



# *"2014-15 Half Year Investor Update"*

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# Vision for Green Cross Health



To be the leading provider of Health & Wellness, Expertise, Advice, Service and Products across primary healthcare.

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# History

- 1981 Unichem Chemists - buying group co-operative
- 1985 Amcal Chemists - launched
- 1995 Life Pharmacy formed
- The Doctors group started
- Early 2000's Pharmacybrands:
  - Acquired Amcal
  - Corporatized Balance sheet
  - Various cornerstone shareholding changes
- 2005 Life Pharmacy listed on NZX
- 2006 Radius group acquired "The Doctors"
- 2009 Pharmacybrands merged with Life Pharmacy, NZX Listing
- 2011 Acquired Radius Pharmacy Group
- Acquired Radius Medical Group
- 2014 Name change - Pharmacybrands Limited to *Green Cross Health Ltd*
  - Radius Medical to *Green Cross Health - Medical*
  - Invested in Total Care Health (50%)
  - Acquired Tucker & Associates
  - Acquired Peak Healthcare
  - Acquired Access Homehealth



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# Market Size



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➤ Pharmacy

\$1 billion +  
(Prescription & Retail)

➤ Medical

\$820m (total NZ excl ACC)  
(Not including Patient contribution)

➤ Home Healthcare

Approx \$600mil

ACC & MOH & Private (Small)

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# Pharmacy

- 300+ stores
- Unichem & Life Brands
- 5.7mil prescriptions filled - equity stores (all stores including licensees 26mil)
- >60% market share NZ pharmacy retail market
- ~80 equity stores
- 220 "Franchisee"
- Living card - Loyalty club - 830k cardholders
- Twin strategy
  - Professional Services
  - Retail



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# Professional Services

*“Your Local Health Professional”*



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- Vaccinations
- Reclassifications
- Compliance packaging
- Regulatory & Governance
- Patient focused Health Services e.g. Testing, Screening, National Pharmacist Day etc

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# Retail Services

- Marketing
- Training
- Exclusive products, categories
- Branding
- Merchandising
- Buying
- Back office support



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# Medical Group



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- 49 GP Practices
- ~275,000 enrolled Patients (@ October 2014)
- 28 equity practices

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# Services

- Financial dashboard - benchmarking
- Claims management
- Clinical services
- Back office systems
- Governance



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# Community/Home Healthcare



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- 50% shareholding in Total Care Health
- Established in 2007, leading provider of Health Services including;
  - ACC Home & community support services
  - Private companion care and mother/baby care
  - Nursing & Home healthcare provider
  - Education service - for primary health professionals
  - Cosmetic injectables

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# Access Homehealth

- At the forefront of community health for 87 years
- Access has 4,000 staff who are dedicated to giving more than 16,000 clients the care and support they need to live independently in their communities throughout New Zealand, providing;
  - Support workers
  - Clinical staff
  - Community nurses
  - Care co-ordinators
  - Quality & Risk staff



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# Income Streams

- Dispensary Income predominately from Govt (46% of Pharmacy Sales)
- Retail sales income (54% of Pharmacy Sales)
- Dividends from Equity Investments in Pharmacy, Medical and Total Care Health
- Fees from Pharmacies & GP practice's for "Franchisee" services
- Capitation income for GP services
- Supplier contribution in Pharmacy Group for advertising and promotion.
- DHB/MOH/ACC contracts from Community Nursing & Healthcare services



