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# Investor Presentation

PHARMX TECHNOLOGIES LIMITED (ASX:PHX)

August 2025

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# Corporate snapshot



Tom Culver, CEO



Zoe Hillier, CFO

ASX Code

PHX

Market Cap

\$65.8m

Share Price

\$0.11 (+189%)

Shares on Issue

598.5m

Cash at bank

\$4.2m

*All figures correct as at COB 11 August 2025*



# Financial update

FY25

**13%**

**Total Revenues** ▲

\$7.53m, 13% above FY24

FY25

**11%**

**Gateway Revenues** ▲

Gateway revenues increase compared to FY24

FY25

**193%**

**Marketplace Revenues** ▲

3-fold increase in revenues compared to FY24

FY25

**82%**

**Gross Margin**

1% improvement on FY24

FY25

**\$1.61m**

**Positive EBITDA**

\$0.2m decrease compared with FY24

June 2025

**\$4.2m**

**Strong Cash**

Positive underlying operating cashflows

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# Platform metrics

## VOLUME INSIGHTS

**18%** ▲  
Total GTV  
30% v FY23

**20%** ▲  
Volume based ARR  
16% FY24

**7%** ▲  
General Retail Sales  
YoY change, by value

**4%** ▲  
OTC Medicine  
YoY change, by volume

## CONNECTION INSIGHTS

**16%** ▲  
Total Suppliers  
37% v FY23

**7%** ▲  
Total Accounts  
13% v FY23

**13%** ▲  
Number of Orders  
YoY change (Gateway)

**114%** ▲  
Number of Orders  
YoY change (Marketplace)

\*See Appendix for additional metrics and Platform Insights

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# FY25 Highlights

## New Partners and Market Expansion

Key integrations with market leaders such as Toniq securing access to **99%** of NZ market, as well as new market vendors and distribution platforms, including LS retail and Healthy Life.

## New and Enhanced Platforms

Rollout of Supplier and Pharmacy Portals, E-comm enhancements, Analytics Platform, new growth focused website, infrastructure upgrades to modernize platform management, data flow & security.

## Operational Efficiency Implementation

Early termination of the Alchemy revenue share agreement, team restructure and expansion, improved Priority and Metric tracking resulting in increased productivity and efficiency.

## Key Account Expansion

Renewal and expansion of key contracts, such as the NDSS, Wholesalers and Pharmacy Groups securing and widening services. Often resulting in re-contracting to new commercial arrangements.

## Market Wide Research and Rebrand

Market wide Product and Brand customer research to inform development roadmap and refreshed brand identity reinforcing our commitment to delivering confidence and convenience.

## Enhancements to Enablement Systems

Implementation of AI tools, new CRM, Automated Marketing platform, Product Analytics and Sales Enablement support.

# Profit & loss FY25



Strong revenue growth compared to prior comparative period

\$'000	FY25	FY24	Change	Var %
<b>Revenue</b>	<b>7,530</b>	<b>6,652</b>	<b>878</b>	<b>13%</b>
Operating costs	(5,922)	(4,806)	(1,116)	23%
<b>EBITDA</b>	<b>1,608</b>	<b>1,846</b>	<b>(238)</b>	<b>(13)%</b>
<b>Depreciation, Amortisation, Interest &amp; Share-based payments</b>	<b>(1,529)</b>	<b>(1,265)</b>	<b>(264)</b>	<b>21%</b>
<b>PBT</b>	<b>79</b>	<b>581</b>	<b>(502)</b>	<b>(86)%</b>
Tax	(343)	(106)	(237)	224%
<b>NPAT</b>	<b>(264)</b>	<b>475</b>	<b>(739)</b>	<b>(156)%</b>
Pharmx legal case revenue adjustments	-	1,442	(1,442)	(100)%
Pharmx legal costs, including settlement	-	(1,822)	1,822	(100)%
Pharmacy software business contribution	-	(1,864)	1,864	(100)%
<b>Statutory NPAT</b>	<b>(264)</b>	<b>(1,769)</b>	<b>1,505</b>	<b>(85)%</b>

- Revenue growth of 13% driven by increased activity across both Gateway and Marketplace platforms, with new suppliers and growth in connections
- Cost discipline maintained, with investment for growth in line with plan. Controlled approach to costs with launch of Supplier Portal and Pharmacy Portal while still remaining profitable. Investment in personnel, rebranding and marketing, and enhancing IT infrastructure
- Amortisation increased as software development continued across the product suite
- Tax expense increase due to some one-off benefits in the prior year

