



Brand guidelines

Version 1.1 July 14th, 2025



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Our history

Pharmx was launched in 2006 with the vision of improving the Pharmacy industry by streamlining invoicing and ordering. Developed as a commitment to providing the pharmacy industry with an e-invoicing platform that all pharmacies and suppliers could use regardless of their technology.

Today, Pharmx is an Australian-owned, publicly listed company that exists at the heart of the pharmacy network, driving growth by connecting the industry, streamlining inventory management and enabling smarter business decisions. It is used by 99% of Australian pharmacies, with a growing presence in New Zealand.

The future

Pharmx is a brand with big ambitions. As a technology business that connects the Pharmacy industry to their supply, we play a critical role in AUNZ healthcare. It's a responsibility we don't take lightly. That's why we're the market leader.

Our vision is to continue to evolve and enhance that experience for all. So we're doubling down on the innovation we bring to the industry; designing a single platform to serve the market better. In doing so, making the Pharmx name synonymous with the convenience, intelligence and confidence needed to deliver exceptional healthcare in a more complex world.

Purpose

OUR ENEMY

Outdated ways

OUR PURPOSE

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

Our mission

To provide the world's best ordering experience for the pharmacy sector.

Audience

**More than just job titles, we target
a type of person, a mindset they share:**

Purpose driven people, looking to make a difference to their communities through their roles in healthcare. Providing service to their customers by building relationships, giving considered advice, treatments and products that reflect the latest in healthcare.

Pharmacy, and to an extent supplying and wholesale, is a relationship game. Ultimately it's why they're in the industry and it's their competitive advantage. Time is considered best spent when it is with customers and in training up their teams. Frustrations arise when all the other things get in the way, especially managing stock and invoicing inefficiencies.

“It’s customer relationships, getting to know people and their families. They know your football team.”

**“Focusing on patients.
Remember every patient’s name.
Create a hospitality like experience.”**

“When shit actually works”

Insight

Pharmacists are striving to provide reassuring care and treatment despite operating in a volatile environment; with stock and ordering the biggest stress of all.

Brand idea

You're in safe hands with the biggest pharmacy ordering platform

We use our scale, and role at the heart of the Pharmacy industry, to bring certainty, confidence and care in everything we do.

We are known and trusted for our reliable technology, our understanding and insight, and approachable team. Because servicing the Pharmacy industry better means a better healthcare system for us all.

What we deliver: the benefits

Confidence

We've been around for nearly 20 years, innovating to improve healthcare. In that time people have come to know that you can truly rely on Pharmx.

Intelligence

We have the longest tenure, broadest data and deepest industry knowledge. We use what we know to empower our partners to achieve better outcomes in their businesses.

Convenience

We are the most prominent, independent, whole-of-market provider, delivering optimal customer outcomes.

Points of difference

The industry's first choice

We have more Pharmacists and Suppliers on our platform than any other. They rely on us everyday. We are their first port of call to better connect with the industry. That makes us the first choice for all.

The most products in one place

We have more products on our platform than any other in the industry. Saving time and energy for all by being the one place to come for the best range.

Direct access to the biggest network

We have designed our technology to fit directly into the existing industry infrastructure and we continue to innovate on it, giving everyone more options to directly access the biggest network in AUNZ.

20 years of making a difference

We've been taking care of the complexities and saving the industry time and money for nearly two decades. We are dedicated to restoring purpose and growing pharmacy businesses across the industry.

Brand personality

Forward-thinking

Pharmx is a pioneering brand, an industry-first. It's in our DNA to look and think ahead. We make sure you feel our innovative, progressive nature when you engage with our brand.

Rock solid

We are hardworking ordering infrastructure, always there for the industry. Our tone and actions reflects this sense of reliability and dependability.

Caring

We demonstrate we share a passion for care with our Pharmacists and Suppliers by being empathetic and warm. Bringing a good dose of humanity to the otherwise cold, techie side of the industry.

Uncomplicated

We are about innovating out inefficiencies. So we make it our mission to always be clear and straightforward. Our communications and experiences are designed to be simple and easy for all.

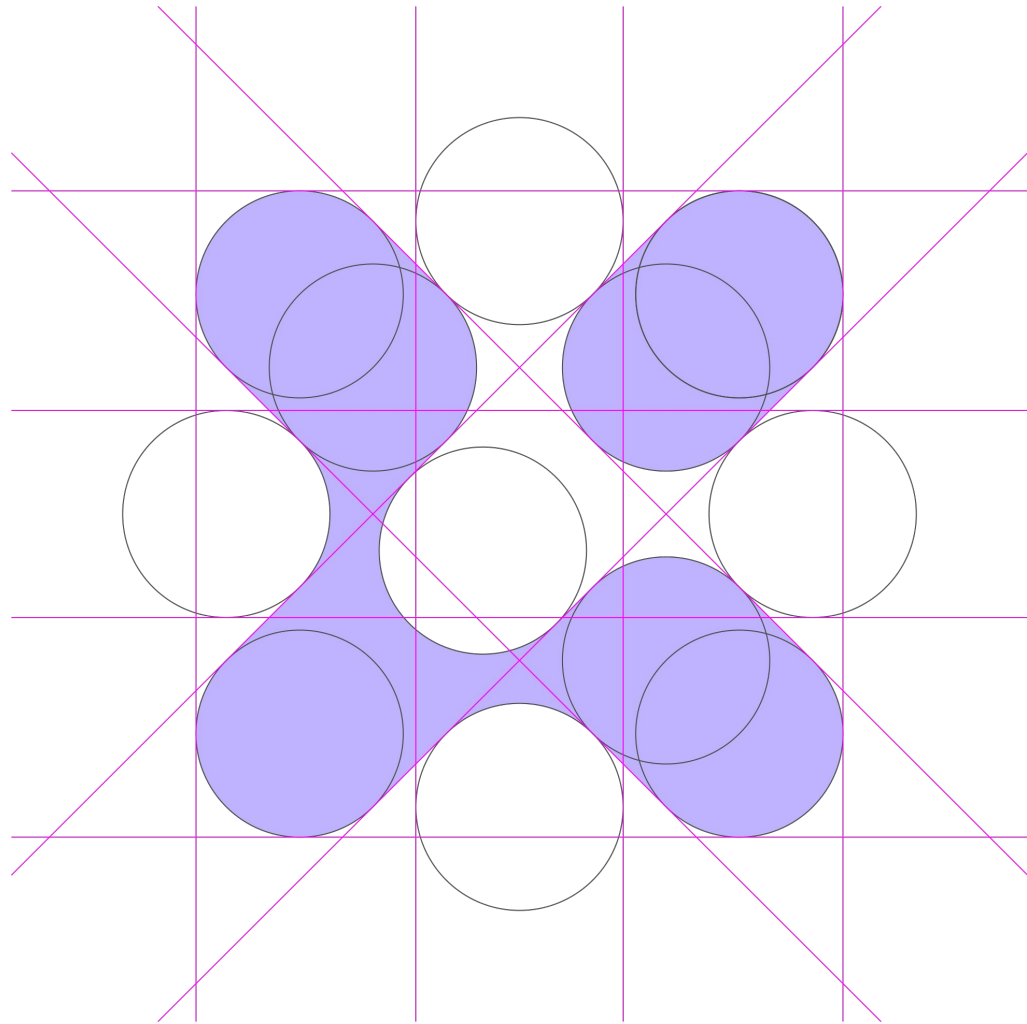
Knowledgeable

We are the market leaders with deep industry expertise. But we don't have to tell you that because it shows in how we speak and behave, passionate about sharing what we know with our partners.

