

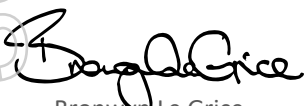
ASX Market Announcements  
ASX Limited  
Level 4  
North Tower, Rialto  
525 Collins Street  
Melbourne VIC 3000

**RE: ADHERIUM APPOINTS SENIOR EXECUTIVE AND ESTABLISHES OPERATIONS IN EUROPE**

Please see attached announcement outlining the appointment of John Tarplee as Senior Vice President of Business Development in Europe.

In conjunction with this appointment Adherium has established an operating subsidiary in the United Kingdom.

Yours faithfully



Bronwyn Le Grice

Joint Company Secretary

[ASX: ADR](#)

**ABN**

24 605 352 510

**Company Overview**

Adherium is a global leader in digital health technologies which address sub optimal medication use in chronic disease.

**Directors**

Dr J Doug Wilson (Chair)  
Mr Garth Sutherland (Group CEO)  
Prof John Mills  
Mr Jeremy Curnock Cook  
Mr Bruce McHarrie  
Mr Bryan Mogridge  
Dr Bill Hunter

**Joint Company Secretaries**

Mr Rob Turnbull  
Ms Bronwyn Le Grice

**Registered Office**

Level 12, 15 William Street  
Melbourne VIC 3000  
Australia

**NZ Office**

Level 2, 204 Quay Street  
Auckland 1010  
New Zealand

**Investor Relations Contact**

Ms Bronwyn Le Grice  
+61 424 862 600

**Email**

[investors@adherium.com](mailto:investors@adherium.com)

**Websites**

[www.smartinhaler.com](http://www.smartinhaler.com)  
[www.adherium.com](http://www.adherium.com)

For personal use only



## ANNOUNCEMENT

### Adherium appoints senior executive to lead market expansion and establishes European operations

**Melbourne, Australia, 31 March 2016**, Adherium Limited (ASX: ADR), a global leader in digital health technologies addressing sub-optimal medication use in chronic disease, has appointed a new Senior Vice President of Business Development and has established an operating entity in the UK to serve the European market.

Adherium provides digital health solutions to pharmaceutical, remote patient monitoring and clinical trials companies. Its Smartinhaler™ platform and products are CE approved and comprise a range of medication sensors which attach to prescription inhalers, along with SmartinhalerLive™ software, integrating data from the Smartinhalers into a usable form. In 2015, Adherium entered a long-term partnership with AstraZeneca to supply innovative new devices and sensors to incorporate within global patient support programs for patients with COPD and asthma.

John Tarplee, Senior Vice President Business Development, Europe, will lead market development and partnering for the European market. In conjunction with Mr Tarplee's appointment, Adherium has established Adherium Europe Ltd, operating from Guildford, UK.

Mr Tarplee joins Adherium from Danish speciality allergy immunotherapy company ALK-Abello, where he was Senior Vice President Europe North and International Markets Region, responsible for ALK's commercial operations in those regions as well as commercial leadership for ALK's geographical expansion strategy.

Prior to that Mr Tarplee spent ten years at Sanofi-Aventis as Business Unit Director UK, Senior Director – Sales Force Excellence Europe Region, General Manager Denmark and Sales Manager UK. He has also worked for Abbott Laboratories and in Fisons Pharmaceuticals, having joined the industry in 1986.

Garth Sutherland, CEO of Adherium said:

*"Having already established strong ties in Europe, including ongoing clinical trials and our partnership with AstraZeneca, I am delighted to welcome John to the team and to be establishing a formal base of operations on the ground in Europe. Developing our presence in this key market is a milestone for us as we continue to build sales and partnerships worldwide."*

*"John brings over thirty years' industry experience, particularly in sales and market expansion. Attracting a senior business development executive of this calibre to expand our footprint and market presence is a strong endorsement of our technology and business model."*

The establishment of European operations and the appointment of Senior Vice President Business Development, Europe, is part of Adherium's international expansion strategy to better serve global markets. The Company recently established Adherium North America, Inc., in San Francisco, USA and appointed James Hattersley as Senior Vice President of Business Development, North America.

For personal use only

## ABOUT ADHERIUM

Adherium (ASX:ADR) is an Australian Securities Exchange listed company which develops, manufactures and supplies digital health technologies which address sub-optimal medication use and improve health outcomes in chronic disease. Adherium operates globally from bases in New Zealand, Australia, USA and UK.

Adherium is a provider of digital health solutions to pharmaceutical, remote patient monitoring and clinical trials companies and organisations. The Company's proprietary Smartinhaler™ platform has been independently proven to improve medication adherence and health outcomes for patients with chronic respiratory disease. Adherium has the broadest range of "smart" medication sensors for respiratory medications globally.

Clinical outcomes data has proven that the Smartinhaler platform can improve adherence by up to 59% in adults and 180% in children and reduce severe episodes by 60% in adults. In addition, interim data from a study at the University of Sheffield demonstrated a 144% increase in adherence, a restoration of lung function to 100% and a 37% reduction in oral steroids indicating reduced severe exacerbations in children. Both children and adults benefit from improved quality-of-life as a result of their improved adherence, demonstrating a substantial gain over current best practice treatment.

The Smartinhaler™ platform has so far been used in 63 projects (clinical, device validation or other) and has been referenced in 33 peer reviewed journal articles. The Company has received FDA 510(k) notifications for clearance to market and CE Marks for its devices and software, which allows it to sell these devices into international markets.

[www.smartinhaler.com](http://www.smartinhaler.com)

[www.adherium.com](http://www.adherium.com)

### Enquiries:

At Adherium	Media enquiries	
<b>Bronwyn Le Grice</b> Head of Commercial Development & Corporate Affairs M +61 (0)424 862 600 E: <a href="mailto:bronwynlg@adherium.com">bronwynlg@adherium.com</a>	<b>EU Media</b> Sue Charles/Rozi Morris Instinctif Partners D +44 (0)20 7866 7860 E: <a href="mailto:adherium@instinctif.com">adherium@instinctif.com</a>	<b>US Media</b> Brian Baxter Lazar Partners D: +1 646 871 8491 E: <a href="mailto:bbaxter@lazarpartners.com">bbaxter@lazarpartners.com</a>
	<b>AU/NZ Media</b> Rudi Michelson Monsoon Communications D: +61 (0)3 9620 3333 E: <a href="mailto:rudim@monsoon.com.au">rudim@monsoon.com.au</a>	

For personal use only