

PharmX Launches PharmXchange Platform

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- **PharmXchange provides a digital sales and marketing solution for suppliers and improves efficiency in pharmacies**
- **Fully integrated with PharmX as the trusted pharmacy industry electronic transaction gateway**
- **GlaxoSmithKline Consumer Healthcare Australia and Revlon key commercial partners for pilot launch**

Corum Group Limited (ASX:COO) is pleased to announce the launch of the PharmXchange platform.

PharmXchange Platform

PharmXchange offers a feature rich tailored digital sales and marketing solution available for use by all pharmacies catering for a wide range of supplier use cases. Key features of PharmXchange include:

- Tailored digital sales and marketing options for brands and products
- PharmX compliant electronic invoicing with direct ordering option where POS ordering not available
- Promotion options to coordinate with supplier requirements
- Education centre for centralised availability of supplier knowledge base content
- PharmXpay integrated payments solution delivered in partnership with specialist payments processor Zenith Payments
- Suppliers access to electronic transactions without the need for full PharmX integration
- Improved pharmacy efficiency through reduced requirement for manual order and invoice

PharmXchange is now live in pilot phase with a concentrated group of pharmacies and suppliers ahead of an anticipated near term full commercial launch. Corum will update the market in due course on revenue estimates.

Incremental Growth Opportunity for PharmX

PharmXchange expands the service offering of PharmX which has operated as the trusted and reliable electronic ordering and invoicing gateway of the Australian pharmacy industry for over 18 years. PharmX is the primary electronic transaction gateway through which over 99% of Australian pharmacies connect to order from their wholesaler and a broad range of leading direct suppliers.

As a managed service platform solution PharmXchange offers an incremental growth opportunity for PharmX in addition to its existing technology solutions.

Commitment from leading suppliers

Leading pharmacy industry suppliers GlaxoSmithKline Consumer Healthcare Australia and Revlon together with a further 8 suppliers have joined as PharmXchange commercial partners at pilot launch.

Engagement with a broad range of industry suppliers is ongoing to promote the scale up of the PharmXchange platform as an additional service to PharmX following pilot completion.

Corum Group Executive Chairman Nick England said “The launch of PharmXchange delivers a key step in our strategy to enable trade between pharmacies and their suppliers through enhanced PharmX services. We are delighted that several key pharmacy industry suppliers have recognised the opportunity that PharmXchange represents and have joined as commercial partners from pilot launch.”

Transaction details

The PharmXchange platform has been fully developed by PharmX following the acquisition of the Intellectual Property Rights of a cloud hosted software platform known as the AlchemX platform from Alchemy Healthcare Pty Ltd (Alchemy). PharmXchange is the trading name of PharmXchange Pty Ltd, a wholly owned subsidiary of Corum Group Limited.

PharmXchange and Alchemy have entered a revenue share agreement whereby Alchemy receives 10% of all relevant revenue. PharmXchange has an option to acquire the revenue share in accordance with a pre-determined formula. The minimum amount payable under a combination of revenue share and acquisition of the revenue share is \$200,000 and the maximum amount payable is \$1,150,000. The contract has standard termination clauses.

Alchemy is a related party of both Corum and PharmXchange for the purposes of Chapter 2 of the Corporations Act 2001 as they have a common director, Nick England, who did not vote on or participate in the negotiation of the transaction.

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This announcement has been authorised for lodgment by the Board.

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