

## **Wellnex Life Launches 'Pharmacy Own' Brand under Supply Agreement with CH2**

### **Announcement highlights:**

- Wellnex launches wholly owned brand 'Pharmacy Own' and enters into an agreement with CH2, Australia's only fully integrated pharmaceutical and medical consumable distributor.
- Wellnex will be responsible for the development, TGA marketing authorisations and consumer marketing for a range of products supplied under the 'Pharmacy Own' brand.
- CH2 will be responsible for 'Pharmacy Own' product distribution through its national network of distribution centres and for the brand marketing to its customer base of 2,500 pharmacies.
- Targeting launch of up to twenty core products in first twelve months, with first products available in first half of 2022.

**Wellnex Life Limited (ASX: WNX)**, consumer-focused Australian health and wellness brand and distribution company, is pleased to announce the launch of its 100% owned 'Pharmacy Own' brand. Wellnex has entered into a Supply Agreement with CH2 (Clifford Hallam Healthcare), Australia's only fully integrated pharmaceutical and medical consumable distributor, for the exclusive distribution of the 'Pharmacy Own' brand in CH2's extensive national distribution network, which services over 2,500 pharmacies.

Under the terms of the agreement, Wellnex will be responsible for the development, TGA marketing authorisations and consumer marketing for a range of products supplied under the 'Pharmacy Own' brand. Wellnex's Brand Solutions Australia (BSA) national field sales team will be responsible for the 'Pharmacy Own' brand sales and distribution in the pharmacy channel, as well as the training of health care professionals to create awareness and maximise sales.

Initially Wellnex and CH2 will develop a strong offer of over the counter (OTC) products that will provide consumers equivalent efficacious products to the major brands currently found in the Australian market. As a result of the Supply Agreement, consumers and pharmacies will benefit from competitive retail prices and strong retail margins. The Supply Agreement is targeting the launch of up to twenty core products in the first 12 months, with the first products to be available in the first half of 2022. Long term the 'Pharmacy Own' brand will expand to over 50 products across many major categories including cough and cold, hay fever, pain relief and vitamins.

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The Supply Agreement with CH2 will allow Wellnex to gain significant national distribution across the CH2's network for the 'Pharmacy Own' brand. CH2 is Australia's leading integrated distributor of Pharmaceuticals, medical consumables, nutritional and equipment products servicing the healthcare market. They have a portfolio of over 50,000 products from over 700 recognised suppliers and operate across many business units including Hospital, Pharmacies, Aged Care and Community, Primary Care and Contract Logistics.

The arrangement with CH2 and the launch of the 'Pharmacy Own' brand builds on Wellnex's business model of delivering wellness brands that help meet consumer demand.

**Tony Cetrola of CH2**, said: "The Supply Agreement with Wellnex Life represents an exciting partnership for CH2. We're pleased to be able to partner with a company that's able to innovate new products that will meet the needs of our large Australian network."

**George Karafotias, CEO of Wellnex Life**, said: "We're thrilled to be partnering with CH2 to make available our 'Pharmacy Own' brand of products to over 2,500 pharmacies all over Australia. With CH2 having one of the largest distribution networks in the Australian healthcare industry, we are excited about the potential to leverage their market reach and position and increase revenue and profitability."

To stay up to date with Wellnex Life news and announcements, please register your details on the Wellnex Life investor portal - <https://wellnexlife.investorportal.com.au/register>

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

ENDS

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**About Wellnex Life**

Wellnex Life (ASX: WNX) is an Australian brand and distribution company of customer-focused health and wellness products. The company's large portfolio, first-to-market strategy and established retail distribution network provide an attractive business model for growth and profitability. Wellnex's mission is to deliver health, wellness, and vitality solutions to consumers in Australia and worldwide.

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