

PharmX

# INVESTOR PRESENTATION

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**PHARMX TECHNOLOGIES LTD (ASX:PHX)**

**Microcap Investor Conference**

CEO, Tom Culver

30 October 2024

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# COMPANY *Overview*

PharmX is a multi-access ordering platform underpinned by advanced analytics designed to improve healthcare by driving growth and efficiency across the pharmacy industry.

ASX Code	PHX
EBITDA (underlying)	\$1.8m
Share price	0.043c
Cash at bank	\$4.8m
Shares on issue	598,506,789
Market cap	\$25.7m

*All figures correct as at COB 22 October 2024*





# FY24 Results

**\$6.7m**

**Growing Revenues**

↑ +9% on FY23

**\$1.8m**

**Earnings**

↑ +13% on FY23

**\$3.2m**

**Cash Position**

↑ +2% on FY23

**\$6.25m**

**Sale Proceeds**

Generating \$4.6m net cash

**\$4.49m**

**Capital Return**

Distribution of 0.75c

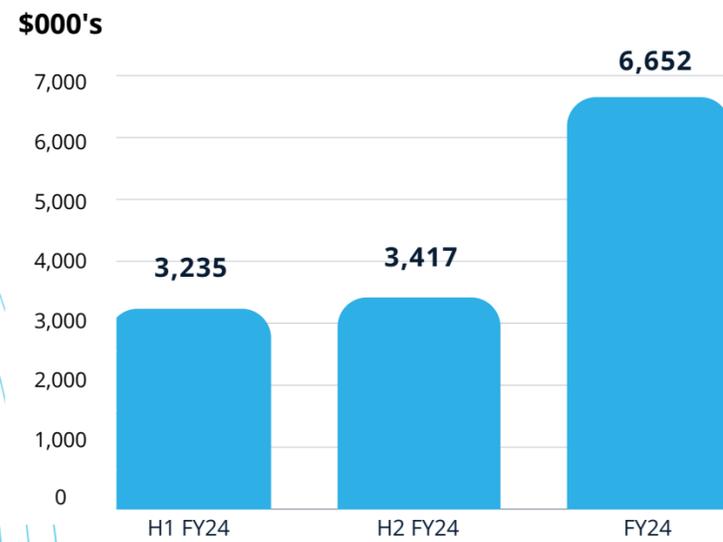
**+20%**

**Platform Growth**

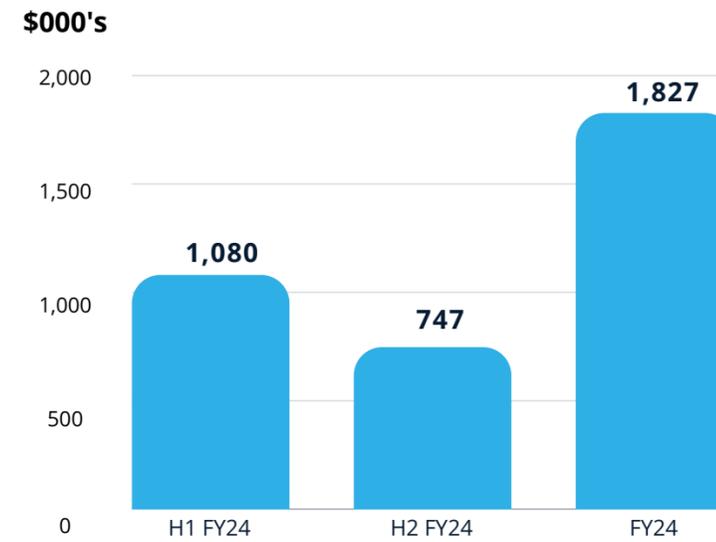
+20% MoM Marketplace  
+4% YoY Gateway

Per share (Dec '23)

