

medibio
2018 MEDIA KIT



LOOKING AT
MENTAL HEALTH,
OBJECTIVELY.



Medibio is identifying the **link** between physiologic measures and mental health.

A Global Health Crisis

The World Health Organization reminds us that 1 in 4 adults are at risk for developing a mental or neurological disorder at some point in their lives¹ and that over 300 million people suffer from depression, making it the leading cause of disability worldwide². We know that depression can affect a broad spectrum and does not discriminate by age, race, economic or social status. We know that comorbidity in mental and physical disorders has increased. There is no shortage of data around the worsening mental health of youth, with severe youth depression rising from 5.9% to 8.2% in just a five year period³. Beyond the statistics, however, are the personal stories and the ways we experience mental illness in our own lives through popular culture, our communities, perhaps within the walls of our own homes. It is these stories that create the urgency around a better understanding of mental health and motivate us every day to develop more sophisticated tools and evolved solutions. Existing methods of identifying and treating mental disorders have failed to prevent increased instances. We can rely on the data to show us that. But it's the stories we hear and the stories we know by heart that compel us to look deeper and reach beyond what's available, to discover what's possible.

1. World Health Report, 2001. http://www.who.int/whr/2001/media_centre/press_release/en
 2. NIMH. U.S. Leading Categories of Diseases/ Disorders. WHO, 2010. <https://www.nimh.nih.gov/health/statistics/disability/us-leading-categories-of-diseases-disorders.shtml>
 3. Nguyen, Theresa, et al. State of Mental Health in America 2018. Mental Health America, 2017. <http://www.mentalhealthamerica.net/issues/state-mental-health-america>

Company History

Medibio is a publicly traded (ASX: MEB and OTCQB: MDBIF) mental health technology and services company that has, over the past 20 years, pioneered the use of objective biometric data to assist in the screening, monitoring, and management of depression and other mental health conditions. Based on the connection between biological changes associated with psychiatric disease, circadian cycles, and the autonomic nervous system, our platform relies on cardiovascular and sleep data to provide insights into mental health. The company was founded in Australia, employs a staff of physiological data scientists and developers, and has offices in Australia and the US. Acquired in 2014, the proprietary technology that we utilize today serves to offer wellness solutions for business through our Corporate Health initiatives and is in development to serve both the consumer and regulated healthcare provider markets.

Measurement of key biometric data and developing ways to help people listen to their own physiological language motivates all that we do. Biomarkers have the potential to improve the detection and diagnosis of mental illness at a far more advanced level than subjective analysis. We believe in empowering individuals with tools to decode the dialogue between body and mind, and actively manage their mental health, not with speculation, but with objective science.

The World Economic Forum estimated in 2010 the global cost of mental illness conditions at \$2.5 trillion with the cost expected to more than double to \$6 trillion by 2030



Data has a better idea

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 @medibiolimited

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 @medibio.limited



Chris Indermaur
Chairman

B. Eng. (Mech.), Grad Dip Eng. (Chem.), LLB, LLM, Grad Dip LP

Mr. Indermaur was appointed to the Medibio Board on 7 April 2015.

Mr. Indermaur has over 30 years of experience in large Australian companies in Engineering or Commercial roles. Amongst these roles he was the engineering and Contracts Manager for the QNI Nickel Refinery at Yabulu, Company Secretary for QAL and General Manager for Strategy and Development at Alinta Ltd.

Mr. Indermaur is currently Chairman of Poseidon Nickel Limited (ASX: POS) (director from 2009) and Austin Engineering Ltd (ASX: AHG) from 8 July 2016. He is also a director of Centrex Metals (ASX: CXM) from 29 June 2017.



Peter Carlisle
Vice Chairman

BA, JD

Mr. Carlisle was appointed to the Board on 5 June 2017 and currently serves as Vice Chairman. He previously served as an alternate to Michael Phelps until January 22, 2018.

He serves as Managing Director of Olympics & Action Sports at global sports marketing agency, Octagon. Mr. Carlisle oversees an international business focused on athlete brand-building through commercial, public relations, and cause-related activities.

He has served on numerous non-profit boards and has worked to develop and promote programs focused on a variety of mental health issues.

Mr. Carlisle has more than 20 years of experience in the sports marketing industry, and has received numerous awards and recognitions, including being one of only two sports agents named to SportsBusiness Journal's "Forty Under 40" Hall of Fame and its 20 most influential people in action sports, Sporting News included him in its Power 100 list, and Sports Illustrated named him as one of the top 15 most-influential sports agents. He has been named one of the best lawyers in America in sports law on several occasions and was recognized as Sports Law Lawyer of the Year in 2012. He has also served as Adjunct Professor of Sports Law at the University of New Hampshire and Maine School of Law.



