

5 May 2025

Shareholder Newsletter – May 2025

Pharmx Technologies Limited (ASX: PHX) (Pharmx) is pleased to announce the Shareholder Newsletter for May 2025. Please see attachment below.

ENDS

This announcement has been authorised for lodgement by the Chief Executive Officer

For further information contact:

Tom Culver

Chief Executive Officer

investor.relations@pharmx.com.au

About Pharmx Technologies Limited

Pharmx is ANZ's leading pharmacy ordering platform, providing essential infrastructure for seamless ordering and inventory management. By connecting the largest network of pharmacies, suppliers, and technology vendors, Pharmx facilitates approximately \$20 billion in orders annually through its robust, high-availability technology platform—driving efficient operations, seamless connectivity, and valuable insights across its ordering, eInvoicing, and analytics solutions.

Operating in a dynamic and evolving market, Pharmx is positioned for sustained growth, driven by population growth, demographic shifts, and regulatory changes. With a strategic focus on expanding its addressable market, Pharmx leverages its extensive network, proprietary pharmatech solutions, and advanced data capabilities to unlock new revenue opportunities and enhance healthcare outcomes across Australia and New Zealand.

Below is the Shareholder Newsletter for May 2025. To view the live version, [click here](#). To subscribe for further newsletters, [click here](#).

Commercial momentum builds following strong H1

The 2025 financial year began strongly with the H1 performance showcasing the first results of the company's refined and refocused growth strategy that was launched early in the financial year. These results demonstrated commercial growth, consistent performance, and continued market leadership.



[Read full results announcement](#)

[Read Half Yearly Report & Accounts](#)

Q3 performance highlights

We're pleased to share a strong third quarter outcome, marked by financial and operational progress.

Financial & operational highlights:

- Total Q3 revenues of \$1.9 million, up 14% on PCP
- Marketplace revenue up 306% in Q3 vs PCP
- Cash position remains strong at \$4.2 million

Platform metrics:

- Invoices: 19% increase in platform invoice value in the Qtr vs PCP
- Suppliers: 18% increase in platform suppliers vs PCP
- Accounts: 8% Increase in total Gateway accounts vs PCP
- Nicotine Vapes: 499% increase in invoiced value for Q3 vs PCP
- Medicinal Cannabis: 153% increase in invoiced value for Q3 vs PCP

In the news: latest announcements

Pharmx signs strategic partnership with Toniq

Pharmx has partnered with Toniq, New Zealand's leading pharmacy POS software provider. The partnership expands Pharmx's reach to 99% of pharmacies across ANZ and drives supplier network growth by integrating all Toniq-connected suppliers into the Pharmx Gateway.

Pharmx launches accelerated supplier-customer integration technology

Pharmx has launched its new Supplier Portal — a proprietary self-service platform that enables global and local suppliers to trade with the entire Australian and New Zealand pharmacy market (99%, ~7,000) in as little as one day, through the Pharmx Gateway network.

Powered by the industry-leading Pharmx Gateway — which integrates directly with pharmacy point-of-sale and order management systems to enable seamless stock ordering, invoicing, and real-time data exchange — the Portal is set to play a pivotal role in fast-tracking supplier onboarding and driving scalable growth.

Beyond integration efficiencies, the Portal offers a suite of business tools to help suppliers grow and engage more effectively, including product and order management, analytics and customer connection capabilities.

Growth initiatives across marketing and sales are in their early stages, with a focus on leveraging digital channels to generate interest and drive acquisition. Learn more from Tom as he walks through the benefits of the new supplier portal below:



New supplier wins bolster retail offering

Since the start of the financial year, Pharmx has significantly expanded the breadth and depth of its product offering, onboarding an impressive 37 new category-leading suppliers, including *HeysMed Australia, Eco. Modern Essentials, Char Cosmetics, Bosz Beauty, Advanced Pharmacy Supply, Advanced Cosmetica, and Pave (Thankyou)*.

This growth reflects the successful execution of Pharmx's strategic objective to expand supplier participation, reinforcing its industry-leading position and offering pharmacy partners greater choice and convenience with over 120,000 SKUs available through the platform.

Pharmx in action: key events

Coffee Microcaps

Pharmx CEO Tom Culver further explores the key financial and commercial highlights from H1 FY25 and provides insights into how Pharmx is delivering on its refocused growth strategy.

Watch a replay of Tom's full presentation below from hour 2:



Melbourne investor lunch

On Tuesday, 11 March 2025, Tom hosted a lunch in Melbourne, bringing together familiar and new high-net-worth investors. The engaging two-hour conversation showcased strong enthusiasm for Pharmx's growth strategy and milestones, with insightful questions from both current and prospective shareholders fuelling the lively discussion.

If you would like to be added to the invite list for our next investor lunches, please [let us know](#).



Pharmx showcased at leading pharmacy trade event

Pharmx made a strong impact at this year's Australian Pharmacy Professional Conference & Trade Exhibition (APP), the southern hemisphere's premier pharmacy event which attracted over 7,000 industry professionals. Our central *Pharmx Lounge* facilitated valuable connections, showcased the new Pharmx Media retail solution, and offered engaging experiences to key stakeholders.

The Pharmx team held over 50 key meetings and hosted hundreds at our branded lounge, generating a robust pipeline for Analytics and Retail Media, including interest from State Health Departments and major international suppliers. We gained crucial industry insights, notably:

- **Medicinal cannabis ordering:** Over 50% of pharmacist conversations highlighted the need for streamlined ordering and supplier access for medicinal cannabis – an area where Pharmx's expanded Marketplace is well-positioned to support.
- **Technology for patient management:** There's a strong industry drive towards technology solutions that free up pharmacists' time and improve patient care, aligning with Pharmx's integrated services.
- **Three clear industry themes:**
 1. **Innovation:** 26 speakers focused on business modernisation and tech innovation adoption within pharmacy.
 2. **Supplier diversification:** Pharmacists are actively seeking access to a broader range of suppliers, demonstrated by the strong interest in Pharmx's extensive network of hundreds of leading suppliers.
 3. **Advertising:** Pharmacists are exploring new and creative advertising avenues, with significant interest in Pharmx Media - over 150 requests for more information about this new solution.

