

Pharmx: First choice for pharmacy ordering

Pharmx is the most reliable, integrated ordering platform, used by 99% of pharmacies nationwide. We connect pharmacies and suppliers—and all those in between—to help them do more, in less time.

Request demo

Trusted By



Faster, smarter ordering is just the beginning

Pharmx helps you connect, collaborate and grow within the pharmacy network. Our platform ensures fast and error-free ordering, giving pharmacies more time to focus on their customers. For suppliers, we open doors to new business and help build lasting loyalty. With our Gateway, Marketplace and Analytics solutions, we deliver seamless connectivity, streamlined operations, and valuable insights. Join Pharmx to save time, grow sales, and be a part of to the biggest pharmacy network in ANZ.

Join Pharmx today

Get to know Pharmx

For Pharmacies For Suppliers

For Pharmacies

Reliable, time-saving tech

Pharmx equips pharmacies with a convenient, multi-access ordering platform through our Gateway and Marketplace solutions. We offer point-of-sale integration, e-invoice automation, and over 80,000 products to service your ordering needs.



Pharmacies' First Choice
Join the 99% of Australian pharmacies who rely on Pharmx every day.



The Largest Network
Enjoy streamlined multi-supplier ordering from a vast and growing network.



More Products, More Reliable
Order more products faster, with seamless integration with all major POS vendors.



New Pharmacy Portal
Your central hub for orders, invoices & supplier connections – set up your free account today.

Learn more about our solutions

Explore Pharmacy Portal



The most extensive network

Pharmx maintains the industry's leading network of pharmacy, supplier, government, and technology partners. We're excited to welcome you into our powerful partner network.

Learn more



Real stories, real impact



Before Pharmx, we were processing Blackmores invoices manually, and there was always a risk a changed net cost price might not be updated in our point of sale. With Pharmx, we now have accurate cost prices for Blackmores products and can accurately and reliably track our net margin for their entire range. Pharmx helped us improve our net margin by 5%.

Simon Greville
Owner, Carlingford North Pharmacy



Since our partnership began, Pharmx has enabled millions of dollars in MCo orders across just a selection of pharmacy stores, growing each week. This partnership has unlocked an important market, allowing us to reach a broader customer base and generate strong sales. Pharmx has been invaluable in supporting our growth and helping us achieve our commercial goals.

Sandy Mellis
CEO, VidaCorp



Before Pharmx, inventory management was a rigorous and grueling affair, requiring many hours of patient typing. I've been a customer of Pharmx since 2006, and they have been a great partner throughout my pharmacy career. They ensure our order information gets to where it needs to be, and the data is sent back into our POS system. Pharmx makes so many complexities simple. I couldn't imagine doing business without them.

Robert Sztar
Founder & Chief Pharmacist, Scripts for You



Spend more time where it matters

Pharmx offers the most reliable, multi-channel ordering experience. With our industry-leading scale and expertise, we deliver confidence and convenience by reducing admin, eliminating errors, and connecting you to ANZ's largest pharmacy network.

Get started today

Common questions, answered in advance



What is Pharmx?

Pharmx is Australia's leading pharmacy ordering network, trusted by 99% of pharmacies nationwide and expanding rapidly in New Zealand. We deliver seamless ordering solutions (across EDI and e-commerce) and advanced analytics, facilitating over \$20 billion in transactions and access to 80,000 products annually.

By connecting pharmacies with major and emerging wholesalers, suppliers, technology vendors, and government agencies, Pharmx creates a trusted, efficient ecosystem that benefits the entire pharmacy industry.

What solutions does Pharmx offer to support pharmacies and suppliers?

+

What is Pharmx Analytics and how does it benefit pharmacies and suppliers?

+

How much does Pharmx cost?

+

How does Pharmx ensure performance, reliability, and data security?

+

Get in touch

For any general enquiries

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Get back to putting customers first

Spend less time behind the screen and more in front of customers, with reliable, time-saving tech used by 99% of Australian pharmacies.

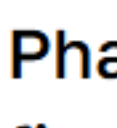
Request demo



Reliable, time-saving tech

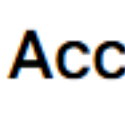
Access the largest network of suppliers across ANZ through Pharmx's multi-channel ordering platform, including our Gateway and Marketplace solutions.

