

What makes us who we are?



Low
Sugar



More
Electrolytes



Hydration
Acceleration
Formula



Doctor
Approved
Rehydration

Hydralyte



Our purpose

To make better hydration solutions and make a difference doing it

Our ambition

To own hydration in the family home

CEO, Board, Advisory



Oliver Baker

CEO

Former General Manager of Swisse Wellness USA and China. Sold \$1.7B



George Livery

Chairman

BOD Australia (BOD.ASX) Non-Exec Director. Swisse Wellness Director of Strategy & Corporate.



Adem Karafili

Director

Formerly Managing Director and Chief Operating Officer of Swisse Wellness



Gretta Van Riel

Director

Forbes 30 under 30 E-comm royalty. \$1m E-comm sales in a day. Founder Drop Bottle, Fifth Watches, Skinny Me Tea



Margaret Hardin

Director

Former CFO and CEO of Baby super brands, Ergo Baby and Munchkin



Vanessa Dew

Advisor

Founder of Health-Aid Kombucha, top 3 national brand



Brandon Fishman

Advisor

Founder and CEO of VitaCup. Raised over \$25m to drive E-comm business.

DISCIPLINED GOVERNANCE AND KNOWLEDGE IN GROWING CONSUMER PRODUCTS COMPANIES

HYDRALYTE GLOBAL TERRITORIES

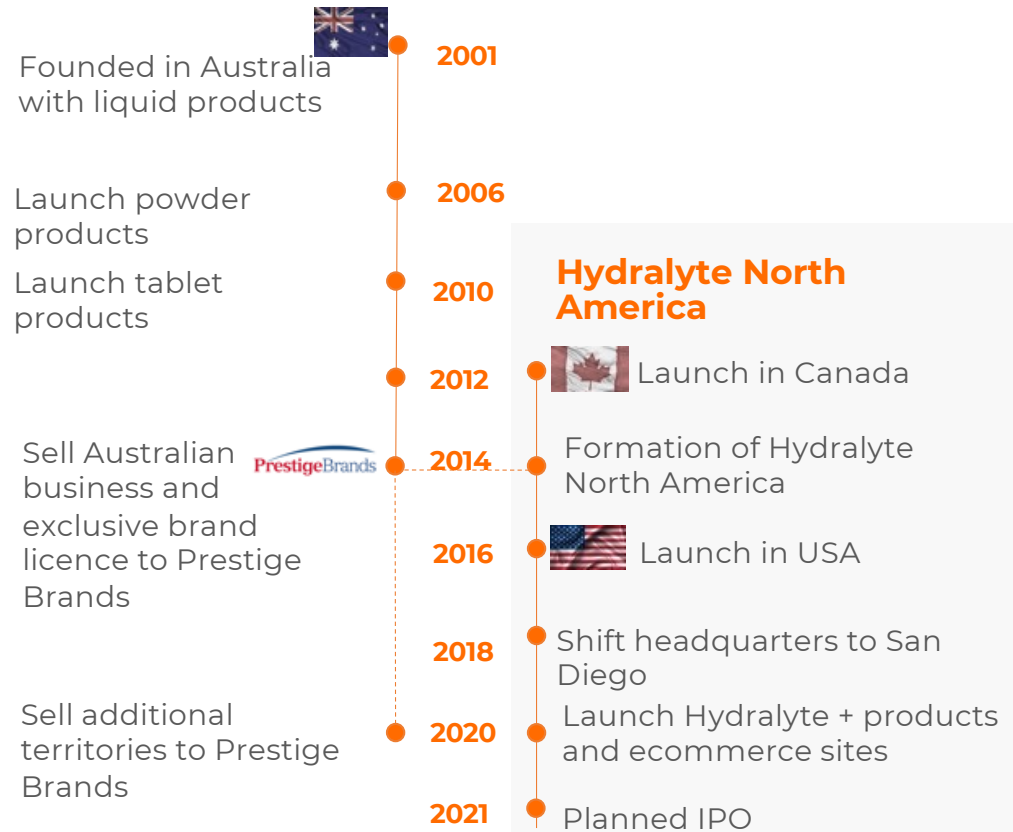


■ Exclusive Hydralyte North America markets

■ Hydralyte Australia owned by (Prestige Brands) exclusive

Hydralyte

A North American focused company with Australian heritage

