



Adherium Appoints Vice President of Marketing

San Mateo, CA - October 9, 2017: Adherium (ASX: ADR), a digital health company that improves medication adherence and patient outcomes, today announced the appointment of Vik Panda as its new Vice President of Marketing. Vik will join the Company's leadership team and be based in Company's headquarters in San Mateo, California.

Arik Anderson, CEO of Adherium, said: "We warmly welcome Vik Panda to the Adherium team. Vik's extensive experience in building large communities of users in the wellness sector will be directly applied to Adherium's direct-to-consumer sales channel to build our increasing number of patients that are directly adopting our Smartinhaler™ sensor and Smartinhaler™ App to self-manage their Asthma or COPD. Vik's appointment is another milestone in building out our commercial operations in the US, following last month's appointment of our Chief Financial Officer Tim Marcotte. These appointments follow our recently announced US FDA 510(k) clearance for our latest generation Smartinhaler™ sensor, all part of our growing commercial activities."

Vik Panda, Vice President of Marketing

Vik has senior experience with direct-to-consumer marketing where he has built communities of millions of users. Prior to joining Adherium, Vik gained extensive experience in both the data and wellness sectors. Most recently, he was CEO at Findyr, a crowdsourcing data collection platform, and before that, he was Chief Marketing Officer at Fitocracy; he has also worked at Citigroup, Nokia and others. Vik has a Master of Business Administration from INSEAD, a Bachelor of Arts and Master of Arts from New York University, and has completed the Chartered Financial Analyst program.



Adherium recently hit a number of new commercial milestones with the 100,000th Smartinhaler™ sensor sold, FDA clearance of its next generation Smartinhaler™ for AstraZeneca's Symbicort aerosol inhaler, and also the launch of Adherium's next generation device for AstraZeneca's Symbicort Turbuhaler.

About Adherium

Adherium is a provider of digital health solutions. The Company develops, manufactures and supplies patients, pharmaceutical companies, healthcare providers and contract research organizations with the broadest range of "smart" medication sensors for respiratory medications to address sub-optimal medication use and improve health outcomes in chronic disease.

Adherium operates globally from bases in the USA, Europe and Australasia.

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