

For Immediate Release

Thursday April 18th, 2024

TerryWhite Chemmart unveils new consumer loyalty program – REWARDS *Plus*.

TerryWhite Chemmart has today introduced the next evolution of its loyalty program with the launch of REWARDS *Plus*. REWARDS *Plus* is a significant step forward in the brands capability to attract, retain and most importantly reward consumers for their patronage at the 550+ strong pharmacy network. The new program empowers consumers to earn loyalty points on a range of health-based activities, along with increased opportunities on everyday product purchases.

Executive General Manager Nick Munroe emphasised that the investment in continuous improvement of TerryWhite Chemmart's customer offering was critical for future success, and the launch of the REWARDS *Plus* program, combined with ongoing investment across the full digital suite provides a strong framework to not only support customers to shop on their terms, but to earn valuable points in the REWARDS *Plus* program.

"Our focus on providing exceptional customer experiences continues with the launch of the new REWARDS *Plus* program, giving customers even more opportunities to earn and redeem points at their local TerryWhite Chemmart, either online or in store," Munroe said.

"With this launch we have focused on innovating our customer offer, staying at the forefront of consumer-centric healthcare delivery, and empowering individuals to lead healthier, happier and more *rewarding* lives. For our pharmacy network, it meets the growing expectations of enhanced shopping and rewards experiences that drive customers through their doors," he continued.

The REWARDS *Plus* program has also expanded to the brands myTWC app, with a new REWARDS *Plus* portal enabling customers to track their points and easily activate personalised bonus offers.

Other notable program features include new health journeys with customers incentivised to book health services and complete health screening assessments. Customers can anticipate anniversary and milestone awards, coupled with a streamlined eCommerce experience, ensuring rewards are seamlessly integrated into their TerryWhite Chemmart journey.

The TerryWhite Chemmart REWARDS *Plus* program rolls out today accompanied by a robust consumer launch plan, marking a significant milestone in the brand's commitment to customer-centric innovation.

For more information about TerryWhite Chemmart's enhanced REWARDS *Plus* loyalty program, please visit <https://terrywhitechemmart.com.au/join/rewards>.

The rollout of the TerryWhite Chemmart REWARDS *Plus* program is accompanied by a robust consumer launch plan, marking a significant milestone in the brand's commitment to customer-centric innovation.

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Image Supplied: Instore Point of Sale provided to TerryWhite Chemmart pharmacies to promote the launch of REWARDS *Plus*.

About REWARDS Plus

REWARDS *Plus* is TerryWhite Chemmart's new loyalty program – Rewards that Care more for you – and provides customers with more opportunities to earn points across front-of-store purchases and by making healthy choices for themselves and their family. It is another tangible demonstration of the brand message Dedicated to *Care*.

About TerryWhite Chemmart

TerryWhite Chemmart is one of Australia's leading community pharmacy networks delivering frontline healthcare. With more than 550 community pharmacies across Australia, we are committed to ensuring every Australian has easier access to pharmacists and expert health advice every day. TerryWhite Chemmart provides high-quality, accessible, and cost-effective community-based health care services and programs.

Contact:

Sarah Tait
Corporate Communications Manager
+61 400 901 193
Sarah.Tait@twcmhealth.com.au