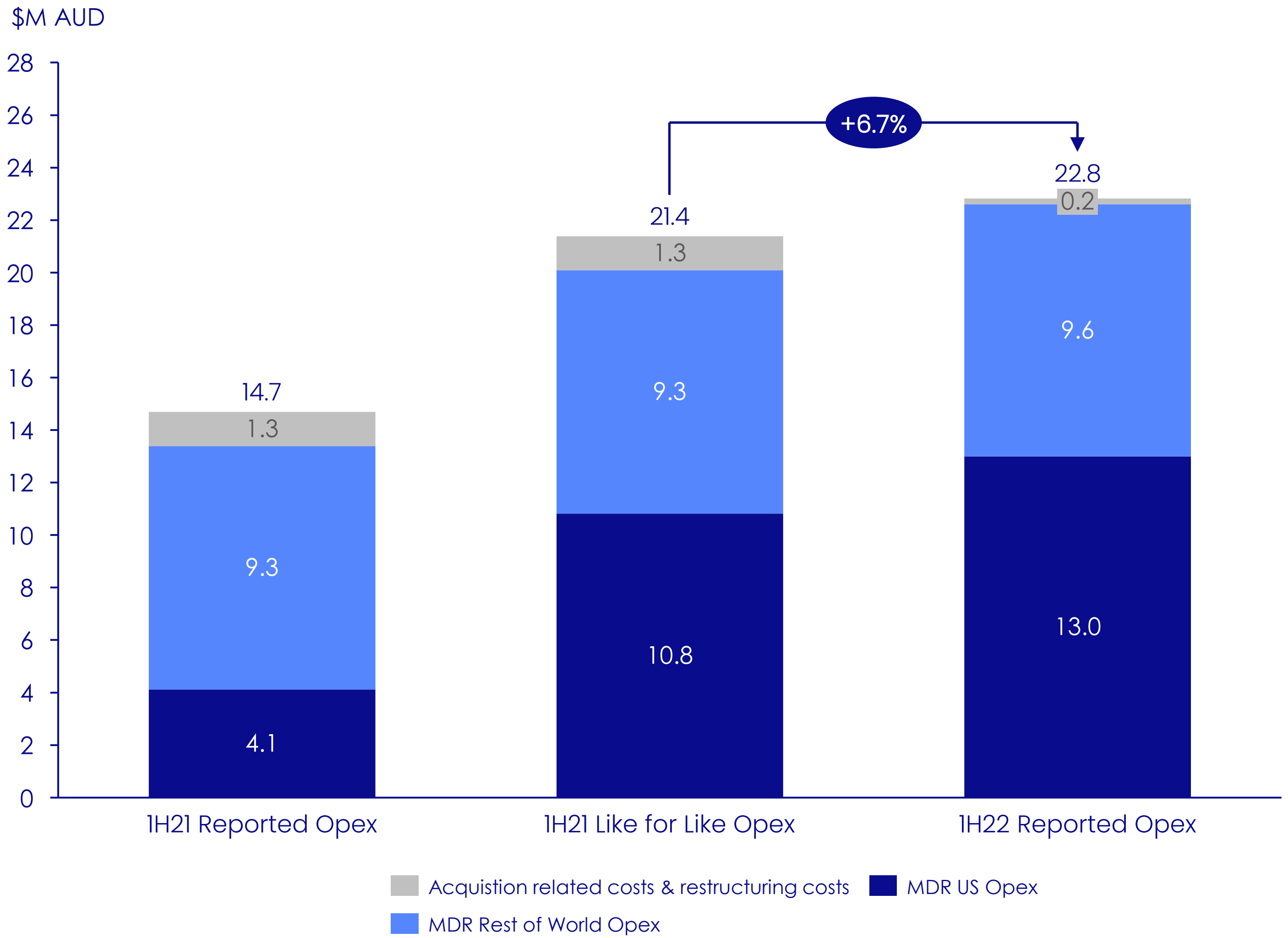


- 1H22 gross margin of $18.3m, up 15.0%
- Gross margin is 47.3%, with AU recording $5.4m and 82.5% of sales, up +37% and 2.5ppts respectively on 1H21.
- 1H22 underlying gross margin is 53.6% after allowing for the impact of the new payer line of business, which had a dilutive impact on gross margin as part of the upfront investment.
- 2H22 sees launch on new Thriv product offering that will provide opportunity to increase margin.