Get started today



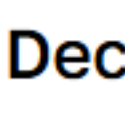
Pharmacies' first choice

Access the largest network of suppliers across ANZ through Pharmx's multi-channel ordering platform, including our Gateway and Marketplace solutions.



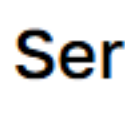
Access 80,000+ products

Tap into a vast and growing network of suppliers and gain streamlined, multi-supplier streamlined, multi-supplier ordering capability.



Decades of pharmacy support

Our time-saving, cost-minimising technology has handled complex industry needs for almost 20 years.



Services offered at no charge

The Pharmx commercial model is based on supplier partnership fees, enabling us to focus on supporting your purpose and growth.

One login, one checkout with

Stocking up just got simple – with stock availability, clear minimum order values and personalised pricing that reflects your negotiated terms. Compare, click and complete your ordering, all on the new Marketplace from Pharmx.

- The biggest range of pharmacy essentials** – Access 40k+ products covering over 80% of your range – including the full ParagonCare (CH2) range
- Smart tools for confident ordering** – Get instant stock availability and re-order in seconds, with invoices sent straight to your POS
- Get the best price, every time** – Access the best promos in one place (including turnover deals) and pay according to your negotiated terms

Get started now



Fast, reliable POS ordering with Pharmx Gateway

The Pharmx Gateway uses EDI technology to connect you directly to suppliers via your POS system. Place orders, automate invoices, and exchange information in record time.

- Time and cost savings** – speed up ordering and lower admin costs by minimising manual workload.
- Peace of mind** – eliminate errors through automation, while knowing all information is secure and compliant.
- Set up a free account on the Pharmacy Portal** – The new portal helps you get the most from the Pharmx Gateway — explore suppliers, track spend, view order history and manage connections with ease.

