

Media Release: Sydney, Australia. 1 March, 2024.

Phebra Group establishes new subsidiary pharma company

‘Phero Pharma’ will fill medical shortages in the Australian health system

Leading Australian pharmaceutical firm Phebra Group (‘Phebra’) is delighted to announce the establishment of a new subsidiary, Phero Pharma Pty Ltd (‘Phero Pharma’). Phero will focus on identifying opportunities for in-licensing of products to address pharmaceutical needs across the Australian healthcare system.

“The Phebra Group is very excited about the creation of this company, Phero Pharma,” Phebra Chief Executive Officer, Andre Vlok, said today.

“As an Australian-based manufacturer, Phebra has been operating in Australia for over 30 years, working closely with clinicians, hospitals, and research facilities to develop niche products, including a range of critical medicines.

“Australia has long-been vulnerable to global supply chain disruptions which have led to local pharmaceutical shortages. Phebra has been called-upon over several years to successfully supply drugs with limited, or no market supply.

“We believe the establishment of Phero will enable us to focus on these market opportunities where we can provide safe and quality therapeutic solutions for Australian patients and allied health stakeholders, through an agile approach to in-licensing and manufacture from reputable sources. Phero is a next phase of the Phebra journey that began in Sydney three decades ago.”

Phero Pharma is wholly owned subsidiary of Phebra Group which will operate as an entirely separate business unit with its own brand and value proposition. Phero’s newly appointed General Manager, Roger Darlington, brings nearly 30 years’ experience both in the pharmaceutical industry, medical software, and device space.

Roger recently held the Commercial Manager role at Mundipharma Pty Ltd where he was responsible for contracts and tenders and led Mundipharma’s external stakeholder relationships and Ophthalmology business. Prior to Mundipharma, he led the ANZ commercial activity for several leading MedTech and medical software companies.

“I am thrilled to be heading up Phero as we focus on identifying, sourcing, and listing products-and collaborating with the TGA to address shortages of important pharmaceuticals in Australia,” he explained.

“While it may sound a cliché, I have always sought to add value and to make a difference in the Australian marketplace; that’s my passion and we are committed to doing that at Phero.”



Phero commenced operations on 1 March, 2024.

To contact Roger Darlington, use rdarlington@Pheropharma.com

About Phero

Phero is an Australian pharmaceutical company focused on the in-licensing of products aimed at meeting patient needs for better healthcare outcomes.

Editor's note: Phero is the Greek word, 'to bring', 'bear', 'carry'.

About Phebra

Phebra is an Australian based specialty pharmaceutical company which develops, manufactures and markets critical medicines in Australia and across the world.

At Phebra, we create critical medicines that save and improve lives.

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