

ASX Announcement

26 June 2025

Pharmx strengthens Gateway offering with new centralised Pharmacy Portal

Pharmx Technologies Limited (ASX: PHX) (Pharmx) is pleased to announce the launch of its new Pharmacy Portal (the Portal) - a centralised platform designed to streamline operations for pharmacies across Australia. The Portal provides fast access to order and invoice history, real-time spending insights, and seamless account management with trading partners connected via the Pharmx Gateway.

Leveraging Pharmx's position as the leading connector to ANZ's largest network of wholesalers and suppliers, the Portal provides pharmacies with a modern user experience that simplifies essential trading functions. It encourages greater utilisation of the Pharmx Gateway - the industry's most trusted ordering and integration platform - which connects directly with pharmacy point-of-sale (POS) and order management systems (OMS) to enable seamless stock ordering, automated invoicing, and real-time data exchange.

Key features of the Portal:

- **Centralised order and invoice history** - simplifying financial record-keeping and reconciliation
- **Real-time spend insights** - enabling smarter budgeting and purchasing decisions
- **Supplier directory and connection management** - enabling faster discovery and simplified account administration across a comprehensive network of Gateway-connected suppliers.

This launch marks the first pharmacy-facing solution under Pharmx's refreshed brand identity, supporting greater brand visibility and strengthening Pharmx's value attribution amongst end users. This represents a key strategic lever in deepening platform loyalty and supporting long-term customer retention.

Pharmx-connected suppliers also stand to benefit from the Portal's introduction, with enhanced visibility across the pharmacy network, improved customer engagement, and simplified connection capabilities - ultimately accelerating trading velocity across the Pharmx ecosystem.

Tom Culver, CEO of Pharmx, commented:

"The Pharmacy Portal strengthens our core offering while laying the foundation for the next phase of our product roadmap. As we continue to evolve the platform, the Portal will immediately deliver day-to-day value to our pharmacy customers through modern, user-centric technology built on our market-wide Gateway infrastructure."

This launch underscores Pharmx's ongoing commitment to platform innovation and digital enablement across the pharmacy ecosystem. It also paves the way for future enhancements, including advanced trading functionalities that support modern pharmacy operations.

The Portal complements Pharmx's Supplier Portal, launched in April, which dramatically streamlined operations for global and local suppliers, enabling them to integrate and onboard to the Pharmx Gateway network in as little as one day - a remarkable improvement from the previous ~12 week process.

By enhancing engagement across Pharmx's network of 99% of Australian pharmacies and 170 suppliers, the new Portal strengthens Pharmx's market position and delivers real, measurable value across the supply chain. The company anticipates increased trading velocity across the Gateway as a result of the launch, however the incremental financial impact is not quantifiable at this time.

ENDS

This announcement has been authorised for lodgement by the Chairman

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About Pharmx Technologies Ltd.

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 transactions annually through its robust, high-availability platform—driving efficient operations, seamless connectivity, and valuable insights across its 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 pharma-tech, and advanced data capabilities to unlock new revenue opportunities and enhance healthcare outcomes across Australia and New Zealand.