

**ASX RELEASE (ASX: MDR)**

**MedAdvisor Solutions to evaluate strategic options to  
maximise shareholder value**

Melbourne, Australia, 14 November 2024 – Global pharmacy-driven patient engagement company, MedAdvisor Limited (MedAdvisor Solutions or the Company), advises that it has initiated a formal review process to evaluate strategic options to maximize shareholder value.

The Board believes that MedAdvisor's current market valuation does not reflect the combined value of its Australian and US business units. The process is expected to consider a range of initiatives designed to address the valuation disconnect.

MedAdvisor CEO, Rick Ratliff, commented: "Earlier this year, we emphasised our commitment to profitable growth by releasing a 5-year plan and launching Transformation 360°, a key project designed to assist in driving strong growth, margin expansion, and revenue diversification. We remain focused on executing our 5-year plan, and the review process will enable the Board to evaluate the business as a whole and in parts."

MedAdvisor Non-Executive Chair, Linda Jenkinson, commented: "We are very pleased to have achieved profitability in FY24. Now that we have reached that milestone, the Board is keen to ensure that our assets are assigned their full and appropriate value. We view

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positively the potential opportunities that this process may present and look forward to updating the market on relevant outcomes in due course."

Adelaide Equity Partners Limited (AE Advisors) has been retained as financial advisors and HWL Ebsworth as legal counsel, to assist with the process.

There can be no assurance that the review process will result in any transaction or other change or outcome for the Company. MedAdvisor expects the review process to take up to three months to conclude, and it does not intend to comment further on specific aspects of the process unless the Board has approved a specific course of action, or the Company has otherwise determined that further disclosure is appropriate or required by law.

During the review period, MedAdvisor intends to continue its current business plans (including Transformation 360°) and to evaluate opportunities for growth that may arise. For clarity, the Company does not intend to make any acquisition or undertake an associated capital raise whilst the review process is underway.

-ENDS-

*This document has been authorised for release by the Board 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](http://medadvisorsolutions.com/investors).*