

## ASX Announcement

# Pharmacy Wholesaler Update

**15 August 2025**

McPherson's Limited (**ASX:MCP**) today confirms that its subsidiary, McPherson's Consumer Products Pty Ltd, has entered into a pharmacy wholesaler agreement with API Services Australia Pty Ltd (**API**). At the present time, this is the last of the major wholesalers to be contracted as part of the Company's new operating model.<sup>1</sup>

Under the Group's previous direct-to-store model, annual revenue from retailers likely to now be serviced through API, was in the order of \$15-20 million. Under the Company's new operating model, this revenue will transition to orders serviced through McPherson's wholesale relationship with API.

### Authorisation

This ASX announcement has been authorised by the McPherson's Limited Board of Directors.

### For further information please contact

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### About McPherson's Limited

McPherson's Limited is a supplier of some of Australia's well-known essential health, beauty, and wellness products. McPherson's has five core household brands: 'Manicare', 'Lady Jayne', 'Dr LeWinn's', 'Swisspers' and 'Fusion Health'. McPherson's strategy is to invest in and grow these brands through the pharmacy, grocery and e-commerce channels. In addition, the Company supplies a supporting portfolio of other popular brands in attractive segments of the market including haircare, vitamins and supplements, fragrance, and nutrition. McPherson's is headquartered in Sydney and is listed on the Australian Securities Exchange.

For further information, please visit [www.mcphersons.com.au](http://www.mcphersons.com.au)

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<sup>1</sup> See the Company's ASX announcement dated 24 February 2025.