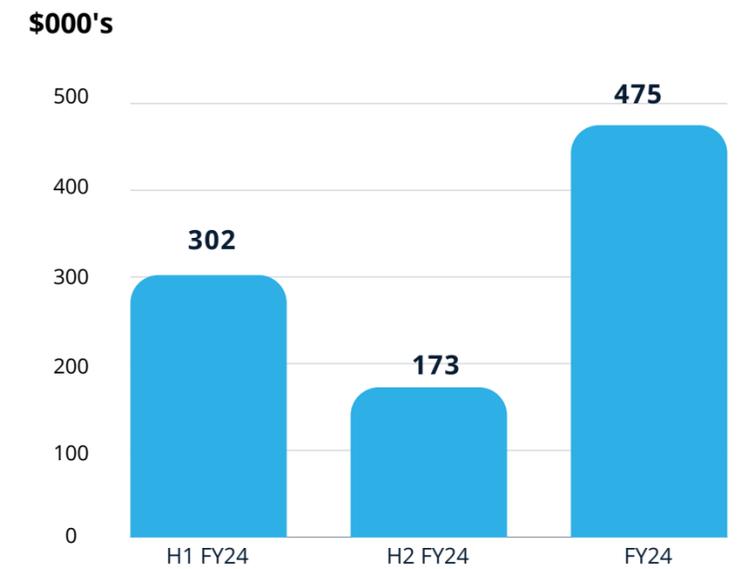
# FY24 HoH FINANCIAL Performance



Underlying Revenue



Underlying EBITDA



Underlying NPAT

# Q1 FY25 FINANCIAL *Update*

**\$1.89m**

Q1 FY25

**Growing Revenues**



4% ahead of budget  
~14% above Q1 prior year

**94%**

Q1 FY25

**Marketplace Revenues**



Q1 revenue 94% of  
FY24 full year revenue

**5%**

Q1 FY25

**Controlled Cost**



5% better than budget  
~6% better v. Q1 prior year

**~\$700k**

H1 FY25 forecast

**Steady EBITDA**



In line with FY24 forecast  
with investment in growth

**\$4.8m**

Oct 2024

**Strong Cash**



In line with budget

# AUSTRALIA'S BIGGEST *pharmacy* ORDERING NETWORK



Used by  
**99%**  
of Australian  
Pharmacists



## The industry's first choice

Our platform connects more pharmacists and suppliers than any other; we're relied upon daily to enable pharmacy trade.



## The most products in one place

**~80k unique SKUs.** We are the go-to provider for reach and range, saving time and energy for all.



## Direct access to the biggest network

Connecting **99%** of Australian pharmacies, **50+** key vendors and over **140** suppliers.



## 17 years of making a difference

**97%** brand awareness, with **80%** of pharmacists viewing our integration capabilities as a key differentiator.

# Critical INFRASTRUCTURE





# Purpose

To make a difference to healthcare by reimagining how the industry connects.



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# COMPETITIVE *Advantages*

## Whole-of-market technology



We deliver high availability, stable and secure systems, developed with modern cloud based architecture.

## Unrivaled industry network



Supporting ~\$20bn of orders through the industry.  
Exclusive government contracts.  
Low competitive threat.

## Digitisation and consumer trend tailwinds



The Australian pharmacy market remains highly attractive, driven by population growth, demographic shifts, and regulatory changes.

## Extensive analytics and data



Visibility of entire pharmacy supply chain supports unrivaled analytics capability, including cataloguing, supplier and sales analytics.

# GATEWAY 4

Critical connectivity technology enabling efficient trade and communication across pharmacy, technology and Government stakeholders.



Revenue is generated from suppliers via an account model.

# MARKETPLACE

Australia's 'go to' B2B pharmacy marketplace: a fully integrated, easy-access platform for suppliers to market and distribute products to thousands of pharmacies nationwide.

**+353%**

Active users

**+428%**

Total order value

**+329%**

Repeat orders

Revenue is generated from each side of the marketplace through access and service fees and commissions.

# ANALYTICS

Actionable insights to unlock strategic growth, optimise planning, and enhance product management across Australia's pharmaceutical supply chain.



Supplier  
insights



Catalogue  
repository



Automated  
replenishment &  
product availability



Commercial  
dashboards, alerts &  
sales analytics

Revenue is generated from each side of the marketplace as access and usage fees.

# SERVICES

Increasing services to support clients, drive engagement and speed up sales cycles.