Frank G. Prendergast
Non-executive Director

PhD MD

Dr. Prendergast was appointed to the Board on 27 January 2016.

He is the former Chair of the Department of Biochemistry and Molecular Biology and the former Director for Research at Mayo Clinic from 1989-1992. From 1989-1996, he was a member of the Board of Governors for Mayo Clinic, Rochester. From 1999-2007 inclusive, he was member of Mayo Clinic's Executive Committee, the senior most internal governance committee for the entire Mayo system. He served on Mayo Clinic's Board of Trustees continuously between 1992-2009. He was recognized as a Mayo Distinguished Investigator in 1988 and is the director emeritus, Mayo Clinic Cancer Center (1995-2006) and Director Emeritus for the Mayo Clinic Center for Individualized Medicine (2008-2012). Dr. Prendergast retired from Mayo Clinic in December of 2014.

Dr. Prendergast has been a member of the Eli Lilly Company Board of Directors since 1995. He served extensively for the National Institutes of Health (NIH) on numerous study section review groups; as a charter member of the Board of Advisors for the Division of Research Grants, now the Center for Scientific Review; the National Advisory General Medical Sciences Council; the Board of Scientific Advisors of the National Cancer Institute. He held a Presidential Commission for service on the National Cancer Advisory Board. Dr. Prendergast also has served in numerous other advisory roles for the NIH. He was a member of the board of directors of the Translational Genomics Research Institute and the Infectious Disease Research Institute (IDRI).



Andrew Maxwell
Non-Executive Director

MBA, MAcc, ACPA

Mr. Maxwell was appointed to the Board on 1 February 2017. Mr. Maxwell is the chair of TMS Australia, which owns a network of out-patient clinics treating depression using transcranial magnetic stimulation. He is Chair of Agersens the global market leader in virtual fencing technology for beef and dairy cattle, a director of BioMelbourne Network and a member of the Bond University School of Health, Science and Medicine advisory board. For 10 years, Mr. Maxwell led the global growth of Global Kinetics Corporation Ltd (GKC) as Managing Director and Chief Executive Officer. GKC commercialized research emanating from the Florey Institute of Neuroscience and Mental Health and created a global company with a market-leading product for the remote measurement and reporting of the movement disorder symptoms of Parkinson's disease.

GKC gained FDA clearance in the USA, Class 1 and Class 2a CE mark in Europe and TGA registration in Australia for its Parkinson's KinetiGraph (PKG) and PKG Watch, a wearable medical device and a mobile health IT software system. GKC's direct sales and marketing team implemented the PKG in over 140 hospitals in 16 countries providing people with Parkinson's access to a clinical test that makes a difference to the management of their condition.

Prior to GKC, as CEO of ESCOR Private Equity (a Smorgon Family Company), Mr. Maxwell established and managed a \$40m investment fund focused on investing in the IT, Internet, Biotech, and Healthcare sectors in Australia, the USA and Europe.

OUR BOARD



Patrick Kennedy
Non-executive Director

B.S., Former U.S. Representative

The Honourable Patrick J. Kennedy was appointed to the Board on 4 July 2017. He is a former member of the U.S. House of Representatives and a leading U.S. political voice on mental illness, addiction, and other brain diseases. During his 16-year career representing Rhode Island in Congress, he fought a national battle to end medical and societal discrimination against these illnesses, highlighted by his lead sponsorship of the Mental Health Parity and Addiction Equity Act of 2008. Mr. Kennedy was a chief sponsor of one of the major pieces of legislation of 2008, the Mental Health Parity Act, a bill requiring most group health plans to provide coverage for the treatment of mental illnesses that is comparable to what they provide for physical illnesses. Mr. Kennedy was also appointed to President Trump's Commission on Combating Drug Addiction and the Opioid Crisis.

Following his 8th term serving in the U.S. Congress, Mr. Kennedy has become a leading advocate for increased Mental Health & Addiction treatment coverage in the United States. He is a co-founder of One Mind for Research, which seeks to increase resources and collaboration in brain research, and founder of the Kennedy Forum, which advances a roadmap to transform mental health and addiction care.

