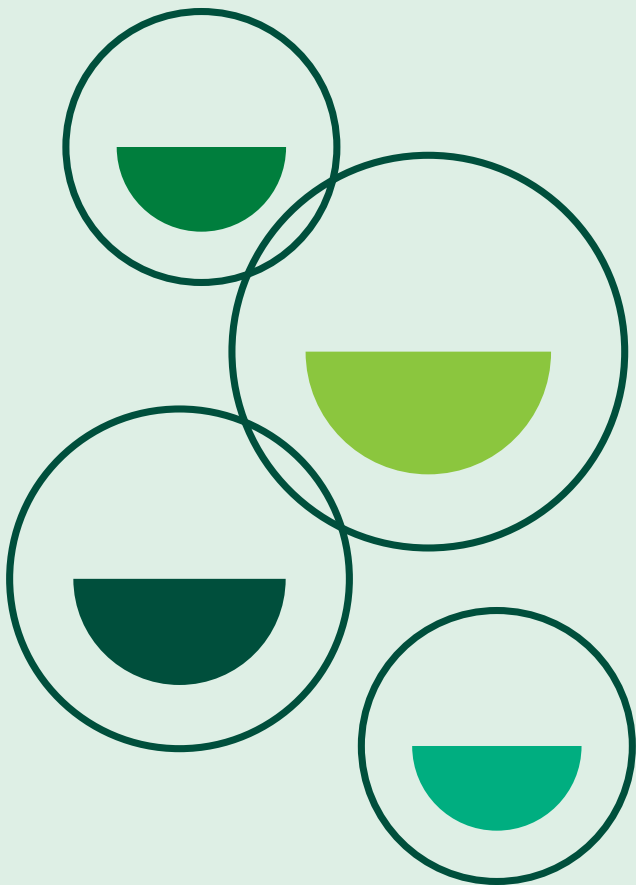




The future is healthy

OUR DNA POCKETBOOK



A message from Emily

Hi team,

I am thrilled you have this pocketbook in your hands – a resource you can refer to regularly to unpack and reflect on what makes us unique at Wesfarmers Health – our DNA.

Our DNA defines what's important and expected from each of us as Wesfarmers Health team members.

It's an exciting time for our business and we each play an important role in achieving overall success.

I look forward to seeing our culture evolve as, together, we build better lives through better health.

Regards,
Emily

Emily Amos



How to use this pocketbook

This pocketbook is designed to help you understand and connect with our Wesfarmers Health DNA.

Our DNA is what makes our heart beat. It defines what's important to us as a business and guides our everyday actions and behaviours.

Use this resource to remind you of the elements of our DNA – our **purpose, mission and values**. It can prompt you to shift your focus or adjust your behaviours to better contribute to our shared successes.

For tips and tricks on how to make the most of this pocketbook, both individually and within your teams, head to page 13.

We hope you enjoy using our DNA pocketbook.

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Who we are

Wesfarmers Health is a division of Wesfarmers and was formed in March 2022 with the acquisition of Australian Pharmaceutical Industries (API). API began as a small co-operative of three pharmacies, before expanding into a national organisation. API has a proud history as one of Australia's leading health, beauty and wellness companies for more than 100 years.

Today, our diverse portfolio of brands includes: API, Priceline Pharmacy, Priceline, Soul Pattinson, Pharmacist Advice, Club Premium, SILK Group, Clear Skincare Clinics, InstantScripts and SiSU Health. These brands ensure we're uniquely placed to make health, beauty and wellness experiences simpler, more affordable and easier to access.

At Wesfarmers Health, we have big plans for the future, and you play an important role in our success. By working together, we'll reach more customers and communities, build deeper relationships, think bigger and have greater impact.



Wesfarmers Health



How we got here

EARLY 2022

Wesfarmers acquired Australian Pharmaceutical Industries (API) and its collection of brands as part of a strategic play to enter the health sector.

Wesfarmers Health was formed.



JULY 2023

Our strategy was set.

OCTOBER 2023

Our senior leaders came together to articulate why we exist as an organisation.

NOVEMBER 2023

Team members were invited to give feedback on our previous values in the Thrive Pulse survey. You told us that we needed to create a new set of values that reflect Wesfarmers Health and our new ways of working.



EARLY 2024

Feedback from our teams was workshopped with senior leaders from right across our business to define our new values.



Our DNA

WHY **Purpose**

Our reason for being. It's the difference we want to make in the world.

WHAT **Mission**

The action we will take to best serve our customers.

WHAT **Strategic imperatives**

Framework that articulates what actions we will take.

HOW **Values**

The expectations of how we behave as a team.

OUR PURPOSE

Building better lives through better health

Words matter. We've been very deliberate in selecting the words that form our purpose statement.

