

**MedAdvisor Limited**  
**Appendix 4D**  
**Half-year report**

**1. Company details**

Name of entity: MedAdvisor Limited  
ABN: 17 145 327 617  
Reporting period: For the half-year ended 31 December 2023  
Previous period: For the half-year ended 31 December 2022

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**2. Results for announcement to the market**

			\$
Profit from ordinary activities after tax attributable to the owners of MedAdvisor Limited	up	49.5% to	6,871,882
Profit for the half-year attributable to the owners of MedAdvisor Limited	up	49.5% to	6,871,882
		<b>2023</b>	<b>2022</b>
		<b>\$</b>	<b>\$</b>
Basic earnings per share		0.013	0.009
Diluted earnings per share		0.012	0.009

*Dividends*

There were no dividends paid, recommended or declared during the current financial period.

*Comments*

The profit for the Group after providing for income tax amounted to \$6,871,882 (31 December 2022: \$4,596,285).

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**3. Net tangible assets**

	<b>Reporting period Dollars</b>	<b>Previous period Dollars</b>
Net tangible assets per ordinary security	<u>(1.52)</u>	<u>(3.45)</u>

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**4. Control gained over entities**

Not applicable.

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**5. Loss of control over entities**

Not applicable.

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**6. Dividends**

*Current period*

There were no dividends paid, recommended or declared during the current financial period.

*Previous period*

There were no dividends paid, recommended or declared during the previous financial period.

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**7. Dividend reinvestment plans**

Not applicable.

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**8. Details of associates and joint venture entities**

Not applicable.

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**9. Foreign entities**

*Details of origin of accounting standards used in compiling the report:*

Not applicable.

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**10. Audit qualification or review**

*Details of audit/review dispute or qualification (if any):*

The financial statements were subject to a review by the auditors and the review report is attached as part of the Interim Report.

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**11. Attachments**

*Details of attachments (if any):*

The Interim Report of MedAdvisor Limited for the half-year ended 31 December 2023 is attached.

Additional disclosure requirements in accordance with ASX Listing Rule 4.3A are contained in this report.

This report should be read in conjunction with the Investor Presentation and any public announcements made by the Company during the reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001 and the ASX Listing Rules.

The information set out above and in the attached Financial Report is provided to the ASX in accordance with a resolution of the directors.

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**12. Signed**



Signed \_\_\_\_\_

Date: 29 February 2024

**MedAdvisor Limited**

**ABN 17 145 327 617**

**Interim Report - 31 December 2023**

**MedAdvisor Limited**  
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**31 December 2023**

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**MedAdvisor Limited**  
**Directors' report**  
**31 December 2023**

The directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'Group') consisting of MedAdvisor Limited (referred to hereafter as the 'company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year ended 31 December 2023.

**Directors**

The following persons were directors of MedAdvisor Limited during the whole of the financial half-year and up to the date of this report, unless otherwise stated:

- Linda Jenkinson
- Richard Ratliff
- Kevin Hutchinson
- Anthony Tassone
- Sandra Hook
- Jim Xenos
- Lucas Merrow
- Kate Hill
- Brett Magun

**Principal activities**

MedAdvisor Solutions provides pharmacy-driven, innovative patient engagement solutions that simplify the patient medication journey to empower better health. Leveraging data driven insights and an individualised approach, MedAdvisor Solutions is on track to become one of the largest players to aid in the global transformation of the pharmacy of the future through digital, patient-centric medication management.

**Review of operations**

The profit for the Group after providing for income tax amounted to \$6,871,882 (31 December 2022: \$4,596,285).

The strong performance in the half was underpinned by the growing strength of the MedAdvisor pharmacy network and the increased uptake of MedAdvisor's digital solutions for medication awareness and adherence.

Revenues and income for the period totalled \$75,606,503 (31 December 2022: \$64,108,298).

**Financial Position**

At 31 December 2023 the Group has \$22,534,714 in cash and cash equivalents (30 June 2023: \$14,198,644). The net assets of the Group at 31 December 2023 is \$55,764,582 (30 June 2023: \$48,461,676).