# Cashflow

*Positive operating cashflow*



\$'000	FY25	FY24	Change	Var %
Receipts from customers - continuing operations	8,089	7,066	1,023	14%
<b>Statutory operating cashflow</b>	<b>(8,133)</b>	<b>3,205</b>	<b>(11,338)</b>	<b>(354)%</b>
Add-back non-recurring Pharmx legal costs and court proceeds	9,898	202	9,696	4,800%
Add-back cashflows related to discontinued operations	-	213	(213)	(100)%
<b>Underlying operating cashflow incl. net R&amp;D benefit</b>	<b>1,765</b>	<b>3,620</b>	<b>(1,855)</b>	<b>(51)%</b>
Less net R&D incentive received	(863)	(1,663)	800	(48)%
<b>Underlying operating cashflow excl. net R&amp;D benefit</b>	<b>902</b>	<b>1,957</b>	<b>(1,055)</b>	<b>(54)%</b>
<b>Net cash used in investing activities</b>	<b>(695)</b>	<b>1,747</b>	<b>(2,442)</b>	<b>(140)%</b>
<b>Net cash used in financing activities</b>	<b>(136)</b>	<b>(4,622)</b>	<b>4,486</b>	<b>(97)%</b>
<b>Closing cash balance</b>	<b>4,172</b>	<b>13,136</b>	<b>(8,964)</b>	<b>(68)%</b>

- Positive underlying operating cashflow delivered after adjusting for the impact of the Pharmx legal case. Includes increased investment in people, marketing and IT infrastructure
- Investment in product development during the period of \$1.7m (FY24: 1.6m). Current year includes the launch of Supplier Portal and Pharmacy Portal
- Deferred consideration of \$1,255,000 relating to the sale of the pharmacy software business received in H1 FY25
- During the period the Group paid Fred IT Pty Ltd \$9,898,000 which included the original judgement sum of \$8,128,000 and an additional \$1,770,000 relating to costs and interest in accordance with the final Orders issued by the Victorian Supreme Court
- Closing cash balance of \$4.2m at 30 June 2025
- Pharmx has invested for growth during the current period, and remains in a strong financial position, with capacity for future investment



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To make a difference  
to healthcare by  
reimagining how the  
industry connects.





# Industry overview

## Market supply

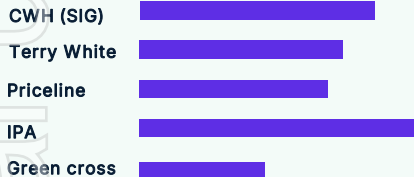
**Wholesalers:** CSO dominate prescription pharma distribution and rely on government-funded, fixed CSO pool as well as distribute wholesale retail goods

**Distributors and Suppliers:** Hundreds internationally increasingly diversifying the available range and leveraging 3PL logistics solutions

**Technology vendors:** Dozens nationwide, with ~15 major POS/ERP vendors plus numerous specialty vendors

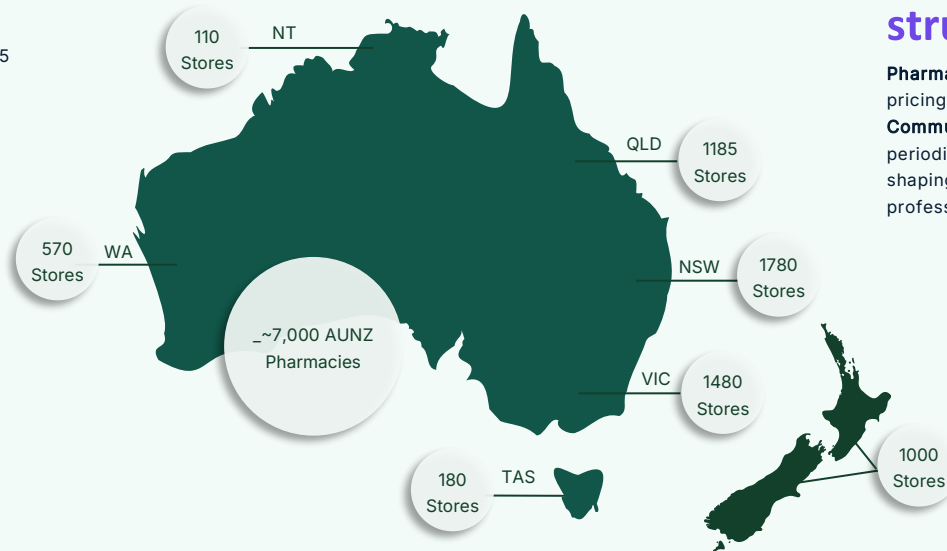
## Pharmacy

**Various ownership structures** including Corporate banner groups, buying groups, Independent owner-operators and Hospital pharmacies