Mr. Kennedy served three terms in the Rhode Island State legislature before he was elected as a Democratic member of the United States House of Representatives from 1995 to 2011. Mr. Kennedy served on the Armed Services Committee and the Appropriations committee, where he served on the subcommittee on Veterans Affairs and the Subcommittee on Labor, Health and Human Services, Education, and the NIH. While in Congress, he was a vocal advocate for healthcare reform and the chief sponsor of the 2008 Mental Health Parity and Addiction Equity Act.



Michael Phelps
Non-executive Director

Mr. Phelps was appointed to the Board on 5 June 2017. He is an advocate for Mental Health and since retiring from competitive swimming has dedicated his time, fame, and focus on philanthropic causes that include Mental Health. Since retiring from competitive swimming in 2016, he has actively sought to raise awareness around mental health.

Prior to his appointment to Medibio's Board of Directors, Mr. Phelps worked with its team of world-class doctors and medical experts to explore ways in which Medibio's technology could help address the challenges associated with the identification and treatment of various mental health issues. Mr. Phelps used Medibio's technology to analyze his own personal datasets and experienced firsthand how it is uniquely positioned to address the challenges associated with mental health diagnosis.

Widely regarded as one of the greatest athletes of all-time, Mr. Phelps has dedicated his time, fame, and focus to a number of philanthropic causes including water-safety, mental health, and anti-doping initiatives. His advocacy for mental health recently earned the recognition of the Substance Abuse and Mental Health Services Administration's ("SAMHSA") as the Honorary Chairperson of National Mental Health Awareness Day 2017 and recipient of the organizations Special Recognition Award. In addition, Mr. Phelps is an Ambassador for the Child Mind Institute's #MyYoungerSelf social media campaign in an effort to help end the stigmas associated with mental health and learning disorders.

Mr. Phelps established the Michael Phelps Foundation in 2008 with the focus on growing the sport of swimming and promoting healthy and active lifestyles, especially for children. The Foundation's signature program "im" was developed in collaboration with KidsHealth.org and Michael Phelps Swimming to provide water-safety instruction, recreational pool activities, and swim training, as well as health, wellness, and goal-setting education.

Medibio limited is a mental health technology and services company leveraging objective digital biomarkers for products that will assist in the screening, diagnosis, monitoring, and management of depression and other mental health conditions.

OUR EXECUTIVE TEAM



Brian Mower
Chief Financial Officer

Mr. Mower was appointed Chief Financial Officer 24 April 2017. He has over 21 years of experience in senior finance positions, including 17 years in commercializing innovative medical technologies.

Prior to joining Medibio, he worked as VP Finance and International at Torax Medical Inc. (acquired by Johnson & Johnson) for 8 years, where he helped guide the company from early clinical stages through regulatory stages and to commercialization in Europe and the U.S. for innovative implantable medical device technologies used in the treatment of gastroesophageal reflux disease and fecal incontinence. His background includes work as CFO of publicly-traded Iomed, Inc. (AMEX: IOX; acquired by ReAble Therapeutics), which commercialized innovative drug delivery medical device technologies.

He has also worked as division CFO of DJO, Inc., a leading provider of orthopedic rehabilitation, pain management, and physical therapy medical devices. In addition, he has previously worked as a financial auditor at KPMG LLP.



Archie DeFillo
Chief Medical Officer

Dr. DeFillo is currently the Chief Medical Officer at Medibio Limited. He has over 25 years of clinical experience with neurological diseases.

For the past 13 years his efforts have been focused in neurological research. His research interests include cerebrovascular, stroke, neuro-trauma, brain oxygenation, metabolism and autonomic dysfunction.



Jeremy Schroetter
Chief Technology Officer

Jeremy joined Medibio in November 2017 as Vice President of Technology, becoming Chief Technology Officer in April of 2018.

Prior to joining Medibio, Schroetter was the Senior Director of Engineering for two years at Qualcomm Life where he led teams in building IoT (Internet of Things) platforms for medical devices and technical leadership for acquisitions. His career in technology has also included the roles of CTO for the Medical Device and Healthcare business unit at GlobalLogic, program management for Park Nicollet and Prime Therapeutics and various leadership roles at Medtronic where he developed software for implantable medical devices.

Schroetter graduated with a B.S. in Biomedical Engineering from Case Western Reserve University and has an MBA in Healthcare Information Technology from the University of St. Thomas.