Brand mark

This is our main 'X' logo device. It can be used as a standalone mark, or with the pharmX logotype.

The X has been constructed with a series of interconnected circles as shown here.





Full logo

Our full logo combines the X brand mark with a customised logotype.

As shown here, the logo should have approximately one "X" height and width of clear space on all sides.

pharmx

Black & white logo,
positive and reversed

pharmx

pharmx

Full colour logo,
positive and reversed

pharmx

Core colour palette

Our core colour palette for use in all branded content.

Lavender and dark green should feature as the two main brand colours, and we often use pale tints of these which work well for backgrounds underneath text.

Black and white is more suited to vast areas of body copy or instances where we show supplier's product.

Lavender

#	BFB3FF
RGB	191 179 255
CMYK	28 25 00 00
PMS	942

Pale Lavender

#	E8E3FF
RGB	232 227 255
CMYK	12 10 00 00
PMS	263

Dark Green

#	0A2F1D
RGB	10 47 29
CMYK	79 0 38 82
PMS	5535 C

Pale Green

#	DFF9EC
RGB	223 249 236
CMYK	11 00 09 00
PMS	566

Secondary colour palette

Our secondary colour palette is intended for use in product design and UI, where a broader range of colours are needed for specific purposes.

Violet, mint and teal can be used in brand work, however orange and red should only be used for product/UI.

Purple (Action)

5E2EE5
RGB 94 46 229
CMYK 80 78 00 00
PMS VIOLET

Mint (Discovery)

66FFCC
RGB 102 255 204
CMYK 45 00 35 00
PMS 3385

Teal (Success)

115649
RGB 17 86 73
PMS 3305

Orange (Warning)

FF9F57
RGB 255 159 87

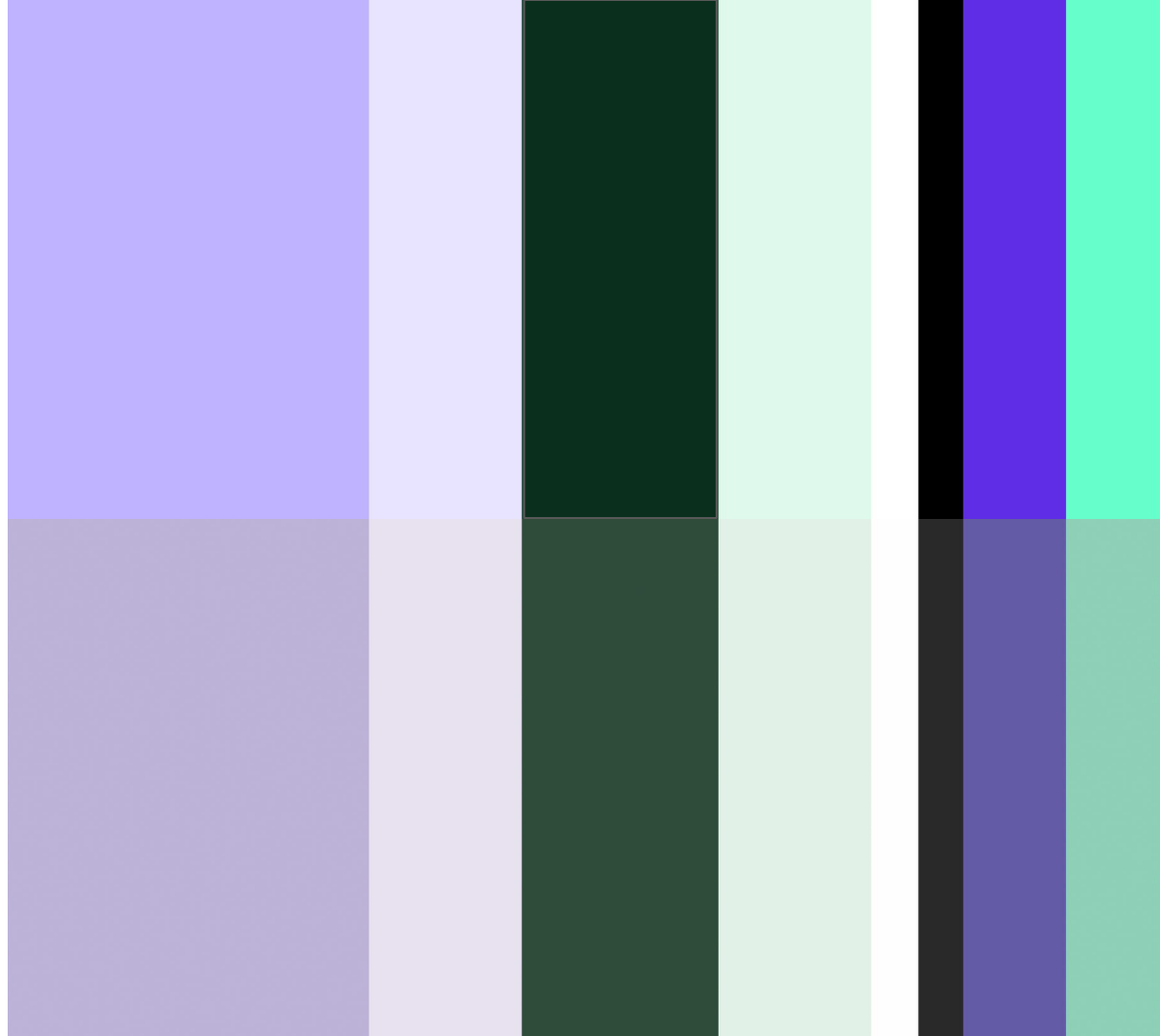
Red (Danger)

AE1919
RGB 174 25 25

RGB vs CMYK For print

The swatches on the bottom half simulate CMYK printing. As you can see they're significantly duller, this is due to the nature of 4 colour (AKA full colour) printing.

For best results it is advisable to print with Pantone inks (AKA spot colour) where possible.



Typography

Our type size hierarchy is generally informed by the golden ratio 1.618. For example, if our body copy is 10pt, our subheading will be 10×1.618 (rounded to nearest pt size) = 16.

Headlines

Are set in Golos Text Medium, self leaded, meaning 60pt text will also have 60pt line spacing. Letter spacing is set to -25 in Adobe apps.

Subheadings

Golos Text Bold, -15 letter spacing

Body Copy

Inter Regular

AaBbCc
012345,.