## Growing market

**AU-NZ retail pharmacy market** 25 billion in 2023, forecasted to grow at **7.6% CAGR**, reaching 38 billion by 2030



## Driving insights

**Demographics & chronic disease trends** are changing product and service needs across the sector

**Customer habits reshaping demand** with an increase for retail sales, diversifying and broadening product supplies

**Increased digitization and Data needs** to drive supply chain, sales and manufacturing optimization

## Regulatory & structural controls

**Pharmaceutical Benefits Scheme (PBS):** Regulates pricing, rebates and sets mark-ups for PBS

**Community Pharmacy Agreements:** Negotiated periodically between Government and Pharmacy Guild shaping dispensing fees, PBS remuneration, and professional services payments

**Regulated ownership limits:** Laws restrict ownership of pharmacies to pharmacists; corporate brands operate via franchising/licensing, e.g. Chemist Warehouse structure.

**Exclusive dispensing rights:** Only community and hospital pharmacies can dispense prescription medicines—preventing supermarkets or online giants entering prescription market





# Built for complexity, delivered at scale

Creating the world's best multi channel ordering experience for the pharmacy sector, with 99% pharmacy coverage across Australia and New Zealand, Pharmx enables a single integration to the entire pharmacy market. Reducing time, increasing accuracy and supporting scale and modernisation.

Pharmx

## Pharmx Gateway

Enterprise-grade EDI solution, purpose-built to connect suppliers directly to pharmacies across Australia and New Zealand.

Revenue generated from suppliers via an account model.



## Pharmx Portals

The Pharmx Single Platform leverages EDI and Data platforms to combine powerful **Supplier Portal** and **Pharmacy Portal** to streamline trade across the ANZ pharmacy network.

Revenue is generated using a tiered, volumes-based SaaS pricing offering.



## Pharmx E-Comm

E-commerce solution, a feature of the Single Platform, designed to simplify trading between suppliers and pharmacies.

Revenue generated from access, service fees and commissions.



## Pharmx Analytics

Leveraging real-time data from the Pharmx network, delivering rich insights to both suppliers and pharmacies using AI native data platform capabilities.

Revenue generated from subscription and usage fees.



## Pharmx Services

Tailor-made technical solutions and Partnership initiatives to fast-track growth.

Revenue is generated based on project SoW.

\*See Appendix for more detailed illustration of services and benefits.

Pharmx



# What sets us apart

A trusted multi channel, total network solution for seamless support of Pharmacy trade

## Industry's First Choice

18 years of making a difference. 93% brand awareness, with 80% of pharmacists viewing our integration capabilities as a key differentiator.

## Extensive Analytics and Data

Visibility of entire pharmacy supply chain supporting unrivaled analytics capability, including cataloguing, supplier and sales analytics.

## Network Size

Connecting 99% of ANZ pharmacies, key vendors and hundreds of leading suppliers with cutting-edge integrated technology solutions.

## Most Products In One Place

~120k available SKUs. We are the go-to provider for reach and range, saving time and energy for pharmacies, suppliers and all those in between.

## Whole of Market Technology

Developed with modern cloud-based architecture we deliver high availability, stable, secure and scalable systems.

## Supportive Trends

The ANZ pharmacy market remains highly attractive, driven by population growth, demographic shifts, and regulatory and technology trends.



# Growth Strategy

Our FY26 strategy builds on the momentum established in FY25, with a continued focus on delivering 'more – for – more' to our partners. Supported with the development of a unified **Single Platform** solution that enhances customer experience and reduces barriers to accessing the Pharmx network.

There will be increased investment in digital enablement and commercial resources to accelerate supplier onboarding, drive deeper engagement from pharmacies, grow transaction volumes, and expand our addressable market.

