Shareholder Update 11 November 2025

Pharmx launches new platform, transforming pharmacy procurement

Pharmx Technologies Limited ("Pharmx" or "the Company") (ASX:PHX) is pleased to announce the launch of its new Marketplace, a major strategic milestone that cements the Company's position as the leading provider of ordering technology to the pharmacy industry across Australia and New Zealand.

The platform delivers a unified, modern ordering experience for Australian pharmacies, addressing a major market need and completing the pharmacy-side rollout of Pharmx's single platform strategy - consolidating its ecosystem into one scalable, integrated digital infrastructure. As a result of this launch, the PharmXchange platform will be deprecated, with all customers migrating to the improved Marketplace experience.

Addressing a major market need

Pharmacy procurement is widely recognised as complex and inefficient. Pharmx research indicates that 70% of pharmacies are motivated to change their ordering process, highlighting strong demand for improved solutions.

Pharmx is uniquely positioned to address this need as Australia's most established pharmacy ordering and EDI platform (Pharmx Gateway). Building on the scale, trust, and integration depth of its legacy infrastructure, Pharmx is reshaping how pharmacies manage procurement and supplier engagement.

Importantly, the new Marketplace joins the recently launched StockView feature within the Pharmacy Portal and complements the existing POS-integrated ordering capabilities of Pharmx Gateway. While the Gateway continues to facilitate seamless order transmission directly from pharmacy POS systems to suppliers, the Marketplace extends this functionality by providing a customer-facing digital environment for product discovery, price comparison, and promotions.

Key capabilities of the new Marketplace include:

- **Stock assurance:** Powered by Pharmx's *StockView*, which uses a proprietary algorithm based on aggregated transaction data to deliver visibility of stock availability across fulfilment partners - improving supply reliability and reducing friction.
- **Accurate and transparent pricing:** Leverages historic purchase data to display each pharmacy's 'last price paid', ensuring transparency and alignment with negotiated trading terms.
- **Simplified re-ordering:** Uses prior purchasing data from Gateway transactions to enable quick reordering, saving time and improving workflow efficiency for pharmacy teams.
- **System integration:** Builds on Pharmx's recognised integration leadership through the Pharmx Gateway, with the ability to seamlessly synchronise order and invoice data with all major POS systems.

- **Expanded range**: Offers over 40,000 SKUs from hundreds of leading suppliers and manufacturers, including the full Paragon Care (formerly CH2) range – providing the most extensive range available to pharmacies via a single ordering platform.
- **Promotions:** Features a centralised promotions hub, including traditionally hard-to-access turnover offers, enabling pharmacies to secure the best available deals while giving suppliers a powerful, data-driven channel to promote brands and drive category growth.

Together, these capabilities deliver a faster, smarter, and more transparent way to order, reinforcing Pharmx's leadership in digital pharmacy enablement and positioning the Company as the only platform combining deep integration, proprietary data, and broad supplier access to transform the way pharmacies order.

Commercial model and growth outlook

Pharmx's total addressable Australian market comprises approximately 6,000 pharmacies, representing an estimated $20 billion in annual transactions.

As with PharmXchange, the Marketplace operates on a volume-based fee model. Combined with the Company's growing ability to monetise data insights, supplier integrations, and promotional services, Pharmx is broadening and diversifying its revenue base while expanding influence across the pharmacy value chain.

While the revenue impact cannot yet be quantified, the combination of improved order flow through the Marketplace, expanded monetisation levers, and increased customer participation is expected to contribute meaningfully to revenue and profitability growth over time.

CEO commentary

Tom Culver, Chief Executive Officer of Pharmx, said:

"The new Pharmx Marketplace represents a step-change in our commercial and strategic trajectory. Pharmacies are seeking simpler, integrated solutions - and this platform directly answers that need.

Completing our single platform strategy for the pharmacy side of the market, this launch positions Pharmx as a central point of commerce for the sector. Delivering this solution on budget and on time reinforces our position as a highly effective and trusted technology provider, whilst strengthening our operating model, expanding monetisation potential, and providing a scalable foundation for growth across Australia and New Zealand."

This update 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, eInvoicing, 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.

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