## Technical Support

Australian-based tech support team.

- Service desk
- Portal training
- Integration support
- Integration testing



## IT Services

Tailor-made solutions designed for unique business needs.

- Integration engineering
- Bespoke development
- Mapping
- ERP upgrade
- Migration support



## Trade Marketing

Partnership initiatives to fast-track growth.

- Strategy
- Content
- Brand
- Promotions
- Campaigns

Revenue is generated based on project SoW.

# THE GROWING INFLUENCE OF *Pharmacy*



**1 in 3**

Australians consider pharmacists to be their most important healthcare provider. (NAB)



**70%**

of Australians believe pharmacists are the the most accessible health professional in their community. (NAB)



**8CPA**

Growing scope of practice due to regulatory changes such as the Eighth Community Pharmacy Agreement (8CPA).



**\$5.2k**

Socio-cultural trends resulting in an increased emphasis on wellness - \$5.2K spent per capita. (retailbeauty)



**OTC**

Broadening OTC remit including the provision of vapes, UTI medication and contraceptives (NSW only).

# Accelerated BY DEMOGRAPHIC & BEHAVIORAL TRENDS

## Growing population & shifting demographics



Australia's population is forecast to grow to 33.1m by 2041. ([ABS 2022](#))



Those aged over 85 years will double by 2041. ([ABS 2022](#))

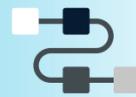


81.4% of people have at least one long-term health condition. ([Preventioncentre](#))

## Increased digitisation & shifting expectations



Tech-enabled workforce expansion and optimised workflows in retail pharmacies. (McKinsey)



Supply chain optimisation - predictive/automated management and real-time tracking. (Deloitte)



Updated tech systems are crucial in meeting contemporary pharmacy demands.



Globally, B2B eCom is estimated to reach USD \$20.9 trillion by 2027, growing at a CAGR of 17.5%



B2B eCom rated most effective sales channel, followed by in-person sales, video conference, and telephone

# GROWTH *Strategy*



# SUPPORTING *Initiatives*

## ● Sales led growth

- Increase total supplier base by 50%
- Increase active accounts by 10%

## ● Technology supported growth

- Advance product solutions to support growth and increase engagement

## ● Analytics as a growth engine

- Commercialisation of high-value, bespoke reporting with suppliers, banner groups, universities and government departments
- In product solutions to drive greater engagement and differentiation
- In business solutions for better oversight, efficiency and automation.



# INVESTMENT *Highlights*

- Dominant, independent with unrivaled network
- Strong strategic growth agenda supported by tailwinds and a well governed, expert team
- Unmatched awareness and customer satisfaction
- Advanced technology
- Unrivaled insights
- Strong balance sheet