1. *1H20 and 1H21 are presented on a like-for-like (LFL) basis to include pre-acquisition Adheris, LLC revenue and cost of sales translated at a constant AUD/USD of $0.73 for comparative purposes*

Overheads growing at 6.7% after investments in US

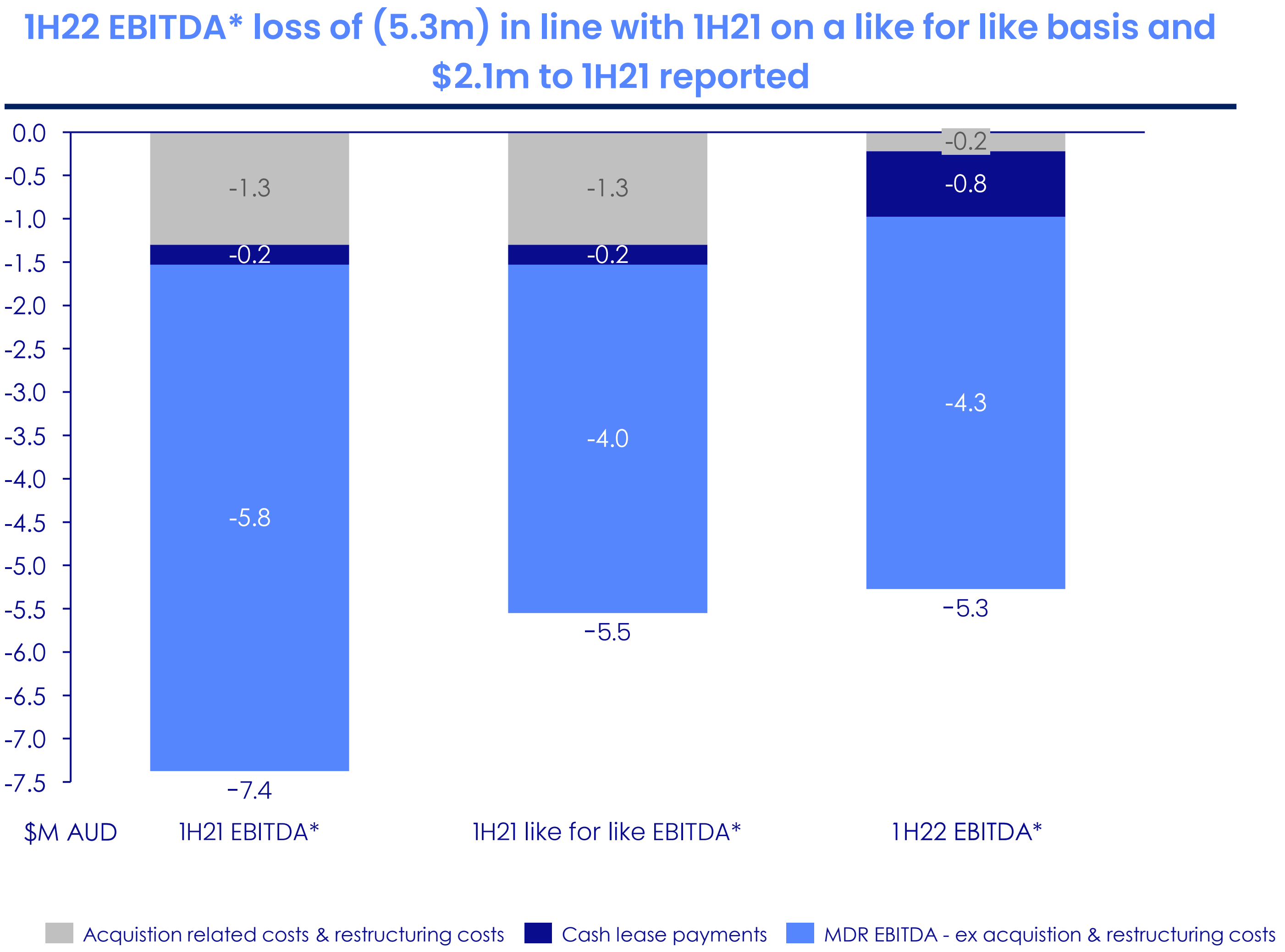
1H22 Operating costs of $22.8m up 6.7% on a like for like[1] basis



