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# WELLNEXLIFE

## Next Generation Consumer Health Products Today

Wellnex Life Limited ASX: WNX

July 2024

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# 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

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# WELLNEXLIFE

**Going Forward - We Have 4 Rights to Succeed?**

# 1. Wellnex Life Brands

Innovative and Unique Market Leading Brands



## Pain Away

Australia's second largest<sup>1</sup> 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

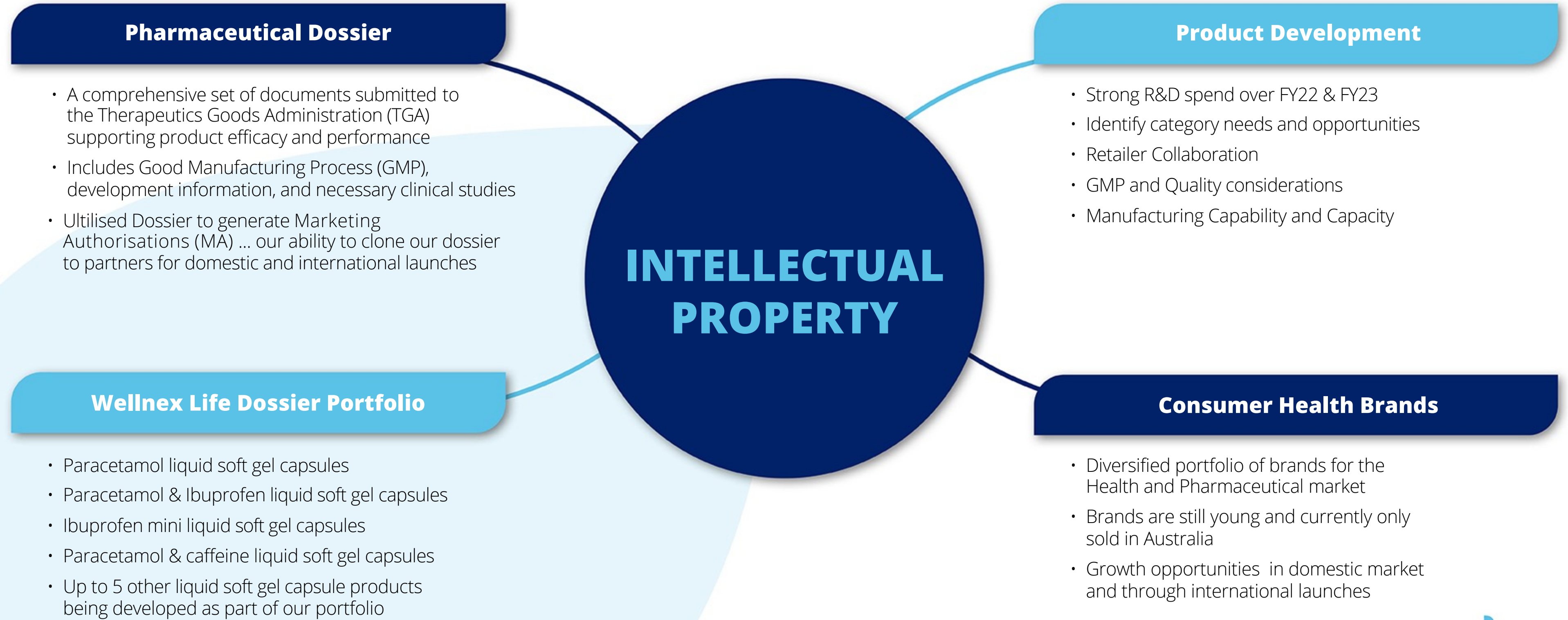
**ACQUIRED:** DEC 2022

**GROSS MARGIN:** 40-50%

# 2. Wellnex Life Intellectual Property

Formulating and Launching TGA Complimentary and Registered Medicines

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# 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