Lindsay Hagan
SVP Integrated Health

Lindsay Hagan has more than 13 years of sales experience working with medical device, technology, pharmaceutical, and healthcare organizations. Most recently, she was Regional Sales Manager at Stemonix where she played an integral role in the launch of microBrain 3D and built partnerships with pharmaceutical companies. Prior to her stint at Stemonix, Hagan was a key member at VitalHealth Software (now part of Philips Healthcare) where she led a cross-functional global team that launched a new healthcare software suite into the U.S. market.

Hagan is a member of the Women's Health Leadership Trust and sits on the board of directors for Hope Chest for Breast Cancer. Lindsay attended Gonzaga University in Spokane Washington and holds a B.S. in Biology.

OUR EXECUTIVE TEAM



Jennifer Solitario
SVP Corporate Health

Jennifer Solitario was announced as Medibio's Senior Vice President of Corporate Health in September of 2018. Ms. Solitario is a proficient leader with more than 20 years of experience in the health insurance industry.

Working as Executive General Manager Health and Wellness at HBF Health, Ms. Solitario oversaw benefits management, pharmacy, community and corporate wellness business units. She managed benefits payments of over A\$1B, oversaw the growth in the pharmacy business, developed the company's Community Wellness strategy, and introduced a unique Corporate Wellness Index which enabled organizations to gauge overall health in the workplace. Ms. Solitario has a strong network with CEO's and executive staff in the Australian private health insurance sector, as well as major private hospitals and healthcare providers in the Australian market.

She also brings proven and extensive contract negotiation skills, having negotiated individual contracts of up to \$250M. Ms. Solitario will be located in the Company's Perth office.



Patrick Midden
Chief Privacy Officer

Mr. Midden has 25 years' collective experience as a computer consultant, attorney, and privacy officer. As a consultant, Mr. Midden designed and built secure computer systems in the healthcare and financial sectors. As an attorney, Mr. Midden has counseled clients in the financial, educational, healthcare and insurance industries on US and international data protection laws. Mr. Midden has extensive experience working with health and wellness companies on their compliance needs.



Sarah Mellen
Creative Director

Sarah joined Medibio as Creative Director in July 2018, bringing over 15 years experience in brand management and design execution.

Sarah spent over 7 years working with Consumer Dynamics, a brand strategy firm in New York City, as Presentation Specialist for a list of national brands including: Colgate-Palmolive, Pepsi, Bayer, iRobot, WW, Keurig, Pernod-Ricard, Zarbees Naturals, M&T, Quaker, Abbott and more. Sarah has served as an Art Director for L'Oreal USA working with the Kérastase and Shu Uemura, Matrix, and Lancôme product lines and a production artist for Time Warner and Joe Fresh. From 2013 to 2018 she owned and operated The Jack & The Ace, LLC., a boutique branding company with clients ranging from local startups to Jim Beam.

Sarah studied Video Production and Graphic Design at the Art Institute of Pittsburgh.



\$44 billion
is the annual cost linked
to employees suffering
from depression

Health Highlights. (2018, September 20). Minneapolis Star Tribune.



**Hire the best minds.
Then help them stay that way.**

The first biometric, data-driven mental wellness monitoring and management program offering employees personalized recommendations for health and performance.

About the program

ilumen™ is a two-part platform designed to help individuals gain insight around mental wellness. Through a survey of simple questions participants can determine how they rank with common conditions like depression, anxiety, stress, perfectionism, and more. Through the connection of an approved wearable device, ilumen™ also gathers Heart Rate, Sleep Quality, and Activity data to provide a composite wellness score that can be tracked and improved upon over time.

Three steps to improve employee well-being:



