

Adherium Appoints Dawn Bitz as Chief Executive Officer

Seasoned global medtech executive to lead Adherium through next growth phase

Highlights:

- Adherium (ASX:ADR) has appointed Dawn Bitz as Chief Executive Officer, effective immediately.
- Ms. Bitz brings nearly 30 years of global leadership experience in medical technology, respiratory care, and digital health, together with a proven track record of scaling innovative businesses.
- Based in the US, Ms. Bitz succeeds interim CEO (and Non-Executive Director) Jeremy Curnock Cook in the role, and will lead Adherium's expansion of its Hailie® platform in key global markets.
- The appointment marks a continued focus on accelerating commercial adoption of reimbursed, remote respiratory monitoring and data management solutions – with priority in the US market.

Melbourne, Australia – 22 July 2025: Leading digital health company [Adherium Limited](#) (ASX:ADR), has today announced the appointment of Dawn Bitz as Chief Executive Officer (CEO), effective immediately.

Ms. Bitz, based in the United States, brings nearly three decades of transformational leadership experience in the global medical device and digital health industries, with a proven track record of scaling businesses from concept through global commercialisation.

Adherium Chairman, Mr. Lou Panaccio, said:

"On behalf of the Board, our team, shareholders, and partners, I am delighted to welcome Dawn Bitz as our new CEO. Dawn is a dynamic, results-driven executive with deep expertise in respiratory care, clinical innovation, and global market strategy. Her passion for improving respiratory patient outcomes, coupled with her remarkable record of building high-performance teams and delivering bold growth, makes her the ideal leader for Adherium. We are primed to expand the reach and impact of Hailie® technology at scale – working closely with world-class key opinion leading clinicians in the US, UK and AU, and with an experienced commercial team at the helm."

In accepting the appointment, Ms. Bitz said:

"I am honored and thrilled to lead Adherium at this exciting stage of its journey. The

Company has a powerful portfolio of clinically proven technologies, an exceptional team, and a clear opportunity to transform respiratory care globally. Together, we will accelerate innovation, expand access, and deliver meaningful value to patients, providers, and health systems worldwide. Together, we will continue to build a sustainable model of care, which leverages the power of technology to drive proactive and preventive clinical intervention for people living with respiratory illness – a gold standard, which improves and even saves lives.”

Following a global executive search conducted by Bartholomew Advisors, Ms. Bitz joins Adherium with extensive experience leading multi-segment, global P&Ls up to \$500M+, overseeing M&A transactions totalling hundreds of millions of dollars, and securing substantial funding through a combination of federal and state grants and equity financing. She has successfully launched multiple medical technologies and lead product lines with revenues ranging from \$25M to \$150M; led regulatory and clinical strategies across PMA, 510(k), and De Novo pathways; and built scalable commercial platforms in critical care, respiratory, and digital health markets.

Appendix A: Summary of Material Terms of the Executive Services Agreement between Adherium Ltd (the Company) and Dawn Bitz (CEO)

Item	Details
Role	Chief Executive Officer
Term	Ongoing (no fixed term)
Commencement Date	22 July 2025
Fixed Remuneration	US\$395,000
Variable (at risk) Remuneration	<ul style="list-style-type: none"> Short Term Incentive : 30% of base salary in cash or equity at the discretion of the Board based on annual performance; Long Term Incentive (LTI): Eligible to participate in an approved Company incentive plan to receive the equivalent to 3% of stock on issue at Commencement Date and effective from Commencement Date. LTIs to vest in three annual tranches on the anniversary of Commencement Date.
Restrictive Covenants	The CEO will not engage, without the prior consent of the Company, in other business activities that materially interferes with or detracts from the performance of her duties at the Company or creates a competitive conflict.
Notice, termination and termination payments	<ul style="list-style-type: none"> The Company may terminate the CEO’s employment with or without cause where she has failed in her duties and obligations; materially breached the Company’s Code of Conduct and Corporate Governance Policies; been indicted, convicted or pleaded guilty to a criminal act; materially damaged

	<p>the Company's financial condition, reputation or ability to do business; materially breached the Executive Services Agreement; violated securities laws or regulations in Australia or the United States; or failed to cooperate with an internal or external investigation.</p> <ul style="list-style-type: none">• The CEO may terminate her employment agreement without cause upon at least ninety days notice.• The CEO may also terminate her employment where there has been a material change without her consent to her authority, duties, responsibilities and employment terms and conditions. The termination payment shall include the base salary and annual bonus during a severance period of 12 months or, where relevant to a change of control then a period of between 18 and 24 months.• The CEO's employment will terminate automatically upon either her death or a disability that renders her unable to perform the essential functions of her position.
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Learn more at adherium.com

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

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ASX Release

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](https://www.adherium.com)