**Market performance**

Financial highlights

MedAdvisor Solutions group revenue grew to \$75.5 million, representing a 17.8% increase on the previous corresponding period (pcp), supported by growth in both the United States, and Australia / New Zealand. Gross profit rose by 13.3% to \$43.5 million, with gross margin declining by 2.4 percentage points (ppts) to 57.6%, primarily due to a higher share in the lower margin, traditional health communications campaigns in the United States. EBITDA improved by 20.9% to \$10.4 million, assisted by disciplined cost management and scale benefits. Gross cash position improved by \$8.3 million to \$22.5 million.

**Financial Performance – United States (US)**

In the US revenue increased by 17.5% to \$64.5 million, benefitting from the continued momentum and diversification of vaccine programs. Gross profit increased by 10.8%, benefitting from the higher revenue contribution. Gross margins declined 3.2 ppts to 52.6%, due to the greater share of traditional health communication programs during the period. With continued growth in both traditional and digital health programs, margins will vary from half to half, subject to the shift in sales mix, until digital becomes more established.

The business continues to diversify its awareness and adherence programs across various clients, brands and categories. THRiV, our omni-channel platform continues to gain traction, with revenues more than doubling over the period.

During the half we on-boarded 11 new brands and delivered programs across 7 vaccine categories including RSV, pneumococcal, shingles and flu and over 60 chronic medication brands.

### **Financial Performance - Australia and New Zealand (ANZ)**

In Australia revenue and gross profit increased by 20.7% and 23.1%, respectively, supported by the GuildLink acquisition and the benefit of price increases implemented in mid-calendar 2023. Gross margin improved slightly to 86.5%, assisted by the SaaS platform price increases and the benefit of the cost savings initiatives, implemented in FY23.

During the half year, MedAdvisor was selected as the preferred software provider to support the 2024-25 North Queensland Community Pharmacy Scope of Practice Pilot. The pilot will enable prescribing pharmacists to diagnose and treat up to 23 everyday health conditions across acute care and chronic conditions. The pilot is expected to commence 1 March 2024 and operate for 15 months. We expect in time that new revenue streams will be generated following the rollout of the service.

The rollout of our health communications program in Australia continues to gain traction with the pharma industry. During the half, revenues increased by 43% on the pcp, supported by over 60 brands.

### **United Kingdom Update**

In November, following an extensive review, MedAdvisor announced a strategic investment and licence agreement with Charac Limited, UK. The Company is a leading player in the UK pharmacy market.

The Group has now discontinued its pharmacy operations in the UK, transferring its UK pharmacy clients to Charac. As the operations from this jurisdiction did not represent a separate major line of business or geographical area of operations to the Group, the results from this jurisdiction was not separately disclosed in the financial statements as a discontinued operation.

The implementation of key components of the Charac cloud platform will also assist in expediting the rollout of new services in Australia, including the delivery of telehealth pharmacy support, advanced home delivery solutions, and over-the-counter (OTC) eCommerce capabilities. MedAdvisor foresees that these supplementary services will create significant revenue opportunities for the business starting in FY25.

### **Significant changes in the state of affairs**

There were no significant changes in the state of affairs of the Group during the financial half-year.

### **Matters subsequent to the end of the financial half-year**

No matter or circumstance has arisen since 31 December 2023 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

### **Auditor's independence declaration**

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

This report is made in accordance with a resolution of directors, pursuant to section 306(3)(a) of the Corporations Act 2001.

On behalf of the directors



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Richard Ratliff  
CEO & Managing Director

29 February 2024

**RSM Australia Partners**

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## AUDITOR'S INDEPENDENCE DECLARATION

As lead auditor for the review of the financial report of MedAdvisor Limited for the half year ended 31 December 2023, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (i) the auditor independence requirements of the *Corporations Act 2001* in relation to the review; and
- (ii) any applicable code of professional conduct in relation to the review.



