# **BÉLL POTTER**

#### **Analyst**

Thomas Wakim 612 8224 2815

#### Authorisation

John Hester 612 8224 2871

# **MedAdvisor** (MDR)

# Q4 Update On Track

# Recommendation

Buy (unchanged)
Price
\$0.54

Target (12 months) \$0.64 (previously \$0.49)

#### Sector

**Healthcare Equipment and Services** 

Expected Return	
Capital growth	18.5%
Dividend yield	0.0%
Total expected return	18.5%
Company Data & Ratios	
Enterprise value	\$293.3m
Market cap	\$297.3m
Issued capital	550.5m
Free float	97.2%
Avg. daily val. (52wk)	\$268.9k
12 month price range	\$0.16 - \$0.59

Price Performance						
	(1m)	(3m)	(12m)			
Price (A\$)	0.43	0.26	0.24			
Absolute (%)	25.58	107.69	129.79			
Pol market (%)	24 04	102 00	122 54			



SOURCE: IRESS

# Revenues in Line, Gross Margin Beat

MDR had another strong quarter of topline growth in the US and ANZ, while gross margins also improved. Q4 revenue was \$22.3m (up +32% on pcp). Full-year revenue was \$122.1m (+25% on pcp) and in line with pre-released guidance of \$120m-123m and BPe \$122.0m. The highlight of the Q4 update was a strong recovery in 2H24 gross margins. FY24 gross margin was ~60.8% (vs. 60.6% in FY23), with the driver being 2H24 gross margin of 66.1% vs. 57.5% in 1H24. Cash balance was \$15.6m as at 30<sup>th</sup> June 2024, down from \$19.5m at 31<sup>st</sup> March. FY24 free cashflow was \$5.3m (up from -\$1.6m in FY23).

# **THRiV Uptake Continues**

US customers are steadily adopting MDR's newer THRiV offering, an omni-channel platform that results in higher gross margins and ROI compared to traditional campaigns. THRiV made up ~48% of Q4 US revenue compared to ~3% in the pcp, with gross margins benefiting as a result. In the ANZ market, transaction fees for vaccination programs were implemented in March and helped increase revenue +27% on pcp to \$7.0m. Additional health programs with ANZ pharma companies also contributed to topline growth. Overall, Q4 was another solid quarter of topline growth in line with expectations. The limited outlook commentary included: "advances across the business in FY24 have provided a strong foundation for continued growth into FY25... driven by the increasing adoption of our omni-channel patient engagement solutions."

# Investment view: Maintain BUY; PT \$0.64 (was \$0.49)

We have made minor changes to earnings and rolled forward the DCF and EV/Revenue valuation methods. EV/Revenue multiple is increased to 2.5x FY25e revenue (previously 2.0x FY24). DCF assumptions are 9.6% WACC and 2.0% TGR. Our PT is increased to \$0.64, which is >15% the current share price, hence we maintain our BUY recommendation. The next anticipated catalyst is the full-year result in late August.

Earnings Forecast								
June Year End	2023	2024e	2025e	2026e				
Revenue (A\$m)	98.0	122.1	143.7	164.1				
EBITDA (A\$m)	-3.1	7.4	9.3	17.6				
NPAT (reported) (A\$m)	-11.3	0.8	2.5	9.2				
NPAT (adjusted) (A\$m)	-11.1	0.8	2.5	9.2				
Diluted EPS (cps)	-2.1	0.1	0.5	1.7				
EPS growth (%)	nm	nm	231%	269%				
PE (x)	nm	395.9	119.6	32.4				
EV/EBITDA (x)	nm	39.6	31.6	16.7				
FCF yield (%)	nm	2.7%	2.5%	4.7%				
Dividend (cps)	0.0	0.0	0.0	0.0				
Franking (%)	0.0%	0.0%	0.0%	0.0%				
Dividend yield (%)	0.0%	0.0%	0.0%	0.0%				
ROE (%)	nm	1.5%	4.8%	15.0%				

SOURCE: BELL POTTER SECURITIES ESTIMATES

# **Q4** Update

Q4 revenues were in line with expectations, hence no changes to revenue forecasts.

