

MEDIA RELEASE

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TerryWhite Chemmart reveals bold new plans for 2019 at annual forum

LEADING pharmacy group TerryWhite Chemmart will continue to drive its strong customer focus in 2019, with plans to create more personalised store formats and deliver a series of signature events that revolve around the needs of its customers.

TerryWhite Chemmart's leadership team revealed its plans to take the group to new heights at its 2018 Supplier Forum in Melbourne today.

More than 300 suppliers attended the annual event, which was themed 'stronger together'.

TerryWhite Chemmart Chief Operating Officer Duncan Phillips said the next 12 months would be an exciting and transformational time for the group.

"We are resetting our sights on the ambition that brought TerryWhite Chemmart to market in the first place – to become the brand that delivers a differentiated experience for our customers, our members and our supplier partners," he said.

Mr Phillips said TerryWhite Chemmart's marketing in 2019 would communicate its customer value proposition in a way that was impactful and meaningful, building on the strong trust and loyalty that had already been developed with customers over the years.

"I believe that as a brand we have permission to converse with Australians about their health in a way that no other pharmacy brand has," he said.

"This permission has been earned, earned through a history of significant investment in our pharmacist development and focus on patient care."

Key announcements at the forum included:

- Store formats will evolve to be more personalised to customers, delivering on the brand's 'trusted' pharmacy health message;
- TerryWhite Chemmart will deliver "signature health events" throughout the year and create a focus to build medication adherence with programs integrated into the TerryWhite Chemmart Health app to make taking medicine easier for customers;
- A refreshed marketing approach will be launched in 2019 with a strong focus on building customer loyalty
- TerryWhite Chemmart's robust rewards program has a database that has grown exponentially since its launch in April and continues to do so, providing unique opportunities for suppliers to connect with customers.

TerryWhite Chemmart Chief Executive Officer Anthony White said 2019 was about building on the strong foundations for growth the group had developed in the past 24 months.

“With our suppliers’ valued support and partnership, we will continue to deliver creative and innovative strategies to connect with our customers,” he said.

ENDS

ATTACHED IMAGE

Pictured from left: TerryWhite Chemmart CEO Anthony White, EBOS Group Chairman John Cullity and TerryWhite Chemmart Chief Operating Officer Duncan Phillips all addressed the 2018 Supplier Forum today, which was attended by 300 suppliers.

MEDIA ENQUIRIES

For interviews or more information please contact:

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About TerryWhite Chemmart

Following the merger of Terry White Group and Chemmart in late 2016 and the subsequent rebrand, TerryWhite Chemmart is now one of the largest pharmacy networks operating under a single pharmacy brand in Australia. TerryWhite Chemmart delivers high-quality, accessible, and cost-effective community-based health care services within all States and Territories.