- Operating costs are up 6.7% year-on-year, on a like-for-like
- Excluding FX gains and losses and one-off acquisition and restructuring costs, operating costs are up 16.8%
- Major drivers of the growth basis driven by investments made in US:
  - Project costs associated with development of Thriv and digitalisation of network $1.1m
  - Establishment of core US IT systems and infrastructure post acquisition $0.9m
- MedAdvisor Rest of World (AU, UK, and ZP MDR) in line with 1H21.

1. *LFL includes Adheris, LLC's results for the corresponding period in 1H21 (from 1 July 2020 to 16 November 2020) translated at a constant AUD/USD of $0.73 for comparative purposes*

EBITDA* stable, absorbing investment in US



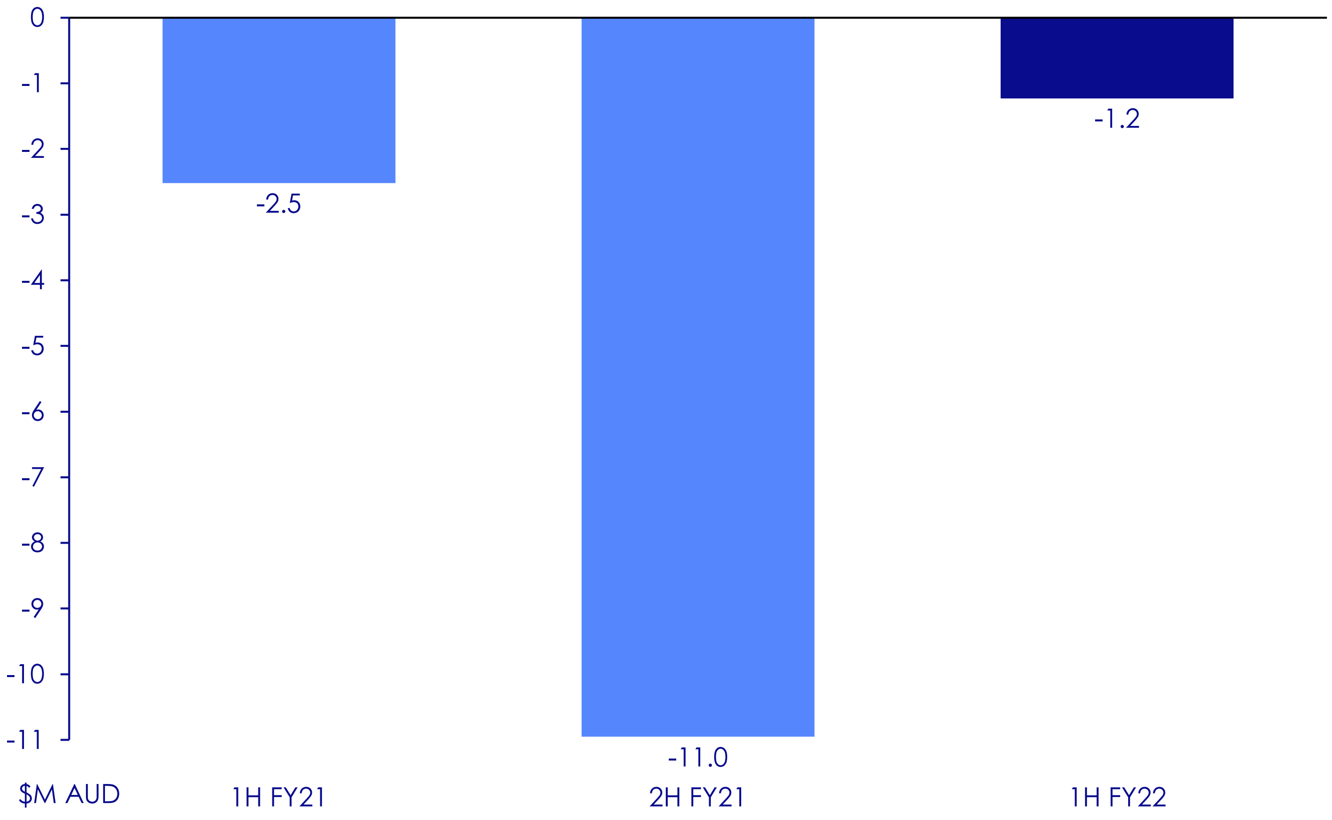
- EBITDA* loss of $5.3m, in line with 1H21 on a like for like basis and $2.1m favourable on 1H21 reported
- EBITDA* includes investments in the Thriv product offering and digitalisation, as well as IT infrastructure of $2.0m
- ROW EBITDA* contribution has improved due to improved revenue and gross margin performance and stable operating costs.

