

For immediate release
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TerryWhite Chemmart recognised for Best Loyalty Program Marketing Campaign at the Asia Pacific Loyalty Awards

TerryWhite Chemmart has been awarded **Best Loyalty Program Marketing Campaign** at the Asia Pacific Loyalty Awards, hosted by the Australian Loyalty Association.

This award recognises the success of the refreshed Rewards *Plus* program — designed to help pharmacies build stronger connections with their customers through trust, care, and great service.

Nick Munroe, Executive General Manager for TerryWhite Chemmart, said: “This achievement reflects the hard work and focus of our marketing and support teams. Our campaigns are all about helping TerryWhite Chemmart Network Partners attract and retain loyal customers, by delivering value and strengthening relationships.”

The Rewards *Plus* campaign has played a key role in highlighting the benefits of the program and encouraging customers to take proactive steps with their health. By linking loyalty to meaningful care, the program supports pharmacies in rewarding customers not only for their purchases but for making positive health choices.

Over the past year, the program has evolved to better meet the health and wellbeing needs of customers. Through personalised rewards and tailored offers based on shopping habits, customers feel recognised, supported, and encouraged to return.

TerryWhite Chemmart remains focused on supporting the Pharmacy Network to deliver memorable customer experiences — building trust, loyalty, and healthier communities.

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