

## Wellnex Brings Mark Wahlberg's Performance Inspired To Australia

### Highlights:

- Wellnex Life has signed a Licensing Agreement with Performance Inspired, a leading nutrition and supplement brand in the USA.
- Performance Inspired was founded by Hollywood actor and health and fitness ambassador Mark Wahlberg and nutrition and supplements expert Tom Dowd.
- The agreement provides Wellnex Life with an exclusive licence for Australia and New Zealand, and includes the first right to expand into Asia
- The partnership demonstrates Wellnex Life's business model and capability in identifying gaps in Australia's health and wellness market and then quickly bringing solutions to Australian consumers
- Join an investor briefing on Friday 20<sup>th</sup> August at 12pm with CEO George Karafotias to discuss the Performance Inspired agreement. [Click here to book in.](#)

**Wellnex Life Limited (ASX: WNX)** (the **Company** or **Wellnex**), a leader in bringing innovative products that address targeted consumer needs in Australia's fast-growing health and wellness sector, is pleased to announce it has signed a Licensing Agreement with Performance Inspired, a company and brand founded by leading actor Mark Wahlberg and nutritionist Tom Dowd (**See Annexure 1 for key material terms**).

The licence agreement provides Wellnex Life with an exclusive arrangement to supply Australia and New Zealand markets with Performance Inspired range of nutrition and supplement products. The agreement also provides Wellnex with first rights to expand the licence into Asia.

Performance Inspired was founded in 2015 by Wahlberg and Dowd and has become one of the fastest growing nutrition brands in the USA. In addition to his acting career, and being a dedicated student of fitness and nutrition, Wahlberg is a successful entrepreneur that has founded or co-founded several successful businesses. Tom Dowd partnered with Wahlberg to launch the Performance Inspired brand following 25 years in nutrition and supplements businesses, including as General Manager of GNC.

Performance Inspired caters and inspires people to live a more active lifestyle with natural nutritional support products and to serve the community by giving a percentage of the profits back through its charity commitments. Performance Inspired was created as there was a lack of brands using all-natural products that did not use over-hyped claims or unproven ingredients. The brand position and naming fit perfectly, with both Wahlberg and Dowd putting their names on the label showcasing their commitment to quality and pride in the product.

Performance Inspired has a wide range of nutritional and supplement products that are compatible for everyone's health and fitness goals, from intense training at competition level to simply taking small steps toward a healthier lifestyle.



The nutrition and supplement market is one of the fastest growing segments in the health and wellness sector, with sports nutrition alone a \$1.3 billion market in Australia. The Licensing Agreement with Performance Inspired and the significant retail network Wellnex has established sets up to take advantage of this lucrative market.

Performance Inspired Nutrition has more than 58 health and wellness nutritional products in the US market that cater to the everyday active lifestyle consumer as well as many professional athletes. Investors in Performance Inspired include NBA star **Draymond Green** and PGA star **Bryson DeChambeau**.

This agreement is also a testament to Wellnex's business model and the established infrastructure and network the company has built, that allows for opportunities such as these to be secured.

**George Karafotias, CEO of Wellnex Life** said: ‘Wellnex Life’s purpose is to meet changing consumer needs and demands with innovative products. We can do this by being first or fast to market, through collaborative partnerships and by supporting our meaningful distribution networks with products they want. The agreement with Performance Inspired ticks all these boxes and we are tremendously excited about its potential in Australia, New Zealand and Asia. Backed by Mark Wahlberg and Tom Dowd, we think the all-natural range of products will appeal to our market and are excited to bring these across the Pacific. We expect to be able to announce Performance Inspired ranging agreements with national retailers soon.’

“This deal was originated and structured by Julius Cohen, Executive Director of Reach Corporate & Advisory Board Member of Wellnex. Julius had worked with Mark Wahlberg & Tom Dowd on F45 and was influential in originating a strategic investment by MWIG LLC (Mark Wahlberg’s investment vehicle) in F45 in March 2019.”

**Mark Wahlberg at Performance Inspired** said: “I’m excited to bring Performance Inspired to one of my favourite parts of the world. I know the customers in Australia & New Zealand will love our clean and robust products.”

**CEO and industry veteran Tom Dowd** added “We have a huge international demand for our products and Australia has always been the biggest demand market for our products. The category is red hot, so we are thrilled that we have found a strong partner to help bring our amazing products to Australia and New Zealand. This is an exciting time for Performance Inspired as we continue to expand and introduce consumers to better products, they can trust to support their healthy and active lifestyle.”

## Investor Briefing

The Company would like to invite investors to a briefing at 12pm on Friday 20<sup>th</sup> August to provide a company update.

**When:** Friday, 20<sup>th</sup> August

**Time:** 12pm AEST

[Click here to register for the briefing.](#)

This announcement has been authorised for release on the ASX by the Company's Board of Directors.



Please [click here to register your details](#) on our website to stay up to date with news and announcements.

**ENDS**

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**About Wellnex Life**

Wellnex Life is an Australian brand and distribution company of customer-focused health and wellness products. The ASX-listed company (ASX: WNX) was established when Wattle Health acquired Brand Solutions Australia. The company is now on a mission to deliver health, wellness and vitality solutions to consumers worldwide.

**About Performance Inspired**

Performance Inspired (WM/TD Inspired, LLC) is a all-natural line of value added, innovative, high performance active lifestyle nutrition products, priced for the growing mass market customer base with specialty grade formulas for the educated consumer. Performance Inspired products are formulated to be clean with robust formulas in efficacious amounts.

All PI products are manufactured under several industry certifications recognizing to guarantee high manufacturing standards, including Good Manufacturing Practices (GMP).

PI is committed to giving back to charity and proudly proclaiming a minimum of 2% of net profits will be given to charity.

For more information, please visit [www.PI-Nutrition.com](http://www.PI-Nutrition.com) or email [Info@PI-Nutrition.com](mailto:Info@PI-Nutrition.com) for media and retail inquiries.

## Annexure – Key Material Terms

1. Party – Wellnex Life Limited & Performance Inspired Nutrition and Performance Inspired Nutrition LLC
2. Territory – Australia and New Zealand. First right of negotiation for Asia
3. Term – 36 months agreement with first right of renewal
4. Licensed Products – Performance Inspired branded nutritional products
5. Rights – Exclusive Right and License to produce, advertise and execute the sale of the Licensed Product in the Territory
6. Fees – International Marketing Fee of 6% of Net Sales. 4% Royalty on Net Sales