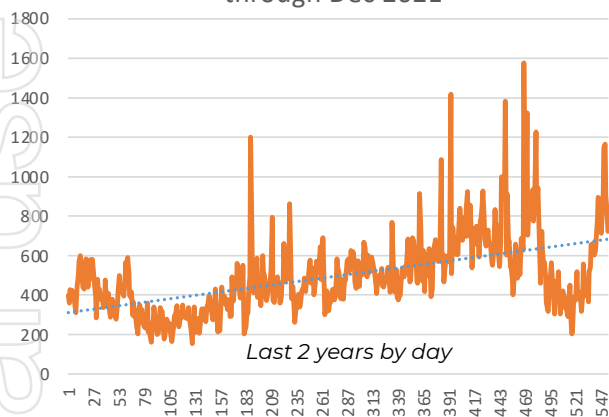


2021: Company Highlights

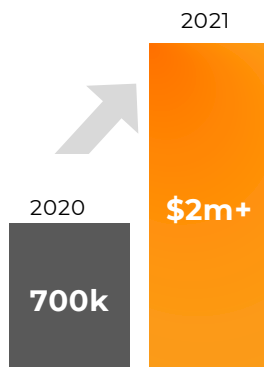
Amazon

AMAZON STORE SESSIONS BY DAY

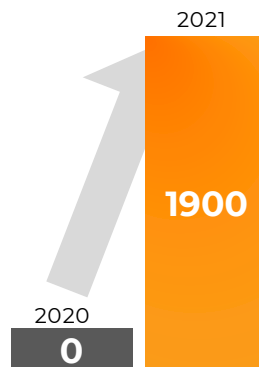
through Dec 2021



Amazon US Growth

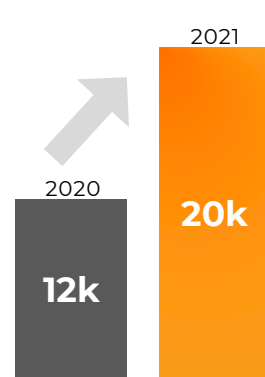


Amazon Subscriptions



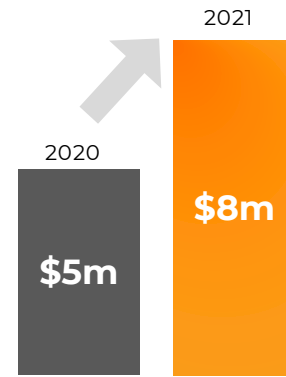
Stores

North American Door Count



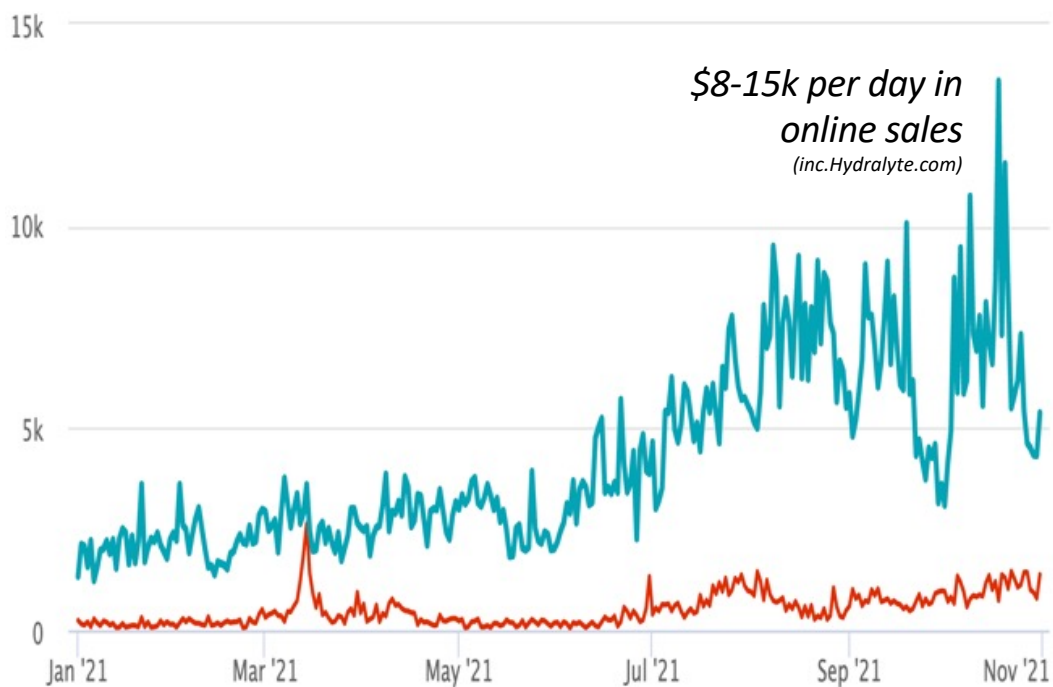
Business

Factory Sales Growth



Hydralyte has exploded in the past 2 years – driven by online

Hydralyte sales by Day – Amazon 2021 vs 2020



From

Clinical Brand
Medical first strategy

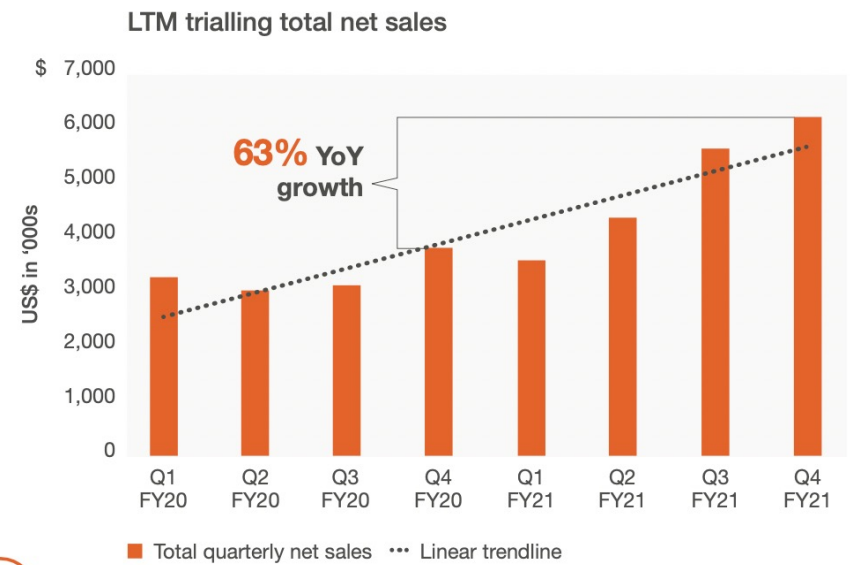
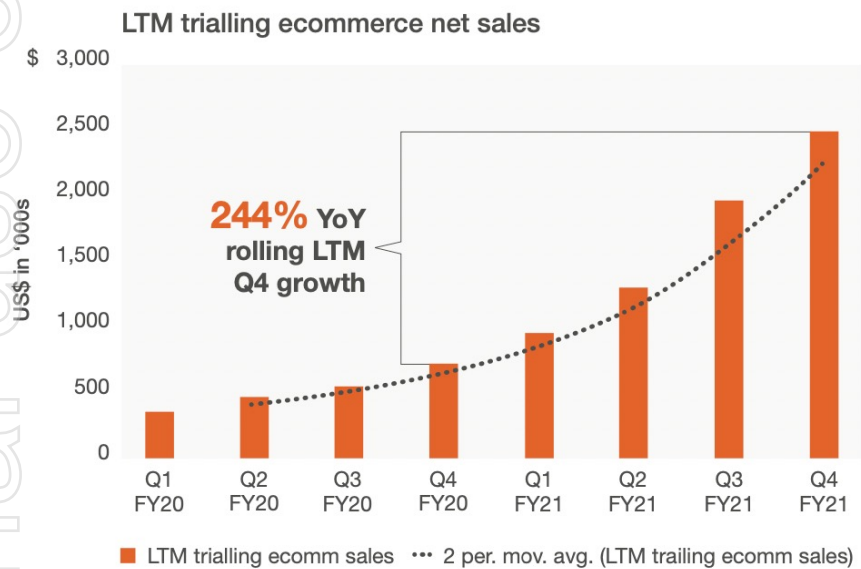
Hydralyte