**RSM AUSTRALIA PARTNERS**



**M PARAMESWARAN**

Partner

Dated: 29 February 2024  
Melbourne, Victoria

**MedAdvisor Limited**  
**Consolidated statement of profit or loss and other comprehensive income**  
**For the half-year ended 31 December 2023**

		<b>Consolidated</b>	
	<b>Note</b>	<b>31 December 2023</b>	<b>31 December 2022</b>
		<b>\$</b>	<b>\$</b>
Revenue from continuing operations	6	75,549,533	64,081,197
Direct expenses		<u>(32,099,066)</u>	<u>(25,660,979)</u>
<b>Gross Margin</b>		<b>43,450,467</b>	<b>38,420,218</b>
Interest Income		56,970	27,101
<b>Expenses</b>			
Employee benefits expense		(22,846,768)	(21,600,759)
Consultants and contractors		(2,336,830)	(1,708,474)
Software and IT expenses		(3,490,516)	(2,626,701)
Marketing expenses		(1,582,161)	(1,123,131)
Other expenses		<u>(2,859,342)</u>	<u>(2,801,096)</u>
<b>Earnings before interest, taxes, depreciation &amp; amortisation</b>		10,391,820	8,587,158
Depreciation and amortisation expense		(2,163,009)	(2,799,039)
Interest expense		<u>(1,092,889)</u>	<u>(1,191,834)</u>
<b>Profit before income tax expense</b>		7,135,922	4,596,285
Income tax expense		<u>(264,040)</u>	<u>-</u>
<b>Profit after income tax expense for the half-year attributable to the owners of MedAdvisor Limited</b>		<u><u>6,871,882</u></u>	<u><u>4,596,285</u></u>
<b>Other comprehensive income</b>			
Foreign currency translation		<u>(1,067,036)</u>	80,956
Other comprehensive income for the half-year, net of tax		<u>(1,067,036)</u>	80,956
<b>Total comprehensive income for the half-year attributable to the owners of MedAdvisor Limited</b>		<u><u>5,804,846</u></u>	<u><u>4,677,241</u></u>
		<b>\$</b>	<b>\$</b>
Basic earnings per share	4	0.013	0.009
Diluted earnings per share	4	0.012	0.009

*The above consolidated statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes*



**MedAdvisor Limited**  
**Consolidated statement of financial position**  
**As at 31 December 2023**

		<b>Consolidated</b>	
	<b>Note</b>	<b>31 December</b>	<b>30 June 2023</b>
		<b>2023</b>	<b>2023</b>
		<b>\$</b>	<b>\$</b>
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents		22,534,714	14,198,644
Trade and other receivables		28,431,454	11,730,635
Other current assets		2,292,337	2,181,087
<b>Total current assets</b>		<u>53,258,505</u>	<u>28,110,366</u>
<b>Non-current assets</b>			
Investments	7	962,348	-
Property, plant and equipment		377,034	531,132
Right-of-use assets		460,996	840,012
Intangibles	8	64,211,419	66,409,589
Other non-current assets		16,637	17,120
<b>Total non-current assets</b>		<u>66,028,434</u>	<u>67,797,853</u>
<b>Total assets</b>		<u>119,286,939</u>	<u>95,908,219</u>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables		29,189,637	14,363,807
Borrowings	9	12,011,798	-
Lease liabilities		617,068	781,634
Income tax		527,440	542,736
Employee benefits		1,257,238	1,314,542
Other current liabilities		17,966,036	16,172,097
<b>Total current liabilities</b>		<u>61,569,217</u>	<u>33,174,816</u>
<b>Non-current liabilities</b>			
Borrowings	9	-	12,045,662
Lease liabilities		-	265,224
Deferred tax		1,749,422	1,771,979
Employee benefits		203,718	188,862
<b>Total non-current liabilities</b>		<u>1,953,140</u>	<u>14,271,727</u>
<b>Total liabilities</b>		<u>63,522,357</u>	<u>47,446,543</u>
<b>Net assets</b>		<u>55,764,582</u>	<u>48,461,676</u>
<b>Equity</b>			
Issued capital	10	115,813,950	115,411,625
Reserves		5,961,785	5,933,086
Accumulated losses		(66,011,153)	(72,883,035)
<b>Total equity</b>		<u>55,764,582</u>	<u>48,461,676</u>

*The above consolidated statement of financial position should be read in conjunction with the accompanying notes*

