

## **Adherium appoints Vice President of Global Business Development to drive commercial growth**

**Melbourne, Australia – 22 April 2022:** Adherium Limited (ASX: ADR), a leader in respiratory eHealth, remote monitoring and data management solutions is pleased to announce it has significantly strengthened its international commercial leadership team with the appointment of Mr Francis White as Vice President of Global Business Development based in the UK.

Mr Rick Legleiter, Chief Executive Officer, commented, "Since Adherium's founding, pharmaceutical clinical trials have been the core business. We have learned and benefited significantly from these partner relationships to establish an exciting inflection point for the Company with a new digital services portfolio to generate meaningful revenue from remote patient monitoring. The UK is home to global leaders in respiratory medications and therapeutics and Francis joining our leadership team is a key staffing milestone for a new strategic sales approach to acquiring new customers while supporting current customers to grow revenue in this market segment.

With so much non-COVID-19 clinical trial work stopped or put on hold due to pandemic workload, lack of hospital access, and difficulty recruiting participants, we expect a continued resurgence to pre-pandemic levels globally. Given the Company's historical experience, now is the time to leverage our digital platform including our new, next generation digital inhalers with physiological parameters offering an unmatched value proposition to clinical partners that has never been stronger. Appointing Francis to lead this newly created worldwide commercial role from his UK base and given his key account management (KAM), sales and marketing experience is a statement of our commitment to international pharmaceutical companies, contract research organizations (CROs) and their related parties."

Mr White brings more than 20 years' healthcare leadership experience most recently serving as Managing Director of Olympus Medical UKIE, a leading healthtech solutions company where he led commercial operations including introducing the KAM function and pioneering Health Economics and Market Access to grow top line revenue from zero to thirty percent compounded over three years to more than GBP200 million.



Previously Mr White was Vice President Sales and Business Development at Silicon Valley based AliveCor responsible to scale its international business in the emerging field of AI powered, mobile health. Mr White's long, early career with Medtronic is notable for his steadily advancing roles with increasing responsibility from Territory Manager to Business Director accountable for UK and Ireland sales, marketing and clinical research leading an organization with 110 staff and with a P&L of over \$200 million.

Mr White commented, "I couldn't be more excited to bring our brand new, revolutionary, data-rich, digital Inhaler platform to new and existing pharmaceutical and CRO customers across the world. This industry leading physiological sensing technology brings the potential to surface unprecedented, and previously unattainable, insights and novel outcome measures. A new strategy engaging at customer senior management levels will expand our partnerships and reach enabling us to power many more effective clinical trials and at the same time, help meet carbon reduction targets."

Mr Legleiter continued, "To be clear, Adherium's business focus is our digital services portfolio for remote patient monitoring in the USA, our number one target market. We are executing on our product roadmap to expand US medication market coverage and FDA clearances. Our go-to-market channel strategy is greatly expanded to include US remote monitoring companies, health systems, traditional payors, self-insured payors, and payviders. And, clinical trials services for pharmaceutical companies and contract research organizations (CROs) is a parallel channel opportunity that we must not miss."

### **About Adherium (ASX: ADR)**

Adherium is a provider of integrated digital health solutions and a worldwide leader in connected respiratory medical devices, with more than 180,000 sold globally. Adherium's Hailie® platform solution provides clinicians, healthcare providers and patients access to remotely monitor medication usage parameters and adherence, supporting reimbursement for qualifying patient management.

The Hailie® solution includes a suite of integration tools to enable the capture and sharing of health data via mobile and desktop apps, Software Development Kit (SDK) and Application Programming Interface (API) integration tools, and Adherium's own



broad range of sensors connected to respiratory medications. Adherium's Hailie® solution is designed to provide visibility to healthcare providers of medication use history to better understand patterns in patient respiratory disease.

Learn more at [www.adherium.com](http://www.adherium.com) \_

This ASX announcement was approved and authorised for release by the Board of Adherium.

**Investor and Media Enquiries:**

Hannah Howlett

WE Communications

WE-AUAdherium@we-worldwide.com