

We have invested in reinvigorating the Amcal and Discount Drug Stores brands enabling us to demonstrate a clear value proposition for franchise members and customers and is leading to a return to growth for these brands.

Amcal and Discount Drug Stores – Transformation delivering momentum

Over the past 12 months we have made significant progress in reinvigorating the Amcal and Discount Drug Stores brands and re-setting the brand proposition for both pharmacists and customers.

Through accessing the expertise and execution capability of our expanded Sigma team, Amcal and DDS franchisees are now benefitting from stronger retail execution, strategic investment, improved supplier confidence, and a renewed customer proposition.

This focus has reversed historical declining trends across some key categories to now deliver growth. This was evident across the vitamins category, cosmetics and skincare range.

Additionally, we successfully introduced strategic exclusive brands including Wagner, Microgenics and INC Sports Nutrition, and provided greater access and pricing to our franchisees and customers across a broad range of fragrances.

We are supporting the brands through investment in marketing and retail services, including integrated national campaigns across television, digital, social, print and catalogues. We have also backed Amcal's own TV program, *Gen Well*, which combines wellness experiences with practical, trusted advice from Amcal Pharmacists, empowering viewers to rethink their approach to health.

During the year, we completed the conversion of all 25 My Chemist stores to the Amcal and Discount Drug Stores brands, while also undertaking 31 complete store fit outs and brand refreshes where required.

We also developed new scalable store formats to provide a model that can fit different circumstances and locations, including shopping centres. This has seen the introduction of the Ultra Beauty offering to some Amcal stores, providing franchisees a point of difference and expanded services and product ranges for customers.

Pleasingly, the reinvigoration of our brands is being recognised. The independent Advantage Insights Report highlighted improvements in retail capability and execution, leadership engagement, our collaboration with partners, and recorded a strong net satisfaction score from suppliers.





For You. For Life.

Amcal supports your health and wellbeing journey: to feel well and stay well.

Amcal has been built over 87 years of trusted Pharmacist care, supporting Australians at every age and every life stage – helping you feel well today and stay well for the future. Amcal Pharmacists offer expert advice and practical guidance, whether you're responding to a health concern or proactively managing your wellbeing.

Long term franchise network target

~300

Currently 184



Discount Drug Stores

More than just low prices

Discount Drug Stores is your neighbourhood discount pharmacy making health fun.

At Discount Drug Stores you can count on great prices, a wide range of products you know and love, with Pharmacist expertise and advice – on your terms. Discount Drug Stores makes health that little bit more interesting, wellbeing more exciting and will guide you with advice that you are more likely to embrace to best support yourself and your family.

Long term franchise network target

~150

Currently 86