

MEDIA RELEASE

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TerryWhite Chemmart unveils plans to drive growth

- **TerryWhite Chemmart unveils accelerated plans to drive growth supported by EBOS Group**
- **New marketing strategy launched at nationwide State Network Meetings, attended by more than 600 network partners and staff**
- **Strategic partnership program to strengthen frontline healthcare delivery outlined**

LEADING pharmacy group TerryWhite Chemmart is set to accelerate its plans for growth with the unveiling of an innovative new marketing campaign and a series of significant strategic partnership programs to bolster local pharmacy growth.

TerryWhite Chemmart Chief Executive Officer, Anthony White made the announcements at the company's annual State Network Meetings, which have been attended by more than 600 pharmacy owners and staff in Perth, Adelaide, Melbourne, Sydney, Hobart and Brisbane (tomorrow).

"The next 12 months will see significant growth for TerryWhite Chemmart," he said.

"Our new brand campaign will be launched to the public this month and will differentiate TerryWhite Chemmart as the market leader for quality service, customer care and great value, as well as emphasising the important chemistry between our pharmacists and their customers.

"We will focus on building significant partnerships with major companies to drive new customers to our pharmacies. The first partnership program to be announced this month will leverage TerryWhite Chemmart's accessible and cost-effective community based health care services and programs."

EBOS Group Chief Executive Officer, John Cullity told members at the meetings that EBOS would support and accelerate the execution of TerryWhite Chemmart's growth and development strategies.

"TerryWhite Chemmart has a leading health position in Australian pharmacy and we intend to further differentiate on this position," Mr Cullity said.

"We are committed to increasing our spend on above the line marketing to drive awareness and customer traffic into individual pharmacies to grow the network and improve systems including a new integrated ordering system," he said.

Other initiatives announced at the State Network Meetings included:

- Delivering stronger signature health campaigns that resonate with customers, including flu and whooping cough vaccinations, pain and weight management;
- Simplification of operations and a focus on key destination categories, allowing pharmacists more time to engage with customers;
- A stronger focus on TerryWhite Chemmart Private label products to highlight value for money.

TerryWhite Chemmart's State Network Meetings commenced on Monday, February 25 and will end tomorrow March 5 in Brisbane. The meetings are an opportunity for the TerryWhite Chemmart leadership team to deliver its vision and strategies to network partners for the next 12 months.

ENDS

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About TerryWhite Chemmart

TerryWhite Chemmart is one of Australia's leading retail pharmacy networks delivering frontline healthcare. With more than 450 community pharmacies across Australia, we are committed to ensuring every Australian has easier access to pharmacists and expert health advice every day. TerryWhite Chemmart provides high-quality, accessible and cost-effective community based health care services and programs.