PharmX

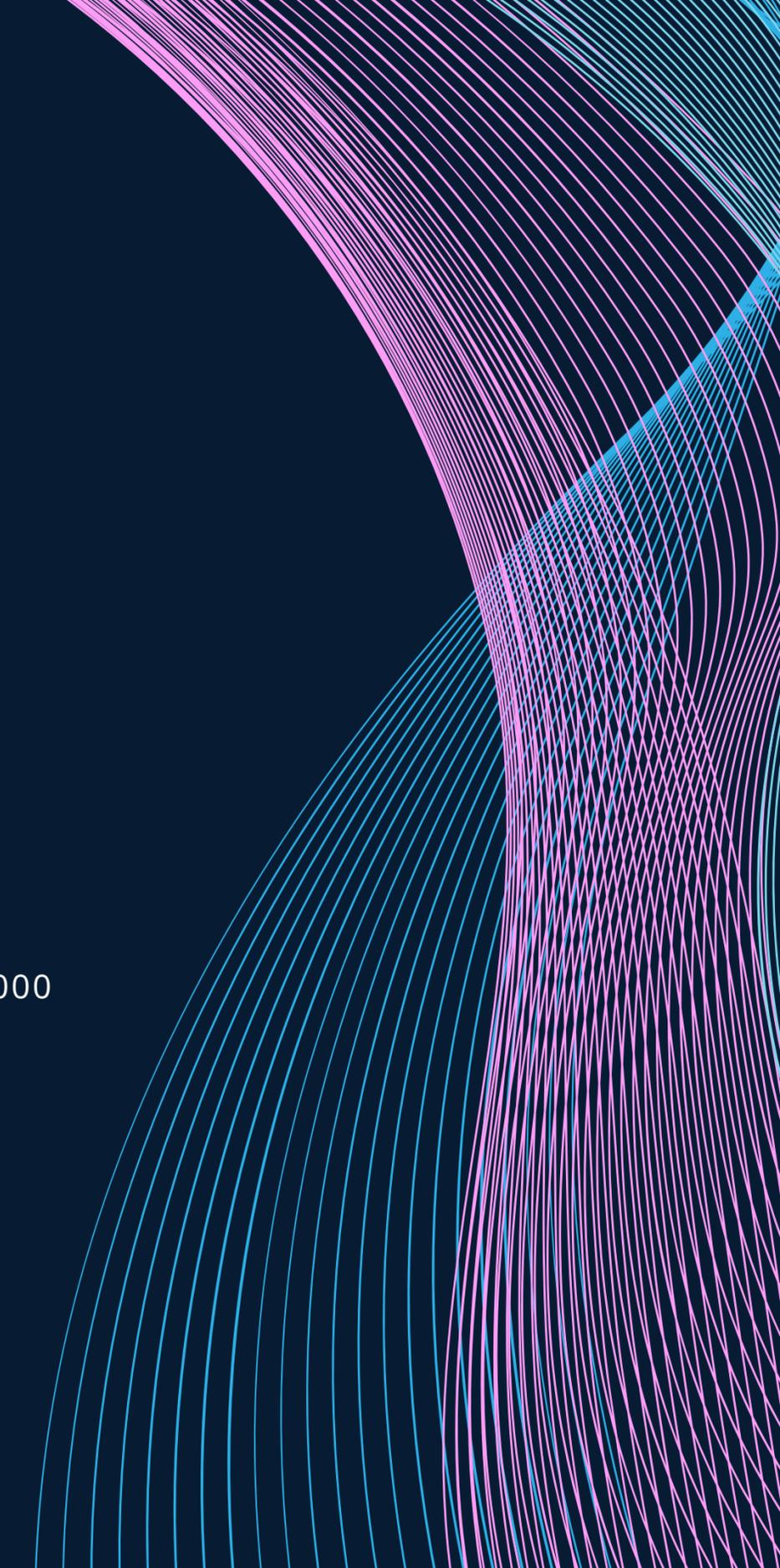
**THANK YOU**



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# APPENDIX

# LEADERSHIP Team

PharmX has a robust governance structure, guided by experts in Pharmacy, Product, Technology, Finance, Sales, Brand, and Data.



**Chairman**  
Nick England



**Director**  
Jayne Shaw



**Director**  
CFO (Acting)  
Jon Newbery



**Director**  
Sandy Mellis



**Chief Executive  
Officer**  
Tom Culver



**Chief Technology  
Officer**  
Alistair Orchard



**Head of Marketing  
& Brand**  
Gabby Brown



**General Manager,  
Commercial**  
Eric Moschietto



**Head of  
Data**  
Nic Adams

# The PharmX Gateway is an EDI technology that helps pharmacies and suppliers exchange information quickly and accurately.

EDI stands for “electronic data interchange” - a technology used to transfer documents and information electronically between different organisations in a standardised format.



## Efficiency

Speeds up order processing and reduces paperwork.



## Accuracy

Minimises errors by automating data entry and reducing human intervention.



## Cost-savings

Lowers administrative costs by reducing manual tasks.



## Reach

Integrates with existing pharmacy systems for seamless operation.



