

Announcement

24 June 2026

Pharmx Appoints Chief Revenue Officer

Pharmx Technologies Limited (ASX:PHX) (Pharmx) is pleased to announce the appointment of Vaughan Ryan as Chief Revenue Officer.

The appointment marks a deliberate step in the next phase of Pharmx's strategy. Having built and scaled the platform that now connects the largest network of pharmacies, suppliers, and technology vendors in Australia and New Zealand, facilitating over \$20 billion in transactions annually, the Company is sharpening its focus on commercial growth and revenue diversification. The Chief Revenue Officer is a newly created executive role established to drive that agenda.

Vaughan is a global commercial leader with deep expertise in eCommerce, data and analytics, omnichannel retail, consumer insights, AI-enabled innovation, and large-scale business transformation. His career spans Asia, Europe, North America, and Australia, building and scaling high-performing businesses across some of the world's most dynamic markets. Most recently at NielsenIQ, he scaled the global eCommerce business from US\$7 million to US\$180 million in under two years, having previously served as Managing Director of NielsenIQ's eCommerce and Consumer Intelligence businesses across Asia Pacific, along with leading the South East Asian, where he led teams of more than 8,000 people. His background pairs commercial operating discipline and P&L ownership with go-to-market strategy, digital transformation, and data-led product development.

Vaughan's experience maps directly to where Pharmx is heading. His track record in scaling marketplace and eCommerce revenue, monetising consumer and category data, and applying AI to commercial product development aligns with the Company's strategy to unlock new revenue opportunities from its network, proprietary pharma-tech, and advanced data capabilities, while supporting its longer-term ambitions beyond the domestic market.

Commenting on the appointment, Pharmx Chief Executive Officer Tom Culver said:

"Pharmx has spent recent years building infrastructure the pharmacy supply chain depends on every day. The opportunity now is to turn the strength of that network into broader, higher-quality revenue across our solutions. Vaughan has done exactly this at global scale, taking businesses from early revenue to meaningful market positions, and he brings the commercial rigour, eCommerce depth, and data fluency this phase demands. His appointment is a clear signal of our intent to accelerate growth."

Commenting on the appointment, Vaughan Ryan said:

"Pharmx sits on a rare combination of essential infrastructure, network reach, and data. That is fertile ground for building new, durable revenue. I am excited to join the team and help convert the Company's platform advantage into commercial outcomes for shareholders, pharmacies, and suppliers alike."

ENDS

This announcement has been authorised for lodgement by the CEO.

For further information contact:

Tom Culver

Chief Executive Officer

investor.relations@pharmx.com.au

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 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.