Headlines set in Golos Text Medium

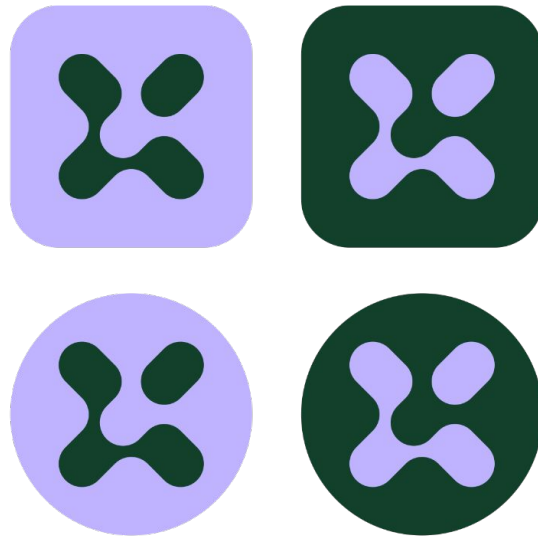
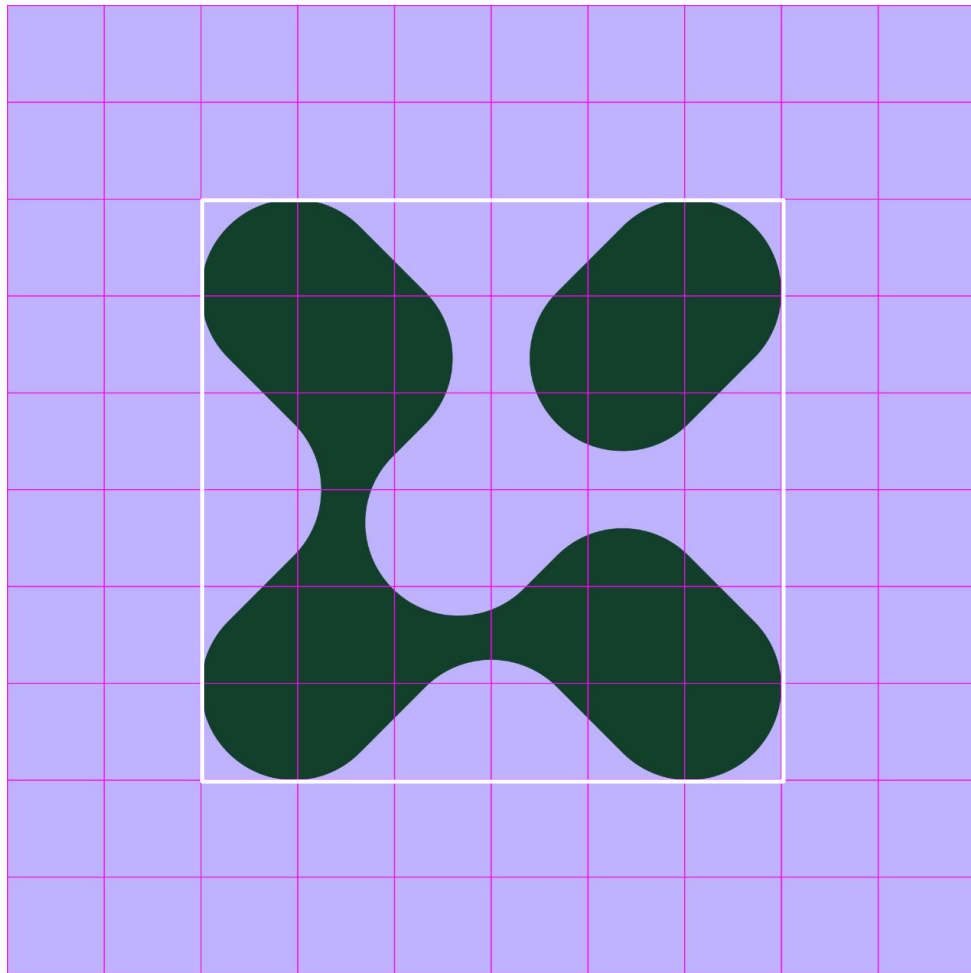
**Subheadings are set in Golos Text Bold,
body copy is Inter Regular**

Lorem ipsum odor amet, consectetur adipiscing elit. Lobortis elit nullam justo, enim in est. Dictumst aenean sodales ac cursus fusce eu accumsan aliquet. Sit gravida ac; maximus sodales maecenas nascetur mi elementum. Semper nam curabitur lobortis nisi scelerisque porttitor erat sodales. Leo sociosqu pellentesque nullam torquent tellus malesuada lacus pulvinar. Etiam suspendisse montes mollis consectetur nisi consequat rutrum nec.

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Imperdiet mi accumsan; curabitur fusce penatibus taciti luctus nunc. Mattis lobortis pellentesque mi morbi finibus fusce lacinia. Conubia viverra nascetur maximus; sapien sagittis eros. Commodoadipiscing dictum montes venenatis pellentesque pretium donec donec. Suspendisse a justo placerat porttitor primis vehicula hac semper. Hac hac sit vitae justo velit ornare metus eleifend metus.

Curae habitant nunc lobortis porttitor sollicitudin aenean nec ridiculus. Egestas dignissim cursus eros netus nec eu vulputate ante. Volutpat hac ultricies sem dui, vitae eleifend parturient. Donec magna nibh neque tortor tellus lorem nam. Quisque mi commodo cras, porttitor scelerisque sollicitudin. Ex sem cras pharetra morbi dui hendrerit. Hendrerit a ligula scelerisque non vivamus purus orci dis augue. Tristique tellus pulvinar faucibus ullamcorper ultrices ac massa per.



User profiles

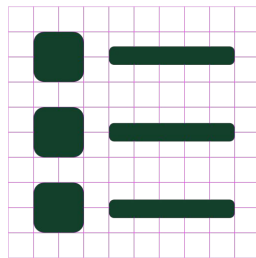
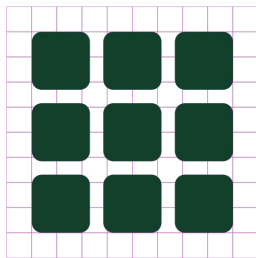
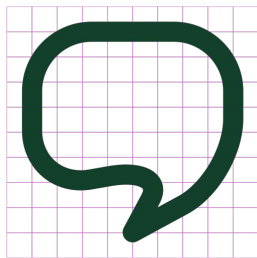
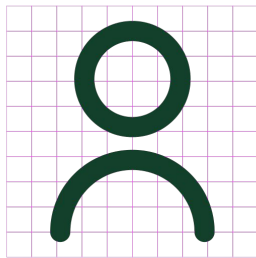
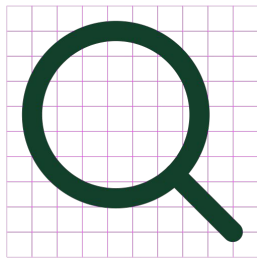
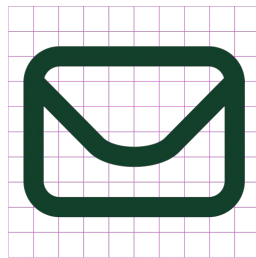
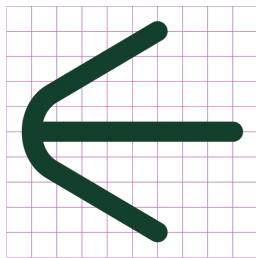
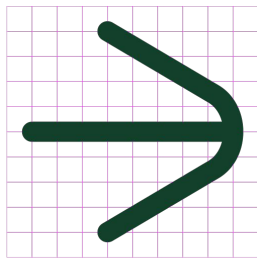
To ensure consistency across various platforms, our user profile icon has been created with a 10×10 unit grid, with the brand mark centered within the inner 6 units – this gives scale and provides enough negative space to accommodate various corner radii; from square through to circle.

Icons

Our icons are as concise and uncomplicated as possible.

Remember, an icon is like a joke. If it needs an explanation, it's not a good icon.

They have been created from a 10×10 grid, with a consistently weighted keyline.



Photography

Whilst we don't currently use much photography in our brand work, this is something to explore further in the future.

