

For personal use only

WELLNEXLIFE

Next Generation Consumer Health Products Today

Wellnex Life Limited ASX: WNX

July 2024

Important Notice & Disclaimer

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES, CANADA, JAPAN, THE REPUBLIC OF SOUTH AFRICA OR ANY OTHER JURISDICTION IN WHICH IT WOULD BE UNLAWFUL TO DO SO. The information contained in this confidential document (the "**Presentation**") relating to Wellnex Life Limited (the "**Company**") has been prepared by the Company. By reading the information contained in this Presentation and this notice, the recipient agrees to be bound by the following limitations. This Presentation is not an approved prospectus or other equivalent offering document under the securities laws of any jurisdiction. For the purposes of this document, the Presentation shall mean and include the slides that follow, the oral briefing provided by the Company in connection with the information herein, the question-and-answer session that follows that oral presentation, hard copies of this document and any materials distributed at, or in connection with the Presentation.

Neither this Presentation, its contents, nor any part thereof have been approved (for the purposes of section 21 of the Financial Services and Markets Act 2000 ("**FSMA**")) by an authorised person within the meaning of FSMA. Reliance on this Presentation for the purposes of engaging in any investment activity may expose an individual to a significant risk of losing all the assets invested. The information contained in this Presentation is being supplied to a very limited number of persons for information purposes only. This Presentation does not form a prospectus, nor does it constitute, and the Company is not making, an offer of transferable securities to the public within the meaning of sections 85(1) and 102B of FSMA. It shall not form the basis of, or be relied on in connection with, any contract or commitment whatsoever. No offer of securities is being or will be made in circumstances which would require a prospectus or similar document to be approved. This Presentation is directed at persons in the United Kingdom who are qualified investors within the meaning of Article 2(e) of the Prospectus Regulation (Regulation 2017/1129) as amended from time to time and incorporated into the domestic law of the United Kingdom pursuant to the European Union (Withdrawal) Act 2018 ("**EUWA**") and in the United Kingdom to (a) persons who have professional experience in matters relating to investments and who fall within the category of person set out in Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "**Order**") or (b) high net worth companies within the meaning set out in Article 49 of the Order. Persons falling within one of the categories of persons described above must comply with the terms of this disclaimer and conduct their own analyses or other verification of the data set out in this presentation and bear the responsibility for all or any costs incurred in doing so. The Company will not engage in any investment activity or controlled activity to which the Presentation relates with persons who do not fall within one of the categories of persons described above. Persons who do not fall within one of the categories of persons described above should not rely or act upon the Presentation and should return it immediately to the Company. By accepting this Presentation, the recipient represents, warrants and undertakes to the Company that they are a person who falls within the above description of persons entitled to receive the Presentation, that they will keep this Presentation confidential, that they will not disclose any information forming part of this Presentation (except as required by law), that they will not forward the Presentation to any other person, or reproduce or publish this document, in whole or in part, for any purpose and they have read and agree to comply with the contents of this notice. If you are in Australia, this document has been provided to you on the basis that you have confirmed your representation to Wellnex that you are either: (i) a "sophisticated investor" within the meaning of section 708(8) of the Australian Corporations Act 2001 and, if applicable, you have provided an accountant's certificate in accordance with section 708(8)(c)(i) or (ii) of the Australian Corporations Act 2001 and related regulations to Wellnex before receiving this document; (ii) a "professional investor" within the meaning of section 708(11) of the Australian Corporations Act 2001; or (iii) a person associated with Constance under section 708(12) of the Australian Corporations Act 2001.

