

Adherium Strengthens Leadership Team Appointing John Perry as Chief Commercial Officer

Highlights:

- Adherium has appointed John Perry as Chief Commercial Officer to lead integrated global commercial operations, expanding from his previous role as Senior Vice President of Value-Based Care.
- Mr Perry brings more than 20 years of commercial healthcare leadership experience, building value-based care businesses at enterprise scale.
- This key executive appointment will support Adherium's strategic expansion into value-based respiratory care, underpinned by higher-margin, outcomes-based contracts.
- Adherium continues to accelerate its Remote Patient Monitoring (RPM) platform, with last quarter's accrual-based subscription revenue increasing by 101%.

Melbourne, Australia – 1 June 2026: Leading digital health company [Adherium Limited](#) (ASX:ADR), is pleased to announce the appointment of John Perry as Chief Commercial Officer (CCO). This key executive appointment consolidates the Company's integrated global commercial operations to accelerate its next phase of market expansion.

Mr Perry, who initially joined Adherium as Senior Vice President of Value-Based Care, brings more than 20 years of commercial healthcare leadership. His expertise spans business development, sales execution, and growth strategy for healthcare technology companies, with particular strength in establishing enterprise population health solutions.

Prior to joining Adherium, Mr Perry held senior executive roles at leading healthcare technology and services organisations, including Guidehealth, Change Healthcare (now part of Optum), Cope Health Solutions, and Signify Health. Across these roles he led enterprise growth, value-based care partnerships, and commercial go-to-market strategies spanning complex healthcare delivery networks.

Mr Perry has a demonstrable track record of scaling enterprise partnerships with leading US health systems and national payers, including value-based care partnerships with institutions such as Yale, Advocate, and Emory, alongside enterprise payer programs with Aetna, Cigna, and Centene. Throughout his career, Mr Perry has built and led high-performing commercial teams, developed go-to-

market strategies for both SaaS and services-based models, and delivered partnerships across payer-provider models spanning various at-risk population health payment models across all lines of business. He is known for aligning clinical, financial and operational stakeholders, and for translating complex data and technology capabilities into clear, actionable growth strategies.

Adherium CEO, Dawn Bitz, said: *"John is an exceptional commercial leader with deep expertise in value-based care and a proven ability to build and scale enterprise healthcare partnerships at pace. His appointment to our inaugural Chief Commercial Officer role represents a critical step in accelerating Adherium's commercial strategy as we expand the reach and impact of the Hailie® Smartinhaler® platform market. John's experience operating at the intersection of clinical, financial, and operational healthcare systems will be invaluable as we continue to evolve our business model toward outcomes-based, reimbursed care pathways."*

Based in the United States, Mr Perry will lead Adherium's commercial expansion, overseeing new and growing partnerships across key healthcare markets as the Hailie platform increasingly demonstrates value and integrates into evolving reimbursement models.

Adherium Chief Commercial Officer, John Perry, said: *"Adherium has built something genuinely rare: a connected respiratory platform with real clinical outcomes, delivered by an experienced team already working alongside clinicians and patients in market. The opportunity now is to translate those outcomes into enterprise value-based contracts with health systems, payers, and Accountable Care Organisations (ACOs). This is a commercial model I know, understand, and have built before, and it is exactly the right time to build it here."*

Mr Perry's appointment marks the next phase of Adherium's evolution: leveraging the proven Hailie infrastructure to build a respiratory health business that converts outcomes data into enterprise value-based revenue. The Hailie platform was purpose-built for the US market, optimised for current RPM CPT reimbursement, and operationalised to deliver measurable clinical outcomes within a fee-for-service care delivery model.

Adherium CEO, Dawn Bitz, added: *"Value-based care contracts reward providers for measurable outcomes and improvements in total cost of care, rather than visit volume. For Adherium, this unlocks a materially larger addressable patient population, higher-margin contracting structures, and recurring revenue economics anchored to outcomes the Hailie platform is already producing. This is an exciting*

period of sustainable growth, and we are resolutely focused on expanding our clinical and commercial footprint."

Learn more at **adherium.com**

This ASX announcement was approved and authorised for release by the Board of Adherium.

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About Adherium (ASX: ADR):

Adherium is a provider of integrated digital health solutions and a worldwide leader in connected respiratory medical devices, with more than 180,000 sold globally. Adherium's Hailie® platform solution provides clinicians, healthcare providers and patients access to remotely monitor medication usage parameters and adherence, supporting reimbursement for qualifying patient management. The Hailie® solution includes a suite of integration tools to enable the capture and sharing of health data via mobile and desktop apps, Software Development Kit (SDK) and Application Programming Interface (API) integration tools, and Adherium's own broad range of sensors connected to respiratory medications. Adherium's Hailie® solution is designed to provide visibility to healthcare providers of medication use history to better understand patterns in patient respiratory disease. Learn more at **adherium.com**