

ASX RELEASE (ASX: MDR)

Canaccord Growth Conference

Melbourne, Australia, 13 August 2024 - Global pharmacy-driven patient engagement company, MedAdvisor Limited (MedAdvisor Solutions or the Company) is pleased to provide a copy of the presentation deck that our CEO Rick Ratliff and CFO Ancila Desai will present at the Canaccord Growth Conference in Boston on 14th August at 12pm.

To join the conference virtually, register via this link [CGC 2024](#).

- ENDS -

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

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About MedAdvisor Solutions

MedAdvisor Solutions (ASX: MDR) is a global leader of pharmacy-driven patient engagement solutions that provide personalized patient experiences to help simplify the patient medication journey. Leveraging THRiV, a cloud-based, AI-enabled platform, MedAdvisor Solutions empowers the pharmacy of the future through improved pharmacy workflow and patient engagement solutions. MedAdvisor Solutions works with over 34,000 pharmacies across the US with reach to over two-thirds of the population. In Australia, more than 95% of Australian pharmacies use MedAdvisor Solutions software to improve pharmacy workflow and to connect with over 3.7 million patients. For more information, please visit: medadvisorsolutions.com/investors.

MedAdvisor
Solutions™

MedAdvisor Solutions Overview | ASX:MDR

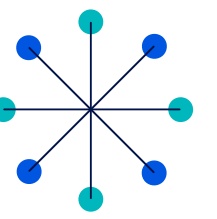
CG 44th Annual Growth Conference

August 14, 2024

Rick Ratliff, CEO and Managing Director
Ancila Desai, CFO and Company Secretary



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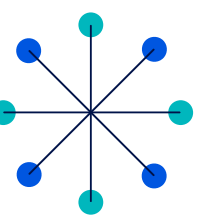
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Board of Directors



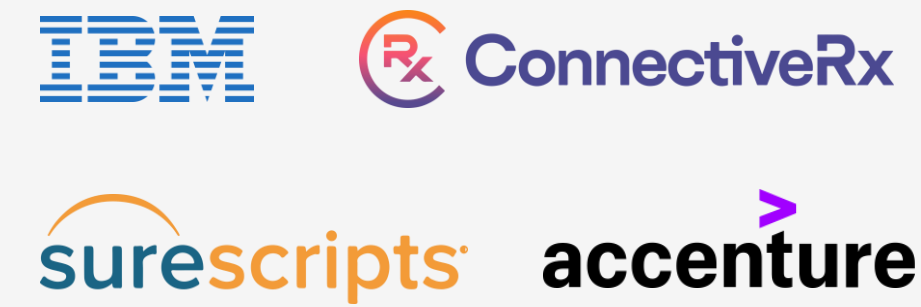
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Non-Executive Chair



Rick Ratliff

CEO & Managing Director



Jim Xenos

Non-Executive Director



Sandra Hook

Non-Executive Director



Anthony Tassone

Non-Executive Director



Brett Magun

Non-Executive Director



Lucas Merrow

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Kevin Hutchinson

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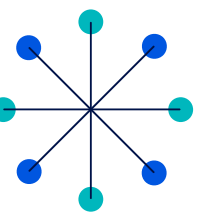


Kate Hill

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



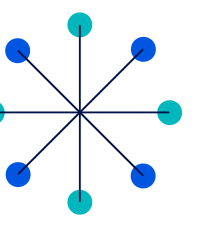
Wayne Marinoff

President - ANZ



Sarah Sweeney

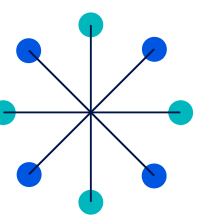
SVP Global Marketing



About Us

MedAdvisor Solutions is a global leader of, pharmacy-driven patient engagement solutions that provide personalized patient experiences to simplify medication management.





MedAdvisor Solutions Delivers **\$122m Record Full-Year Revenue, up 24.6%**, and Strong 4Q FY24 Revenue Growth of 32.0%.



Strong Momentum across Key Markets, with continued growth in both the US and Australia.

- **FY24 Gross Profit up 25.1%**, on pcp to **\$74.2 million** (FY23: \$59.3 million).
- **\$15.6 million Cash on hand**, as of 30 June 2024, in line with internal forecast (\$19.5 million as of 31 March 2024).



Historic Profit Milestone, achieving inaugural full-year positive EBITDA and NPAT.



Key Growth Drivers, with significant contributions from THRiV in the US and increased subscription and transaction fees in Australia.



Promising Outlook for FY25, with anticipated continued growth driven by the increasing adoption of omnichannel solutions and the rollout of innovative new service offerings.

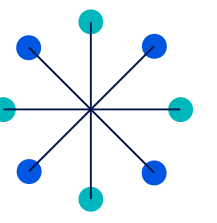


Finalized Planning for 5-year Growth Strategy and launching Transformation 360 investment, laying the foundation for sustained profitable growth.