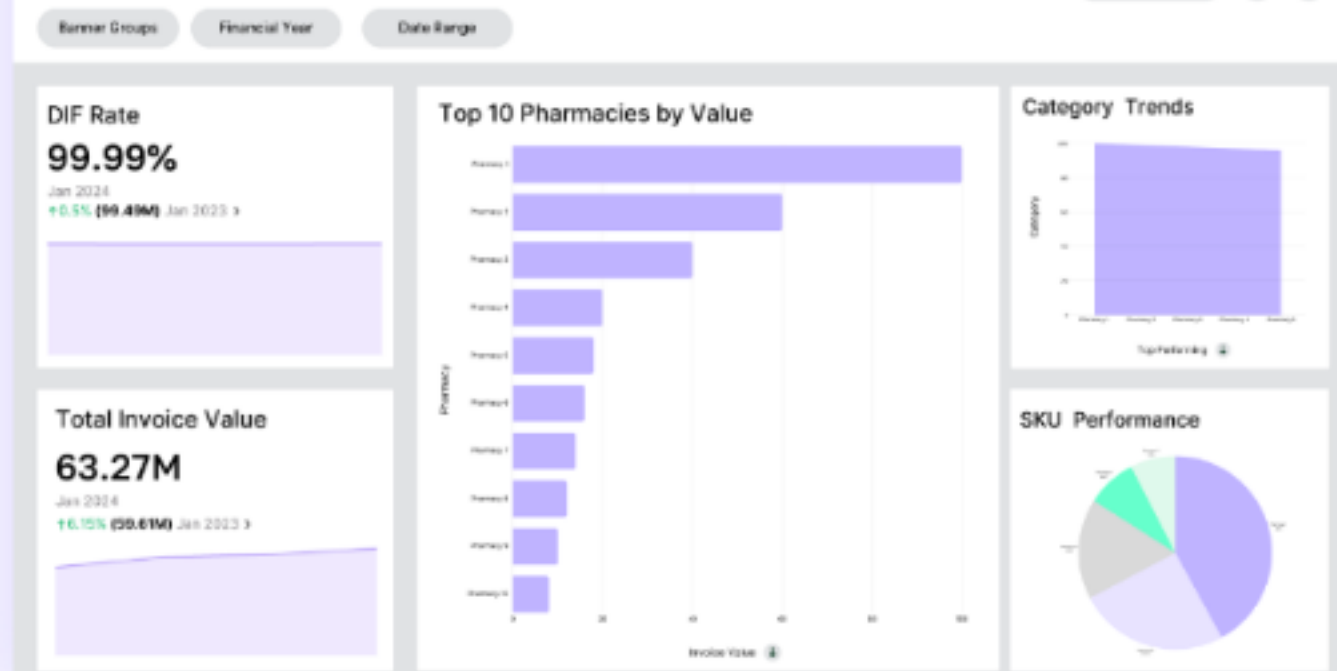
Get started today

Boost pharmacy performance with

Pharmx Analytics delivers powerful insights to help you optimise inventory, evaluate supplier performance, and make more informed decisions, helping you to unlock your pharmacy's full potential.

- Clear supplier performance data** – unlock comprehensive supplier insights. See detailed data across delivered-in-full (DIF) performance, discount rates, and SKU-level spending to better understand how suppliers support your success.
- AI-powered simplicity** – effortlessly analyse data with a simple, intuitive platform. Use natural language to ask questions and get clear, concise answers—with no prompting or coding experience needed.
- Enhanced sales outcomes** – increase sales with actionable, data-driven insights. Use Pharmx's rich data and predictive analytics to identify purchasing behaviours, uncover trends, and improve demand planning accuracy.

Get started today



Access a vast, growing partner network

Pharmx supports the largest network of suppliers, wholesalers, and POS vendors across ANZ. We offer access to 80,000+ products and integrate with all major POS vendors. The list of partners below is just the beginning—contact us for a complete supplier directory.

Request supply directory

Pharmacies

Suppliers

POS Partners

Industry Partners



Common questions, answered in advance



What are the benefits of using Pharmx for Pharmacies?

Pharmx is trusted by 99% of Australian pharmacies to streamline operations, reduce costs, and save time, allowing pharmacies to focus on their customers. With nearly two decades of innovation, Pharmx offers a multi-access ordering platform and a robust analytics solution tailored to meet the evolving demands of the pharmacy industry.

Our Gateway integrates with POS systems using advanced EDI technology for fast, automated transactions and reduced admin costs. The Marketplace provides a modern eCommerce experience, enabling multi-vendor orders, exclusive promotions, and easy access to product details and educational resources. With Analytics, pharmacies can optimise inventory, evaluate supplier performance, and leverage predictive insights for smarter planning.

Pharmx empowers pharmacies with tools to simplify operations, enhance decision-making, and better serve their communities.

How do I order inventory using Pharmx?

What suppliers can I order from with Pharmx?

What if a supplier I order from is not available on Pharmx?

How much does Pharmx cost?

Get in touch

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Please tell us more about your enquiry

Submit

Helping pharmacy suppliers connect, sell and scale

Connect with the 99% of Australian pharmacies already on our platform. With streamlined, integrated solutions, you can reach more customers, showcase your products, drive loyalty, and uncover deep business insights.

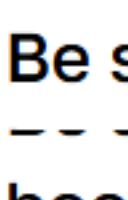
[Get started](#)



Your full-service partner for pharmacy trade

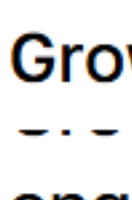
From order management, payments and business insights, through to custom integrations that streamline your entire order-to-invoice workflow. Pharmx makes it easy to connect and do business with ANZ's largest pharmacy network.

[Join Pharmx today](#)



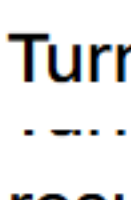
Be seen, boost orders

Connect and trade with the 99% of Australian pharmacies that use Pharmx every day.



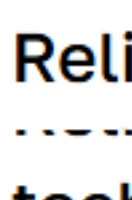
Grow customer engagement

Deepen B2B relationships and influence purchase decisions with our trusted and highly-subscribed channels.



Turn data into results

With the longest tenure, richest data, and deepest industry expertise, we empower our partners to achieve stronger business outcomes.



Reliable, trusted technology

With almost 20 years of experience, we're committed to supporting our partners' growth through our critical ordering infrastructure.

Unlock POS ordering with Pharmx

With more than half of all pharmacy orders placed through a POS system, the integrated Pharmx Gateway is your essential channel to get more of your products on pharmacy shelves.

