

MedAdvisor appoints Former Xero MD and Tech Investor Chris Ridd as Board Chair

For Immediate Release

Melbourne February 2020 -- MedAdvisor Limited, Australia's leading digital medication management company, is pleased to announce the appointment of Chris Ridd as a Non-Executive director of the company and its new Chair of the Board. Chris replaces Mr Peter Bennetto who will continue to support the transition as a Non-Executive Director of MedAdvisor.

As MedAdvisor forges ahead with its global expansion plans and growth, the board has decided to bring in new capabilities to support this phase of growth. With more than 30 years working in the technology sector, including 15 years at Microsoft and Australian Managing Director at cloud accounting company, Xero, Ridd has the right skills to help the company navigate its next phase of growth. Including scaling the platform, attracting talent and driving performance.

Robert Read, CEO of MedAdvisor, said: "MedAdvisor is growing internationally with a strong tech platform. Having great people around who have highly relevant experience is critical to our ability to execute on the strategy we have set. We are ecstatic to have Chris appointed to our board and lead the company as Chairman. He brings with him extensive experience as a tech leader with a track record scaling high growth businesses. We are looking forward to working with Chris to take MedAdvisor's health tech platform through its next stage of growth on a much larger, global scale."

Chris Ridd – Non- Executive Director and Chair (Incoming), commented: "My passion for backing Australian-built technology and helping it reach its full potential is what I've built my career on and it's what has drawn me to MedAdvisor. I'm excited to be joining MedAdvisor as the Chair of the Board and intend on guiding the business as it scales globally, working closely with the management and the board to execute and expand the company's growth in the global health market."

MedAdvisor thanks Peter for his contribution to the company's growth. He has been instrumental in steering MedAdvisor from a small start-up in 2015 to now where the company has achieved 60% of the pharmacy market share. Under his tenure as Chairman, the Company has made significant advances in its world leading technology and has achieved growth in total revenues of 73% (CAGR) since FY2016.

Peter Bennetto – Chairman (Outgoing) and Non-Executive Director stated: "I am delighted that Chris will join us and Chair MedAdvisor. I have thoroughly enjoyed leading a business that helps people every day and I am looking forward to working closely with Chris along with the leadership team at Medadvisor and my fellow board members as MedAdvisor expands internationally."

Ridd currently holds Non-Executive Director positions with private equity backed technology businesses, Compass Education, SalesPreso, Moula and myprosperity.

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About

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 medication related tools and education materials from their community pharmacy. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders, pre-ordering of medications and medicines information, which together has been shown to improve adherence to chronic medications by ~20%. Since launching in 2013, MedAdvisor has connected over one million users through ~ 60% of Australian pharmacies and a network of thousands of GPs across Australia, and in 2018 was recognised in the AFR Fast 100.

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