**EBITDA has been adjusted for the following:*

1. *To include cash lease payments which are reported under depreciation and interest charges as per AASB16 Leases. This non-IFRS measure better represents the performance of the Group*
2. *LFL includes Adheris, LLC's results for the corresponding period in 1H21 (from 1 July 2020 to 16 November 2020) translated at a constant AUD/USD of $0.73 for comparative purposes*

Operating cash flow moving towards cash flow breakeven

1H22 Operating cashflow outflow of ($1.2m)



Reported Cash: $21.2m

Reported Cash: $7.2m

Reported Cash: $5.3m

- Operating cash flow inclusive of lease payments of ($1.2m) for 1H22, an improvement from ($11.0m) 2H21, and ($2.5m) 1H21.
- Cash flow management continues to be a high priority with the second (and final) Earn Out payment due to Syneos Health US, Inc in May after the Company outperformed its revenue target.

Key priorities and positive outlook for 2022

Drive sustainable growth in US pipeline

Continue digitalisation of US network

Drive adoption of Thriv in 2H22

Revenue guidance for FY22 $72m-$74m

Gross margin ~ 53-54%

Appendix

1H22 Revenue shows like-for-like growth of 23.6%

Half Year Ended 31 December 2021 ($000)	1H FY22	1H FY21	Var %	1H FY21 LFL[5]	Var %
Operating Revenue	38,652	12,929	199.0%	31,331	23.6%
Gross Margin	**18,298**	**7,393**	**147.5%**	**15,911**	**15.0%**
Gross Margin %	*47.3%*	*57.2%*	*(17.2%)*	*50.8%*	*(6.8%)*
Operating Expenses	(22,956)	(12,968)	(77.0%)	(19,662)	(16.8%)
FX gains and losses	365	(421)	186.6%	(421)	186.6%
Acquisition and non recurring opex[1]	(222)	(1,301)	(82.9%)	(1,301)	82.9%
Total Opex Reported	(22,814)	(14,690)	(55.3%)	(21,384)	(6.7%)
Other Revenue	1	156	(99.1%)	156	(99.1%)
EBITDA Reported	**(4,880)**	**(6,720)**	**27.4%**	**(4,896)**	**0.3%**
EBITDA Reported - adjusted for lease payments[2]	**(5,636)**	**(6,951)**	**18.9%**	**(5,128)**	**(9.9%)**
Depreciation and amortisation expense	(1,270)	(435)	(191.7%)	(783)	(62.1%)
Amortisation of acquired intangibles[3]	(1,162)	0	0.0%	0	0.0%
Total D&A Reported	(2,431)	(435)	(458.6%)	(783)	(210.3%)
EBIT Reported	**(7,311)**	**(7,155)**	**(2.2%)**	**(5,680)**	**(28.7%)**
EBIT Normalised[4]	**(6,149)**	**(7,155)**	**14.1%**	**(5,680)**	**(8.3%)**
Total comprehensive loss for the half-year	**(6,711)**	**(9,520)**	**29.5%**	**(6,441)**	**(4.2%)**