- 1 **New Supplier Portal** – reach up to 99% of ANZ pharmacies with a single login, and start trading in just one day.
- 2 **Reliable EDI technology** – enhance order processing, eliminate errors, and reduce admin costs and manual workload – for you and your pharmacy customers.
- 3 **Tech tailored to your business** – from simple payment solutions to customised end-to-end integrations, our team will deliver the solution that supports your needs.

[Get started](#)



Pharmx Marketplace: Grow your

Built on our trusted Gateway infrastructure, the Pharmx Marketplace delivers modern eCommerce experience for Australia's pharmacy industry. Strengthen your engagement with pharmacies while influencing purchase decisions and driving loyalty.

- 1 **Order and payment flexibility** – choose to receive orders from the Gateway, Marketplace or both. Leverage flexible payment options, including credit or cash on order.
- 2 **Extended brand and marketing opportunities** – increase your conversion potential with specialised supplier hubs that offer pharmacies brand exposure, detailed product information and educational content.
- 3 **Enhanced trade marketing** – use marketplace channels with strong pharmacy engagement to market your latest promotions, product launches, stock clearances, and more.

[Register now](#)

Pharmx Analytics: Powering data-driven

Pharmx provides unmatched analytics to unlock growth, improve planning, and streamline product management. Leverage Australia's largest pharmacy ordering data source to uncover trends and boost your market share.

- 1 **Comprehensive supplier data** – expand revenue with smarter planning decisions, improved stock accuracy, and optimised supply chain management. Powerful product, order, and supply chain analytics keep you ahead of the competition and enable faster growth.
- 2 **AI-powered performance** – gain predictive modelling, analyse trends, and uncover actionable insights with Pharmx's AI powered analytics platform. Use natural language to ask questions and get clear, concise answers – with no prompting or coding experience needed.
- 3 **Integrated, real-time analytics** – Pharmx delivers seamless data integration with real-time feeds, embedded analytics, and consolidated dashboards for all your stakeholders, including sales, supply chain, and customer support. On-demand reporting and critical insights help you better anticipate challenges and seize opportunities – the moment you need to.

[Learn more](#)



Join the largest network,

Gain access to 99% of Australian pharmacies with the PharmX network. The suppliers below are just a sample of our growing network. To learn more about our extensive partner network – or to join us, please get in touch.

[Join Pharmx today](#)

[Pharmacies](#) [Suppliers](#) [POS Partners](#) [Industry Partners](#)



Common questions, answered in advance



What are the benefits of using Pharmx for Suppliers?

Pharmx helps suppliers connect with 99% of Australian pharmacies, streamline operations, and grow market share. With our solutions, suppliers can easily reach customers, showcase products, build loyalty, and gain actionable insights.

The Gateway integrates seamlessly with pharmacy POS systems for efficient order processing, reducing admin costs and errors. Using reliable EDI technology, it provides tailored options to maximise reach and streamline operations. The Marketplace enhances supplier-pharmacy engagement with flexible payment options, detailed product hubs, and opportunities to promote deals and product launches, driving loyalty and boosting sales. Pharmx Analytics provides real-time insights to optimise inventory, improve planning, and enhance supply chain efficiency with AI-powered tools and intuitive dashboards.

Pharmx equips suppliers with the tools and support needed to scale their business, strengthen pharmacy relationships, and achieve lasting success.

What marketing opportunities and engagement tools does Pharmx offer to suppliers?

Pharmx offers a range of marketing and engagement tools, including product hubs, detailed product information, and educational content, to help suppliers increase their conversion potential and reach more pharmacies.

What types of businesses are eligible to list products on Pharmx?

Pharmx is open to a wide range of businesses, including independent pharmacies, chains, and wholesalers, who can benefit from the platform's reach and integration capabilities.

What are the different ways a supplier can partner with Pharmx?

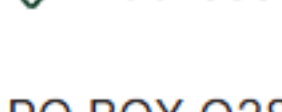
Suppliers can partner with Pharmx through various channels, including the Supplier Portal, the Marketplace, and direct integrations with pharmacy POS systems.

How does Pharmx handle supplier data security and privacy?

Pharmx is committed to the highest standards of data security and privacy, ensuring that all supplier data is protected and handled in accordance with relevant regulations.