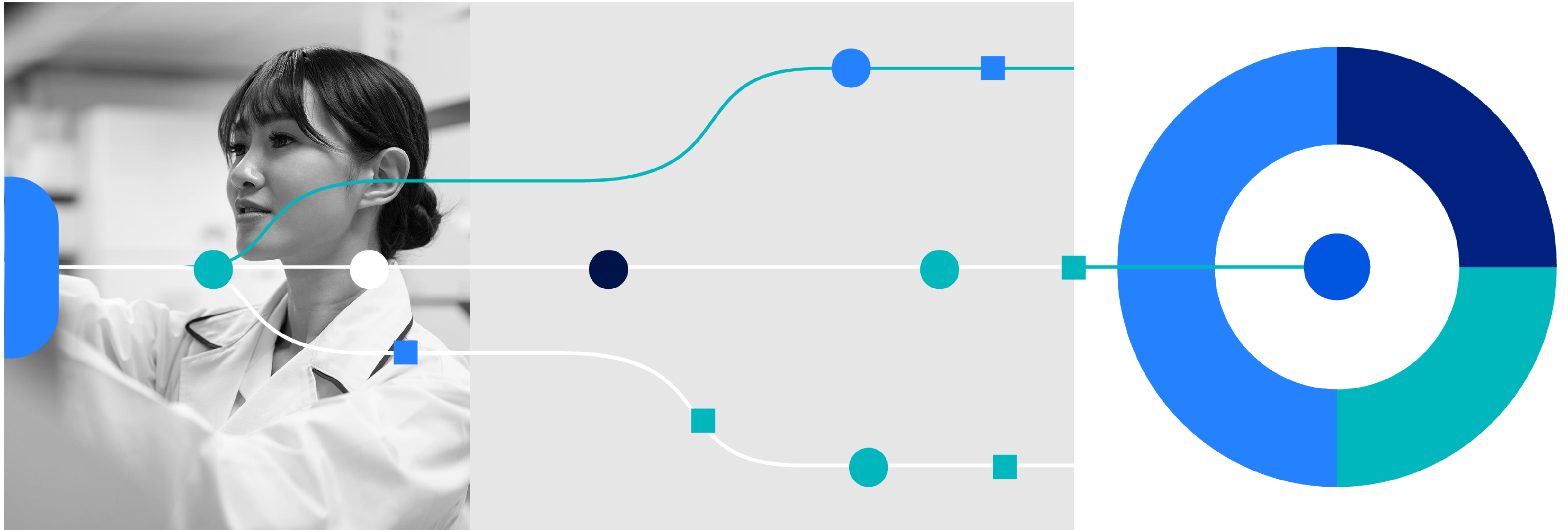


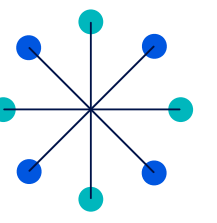
Execution of 5-year Growth Strategy is expected to achieve annual revenue over \$250m with a target of a minimum of 20% EBITDA margins.

All financials in AUD unless otherwise noted.



Medication Management Opportunity



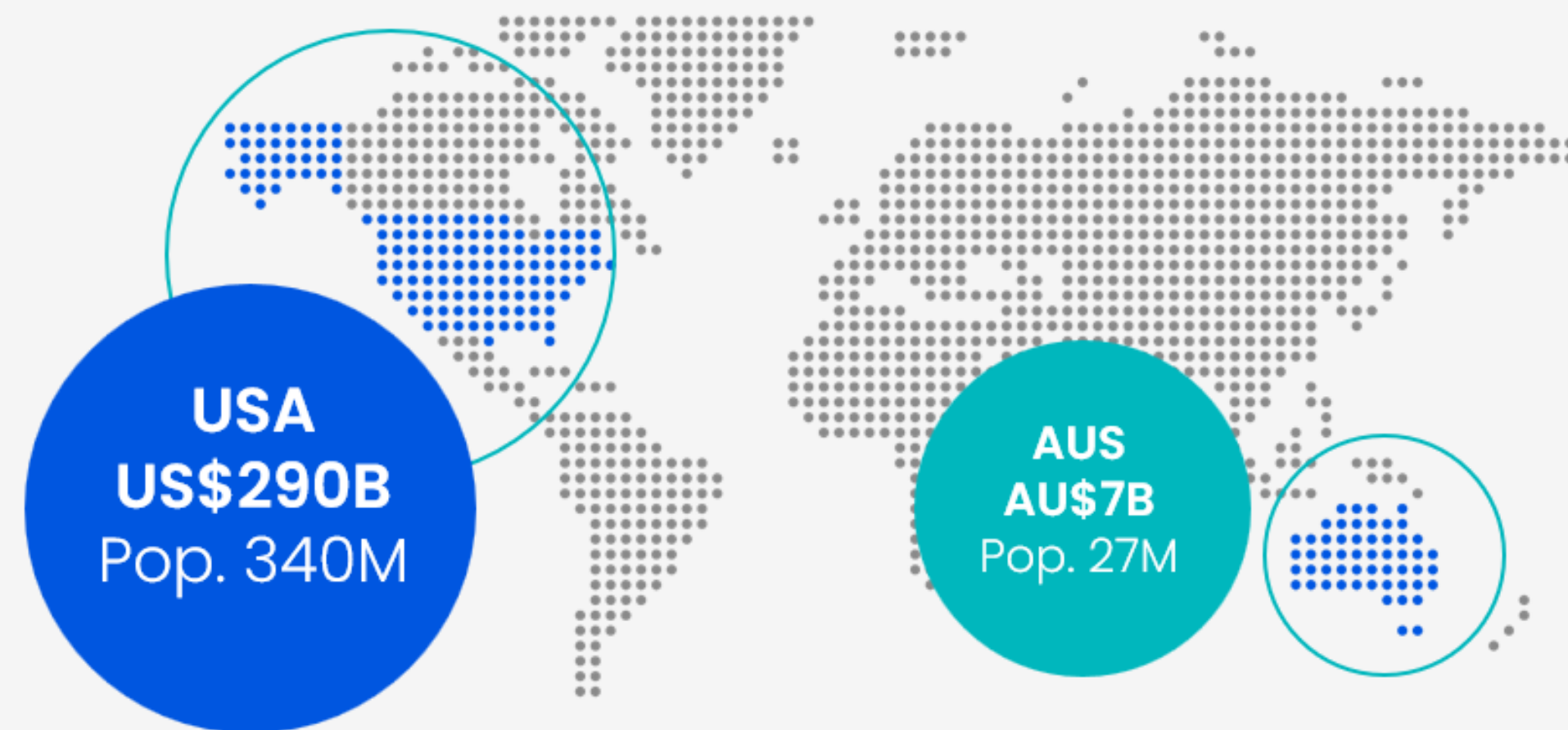







Current Global Landscape is Primed for Transformation

Annual global medication non-optimization 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
-  ~50% 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

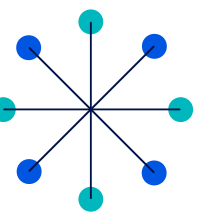
Community pharmacies are uniquely positioned to help drive this transformation.