To

Lifestyle Brand
Consumer strategy
Wellness Focus



Q4 Wrap Up.



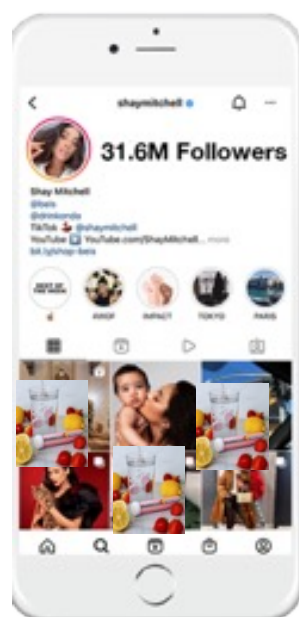
Planning for the year – some insights into Canada

Significant increase in marketing budget

2021

2022

Major Celebrity



Roughly 1/10 Canadian Women follow proposed talent

New SKUs



More flavours = more sales!

Stronger in-store presence



2021 – 18 units

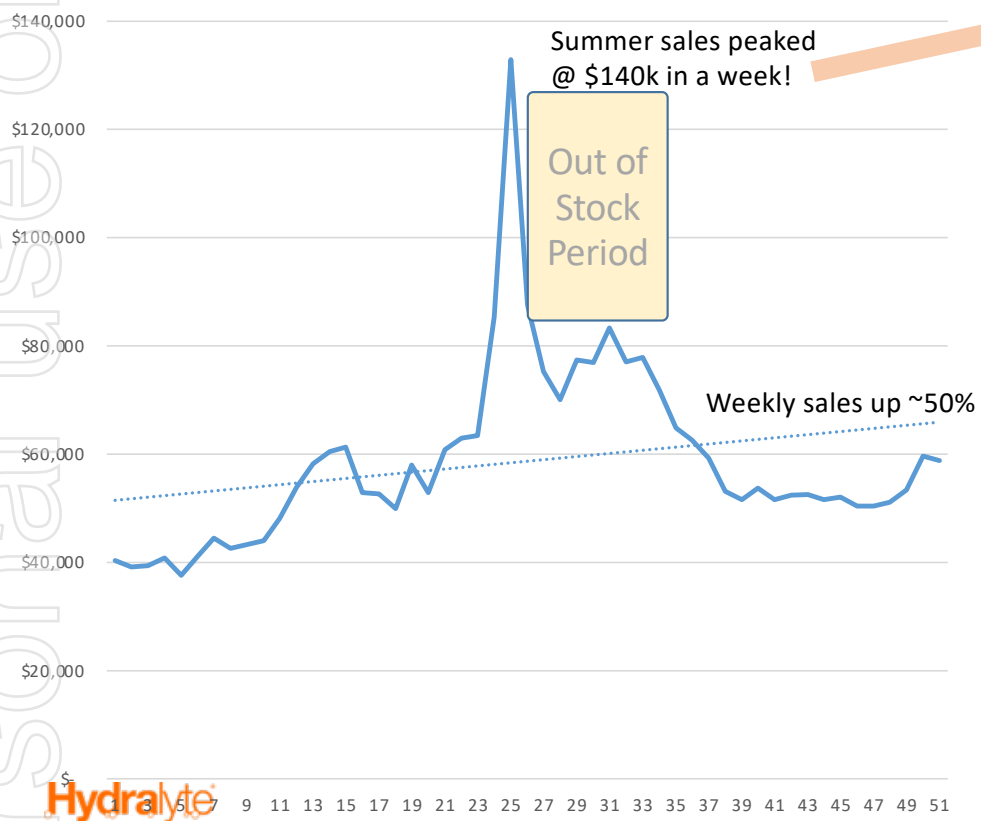


2022 – 44 units

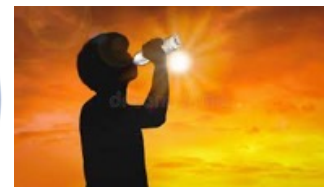
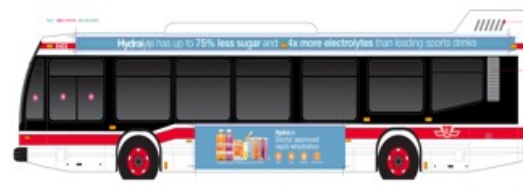
Inspiration only, actual displays much smaller!

2021 Seasonality. Hydralyte is a summer (JULY/AUG) hit

Hydralyte Shoppers Drug Mart unit sales by week, 2021



Marketing Summary 2021 (planned for this year)



Vancouver Heat Wave

+



= Sales +

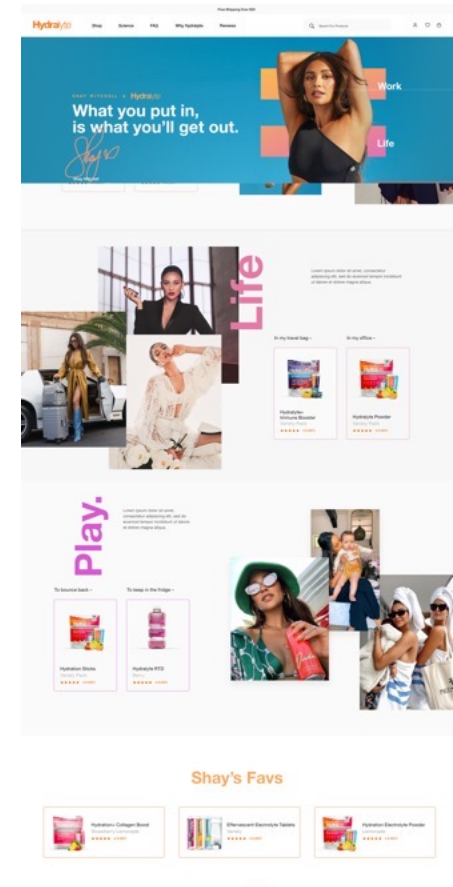
Out of Stocks

Shay Mitchell - Summary of the partnership

We love what Shay has done for Beis and Onda.

- Social super star. Creative powerhouse
- Canadian. We are a bigger brand in Canada and Shay's impact there is greater.
- 'Dream life' but also mom, entrepreneur, hard worker. Cool but fun. Authentic.
- Aligned perfectly with our brand and consumption occasions – daily health and wellness, work out, travel, and hangover (and now pregnancy!)
- Shay receives a stake in the company, cash for her work and commission on direct sales related to her social posts.

Hydralyte



Why Shay over athletes or other actresses

High Profile Athlete or Actor

Their cash payments are just the beginning, you need to then go and shoot a TV spot, then pay to run it on TV



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No direct selling, therefore hard to measure tangible impact

Athletes are generally awful in front of camera



Hydralyte

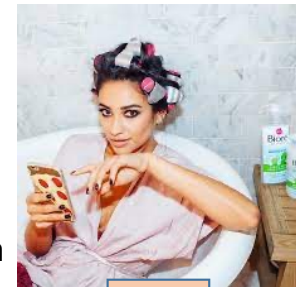
Shay Mitchell

Track record in Consumer brands, especially BEIS

Our highest impact creative material will come from Shay's phone for free. She is a creative superstar

We're able to measure her impact digitally and she is paid a commission for it

She speaks the language of our demo and lives the lifestyle of our key consumption occasions