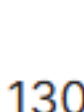
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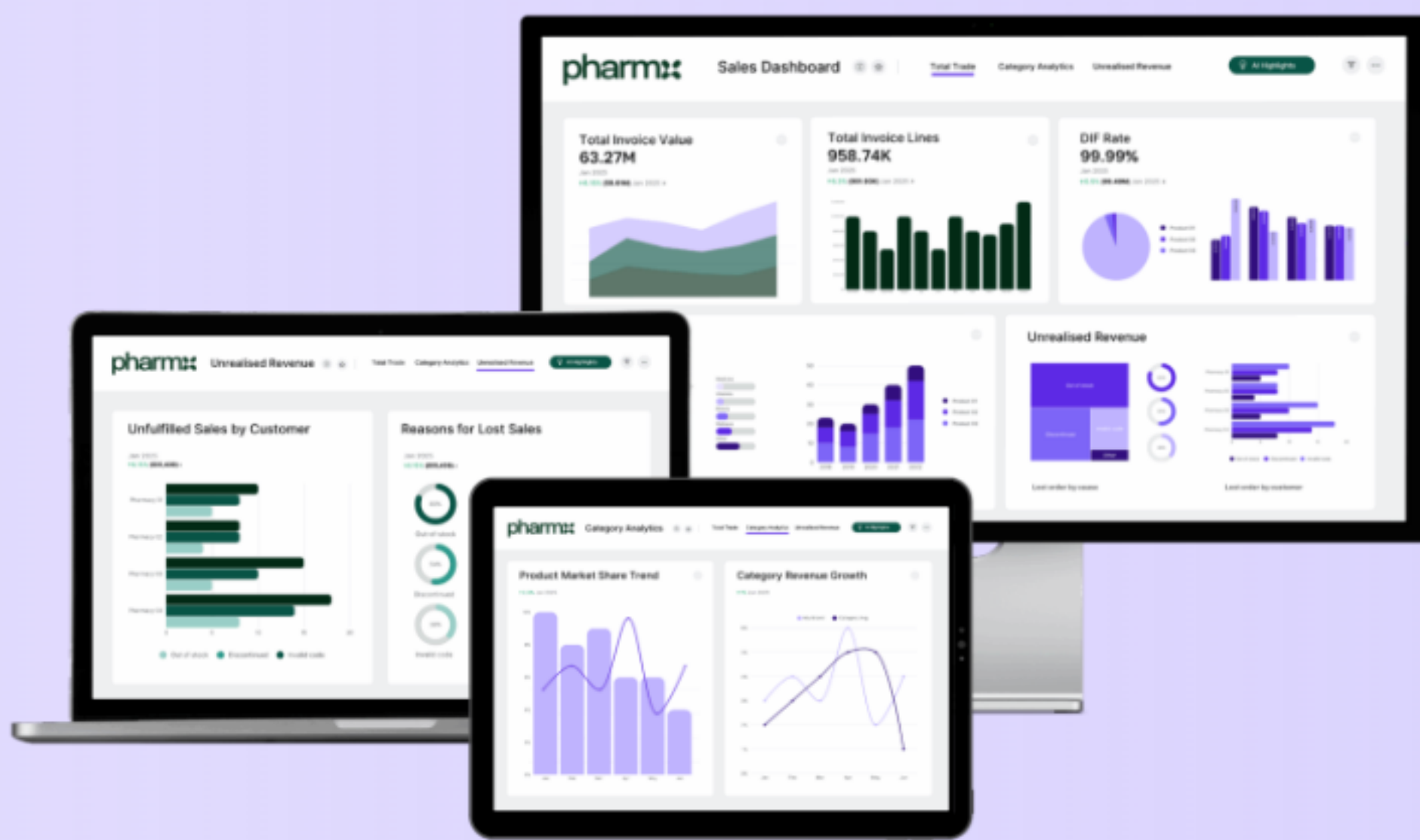
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pharmx analytics

Make confident decisions with trusted insights from ANZ's most comprehensive pharmacy supply data.

Book discovery call



Powered by ANZ's largest pharmacy ordering infrastructure

Built on the most trusted and widely adopted ordering network in the industry, Pharmx connects suppliers to over 99% of retail pharmacies across ANZ. Our platform delivers reliable, real-time access to the data that matters—so you can operate with confidence and clarity.