Please note that the information in this Presentation has yet to be announced or otherwise made public and as such constitutes inside information for the purposes of Article 14 of the Market Abuse Regulation (596/2014/EU) as incorporated in United Kingdom domestic law pursuant to the EUWA ("**UK MAR**") and the Criminal Justice Act 1993. You should not therefore deal in any way in the securities of the Company until after the formal release of an announcement by the Company as to do so may result in civil and/or criminal liability. The publication, distribution or communication of the Presentation is taking place for the purpose of a 'market sounding' in accordance with UK MAR. Recipients of the Presentation have been requested to, and have confirmed that: (a) where the market sounding is being conducted by recorded telephone lines or audio or video recording, they have agreed to the recording of any such communication; (b) they are the person entrusted by the potential investor to receive the market sounding; and (c) they have agreed to receive the market sounding in the knowledge that they will be receiving information that the Company considers to be inside information for the purposes of Article 11(5)(a) of UK MAR and that, in accordance with Article 11(7) of UK MAR, they are required to assess for themselves whether they are in possession of inside information and when they cease to be in possession of inside information. Recipients of the Presentation are: (a) prohibited from using, or attempting to use, the information by acquiring or disposing of, directly or indirectly, financial instruments relating to that information for either their own account or that of a third party (Article 11(5)(b) UK MAR); (b) prohibited from using, or attempting to use, the information by cancelling or amending an order which has already been placed concerning a financial instrument to which the information relates (Article 11(5)(c) UK MAR); and (c) obliged to keep the information confidential (Article 11(5)(d) UK MAR). This Presentation should not be distributed, published or reproduced in whole or in part or disclosed by recipients and, in particular, should not be distributed to United States residents, corporations or other entities, US Persons (as defined in Regulation S promulgated under the United States Securities Act of 1933 (as amended)), persons with addresses in the United States of America (or any of its territories or possessions), Canada, Japan or the Republic of South Africa, or to any corporation, partnership or other entity created or organised under the laws thereof, or in any other country outside the United Kingdom where such distribution may lead to a breach of any law or regulatory requirement. Distribution of this Presentation in the United States in the absence of such an applicable exemption may constitute a violation of United States securities law. This Presentation may not be (a) taken or transmitted into the United States of America, Canada, Japan, the Republic of South Africa or any other jurisdiction in which it would be unlawful to do so or their territories or possessions; or (b) distributed to any individual outside the United States of America (or any of its territories or possessions), Canada, Japan or the Republic of South Africa who is a resident thereof or who is a resident of any other jurisdiction in which it would be unlawful to take or transmit this Presentation in any such case for the purpose of offer for sale or solicitation or invitation to buy or subscribe any securities or in the context where its distribution may be construed as such offer, solicitation or invitation, in any such case except in compliance with any applicable exemption. The distribution of this Presentation in or to persons subject to other jurisdictions may be restricted by law and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

Wellnex Life Team

Decades of Experience in Healthcare & FMCG



Zack Bozinovski – Managing Director

- Over 35 years of senior experience within FMCG and Pharmaceutical companies in Australia and internationally
- Held senior positions at PepsiCo, Nestlé (Uncle Tobys) and Sigma Pharmaceuticals.
- Successfully developed established and owned brands, including Voöst Vitamins, (sold to Proctor & Gamble in April 2021)

George Karafotias – Chief Executive Officer

- Specialist in restructuring, reinventing and implementing turnaround strategies for various ASX-listed companies with great success
- Established track record with publicly-traded businesses, predominantly in senior executive positions.



Wellnex Life...Our Story

ASX listed Consumer Health Company coming to London with a diversified portfolio of unique products and brands, with a strong right to succeed.



Global Expansion



Haleon Licensing Deal



Maiden Profits



Experienced Board & Management



History of Wellnex Life

For personal use only



WELLNEXLIFE

Going Forward - We Have 4 Rights to Succeed?

1. Wellnex Life Brands

Innovative and Unique Market Leading Brands



Pain Away

Australia's second largest¹ topical pain relief brand with a range pain relief products specifically formulated for joints and topical pain

ACQUIRED: DEC 23

GROSS MARGIN: 70-75%

Wakey Wakey

Australia's first Complimentary Medicine Caffeine & Guarana Effervescent boosting energy levels.

LAUNCHED: OCT 21+ JAN 23

GROSS MARGIN: 40-50%

Nighty Night

Australia's first Complimentary Medicine Ashwagandha Effervescent helping you fall asleep faster.

LAUNCHED: JAN 2023

GROSS MARGIN: 40-50%

The Iron Company

Australia's first Complimentary Medicine Iron gummy with Slow-Release Technology for the relief of tiredness & fatigue

LAUNCHED: OCT 2021

GROSS MARGIN: 30-40%

Mr. Bright

Unique natural teeth whitening products without harmful hydrogen peroxide that whitens teeth up to 8 times whiter