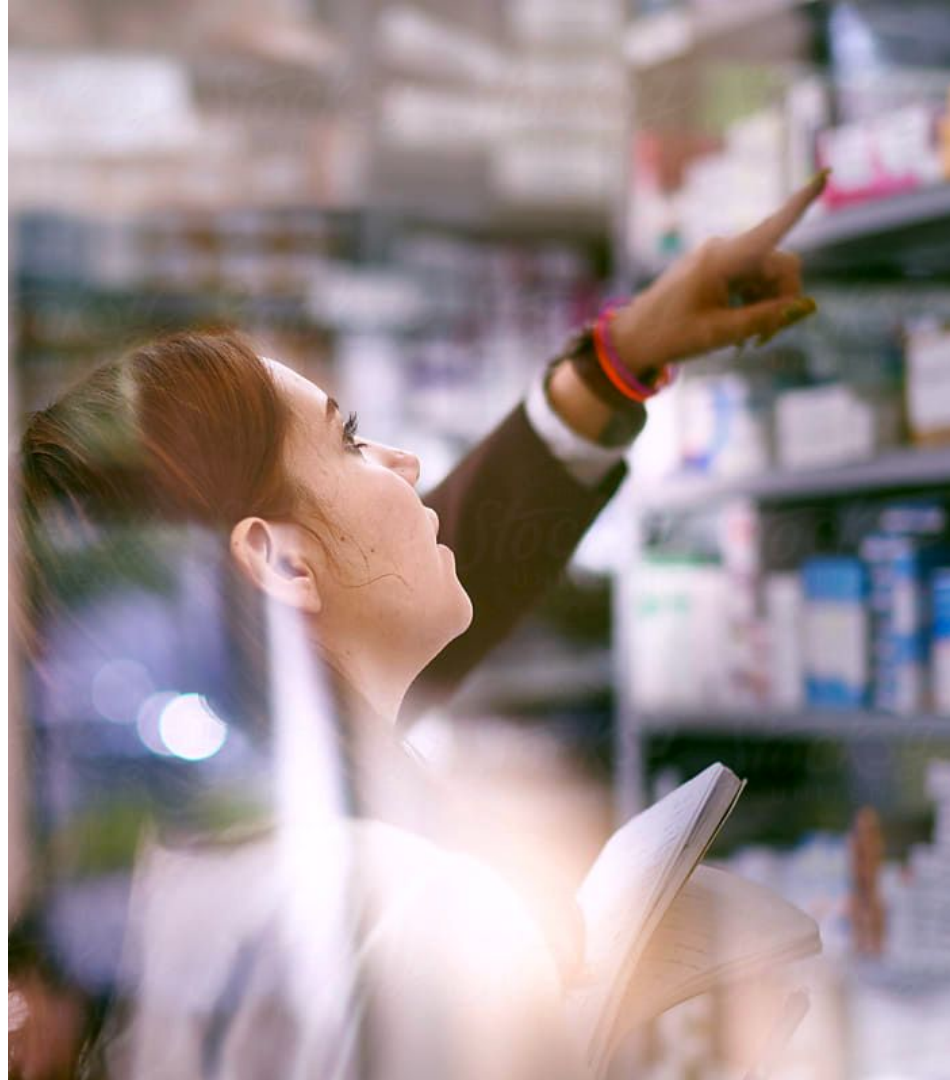
When searching for photography, we should find images that feel natural and not too staged or posed.

And to make them feel more ownable to us, we've created a grade that's designed to work with our brand colour palette.

The image pictured here can be licenced [here](#), along with other conceptually similar images [here](#).

Finally, when selecting images, ensure a diverse range of gender, ethnicity and age.

Please note, the following images are indicative only, no licenses have currently been purchased.



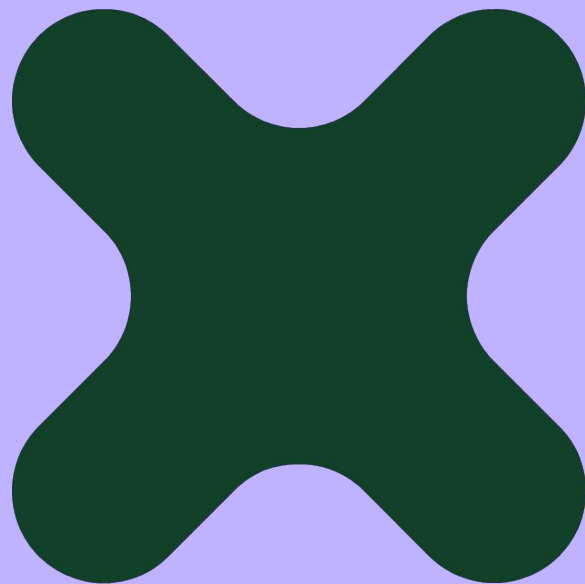


These images have been graded, with purple added to midtones and highlights, green added to shadows.

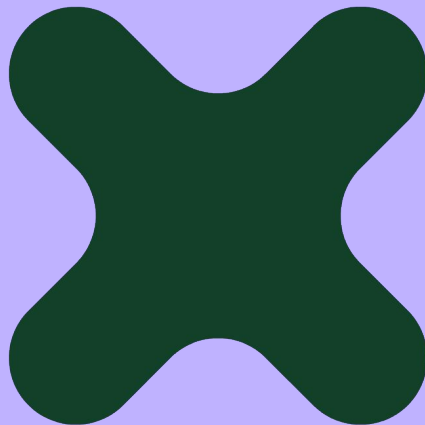
Animation

Animations should be as fluid and dynamic as the identity itself.

This version is a simple, rotating loop of our brand mark, that could be used for a loading screen.



This animation builds out from an empty space and loops back and forth.