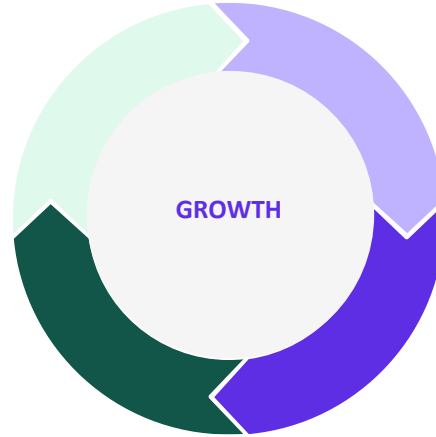
These efforts will also strengthen our analytics capabilities, creating new opportunities for data-driven insights and monetisation.

## ANALYTICS CAPABILITY

Increased platform activity generates deeper insights, enabling smarter solutions that strengthen supplier value propositions and fuel further network growth.

## VOLUME GROWTH

Supplier and account growth compounds volume, accelerating GTV and strengthening recurring revenue streams.



## EMBEDED RELATIONSHIPS

Deepening integration with existing partners to expand service offerings, create shared value, and accelerate network-driven growth.

## SUPPLIER AND ACCOUNT GROWTH

Expanding the number of direct suppliers to grow our addressable market, attract new pharmacy accounts, and drive increased engagement and revenue.

## Platform development

- Building a resilient, product-centric Single Platform with strengthened core capabilities to drive scalable value creation for customers and fuel long-term growth.

## Digitisation

Accelerating digitisation and automation across all areas of the business to drive scalable growth, improve customer success, accelerate cross platform customer acquisition and management, and strengthening brand visibility.

## Operational excellence

Embedding operational excellence across people, process, and systems to drive sustained improvement in financial performance, accelerate innovation and execute a high-impact initiatives.

## Volumes based engagement

Activating scalable, volume-based engagements through self-service SaaS models that streamline customer migration.



# Summary

- Year on year performance remains strong with uplifts in revenue and in activity across all key metrics.
- Continue to be the dominant independent ordering network in the region.
- Strong strategic growth agenda supported by tailwinds, strong forward-looking strategy and a well governed, expert team.
- Well managed costs, resulting in growth uplift.
- Strong balance sheet.

FY25

## 13%



### Total Revenues

\$7.53m, 13% above FY24

FY25

## 82%

### Gross Margin

1% improvement on FY24

FY25

## 11%



### Gateway Revenues

Gateway revenues increase compared to FY24

FY25

## \$1.61m

### Positive EBITDA

\$0.2m decrease compared with FY24

FY25

## 193%



### Marketplace Revenues

3-fold increase in revenues compared to FY24

June 2025

## \$4.2m

### Strong Cash

Positive underlying operating cashflows

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**Q&A**

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# Thank you

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Castlereagh Street, Sydney 2000

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# Appendix



# Corporate Overview

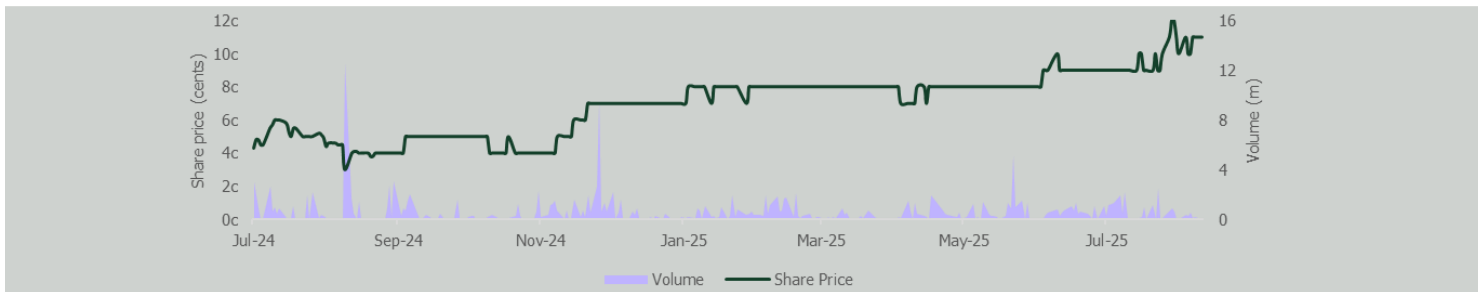
## Pharmx Technologies Limited as at 11 August 2025

Share Price	\$0.11
Market Capitalisation	\$65.84m
Enterprise Value (Cash 30/06/25)	\$61.66m