A key highlight of the Q4 update was better-than-expected gross margins:

- US Q4 gross margin up +9.6pps on pcp (61.4% vs. 51.8% pcp). The increase was largely due increased adoption of higher margin THRiV programs (48% of Q4 revenue from THRiV vs. ~3% in pcp).
- ANZ Q4 gross margin up +5.0pps on pcp (88.6% vs. 83.6% pcp).

The net result was full-year FY24 gross margin of 60.8% (vs. 60.6% in FY23), driven by a strong gross margin recovery in 2H24, as shown in Figure 1 below.

Figure 1 - Gross Margin %, quarterly

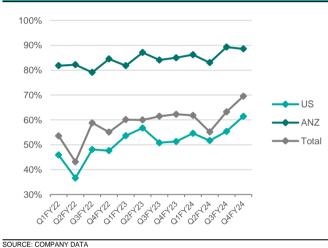


Figure 2 - Revenue (A\$m), quarterly



SOURCE: COMPANY DATA

MDR will invest \$10-15m over the next ~12-18 months as part of 'Transformation 360' (i.e. cloud migration and shared services model) to reduce fixed costs. We now account for a portion of this in our FY25 COGS/operating expenses, and therefore modestly decrease FY25 EBITDA, as shown below. However, longer term forecasts beyond FY25 remain largely unchanged.

Figure 3 - Changes to Key Forecasts (A\$m)

Year end 30 June	FY23a		FY24e		FY25e			FY26e			
A\$m		Old	New	Change	Old	New	Change	Old	New	Change	
Revenue	98.0	122.0	122.1	0%	143.7	143.7	0%	164.1	164.1	0%	
EBITDA	(3.1)	7.2	7.4	3%	11.1	9.3	(16%)	17.6	17.6	(0%)	
NPAT	(11.3)	0.6	0.8	25%	3.5	2.5	(29%)	8.0	9.2	14%	
Diluted EPS (cents)	(2.1)	0.1	0.1	36%	0.6	0.5	(25%)	1.5	1.7	11%	

# Investment view: Maintain BUY; PT increased to \$0.64/share.

We have rolled forward our DCF and EV/Revenue valuation methods. EV/Revenue multiple is increased to 2.5x FY25e (previously 2.0x FY24). DCF assumptions are 9.6% WACC and 2.0% TGR. As a result our PT is increased to \$0.64/share which is >15% of the current share price. We maintain our BUY recommendation ahead of the next anticipated catalyst, being the full-year result, where we look to any further guidance on the pipeline/outlook.

# **Company Overview**

## MedAdvisor

MedAdvisor (MDR) is a healthcare technology company providing medication management solutions to improve patient outcomes. MDR has three key medication management/communication solutions: Mobile App (MedAdvisor), Pharmacy Software (PlusOne) and Patient Engagement Solutions (Adheris). The domestic ANZ opportunity is centred around the integrated pharmacy software and mobile application. While the US strategy builds upon a direct to patient marketing strategy through targeted education programs (chronic disease, vaccinations).

MDR's global network includes ~38k network pharmacies and ~235m patients. This comprises ~32k pharmacies and 230m patients in the US and ~5.7k pharmacies and 3.1m patients in Australia. The 2022 acquisition of GuildLink in Australia strengthened MDR's presence within the Australian market (now present in ~95% of Australian pharmacies) while the acquisition of the Adheris platform (Nov 2020) has been critical in accelerating growth within the US. MDR's US business contributes the vast majority of total company revenue, ~80% in FY23 and FY22.

