

ASX RELEASE (ASX: MDR)

MedAdvisor Announces Executive Changes with Appointment of New CEO and Managing Director

- John Ciccio appointed as MedAdvisor's new CEO and Managing Director, with outgoing CEO and Managing Director Rick Ratliff to support transition
- Mr Ciccio brings a collective 12 years of past tenure with Adheris Health (US business, acquired by MedAdvisor in 2020), including serving as President and CEO from 2019–2022 and driving business performance

Melbourne, Australia 7 November 2025 – Pharmacy driven patient engagement solutions company MedAdvisor Limited (ASX:MDR) (MedAdvisor Solutions or the Company) today announces the appointment of John Ciccio as US-based CEO and Managing Director, from today's date. Outgoing CEO, Rick Ratliff will remain in an advisory capacity to ensure a smooth transition.

MedAdvisor Interim Chair Kate Hill said: *"The Board is delighted to welcome John Ciccio as CEO and Managing Director. His previous experience with the Company – particularly during the rebuilding phase from 2019 to 2022 – gives him a deep understanding of our operations, people, and strategic priorities and allows him to step seamlessly into the role and provide steady, decisive leadership from the outset. John is well known and highly respected across the industry for his integrity, focus, and track record of delivering results, and the Board is confident in his ability to lead the Company through an evolving industry landscape.*

On behalf of the Board, I would like to sincerely thank Rick Ratliff for his significant contribution as CEO and Managing Director through the past 3.5 years. Under Rick's leadership, the Company achieved several important milestones – including completing the divestment of the ANZ business, extinguishing all debt obligations, expanding and broadening our health program pipeline, and developing and implementing the major technology transformation

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that, once finalised in early 2026, will provide us with a platform unrivalled by competitors. We wish Rick every success in the next phase of his career.”

Commenting on the transition, outgoing CEO, Rick Ratliff said: *“MedAdvisor is in a strong competitive position and I’m very proud of what we’ve achieved together. We have an amazing and resilient team that is determined to successfully navigate the changing market landscape. We’ve completed organisational changes associated with Transformation 360 and the Company is soon to launch its next generation engagement platform. In addition, we completed our review of strategic options for the US business and resolved that the optimal path for maximising shareholder value is to retain and grow the business. So, it’s the right time to hand over leadership to John, who brings a deep understanding of the business and a long history of contributing to its success. I’m committed to work with John and the Board on a seamless transition.”*

In response, incoming CEO, John Ciccio noted: *“I want to thank Rick for his leadership and the strong technology foundation he has built during his time at MedAdvisor. He leaves the Company poised for future growth. I am looking forward to working with our talented team to build on this foundation and to continue delivering real value for patients and partners.”*

About John Ciccio’s background and appointment

John Ciccio brings deep expertise in healthcare technology and commercial strategy, having led MedAdvisor’s US business, Adheris Health, through a period of significant transformation. With a collective 12 years of past tenure with Adheris Health, including serving as President and CEO from 2019–2022, he spearheaded the launch of THRiV, the Company’s intelligent patient management platform; drove revenues from US \$25 million to approaching US \$40 million, oversaw the sale of Adheris Health to MedAdvisor and positioned the future Company for scalable growth across global markets.

With an impressive career spanning operational leadership, product innovation, analytics, and commercialisation, Mr. Ciccio brings a renewed strategic vision to MedAdvisor at this stage of its history. He previously served as Co-Founder/CEO at Rota Health, a venture-backed startup focused on automating complex data workflows in healthcare; COO of Technology & Data at Syneos Health, a fully integrated biopharmaceutical solutions company, where he led a substantial AI transformation project and headed the clinical trial patient recruitment and

retention division; and President and board member of Skipta, a professional social network for healthcare providers.

The key terms of Mr Ciccio's appointment are outlined in the attached appendix.

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

Appendix: summary of material terms of John Ciccio's employment

Commencement date	7 November 2025
Position	Chief Executive Officer and Managing Director
Term	Ongoing until terminated by either party
Fixed Annual Remuneration	<p>USD325,000 increasing to USD425,000 in two equal instalments by 1 January 2027 upon achievement of agreed performance hurdles.</p> <p>No STI component of remuneration for the first 18 months of employment.</p> <p>Subject to annual review from 1 July 2027 onwards, including consideration of the introduction of an annual STI component.</p> <p>Subject to approval by shareholders, an award of 30 million options to be granted, with a strike price of 3 cents, vesting on achievement of share price hurdles and incorporating a holding lock of 3 years from vesting.</p>
Notice period	6 months' notice by either party
Post employment restraint	Mr Ciccio is subject to post employment non-solicit and non-compete undertakings for 12 months from the end of his active employment