

ASX RELEASE (ASX: MDR)

MedAdvisor FY25 Financial Results

Melbourne, Australia, 29 August 2025 – MedAdvisor Solutions (the Company), a leader in pharmacy-driven patient engagement solutions, has today released its annual results for the year ended 30 June 2025 (FY25).

Year ended 30 June (AUD)	FY25	FY24	Change
Continuing Operations¹			
Revenue	\$63.0m	\$98.4m	-36.0%
Gross Profit	\$32.9m	\$53.5m	-38.5%
Gross Margin	52.3%	54.4%	-2.1 ppts
EBITDA – before impairment	(\$10.7m)	\$3.2m	nm
NPAT	(\$63.3m)	(\$2.3m)	nm
NPAT – discontinuing operations	\$3.1m	\$3.1m	-%
NPAT for full-year attributable to shareholders	(\$60.2m)	\$0.8m	nm

¹ On 2 July 2025, MedAdvisor entered into a binding share sale and purchase agreement (SPA) to sell the Company's ANZ business division and associated intellectual property to Jonas Software AUS Pty Ltd. As a result, these businesses have been recorded as discontinuing operations in FY25 and as an asset held for sale on MedAdvisor's balance sheet.

Key highlights

- FY25 group revenue from continuing operations of \$63.0 million, down 36.0% on a record previous corresponding period (pcp) (FY24: \$98.4 million), impacted primarily by the underperformance of US health programs.
- FY25 gross profit and gross margin from continuing operations were down in line with the decline in revenue and a change in product mix compared to FY24.
- EBITDA from continuing operations (before impairment) recorded a loss of \$10.7 million, down from a profit of \$3.2 million in the pcp.
- Intangible assets were impaired by \$46.5 million to reflect uncertainty regarding future performance.

- Successful \$7.7 million capital raise, comprising \$5.0 million placement, plus \$2.7 million from Share Purchase Plan.
- Accelerated cost-out program delivering \$12.8m in savings between FY24 to FY26.
- Transformation 360° initiative progressing to plan, with more than 70% of US platform development complete.
- Post reporting date: On 2 July 2025, MedAdvisor announced the sale of ANZ business operations to Jonas Software AUS for headline value of \$35 million, plus estimated \$7.35 million earn-out over three years.
- Net cash following the ANZ business operations sale of \$16.49² million. All outstanding debt discharged as of 9 July 2025 with an estimated additional \$8 million holdback expected to be received next quarter.
- Withdrawal of FY26 revenue guidance due to prevailing short-term market uncertainty, while guidance regarding cost-outs and US business pipeline remains in place.

CEO & Managing Director, Rick Ratliff commented, “FY25 was softer at the group level compared to a record prior year, primarily affected by headwinds experienced within the US pharmacy and pharmaceutical sectors.

In response, we implemented significant measures to strengthen the US business and drive improved performance, including accelerating cost reductions under Transformation 360° and continued progress on the US platform build. We also commenced restructuring of our US commercial operations.

The review of strategic operations for our ANZ operations has now been completed, with the business successfully divested and transitioned to Jonas Software, post the reporting period. With this stage completed, our focus is firmly on the US business, where we are undertaking a comprehensive evaluation of the best path forward to maximise shareholder value.”

² Excludes \$8m Holdback payment and potential earnouts estimated to be around \$7.35 million over three years.

United States (US)

Year ended 30 June (AUD)	FY25	FY24	Change
Revenue	\$63.0m	\$98.4m	-36.0%
Gross Profit	32.9m	\$53.5m	-38.5%
Gross Margin	52.3%	54.4%	-2.1 ppts