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**

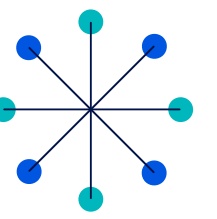
~**80%** of patients see pharmacists as an integral part of their care team



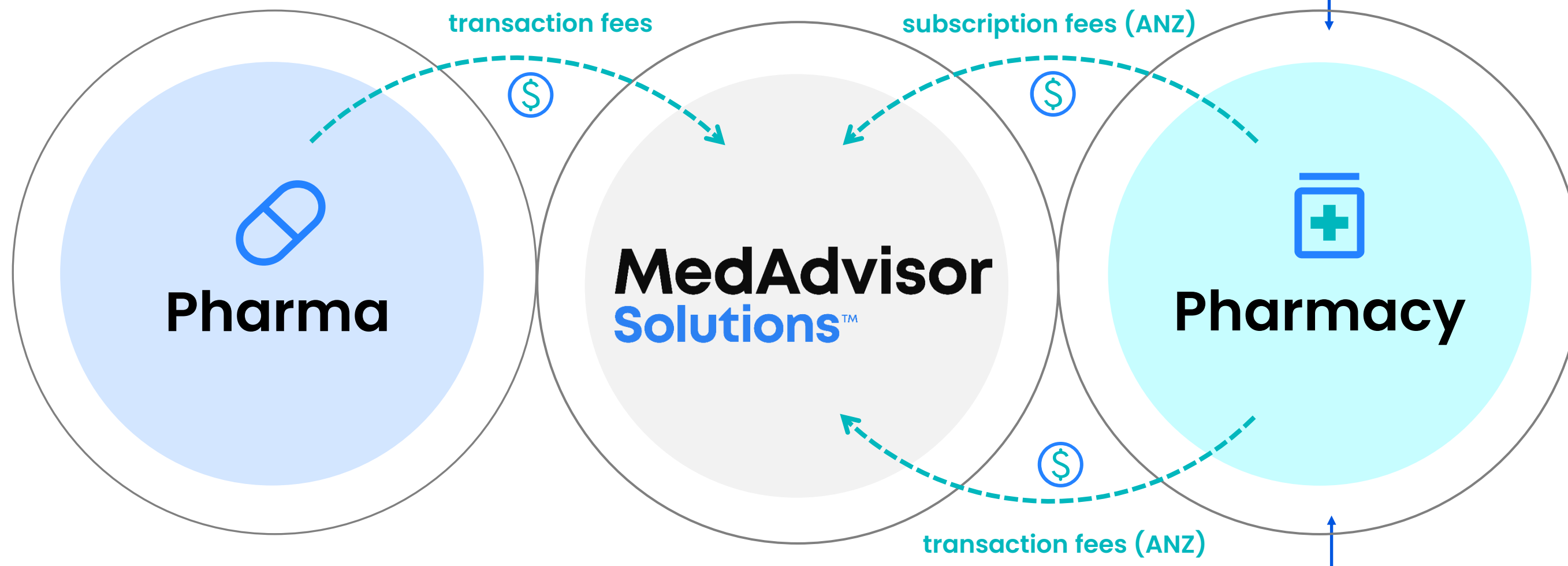
Company Overview



Our Business Model Varies Across Australia and the US



Provider prescribes...



patient engages through their pharmacy.



Our Focus

US: Primary focus is targeted patient engagement programs for pharma, delivered through the patient's pharmacy.

- Each delivered communication generates a transaction fee.
- As US programs transition to an **omnichannel** approach, powered by our AI enabled platform, **THRiV**, the transaction fee shifts to a per-patient model.

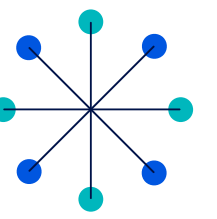
ANZ: SaaS platform supports the pharmacist's workflow and generates subscription and transaction fees.

- Pharmacy pays a subscription fee for **MedAdvisor for Pharmacy** and ability to distribute **MedAdvisor consumer app**.
- SMS/Text, flu/vaccine scheduling, monitoring and commerce services generate transaction fees.
- Pharma-sponsored programs generate transaction fees.

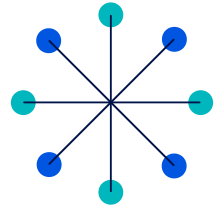
Our impact

<p>The Patient Simplifying the patient journey</p>	<p>The Pharmacy Empowering the pharmacy of the future</p>	<p>Pharma Improving access to medications</p>
<p>>200M patients</p>	<p>>37,000 pharmacy locations</p>	<p>16 of top 20 pharma manufacturers</p>

