

ASX ANNOUNCEMENT

15 June 2018

## MedAdvisor signs agreement with Zest

- 3-year agreement signed with EBOS (ASX:EBO) subsidiary, Zest, with the aim of further extending Zest services to pharmaceutical manufacturers and other program funders
- Agreement builds on MedAdvisor's existing patient engagement program offering and the relationship with EBOS
- Provides additional revenue opportunities and patient acquisition channels through Zest's networks and work has already commenced on first joint client

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce it has formalised its agreement with EBOS subsidiary Zest, following EBOS Group Limited's investment in MedAdvisor (announced on 23<sup>rd</sup> of October 2017).

Under the agreement, MedAdvisor will provide a digital communication channel for Zest's healthcare programs, enabling better connections with manufacturers and the community.

Zest has a successful track record of implementing programs for leading healthcare and pharmaceutical companies and will continue to provide high-quality solutions together with MedAdvisor. It is expected that MedAdvisor will earn fees for delivery of programs pursued by the parties.

MedAdvisor currently provides Patient Engagement Programs (PEPs) through its existing digital communications offering for ~14 of Australia's leading pharmaceutical and healthcare companies.

The relationship is already well underway, with MedAdvisor and Zest offering a program via PlusOne to an existing Zest client.

This partnership may extend further as the Company's hospital market expansion strategy rolls out, through collaboration on tailored and customised hospital discharge programs.

Robert Read, CEO of MedAdvisor commented: "We're delighted to be working with Zest to provide a digital channel to communicate and manage healthcare programs. Our sophisticated technology has a key role to play in digitising healthcare programs with the ability to facilitate seamless communication with patients and to effectively manage and monitor progress and engagement."

[Fiona Grigg, Managing Director of], Zest said: "The future of healthcare is digitisation. It results in more accurate, timely information, which leads to better patient outcomes. The ability to communicate digitally with patients and provide them with instant access to information about their healthcare and medications is therefore of the utmost importance and we look forward to working with MedAdvisor to achieve this."

-ENDS-

For more information



Robert Read, CEO  
MedAdvisor  
Tel: +61 3 9095 3036  
[robertr@medadvisor.com.au](mailto:robertr@medadvisor.com.au)

Jennifer Duraisingam  
Corporate Communication Manager  
Tel: +61 3 9095 3036  
[jenniferd@medadvisor.com.au](mailto:jenniferd@medadvisor.com.au)

### **About MedAdvisor**

MedAdvisor is a world class medication management platform focused on addressing the gap and burden of medication adherence. Founded with a desire to simplify medication management, the highly automated and intuitive Australian software system connects patients to their local pharmacy, providing them with real time access to their personal medication records. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medications, which together improves adherence by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed ~1,000,000 users through its connections with ~50% of pharmacies across Australia.

### **About Zest**

With three separate business divisions, Zest offers a diverse range of solutions to the healthcare market in Australia. These include Zest Healthcare Communications, which produces educational materials, web sites, disease awareness and professional development programs, Zest Health Strategies, which works to align public policy and strategy with patient needs and healthcare services, and Zest Patient Support, which works to inform, reassure and support patients. Each business is made up of professionals unmatched in the market, working to best-practice principles to deliver outstanding results.