

MEDIA RELEASE

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Qantas Frequent Flyer Program takes off in TerryWhite Chemmart pharmacies across the country

TerryWhite Chemmart has unveiled details of its exclusive partnership with Qantas Frequent Flyer announced in May, to coincide with its national consumer launch today.

Qantas Frequent Flyer's close to 13 million members will now be able to earn two Qantas Points per dollar when shopping at TerryWhite Chemmart pharmacies across the country, along with bonus points incentives to join the pharmacy brand's REWARDS program and special offers. The partnership provides TerryWhite Chemmart with huge growth opportunities.

TerryWhite Chemmart CEO Duncan Phillips said the partnership presents an excellent opportunity to reward existing and attract new customers, increase awareness and strengthen the brand's position within the industry for network partners.

"We are really focused on providing a more differentiated offer for our network partners and their customers, so it's great to have a partnership with an iconic brand like Qantas that will provide strong marketing reach and drive new customers to our pharmacies," Mr Phillips said.

"With our latest brand campaign 'that's real chemistry' this partnership is the perfect representation of the type of connections we aim to make with our customers," he said.

TerryWhite Chemmart pharmacy owner Nigel Ray from Charlestown in Newcastle said he was thrilled with the partnership and expects to see some new customers in his pharmacy as a result.

"We are excited to be able to offer our customers the opportunity to earn Qantas Points when they shop in our pharmacy," Mr Ray said.

"We have already received enquiries from new customers so it is exciting to see what impact it will have when it officially launches."

TerryWhite Chemmart is investing in additional marketing activity to raise awareness of the new partnership.

"Together with Qantas Frequent Flyer, we are investing heavily in marketing activity and support services to help our network partners increase their customer base as a direct result of the partnership," Mr Phillips said.

Qantas Loyalty CEO Olivia Wirth said Qantas Frequent Flyer was excited to collaborate with TerryWhite Chemmart.

"We know our members are always looking for ways to earn Qantas Points on regular purchases. As one of the largest pharmacy brands in the country, we know this partnership will be popular with Qantas Frequent Flyers.

The announcement of the Qantas Frequent Flyer partnership is another exciting development for the TerryWhite Chemmart business, following the appointment of new Chief Executive Officer Duncan Phillips earlier this month, the launch of its successful 'that's real chemistry' marketing campaign and joining the EBOS Group of companies.

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