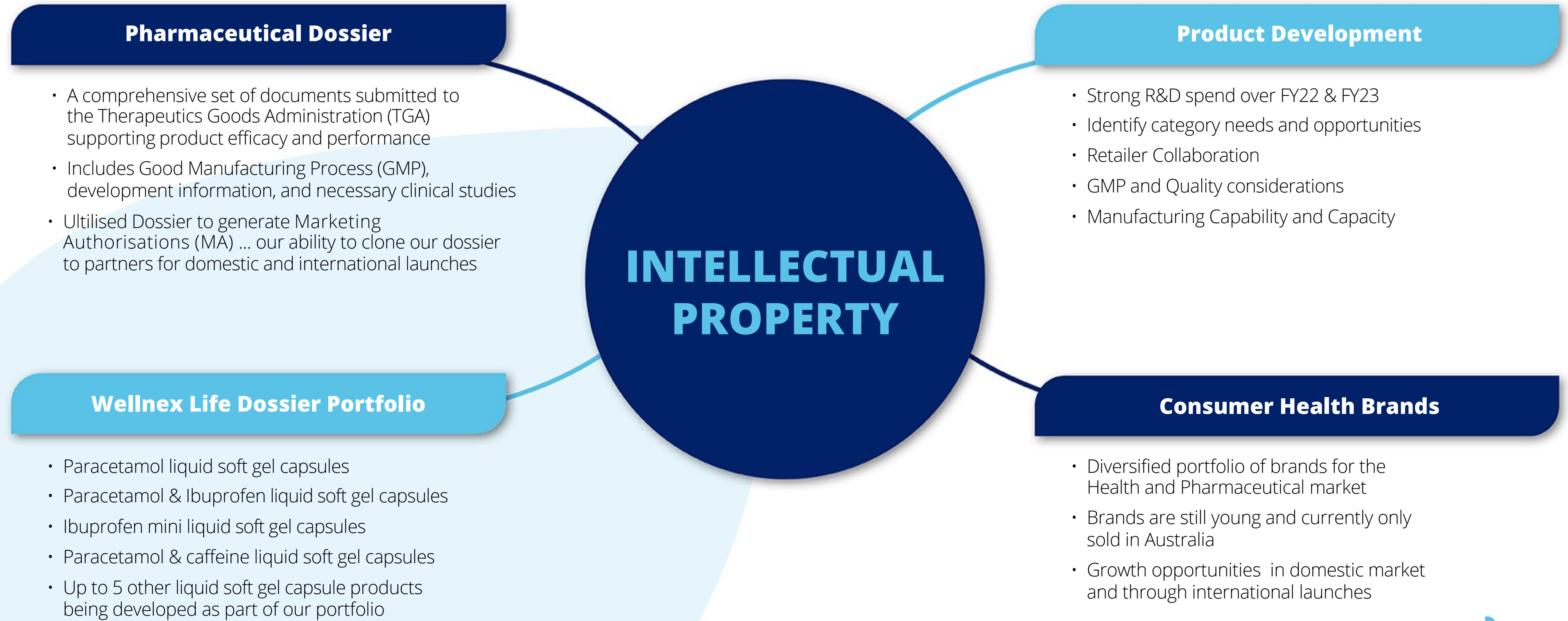
ACQUIRED: DEC 2022

GROSS MARGIN: 40-50%

2. Wellnex Life Intellectual Property

Formulating and Launching TGA Complimentary and Registered Medicines

For personal use only



3. Wellnex Life Supply Agreements

Maximising our Marketing Authorisation Revenue Domestically

The Haleon logo consists of the word "HALEON" in a bold, black, sans-serif font. The letter "E" is stylized with a horizontal green bar passing through its center.

- Haleon is a world-leading consumer healthcare company with brands including Panadol, Sensodyne, Voltaren, and Advil
- Wellnex Life established a Licensing & Supply Agreement for liquid soft gel Paracetamol for the Australian and New Zealand market during FY22
- Successful 'Panadol' launch of 2 Soft Gel SKU's

The Arrotex Pharmaceuticals logo features the word "arrotex" in a lowercase, bold, grey sans-serif font. The letter "o" is replaced by a blue circular graphic composed of many small dots. Below this, the word "PHARMACEUTICALS" is written in a smaller, uppercase, grey sans-serif font, separated from the word above by a thin horizontal line.

- Arrotex Pharmaceutical is Australia's largest generic pharmaceutical over the counter (OTC) medicines company with over AUD 1.2B in revenue
- Wellnex Life has supply agreements for Paracetamol and Paracetamol & Ibuprofen soft gels under the 'Chemist Own & Apo Health' brands across 8 SKU's

4. Wellnex Joint Venture Brands

Maximising our Marketing Authorisations and Partnership with Australia's largest Pharmacy chain Chemist Warehouse



Wagner Health Liquigesic

- Wellnex Life owns the Liquigesic Trademark, whilst Chemist Warehouse owns the Wagner Trademark
- Utilising Wellnex Life's MA's both companies collaborated to launch the exclusive Wagner Liquigesic brand across 7 Soft Gel SKU's



