

## ASX Announcement

# Pharmacy Wholesaler Update

**27 March 2025**

On 24 February 2025, McPherson's Limited (**ASX:MCP**) announced it will exit warehousing and direct-to-store orders and transition to the use of an experienced third-party warehouse provider (3PL) and pharmacy wholesalers to fulfill orders to transform its operating model.

Further to that announcement, McPherson's Limited today confirms that its subsidiary, McPherson's Consumer Products Pty Ltd, has entered into a pharmacy wholesaler agreement with Symbion Pty Ltd (**Symbion**), for a three-year term commencing on 1 June 2025.

Under the Group's existing direct-to-store model, current annual revenue from retailers likely to be serviced through Symbion, is in the order of \$10-\$15 million. Under the new operating model announced on 24 February 2025, this revenue will now transition to orders serviced through McPherson's wholesale relationship with Symbion.

### Authorisation

This ASX announcement has been authorised by the McPherson's Limited Board of Directors.

### For further information please contact

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### About McPherson's Limited

McPherson's Limited is a supplier of some of Australia's well-known essential health, beauty, and wellness products. McPherson's has five core household brands: 'Manicare', 'Lady Jayne', 'Dr LeWinns', 'Swisspers' and 'Fusion Health.' McPherson's strategy is to invest in and grow these brands through the pharmacy, grocery and e-commerce channels. In addition, the Company supplies a supporting portfolio of other popular brands in attractive segments of the market including haircare, vitamins and supplements, fragrance, and nutrition. McPherson's is headquartered in Sydney, has offices in Melbourne, Auckland, Hong Kong and Shanghai, and is listed on the Australian Securities Exchange.

For further information, please visit [www.mcphersons.com.au](http://www.mcphersons.com.au)