# **Key Risks**

# **Commercial Contract Risks.**

The US performance has been the key driver for growth for MedAdvisor specifically through the Adheris acquisition and the digital communications channel through the broad patient reach. The increasing number of health programs have been critical in the accelerating growth for MDR. Inability to maintain this growth trajectory in terms of increasing programs and maintaining the average pricing per program may impact our forecasts and presents an important risk for the company. The onboarding of various vaccination programs (paediatric, influenza, Covid) has been an important driver for MDR growth over the past 24 months. Changing public health policy and rates of participation in these programs may also impact potential revenues.

## Compliance and Regulatory Risks.

Adheris Health must comply with the Health Insurance Portability and Accountability Act (HIPAA). This requires the company to handle protected health information and maintain safeguards, control policies, routine auditing/monitoring of Protective Health Information (PHI) and network security. Breach of security data held or transmitted by Adheris could result in financial penalties, reputational damage, and impact future contracted revenue. Similar information security risks exist for domestic operations. MDR must ensure patient and pharmacy consent to access prescription data and be aware of government legislation in all relevant jurisdictions.

# **Technology Risks**

MedAdvisor and its customers/users are dependent on the platform, data centres and communication systems (servers, hosting services, cloud). There is an additional reliance on third-party technology service providers. Failure of these technology systems (internal, external) may cause business delays, medicolegal issues, loss of patient/pharmacy support impacting market share and financial performance.

# **Competitor Risks**

Following the GuildLink integration, MDR has 95% penetration amongst Australian pharmacies. Due to these important strategic partnerships and established foundation, there is greater maturity within the domestic market. In the US competitors include



ConnectiveRx and OptimiseRx who utilise various channels including direct-to-patient digital communications to improve medication adherence. Our current forecasts assume increasing market share for MedAdvisor in the US amongst this adherence solution sector. Failure to capture this market due to pricing or technology may impact our forecasts.

#### **Financial Risk**

MedAdvisor had a cash position of \$15.6m at 30<sup>th</sup> June 2024 and has guided towards FY24 EBITDA/NPAT profitability. We recognise that the company intends to re-invest in its US capabilities to drive medium term growth and strengthen its market share. We expect positive cash flow from FY24 onwards, however, recognise the financial risk that the company may require additional capital in the future to fund ongoing operations.

# **Intellectual Property Risk**

MedAdvisor has secured patents to protect its proprietary technology and patient delivery solutions. If the secured intellectual property protection is inadequate, competitors may be able to use part or all of MedAdvisor's technology which would hinder its competitive advantage and thereby adversely affect the financial and operating performance of the company.