Book a call with a data specialist

\$20b

of pharmacy orders processed annually

99%

coverage across ANZ retail pharmacies

80%

of all pharmacy inventory order data

20

years of pharmacy market experience

Data solutions built for pharmacy suppliers

We work with suppliers, distributors and industry partners to surface unrealised potential, strengthen data foundations, and build custom solutions that make an impact.

Unrealised Revenue

Category Analytics

Product Catalogue & Data Enrichment

Custom Solutions & Integrations

UNREALISED REVENUE

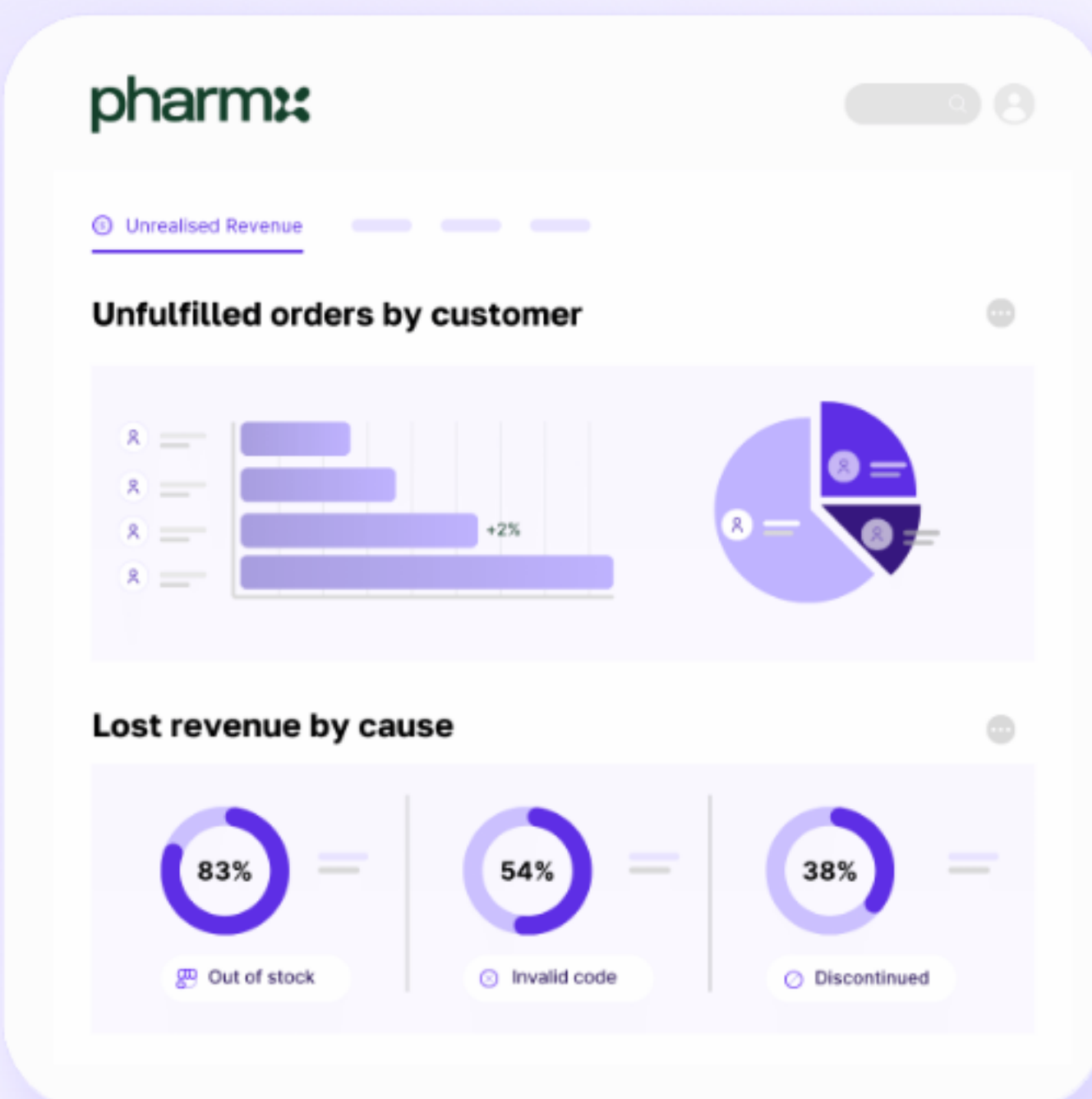
Identify & recover lost revenue

Spot order failures. Fix the root causes.