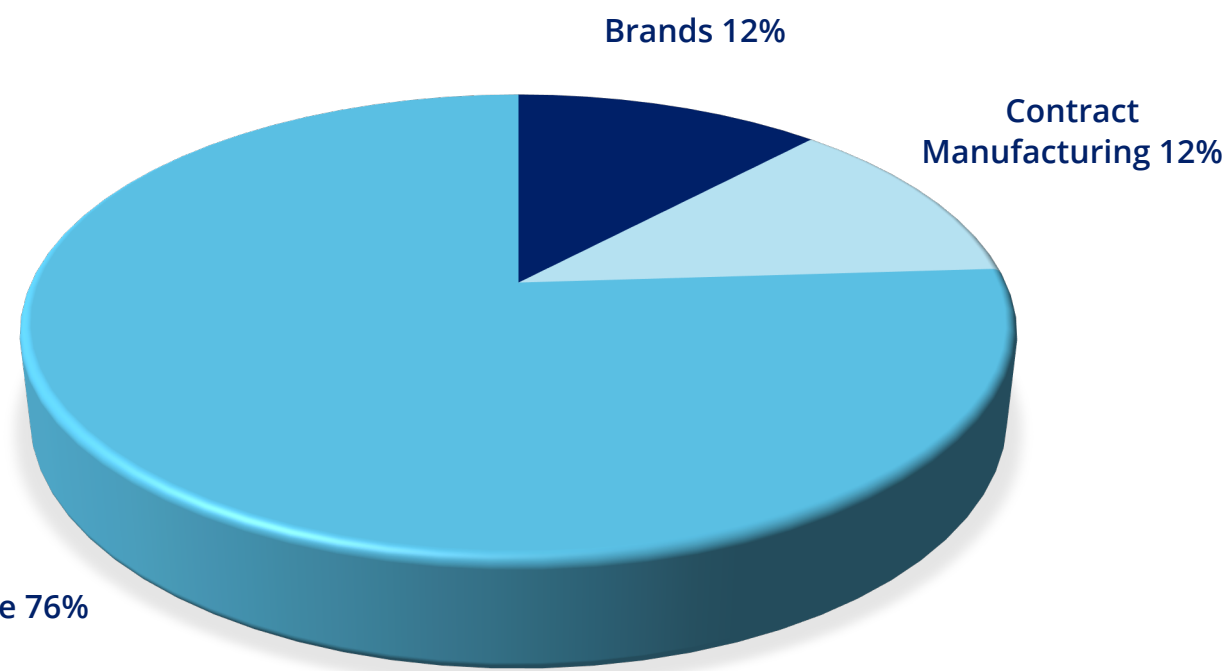
# WELLNEXLIFE

## Financials

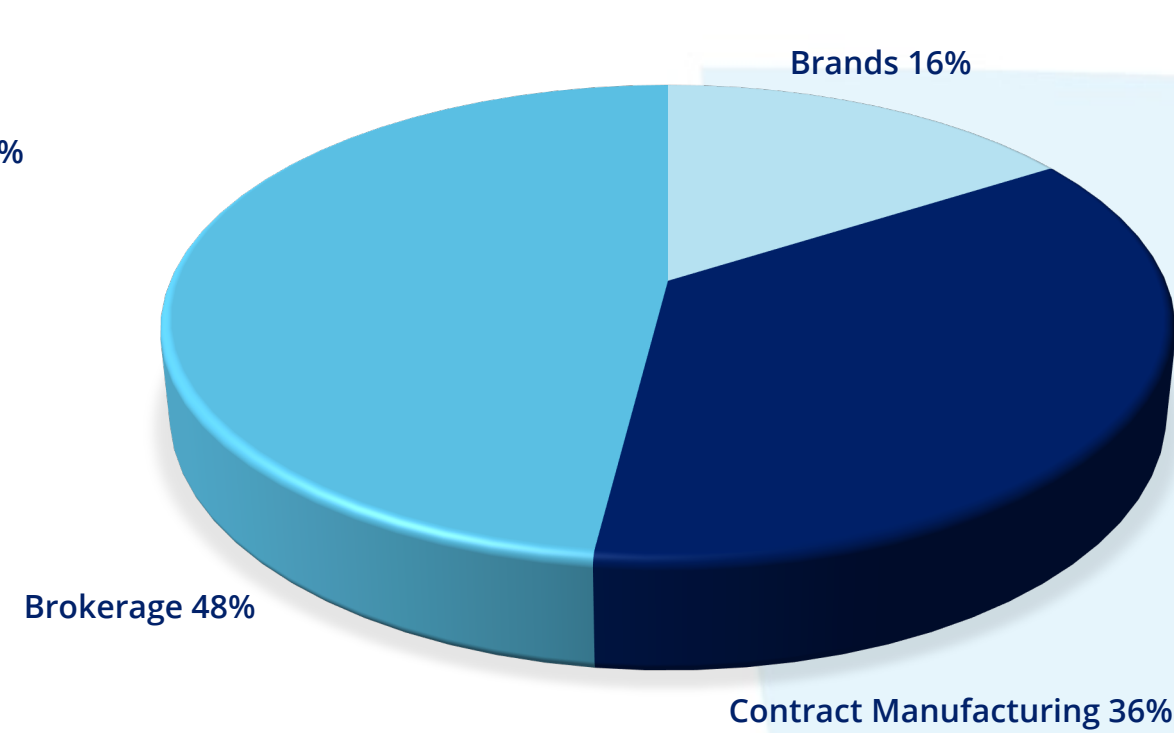
# Wellnex Life Revenue Breakdown

Focus on