ASSESS



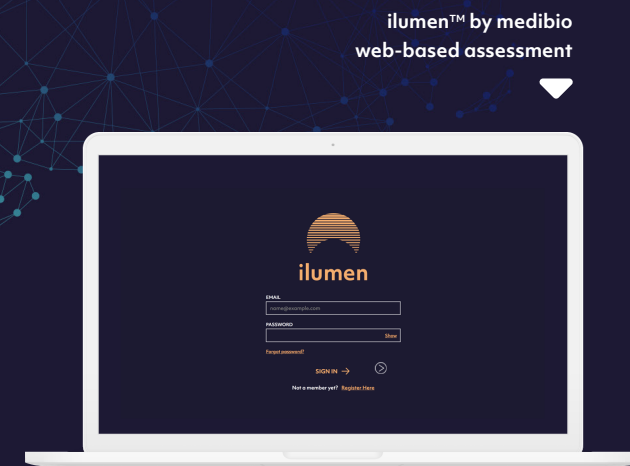
CONNECT



DISCOVER



ilumen™ by medibio mobile application



ilumen™ by medibio web-based assessment

#poweredbyscience

ilumen.app

**MINNEAPOLIS/ST. PAUL
BUSINESS JOURNAL**

Sep 21, 2018, 12:17pm CDT
Updated Oct 8, 2018, 1:54pm

**Business Journal’s 2018 CFO of
the Year honorees announced**

Public Company CFO
Brian Mower



September 30, 2018

**Mental health technology
company takes objective
approach to mental
conditions**



July 10, 2018

**Startups are pioneering a
dramatic shift in how we spot
and treat depression - and
you can try some of their new
tools right now**



August 28, 2018

**Meet a Minnesota Tech CTO:
Jeremy Schroetter, Medibio**



June 17, 2018

**Medibio developing apps
to help detect early signs of
mental illness**



June 21, 2018

**This company is using
biometric data to address
mental health**

ASX Announcement

Medibio Limited – 3 May 2018



Medibio Receives CE Certification

CE certification opens doors for further commercialization

Sydney, Australia and Minneapolis, MN – 3 May 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company is pleased to confirm it has received CE (Conformité Européenne) Marking certification for its first release technology product and platform.

Demonstrating that the product complies with European health and safety standards, the CE Marking was granted on 2 May 2018 (GMT) by DQS Med for Medibio’s product and platform.

The successful introduction of rest of world applications in key countries will provide Medibio with the ability to further commercialize its technology and platform in alignment with our strategic plans for additional product releases.

Supported by its technological and scientific platform, Medibio’s product enables clinicians and individuals to evaluate stress-level phenotypes, combined with dimensional circadian heart-sleep biometrics and physiological biometrics. With the support of Medibio’s app-based and web-based scientific platforms, this comprehensive system will allow for the non-invasive, comprehensive evaluation and monitoring of mental health.

“Acquiring CE Marking represents the successful completion of a lengthy and thorough evaluation process, and marks an important threshold for the company. We are pleased to have delivered against this key milestone. Alongside the recent announcement of our corporate mental health product, this accomplishment provides further validation of the product offering and technology,” said CEO and Managing Director, Jack Cosentino. “We are eager to progress to a new phase, and committed across the organization to deliver exceptional product quality and operational excellence as we work towards transforming mental health care delivery.”

– ENDS –

ASX Announcement

Medibio Limited – 9 May 2018



Medibio Corporate Health contract signed with Australia's 3rd largest private healthcare provider

Sydney, Australia and Minneapolis, MN USA – 9 May 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company, today announced the execution of a commercial contract with St. John of God Health Care (SJGHC) to deploy Medibio's new product for its newly established Corporate Health division.

The agreement includes the deployment of Medibio's solution for corporate health to St. John of God's 14,500 employees across Australia. The contract also includes the option of additional mental healthcare services provided by Medibio for employees needing additional help.

The program provides St. John of God employee participants access to Medibio's Mental Health Check-in campaign. Anticipated revenue is \$58,000 for an initial 4-week program. The Mental Health Check-in is the entry level offering in Medibio's ongoing subscription based Corporate Health product. Additional mental healthcare services will be billed as services are provided.

"St John of God Health Care is delighted to be part of the Mental Health Check-in. The product aligns strongly with our commitment to employee wellbeing, as well as our position as leaders in digital healthcare. Personally, and professionally I have had a long held commitment to the area of mental health, so we look forward to continuing the partnership with Medibio in this critical area" said John Fogarty, CEO and Executive Director of Western Australia Hospitals.

The announcement of SJGHC as the first healthcare contract in Medibio's new corporate health offering cements them as thought leaders in digital healthcare. We are delighted to extend our previous partnership with such a values driven organization," said Peta Slocombe, SVP of Medibio Corporate Health.

St John of God Health Care is the largest Catholic sector hospital services provider and the third largest non-Government hospital operator in Australia. It was established by the Sisters of St John of God in 1898 and has 23 divisions, including 17 hospitals, with more than 3,350 beds. In 2016-17, it treated more than 350,000 overnight and same day patients and delivered more than 12,500 babies. St John of God Health Care has grown significantly and is now the 20th largest private company in Australia, employing more than 14,500 caregivers.

With the potential to deliver a 2x to 3x return on investment, Medibio's corporate mental health platform creates a unique opportunity for companies to actively engage around mental health and reduce the burden of mental health conditions on individuals and organizations. Underpinned by Medibio's platform, the contract incorporates a check-in component encompassing both biometric screening in conjunction with a 12-minute subjective survey in addition to a complete employee assistance plan offering providing unique insights into individual and organizational mental health.