Out-of-stocks, invalid codes and discontinued SKUs quietly erode sales. By analysing failed pharmacy orders, suppliers can see where revenue is slipping and why.

With clear insights, it's easy to take focused action: adjust stock, update listings and improve availability. The result? Recovered revenue and a better pharmacy experience.

Request your Unrealised Revenue report



Real-time insights & AI-powered accessibility

Actionable insights across your organisation—faster, smarter, and at scale

Pharmx's AI-driven analytics platform integrates seamlessly with your existing systems to deliver predictive modelling, trend analysis and stakeholder-ready dashboards in real time. Ask complex business questions in natural language and receive accurate, actionable insights, with no technical expertise required.

Complete data intelligence, one platform

Get the clarity, speed, and strategic support you need to drive smarter decisions across your business.

Book discovery session

Common questions, quick answers



What types of data solutions does Pharmx offer?

Pharmx provides a suite of intelligent data solutions including unrealised revenue tracking, category performance analytics, product catalogue optimisation, data enrichment, system integrations, and custom-built reporting tools—all designed specifically for pharmacy suppliers and industry partners.

How long does it take to get set up?

Do I need technical or data expertise to use the platform?

Can Pharmx solutions integrate with our existing systems?

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Tech you can trust, support you can count on

Pharmx is at the heart of the pharmacy industry. As the most trusted and reliable technology partner for ordering and analytics, we leverage our scale and expertise to underpin a better healthcare system for everyone.

[Contact us](#)

Industry connection, reimagined

Pharmx brings the convenience and confidence needed to deliver exceptional healthcare in today's complex world. We service purpose-driven healthcare professionals with reliable tech that unlocks new efficiencies, growth, and relationships across the pharmacy supply chain.

[Get started today](#)

Reliable, end-to-end market tech

Pharmx is hardworking ordering infrastructure, built on modern cloud-based architecture, which offers stability, security, and high availability.



Unrivalled market share and scale

By supporting ~\$20bn of industry trade while driving customer-centric outcomes, we're proud to be the leading independent whole-of-market provider.



Pioneering pharmacy digitisation

Backed by nearly 20 years of tech innovation, Pharmx continues to unlock new efficiencies and support the growing demands of pharmacies across ANZ—helping them better service their customers.



Growth-focused insights

With the longest tenure, broadest data, and deepest knowledge, our analytics enable partners to enhance business outcomes and move the healthcare industry forward.

Supporting ANZ's largest pharmacy network

The Pharmx platform supports the broadest network of pharmacy, supplier, government, and technology partners. By bringing these key players together, we drive growth and strength across the healthcare industry.

- Vast pharmacy and supplier reach** – over hundreds of major suppliers, and 99% of pharmacies in Australia – with a growing network in NZ – rely on Pharmx.
- Strong technology partnerships** – across the pharmacy network, we work with all major POS vendors, integrate with various tech partners, and support numerous ordering intermediaries' operations.
- Government agency support** – Pharmx also holds an exclusive contract with the National Diabetes Services Scheme (NDSS).

[Get started today](#)

Backed by trusted tech solutions

Pharmx is proud to be the leading independent, whole-of-market provider committed to empowering those who uphold our healthcare system. Through our extensive network and proprietary pharma-tech, we're dedicated to supporting our partners' and making a lasting impact on healthcare.

- Critical Gateway technology** – the most trusted EDI solution, with 99% market penetration and ~\$20bn in annual order transmissions, enables more efficient trade and communications across pharmacy, technology, and Government stakeholders.
- The most recognised Marketplace** – our B2B eCommerce solution is the choice for thousands of pharmacies nationwide, thanks to an integrated platform that facilitates new marketing and distribution opportunities for pharmacies and suppliers.
- In-depth analytics** – from optimised product planning and management to supplier compliance, cataloguing, product performance, and sales analytics, the actionable insights gained from the Pharmx can unlock faster strategic growth.

[Get started today](#)

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At the centre of ANZ’s pharmacy industry

Used by 99% of Australian pharmacies and with an expanding footprint in New Zealand, Pharmx is a central to the ANZ pharmacy industry.