**MedAdvisor Limited**  
**Consolidated statement of changes in equity**  
**For the half-year ended 31 December 2023**

<b>Consolidated</b>	<b>Contributed equity</b> <b>\$</b>	<b>Share Option Reserves</b> <b>\$</b>	<b>Foreign Currency Translation Reserve</b> <b>\$</b>	<b>Retained Earnings/ (Accumulated Losses)</b> <b>\$</b>	<b>Total equity</b> <b>\$</b>
Balance at 1 July 2022	91,807,626	3,062,807	1,252,458	(61,577,663)	34,545,228
Profit after income tax expense for the half-year	-	-	-	4,596,285	4,596,285
Exchange differences on translation of foreign entities	-	-	80,956	-	80,956
Total comprehensive income for the half-year	-	-	80,956	4,596,285	4,677,241
<i>Transactions with owners in their capacity as owners:</i>					
Ordinary shares issued	23,735,704	-	-	-	23,735,704
Capital raising costs (net of GST)	(900,687)	-	-	-	(900,687)
Share Options issued	-	945,049	-	-	945,049
Share Options exercised	539,277	(539,277)	-	-	-
Balance at 31 December 2022	<u>115,181,920</u>	<u>3,468,579</u>	<u>1,333,414</u>	<u>(56,981,378)</u>	<u>63,002,535</u>

<b>Consolidated</b>	<b>Contributed equity</b> <b>\$</b>	<b>Share option Reserves</b> <b>\$</b>	<b>Foreign Currency Translation Reserve</b> <b>\$</b>	<b>Retained Earnings/ (Accumulated Losses)</b> <b>\$</b>	<b>Total equity</b> <b>\$</b>
Balance at 1 July 2023	115,411,625	4,429,782	1,503,304	(72,883,035)	48,461,676
Profit after income tax expense for the half-year	-	-	-	6,871,882	6,871,882
Exchange differences on translation of foreign entities	-	-	(1,067,036)	-	(1,067,036)
Total comprehensive income for the half-year	-	-	(1,067,036)	6,871,882	5,804,846
<i>Transactions with owners in their capacity as owners:</i>					
Share Options issued	-	1,498,060	-	-	1,498,060
Share Options exercised	402,325	(402,325)	-	-	-
Balance at 31 December 2023	<u>115,813,950</u>	<u>5,525,517</u>	<u>436,268</u>	<u>(66,011,153)</u>	<u>55,764,582</u>

The above consolidated statement of changes in equity should be read in conjunction with the accompanying notes

**MedAdvisor Limited**  
**Consolidated statement of cash flows**  
**For the half-year ended 31 December 2023**

	<b>Consolidated</b>	<b>Consolidated</b>
	<b>31 December</b>	<b>31 December</b>
	<b>2023</b>	<b>2022</b>
	<b>\$</b>	<b>\$</b>
<b>Cash flows from operating activities</b>		
Receipts from customers (inclusive of GST)	60,817,921	62,231,747
Payments to suppliers and employees (inclusive of GST)	<u>(49,074,526)</u>	<u>(45,669,241)</u>
	11,743,395	16,562,506
Interest received	55,720	27,101
Interest and other finance costs paid	<u>(759,555)</u>	<u>(847,286)</u>
Net cash from operating activities	<u>11,039,560</u>	<u>15,742,321</u>
<b>Cash flows from investing activities</b>		
Payment of deferred consideration for acquisition of subsidiary	-	(4,474,940)
Net proceeds received from acquisition of subsidiary	-	1,423,146
Payments for property, plant and equipment	(30,003)	(147,498)
Payments for investments	(962,348)	-
Payments for development of software	<u>(791,440)</u>	<u>-</u>
Net cash used in investing activities	<u>(1,783,791)</u>	<u>(3,199,292)</u>
<b>Cash flows from financing activities</b>		
Proceeds from issue of shares	-	14,596,745
Share issue transaction costs	-	(900,687)
Repayment of lease liabilities	<u>(454,389)</u>	<u>(776,118)</u>
Net cash from/(used in) financing activities	<u>(454,389)</u>	<u>12,919,940</u>
Net increase in cash and cash equivalents	8,801,380	25,462,969
Cash and cash equivalents at the beginning of the financial half-year	14,198,644	7,578,638
Effects of exchange rate changes on cash and cash equivalents	<u>(465,310)</u>	<u>(378,960)</u>
Cash and cash equivalents at the end of the financial half-year	<u><u>22,534,714</u></u>	<u><u>32,662,647</u></u>

*The above consolidated statement of cash flows should be read in conjunction with the accompanying notes*

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**1. General information**

The financial statements cover MedAdvisor Limited as a Group consisting of MedAdvisor Limited and the entities it controlled at the end of, or during, the half-year. The financial statements are presented in Australian dollars, which is MedAdvisor Limited's functional and presentation currency.

