

ASX RELEASE (ASX: MDR)

Evaluation of Strategic Options Update

Melbourne, Australia, 7 May 2025 - Global pharmacy-driven patient engagement company, MedAdvisor Limited (**MedAdvisor Solutions** or the **Company**), advises that it has received a Non-binding Letter of Intent (**LOI**) from a prominent multinational listed software business, with operations in the Australian market.¹

The LOI outlines a proposal to acquire the Company's ANZ business division for cash considerations. Whilst at this time the proposal remains "commercial in confidence", it represents what Directors believe to be a materially higher value than what is implied in the current MedAdvisor Solutions share price. On that basis, MedAdvisor Solutions has executed the LOI in the best interest of shareholders.

The receipt of the LOI is in line with the Company's previously announced review of strategic options process, which aimed to consider various initiatives to bridge the valuation gap between the market capitalisation of the Company and the Board's perceived fair value of its ANZ and US business units. The ANZ business continues to perform strongly achieving record revenue of A \$2.9m in April 2025.

The LOI includes customary conditions such as a period of exclusivity to conduct due diligence. Importantly, given the significant preliminary work already undertaken by

¹ It is the Company's belief that the counterparty's identity is not information that a reasonable person would expect to have a material effect on the price or value of the entity's securities, given the current non-binding nature of the bid.

both parties, the timeframe for execution of a binding sale and purchase agreement is expected to be approximately 5 to 7 weeks.²

MedAdvisor CEO, Rick Ratliff, commented: "We are pleased to have received a compelling offer which validates our view of the significant strategic value of MedAdvisor Solutions' ANZ business. We are also very pleased that our process has identified a potential acquirer that intends to continue to grow and invest in the business for the benefit of pharmacies across Australia."

Adelaide Equity Partners Limited (AE Advisors) and HWL Ebsworth continue to be retained to assist with the strategic review process and are advising on the potential transaction.

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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 personalised 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.

² The Company notes that the LOI is non-binding and there is no certainty that any agreement will be reached or that any sale transaction will occur. The Company will update the market in the event a transaction with the counterparty does not proceed.