

ASX Spotlight

Singapore and Hong Kong



Australian Pharmaceutical Industries Ltd (ASX: API)

Company Description:

API is a leading Australian health and beauty company which includes the Priceline Pharmacy brand with more than 420 stores and also being the leading pharmaceutical wholesaler in Australia. API was founded in 1910, listed on the ASX since 1997, has over 3,000 employees and revenues of more than \$3bn.

[Latest Annual Report](#)

Recent Developments:

API has grown the Priceline Pharmacy store network by more than 25 stores in FY15 and is the leading Australian retailer in skin care and colour cosmetics. Priceline Pharmacy has consistently recorded comparable store growth of more than 4%. In FY15 API implemented an enterprise reporting system that providing efficiencies between its retail and wholesale operations.

Intellectual Property/Products/Product Development Programs:

Priceline Pharmacy has one of Australia's largest retail loyalty programs with more than 5 million members of its Sister Club program. This provides data on shopping preferences and behaviours that is used to improve the retail offer. API also owns the Pharmacist Advice and Soul Pattinson pharmacy brands and an OTC manufacturing facility in New Zealand.

Presentation by:



Stephen Roche
CEO & Managing Director

Stephen Roche is the Chief Executive Officer and Managing Director of Australian Pharmaceutical Industries Limited (API). Stephen has held senior management roles across the health industry in the past 20 years. He has been responsible for many businesses including pharmacy, FMCG manufacturing, pathology, diagnostic imaging, medical centres and hospital supply. Prior to that Stephen held senior management roles at building materials company CSR.

Stephen has been CEO at API since 2006, growing the Priceline/Priceline Pharmacy brand from approximately 250 stores to more than 400, making it one of the largest specialty retailers in Australia. In 2014 the brand won the Australian Retail Association's Retailer of the Year Award and in 2015 was Runner Up for the same Award.

As Chairman of the Priceline Sisterhood Foundation, an independent organisation that supports a range of charities that provide assistance to women and their families, Stephen has been pivotal in the Foundation raising more than \$1 million since it was founded in 2011.

Stephen has a Bachelor of Business (Finance & Accounting) from the University of South Australia. He is also a member of the Alumni of Columbia University, New York, USA.

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