# MedAdvisor as at 25 July 2024

RecommendationBuyPrice\$0.54Target (12 months)\$0.64

Table 1 - Financial summary
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MedAdvisor (MDR)						Share price:	\$0.540	-	Target pric	e:	\$0.64
						No. of issued shares:	550.5m		Market cap		\$297.3m
Profit & Loss (A\$m)	2022	2023	2024e	2025e	2026e	Valuation Ratios (A\$m)	2022	2023	2024e	2025e	2026e
Year Ending 30 June	LULL	2025	20240	20230	20200	Year Ending 30 June	LULL	2025	20240	20250	20200
Revenue	67.8	98.0	122.1	143.7	164.1	Diluted EPS (cents)	-4.6	-2.1	0.1	0.5	1.7
Growth (%)		45%	25%	18%	14%	EPS growth (%)	nm	nm	nm	231%	269%
COGS	-32.8	-38.6	-47.9	-57.8	-65.2						
Gross Profit	35.0	59.4	74.2	<b>85.9</b>	99.0	PE(x)	nm	nm	395.9	119.6	32.4
Gross margin	51.6%	60.6%	60.8%	59.8%	60.3%	EV/EBITDA (x) EV/Revenue (x)	<b>nm</b> 4.3	<b>nm</b> 3.0	<b>39.6</b> 2.4	<b>31.6</b> 2.0	<b>16.7</b> 1.8
Other income	0.0	0.0	0.0	0.0	0.0	Eville (x)	4.0	0.0	2.7	2.0	1.0
Operating expenses	-46.3	-62.5	-66.8	-76.6	-81.4	FCF per share (cents)	-0.1	-0.3	1.5	1.4	2.6
EBITDA	-11.3	-3.1	7.4	9.3	17.6	NTA/share (cents)	4.1	5.4	6.9	8.6	11.5
EBITDA margin	-16.7%	-3.1%	6.1%	6.5%	10.7%	Price/NTA (x)	13.3	10.0	7.9	6.3	4.7
Depreciation & amortisation	-4.9	-5.4	-4.2	-4.3	-4.4	Price/NTA (x)	13.3	10.0	7.9	6.3	4.7
EBIT margin	<b>-16.2</b> -23.9%	<b>-8.4</b> -8.6%	<b>3.2</b> 2.6%	<b>4.9</b> 3.4%	<b>13.2</b> 8.0%	Book value of equity/share (cents) Price/Book value per share (x)	6.4 8.5	8.9 6.1	8.9 6.0	9.4 5.7	11.1 4.9
Net Interest (expense)/benefit	-1.5	-2.1	-1.8	-1.8	-1.8	The book value per share (x)	0.5	0.1	0.0	5.7	4.5
Profit before tax	-17.7	-10.5	1.5	3.2	11.4	Dividend per share (cents)	0.0	0.0	0.0	0.0	0.0
Tax expense	0.2	-0.8	-0.7	-0.7	-2.3	Dividend payout ratio (%)	0.0%	0.0%	0.0%	0.0%	0.0%
NPAT (pre abnormals)	-17.5	-11.3	0.8	2.5	9.2	Dividend yield (%)	0.0%	0.0%	0.0%	0.0%	0.0%
Other comprehensive income/(loss)	2.0	0.3	0.0	0.0	0.0	Franking (%)	0.0%	0.0%	0.0%	0.0%	0.0%
Total comprehensive income/(loss)	-15.5	-11.1	8.0	2.5	9.2	Performance Ratios	2022	2023	2024e	2025e	2026e
Cash Flow (A\$m)	2022	2023	2024e	2025e	2026e	Year Ending 30 June					
Year Ending 30 June						Gross margin	na	61%	61%	60%	60%
ЕВПТДА	-11.3	-3.1	7.4	9.3	17.6	EBITDA margin	na	-3%	6%	6%	11%
Change in w orking capital	-11.9	-3.0	-3.5	-1.1	-1.0	EBIT margin	na	-9%	3%	3%	8%
Gross operating cash flow	0.6	0.0	10.9	10.4	18.6	EBT margin	na	-11%	1%	2%	7%
Income taxed paid	0.0	0.0	-0.7	-0.7	-2.3	NPAT margin	na	-12%	1%	2%	6%
Net interest income/(payment) Receipts from R&DTI & GST	-0.8 0.0	-1.4 0.0	-1.8 0.0	-1.8 0.0	-1.8 0.0	Effective tax rate	-1%	8%	-48%	-22%	-20%
Other	0.0	0.0	0.0	0.0	0.0	Leverage Ratios	2022	2023	2024e	2025e	2026e
Net operating cash flow	-0.2	-1.5	8.4	7.9	14.6	Net debt/(cash)	3.6	-2.2	-10.2	-17.6	-31.7
Net payments for PPE	-0.3	-0.2	-0.4	-0.4	-0.5	Net debt/equity (x)	10%	nm	nm	nm	nm
Payments for acquisition of subsidiary	0.0	1.4	0.0	0.0	0.0	Net debt/EBITDA (x)	(31%)	nm	nm	nm	nm
Deferred consideration payment	0.0	-4.5	0.0	0.0	0.0	Interest coverage ratio (x)	nm	nm	178%	274%	733%
Payments for intangibles	0.0	0.0	0.0	0.0	0.0	December (ACm)	2022	2022	0004-	2025-	2020-