MedAdvisor Limited is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business is:

Level 2, 971 Burke Road  
Camberwell, VIC 3124  
Australia

A description of the nature of the Group's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, on 29 February 2024.

**2. Material accounting policy information**

These general purpose financial statements for the interim half-year reporting period ended 31 December 2023 have been prepared in accordance with Australian Accounting Standard AASB 134 'Interim Financial Reporting' and the Corporations Act 2001, as appropriate for for-profit oriented entities. Compliance with AASB 134 ensures compliance with International Financial Reporting Standard IAS 34 'Interim Financial Reporting'.

These general purpose financial statements do not include all the notes of the type normally included in annual financial statements. Accordingly, these financial statements are to be read in conjunction with the annual report for the year ended 30 June 2023 and any public announcements made by the company during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, unless otherwise stated.

**New or amended Accounting Standards and Interpretations adopted**

The Group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

**Going concern**

The financial statements have been prepared on the going concern basis, which contemplates continuity of normal business activities and the realisation of assets and discharge of liabilities in the normal course of business.

As disclosed in the financial statements, the consolidated entity has a net current liability of \$8,310,712.

The Directors believe that it is reasonably foreseeable that the consolidated entity will continue as a going concern and that it is appropriate to adopt the going concern basis in the preparation of the financial report after consideration of a cash flow forecast prepared by management which covers the period to 31 March 2025. The cash flow forecast shows that the cash inflows projected for the business will be more than sufficient to cover the cash outflows required over that period.

**3. Critical accounting judgements, estimates and assumptions**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. There are no critical accounting judgements, estimates and assumptions that are likely to affect the current or future financial years.

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**4. Earnings per share**

	<b>Consolidated</b>	
	<b>31 December 2023</b>	<b>31 December 2022</b>
	<b>\$</b>	<b>\$</b>
<i>Earnings per share for profit from continuing operations</i>		
Profit after income tax attributable to the owners of MedAdvisor Limited	<u>6,871,882</u>	<u>4,596,285</u>
	<b>\$</b>	<b>\$</b>
Basic earnings per share	0.013	0.009
Diluted earnings per share	0.012	0.009
	<b>Number</b>	<b>Number</b>
<i>Weighted average number of ordinary shares</i>		
Weighted average number of ordinary shares used in calculating basic earnings per share	546,310,729	513,911,628
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	<u>49,435,982</u>	<u>26,714,644</u>
Weighted average number of ordinary shares used in calculating diluted earnings per share	<u>595,746,711</u>	<u>540,626,272</u>

**5. Operating segments**

*Identification of reportable operating segments*

The Group is organised into 3 operating segments: ANZ, US and UK. These operating segments are based on the internal reports that are reviewed and used by the Board of Directors (who are identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation of resources. There is no aggregation of operating segments.

During the 30 June 2023 financial year, the reporting structure internally was updated to no longer have a corporate segment. This was in line with substantial changes, including restructuring the consolidated entity, in the global business over the last two years to better understand and reflect the value that the previous corporate segment provides to the US and ANZ operations. The corporate costs for the half-year ended 31 December 2022 has been restated to allocate corporate costs to the US and ANZ operations. The allocation has been done on an 80:20 split between US and ANZ Operations respectively which reflects the basis of revenue earned and is the same basis used in the current half-year ended 31 December 2023.