We Have Built Medication Management Solutions Over Time

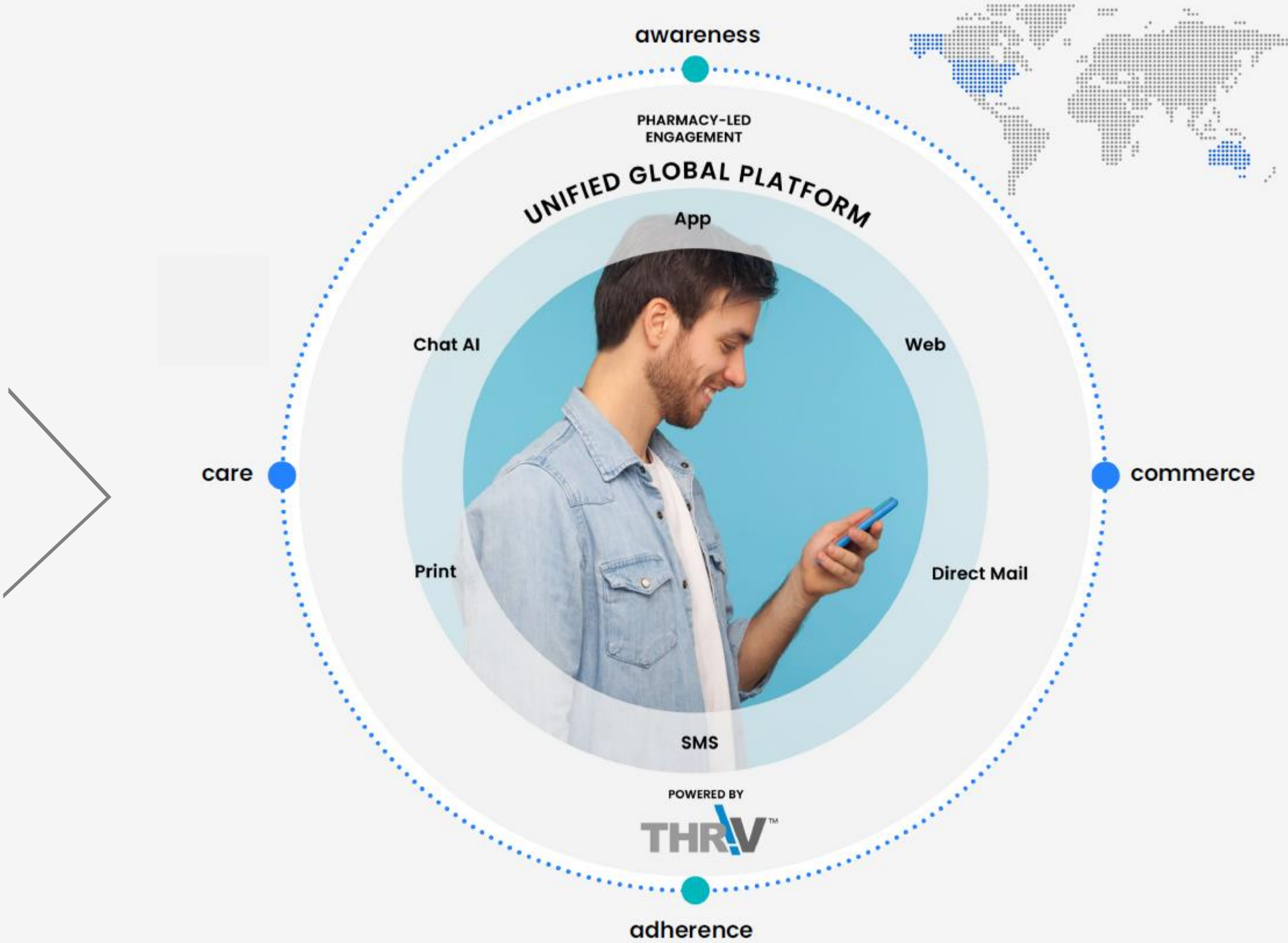


Building a Platform to Power the Pharmacy of the Future and Transform Patient Engagement

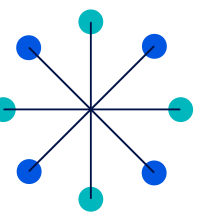


Today, taking the best of our technologies and working as one team, we are building **a single global platform** that powers solutions delivered locally.

MedAdvisor Solutions™

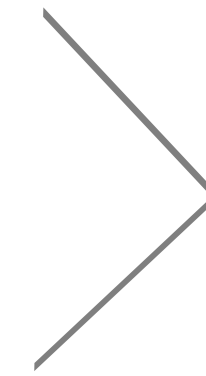


Leveraging AI to Optimize our Solutions



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

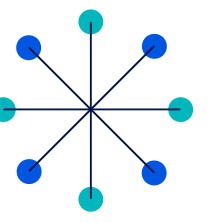
- + **Patient segmentation** to enhance personalization
- + **Protocol optimization** to set how often a patient is communicated to and when
- + **Customized patient content** to personalize content and frequency
- + **Telehealth decision** support for differential diagnoses and language translation



Piloting AI optimization in **Medication Advisor**

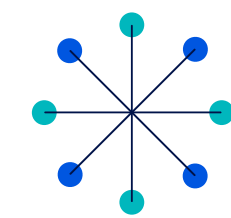
- Patient support 24/7
- Communications tailored to meet patient's unique preferences and needs
- Reduced pharmacist burden
- Ability to provide better support due to "Virtual confidant phenomenon"
- Continuous data insights





Focus on Profitable Growth





Global Performance

	FY 21	FY 22	FY 23	FY 24
Revenue	\$40.3m	\$67.8m	\$98.0m	\$122m
Gross Profit	\$21.3m	\$35.0m	\$59.4m	\$74.2
Gross Margin	55.0%	51.6%	60.6%	60.8%
EBITDA	(\$13.6m)	(\$11.3m)	(\$3.0m)	\$6.8m - \$7.6m
NPAT	(\$14.4m)	(\$17.5m)	(\$11.3m)	\$0.5m - \$0.8m



Doing what we said:

Delivered profitable results in full-year FY24 , while building our foundation for sustained growth.

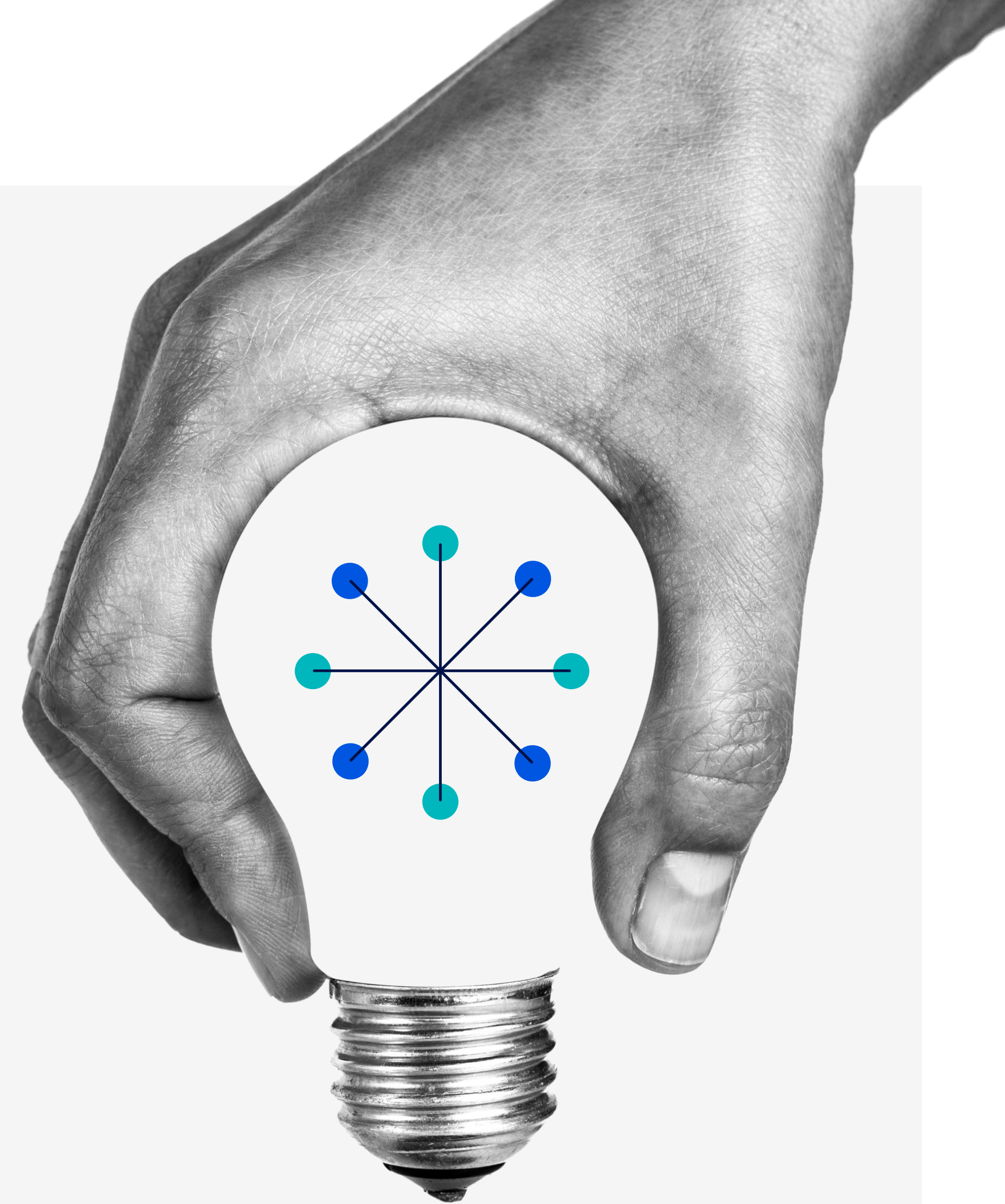
Strategic Initiatives Power Sustainable Growth