## Capital Structure

Shares on issue (m)	598.5
Options / Perf Rights (m)	23.7
Diluted Issued Capital (m)	622.2

## Share Price Performance



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\$'000	FY25	FY24	Var \$	Var %
<b>Revenue</b>	<b>7,530</b>	<b>6,652</b>	<b>878</b>	<b>13%</b>
Cost of sales (rebates)	(1,359)	(1,234)	(125)	10%
Marketing	(347)	(218)	(129)	59%
Employee benefits	(3,509)	(2,533)	(976)	39%
Technology, communication and cloud costs	(536)	(363)	(173)	48%
Legal	(111)	(4)	(107)	2,675%
Professional fees, consulting and other	(384)	(598)	214	(36)%
Research and development tax benefit	324	144	180	125%
<b>Total Expenses</b>	<b>(5,922)</b>	<b>(4,806)</b>	<b>(1,116)</b>	<b>23%</b>
<b>EBITDA</b>	<b>1,608</b>	<b>1,846</b>	<b>(238)</b>	<b>(13)%</b>
Share based payments	(220)	(19)	(201)	1,058%
Depreciation, amortisation and finance costs	(1,309)	(1,246)	(63)	5%
Income tax expense	(343)	(106)	(237)	224%
<b>NPAT</b>	<b>(264)</b>	<b>475</b>	<b>(739)</b>	<b>(156)%</b>
Pharmx legal case revenue adjustments	-	1,442	(1,442)	(100)%
Pharmx legal costs, including settlement	-	(1,822)	1,822	(100)%
Pharmacy software business contribution	-	(1,864)	1,864	(100)%
<b>Statutory NPAT</b>	<b>(264)</b>	<b>(1,769)</b>	<b>1,505</b>	<b>(85)%</b>

# Profit & Loss



\$'000

FY25

FY24

**Cash flows from operating activities**

Receipts from customers	8,089	8,451
Payments to suppliers and employees	(7,397)	(7,203)
Payments for Pharmx court case judgement	(9,898)	-
Interest and other revenue received	210	294
Research and development incentive received, net of income tax paid	863	1,663
<b>Net cash from operating activities</b>	<b>(8,133)</b>	<b>3,205</b>

**Cash flows from investing activities**

Payments for property, plant and equipment	(28)	(16)
Payments for intangible assets	(1,723)	(1,566)
Payments for security deposits	(199)	-
Disposal of discontinued operations, net of cash disposed and transaction costs	1,255	3,329
<b>Net cash used in investing activities</b>	<b>(695)</b>	<b>1,747</b>

**Cash flows from financing activities**

Principal paid to lease liabilities	(121)	(117)
Interest paid on lease liabilities	(15)	(16)
Capital return paid	-	(4,489)
<b>Net cash from financing activities</b>	<b>(136)</b>	<b>(4,622)</b>

**Net decrease in cash and cash equivalents** (8,964) 330

Cash and cash equivalents at beginning of the period	13,136	12,806
<b>Cash and cash equivalents at the end of the period</b>	<b>4,172</b>	<b>13,136</b>

# Cash Flow



\$'000	30 Jun 2025	30 Jun 2024
<b>Current assets</b>		
Cash and cash equivalents	4,172	13,136
Trade and other receivables	1,117	2,271
Income tax receivable	368	883
Other assets	101	79
<b>Total</b>	<b>5,758</b>	<b>16,369</b>
<b>Non-current assets</b>		
Property, plant and equipment	32	17
Right of use assets	774	226
Intangibles	11,790	12,930
Deferred tax assets	165	223
Security deposits	306	92
<b>Total</b>	<b>13,067</b>	<b>13,488</b>
<b>Total assets</b>	<b>18,825</b>	<b>29,857</b>
<b>Current Liabilities</b>		
Trade and other payables	1,211	11,686
Provisions	137	150
Lease liability	354	107
Unearned revenue	28	7
<b>Total</b>	<b>1,730</b>	<b>11,950</b>
<b>Non-current liabilities</b>		
Other payables	-	883
Provisions	64	47
Lease liability	540	133
Deferred Tax liability	563	872
<b>Total</b>	<b>1,167</b>	<b>1,935</b>
<b>Total liabilities</b>	<b>2,897</b>	<b>13,885</b>
<b>Net assets</b>	<b>15,928</b>	<b>15,972</b>
<b>Equity</b>		
Issued capital	93,970	93,970
Reserves	244	24
Accumulated losses	(78,286)	(78,022)
<b>Total equity</b>	<b>15,928</b>	<b>15,972</b>