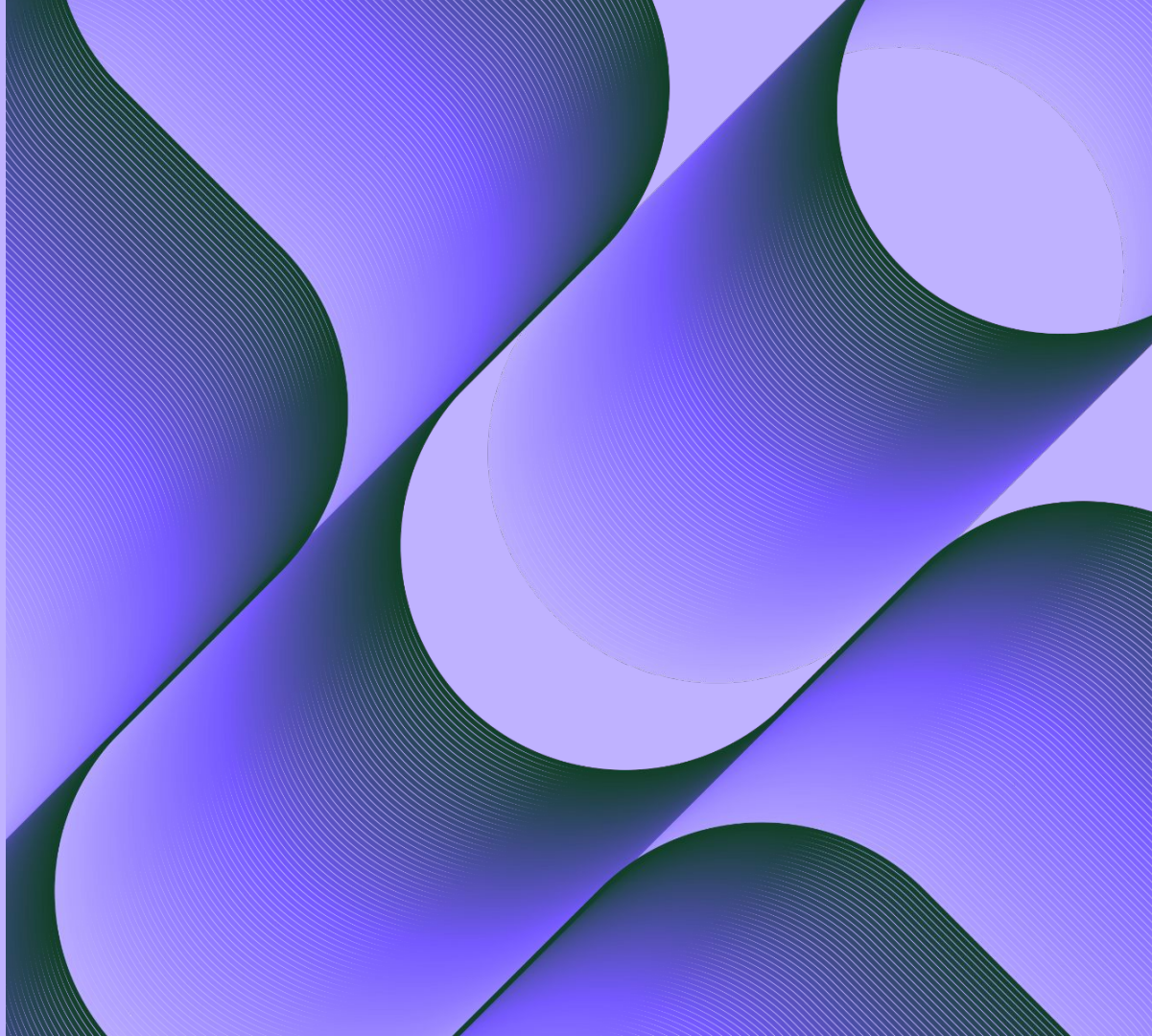


Full logo animation

Pattern

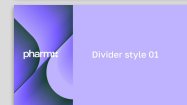
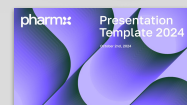
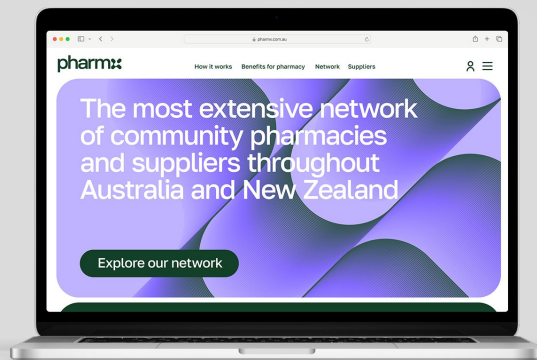
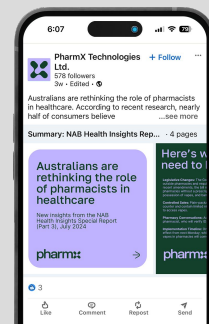
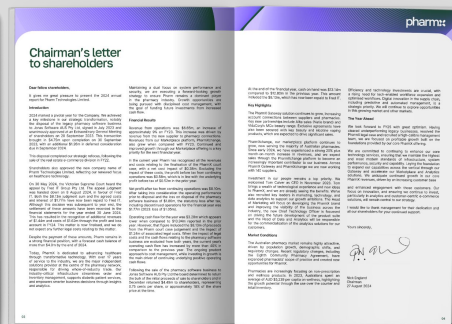
For texture and dimension, we have created a pattern from our brand mark, consisting of blended outlines in our brand colours.

Our pattern can be cropped and scaled in different ways to give various layout options which can be seen in the following pages.

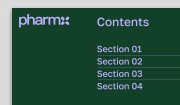


Layout examples

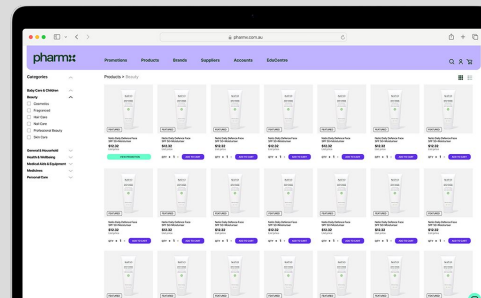
The following layouts are indicative suggestions, not intended as final artwork.



Key figures			
\$6.7m	\$1.8m	0.9m	3.2m
Revenue	Profit	Cost	Loss
▲ 15% vs FY23	▲ 10% vs FY23	▲ 10% vs FY23	▲ 15% vs FY23
\$6.25m	\$4.49m	+20%	99%
Revenue	Profit	Margin	Loss



Established	Exclusive network	Independent
Advanced technology	Emerging solutions	Unlimited insights



Chairman's letter
to shareholders

Dear fellow shareholders,

It gives me great pleasure to present the 2024 annual report for Pharm Technologies Limited.

Introduction

2024 marked a pivotal year for the Company. We achieved a key milestone in our strategic transformation, notably the disposal of the legacy pharmacy software business to Jonas Software AUS Pty Ltd, signed in July 2023 and unanimously approved at an Extraordinary General Meeting of shareholders on 20 September 2023. This transaction brought in \$4.5m upon completion on 30 September 2023, with an additional \$1.0m in deferred consideration due in September 2024.

This disposal completed our strategic refocus, following the sale of the real estate e-commerce division in FY22.

Shareholders also approved the new company name of Pharm Technologies Limited, reflecting our renewed focus on healthcare technology.

On 30 May 2024, the Victorian Supreme Court heard the appeal by Fred IT Group Pty Ltd. The appeal judgment was handed down on 8 August 2024, in favour of Fred IT. Both the \$8.12m judgment sum and the agreed costs and interest of \$1.77m have now been repaid to Fred IT. Although this decision was subsequent to year end, the settlement of these amounts have been recorded in the financial statements for the year ended 30 June 2024. This has resulted in the recognition of additional revenues of \$1.44m and costs of \$1.62m through the profit and loss account in FY24. This matter is now finalised, and we do not expect any further legal costs relating to this matter.

Despite the payment of these amounts, Pharm remains in a strong financial position, with a forecast cash balance of more than \$4.0m by the end of 2024.

Today, PharmX is dedicated to advancing healthcare through transformative technology. With over 17 years of service to the industry, we are the major independent solutions provider at the centre of the pharmacy network, responsible for driving whole-of-industry trials. Our industry-critical infrastructure streamlines order and inventory management, supports diabetic patient services, and empowers smarter business decisions through insights and analytics.

Maintaining a dual focus on system performance and security, we are executing a forward-looking growth strategy to ensure Pharm remains a dominant player in the pharmacy industry. Growth opportunities are being pursued with disciplined cost management, with the goal of funding future investments from increased cash flow.

Financial Results

Revenue from operations was \$6.65m, an increase of approximately 8% on FY23. This increase was driven by revenue from the new supplier to pharmacy connections. Revenues from our Marketplace platform, PharmXchange, also grew when compared with FY23. Continued and improved growth through our Marketplace offering is a key priority for the next financial year.

In the current year Pharm has recognised all the revenues and costs relating to the finalisation of the PharmX court case, with a net cost impact of \$0.35m. Excluding the impact of these costs, the profit before tax from continuing operations was \$0.58m, which is in line with the underlying profit before tax of \$0.52m in the prior year.

