

Pharmx launches new Supplier Portal to accelerate supplier-to-pharmacy trade integration

New portal cuts integration time from ~12 weeks to one day, unlocking near-instant access to 99% of pharmacies across ANZ.

Pharmx Technologies Limited (ASX: PHX) (Pharmx) is pleased to announce the launch of its new 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, using the Pharmx Gateway network.

Pharmx Gateway is an industry-leading ordering and integration platform that connects directly with pharmacy point-of-sale (POS) and order management systems (OMS), enabling seamless stock ordering, invoicing, and real-time data exchange.

In addition to onboarding and integration efficiencies, the new Portal delivers a suite of advanced business tools designed to support supplier growth and engagement, including:

- Product catalogue and order management functionality
- Real-time performance analytics
- Direct connection capabilities with pharmacy customers
- Marketing support

Pharmx Chief Executive Officer, Mr Tom Culver, said:

“The launch of the Supplier Portal represents a step-change in how suppliers engage with the pharmacy channel. By reducing friction and time-to-trade, we are not only delivering value to suppliers, but also increasing the diversity of suppliers to the Pharmacy market — enhancing inventory access and driving greater efficiency for pharmacies. This development directly supports our strategic focus on network expansion, customer value, and digital leadership.”

The new platform supports Pharmx’s strategic goal to increase supplier participation in its network by reducing barriers to entry and enhancing the supplier experience. It also enables accelerated account growth, improved engagement, and revenue expansion through increased trading volumes and targeted network growth.

The Portal will be progressively rolled out to existing suppliers within the Pharmx network, which includes leading names such as Pfizer, Revlon, and CH2. With a significant increase in supplier participation and product listings in recent months, Pharmx now offers access to over 120,000 SKUs across key categories including pharmaceuticals, beauty, wellness, food, and technology.

This launch is the first product offering released under Pharmx's new brand identity, reflecting the Company's commitment to delivering confidence and convenience through innovation. While the financial impact of this release cannot be accurately quantified at this stage, it is expected to contribute positively to supplier acquisition, platform engagement, and trading volume over time.

To learn more about the new Supplier Portal visit: pharmx.com.au/supplier-portal

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This announcement has been authorised for lodgement by the Board.

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About Pharmx Technologies Limited:

Pharmx is ANZ's leading pharmacy ordering platform, providing essential technology infrastructure for seamless ordering and inventory management. By connecting the largest network of pharmacies, suppliers, and technology vendors, Pharmx facilitates approximately \$20 billion in orders annually through its high-availability platform, driving efficient operations, seamless connectivity, and valuable insights across ordering, invoicing, and analytics solutions.

Operating in a dynamic and evolving market, Pharmx is positioned for sustained growth, driven by population growth, demographic shifts, and regulatory changes. With a strategic focus on expanding its addressable market, Pharmx leverages its extensive network, proprietary pharmaceutical, and advanced data capabilities to unlock new revenue opportunities and enhance healthcare outcomes across Australia and New Zealand.