ASX Announcement

Medibio Limited – 3 October 2018



Medibio Releases Corporate Health Product, ilumen™

Sydney, Australia and Minneapolis, MN USA – 3 October 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company, today announced the release of ilumen™, its product and platform for corporate customers.

ilumen™ is a corporate wellness product providing employers the ability to offer biometric analysis and objective, data-driven feedback along with a mental wellness assessment to their employees. The upgraded platform allows employees to access and monitor this data from their personal devices, measuring and tracking biometrics through the use of wearable technology over a period of time. Participants can proactively learn about coping strategies, resources, and personal development plans to better manage stress and strain from life and work.

Employee-specific features of the ilumen™ platform include:

- Access to personalised resources for support and education to help improve mental wellness
- Ability to monitor digital biometric changes and identify how and when personal lifestyle modifications influence mental wellness
- Improved biometric integration with supported Garmin and Fitbit wearable devices

ilumen™ provides employers with access to a de-identified, aggregate-level dashboard to support informed decision-making, improved team performance, and increased employee well-being. Many companies have health care plans in place to address physical health. Medibio's platform allows employers to extend support to cover mental health, ushering in a new era of workplace wellness.

The ilumen™ product is the latest advancement of Medibio's Corporate Health offering with a core focus on designing products and services to help organisations optimise workforce performance, minimise risk, and provide better care to the people that power their businesses.

"ilumen™ is an advancement in corporate mental health that provides employers and participating employees with the ability to track mental wellness through digital biometrics and personalized assessments," commented Brian Mower, Interim CEO for Medibio. "It's time for corporations to use objective data to better understand and enhance employee mental wellness."

The ilumen™ product is currently available for our corporate customers via Google and Apple app stores, as well as through the web.

ASX Announcement

Medibio Limited – 19 June 2018



Medibio Receives TGA Approval

Sydney, Australia and Minneapolis, MN USA – 19 June 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company, announced today it has received confirmation that the Company's Depression Diagnostic Aide (DDA) and Mental Health Monitoring Platform (MHM) have been included on the register of Australian Therapeutic Goods Administration (ATGA). Medibio's DDA and MHM technology underpin the Company's Mental Index application and Logics platform.

The Company's regulatory validation now includes both the CE (Conformité Européenne) Mark and Therapeutic Good Administration (TGA) under the GMDN product code 58290 - Psychological assessment system application software.

- ENDS -

About Medibio Limited

Medibio (ASX: MEB) (OTCQB: MDBIF) is a mental health technology company that has pioneered the use of objective biometrics to assist in the screening, diagnosing, monitoring and management of depression and other mental health conditions. The company offers comprehensive mental health solutions for business through its Corporate Health programs and is developing products to serve both the consumer and regulated healthcare provider markets. The company was founded in Australia, with offices located in Melbourne (Vic), Perth (WA), and U.S. offices in Minneapolis, MN. Medibio is listed on the Australian Securities Exchange Ltd and trades on the OTCQB Venture Market. Investors can find additional information on www.otcmarkets.com and www.asx.com.au.

Further Information:

Website: www.medibio.com.au

Shareholder and Investor Inquiries:

Stephanie Ottens
Investor Relations Director
Medibio Limited
stephanie.ottens@medibio.com.au
T: +61 434 405 400

Media Inquiries:

Josh Purdy
Senior Public Relations Manager
Medibio Limited
josh.purdy@medibio.com.au
T: +1 952-222-0551 ext. 208
M: +1 612-695-0168

ASX Announcement

Medibio Limited – 16 July 2018



Medibio Submits FDA De Novo Application

Sydney, Australia and Minneapolis, MN USA – 16 July 2018: Medibio Limited (MEB or the Company)(ASX: MEB)(OTCQB: MDBIF), a mental health technology company, today announced the U.S. Food and Drug Administration (FDA) De Novo submission for its Clinical Decision Support System (System). The formal submission to the FDA was completed on Friday, July 13, following the successful 230-person clinical study at eight clinical sites and an in-person meeting with key members of the FDA and Medibio leadership team.

