



Adherium Strengthens Commercial Leadership Team with Appointment of Jane Lapon as Head of Global Market Access and Reimbursement

Company continues to bolster commercialisation capability following appointment of industry leaders, Peter Stratford as Chief Executive Officer and Mike Motion as Chief Commercial Officer

9 January 2020: Adherium Limited (ASX:ADR), a global leader in digital health technologies that address sub-optimal medication use in chronic disease, has appointed Jane Lapon as Head of Global Market Access & Reimbursement. This appointment further strengthens Adherium's capability to successfully commercialise existing products and to drive future growth by ensuring the portfolio delivers value to payers, physicians and patients.

In this newly created role, Ms. Lapon will lead all aspects of Market Access and Reimbursement for the Company with responsibility for developing and executing strategies to obtain reimbursement for the Hailie® platform in all targeted markets, optimise funding streams where they currently exist and ensure current and future portfolio offerings are developed optimally from a payer perspective. She will report to Mike Motion, Chief Commercial Officer, and will join Adherium's senior management team.

Ms. Lapon has 25 years of international experience in the pharmaceutical and medical device industry. She has built and led market access functions at global level, successfully leading the development and execution of strategies to obtain reimbursement in the US, Europe, Asia, Canada and Australia. Most recently, Ms. Lapon held the position of VP Global Market Access for Boston Scientific.

Ms. Lapon began her industry career with Bristol-Myers Squibb, holding a series of market access positions with increasing seniority in the UK and then Canada. These positions encompassed all aspects of market access including payer marketing, health economics and outcomes research, pricing, contracting and government affairs, as well as corporate communications and public relations. This was across a number of therapeutic areas including oncology, immunology, cardiovascular, endocrinology and neuroscience.

In 2013, Ms. Lapon was appointed as Vice President Global Healthcare Market Access with Nordion, where she led the development and execution of a global reimbursement strategy for a novel oncology device, playing a key role in the acquisition of the company by BTG. Ms. Lapon continued with BTG as VP Global Market Access, where she built and then led the oncology global market access function. Her remit was further expanded to all products in non-US markets, covering oncology, respiratory and vascular devices, and antidotes/orphan drugs. During her tenure she successfully obtained over 30 positive reimbursement decisions in more than 15 countries and led critical foundational access work ahead of regulatory approval, in key growth



markets including China and Japan. Ms. Lapon also led broader initiatives to expand business geographically and led product launches. BTG was acquired by Boston Scientific in August 2019. Prior to joining industry, Ms. Lapon worked as a Pharmacist in the UK, then as prescribing and pharmaceutical adviser for the English National Health Service with responsibility for regional prescribing budgets for both primary and secondary care. Ms. Lapon graduated in Glasgow, Scotland, with a BSC in Pharmaceutical Chemistry.

“As we enter this commercialisation growth phase, it was critical to enhance Adherium’s capabilities in market access. Obtaining reimbursement for the Hailie® platform in our target markets, implementing payer-led strategies and developing our portfolio with payers in mind are all critical aspects of the commercial strategy” commented Mike Motion, Adherium’s Chief Commercial Officer.

“Jane brings a high calibre of expertise to enable effective execution of these strategies, and an impressive track record of obtaining reimbursement globally for a number of complex devices, drugs and first-in-class product. She is a valuable addition to the team,” said Mr. Motion.

“I am pleased to be joining Adherium at such a critical point and look forward to leading market access efforts to further support commercial growth” said Ms. Lapon. “The ultimate objective is to ensure that those patients who will benefit from the Hailie® platform are able to access it - and I look forward to working with the team, our business partners and key stakeholders, to demonstrate the value of this technology to payers to enable that to happen.”

About Adherium (ASX: ADR): Adherium is a provider of digital health solutions and a global leader in connected respiratory medical devices, with more than 170,000 sold globally. The company develops, manufactures and supplies a broad range of connected medical devices for respiratory medications for patients, pharmaceutical companies, healthcare providers and contract research organisations. Adherium’s Hailie® solution is designed to help patients achieve better adherence and provide visibility to parents and caregivers. It does this by tracking medication use and reminding the user with helpful nudges when it’s time to take doses, and by providing access to usage history to better understand patterns in their asthma and COPD. These tools ultimately enable people who live with asthma or COPD to more easily manage their condition alongside their physician. Learn more at adherium.com.

The release of this announcement was authorised by the Adherium Board of Directors.