

MEDIA RELEASE

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TERRYWHITE CHEMMART REWARDS ITS TWO MILLIONTH MEMBER!

TerryWhite Chemmart today announced that their customer loyalty program reached a milestone as the two millionth customer signed up to be rewarded for looking after their health and wellbeing. This milestone underscores the program's resounding success in fostering customer engagement and retention. It is one of several initiatives that have been introduced to support a stronger connection between pharmacies and their customers.

The TerryWhite Chemmart REWARDS Program is a tangible proof point of the brand and its customer promise - delivering member only benefits to customers with exclusive personalised offers and information based on preferences and shopping behaviour.

"Our heartfelt thanks go out to each of our 2 million members who have made our REWARDS Program a vibrant community of health and well-being enthusiasts. This milestone is a testament to the trust and loyalty our customers place in their local TerryWhite Chemmart, and we are thrilled to continue providing exceptional value to our ever-growing member base," said Nick Munroe, Executive General Manager at TerryWhite Chemmart.

Rewarding convenience. The TerryWhite Chemmart REWARDS Program is now integrated into myTWC

For customers seeking more convenience, the REWARDS program has been seamlessly integrated into the myTWC app. The myTWC app is designed to be a one-stop location for customers, allowing them to store and reorder scripts, book appointments for health services, a full eCommerce experience with Click & Collect and a range of delivery options.

Rewarding customers is rewarding for business too

Ezgi Erdogan, TerryWhite Chemmart Caroline Springs Pharmacy Manager was thrilled to find out her pharmacy was the one to sign up the 2 millionth customer.

"As a relatively new, but extremely proud member of the TerryWhite Chemmart network, I am thrilled to celebrate the 2 millionth member into the TerryWhite Chemmart REWARDS Program. This milestone is not just a number; it reflects the success and tangible benefits that come with being a part of the brand and this program," Ezgi commented.

"Signing up customers for the TerryWhite Chemmart Rewards Program has proven to be a game-changer for our pharmacy business. The program's combination of exclusive discounts, personalised offers, and health information, along with the ability to build true community engagement has not only

built a strong sense of loyalty among our customers but has also translated into increased foot traffic and higher sales,” Ezgi stated.

TerryWhite Chemmart celebrates this monumental achievement at the same time as being named a finalist in the in the 2023 / 2024 Asia Pacific Loyalty Awards in the category of Best Use of Digital Technology.

TerryWhite Chemmart remains focused on continuous innovation in technology and systems to drive in-store efficiency and foster even greater loyalty from customers in the ever-evolving pharmacy landscape.

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IMAGE 1:

Members of the TerryWhite Chemmart Caroline Springs Pharmacy team with the 2M REWARDS member, Maria Galvez.

(l to r) MyQuynh Hua, Helen Grima, Maria Galvez, Ezgi Erdogan, Thu Pham

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.

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