# Balance Sheet



Position	Holder Name	Holding	% IC
1	LUJETA PTY LTD <MARGARET A/C>	99,863,502	16.69%
2	BNP PARIBAS NOMINEES PTY LTD <IB AU NOMS RETAILCLIENT>	65,810,168	11.00%
3	ARROTEX INVESTMENTS HOLDING 1 PTY LTD	60,000,000	10.02%
4	MERSAULT PTY LTD <ENGLAND S/F A/C>	26,766,667	4.47%
5	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	26,705,282	4.46%
6	J P MORGAN NOMINEES AUSTRALIA PTY LIMITED	25,656,633	4.29%
7	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	25,000,001	4.18%
8	MR DAVID GERALD MANUEL & MS ANNE ELIZABETH LEARY <MANUEL SUPER FUND A/C>	18,666,667	3.12%
9	MR JOHN LAGANA	15,621,734	2.61%
10	GINGA PTY LTD <THOMAS G KLINGER FAMILY A/C>	14,414,488	2.41%
11	MRS PENELOPE KING	13,333,334	2.23%
12	CANCELER PTY LTD <CLARENCE SUPER FUND A/C>	10,200,000	1.70%
13	BNP PARIBAS NOMINEES PTY LTD <HUB24 CUSTODIAL SERV LTD>	9,001,028	1.50%
14	MR DAVID GERALD MANUEL & MS ANNE ELIZABETH LEARY <MANUEL FAMILY A/C>	8,000,000	1.34%
15	MR PETER JAMES THOMAS & MS HELEN THOMAS <PETER THOMAS SUPER FUND A/C>	8,000,000	1.34%
16	GABODI PTY LIMITED <GABODI PTY LTD S/F A/C>	7,197,334	1.20%
17	QUANTUMEDGE HOLDINGS PTY LTD <GENESIS SUPER FUND A/C>	6,686,043	1.12%
18	GC RETIREMENT FUND PTY LTD <GC RETIREMENT FUND A/C>	6,666,667	1.11%
19	DMX CAPITAL PARTNERS LIMITED	6,391,145	1.07%
20	MR GEORGE JOHN KOUNIS & MRS AMANDA ELISE KOUNIS <G & A KOUNIS INVESTMENT>	5,333,334	0.89%
<b>Total</b>		<b>459,314,027</b>	<b>76.74%</b>
<b>Total Issued Capital</b>		<b>598,506,789</b>	<b>100.00%</b>

# Share Registry



# Favorable market trends support growth

## DEMOGRAPHICS & CHRONIC DISEASE TRENDS

**33.1m**

Australia's population is forecast to grow to 33.1m by 2041

ABS 2022

**1.9m**

Australians with diabetes projected to reach ~1.9 million by 2045

Australia Pharmaceuticals Market - Growth, Trends, COVID-19 Impact, and Forecasts

**81%**

81.4% of people have at least one long-term health condition

Preventioncentre

## PHARMACY MARKET GROWTH

**7.6%**

AU-NZ retail pharmacy market \$25 billion in 2023, forecasted to grow at 7.6% CAGR, reaching \$38 billion by 2030

Blueweave Consulting

**300m**

Over 300 million PBS scripts dispensed annually in community pharmacies

Moreintelligence, PBS

**42%**

of Australians are focused on preventative wellness including supplements, personalisation, and remote monitoring

tevaaglobal.com

## INCREASED DIGITISATION NEEDS

**80%**

of pharmacists consider Pharmx's fully integrated capabilities as a critical point of difference

Pharmx research 2024

**90%**

of pharma leaders report their workforce lacks digital skills, and 67% prioritize efficiency & 59% cost reduction

PWC 2023

**30%**

of Pharmaceutical companies are undergoing complete supply chain transformation using digital technologies

Deloitte 2024



# Platform Metrics

## PLATFORM INSIGHTS

18% ▲

Total GTV

30% v FY23

20% ▲

Volume based ARR

16% FY24

16% ▲

Total Suppliers

37% v FY23

9% ▲

Total Accounts

19% v FY23

6% ▲

ARPU (Gateway)

8% v FY23

181% ▲

ARPU (Marketplace)

716% v FY23

## VOLUME INSIGHTS

7% ▲

General Retail Sales

YoY change, by value

4% ▲

OTC Medicine

YoY change, by volume

13% ▲

Number of Orders

YoY change (Gateway)

114% ▲

Number of Orders

YoY change (Marketplace)

6% ▲

SKUs supplied

YoY change (avg per site)

49% ▲

Average Order value

YoY change (Marketplace)



# Platform Insights

## Top Sold by Value (Medicines)

Weight loss medication jumped into top spot with products now making up 7% of total GTV.