Increasing Company Owned Brand Revenue

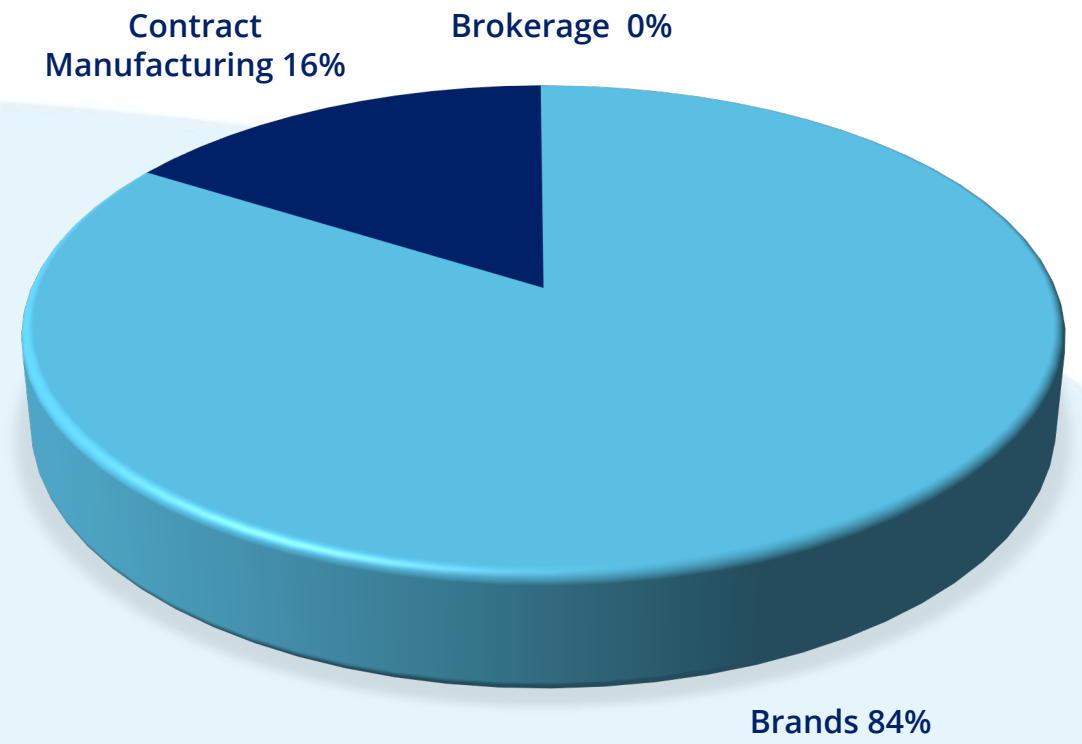
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Jan - June 2022