Net investing cash flow Free cash flow (FCF)	-0.3 -0.5	-3.2 -1.6	-0.4 8.0	-0.4 7.5	-0.5 14.1	Revenue Analysis (A\$m) ANZ	2022 14.0	2023 19.9	2024e 23.7	2025e 27.1	2026e 31.2
Proceeds from issuance of shares	0.0	14.6	0.0	0.0	0.0	US	53.6	78.1	98.4	116.6	132.9
Capital raise costs	-0.1	-0.9	0.0	0.0	0.0	RoW	0.1	0.1	0.0	0.0	0.0
Proceeds from debt raising (net of costs)	3.7	0.0	0.0	0.0	0.0	Total	67.8	98.0	122.1	143.7	164.1
Repayment of borrowings	-0.3	0.0	0.0	0.0	0.0	Growth (%)	75%	45%	25%	18%	14%
Repayment of lease liabilities	-1.5	-1.2	0.0	0.0	0.0						
Receipts from non-controlling entities	0.0	0.0	0.0	0.0	0.0	Interim Results	1H23	2H23	1H24a	2H24e	
Net financing cash flow Net change in cash	1.9 1.3	12.4 7.7	0.0 8.0	0.0 7.5	0.0 14.1	Revenue EBITDA	64.1 8.6	33.9 -11.6	75.5 10.3	46.6 -2.9	
Cash at start of period	7.2	7.6	14.2	22.2	29.7	NPAT (pre abnormals)	4.6	-15.9	6.9	-6.1	
Exchange rate impact	-0.9	-1.1	0.0	0.0	0.0	Diluted EPS (cents)	0.9	-2.9	1.2	-1.1	
Cash at end of period	7.6	14.2	22.2	29.7	43.8						
Balance Sheet (A\$m)	2022	2023	2024e	2025e	2026e						
Year Ending 30 June			10110	10100	10100						
Cash and cash equivalents	7.6	14.2	22.2	29.7	43.8						
Receivables	9.1	11.7	12.2	14.4	16.4						
Other current assets	1.8	2.2	2.2	2.2	2.2						
PPE	1.5	0.5	0.5	0.5	0.5						
Intangible assets Right of use assets - leases	56.3 2.0	66.4 0.8	62.8 0.6	59.1 0.4	55.4 0.2						
Other non-current assets	0.1	0.8	0.0	0.4	0.2						
Total assets	78.4	95.9	100.6	106.3	118.5						
Payables	16.6	14.4	18.3	21.6	24.6						
Borrowings (current)	4.1	0.0	0.0	0.0	0.0						
Lease liabilities (current)	1.4	0.8	0.8	0.8	0.8						
Employee benefits (current)	1.3	1.3	1.3	1.3	1.3						
Other current liabilities Income tax payable	11.9	16.2	16.2	16.2	16.2						
Income tax payable Borrowings (non-current)	0.0 7.1	0.5 12.0	0.5 12.0	0.5 12.0	0.5 12.0						
Lease liabilities (non-current)	0.9	0.3	0.3	0.3	0.3						
· · · · · · · · · · · · · · · · · · ·	0.3	0.2	0.3	0.2	0.2						
Employee benefits (non-current)		1.8	1.8	1.8	1.8						
Employee benefits (non-current) Deferred tax liabilities	0.6	1.0									
	0.6 0.0	0.0	0.0	0.0	0.0						
Deferred tax liabilities Other payables Total Liabilities	0.0 <b>43.9</b>	0.0 <b>47.4</b>	51.4	54.6	57.7						
Deferred tax liabilities Other payables Total Liabilities Net Assets	0.0 <b>43.9</b> <b>34.5</b>	0.0 <b>47.4</b> <b>48.5</b>	51.4 49.2	54.6 51.7	57.7 60.8						
Deferred tax liabilities Other payables Total Liabilities Net Assets Issued capital	0.0 <b>43.9</b> <b>34.5</b> 91.8	0.0 <b>47.4</b> <b>48.5</b> 115.4	<b>51.4</b> <b>49.2</b> 115.4	<b>54.6</b> <b>51.7</b> 115.4	<b>57.7 60.8</b> 115.4						
Deferred tax liabilities Other payables Total Liabilities Net Assets Issued capital Reserves	0.0 <b>43.9</b> <b>34.5</b> 91.8 4.3	0.0 <b>47.4</b> <b>48.5</b> 115.4 5.9	<b>51.4</b> <b>49.2</b> 115.4 5.9	<b>54.6</b> <b>51.7</b> 115.4 5.9	<b>57.7 60.8</b> 115.4 5.9						
Deferred tax liabilities Other payables Total Liabilities Net Assets Issued capital	0.0 <b>43.9</b> <b>34.5</b> 91.8	0.0 <b>47.4</b> <b>48.5</b> 115.4	<b>51.4</b> <b>49.2</b> 115.4	<b>54.6</b> <b>51.7</b> 115.4	<b>57.7 60.8</b> 115.4						