- Operating revenue of \$63.0 million was down by 36.0%, compared to the record pcip (FY24: \$98.4 million), impacted by a combination of continued pharmaceutical customer budgetary pressures, regulatory challenges and a more competitive and dynamic market environment.
- Gross profit and gross margin declined, reflecting the lower revenue and product mix versus pcip.
- Over \$4.8m of 4Q contracts were deferred into the first half of FY26, due to program launch delays by pharmaceutical customers and a few vaccine programs being delayed, due to the timing of new government vaccine guidance.
- Vaccine-related programs were down 34% on pcip due to budgetary declines, affected by unexpected decreases in RSV, COVID and COVID antiviral vaccine volumes in the first half and significant changes in vaccine regulatory oversight in the second half. Vaccine program revenue is expected to be softer in the first half of FY26 on pcip.
- The general medication category was down 37% on pcip primarily impacted by industry challenges, affecting the continuation of major brands particularly in the second half. Current discussions with these brands indicate a slight recovery in the first half of FY26 with expected stronger momentum going into the second half of FY26.
- Specialty medication programs were down over 42% on pcip due to a combination of budget pressures and program performance issues across a few brands. The current pipeline and new advanced analytics methods point to a positive correction in the category going into FY26.
- THRiV-powered programs contributed 31% of US revenue in FY25, above the pcip. THRiV program revenue is expected to decline in the first half of FY26 during the platform transition.
- Transformation 360° remains on plan, with more than 70% of US platform development complete and deployment expected to launch in 2Q.
- The US pipeline remains healthy at more than US\$125 million, including program restarts for the majority of the brands that affected the revenue decline in FY25.

Australia & New Zealand (ANZ) – discontinuing operations³

Year ended 30 June (AUD)	FY25	FY24	Change
Revenue	\$25.0m	\$23.7m	+5.5%
Gross Profit	\$20.6m	\$20.7m	-0.5%
Gross Margin	82.2%	87.5%	-5.3 ppts
NPAT attributable to discontinuing operations	\$3.1m	\$3.2m	-3.1%

- Operating revenue was \$25.0 million, an increase of 5.5% on the pcp (FY24: \$23.7 million). This is primarily related to higher pharmacy development fees and transactional fees.
- Gross profit decreased slightly on pcp, reflecting higher marketing related pharmacy incentives.
- Gross margin declined by 5.3 ppts due to an increase in COGS, primarily driven by costs associated with increased government program revenue and abatement fees from in-pharmacy health programs.
- On 2 July 2025, the Company announced the sale of ANZ business operations to Jonas Software AUS Pty Ltd, for a headline value of \$35.0 million, plus an uncapped earn-out, payable over the following three years. Based on current expectations, the total earn-out is estimated to be approximately \$7.35 million, implying potential total proceeds of \$42.35 million. For more information refer to the ASX releases dated 2 July and 9 July 2025.

Board Changes

The Company has today announced a further streamlining of the board to reflect the current scale and geographic reach of the business.

Effective today, Kevin Hutchinson and Jim Xenos have elected to step down from the board. Given Kevin's extensive relationships within the US healthcare sector and his strong belief in the Company's future, he will continue to support the US strategic review in an advisory capacity.

³ The information provided below relating to the ANZ business is for completeness only.

Sean Slattery, CFO, has been appointed Executive Director. Sean will resign his position as Co-Company Secretary, while Gillian Nairn will continue as Company Secretary. Further details are available in a separate announcement released to the ASX.

Key Priorities & Outlook

Key priorities for FY26 include:

- Completing the US commercial team restructuring and scaling customer success operations.
- Launching and scaling the next generation patient engagement platform with activation expected in 2Q FY26.
- Strengthening and expanding the US pharmacy network to mitigate execution risks and enhance program delivery resilience.
- Continuing to focus on operational efficiency, business process redesign and change management through Transformation 360°.
- Completing the Company's review of strategic options, including the possible sale of the US business.

In closing, CEO and Managing Director Rick Ratliff said, "The US market remains highly dynamic and presents near-term challenges, as such the board has withdrawn its previous revenue guidance of at least 15% growth in FY26. We do, however, anticipate that the initiatives implemented in the second half of FY25, together with our FY26 priorities, should deliver a steady improvement in operating performance, including a 10% reduction in operating costs, as we move into the latter part of the first half of FY26.

Longer-term, we remain confident in our strategic direction, centred on pharmacy-led patient engagement in medication management and continue to see significant opportunities emerging.

With the strategic review of our ANZ operations now complete, our focus is now firmly on the US business, where we are undertaking a comprehensive evaluation of the best path forward to maximise shareholder value. We look forward to updating the market on our progress in the months ahead, with the aim of completing the process by calendar year end."

- 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 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. For more information, please visit: medadvisorsolutions.com/investors.