



MAYNE PHARMA GROUP LIMITED LAUNCHES DistributeRx™ IN THE US

Key Points

- Launch of DistributeRx, a healthcare solutions business designed to simplify the pathway from prescription to patient and reduce challenges for patients in accessing their medicines
- Creates a direct-to-patient sales channel by offering transparent cash-pay pricing with fulfilment through Mayne Pharma's Adelaide Apothecary when patients face coverage challenges with insurance — improving pricing control and reducing reliance on traditional intermediaries
- Reduces costs and addresses pricing inefficiencies in the traditional drug supply chain, helping manufacturers position themselves for sustainable profitability
- Supports patient affordability and adherence through transparent pricing options (including insurance and cash-pay programs), streamlined digital workflows, home delivery, and develops a scalable foundation for growth across multiple specialties
- Launch of DistributeRx aligns with Mayne Pharma's overall disintermediation strategy to expand patient access and product gross margins, with a commitment to Women's Health and Dermatology

Mayne Pharma CEO Mr Aaron Gray and DistributeRx executives Mr Daniel Moore and Ms Meredith Gambill will host a webcast of the DistributeRx launch at 11.00am AEDT on Wednesday 11 March 2026 (8.00pm US Eastern Time on 10 March 2026) – [Details Below](#)

10 March 2026, Adelaide, Australia: Mayne Pharma Group Limited (Mayne Pharma or the Company) (ASX: MYX), is pleased to announce the launch of DistributeRx LLC (DistributeRx) a healthcare solutions business that partners with manufacturers to streamline the prescription distribution process and expand patient access to medications. The operational arms of the business include customer-facing, manufacturer and pharmacy services.

The customer facing arm of DistributeRx utilises the Company's existing GoodRx-enabled prescribing access and Adelaide Apothecary cash pay capability. In the Company's view, this is a next-generation disintermediation ecosystem based on an integrated digital 'front door' that connects prescriber workflow and patient onboarding with benefit checks and intelligent fulfilment routing. This architecture is designed to capture and accelerate US direct-to-patient behaviour, improve the speed to fulfilment of prescriptions and access, and support a more efficient patient experience, while strengthening data visibility and unit economics across the current portfolio and beyond.

This channel is operated by DistributeRx and powered by CoAssist Pharmacy, a licensed pharmacy, providing a compliant fulfilment pathway capable of supporting branded, authorised generic, generic, specialty and non-specialty medications.

DistributeRx's manufacturer services include co-pay program optimisation, enhanced fulfilment solutions, and direct-to-pharmacy contracting. Through the years, Mayne Pharma has developed an expertise in both distribution and access. DistributeRx aims to leverage this know-how across

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the industry, making it available to other manufacturers, while improving Mayne Pharma group earnings and enhancing shareholder value in a non-capital-intensive manner.

Adelaide Apothecary, Mayne Pharma's wholly owned pharmacy, which the Company has previously identified as central to its disintermediation strategy, serves as the cash-pay pharmacy of this channel. Where insurance coverage is available, patients can be triaged appropriately; Adelaide Apothecary provides transparent pricing through its direct-to-patient programs.

Mr Daniel Moore, President of DistributeRx commented *"DistributeRx was built to bridge the growing gap between patients and the therapies they need. By eliminating unnecessary complexity in the prescription process, we're delivering a simple, transparent and affordable way for patients to access their medications. This is not just about convenience—it's about restoring trust and control for manufacturers, prescribers and patients alike."*

Mr Aaron Gray, CEO of Mayne Pharma said *"The launch of DistributeRx represents a major milestone in our transformation to a more focused and agile business. This solution enhances our ability to serve providers and patients directly, as well as other manufacturers, especially in Women's Health and Dermatology. It will improve the quality of our revenues and unlock greater operating leverage across the portfolio."*

Mayne Pharma believes DistributeRx supports the continued evolution of the US pharmacy ecosystem, where patients and prescribers increasingly expect convenient digital access, transparent pricing and reliable delivery. The Company expects this healthcare solutions business to enhance engagement with prescribing clinicians, improve prescription access, and support stronger product economics over time.