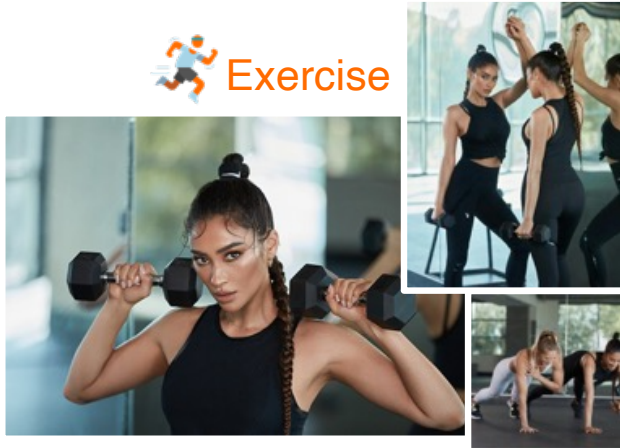


32m

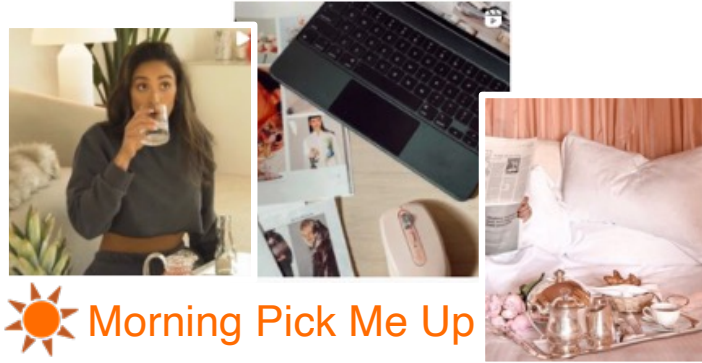


Shay Mitchell and Hydration moments

Exercise



Morning Pick Me Up



Hydralyte

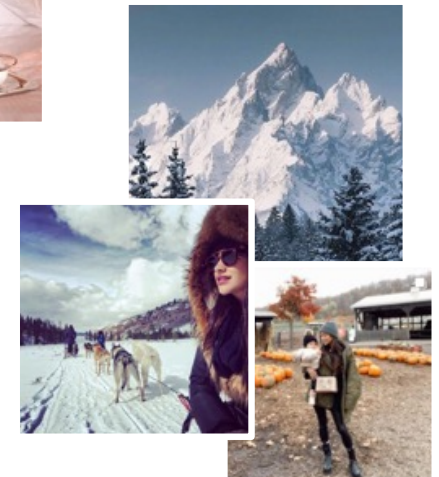


Travel

Hangover

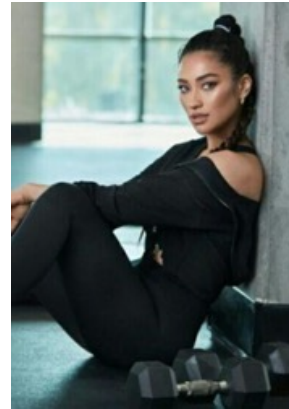
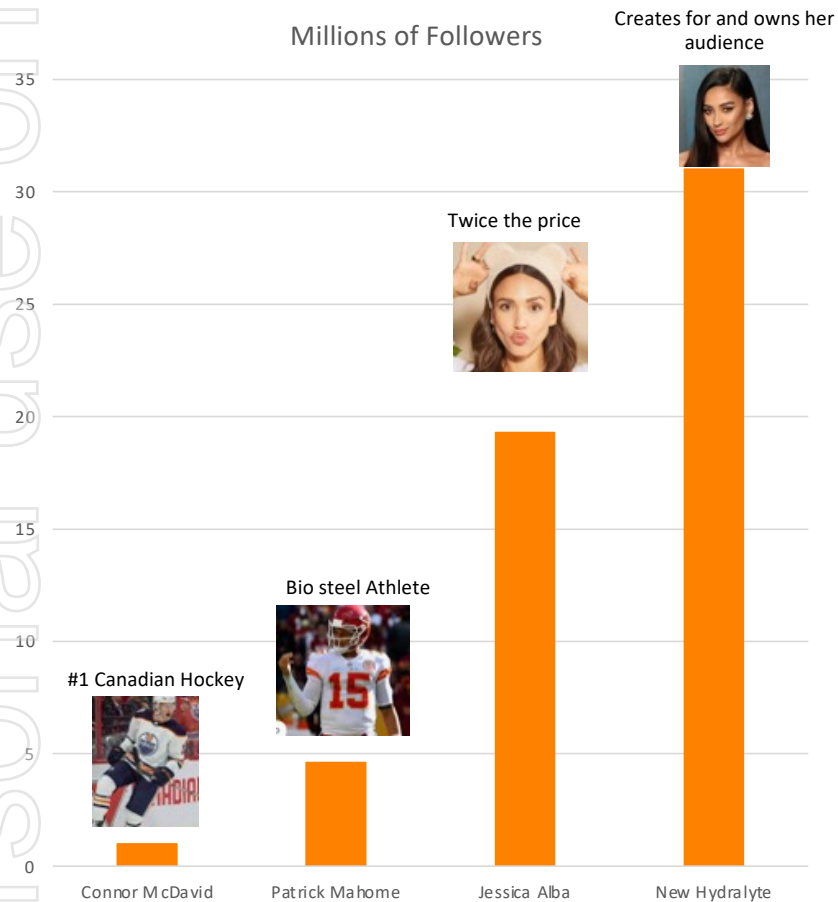


