

MEDIA RELEASE

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TerryWhite Chemmart Announces Key Digital Initiatives at Supplier Forum

TerryWhite Chemmart celebrated a successful Supplier Forum in Melbourne yesterday, with over 300 in attendance. The annual event provided an opportunity for the brand to thank its supplier network for their continued support and set the priorities for the year ahead, with priorities strongly focused on digital innovation and the launch of the brand's new retail media offering, along with in-store efficiency initiatives to improve the customer experience and expanded health services.

During the forum there was of course another celebration to be had with the brand recognising the invaluable contributions of its supplier community, as they collectively celebrated the opening of the 600th TerryWhite Chemmart pharmacy in the network.

Reflecting on this milestone, Executive General Manager Nick Munroe said, "Over 65 years ago Terry and Rhonda opened their first pharmacy in Woody Point Queensland, and just last week we celebrated the opening of TerryWhite Chemmart Bayswater, marking our 600th pharmacy in the network, meaning 600 communities across Australia now have access to the best trained pharmacists and teams in the country, improving their health outcomes."

"This milestone is of course a collective effort from the entire network and the supplier community who have believed in the TWC brand from day one."

Announcing Health Powered Retail Media Network: TWC Connect

The major announcement of the afternoon was the introduction of TWC Connect, the brand's new Retail Media offering.

Executive General Manager Nick Munroe commented, "We are excited to launch TWC Connect – a new 'Health Powered Retail Media' network, enabling brands to engage with TerryWhite Chemmart customers along their health journey."

"TWC Connect is an end-to-end solution that combines data insights and planning, a new high performance technology platform, and creative excellence to meet business objectives and sales growth," he continued.

The new retail media offering builds on the strategic and business excellence the brands supplier partners' have come to rely on to support their continued growth in the Australian pharmacy marketplace.

Digital Enhancements for a Better Customer Experience

As part of the commitment to continually enhancing the customer experience, significant updates to the myTWC Health App were showcased, including the integration of a patient's active script list and the introduction of a specific patient support program for prescription weight management patients. It was also highlighted that in the last 12 months over 60 enhancements have been made to the platform to make the ordering and processing of prescription and eCommerce orders more efficient for both customer and pharmacy teams.

Additionally, the introduction of electronic shelf labels for pharmacies was introduced, providing significant efficiency and time gains for pharmacy teams who choose to upgrade, and new enhancements

to the brands 'BuyBetter' platform, making ordering more effective and pricing more dynamic.

Munroe reiterated the brand's commitment to investing in efficiencies to support Network Partners and providing new opportunities to the Supplier Network.

"Developing solutions for improving workflow and delivering business efficiencies is critical to ensure our Network Partners can spend less time on menial tasks and focus on their community's health needs," he said.

Expanding Health Services through 'Full Scope' and CareClinic

A key part of the strategy for the year ahead is continued focus on supporting the growth of their CareClinic services, including full participation in the Queensland Community Pharmacy Full Scope Pilot, along with a commitment to embrace other 'scope expansion' opportunities across the country.

Chief Pharmacist for TerryWhite Chemmart Brenton Hart said the focus on services provided unique opportunities for pharmacies to further differentiate themselves from discounter models and increase the number of customers actively choosing to shop in a TerryWhite Chemmart.

"Both the Qld Community Pharmacy Full Scope Pilot and additional services that we are seeing rolled out in community pharmacy provide opportunities for patients to access health and care when they need it, in an easy and accessible way. We are proud of the work we have done in this space to date and our network is ready to support their communities in every way possible," said Hart.

Partnerships Focused on Health Outcomes

Commenting on the partnership with TerryWhite Chemmart, Country Manager AU / NZ for Sandoz Clint Holland said that the focus on improving customer and patient experience was evident through every touchpoint TWC is bringing to market.

"Sandoz is proud to work in partnership with TerryWhite Chemmart on its ambition to build a better future for Australian pharmacy, and it is evident that there is a committed team who are focused on empowering local pharmacy owners to have a meaningful impact in their communities," he said.

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Photo 1: Executive General Manager, Nick Munroe, Head of Marketing, Janice Hoogeveen and Nick Hinsley from Zitcha launched 'TWC Connect'.

Photo 2: Chief Pharmacist Brenton Hart provides an update on the current health services landscape in pharmacy.

For media inquiries or interview arrangements, please contact:

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About TerryWhite Chemmart

TerryWhite Chemmart is one of Australia's leading retail pharmacy networks delivering frontline healthcare. With 600 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. Visit www.terrywhitechemmart.com.au