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

Key drivers:

- Increase patient reach and engagement
- Strengthen and expand core solutions
- Enter new adjacent markets and product white spaces
- Move towards a unified global platform and modern tech stack
- Build one team with a common high-performance culture

We launched Transformation 360° and are **investing \$10–\$15M** from internal cash flow in FY25 and FY26 to establish the foundations to drive operating leverage.



Sustaining Growth with Transformation 360°

TRANSFORMATION

In FY25, we will launch Transformation 360°, investing in the evolution of future patient engagement and strengthening our foundation for **sustainable, profitable growth**, prioritizing:



MedAdvisor app

Empowering greater patient reach and engagement with generative and conversational AI capabilities



MedAdvisor for pharmacy

Enabling innovation and enhancing the pharmacist's capacity for patient engagement



US platform transformation

Our THRIV-powered platform will transform personalised omnichannel patient engagement—growing channels and expediting data insights



Pharmacy commerce pilot

Enhancing patient access to essential medications and related products within the pharmacy



Shared services

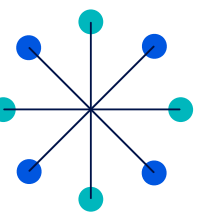
Evolve our shared services talent domain expertise to deliver exceptional customer value (goal: reduce FY25 operating expenses, realize full impact in FY26)



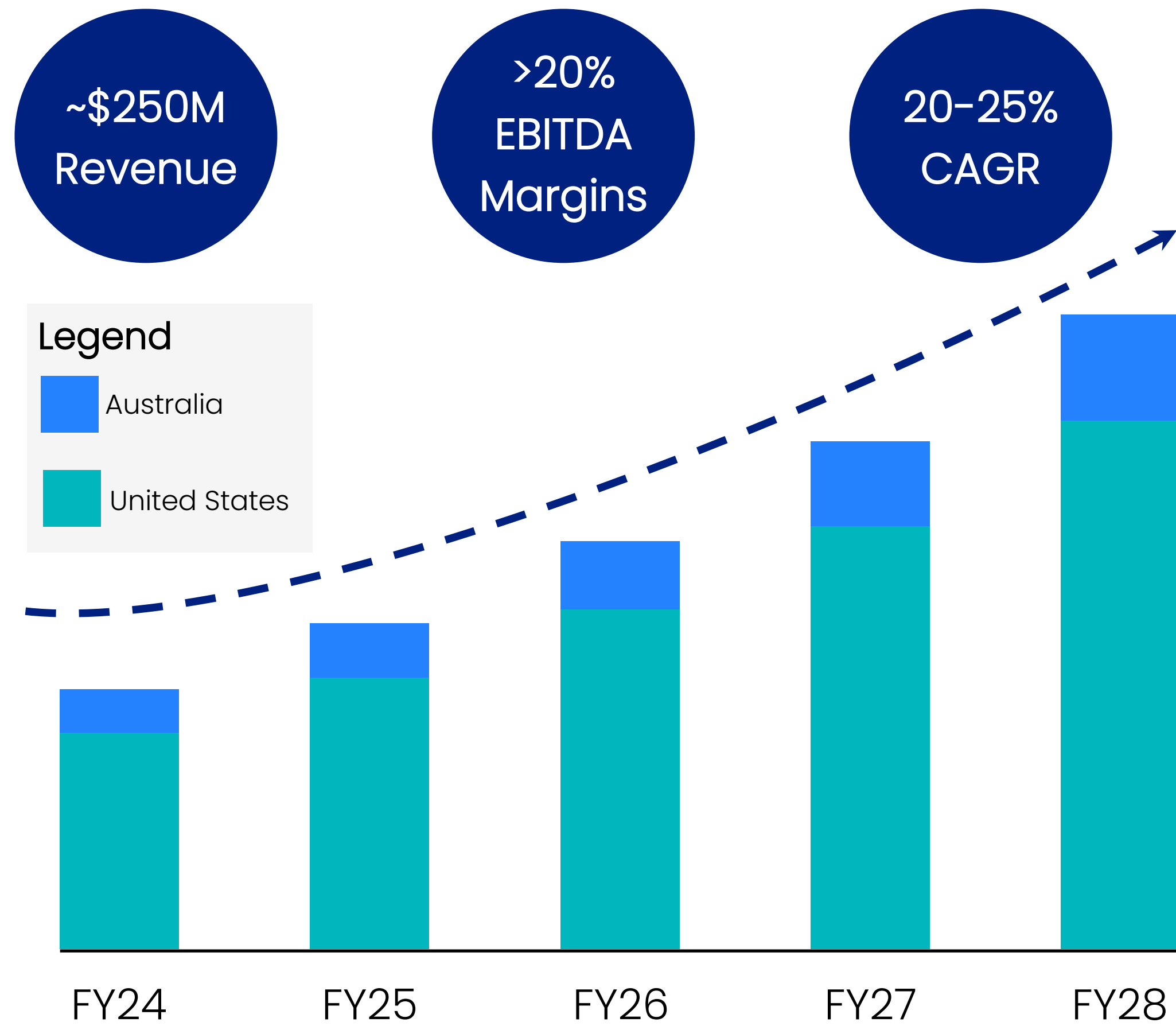
Global platform

FY26 focus: unifying ANZ and US platforms, elevating the experience for patients & pharmacists

