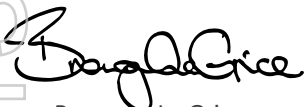


ASX Market Announcements  
ASX Limited  
Level 4  
North Tower, Rialto  
525 Collins Street  
Melbourne VIC 3000

**RE: ADHERIUM ESTABLISHES NORTH AMERICAN OPERATIONS AND APPOINTS  
SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT TO LEAD MARKET  
EXPANSION**

Please see attached announcement outlining the establishment of a new entity in the North American market, Adherium North America, Inc., based in San Francisco and the appointment of James Hattersley as Senior Vice President of Business Development, North America to lead market expansion.

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

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## ANNOUNCEMENT

# Adherium Establishes North American Operations and Appoints Senior Vice President of Business Development to Lead Market Expansion

Melbourne, Australia, March 23, 2016 – [Adherium Limited](#) (ASX: ADR), a global leader in digital health technologies addressing sub-optimal medication use in chronic disease, today announced the establishment of a new entity in the North American market, Adherium North America, Inc., based in San Francisco. Adherium also announced the appointment of James Hattersley as Senior Vice President of Business Development, North America to lead market expansion.

Adherium is a provider of digital health solutions to pharmaceutical, remote patient monitoring and clinical trials companies. Adherium's proprietary Smartinhaler™ platform comprises a range of approved Smartinhaler™ medication sensors which attach to prescription inhalers, and the SmartinhalerLive™ software, which integrates the data from the Smartinhalers into a usable form via communications protocols, mobile applications and cloud based software. The platform uses wireless technology to provide reminders, monitoring and real-time data collection of inhaler usage for physicians, patients and caregivers to help improve outcomes.

Smartinhaler™ products are approved in the U.S. and were recently approved in Canada. 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.

Mr. Hattersley will lead Adherium's partnering and market expansion in North America and will operate out of the newly incorporated U.S. entity.

"Establishing operations in North America is a key milestone for Adherium and we look forward to James' leadership in building our presence in the region as we expand our global footprint," said Garth Sutherland, CEO of Adherium. "James brings a proven track record of identifying and executing commercial partnerships. His range of business expertise will be instrumental to our North American operations as we work to bring the benefits of digital medical data to more patients, healthcare professionals and payers, enabling better management of chronic disease."

Mr. Hattersley joins Adherium after his previous appointment at U.S. biopharmaceutical company, Nektar Therapeutics, where he was Vice President of Business Development. His responsibilities included business and corporate development, strategic alliances, identification of commercial partnership opportunities involving late stage clinical assets in oncology and pain management, and alliance management.

Prior to Nektar, Mr. Hattersley was Vice President of Business Development at multinational specialty pharmaceuticals company, Sun Pharmaceutical Industries, directly responsible for acquisitions and partnering transactions in North America and Japan, respectively.

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## 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 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)

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