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**5. Operating segments (continued)**

*Operating segment information*

	ANZ Operations \$	US Operations \$	UK Operations \$	Total \$
<b>Consolidated - 31 December 2023</b>				
<b>Revenue</b>				
Segment revenue	11,068,758	64,486,813	(6,038)	75,549,533
<b>Total revenue</b>	<u>11,068,758</u>	<u>64,486,813</u>	<u>(6,038)</u>	<u>75,549,533</u>
Impairment of receivables from UK	(6,753,827)	-	-	(6,753,827)
Write-off payables to ANZ	-	-	6,753,827	6,753,827
Segment operating profit excluding write-off of intercompany balances	(261,398)	8,352,023	(954,703)	7,135,922
<b>Profit/(loss) before income tax expense</b>	<u>(7,015,225)</u>	<u>8,352,023</u>	<u>5,799,124</u>	<u>7,135,922</u>
Income tax expense				(264,040)
<b>Profit after income tax expense</b>				<u>6,871,882</u>
<b>Assets</b>				
Segment assets	20,085,628	99,148,289	53,022	119,286,939
<b>Total assets</b>				<u>119,286,939</u>
<b>Liabilities</b>				
Segment liabilities	19,361,595	43,517,399	643,363	63,522,357
<b>Total liabilities</b>				<u>63,522,357</u>
<b>Consolidated - 31 December 2022</b>				
<b>Revenue</b>				
Segment revenue	9,176,364	54,858,056	46,777	64,081,197
<b>Total revenue</b>	<u>9,176,364</u>	<u>54,858,056</u>	<u>46,777</u>	<u>64,081,197</u>
Segment operating profit/(loss)	(3,186,639)	8,347,318	(564,394)	4,596,285
<b>Profit/(loss) before income tax expense</b>	<u>(3,186,639)</u>	<u>8,347,318</u>	<u>(564,394)</u>	<u>4,596,285</u>
Income tax expense				-
<b>Profit after income tax expense</b>				<u>4,596,285</u>
<b>Consolidated - 30 June 2023</b>				
<b>Assets</b>				
Segment assets	19,944,145	75,881,982	82,092	95,908,219
<b>Total assets</b>				<u>95,908,219</u>
<b>Liabilities</b>				
Segment liabilities	20,073,249	27,019,319	353,975	47,446,543
<b>Total liabilities</b>				<u>47,446,543</u>

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**6. Revenue**

	<b>Consolidated</b>	
	<b>31 December 2023</b>	<b>31 December 2022</b>
	<b>\$</b>	<b>\$</b>
Health Programs	66,103,546	55,859,379
SaaS Revenue	6,448,897	5,583,602
Transaction fees	1,383,545	1,468,370
Development fees	268,457	113,705
Medicines Information	1,231,912	925,299
Other	113,176	130,842
	<u>75,549,533</u>	<u>64,081,197</u>

The disaggregation of revenue from contracts with customers is as follows:

	<b>Consolidated</b>	
	<b>31 December 2023</b>	<b>31 December 2022</b>
	<b>\$</b>	<b>\$</b>
<i>Timing of revenue recognition</i>		
Services transferred over time	6,448,897	5,644,577
Goods transferred at a point in time	69,100,636	58,436,620
	<u>75,549,533</u>	<u>64,081,197</u>

Revenue by geographical region has been disclosed in note 5.

**7. Investments**

	<b>Consolidated</b>	
	<b>31 December 2023</b>	<b>30 June 2023</b>
	<b>\$</b>	<b>\$</b>
<i>Non-current assets</i>		
Investment in Charac Limited	<u>962,348</u>	<u>-</u>

On 1 December 2023, MedAdvisor Limited has subscribed to 1,179 Ordinary shares of Charac Limited, a UK based entity, in consideration for a payment of \$962,348 representing 3.57% of Charac Limited's total issued share capital.

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**8. Intangibles**

	<b>Consolidated</b>	
	<b>31 December</b>	<b>30 June 2023</b>
	<b>2023</b>	<b>2023</b>
	<b>\$</b>	<b>\$</b>
<i>Non-current assets</i>		
Goodwill - at cost	45,628,731	46,607,422
Intellectual property* - at cost	131,219	131,219
Less: Accumulated amortisation	(116,145)	(109,584)
	<u>15,074</u>	<u>21,635</u>
Relationships - at cost	10,180,034	10,404,149
Less: Accumulated amortisation	(2,762,458)	(2,312,284)
	<u>7,417,576</u>	<u>8,091,865</u>
Software - at cost	11,707,979	11,975,232
Less: Accumulated amortisation	(7,430,541)	(6,544,071)
	<u>4,277,438</u>	<u>5,431,161</u>
Brands - at cost	6,081,160	6,257,506
Software work in progress - at cost	791,440	-
	<u>64,211,419</u>	<u>66,409,589</u>

\* Intellectual property includes copyright and trademarks.