Medibio's System will provide an infrastructure for physicians to review objective data in the clinical evaluation stages of the patient care continuum, as an aid in the diagnosis to ongoing monitoring and management. This System also includes a patient interface which provides a mechanism of two-way interface of objective biomarker data between the clinician and patient, incorporating real-time digital biometric monitoring in a remote patient setting. Given no current FDA-cleared predicate product or device for a mental health system for diagnostic indication, the filing via the De Novo pathway was utilized. Subject to FDA clearance, the Medibio system will provide the predicate for future submissions of modules addressing additional mental health disorders. Subject to FDA processes, the Company anticipates attaining clearance on the submission by the end of calendar year 2018.

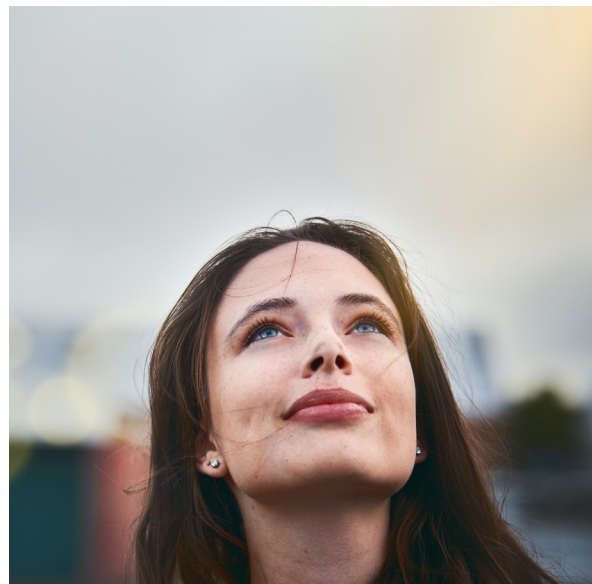
"With this significant submission, we are positioned to provide an end-to-end solution for mental health monitoring and management at all stages of the patients' care. We anticipate that the Medibio Clinical Decision Support System will vastly improve the quality of services and patient management that clinicians can provide, thereby improving outcomes for those suffering from mental health disorders," Jack Cosentino, CEO and Managing Director stated. "The FDA De Novo submission is a delightful way for us to continue the momentum of a transformational 2018 fiscal year, having expanded our patent portfolio, built a world-class organization, completed an acquisition, received ISO 13485, CE Mark, and TGA approval, written peer reviewed scientific publications, created an awesome pipeline of products, and have begun our journey into commercialization."

Scientific and Technology Background

Medibio has a strong digital technology and scientific platform that is delivered using web-based Artificial Intelligence to evaluate stress-level phenotypes, combined with dimensional circadian heart - sleep biometrics and physiological biomarkers. In simple terms, it provides a non-invasive, user-friendly, comprehensive, mental health evaluation in the palm of your hands.

Medibio's technology will enhance the ability to empower clinicians, patients, employers and loved ones by screening, aiding the diagnosis, monitoring and managing mental illness, with the mission of improving quality of lives around the world, objectively.

- END -



Brand images are **NOT:**

**Heavy,
Sad,
Dark
or Hopeless**

Brand images **ARE:**

**Open,
Hopeful,
Bright
& Modern**

Our brand image style is defined by triumphant outcomes, not debilitating problems. We do not reinforce the dark side of mental illness with the imagery we use, but instead illustrate what is possible with improved mental health.

Images focus predominantly on the people who stand to benefit from our technology in everyday situations where they might find more elevation or optimism through new solutions for mental wellness. These achieve contrast with occasional use of tech-centered **“elegant science”** style photography.



The brand gradient is an even distribution of the three accent colors of the brand palette, moving from left to right: **PMS 513**, **PMS 1665** and **PMS 715**.

Seravek Bold
Medium
Regular
Light

The color palette consists of ‘Mediblué’ (PMS 5255), three accent colors and two neutral greys. Accent colors should be used sparingly, not overpowering overall impressions and be applied as an accent, only.

C	69	C	88	C	48	C	07	C	00	C	03
M	59	M	86	M	94	M	87	M	54	M	03
Y	52	Y	48	Y	05	Y	100	Y	94	Y	03
K	33	K	60	K	01	K	97	K	00	K	03
R	74	R	29	R	147	R	224	R	248	R	235
G	79	G	25	G	53	G	68	G	141	G	233
B	85	B	52	B	141	B	03	B	43	B	233
HEX	4A4F55	HEX	#1D1934	HEX	93358D	HEX	E04403	HEX	F88D28	HEX	EBE9E9
	PMS 7540 C		PMS 5255 C		PMS 513 C		PMS 1665 C		PMS 715 C		LT GREY

THE MEDIBIO LOGOMARK consists of a solid color ‘medi’, all lowercase, represented in either **PMS 5255** or White, and ‘bio’ with the brand gradient applied.