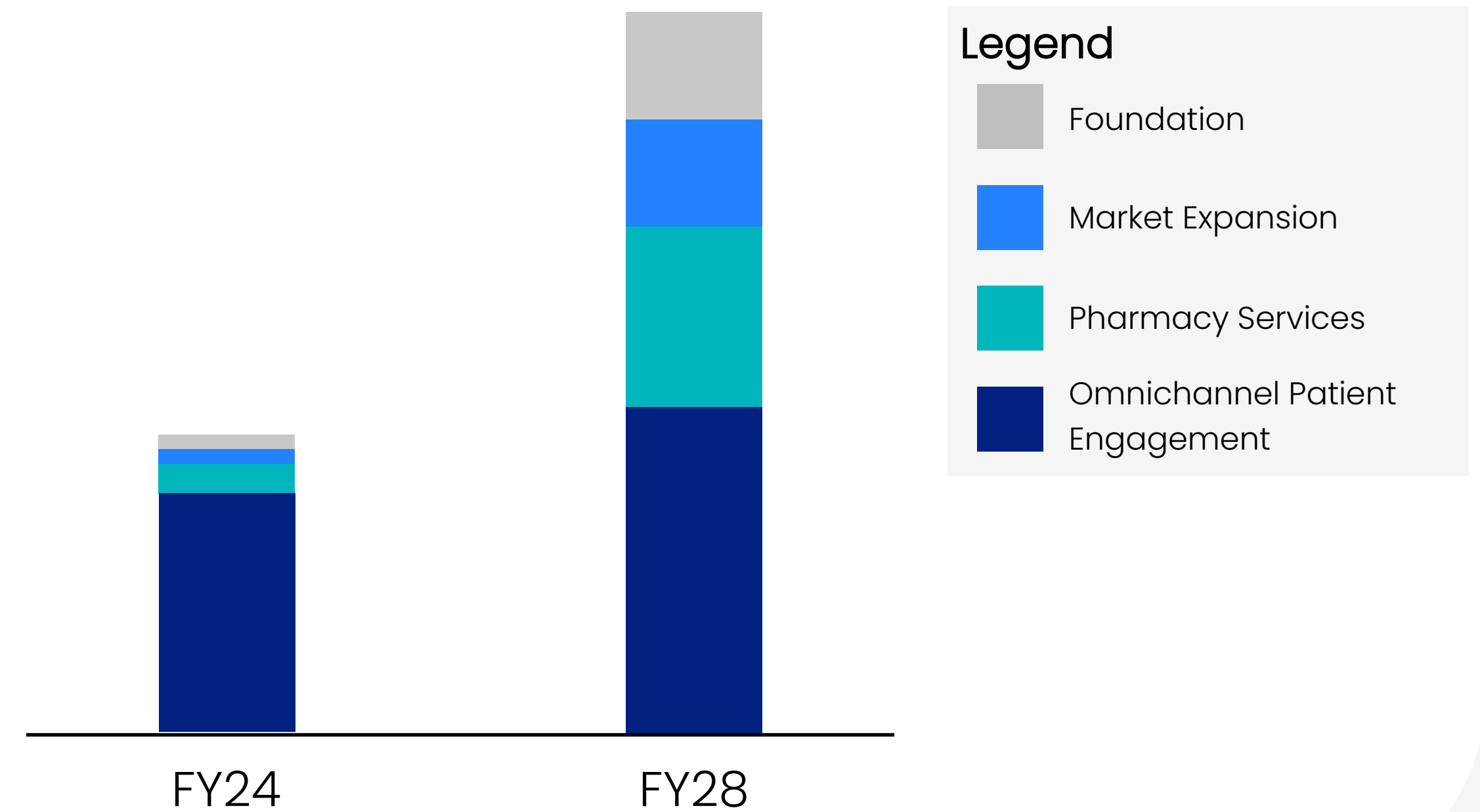
5-Year Strategic Plan Provide the Framework to Achieve Strong Growth

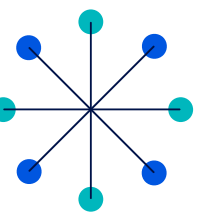


Targeting strong growth, margin expansion, and the diversification of revenue streams.

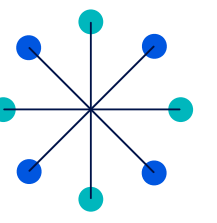


Targeted Revenue Diversification



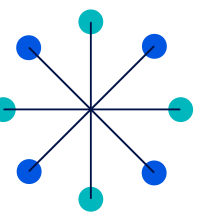


Questions



Thank You





Experienced Team



Partnering with Pharma & Pharmacy to deliver Patient Engagement solutions



Experienced sales & AM Professionals with an avg of 15 years of experience



Full time Pharmacists on staff



Full time Data scientists & engineers on staff

GTM Approach

US

- **Strong relationships with pharmacy** based on 30+ year partnership
- **Full service for Omnichannel** Engagements with in-house creative team representing 30+ years of national agency experience
- **Tech forward approach, leveraging AI, ML** to revolutionize the patient engagement experience, simplify medication management and reduce pharmacist burden

ANZ

- **Leverage strong relationships with pharmacy and guild** to create innovative programs like Expanding Scope of Practice (pharmacist consultations) and workflow support
- **Drive consumer engagement** with services like telehealth and e-commerce (coming soon), as well as digital communications

Market Penetration



Partnering with Pharma

- 100% of the top 20 pharma companies
- Executed over 3,000 programs
- 50 brands focused on digital adherence programs
- Comprehensive pharmacist intervention programs



Partnering with Pharmacies

- Largest pharmacy network globally
- 34,000 locations across the US
- 9 of the top 10 chains in the US
- Engaged with all of the top 5 AU pharmacy groups
- Preferred partner for expanded scope of practice

Results

13:1

Average ROI across all health programs,

95%

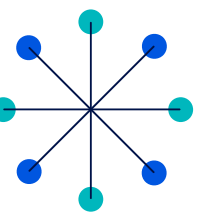
Connected to **over 95%** of AU pharmacies

