

Company Announcement  
ASX: HPC

DATE: 18/5/2022

## Partnership commences with prominent North American actress and brand ambassador, Shay Mitchell

### KEY HIGHLIGHTS

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- **Shay Mitchell and Hydralyte launch new partnership with news media and social media campaign**
  - **Ms Mitchell is Hydralyte's new investor and creative collaborator with 33m Instagram followers, 3m Twitter followers, 4.23m YouTube subscribers and 7m TikTok followers<sup>1</sup>**
  - **Commencement of the partnership and campaign is timed with the approaching North American summer – an anticipated high sales volume period**
  - **The campaign is designed to increase brand awareness across target demographic ahead of larger campaign during the North American summer**
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Hydration solutions company The Hydration Pharmaceuticals Company Limited (ASX: HPC) (“Hydralyte North America” or “the Company”) is pleased to advise that it has commenced its in market collaboration with recently appointed North American brand ambassador and equity partner, Ms Shay Mitchell (refer ASX announcement: 29 March 2021).

Ms Mitchell is an accomplished actress, entrepreneur and mother. Boasting an Instagram presence three times larger than some of America's most prominent athletes and almost forty times the following of some of Australia's leading online influencers. Her footprint across social media is now 33m Instagram followers, 3m Twitter followers, 4.23m YouTube subscribers and 7m followers on TikTok<sup>1</sup>.

The Company's partnership began with the first of many social media posts from Ms Mitchell on her Instagram account<sup>2</sup>, which highlighted her daily ritual of drinking Hydralyte to tackle her busy schedule.

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<sup>1</sup> As at 13 May 2021

<sup>2</sup> <https://www.instagram.com/reel/CdhYa51lg16/>

The partnership also gained strong traction with North American news outlets and was featured in multiple publications including the New York Post<sup>3</sup>, Yahoo<sup>4</sup>, MSN<sup>5</sup> and Today's Parent<sup>6</sup> amongst others.

As an investor and collaborator, Ms Mitchell will continue to broaden brand awareness and consulting on the Company's social media strategy, utilising her own channels while attending two in-person events in 2022.

### **Commentary:**

**Hydralyte partner Ms Mitchell commented:** *"Between meetings, working out and chasing a toddler, I don't drink as much water as I should. I invested in Hydralyte because it delivers superior rapid rehydration, tastes great and is low in sugar so my family gets the hydration they need. It's a daily life-hack."*

**Hydralyte North America CEO Oliver Baker said:** *"Shay's has a deep connection with her followers where they trust the products she recommends, what she has done with her luggage company, BEIS is extraordinary. As one of the most high profile pregnant women on the planet, she connects directly with our core target market of young families with kids. Her first of many posts begins the intimate story-telling with her audience that allows an authentic introduction of our products benefits, ahead of a more consolidated marketing campaign planned for Q3."*

*"We have timed the launch with Shay to ensure that Hydralyte continues to build strong brand awareness coming into the North American summer period. Traditionally, this period is very high volume and we anticipate increased revenue and cash collection over the coming months."*

### **ENDS**

**This announcement was authorised for release by the Board of Hydralyte North America.**

For further information:

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<sup>3</sup> <https://nypost.com/2022/05/13/shay-mitchell-talks-baby-name-and-favorite-products/>

<sup>4</sup> <https://currently.att.yahoo.com/att/exclusive-shay-mitchell-best-advice-205825073.html>

<sup>5</sup> <https://www.msn.com/en-us/lifestyle/lifestyle-buzz/exclusive-shay-mitchell-has-the-best-advice-for-moms-on-embracing-their-bump/ar-AAxfMU?li=BBnb7Kz>

<sup>6</sup> <https://www.todayparent.com/pregnancy/being-pregnant/shay-mitchell-hacks-for-pregnancy-swelling-and-charley-horses/>