**175%** ▲

**Weight loss medication**  
#1 product line

## Top Items Sold by Volume

OTC pain relief remains number one category representing 5.32% of total GTV in FY25.

**9.48%** ▲

**Colgate (oral care)**  
Most improved

## Top Brands Sold (Non-Medicine)

Strong Skin care and Vitamins & supplements growth indicates consumer spend on preventative health + personal care.

**30%** ▲

**Musahsi (Supplements)**  
Risen 15 places to top 10.

## Smoking Cessation

Vape/E-Cigarettes and Oral Spray are now the leading formats Suggesting consumer shift to fast-acting delivery methods.

**320%** ▲

**Vaping (transaction value)**  
2928% v FY23

## Medicinal Cannabis

Vape products grew fastest among major categories with oil steady, indicating broadening consumer adoption across product types.

**124%** ▲

**Medicinal Cannabis (trans value)**  
937% v FY23

## Top Brands (Beauty)

Two of the top 10 Brands ~2% of total GTV. New brands such as MCo saw strong growth throughout the year.

**112%** ▲

**Mco FY25 Transaction Value**



# Leadership team



**CEO**  
Tom Culver



**Chairman**  
Nick England



**Director & COO**  
Jon Newbery



**Director**  
Sandy Mellis



**Director**  
Jayne Shaw



**CFO**  
Zoe Hillier



**CTO**  
Alistair Orchard



**Head of Marketing**  
Gabby Brown



**Head of Data**  
Nic Adams



**GM, Commercial**  
Eric Moschietto

only  
use  
only



# Pharmx Gateway: Built for complexity, delivered at scale

An enterprise-grade EDI solution, purpose-built to connect suppliers directly to pharmacies across Australia and New Zealand. Designed for seamless ERP-to-retail integration, Gateway enables one solution for whole-of-market access. With high-volume capacity and unmatched reliability, Gateway delivers true end-to-end automation.

Revenue is generated from suppliers via an account model.

99%

of ANZ pharmacies rely on Pharmx for ordering and invoicing

40min

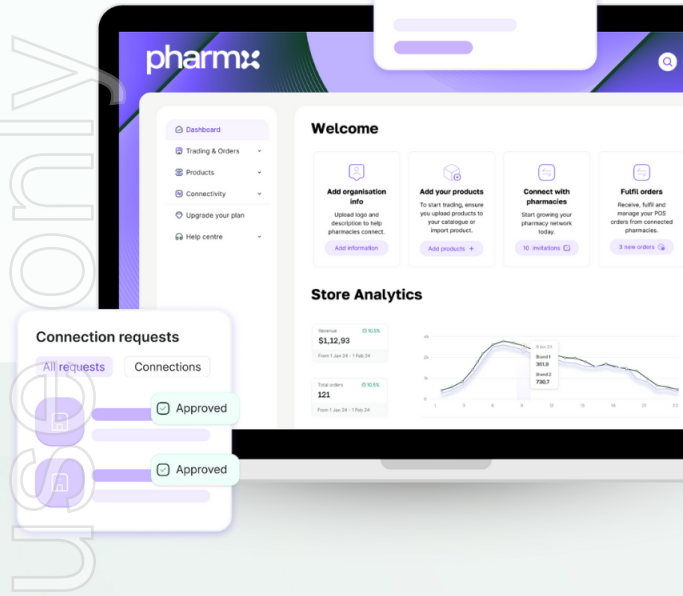
Saved per order for pharmacy staff; 15 mins saved for suppliers

~\$23bn

Transacted annually, with over 200m order lines transmitted



New



Ideal for small or scaling suppliers wishing to distribute via ANZ pharmacies with account-based and credit payment terms.