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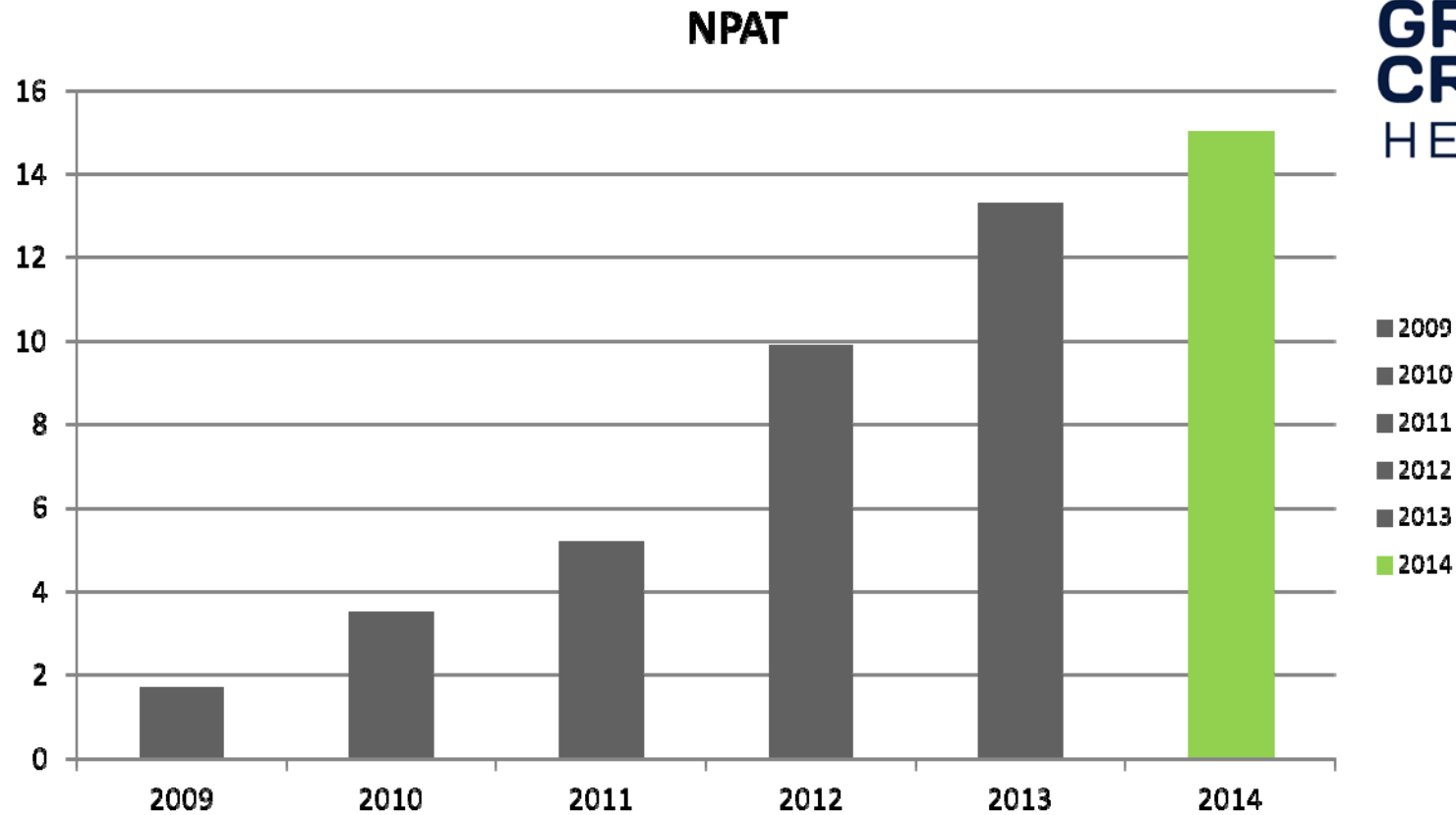
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# Financial History



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# Future

## *Key Projects*

- Rationalize 5 brands to 2 - Unichem & Life - *Almost complete*
- Loyalty program launch
- Improve retail performance
- Emphasis on professional services (Rx growth continues above market)
- Development of specialist categories e.g. Mother / Child
- Develop Medical Brand / Services business
- Increase presence in Community Health Care - *Achieved*
- Continued growth in Medical & Pharmacy equity investments
- **OVERALL:** Link the 3 business units to provide unique patient services.



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