SOURCE: BELL POTTER SECURITIES ESTIMATES

#### **Recommendation structure**

**Buy:** Expect >15% total return on a 12 month view. For stocks regarded as 'Speculative' a return of >30% is expected.

**Hold:** Expect total return between - 5% and 15% on a 12 month view

**Sell:** Expect <-5% total return on a

Speculative Investments are either start-up enterprises with nil or only prospective operations or recently commenced operations with only forecast cash flows, or companies that have commenced operations or have been in operation for some time but have only forecast cash flows and/or a stressed balance sheet.

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#### **Research Team**

Staff Member	Title/Sector	Phone	@bellpotter.com.au
Chris Savage	Head of Research/Industrials	612 8224 2835	csavage
Rob Crookston	Strategy	612 8224 2813	rcrookston
Analysts			
John Hester	Healthcare	612 8224 2871	jhester
Martyn Jacobs	Healthcare	613 9235 1683	mjacobs
Thomas Wakim	Healthcare	612 8224 2815	twakim
Michael Ardrey	Industrials	613 9256 8782	mardrey
Marcus Barnard	Industrials	618 9326 7673	mbarnard
Sam Brandwood	Industrials	612 8224 2850	sbrandwood
Joseph House	Industrials	613 9325 1624	jhouse
Baxter Kirk	Industrials	613 9235 1625	bkirk
Daniel Laing	Industrials	612 8224 2886	dlaing
Hayden Nicholson	Industrials	613 9235 1757	hnicholson
Chami Ratnapala	Industrials	612 8224 2845	cratnapala
Jonathan Snape	Industrials	613 9235 1601	jsnape
Connor Eldridge	Real Estate	612 8224 2893	celdridge
Andy MacFarlane	Real Estate	612 8224 2843	amacfarlane
Regan Burrows	Resources	618 9236 7677	rburrows
David Coates	Resources	612 8224 2887	dcoates
Stuart Howe	Resources	613 9325 1856	showe
Brad Watson	Resources	618 9326 7672	bwatson
James Williamson	Resources	613 9235 1692	jwilliamson
Associates			
Leo Armati	Associate Analyst	612 8224 2846	larmati
Kion Sapountzis	Associate Analyst	613 9235 1824	ksapountzis
Ritesh Varma	Associate Analyst	613 9235 1658	rvarma

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ABN 25 006 390 772 Level 29, 101 Collins Street Melbourne, Victoria, 3000 Telephone +61 3 9256 8700 www.bellpotter.com.au Bell Potter Securities (HK) Limited

Room 1601, 16/F Prosperity Tower, 39 Queens Road Central, Hong Kong, 0000 Telephone +852 3750 8400 Bell Potter Securities (US) LLC Floor 39 444 Madison Avenue, New York NY 10022, U.S.A Telephone +1 917 819 1410 **Bell Potter Securities (UK) Limited** 16 Berkeley Street London, England W1J 8DZ, United Kingdom Telephone +44 7734 2929