*Reconciliations*

Reconciliations of the written down values at the beginning and end of the current financial half-year are set out below:

<b>Consolidated</b>	Goodwill \$	Intellectual Property \$	Relationship s \$	Software \$	Brands \$	Software work in progress \$	Total \$
Balance at 1 July 2023	46,607,422	21,635	8,091,865	5,431,161	6,257,506	-	66,409,589
Additions	-	-	-	-	-	791,440	791,440
Exchange differences	(978,691)	-	(165,284)	(118,670)	(176,346)	-	(1,438,991)
Amortisation expense	-	(6,561)	(509,005)	(1,035,053)	-	-	(1,550,619)
Balance at 31 December 2023	<u>45,628,731</u>	<u>15,074</u>	<u>7,417,576</u>	<u>4,277,438</u>	<u>6,081,160</u>	<u>791,440</u>	<u>64,211,419</u>

**9. Borrowings**

	<b>Consolidated</b>	
	<b>31 December</b>	<b>30 June 2023</b>
	<b>2023</b>	<b>2023</b>
	<b>\$</b>	<b>\$</b>
<i>Current liabilities</i>		
Bank loans	12,011,798	-
<i>Non-current liabilities</i>		
Bank loans	-	12,045,662
	<u>12,011,798</u>	<u>12,045,662</u>



**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**9. Borrowings (continued)**

At 31 December 2023, MedAdvisor had a 3-year loan facility comprising of:

Facility	Commitment (AUD)	Drawn at close (AUD)	Maturity Date
Tranche A – USD 5,000,000 term loan	7,340,850	7,340,850	31-Dec-24
Tranche B – USD 3,500,000 revolving line of credit	<u>5,138,595</u>	<u>4,110,876</u>	31-Dec-24
	<u>12,479,445</u>	<u>11,451,726</u>	

The difference between the drawn down facility of AUD 11,451,726 and the Book Value of AUD 12,011,798 represents Fair Value adjustments made in accordance with AASB 9 Financial Instruments.

The loan facilities have an annual interest rate of 12% paid monthly on amounts borrowed. Principal is due at maturity. The loan was renegotiated on 30 June 2023. The annual interest rate was 10.25% for the year ended 30 June 2023 and has been raised to 12% from 14 July 2023 until the maturity date. Other fees include back end fees of USD 196,622 payable on 31 May 2024, USD 168,750 payable on 31 July 2024 and USD 168,750 payable on 30 September 2024.

The financier has been granted first-ranking interest over all assets of MedAdvisor Limited and its subsidiaries. MedAdvisor Limited has complied with all debt covenants throughout the reporting period.

**10. Issued capital**

	Consolidated			
	31 December 2023 Shares	30 June 2023 Shares	31 December 2023 \$	30 June 2023 \$
Ordinary shares - fully paid	<u>546,929,824</u>	<u>544,959,408</u>	<u>115,813,950</u>	<u>115,411,625</u>

*Movements in ordinary share capital*

Details	Date	Shares	Issue price	\$
Balance at 1 July 2023		544,959,408		115,411,625
EIP options exercised	31-Jul-24	9,523	\$0.03	257
EIP options exercised	31-Jul-24	8,571	\$0.04	343
EIP options exercised	31-Jul-24	499,000	\$0.14	70,708
EIP options exercised	31-Jul-24	30,000	\$0.16	4,875
EIP options exercised	31-Jul-24	448,000	\$0.20	89,600
EIP options exercised	31-Jul-24	14,285	\$0.33	4,714
EIP options exercised	2-Aug-24	150,000	\$0.20	30,000
EIP options exercised	25-Sep-24	357,000	\$0.25	89,250
EIP options exercised	25-Sep-24	120,000	\$0.25	30,600
EIP options exercised	25-Sep-24	8,571	\$0.33	2,828
EIP options exercised	25-Sep-24	8,569	\$0.41	3,513
EIP options exercised	27-Oct-24	206,897	\$0.23	47,587
EIP options exercised	27-Oct-24	<u>110,000</u>	<u>\$0.25</u>	<u>28,050</u>
Balance at 31 December 2023	31 December 2023	<u>546,929,824</u>		<u>115,813,950</u>

**11. Contingent liabilities**

The Group had no contingent liabilities or contingent assets as at 31 December 2023 and 31 December 2022.