1. Acquisition and non-recurring opex includes costs associated with the acquisition and integration of Adheris, LLC 1H22 ($0.0m), 1H21 ($1.1m) and restructuring costs 1H22 ($0.2m), 1H21 ($0.2m)
2. EBITDA adjusted to include cash lease payments
3. Amortisation of intangible assets identified from independent valuation of acquired assets (identified intangibles include software, relationships)
4. EBIT Normalised is EBIT adjusted for the amortisation of acquired intangibles
5. LFL includes Adheris, LLC's results for the corresponding period in 1H21 (from 1 July 2020 to 16 November 2020) translated at a constant AUD/USD of $0.73 for comparative purposes

- Operating revenue growth of 199.0%, 23.6% LFL, continued strong performance by Adheris, improvement in Australian sales.
- Gross margin up 147%, up 15% LFL; gross margin % to sales down on 1H21 LFL.
- Operating expenses up 6.7% LFL due to investment in the US business in Thriv, digitisation and uplift in the IT infrastructure.
- EBIT normalised for amortisation of acquired intangibles[4] favourable 23.7% compared to 1H21.
- Reported comprehensive loss favourable 29.5% compared to 1H21.

1H22 operating cash outflow significantly improved v 1H21

Half Year Ended 31 December 2021 ($000)	1H FY22	1H FY21	Var $
Receipts from customers (inclusive of GST)	42,345	13,734	28,611
Payments to suppliers and employees (inclusive of GST)	(42,450)	(16,014)	(26,436)
Interest received	1	31	(30)
Interest paid	(373)	(40)	(333)
Net cash inflow/(outflow) from operating activities	**(477)**	**(2,289)**	**1,812**
Payment for acquisition of subsidiary	0	(29,212)	29,212
Payments for property, plant and equipment	(103)	(161)	59
Net cash inflow/(outflow) from investing activities	**(103)**	**(29,373)**	**29,271**
Repayment of lease liabilities	(757)	(231)	(525)
Proceeds from new share issue (net of capital raising costs)	(53)	40,318	(40,370)
Repayment of borrowings	(300)	0	(300)
Receipts from related parties	0	525	(525)
Net cash inflow/(outflow) from financing activities	**(1,109)**	**40,612**	**(41,720)**
Net increase/(decrease) in cash held	**(1,689)**	**8,949**	**(10,638)**
Cash & equivalents at beginning of the financial year	7,151	12,345	(5,194)
Effects of exchange rate changes on cash and cash equivalents	(125)	(86)	(39)
Cash and cash equivalents at the end of the financial half-year	**5,337**	**21,208**	**(15,871)**

- Total cash receipts $42.3, +$28.6m compared to 1H21 on a reported basis.
- Cash outflow from operations has improved in the half through resolution of some debtor payment terms.
- Repayment of $0.3m borrowings of funds drawn under the revolver facility.
- Increase in repayments of lease liabilities due to Adheris being reported for the full 6-month period (1H21: 1.5 months post acquisition only).