Medical Cannabis

- Wellnex Life and Australian Manufacturer One Life Botanicals entered into a Joint Venture to sell prescription Medical Cannabis
- The JV in partnership with Chemist Warehouse will launch the Wellness Life brand in July 2024
- The 3 companies have a tri-party agreement to supply the Wellness Life Brand via prescription

Wellnex Life Distribution

You can find a Wellnex Life product in over 95% of Australia's grocery and pharmacy stores ... and in the UK

Australian Grocery & Pharmacy Retailers and Wholesalers – Approx 8,000 Doors



International Distributors



Supply Agreements



WELLNEXLIFE

Domestic & International Growth Strategy

Wellnex Life Growth Strategy

A Clear Path to Maximise Future Growth

Domestic Organic Growth

- Further opportunity for owned brand growth
- Continued growth of IP licensed products
- Expansion of JV products

Acquisitions

- Pain Away acquisition settled Dec 2023. Financial benefits to flow through from H2FY24
- Continue to explore high value and high gross margin brand opportunities to leverage into our existing distribution network

International Expansion

- Haleon licensing & supply deal is expanding to UK and UAE in H1FY25
- International distribution agreement signed with Homart Pharmaceuticals for distribution into Asia

HALEON

- Wellnex Life & Haleon expanded their IP licensing and supply agreement in June 2023 to expand the liquid paracetamol soft gel SKUs from ANZ to the UK market in early 2025
- A licensing and supply agreement for Paracetamol and Ibuprofen soft gels was finalised in early 2024 for a planned launch into the UAE market in late 2024
- Additional soft gel products are also in discussion and consideration for current and new markets

 **Homart**
Homart Pharmaceuticals Pty Ltd.

- Wellnex Life & Homart signed a distribution agreement in January 2024 to commence sales of all Wellnex brands through Homart's significant Asian market channels
- Excellent opportunity exists for our 'Australian Owned and Australian Made' Pain Away brand, in key Asian markets
- Sales to Homart are expected to commence by September 2024