## Support

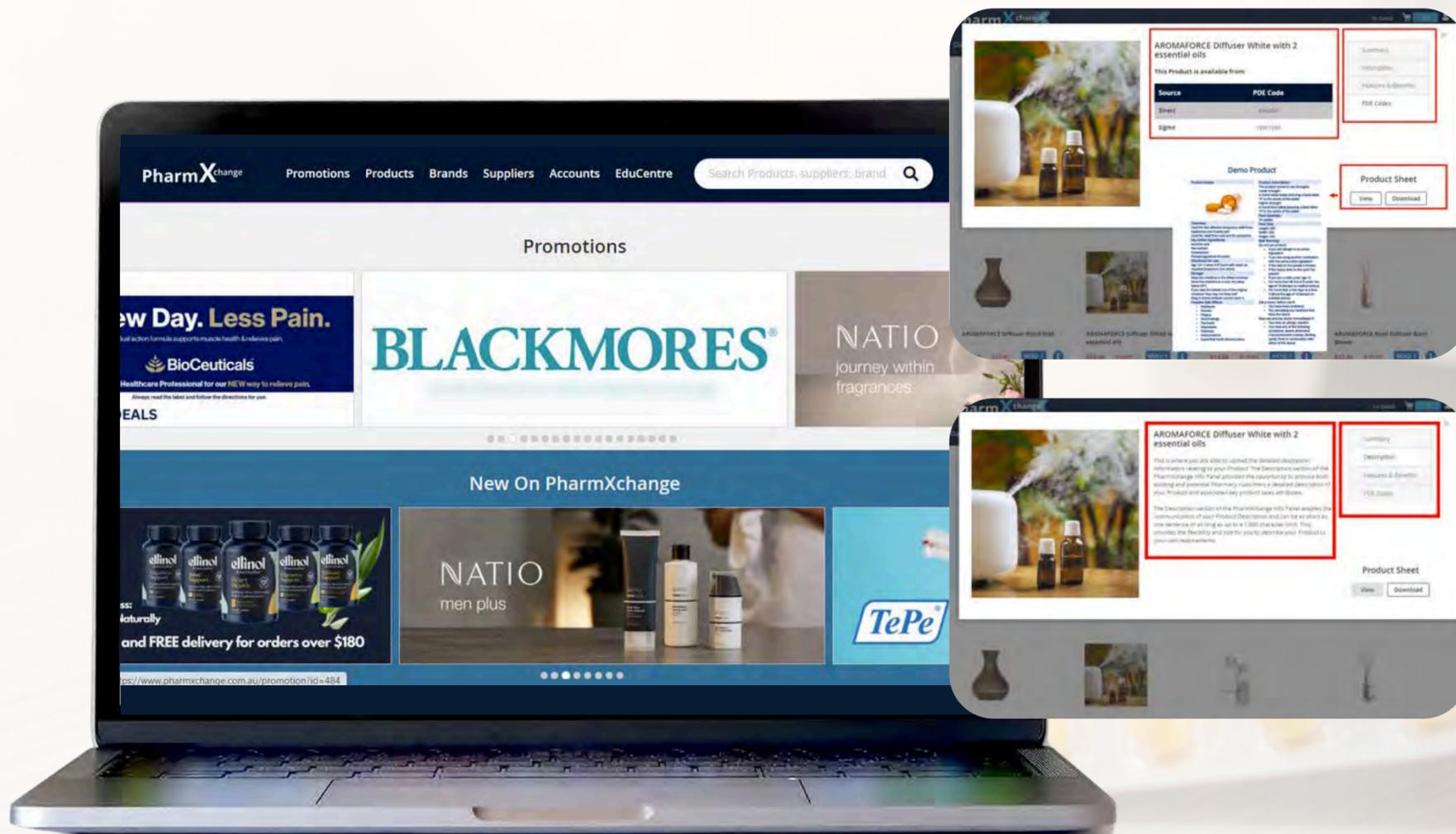
Offers customer support and training to help users get the most out of the system.



## Security

Ensures that all data exchanged is secure and compliant with industry standards.

# MODERNISING TRADE



## Advanced checkout

Fulfillment choice and multi supplier checkout.



## Brand Exposure

Increased brand opportunities through pharmacy-facing supplier 'hubs'.



## Enriched Content

Greater engagement with pharmacists through detailed product descriptions.



## Educentre

Ability to Inform and engage pharmacists through content in various formats.



## Resource Centre

Centralised account, payment and order information.