Balance sheet as at 31 December 2021

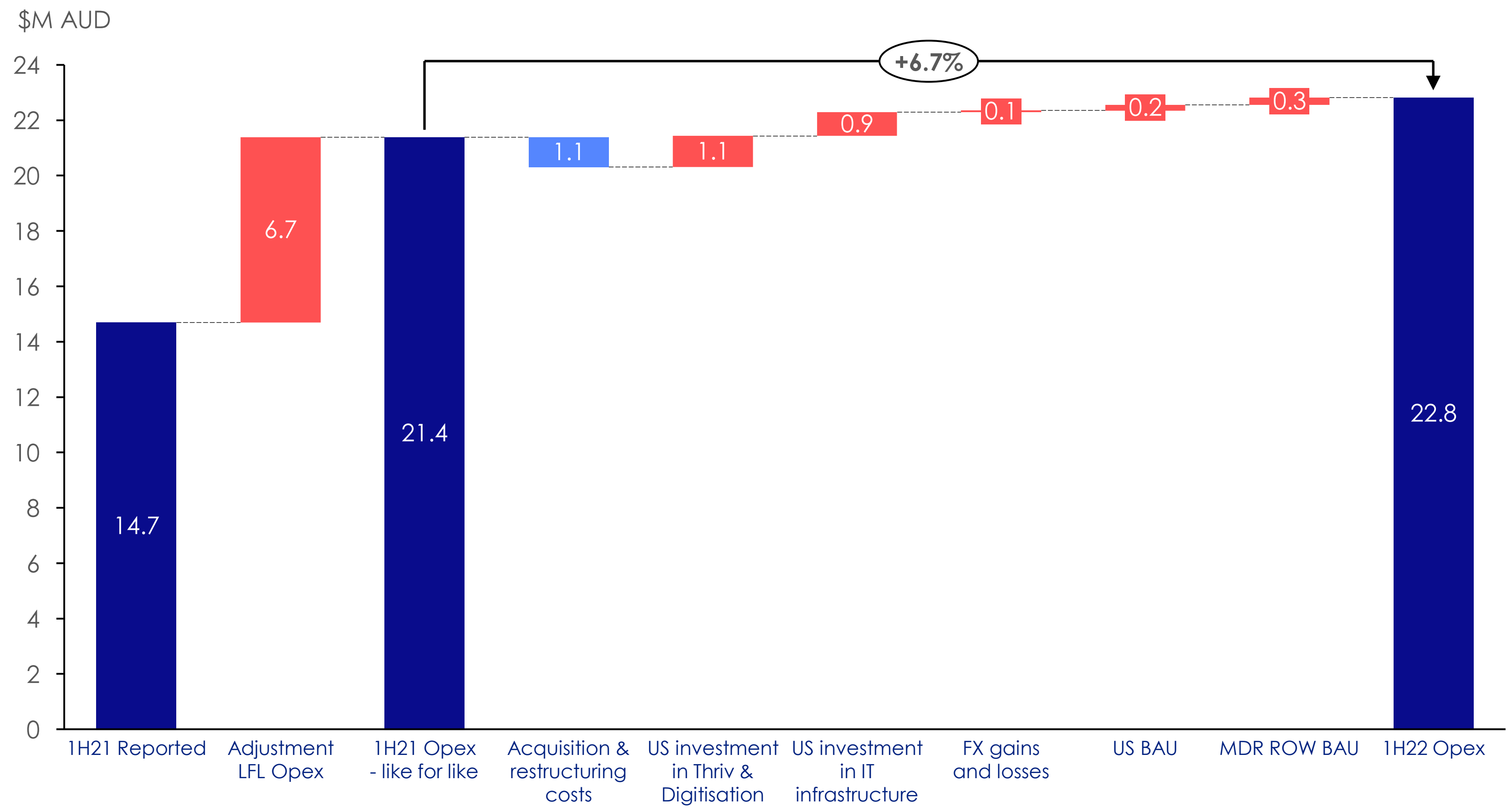
As at 31 December 2021 ($000)	31/12/2021	30/06/2021	$ Var
Cash & cash equivalents	5,337	7,151	(1,814)
Trade receivables	12,266	12,464	(199)
Other	2,698	1,702	996
Current Assets	**20,300**	**21,317**	**(1,017)**
Property, plant & equipment	1,821	2,231	(410)
Right of use asset	1,755	2,341	(586)
Intangibles	55,015	54,547	468
Other	255	482	(227)
Total Non Current Assets	**58,846**	**59,601**	**(755)**
Total Assets	**79,147**	**80,918**	**(1,771)**
Trade payables	12,771	10,705	2,067
Borrowings	6,506	6,393	113
Other liabilities	13,750	9,557	4,193
Employee provisions	1,188	1,918	(731)
Lease liability	1,256	2,768	(1,512)
Deferred tax liability	758	732	26
Total Liabilities	**36,229**	**32,073**	**4,156**
Net Assets	**42,918**	**48,845**	**(5,927)**

