

**WELLNEXLIFE**

**THE NEXT GENERATION OF  
WELLNESS YOUR LIFE DESERVES**

**AGM Presentation**

**29<sup>th</sup> November 2022**

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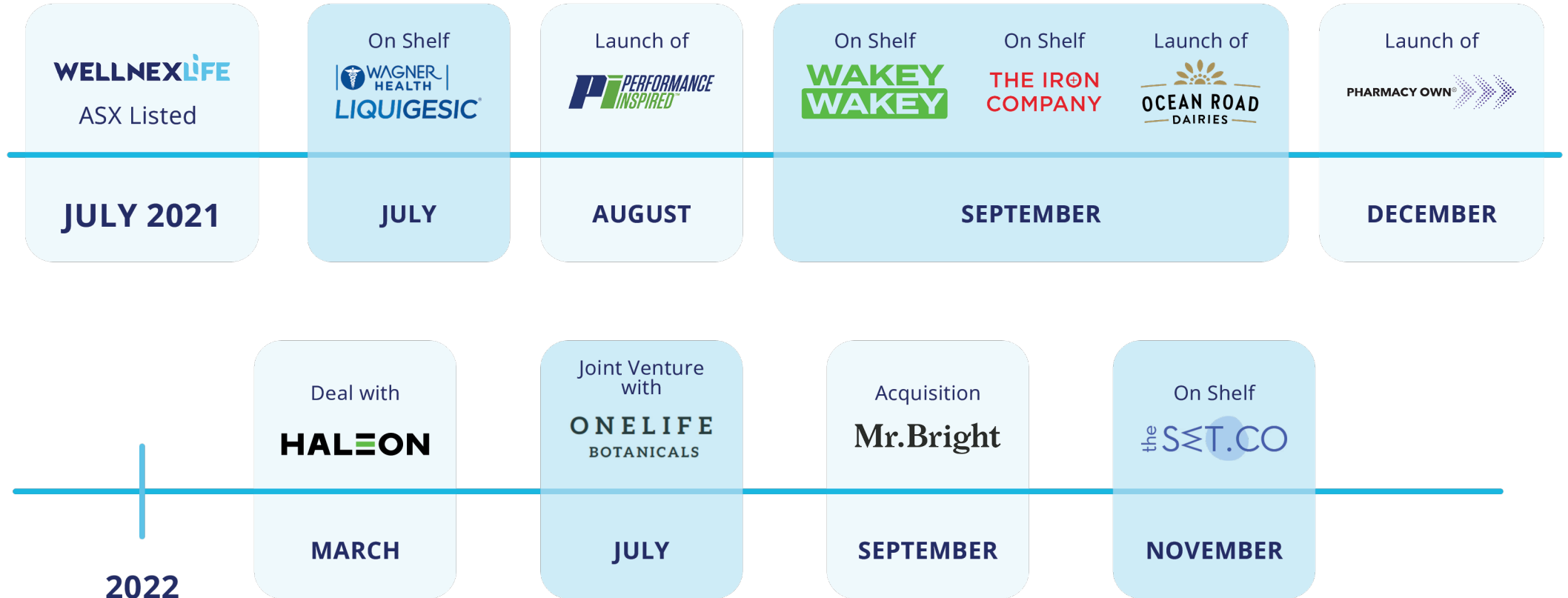
# Who we are

Wellnex Life is a brand and product innovator operating in the fast-growing health and wellness market.



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# How far we've come



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# A huge untapped market with evolving needs

- Consumer desire for product innovation
- Health and wellness a leading priority in consumer spending
- Seeking preventative solutions over treatment
- Increased focus on health and wellness products in retail
- Boom in online sales across health and wellness category
- Large S3 cannabis market opportunity

Consistent growth in target segments



*IQVIA Scan Data – February 2022*

## Wellnex brands

THE IRON COMPANY

WAKEY  
WAKEY

PHARMACY OWN®



Mr. Bright

PI PERFORMANCE  
INSPIRED™

the SΞT.CO

little  
Innoscents

WAGNER HEALTH \*  
LIQUIGESIC®

## Contract manufacturing



arrotex  
— PHARMACEUTICALS

HALEON

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# Established distribution networks