# Pharmx 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

- ➔ Reduces trading set up from 12-weeks to one day
- ➔ Simple, three-step onboarding process
- ➔ Effortless pharmacy connections
- ➔ Centralized product catalogue and order management
- ➔ Real time business analytics

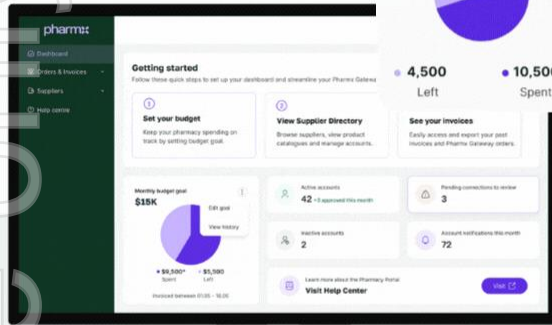
Revenue is generated using a tiered, volumes-based SaaS pricing offering



# Pharmx Pharmacy Portal

A centralised platform designed to streamline operations for pharmacies across Australia. The Portal provides fast access to order and invoice history, real-time spending insights, and seamless account management with trading partners connected via the Pharmx Gateway

- ➔ Centralised order and invoice history - simplifying financial record-keeping and reconciliation
- ➔ Real-time spend insights - enabling smarter budgeting and purchasing decisions
- ➔ Supplier directory and connection management - enabling faster discovery and simplified
- ➔ account administration across a comprehensive network of Gateway-connected suppliers.



For the first time, providing Pharmacist with a Pharmx interaction point for Gateway transmissions, consolidating all orders, regardless of our source.



# Pharmx Analytics

Leveraging real-time data from the Pharmx network, delivering rich insights to both suppliers and pharmacies using AI native data platform capabilities.

- ✓ Unmatched Quality
- ✓ Exceptional Accuracy
- ✓ Robust Security
- ✓ Real-Time Dynamics
- ✓ User-Friendly & Accessible
- ✓ Effortless Scalability

Revenue generated from subscription and usage fees.

## Example solutions:



### UNREALISED REVENUE

Recover lost revenue with near real-time insights



### PRODUCT CATALOGUE

Automate inventory, cut costs & enhance customer experience



### SUPPLY CHAIN ENHANCEMENT

Delivery performance measurements and insights

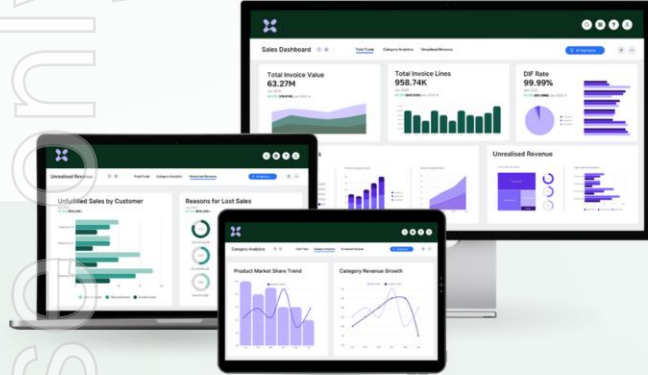


### HEALTH AND INDUSTRY REPORTS

Regional insights for cross-industry impact

Analytics tools enhance operational efficiency, deepen customer relationships, and drive continuous improvement for customers.

Pharmx  
US





70% of Pharmacist want to change how they order. Our Marketplace is an advanced eCommerce offering - fully integrated, one-stop-shop for pharmacy ordering.

\*New e-comm platform due to be released Nov 1

# Pharmx E-commerce

One-stop-shop for pharmacy ordering. Integrated with the Gateway, designed to enhance trading between suppliers and pharmacies, increases efficiency, expands range and unlocks new opportunities.

## For Suppliers

- ✓ Direct-to-pharmacy sales channel with enhanced product visibility, promotional tools, and actionable insights.
- ✓ Product Images & Descriptions
- ✓ Promotions & Marketing Support

## For Pharmacies

- ✓ A unified shopping experience across multiple suppliers, enabling easy product discovery, real-time pricing, and seamless ordering
- ✓ Whole of market stock availability indicator
- ✓ Advanced Checkout Capabilities

Revenue is generated from each side of the marketplace through access, service fees and commissions.



# Services

Increasing support services to raise engagement, broaden market and speed up sales cycle.



## Technical Support

Tailor-made solutions designed for unique business needs

- Integrations
- Mapping
- Accreditation
- Insights



## Trade Marketing

Partnership initiatives to fast-track growth

- Strategy
- Content
- Brand
- Promotions

Revenue is generated based on project SoW.



Internal use only