

Company Announcement
ASX: HPC

DATE: 5 May 2023

2023 Annual General Meeting – Chair Address

We had a very exciting and industrious 2022 at The Hydration Pharmaceuticals Company Limited, or as most people call us, Hydralyte North America - although our opportunities span far more than North America.

Our talented San Diego based team successfully completed all of the objectives set out in the IPO documents in our first full financial and calendar year since listing in December 2021.

Our growth in sales has been nothing short of amazing. There is nothing more pleasing to the Chair or the Board of a growth company, than having an ambitious growth strategy that is fully implemented. With a keen focus on costs maintained, we believe that the executive team and Board have positioned HPC to take on the challenges of what I believe will be our most exciting and momentous year, 2023.

While there are many areas of the business I could highlight as having an outstanding performance, it is our Product Development and Manufacturing and distribution, that I am most proud. Whether it is developing popular, yet unique, flavour profiles for our direct hydration range, or our Plus products that contribute to positive health outcomes in multiple areas, or our exciting headline grabbing collaboration with an A lister, demonstrably, we believe HPC are leading innovators. So, while we are working to make hydration fun and accessible to everyone, we also want to ensure that we maintain the highest scientific standards possible in our formulations and production. With an almost seamless transition, bringing elements of our contract manufacturing to North America has been game changing. This not only enhances our margin but provides more flexibility in stock control and supply.

The HPC Board, like many others, works well beyond its remit. Giving time and expertise that is both astute and incisive, the Board provides a broad set of commercial and governance skills to the company that ensures our executive team can focus on the business. I'd like to thank and acknowledge Adem Karafili, Margaret Hardin and Gretta van Riel, three of the best directors you would want on your Board. They all do an outstanding job. I would also like to publicly thank our talented and ambitious executive team. Oliver Baker, our CEO and Chris Kavanagh, our CFO lead and achieve, at the highest level. They drive an engaging culture with the aim of stimulating, enriching, and energising the team, activating a culture of achievement. We are very lucky to be able to attract such great talent across our

company. I would also like to thank our company secretary Victoria Nadalin and all the cdPlus team. They do a fantastic job and always deliver.

Most importantly I would like to thank my fellow shareholders. While we have had and will continue to have exciting times at HPC, we are not immune to the macro-economic environment. We know that it can be hard to stay the course, but we also know that our products and our team are second to none. I'm confident that we will continue to go from strength to strength and ultimately provide great shareholder value. Hydration as a category is earning its deserved recognition globally. We are proud of the work we are doing in helping grow the sector and category, and provide the public access to high level hydration products that have a therapeutic outcome.

ENDS

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

For further information:

Investors/Media

Henry Jordan

Six Degrees Investor Relations

0431 271 538

henry.jordan@sdir.com.au