Building

We are always looking for ways to improve by making things better for our customers, team and communities.

lives

We have real impact on the lives of our customers every day.

through

The plans we make and actions we take have a positive and lasting impact on our customers.

health

Helping our customers to look AND feel healthy – inside and out.

OUR MISSION

To make health, beauty
and wellness experiences
simpler, more affordable
and easier to access.

Our mission is underpinned by our strategy,
guiding us to assess and capture opportunities
in the Australian health sector.

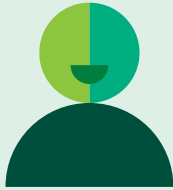
OUR STRATEGIC IMPERATIVES

Our strategy has three elements:

- Turbocharge the core.
- Expand into adjacent markets.
- Unlock knowledge of the consumer through data.

These elements underpin everything we do and require all parts of the business to work together to achieve success.

OUR VALUES



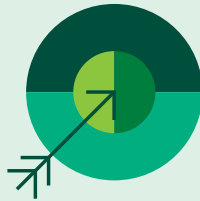
Start with
the customer



Do it
with heart

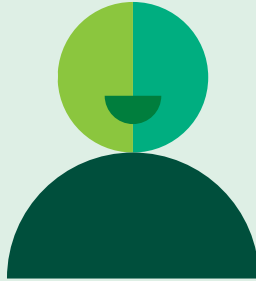


Work as
a team



Own your
impact

OUR VALUES



Start with the customer

Customers are everyone's business, internal or external. We go out of our way to help our customers succeed in everything we do.

OUR VALUES



Do it with heart

We care deeply about our work, those
we work with and the world around us.
We don't just have heart, we use it.

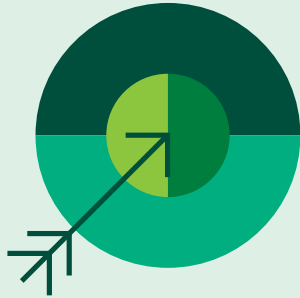
OUR VALUES



Work as a team

We work end-to-end as one team by listening to one another, meeting challenges together, building on each other's ideas and seeking healthy debate to get the best outcomes.

OUR VALUES



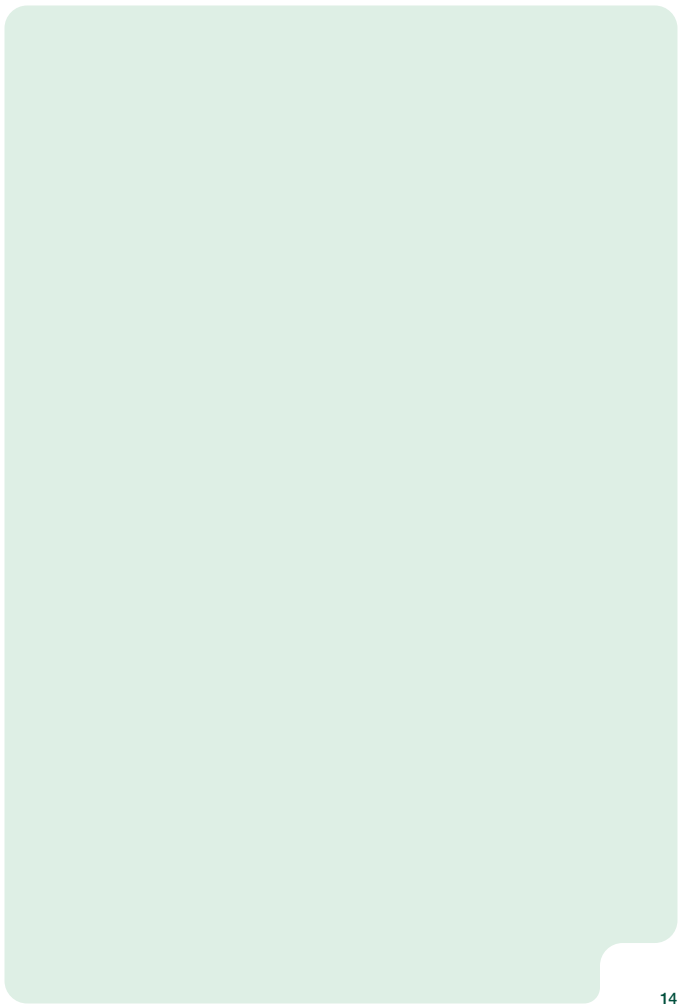
Own your impact

We act swiftly to make things happen. We lean in with curiosity, keep things simple and take action to make things better.

Tips and tricks

Consider using this pocketbook:

- At the start of the week, to confirm your work is aligned to our DNA.
- When checking in with your people leader to formalise your goals for the year ahead.
- When kicking off an internal meeting – perhaps start by sharing which Wesfarmers Health value this piece of work or project is most connected to.
- In moments of reflection as you continue your journey at Wesfarmers Health.





Wesfarmers
Health