ASX Release

24 November 2026

Appointment of Chief Financial Officer

Pharmx Technologies Limited (ASX: PHX) (Pharmx, the Company) is pleased to announce the appointment of Graham Mason as Chief Financial Officer, effective from 27 January 2027. This follows the resignation of Chief Financial Officer Zoe Hillier, who has decided to step down. Zoe is not leaving to join another organisation and will take some time out before deciding on her next steps.

Graham is a highly experienced CFO of ASX-listed companies with more than 20 years in finance leadership, spanning technology, data, marketplace and e-commerce businesses in Australia and internationally.

Graham joins Pharmx from Mad Paws Holdings (ASX: MPA). Prior, Graham was the CFO of 1ST Group (ASX: 1ST) and Head of Corporate Finance at Bravura Solutions (ASX: BVA). Graham has also held senior finance roles at RP Data (CoreLogic), Orbitz Worldwide's HotelClub and Virgin Active.

Zoe will remain with Pharmx until February 2027 to ensure an orderly handover to Graham.

Zoe joined the Company, then Corum Group Limited, in 2019 as Financial Controller and was subsequently appointed Chief Financial Officer in 2021. Over more than seven years she has played a key role in shaping the Company's financial strategy, including leading the divestment of non-core businesses and supporting strategic transformation across the group.

Pharmx Chief Executive Officer Tom Culver said:
" I am excited to welcome Graham to the Pharmx leadership team. Graham is a great fit for the business today, as well as in our future as we continue to grow. Graham brings deep experience building and executing financial strategy that scales revenue and expands margins in businesses like ours. That, together with his ASX, capital markets, M&A and investor relations experience, and his expertise in platform economics, data-driven performance management and applying AI across the finance function, will be vital as Pharmx continues to execute its growth strategy.

I would like to thank Zoe for the significant contribution she has made over more than seven years with Pharmx. She has been a highly dedicated leader through a period of significant change and growth, and a trusted partner to me, the leadership team and the Board. I wish her all the best for whatever comes next."

ENDS

This announcement has been authorised for release by the Board of Directors

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About Pharmx Technologies Limited

Pharmx is ANZ's leading pharmacy ordering platform, providing essential infrastructure for seamless ordering and inventory management. By connecting the largest network of pharmacies, suppliers, and technology vendors, Pharmx facilitates over $20 billion in transactions annually through its robust, high-availability technology platform – driving efficient operations, seamless connectivity, and valuable insights across its ordering, eInvoicing, and analytics solutions.

Operating in a dynamic and evolving market, Pharmx is positioned for sustained growth, driven by population growth, demographic shifts, and regulatory changes. With a strategic focus on expanding its addressable market, Pharmx leverages its extensive network, proprietary pharma-tech, and advanced data capabilities to unlock new revenue opportunities and enhance healthcare outcomes across Australia and New Zealand.