Established national coverage of over 90% of the health and wellness market

Key pharmacy wholesalers



Key pharmacy retailers



Blue chip Australian groceries



# Wagner Health Liquigesics

- ✓ Joint Venture brand with Chemist Warehouse that launched Australia's first liquid Paracetamol in a soft gel
- ✓ Product offering expanded with new liquid Paracetamol and Ibuprofen analgesic
- ✓ Available nationally in all Chemist Warehouse stores
- ✓ All intellectual property of the products remains the property of Wellnex
- ✓ Supplied to contract manufacturing parties





# The Iron Company

- ✓ Australia's first Complementary Medicine Gummy with Slow-Release Iron, to minimise stomach upsets
- ✓ One a day to help meet the daily recommended intake of iron.
- ✓ Great tasting Vitamin C orange flavour to assist with iron absorption and each gummy has less than 14 calories per gummy.
- ✓ Available in Coles, Woolworths, CWH and selected pharmacies nationally



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# Wakey Wakey

- ✓ Energy supplement in new formats – Effervescent Tablets & Gummies, moving away from traditional tablets
- ✓ TGA approved for efficacy with 100mg of Caffeine in the effervescent and 15mg in the gummies, unlike other energy supplements
- ✓ On point packaging, bright and resonates with the target demographic of millennials
- ✓ Available in Coles, Woolworths, CWH and selected pharmacies nationally



# Performance Inspired

- ✔ Celebrity Mark Wahlberg and Tom Dowd are the founders of Performance Inspired brand.
- ✔ Performance Inspired is a premium sports supplement range brand to inspire a more active lifestyle to everyone not only for professional athletes.
- ✔ Performance Inspired range available in 26 skus as Protein powders, BCAAs, Pre-Workouts, On the go drinks, snacks plus Vitamins and Supplements.
- ✔ Exclusive to Chemist Warehouse in Australia and New Zealand



# Pharmacy Own

- ✓ New brand of high-quality pharmacy medicines
- ✓ Pharmacy Own offers the same formulation and delivery format as leading branded products
- ✓ Pharmacy Own will deliver more profit for the pharmacy at a lower price for the consumers
- ✓ Pharmacy Own has signed an exclusive distribution agreement with CH2 which services over 2,500 pharmacies nationally



# Organic A2

- ✓ Australia's first Organic A2 infant formula using 100% Australian milk
- ✓ Joint Venture with Australian Dairy Nutritionals (ASX:AHF) providing the manufacturing expertise
- ✓ Ocean Road Dairies available nationally in Chemist Warehouse
- ✓ Looking to expand distribution channels in 2023



# The Set Co

- ✓ New e-commerce brand *TheSet.Co* has launched with an initial 19 new products
- ✓ The unique offering will provide high-quality self care products
- ✓ Direct business to consumer (B2C) provides high margins
- ✓ The online health and wellness market in Australia is currently valued at \$1.5 Billion and expected to grow by \$3.5 Billion by 2026\*

\*Frost and Sullivan – The Online Retail Market July 2022



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# Mr Bright

- ✓ Take home natural teeth whitening solutions brand offering a core range of whitening kits, toothpaste, pens and strips.
- ✓ One of the only teeth whitening products on the market not to contain hydrogen peroxide as the active ingredient, providing a natural alternative to consumers suitable for sensitive teeth and gums.
- ✓ Real results in just 10 minutes, up to 8 shades lighter in 2 weeks.
- ✓ Distributed in major retailers across Australia, UK and USA.



# Next major opportunity: S3 cannabis

- ✓ Rising awareness of health benefits of cannabidiol (CBD) and its effectiveness in pain management & various other treatments is propelling industry growth.
- ✓ Global CBD market USD \$12.8 billion in 2021 and is estimated to grow with 21.7% CAGR to reach \$56.2 billion by 2028.
- ✓ Australian S3 market expected to be sizeable and have high barriers to entry on the back of a strong regulatory framework.
- ✓ **Wellnex has the opportunity to be one of the first business to launch an OTC medicinal cannabis product under Australia's S3 classification.**