The market opportunity for direct-to-patient and virtual pharmacy fulfilment continues to expand, underpinned by structural shifts in the US healthcare industry. Independent research has estimated the global ePharmacy market at US\$114 billion in 2025, which is forecast to grow to US\$252 billion by 2030 (CAGR 17%), driven by rising consumer adoption of digital pharmacy and home delivery.¹ These trends are being reinforced by the accelerating market adoption to direct-to-patient initiatives, and telehealth utilisation in relevant categories; both aiming to reduce friction from prescription to fulfilment.

The launch of DistributeRx aligns with Mayne Pharma's strategic priorities to strengthen its specialty portfolio and build a foundation for scalable growth.

Mayne Pharma remains committed to leveraging its strong Women's Health and Dermatology portfolio in a manner that results in growth in revenues and margin expansion that delivers improved contribution over time.

Investor Webinar

Mayne Pharma's CEO Mr Aaron Gray, Mr Daniel Moore, President of DistributeRx and Ms Meredith Gambill, VP Sales & Marketing at DistributeRx will outline how digital fulfilment models are reshaping the US healthcare ecosystem, and why Mayne Pharma is building capability to be closer to prescribers and patients.

¹ Source: Precedence Research



The webinar will be held at:

11.00am AEDT on Wednesday, 11 March 2026 (8.00pm Eastern US Time on Tuesday, 10 March 2026).

Participants can register for the webinar by navigating to:

<https://s1.c-conf.com/diamondpass/10053482-wl0n27.html>

Investors who wish to ask questions in advance, are encouraged to submit questions to ir@maynepharma.com. Investors will have the opportunity to ask questions during the session.

- ENDS -

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Authorised for release to the ASX by the Board of Directors.

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About Mayne Pharma

Mayne Pharma is an ASX-listed specialty pharmaceutical company focused on commercialising novel pharmaceuticals, offering patients better, safe and more accessible medicines. Mayne Pharma is a leader in dermatology and women's health in the United States and also provides contract development and manufacturing services to clients worldwide. Mayne Pharma has a 40-year track record of innovation and success in developing new oral drug delivery systems. These technologies have been successfully commercialised in numerous products that continue to be marketed around the world. To learn more about Mayne Pharma, please visit maynepharma.com.

About DistributeRx

DistributeRx is a healthcare solutions company that partners with manufacturers to streamline the prescription distribution process and expand patient access to medications. From strategic access programs and product support to streamlined pharmacy services, DistributeRx is committed to improving product accessibility for prescribers and patients and driving success. DistributeRx is a wholly owned subsidiary of Mayne Pharma.



Important information

This announcement contains forward-looking statements that involve subjective judgement and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to the Company. These forward-looking statements use words such as 'potential', 'expect', 'anticipate', 'intend', 'plan', 'target' and 'may', and other words of similar meaning. No representation, warranty or assurance (express or implied) is given or made in relation to any forward-looking statement by any person (including the Company). Actual future events may vary materially from the forward-looking statements and the assumptions on which the forward-looking statements are based. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Subject to the Company's continuous disclosure obligations at law and under the listing rules of the Australian Securities Exchange, the Company disclaims any obligation to update or revise any forward-looking statements. The factors that may affect the Company's future performance include, among others: changes in economic conditions; changes in the legal and regulatory regimes in which the Company operates; litigation or government investigations; decisions by regulatory authorities including approval of our products as well as their decisions on label claims; competitive developments affecting our products; changes in behaviour of major customers, suppliers and competitors; interruptions to manufacturing or distribution; acquisitions and divestitures; the success of research and development activities and research collaborations and the Company's ability to protect its intellectual property.