Net profit after tax from continuing operations was \$0.10m. After taking into consideration the operating performance prior to disposal and the loss on disposal of the pharmacy software business of \$1.66m, the statutory loss after tax, including discontinued operations for the financial year was \$1.77m (2023: loss of \$1.05m).

Operating cash flow for the year was \$3.20m which appears lower when compared to \$10.94m reported in the prior year. However, that figure included the \$8.13m of proceeds from the Pharm court case judgement and the impact of \$1.24m of associated legal costs. When the impact of legal costs and the cash flows relating to the pharmacy software business are excluded from both years, the current year's operating cash flow has increased by more than 40% in comparison to the previous year. The ongoing prudent approach to cost management, while investing in growth is the main driver of continuing underlying positive operating cash flows.

Following the sale of the pharmacy software business to Jonas Software AUS Pty Ltd the board determined to return the bulk of the initial proceeds of sale to shareholders and in December returned \$4.4-4.6m to shareholders, representing 0.75 cents per share, or approximately 18% of the share price at the time.

At the end of the financial year, cash on hand was \$13.14m compared to \$12.80m in the previous year. This amount included the \$8.13m, which has now been repaid to Fred IT.

Key Highlights

The PharmX Gateway solution continues to grow, increasing account connections between suppliers and pharmacies. Key new partnerships include Alta sales (Nasio brand) and Viscorphy MCO beauty range. Exclusive agreements have also been secured with key beauty and nicotine vaping products, which are expected to drive significant sales.

PharmXchange, our marketplace platform continues to grow, now serving the majority of Australian pharmacies. Since early 2024, we have experienced a strong 20% plus month-on-month increase in revenues, and we expect sales through the PharmXchange platform to become an increasingly important contributor to our business. Across PharmX Gateway and PharmXchange we are now working with 140 suppliers.

Investment in our people remains a top priority. We welcomed Tom Culver as CEO in November 2023. Tom brings a wealth of technological experience and new ideas to PharmX, and we are already seeing the benefits. We've also recruited key leaders in marketing, technology, and data analytics to support our growth ambitions. The Head of Marketing will focus on developing the PharmX brand and improving the visibility of the business across the industry, the new Chief Technology Officer is focussed on driving the future development of the product suite and the Head of Data and Analytics will be responsible for the commercialisation of the analytics solutions for our customers.

Market Conditions

The Australian pharmacy market remains highly attractive, driven by population growth, demographic shifts, and regulatory changes. Recent regulatory changes, including the Eighth Community Pharmacy Agreement, have expanded pharmacists' scope of practice and created new opportunities for PharmX.

Pharmacies are increasingly focusing on non-prescription and wellness products. In 2023, Australians spent an average of AUD \$5,239 per capita on wellness, highlighting the growth potential through the use over the counter and retail inventory.

Efficiency and technology investments are crucial, with a rising need for tech-enabled workforce expansion and optimised workflows. Digital innovation in the supply chain, including predictive and automated management, is a strategic priority. We will continue to explore opportunities in this growing market and other markets.

The Year Ahead


We look forward to FY25 with great optimism. Having cleared underperforming legacy businesses, resolved the PharmX legal case and recruited a high-calibre management team, we are focused on profitable growth built on the foundations provided by our core PharmX offering.

We are committed to continuing to enhance our core technology services, ensuring that we maintain the highest and most modern standards of infrastructure, system performance, security and capability. Laying the foundation to expand our capabilities across the vertical through our Gateway and accelerate our Marketplace and Analytics solutions. We anticipate continued growth in our core PharmX revenues, driven by an increasing customer base

and enhanced engagement with those customers. Our focus on innovation, and ensuring we continue to invest, particularly in analytics and customer-centric e-commerce solutions, will remain central to our strategy.

I would like to thank management for their dedication and all our shareholders for your continued support.