# Why Wellnex can win

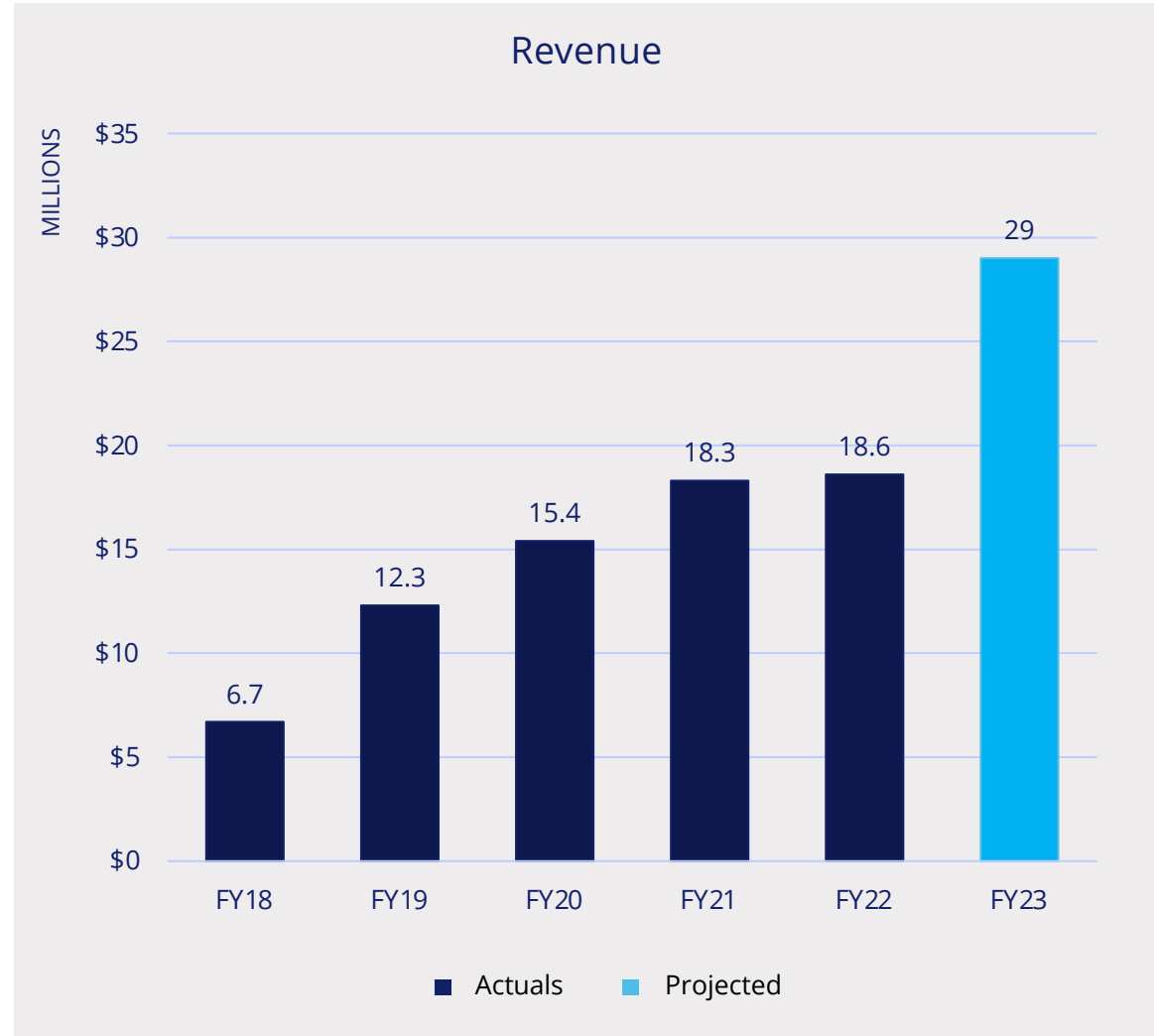
- ✓ Wellnex will approach S3 with the same logistical and partnership precision that was implemented for Wagner Liquigesic.
- ✓ TGA Approval → Strategic partnership → established sales channels
- ✓ Wellnex has formed a strategic partnership with OneLife.
- ✓ Wellnex will have access to a state of the art TGA, ODC and GMP approved medicinal cannabis cultivation and processing facility. Enormous 20 tonne p/a capacity, no cost to Wellnex.
- ✓ Wellnex will then utilise their established sales channels to distribute the product.



# Revenue

**Increasing revenue of our own brands will increase overall profit margin.**

**Key to moving towards positive EBITDA.**



# Building sales momentum



Sales up **192%** in 8 months to August 2022

THE IRON COMPANY

Sales up **132%** in 8 months to August 2022



Sales up **61%** in 6 months to July 2022

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**Thank you.**

**George Karafotias**  
Chief Executive Officer



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Mr. Bright

PHARMACY OWN



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