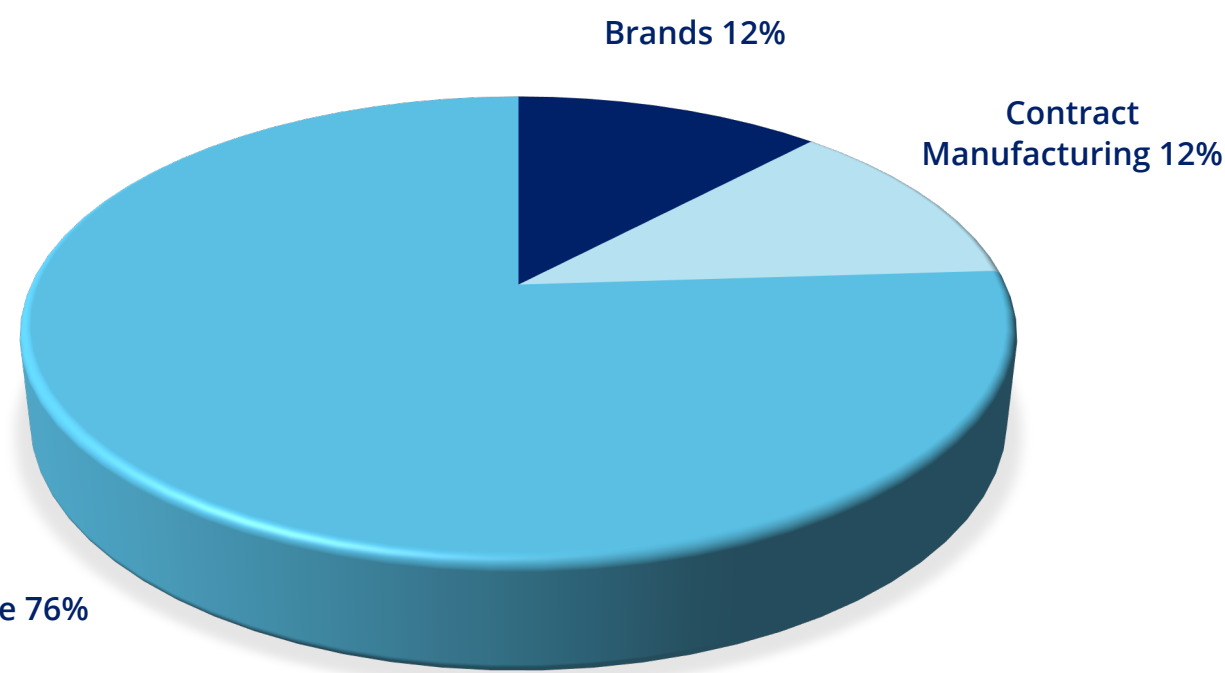
WELLNEXLIFE

Financials

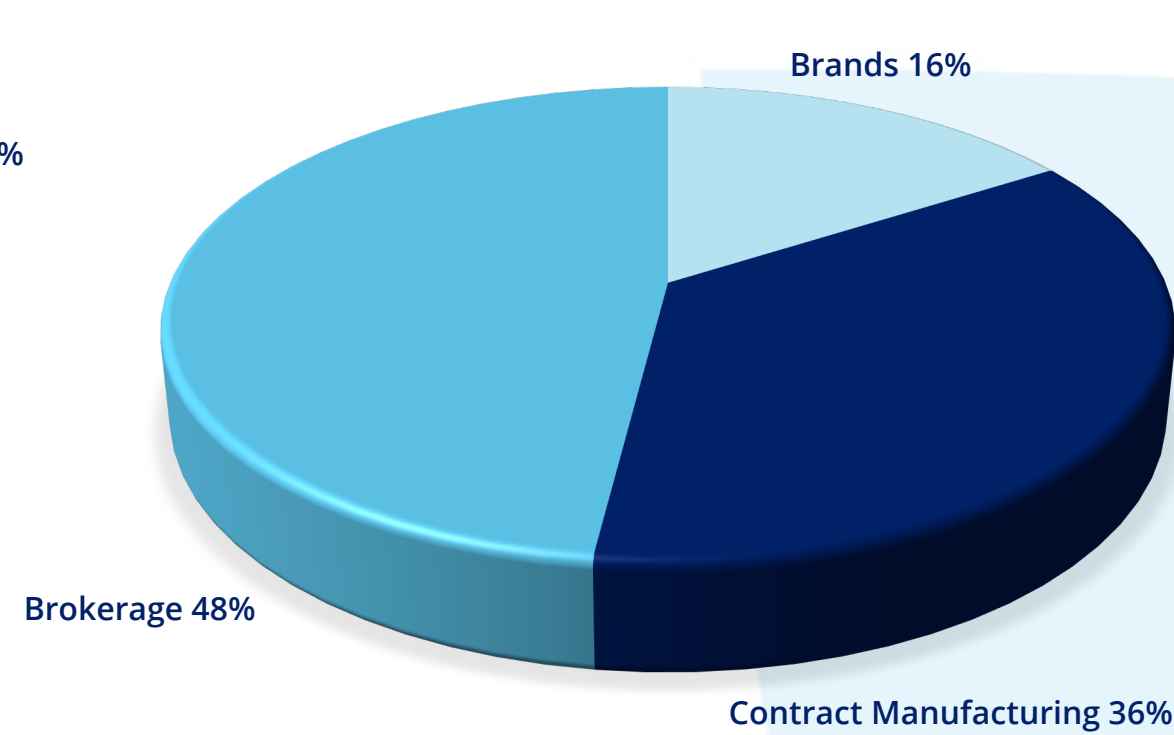
Wellnex Life Revenue Breakdown

Focus on Increasing Company Owned Brand Revenue

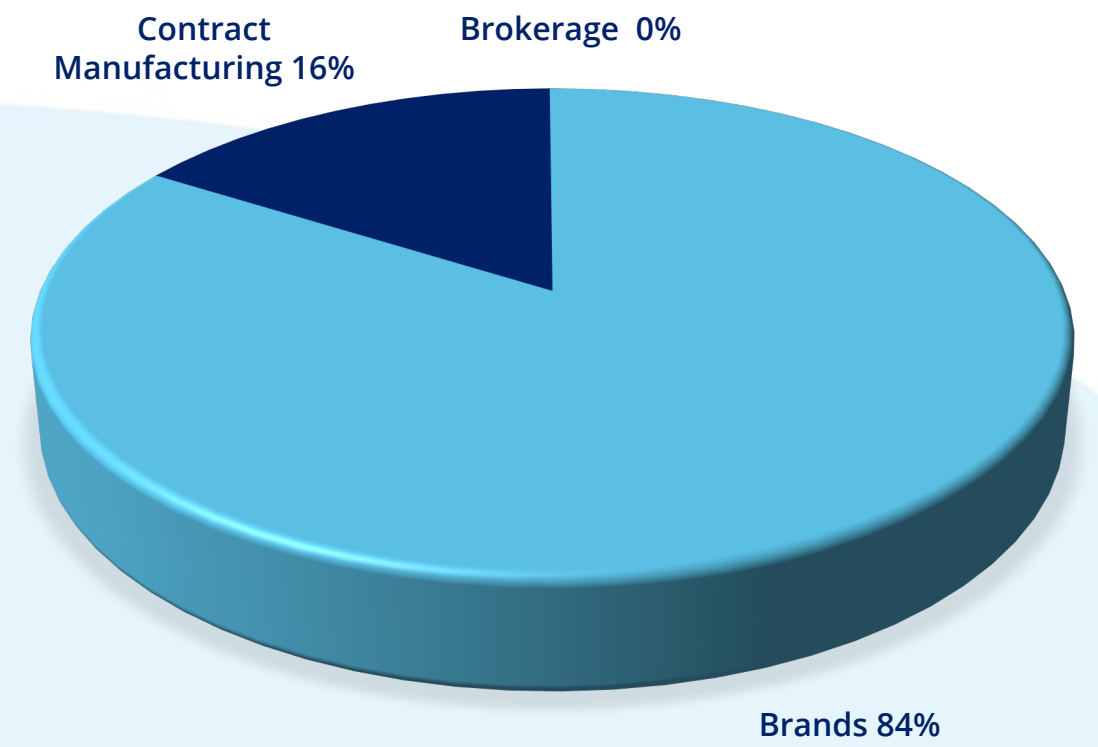
For personal use only



Jan - June 2022



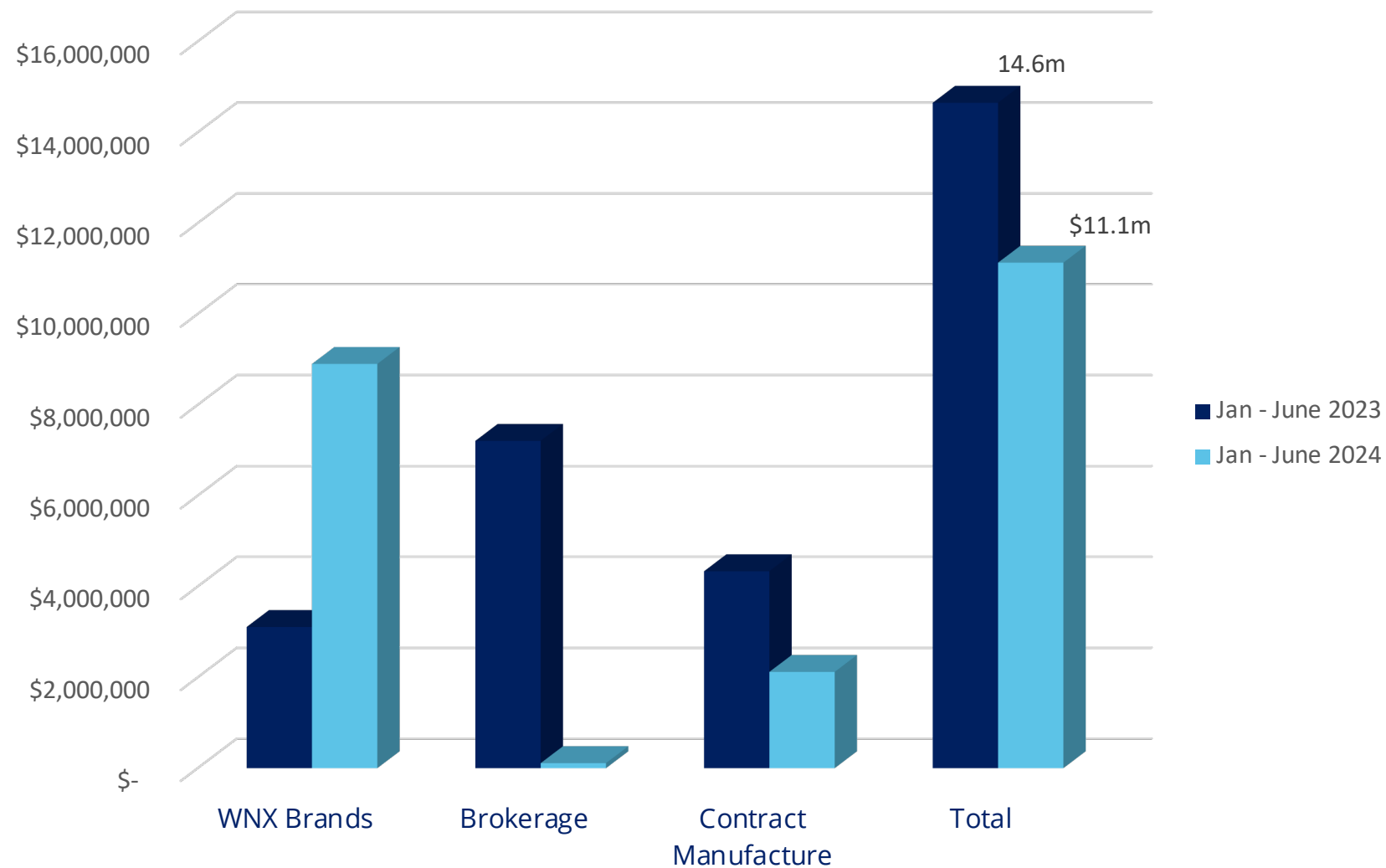
Jan - June 2023



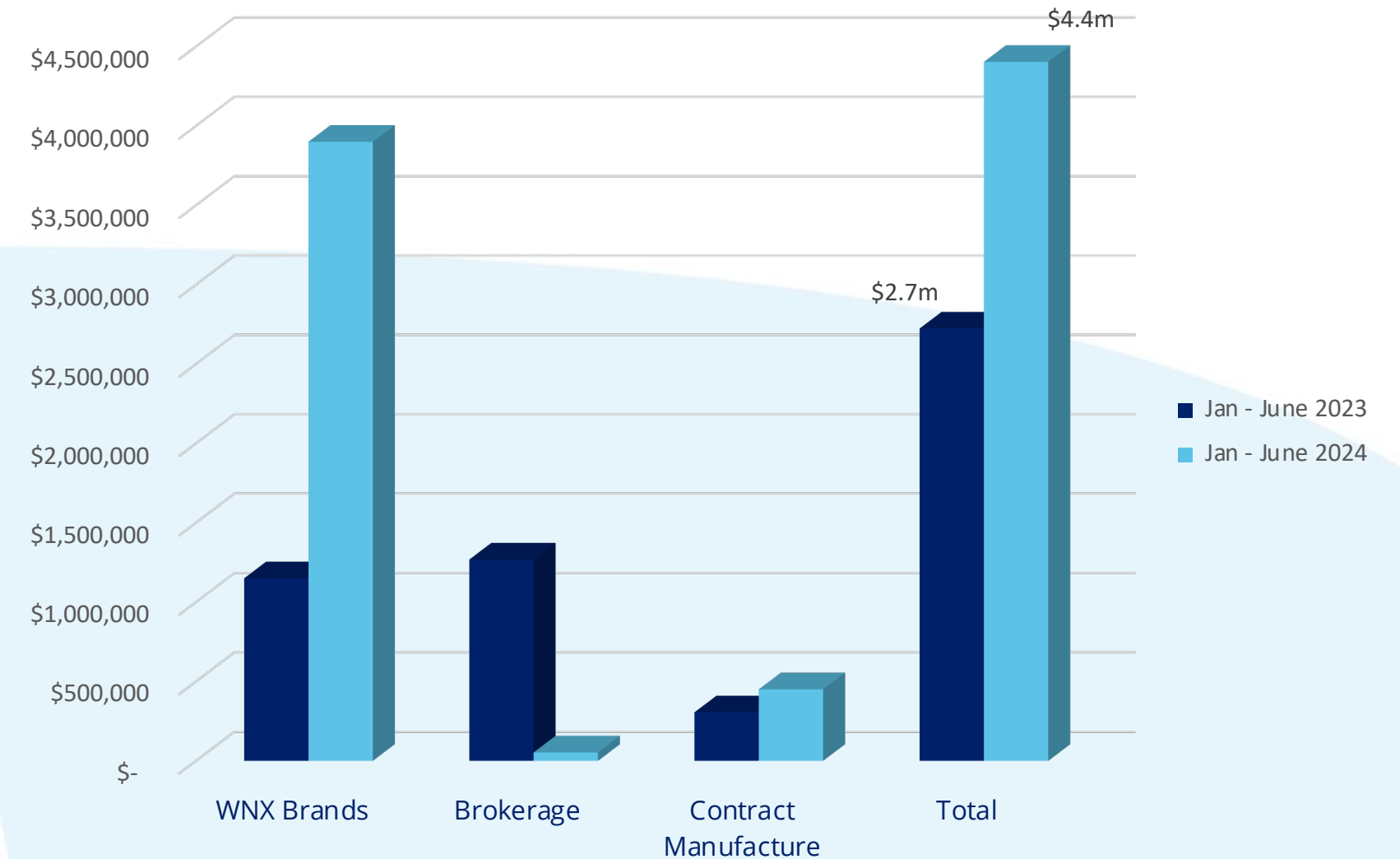
Jan - June 2024

Wellnex Life Financial Growth Jan-Jun 2024 vs 2023

Increased Brand Revenue is Leading to Increasing Company Margin



Revenue



Margins

Wellnex Life UK Listing

Reasons for listing on the London Stock Exchange



Growing International Business

- Wellnex Life is expanding outside of Australia as leading international owner and developer of health brands
- Expansion of the Haleon Arrangement and Brands into Europe will be advantageous in listing on the London Stock Exchange



Access to Capital

- The London Stock Exchange with its deep pool of capital will give Wellnex Life opportunities to fund future growth
- The London Stock Exchange is home to some of the world's largest consumer health companies and investors



