

## Launch of E-Commerce Platform and Brand – *TheSet.Co*

### Highlights

- Wellnex Life launches new e-commerce platform and brand [TheSet.Co](#) with an initial 19 new products.
- Launch will allow Wellnex to take advantage of the growing domestic online sales market for health and wellness products, worth \$1.5 billion and expected to increase to \$3.5 billion by 2026.
- *TheSet.Co* platform will provide Wellnex with healthy margins with its business-to-consumer (B2C) model.
- Launch validates Wellnex's objective of bringing new, innovative brands and products to the fast-growing health and wellness market in Australia.
- Join a live, online investor briefing with CEO George Karafotias on Tuesday 8<sup>th</sup> November at 12pm (AEDT). [Register here](#).

**Wellnex Life Limited (ASX: WNX)**, customer-focused health and wellness brand and product company, is pleased to announce the launch of its new e-commerce platform and brand, *TheSet.Co*, which will enable Wellnex to sell products directly to consumers in the large and growing online health and wellness market.

*TheSet.Co* ([theset.co/](https://theset.co/)) will give Wellnex a direct business-to-consumer (B2C) online retail channel for the first time. The diverse and unique offering of 19 initial products, which will be further expanded, will provide a unique offering to consumers of high-quality self-care products. Wellnex is focused on growing awareness of the platform and brands to accelerate revenue. The online health and wellness market for self-care products in Australia is currently valued at \$1.5 billion and is expected to grow to \$3.5 billion by 2026 (Frost & Sullivan – The Online Retail Market July 2022).

As a B2C model, *TheSet.Co* will provide substantially increased margins (circa 45%) compared to traditional retail sales, and is expected to significantly increase the overall margins of the business.

*TheSet.Co* has gone live with a soft launch and will officially launch on 15 November 2022. The official launch will include a special promotion for Wellnex shareholders.

### **About *TheSet.Co***

[TheSet.Co](#) has been established to provide a one-stop platform for new self-care solutions for anyone with an active lifestyle that is looking for no fuss, hardworking and functional products.



*TheSet.Co* has developed all products and formulations internally. Products have been rigorously tested to ensure the highest of quality, with a plan to keep rolling new products out to build on the already impressive portfolio encompassing 19 products across recovery, energize, refresh and protect categories.

*TheSet.Co* is mindful of the environmental impact of the cosmetic and skincare industry and considered this in products and packaging, producing innovative solutions and effective products without compromising on quality.



**George Karafotias, CEO of Wellnex Life,** said: “I am delighted to announce the launch of our new e-commerce channel and brand *TheSet.Co*, featuring a range of 19 high-quality self-care products for active and outdoor enthusiasts. The launch opens new opportunities for Wellnex in online retail channels for health and wellness – a large and growing channel with significant consumer demand.”

## **Join a briefing**

Join a live online investor briefing with Wellnex Life CEO George Karafotias on Tuesday 8<sup>th</sup> November at 12pm (AEDT) where he will provide a company update, including progress made on an over-the-counter medicinal cannabis product, and discuss the new e-commerce channel in more detail. [Click here to register.](#)

This announcement has been authorised for release on the ASX by the company's board of directors.

**ENDS**

## **Further information:**

### **Wellnex Life**

George Karafotias  
Chief Executive Officer

Email: [george.k@wellnexlife.com.au](mailto:george.k@wellnexlife.com.au)

Phone: 03 8399 9419

### **Investor & Media Relations**

Sophie Bradley

IR Executive

Email: [IR@reachmarkets.com.au](mailto:IR@reachmarkets.com.au)

Phone: 1300 805 795

## **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.

To stay up to date with Wellnex Life news and announcements, please register your details on the [Wellnex Life investor portal.](#)