60%

Our pharmacy network represents 60% **of the US population**

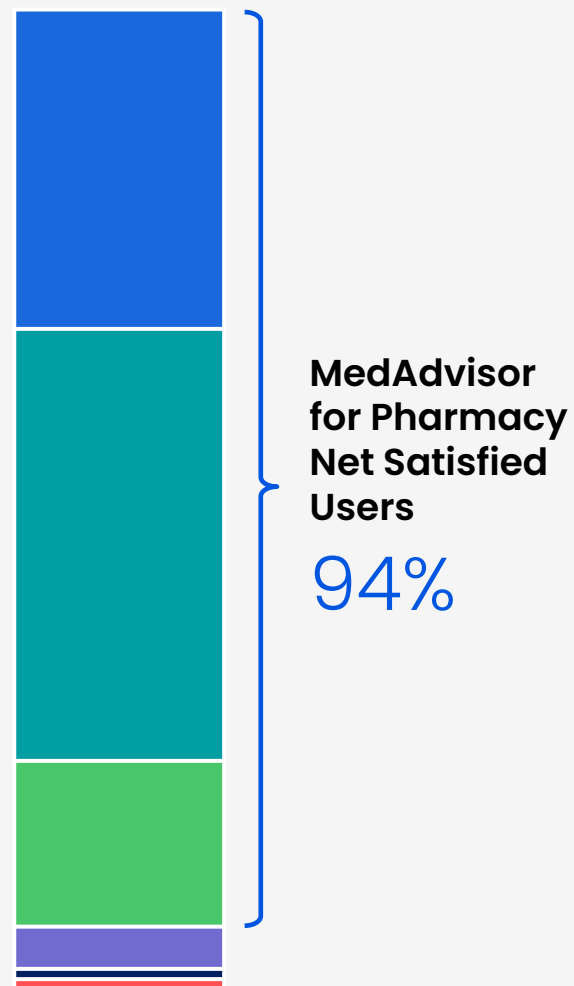
33M

Digital patient engagement messages in 2024



In ANZ

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



MedAdvisor for Pharmacy

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:



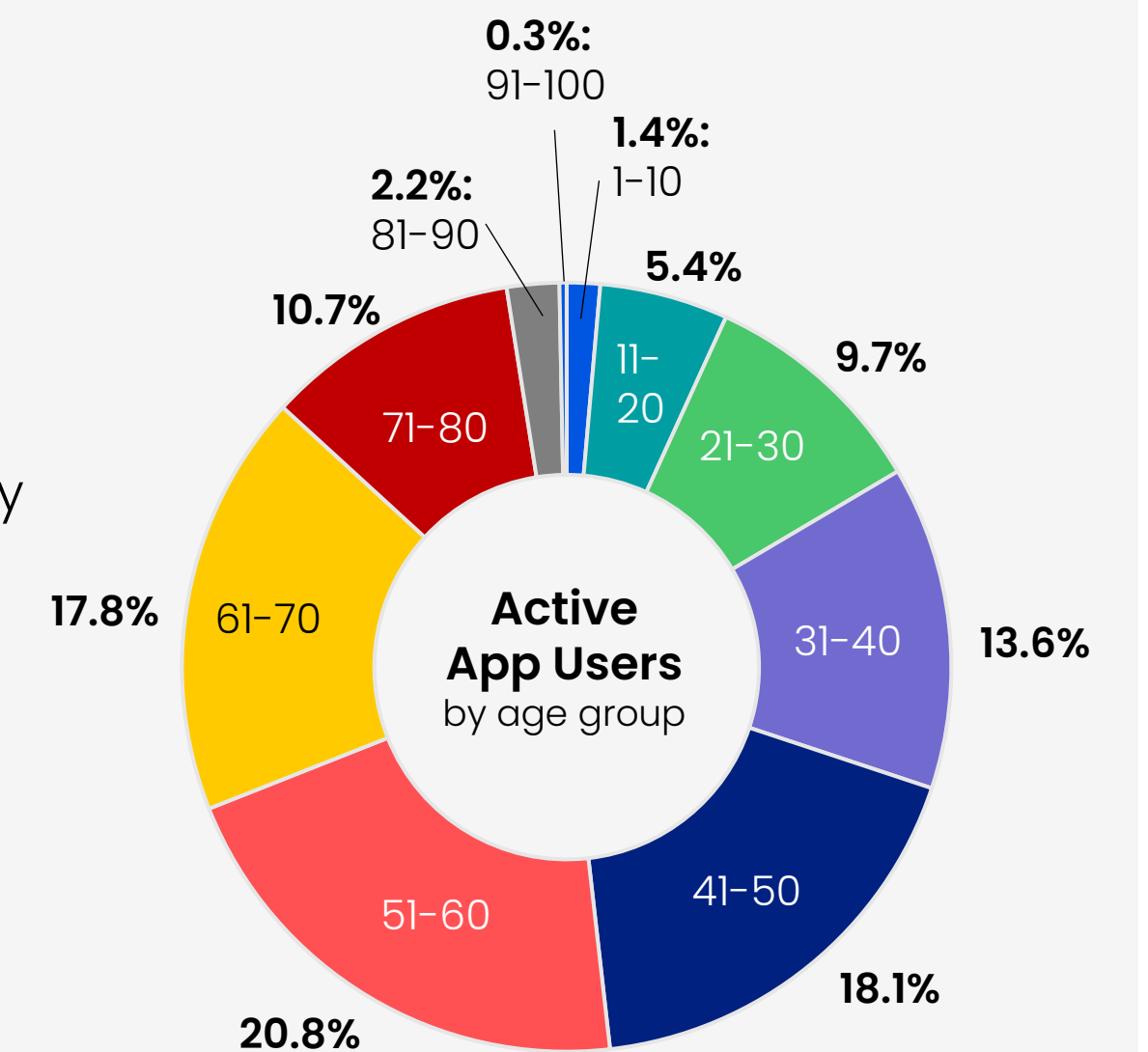
Room to Grow

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

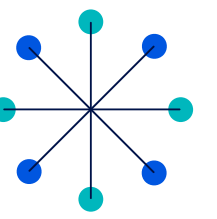
Our white-label app

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

- **>3.9M** 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

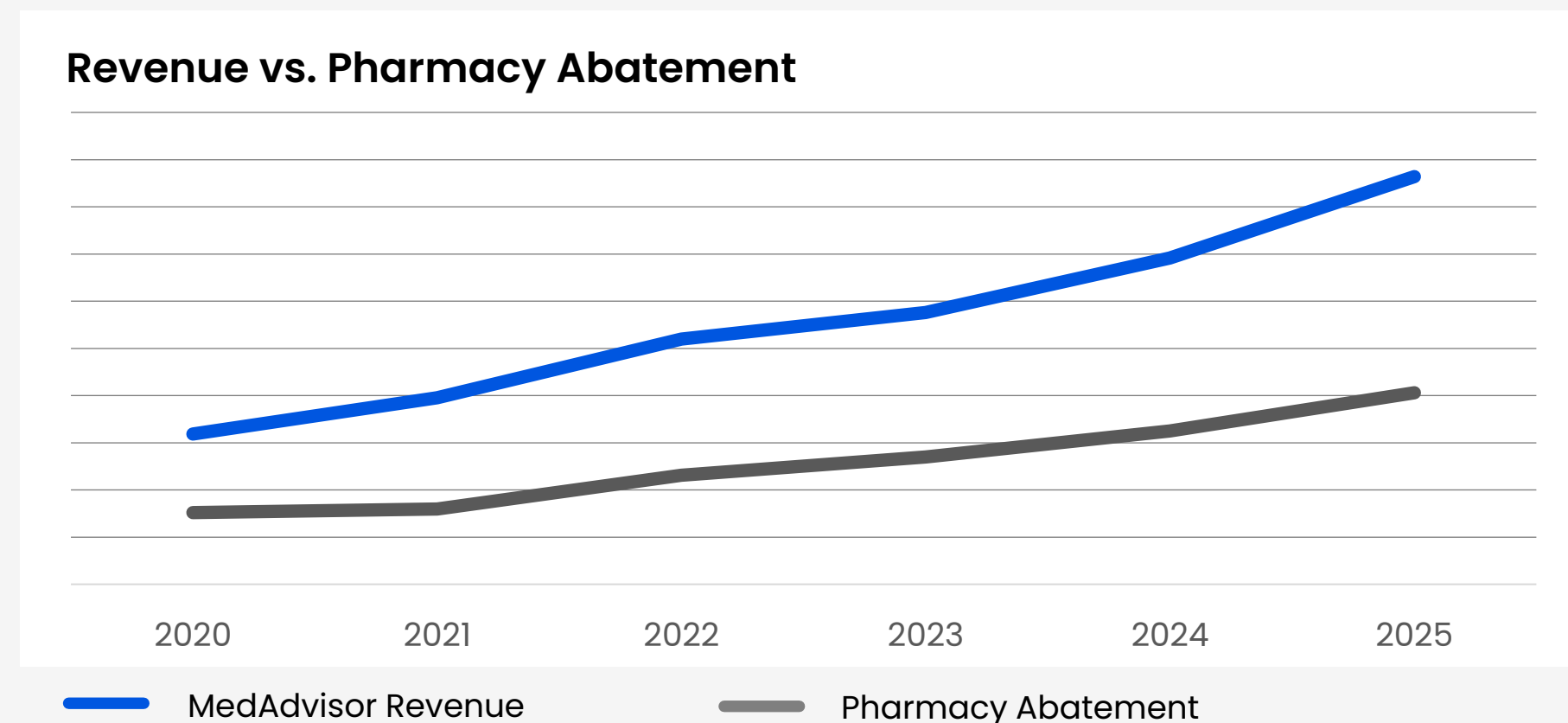


US Pharmacy Network
60%+
 of the population

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.



34K 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

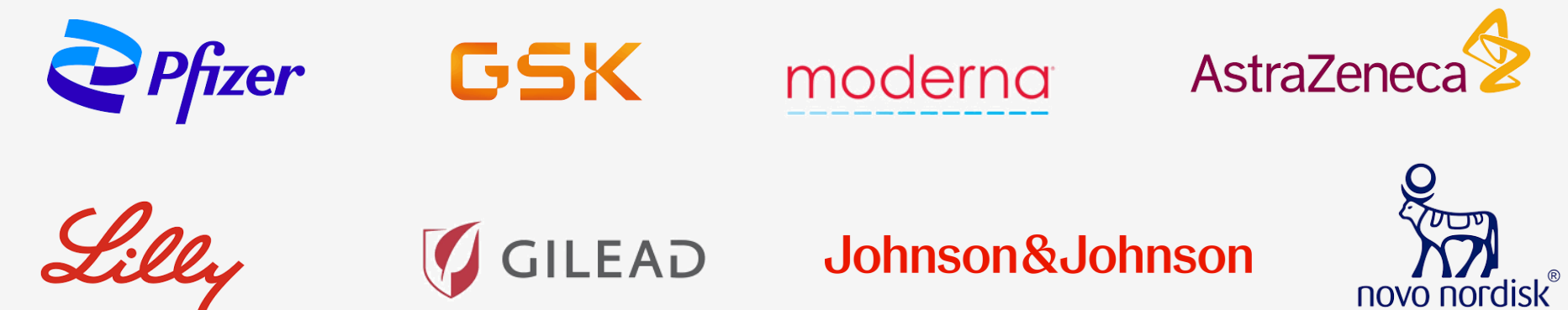
Pharma spend on digital channels to drive patient engagement

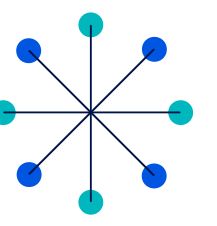
THRiV omnichannel platform

delivers personalized 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:





5-Year Strategic Plan: Identified Opportunities for Growth

Identified 4 key areas with significant Total Addressable Market of > \$20bln that MedAdvisor has the capability to continue to grow into and expand.

Omnichannel Patient Engagement

- Medication Adherence.
- Medication / Disease Education.
- Vaccine Education.
- Health and Wellness.

Market Expansion

- Specialty Medications.
- Payer - Health Plans.
- Primary Care / General Practitioner.
- Home Health.

Foundation

- Global Platform – THRiV.
- AI Products and Services.
- Data Source Expansion.
- Omnichannel Expansion.

Pharmacy Services

- Expanded Scope of Practice.
- Pharmacist Intervention Programs.
- Medication Therapy Management Services.
- MedAdvisor for Pharmacy.
- eCommerce.
- Telehealth.

Driving Growth

- Increasing number of [accessible digital patients](#).
- Expanding [pharma relationships](#) / increase penetration.
- Targeted [market expansion](#).
- Launching [expanded solutions](#) such as telehealth.

Improving Margins

- Shifting product mix to [digital and THRiV](#).
- Completing cloud migration and tech [modernisation](#).
- Implementing global [shared services](#).
- Utilising [AI](#) to improve internal operations.