Improved Valuation

- The London Stock Exchange is home to larger and more sophisticated participants who understand the value of Wellnex Life
- It is anticipated that the share price of Wellnex Life will re-rate through a move to the LSE



Better Liquidity

- The larger participant pool on the LSE will enable a more efficient trading environment for Wellnex Life stock
- The addition of market makers add liquidity enabling confidence for investors being able to efficiently trade in the stock

Wellnex Life Use of Funds

Raising equity to fund international growth & fortify balance sheet



Capital Structure

~ 1,280m
Shares on Issue

£ 0.014
Current Share Price

~£18m
Current Valuation

£ 8.5
Raise Amount



Use of Funds

£3,000,000
Convertible Notes

£2,600,000
Pain Away Deferred
Consideration

£1,500,000
International Expansion

£900,000
Working Capital

£500,000
Offer Costs

£8,500,000
Total

Wellnex Life Non-Executive Directors

Diverse Skills Matrix to Deliver Guidance on Behalf of Stakeholders



Zack Bozinovski – Managing Director

- Over 35 years of senior experience within FMCG and Pharmaceutical companies in Australia and internationally.
- Held senior positions at PepsiCo, Nestlé (Uncle Tobys) and Sigma Pharmaceuticals.
- Successfully established new brands, including Voöst Vitamins, (sold to Proctor & Gamble in 2021).



Andrew Vidler – Non-Executive Director

- Over 30 years experience across retail, consumer health products and retail pharmacy.
- Currently Pacific Smiles Group's (PSQ:ASX) Managing Director and Chief Executive Officer.
- For the last four years Mr. Vidler worked for API Limited (now Wesfarmers Health) where he was responsible for the Priceline retail and Priceline pharmacy businesses.



George Karafotias – Chief Executive Officer

- Specialist in restructuring, reinventing and implementing turnaround strategies for various ASX-listed companies with great success.
- Established track record with publicly-traded businesses, predominantly in senior executive positions.



Jeffrey Yeh – Non-Executive Director

- Over 21 years' experience in all aspects of pharmaceutical sales, marketing, production, quality assurance, operations, logistics, finance and management.
