



AN INTRODUCTION

1. BROKERAGE SERVICE

We operate in Pharmacy and Priceline Retail, catering for companies not wishing to employ their own field force and who are willing to share with a number of other non-competitive companies.

Our coverage, frequency of call and charges, all combine to offer a very cost efficient service. We perform the role as client's representative, our functions include; order taking, merchandising, training and planogramming.

Our three divisions offer full service on O.T.C.'s, we also conduct sell-ins on ethical lines and help combat generics by working in conjunction with clients' ethical field-force.

2. MERCHANDISING SERVICE

We offer a metropolitan-based merchandising service for both Pharmacy and Priceline Retail, comprising 7 part-time merchandisers. Nationally, our 35 representatives are also available for metropolitan and country merchandising projects.

3. FAX MAILING SERVICE

Using our database comprising over 5,800 pharmacies nationally, we offer a completely electronic system. Web-based output, 1,000 telephone lines, with all return orders scanned electronically, processed straight into wholesalers computers electronically, fully automated results analysis showing by state strike rate, value of orders, sales by SKU.

4. HISTORY

Pharmabroker was established in December 1979 by the current owner and Managing Director, Stewart Bowen. Stewart held senior positions in marketing with Johnson & Johnson as a Product Manager, Ciba Geigy – Product Manager and Revlon Toiletries - Marketing Manager.

General Manager, Geoff Lovell – joined Pharmabroker in 2009. He is an Economics/Law Graduate. Geoff has held national sales roles for GSK, Wella, Schwarzkopf and PZ Cussons.

The company now operates with three separate selling teams, employs 70 staff nationally and is responsible for sales in excess of \$200 million per annum.

5. STAFFING

Our staffing includes managers, administrators, merchandisers and representatives; we operate with three sales brokerage divisions, each comprising 12 representatives.

Many of our staff have been with us over 10 years and include a mix of females and males, many with tertiary qualifications others with years of experience in the pharmaceutical industry. Organisational chart is included.

6. BROKERAGE COVERAGE

There are now just on 5,800 pharmacies in Australia and we call on 2,400 of these a minimum of 6 times per year, in each division with major accounts called on monthly for metro and eight weekly for regional.

We grade our doors 'A' these are weekly calls, 'B' two weekly, 'C' four weekly, 'D' eight weekly and 'E' is exempt from a call because they are too small. All marketing groups are called on to ensure co-op activities are maximised.

7. ADMINISTRATION

We use the computer system 'REPTOS'. All representatives transmit orders using iPads and this data is captured for various statistical analyses including weekly sales, by rep, by product, by state and shows percentage contribution, all orders are transmitted electronically to wholesalers daily.

8. PROMOTIONAL PLANS

Based on guidelines given by the client we will plan and implement a full year's promotional program for wholesalers, marketing groups and state-based independents.

9. WHOLESALE SERVICING

We can take this role or the client can maintain or we work in conjunction. We will negotiate; ranging, margins, pricing, conduct business reviews, book wholesaler pages and control any other matters relating to these accounts. We have three key account managers servicing each wholesaler/marketing group.

10. EXTRANET

We provide a Pharmabroker to client exclusive secure website containing sales, share and market data which is updated monthly.

11. CLIENT SUPPORT

We expect our clients to provide selling aids for the representatives, in-field training and supervision (where possible), sales budgets, share data, co-op and deal guidelines, end of month wholesaler results and incentives for our representatives.

12. REVIEW MEETINGS

Our Sales Managers visit Sydney or Melbourne quarterly for business reviews either in person or via video conferencing with each client to discuss sales results, problems/opportunities and future direction. These reviews usually last 2 – 3 hours.

13. COSTS

Our brokerage fees on OTC's range from 7% - 12.5% of invoiced sales to wholesalers. The fee is negotiable and based on the following criteria; length of range, complexity of product knowledge, position in market i.e. No. 1 or No. 10, time taken in-store, distribution etc. etc.

Fees for ethicals can either be a fee per call or percentage of sales, merchandising drives are by negotiation. The agreement is for 12 months to be reviewed and hopefully renewed.



BROKERAGE CLIENTS

PHARMABROKER SALES DIVISION (PBS)

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SxWell	SKYN, LifeStyles Condoms, Lubricant	1983
Energizer	Batteries	1984
Asaleo Care Australia Pty Ltd	Libra Feminine Protection, Tena Incontinence	1986
Edgewell	Banana Boat, Hawaiian Tropic, Schick, Wet Ones	1995
M.D.I	Breath-A-Tech Asthma	2015
Juno Laboratories	Bushman's Insect Repellent, Itchfix, Tangle Teezer	2018
Better Nature	Naturally Sourced Pain Relief Balm	2019

PHARMABROKER PROPRIETARY PRODUCTS DIVISION (3P)

Colgate-Palmolive	Oral Care, Personal Care	2000
Biccari	Carmex Lip Balm	2012
Combe	Just for Men, Restoria, Grecian, Seabond, Vagisil	2012
Nice Pak	Baby U, Crampeze, Dermal Therapy, Hedrin, Infacol	2013
	Isocol, Multi-Mam/Multi-Gyn, Sudocrem, Crampeze, Milton, Flexiseq, Gaia	
Atkins Nutritionals	Nutritional Bars & Drinks	2016
Barton Brands	Diva Cup, Biomagnetic Bracing	2018
Karen Murrell	Lipstick	2019

PHARMABROKER CONSUMER DIVISION (PBC)

NeilMed	Sinus Rinse Range	2012
Nuhev	Oli 6 Goats Milk Baby Formula	2016
Perrigo	Nicotinell, OsteoEze, Bronchodual, Herron, Wartner	2017
Seqirus (C.S.L)	Nervoderm - nerve pain relief	2017
Bausch + Lomb	Re-Nu, Boston, EasySept, Biotrue, Viscotears	2018
LaCorium Baby	Little Bodies Baby Care	2018
Garden House	Prunelax	2018
Boundary Bend Wellness	Wellgrove Health Supplements	2019
Erskine Oral Care	Piksters Oral Care	2019
Thank You	Personal Care, Baby Care	2019
Blossom Health	Manuka Honey & Vitamins	2019
3M	Nexcare, Futuro	2019

