



## Pharmacybrands

21 March 2014

To all our shareholders

### **Pharmacybrands Limited to become Green Cross Health Limited**

We are delighted to advise that from Tuesday, 1 April 2014, Pharmacybrands Limited will become Green Cross Health Limited. The change supports our evolution to becoming a provider of primary health services in New Zealand communities, with pharmacy at the heart of our business.

The green cross is a well recognised international symbol, particularly in Europe and the US, signaling a place to find professional health care and advice. It is a symbol which many New Zealanders are already familiar with.

Our green cross logo is an adaptation of this widely recognised icon and we have already begun to roll out green cross signage through our pharmacy network as an integral part of the retail brand redevelopment programme started in September 2013.

Green Cross Health currently supports 300 pharmacies, 28 medical centres and, following the recent investment in Total Care Health Services, home healthcare services. We believe Green Cross Health is in a strong position to lead and innovate in a broad range of community health services.

As a group we are passionately committed to owning the health and wellness conversation with our communities, to becoming the solution provider for family



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health issues. Renaming our group Green Cross Health clearly signals our future direction and marks a new phase of growth into the primary health services sector.

We look forward to sharing this journey with you.

Please note that from 1 April 2014 the NZX ticker code of the company will also change from PHB to GXH to reflect the new name.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Grant Bai'.

Grant Bai  
CEO, Pharmacy  
Pharmacybrands