- Co-founder of Homart Pharmaceuticals (Homart) in 2002 and has grown it into a premier and award-winning manufacturing and brand business with over 200 employees and Asian market presence.
- Homart, and its related entities, currently have a 18.3% shareholding in WNX.



Eric Jiang – Non-Executive Director

- Corporate adviser and independent board member.
- Distinctive understanding of the cultural, economic and strategic context in which Australian businesses engage with Asia.
- Previously sat on the boards of ASX listed corporates Connexion Media Limited (ASX:CXZ), Perpetual Resources Limited (ASX:PEC) and Wingara AG Limited (ASX:WNR).

For personal use only

Authorised for lodgment by
Wellnex Life Limited Board of Directors.
STRICTLY PRIVATE AND CONFIDENTIAL

Thank You

**FOR FURTHER INFORMATION
CONTACT THE FOLLOWING:**

George Karafotias
Executive Director & CEO
george.k@wellnexlife.com.au

Zack Bozinovski
Managing Director
zack.b@wellnexlife.com.au

Wellnex Life Limited
ABN 77 150 759 363
Level 21, 459 Collins Street
Melbourne VIC 3000, Australia
www.wellnexlife.com.au
Email: info@wellnexlife.com.au
Phone: +61 3 8399 9419

WELLNEXLIFE