- Cash balance of $5.3m , down from $7.2m due to operating cash outflows and lease payments.
- Trade receivables of $12.3m reflect US program revenue invoiced pharmaceutical companies; average days sales outstanding of 57 for six months end 31 December 2022. This has reduced from 76 for the previous six months with new payment arrangements in place with key customers.
- Intangible assets represent goodwill, brand, software and relationships acquired on the acquisition of Adheris. The reduction in the balance reflects the amortization of the software and relationships asset.
- Borrowings represent fully drawn 3-year term loan with Partners for Growth USD 5,000,000.

Overheads

MedAdvisor opex of $22.8m, up 6.7% on a like-for-like basis

1H22 like-for-like operating costs ($M AUD) by type

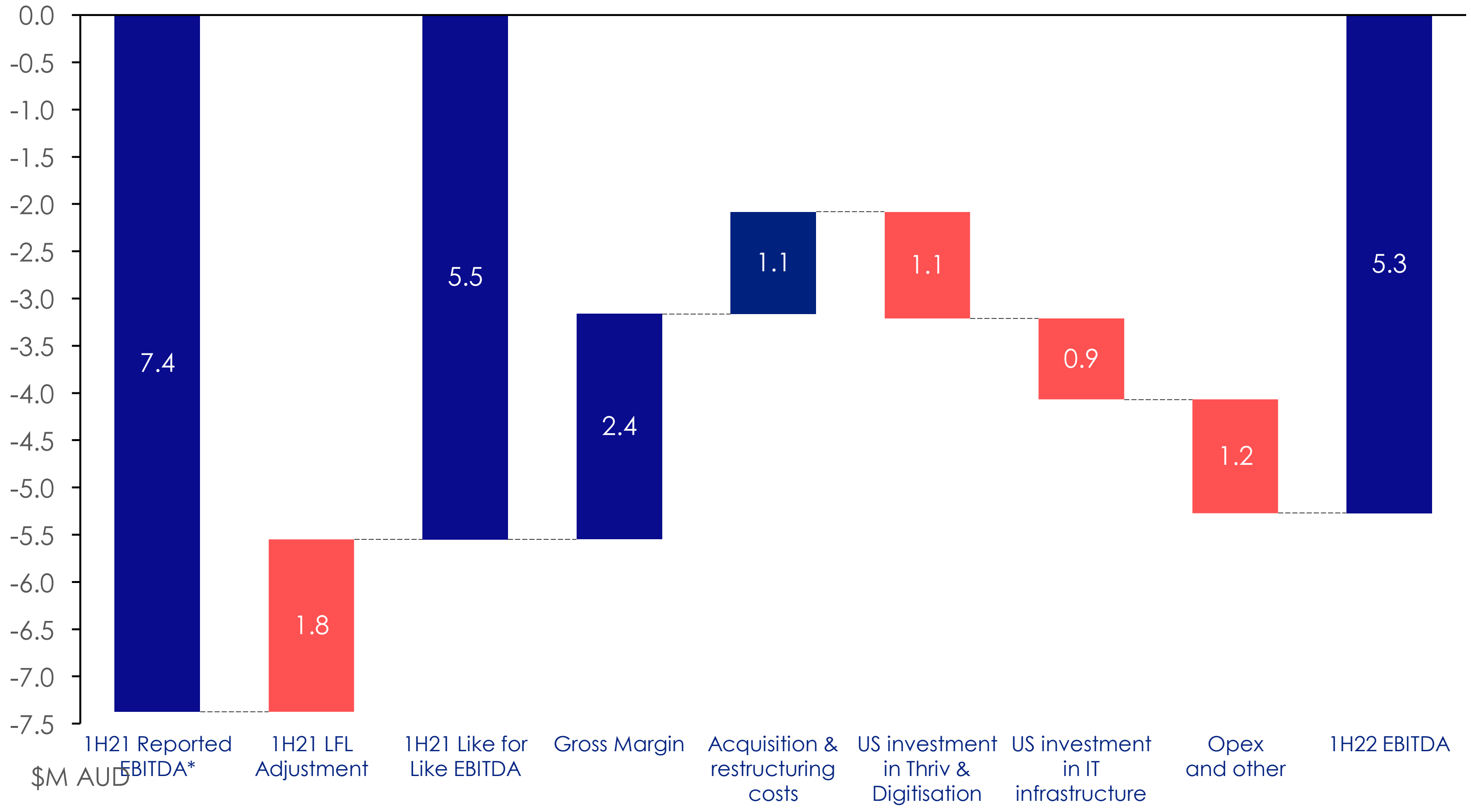


- Opex up 6.7% on a like-for-like basis
- Drivers of increase include:
  - Investment in digitalisation/development of new Thriv product offering ($1.1m)
  - Establishment of core US IT systems and infrastructure post acquisition
  - Investment in Business Development and sales capacity

EBITDA

1H22 EBITDA* $5.3m loss, in line with 1H21 on a like-for-like basis and $2.1m favourable to 1H21 reported

Reconciliation of EBITDA - 1H22 v 1H21 ($M AUD)



- EBITDA* loss of $5.3m, in line with 1H21 on a like-for-like basis and $2.1m favourable on 1H21 reported
