



# Symbion Consumer launches Promax Software

Symbion Health Limited's Consumer division has launched the first phase of its Trade Promotion Management solution system, known as Promax that will drive efficiencies, improve speed to market and better align promotional strategy with sales execution, all leading to higher profit margins.

The Promax solution has been selected to provide a single system for all customer related sales and trade marketing activity for the national and state accounts of the company's Consumer division. Symbion Consumer is the largest producer and marketer of vitamins and minerals in Australia. Its brands include Nature's Own™, Cenovis™, Bio-Organics™, Golden Glow®, as well as the pharmacy antiseptic brand, Betadine®.

Promax provides companies with major advantages over their competitors through efficient and optimal management of trade funds and better visibility into promotional effectiveness, efficiency and customer profitability.

Symbion Consumer Commercial Manager, Mark Behne said the Promax solution will play a key role by more effectively utilising the business' internal capacities for external business outcomes.

'It's about getting all parts of the internal operations working together and while we are the market leader at present you can't rest on your laurels and must continue to implement improvements in your business systems,' said Mr Behne

Symbion Health will leverage Promax's capabilities to control and manage trade spend, as well as to design, manage and evaluate all aspects of trade promotions activities. Promax will also cater to the unique functionality required in the retail grocery and pharmacy and health food channels.

'Promax will be integrated with our core ERP system to provide a seamless update of promotions, pricing, budgets as well as managing claims/deductions and accruals, all part of maintaining our leading position in the market place' said Mr Behne.

## About Symbion Health

Symbion Health Limited (formerly Mayne Group Limited) is a leading Australian wellness

and diagnostic company operating in four business segments: pathology (including medical centres), diagnostic imaging, pharmacy and health-related consumer products.

Symbion Pathology operates Australia's second largest pathology network and Symbion Diagnostic Imaging operates Australia's third largest diagnostic imaging network.

Symbion Pharmacy distributes pharmaceutical and over the counter products to retail pharmacies across Australia and provides a range of professional and retail services. Its leading pharmacy retail banners include Terry White Chemists® and Chemmart®.

Symbion Consumer is Australia's leading provider of vitamin and mineral supplements across the grocery and pharmacy retail channels with the following brands: Nature's Own™, Cenovis®, Natural Nutrition™, BioOrganics™, and Golden Glow®.