Cold and Flu Immune



More famous than you think

3x Tom Brady, 40x Australia's most prominent



Critical Elements of partnership. Risk mitigation

- Min 10 social media posts per year – paid a commission off direct sales
- Appearance at a Production Day to shoot pics and video to be used in advertising.
- 2 in-person public appearances for PR events per year – 1 in USA, 1 in Canada
- Collab, co-branded product with shay travel oriented silhouette as her 'stamp'. Use on in-store displays
- Ability to refer to her as owner, investor, partner
- Show up to 2x retailer meetings a year.

Launching May 2022

Key USA Bricks and Mortar listings

Hydralyte PLUS next to Liquid IV



National ranging in Rite Aid is performing well next to market leader Liquid IV

Hydralyte next to Pedialyte



Liquids selling well at regional (Texas) super retailer, HEB.

Hydralyte next to Pedialyte



Liquids selling well at regional Publix.

Innovation update: In production

USA Amazon due April/May

Canada first June

- Innovation continues to rollout on schedule (ahead of Summer)
- Positive feedback from retailers on Hydralyte sport in both USA and Canada.



Canada flavours due April



Innovation update

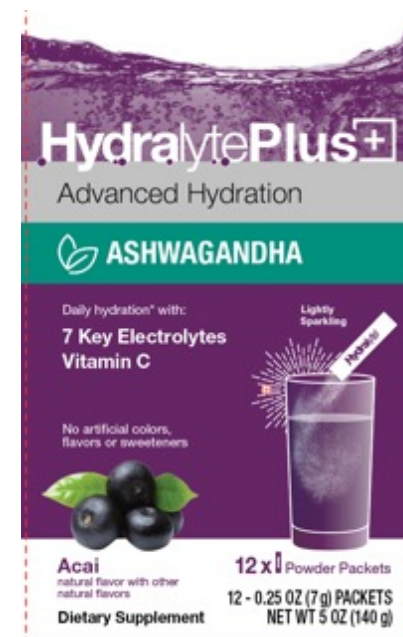


18 - 0.21 OZ (6.0 g) PACKETS / NET WT 5.04 OZ (144 g)



Hydralyte PLUS Liver Detox:

Hangover symptoms can be reduced through preventative (and treatment!) dehydration. Headache, fatigue, irritability are all dehydration symptoms! Great before bed or first thing!




Hydralyte PLUS Ashwagandha

Rapid Rehydration formula with Ashwagandha for anti-anxiety, anti-stress, sleep support, stomach support and travel.



In Summary

1. Great finish to 2021 and great start to 2022
 2. Huge amount of planning going into summer
 3. Innovation pipeline in full flight
 4. Next quarterly report out on 30 April
 5. Road show in Melb/Syd first week of May
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Thanks