- Gross margin uplift of $2.4m driven by sales out performance, partially offset by a reduced gross margin rate on US sales mix achieved
- Acquisition and restructuring costs relate to 1H21 costs incurred as part of the Adheris acquisition, partially offset by 1H22 restructuring costs
- US investments in the Thriv product offering and digitalisation, as well as IT infrastructure driving $2.0m

**EBITDA has been adjusted for the following:*

1. *To include cash lease payments which are reported under depreciation and interest charges as per AASB16 Leases. This non-IFRS measure better represents the performance of the Group*
2. *LFL includes Adheris, LLC's results for the corresponding period in 1H21 (from 1 July 2020 to 16 November 2020) translated at a constant AUD/USD of $0.73 for comparative purposes*

Management Team and Board of Directors

Over 70+ years of combined healthcare and technology experience

Executive Team

Robert Read
CEO & Managing Director

John Ciccio
CEO USA

Simon Glover
CFO

Wayne Marinoff
EGM Sales & Marketing AU & UK

Ruba El Afifi
Chief Operating Officer

Naomi Lawrie
General Counsel and Company Secretary

Board of Directors

Chris Ridd
Non-Executive Chairman

RaeAnn Grossman
Non-Executive Director

Sandra Hook
Non-Executive Director

Joshua Swinnerton
Co-Founder & Executive Director

Jim Xenos
Non-Executive Director

Lucas Merrow
Non-Executive Director