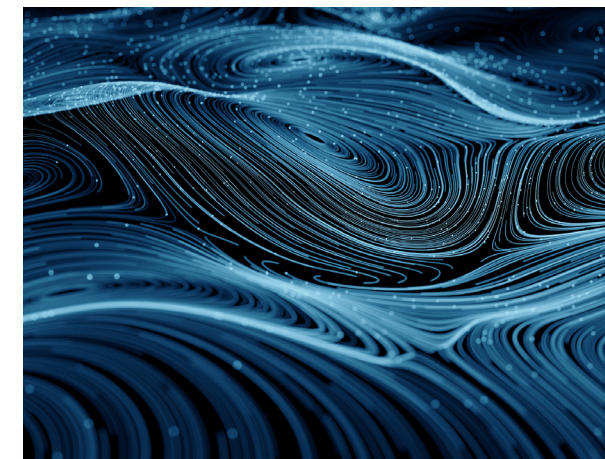
SERAVEK is a humanist sans serif typeface designed by Eric Olson from Process Type Foundry in, (where else?) Minneapolis, MN. The Medibio brand utilizes the Bold, Medium, Regular and Light type weights in both standard and italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -+!@#\$%^&*()::'"/?.,





Brand images are **NOT:**
Impersonal,
Cold,
'Stagey'
or Insincere



Brand images **ARE:**

Light-centered
Futuristic
Global
Humanist

Letting the Light In

The brand should communicate a future-forward perspective with its associated imagery but not one that loses sight of the 'right here right now' impact of the technology it seeks to represent.

There are no stock library board-rooms here. No "business people shaking hands" or forced smiling corporate concepts. Imagery for the ilumen™ program centers on advanced scientific landscapes juxtaposed with the real life moments where someone might 'see the light' and feel relief.



THE ILUMEN LOGOMARK consists of the 'sun' iconography element and the 'ilumen' wordmark. The primary mark is displayed vertical. Secondary horizontal mark may be used when space or layout does not permit vertical representation. The sun may be used independent of the wordmark but the wordmark must not appear on its own.



The logomark is to be displayed in **PMS 714** or white, only, except when necessary to display in black and white. Do not scale either part of the mark disproportionate to the other or change the orientation of the elements outside of the conventions outlined here.

Bold
Medium
Regular

OBJEKTIV MK1 is a sans serif typeface designed by Dalton Maag. "...it has efficiency and minimalism in its blood. Objektiv was designed from the ground up, with the ever-growing demands of usability in mind, to deliver a geometric font family for the 21st century."

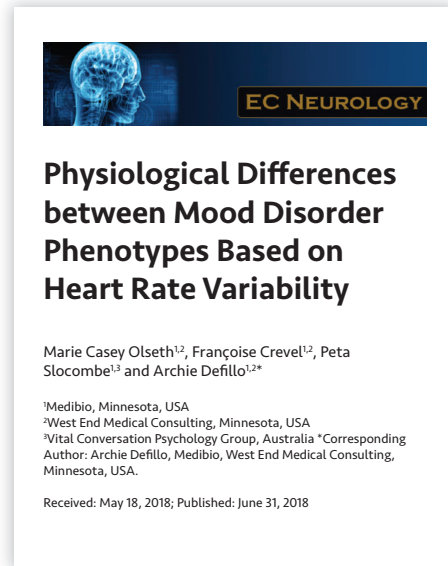
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 -+!@#%&*() ;: "/? ,.



The color palette incorporates the 'Mediblu' of the Medibio brand, a screen of that spot color and the golden PMS 714.

C	00	C	23	C	88
M	39	M	19	M	86
Y	69	Y	13	Y	48
K	0	K	0	K	60
R	250	R	197	R	29
G	169	G	195	G	25
B	97	B	203	B	52
HEX	FEAA61	HEX	C5C3CB	HEX	#1D1934
	PMS 714 C		PMS 5255 (23%)		PMS 5255 C

AWARDS



medibio

8696 Eagle Creek Parkway
 Savage, MN 55378

(952) 222-0551

Office Hours

Monday - Friday
 8:30am - 5:30pm CST

medibio.com.au

Please direct all press inquiries to:

Kristi Hamilton

kristi.hamilton@medibio.com.au

1+ 952.232.0934