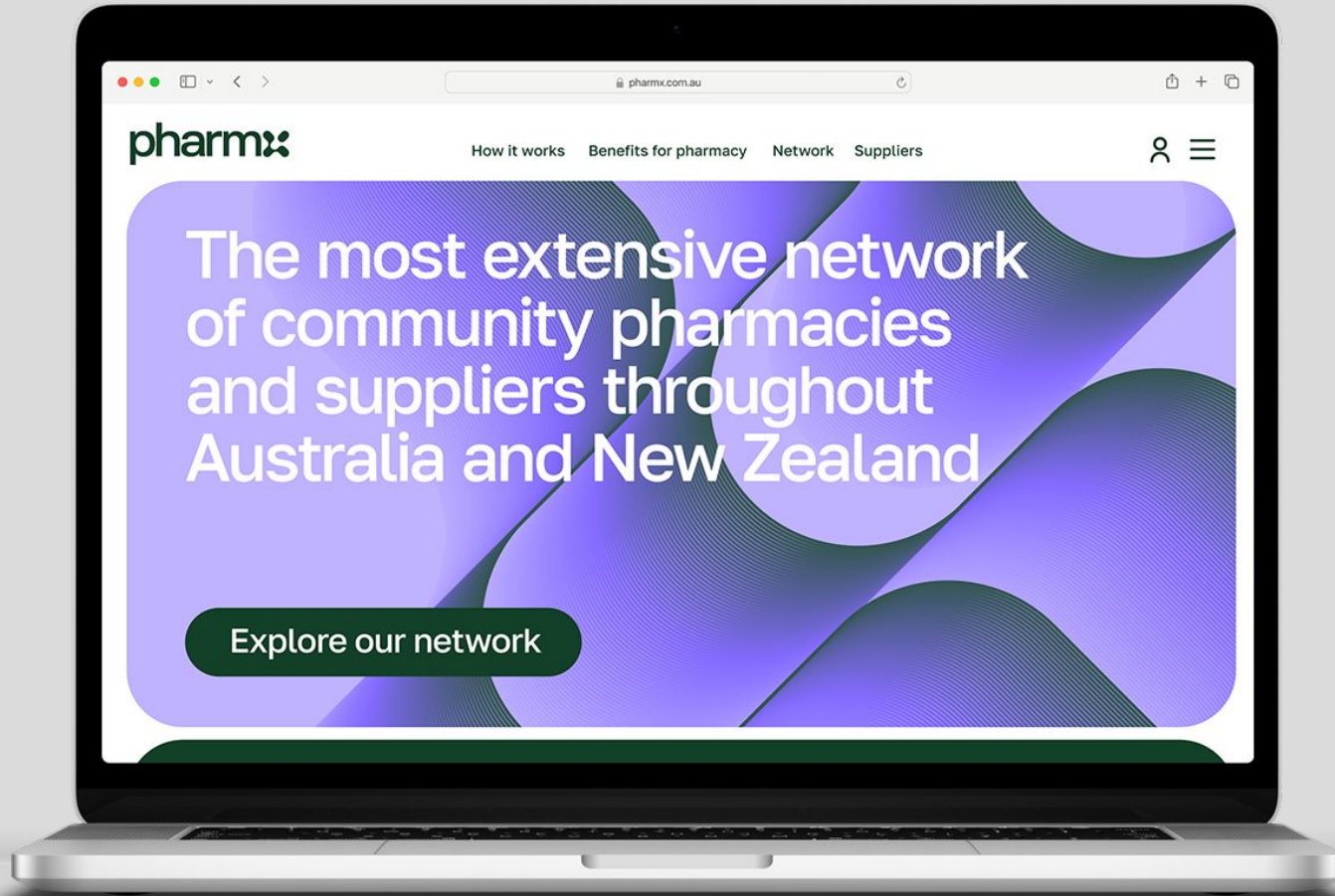
Yours sincerely,



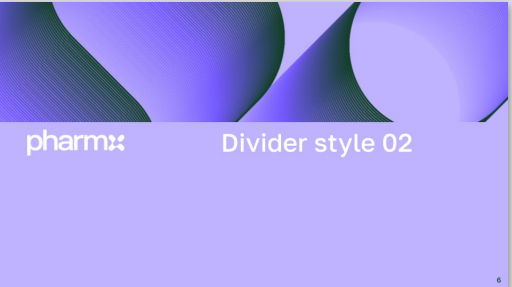
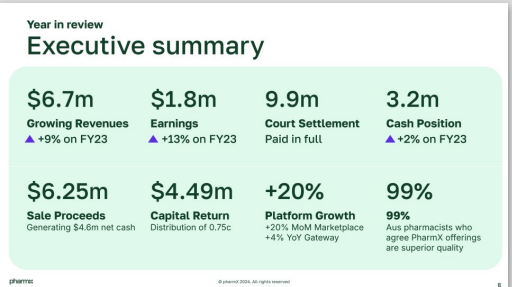
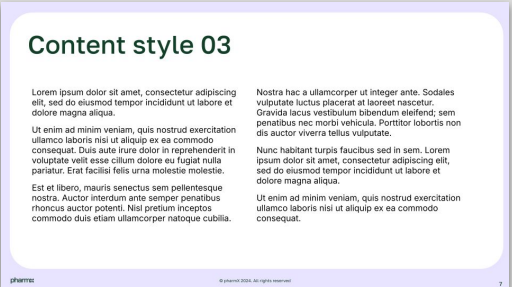
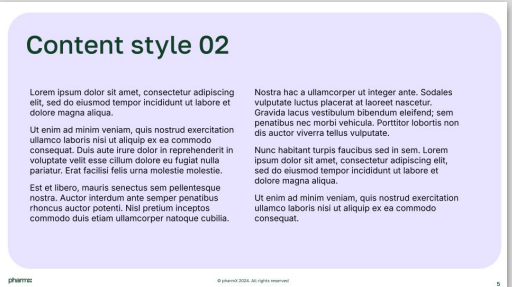
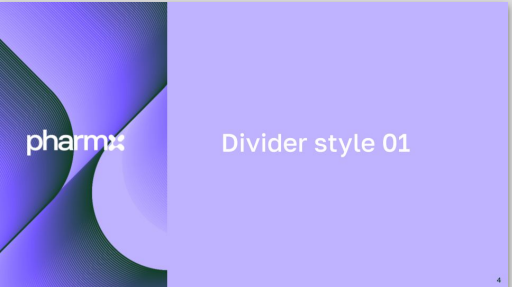
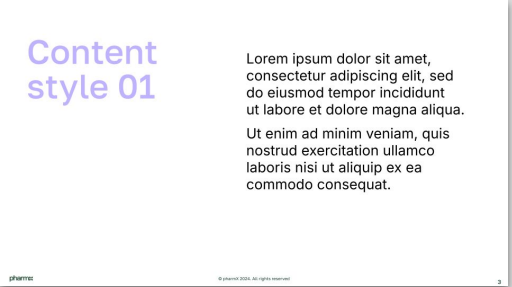
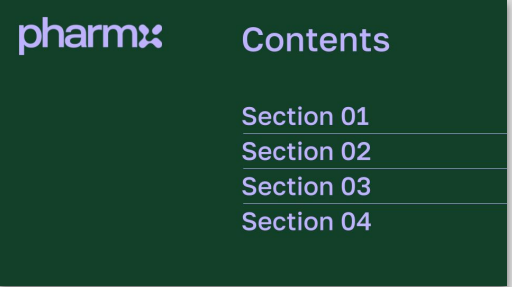
Nick England
Chairman
27 August 2024



Annual report cover,
electronic version



Homepage layout



Presentation template



6:07



PharmX Technologies + Follow

Ltd.

578 followers

3w • Edited •

Australians are rethinking the role of pharmacists in healthcare. According to recent research, nearly half of consumers believe ...see more

Summary: NAB Health Insights Rep... · 4 pages

Australians are rethinking the role of pharmacists in healthcare

New insights from the NAB Health Insights Special Report (Part 3), July 2024

pharmx



Here's what you need to know:

Legislative Changes: The Government's bill initially aimed to ban vape sales outside pharmacies and required a prescription for purchase. With the recent amendments, the bill now allows adults to buy vapes from pharmacies without a prescription, excludes criminal charges for personal possession of vapes, and bans non-pharmacy retailers from selling vapes.

Controlled Sales: Plain-packaged, regulated vapes will be stored behind the counter and contain limited nicotine. Under-18s will still need a prescription to access vapes.

Pharmacy Conversations: Adults will discuss their purchase with a pharmacist, who will verify ID, explain health risks, and suggest alternatives.

Implementation Timeline: Once passed, the legislation is due to come into effect from next Monday, while the amendments changing adult access to vapes in pharmacies will come into effect in October.

pharmx

pharmx.com.au

Alternate layout 1
(easier to read)

Here's what you need to know:

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pharmx

pharmx.com.au

Alternate layout 2
(less copy)

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Legislative Changes: The Government's bill initially aimed to ban vape sales outside pharmacies and required a prescription for purchase. With the recent amendments, the bill now allows adults to buy vapes from pharmacies without a prescription, excludes criminal charges for personal possession of vapes, and bans non-pharmacy retailers from selling vapes.

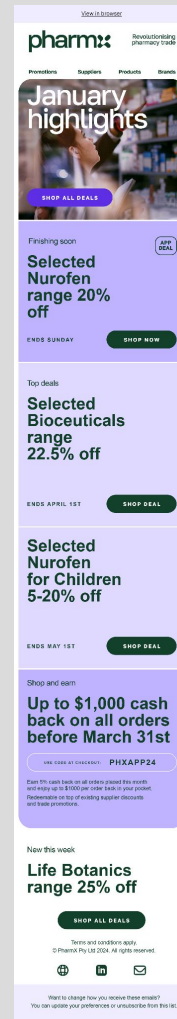
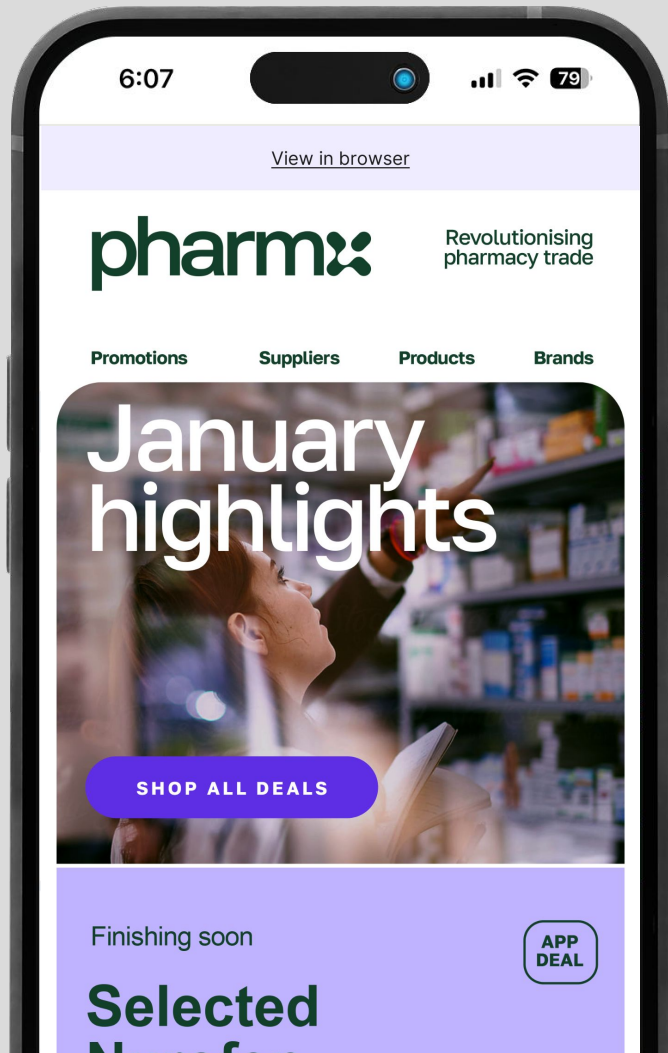
Controlled Sales: Plain-packaged, regulated vapes will be stored behind the counter and contain limited nicotine. Under-18s will still need a prescription to access vapes.

