

ASX Announcement

Medibio Limited – 25 June 2021



MENTAL HEALTH TECHNOLOGY COMPANY MEDIBIO NAMES R&CPMK AS COMMUNICATIONS AGENCY OF RECORD IN THE U.S.

R&CPMK to Drive Brand Development and Strategic Communications for Launch of Medibio's Pioneering Consumer Mental Health App

Melbourne, Australia and Minneapolis, MN – 25th June 2021: Medibio Limited (Medibio or the Company) (ASX: MEB) (OTCPINK: MDBIF), today announced that it has selected R&CPMK, the preeminent US-based integrated marketing and communications agency in global entertainment, media, and technology, to drive brand development and strategic communications for the upcoming launch of Medibio's patented pioneering consumer mental health app in the United States.

Led by SVP Ms. **Jennifer Solitario**, and Chief Medical Officer **Archie Defillo** - as well as some of the world's leading experts in healthcare and mental health advocacy - Medibio offers mental well-being solutions for corporate and consumers through a suite of advanced technology programs.

"Medibio's pioneering, patented work in the use of biometric data to aid in the early detection and screening of mental health conditions underpins the vision of our new consumer app," said **Ms. Solitario**. "We look forward to working with R&CPMK to help us bring our revolutionary consumer mental health app to market, and to advance the positive and necessary global conversation surrounding mental health and wellness."

"Mental health is one of the most important issues facing society today, and millions of people around the world continue to suffer in silence due to the lack of awareness and unfortunate stigma surrounding mental illness," said **Cary Kwok**, Executive Vice President, R&CPMK. "We are pleased to be working with Medibio to introduce their new app, and further educate consumers on this science-driven technology that will help countless people improve their mental well-being."

In the United States, increased stress and anxiety during the COVID-19 pandemic has adversely impacted the mental health of an estimated 53% percent of adults, and 71% reported that they could have used more emotional support. Medibio aims to address the increased demand for online mental health services, through the development of its consumer app, which will be launched and available on Android and iOS platforms in October of 2021.

Designed to identify the link between biological markers and mental health conditions, Medibio's technology empowers individuals to self-screen and better understand their own mental wellness. Medibio's app and algorithms identify how stress is affecting individuals, and in turn produces stress assessment data to offer cognitive behavioural exercises, educational tools, and goal setting features to help users develop solutions that improve their mental health.

– ENDS –

This announcement is authorised for release to the market by the Board of Directors of Medibio Limited.

ASX Announcement



Medibio Limited – 25 June 2021

About Medibio Limited

Medibio (ASX: MEB) (OTCPINK: MDBIF) is a health technology company pioneering the use of objective measures to aid in the early detection and screening of mental health conditions. Through their Corporate Health product, the Company offers mental well-being solutions for businesses and are also developing products to serve the healthcare provider market. The company was founded in Australia, with offices located in Melbourne (Vic) and U.S. offices in Minneapolis, MN. Medibio is listed on the Australian Securities Exchange Ltd and trades on the OTC Pink Open Market. Investors can find additional information on www.otcmarkets.com and www.asx.com.au.

ABOUT R&CPMK:

R&CPMK is a creative marketing and communications agency. We connect our clients to consumers through the world of entertainment, lifestyle, sports, influence, and popular culture. We work with brands, creators, artists, and influencers to create authentic connections and build memorable experiences with consumers and fans.

R&CPMK represents more than 400 of the most prominent and influential actors, musicians, producers, directors, content creators and athletes in the world, and creates distinctive integrated marketing campaigns for some of the largest brands and Fortune 500 companies across the globe.

With our unique position, and the insight to know what to do with it, we bring a depth of skill and relationships in key practices areas: Brand Communication & Strategy, Brand Integration, Experiential, Sponsorship Consulting, Content, & Creative, Multicultural/D&I, Influencer & Talent Procurement, Strategic Insights & Analytics and Talent Representation.

Medibio Investor and Media Enquiries:

Samantha Eng

WE Communications

+61 432 063 216

WE-AUMedibio@we-worldwide.com