**MedAdvisor Limited**  
**Notes to the consolidated financial statements**  
**31 December 2023**

**12. Events after the reporting period**

No matter or circumstance has arisen since 31 December 2023 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

**13. Reclassification of comparatives**

*Reclassification*

During the current period ended 31 December 2023, management has reassessed the classification of operating expenses to better reflect the nature of expenses that are presented on the Consolidated statement of profit or loss and other comprehensive income. There is no impact on the EBITDA previously reported. The reclassification of the previously reported comparative balances are shown in the table below.

	As previously reported for the half-year ended 31 December 2022	Adjustment	Reclassified balance for the half-year ended 31 December 2022
Development costs	3,503,511	(3,503,511)	-
Employee benefits expenses	20,186,869	1,413,890	21,600,759
Director fees	226,924	(226,924)	-
Consultants and contractors	-	1,708,474	1,708,474
Software and IT expenses	-	2,626,701	2,626,701
Marketing expenses	1,654,595	(531,464)	1,123,131
Other expenses	4,288,262	(1,487,166)	2,801,096
	<u>29,860,161</u>	<u>-</u>	<u>29,860,161</u>

**MedAdvisor Limited**  
**Directors' declaration**  
**31 December 2023**

In the directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, Australian Accounting Standard AASB 134 'Interim Financial Reporting', the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the Group's financial position as at 31 December 2023 and of its performance for the financial half-year ended on that date; and
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 303(5)(a) of the Corporations Act 2001.

On behalf of the directors



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Richard Ratliff  
CEO & Managing Director

29 February 2024

**RSM Australia Partners**

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## INDEPENDENT AUDITOR'S REVIEW REPORT To the Members of MedAdvisor Limited

### Report on the Half-Year Financial Report

#### *Conclusion*

We have reviewed the accompanying half-year financial report of MedAdvisor Limited ('company') and its controlled entities (together 'consolidated entity'), which comprises the consolidated statement of financial position as at 31 December 2023, the consolidated statement of profit or loss and comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the half-year ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration of the consolidated entity comprising the company and the entities it controlled at the half-year end or from time to time during the half-year.

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of MedAdvisor Limited is not in accordance with the *Corporations Act 2001* including:

- (a) giving a true and fair view of the consolidated entity's financial position as at 31 December 2023 and of its performance for the half-year ended on that date; and
- (b) complying with Accounting Standard AASB 134 *Interim Financial Reporting* and *Corporations Regulations 2001*.

#### *Basis for Conclusion*

We conducted our review in accordance with ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity* ('ASRE 2410'). Our responsibilities are further described in the Auditor's Responsibilities for the Review of the Financial Report section of our report. We are independent of the company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (including Independence Standards) (the Code) that are relevant to our audit of the annual financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of MedAdvisor Limited, would be in the same terms if given to the directors as at the time of this auditor's review report.

### *Directors' Responsibility for the Half-Year Financial Report*

The directors of the MedAdvisor Limited are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that is free from material misstatement, whether due to fraud or error.

### *Auditor's Responsibility for the Review of the Financial Report*

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including: giving a true and fair view of the consolidated entity's financial position as at 31 December 2023 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

A handwritten signature in blue ink, appearing to read "RSM".

**RSM AUSTRALIA PARTNERS**

A handwritten signature in blue ink, appearing to read "M Parameswaran".

**M PARAMESWARAN**

Partner

Date: 29 February 2024  
Melbourne, Victoria

**MedAdvisor Limited**  
**Corporate directory**  
**31 December 2023**

Auditor

RSM

Stock exchange listing

MedAdvisor Limited shares are listed on the Australian Securities Exchange (ASX code: MDR)