Pharmacy Conversations: Adults will discuss their purchase with a pharmacist, who will verify ID, explain health risks, and suggest alternatives.

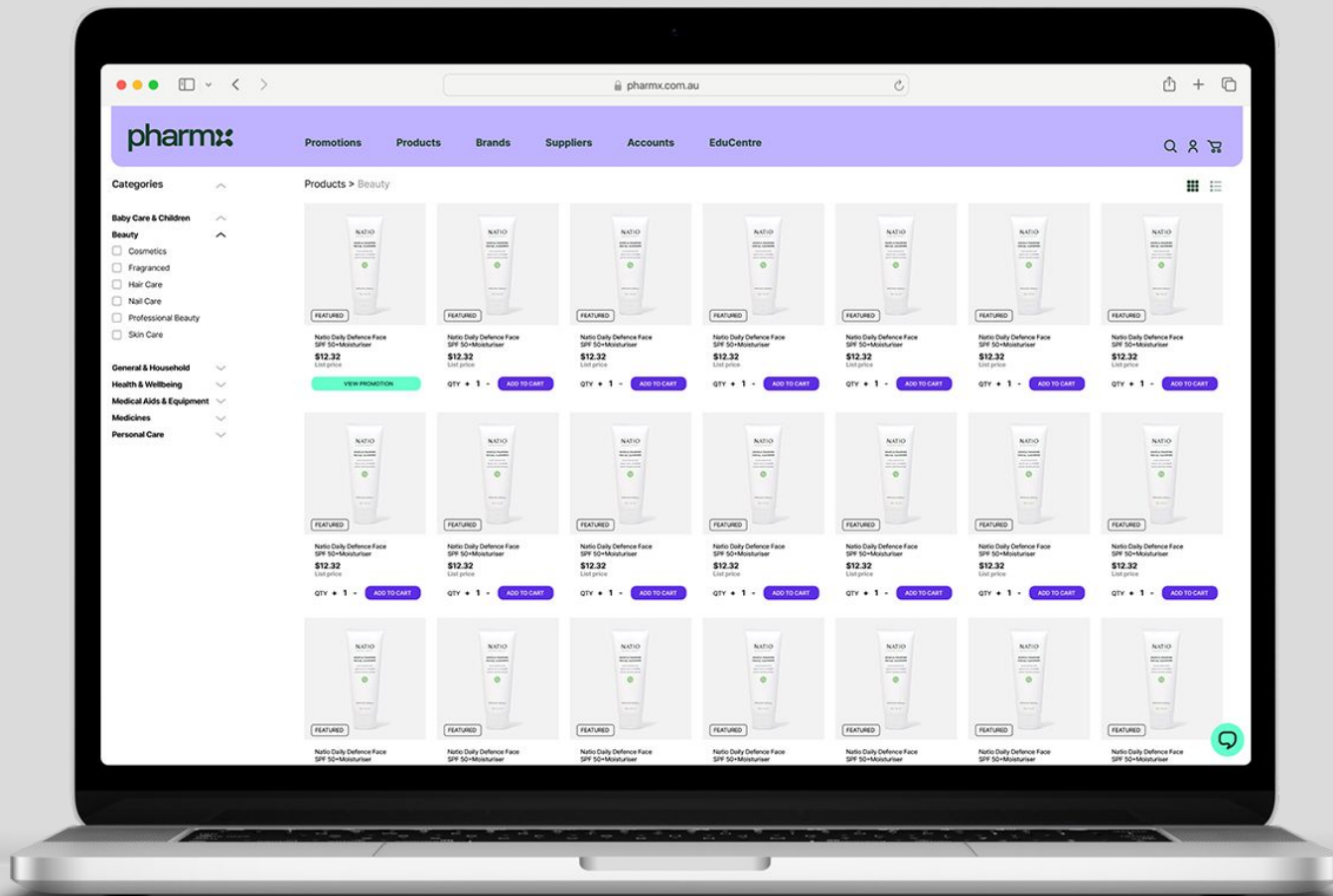
pharmx

pharmx.com.au

Social content
(LinkedIn post)



Email



Product page

Merch



Our purpose (our why):

To make a difference to healthcare by reimaging how the industry connects

Our mission (how):

To provide the world's best ordering experience for the pharmacy sector

Brand idea:

You're in safe hands with the biggest pharmacy ordering platform

What we deliver (customer benefits):

Confidence

Intelligence

Convenience

How we uniquely deliver it (points of difference):

**Industry's first
choice**

**Most products
in one place**

**Direct access to the
biggest network**

**20 years of making
a difference**

Emotional benefits (how we make people feel)

More closely connected

Like they've won the time lottery

How we come across (tone/personality)

Forward-thinking

Uncomplicated

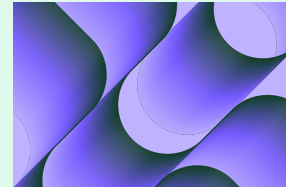
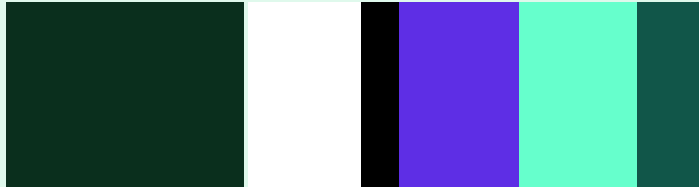
Rock Solid

Knowledgeable

Caring

How people recognise us (brand assets)

pharmx



Overarching insight:

Pharmacists are striving to provide reassuring care and treatment despite operating in a volatile environment; with stock and ordering the biggest stress of all

Consumer takeout:

Pharmx is the first and best choice for all things ordering

Elevator Pitch

For Pharmacists and Suppliers who are looking to make a difference to their businesses and communities, Pharmx is always there with the most seamless multi-channel ordering experience.

Unlike other platforms we use our leadership position and scale to bring unmatched confidence, intelligence and convenience to our customers.

We are distinct in the category because we are forward-thinking but always uncomplicated, rock solid, knowledgeable and caring. We go out of our way to make a difference to healthcare by reimagining how the industry connects.