Request demo



Vital technology infrastructure

Pharmx (ASX: PHX) technology solutions support and connect pharmacy, supplier, brand, government, and technology partners—including via our exclusive partnership with the National Diabetes Services Scheme (NDSS). As the leading independent pharmacy platform, we’re focused on enhancing healthcare outcomes.

- 1

A true market leader: Since launching our supply-chain Gateway in 2006, Pharmx now supports ~\$20 billion of business annually and is ANZ’s largest independent pharmacy ordering platform.
- 2

Strategic growth: Pharmx is on a mission to provide the most seamless multi-channel pharmacy ordering experience in the world. We’re proud to lead the Australian market and continue expanding rapidly in New Zealand.
- 3

Supporting a vital industry: Our technology solutions bring innovation and efficiency to a dynamic industry that’s fueled by population growth, demographic shifts, and regulatory updates.

Learn more



The most extensive market reach and saturation



Critical technology supporting a high-growth industry



Trailblazing the pharmacy industry’s digital transformation



Tried and tested solutions based on secure, cloud-based tech

Stay up to date

Subscribe to our Investor Newsletter to stay abreast of the latest investor news and releases, including essential updates on our strategic initiatives, financial performance and investment opportunities.

Read the past edition of our Investor Newsletter [here](#).

Subscribe to newsletter

Key announcements & updates

Pharmx Technologies Ltd. (ASX: PHX) allows investors to play a key role in the pharmacy industry’s digital transformation. Mission-driven, data-powered technology solutions uniquely position PharmX as a pivotal player in the ANZ healthcare market—and we’re proud to lead the way through continued innovation.

Announcements	Results of Annual General Meeting	November 11, 2025	LEARN MORE ↗
Corporate Governance	Chairman’s Address & CEO Presentation	November 11, 2025	LEARN MORE ↗
Annual Reports	Pharmx launches new Marketplace platform	November 11, 2025	LEARN MORE ↗
	Notice of Annual General Meeting & Proxy Form	October 10, 2025	LEARN MORE ↗
	Update – Notification of cessation of securities – PHX	October 7, 2025	LEARN MORE ↗
	Notification of cessation of securities – PHX	October 7, 2025	LEARN MORE ↗
	Notification regarding unquoted securities – PHX	October 7, 2025	LEARN MORE ↗
	Application for quotation of securities – PHX	October 7, 2025	LEARN MORE ↗
	Update on Pharmacy Portal – StockView Feature Introduction	September 25, 2025	LEARN MORE ↗
	2025 Annual General Meeting – Key Dates	September 12, 2025	LEARN MORE ↗
	Initial Director’s Interest Notice – A Mellis	September 1, 2025	LEARN MORE ↗
	Final Director’s Interest Notice – A Mellis	September 1, 2025	LEARN MORE ↗
	Final Director’s Interest Notice – D Bastas	September 1, 2025	LEARN MORE ↗
	Director Changes & Office Address Update	September 1, 2025	LEARN MORE ↗
	Investor Presentation	August 20, 2025	LEARN MORE ↗
	FY25 Results	August 20, 2025	LEARN MORE ↗
	Appendix 4G & Corporate Governance Statement	August 20, 2025	LEARN MORE ↗
	Appendix 4E & FY2025 Annual Report	August 20, 2025	LEARN MORE ↗
	Notice of Results Announcement	August 13, 2025	LEARN MORE ↗
	Reinstatement to Quotation	July 11, 2025	LEARN MORE ↗

More resources

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Join the largest network for bigger impact

Be part of the industry's leading pharmacy network that brings together pharmacy, supplier, government, and technology partners. Pharmx brings expanded opportunities for all partners to deliver enhanced value across the industry.

Join Pharmx today



Unlock new growth opportunities

As a PharmX partner, you'll gain access to a robust, connected ecosystem designed to support growth and efficiency across the supply chain. Our network focuses on creating industry-wide impact, meaningful connections, and new opportunities for all. The partners listed below are just a snapshot—contact us for our full supplier directory or to join the network today.

Request Supplier Directory

Pharmacies Suppliers POS Partners Industry Partners



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Why Pharmx

For Pharmacies

For Suppliers

Request A Demo

About

Company

Investor Centre

Contact Us