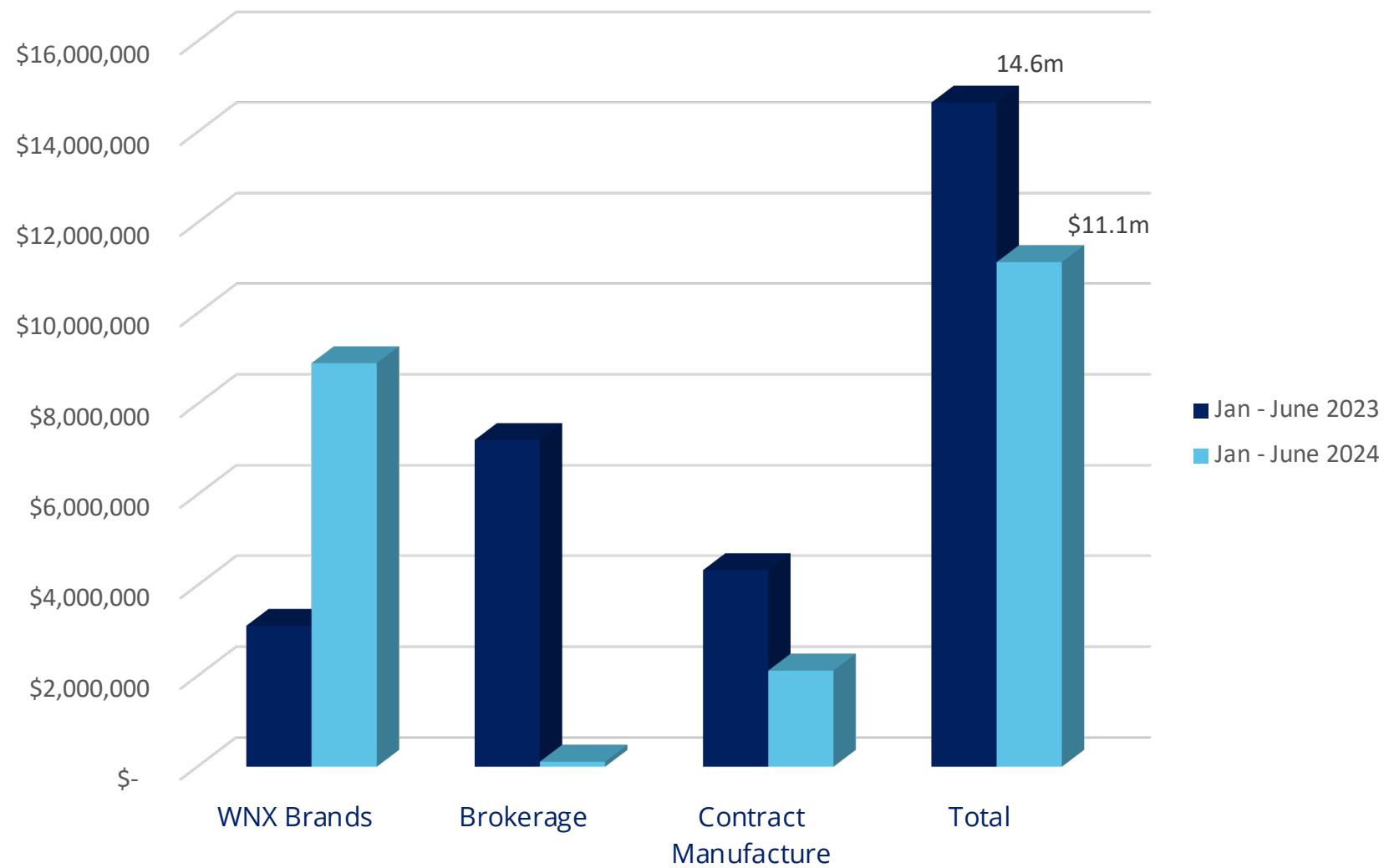
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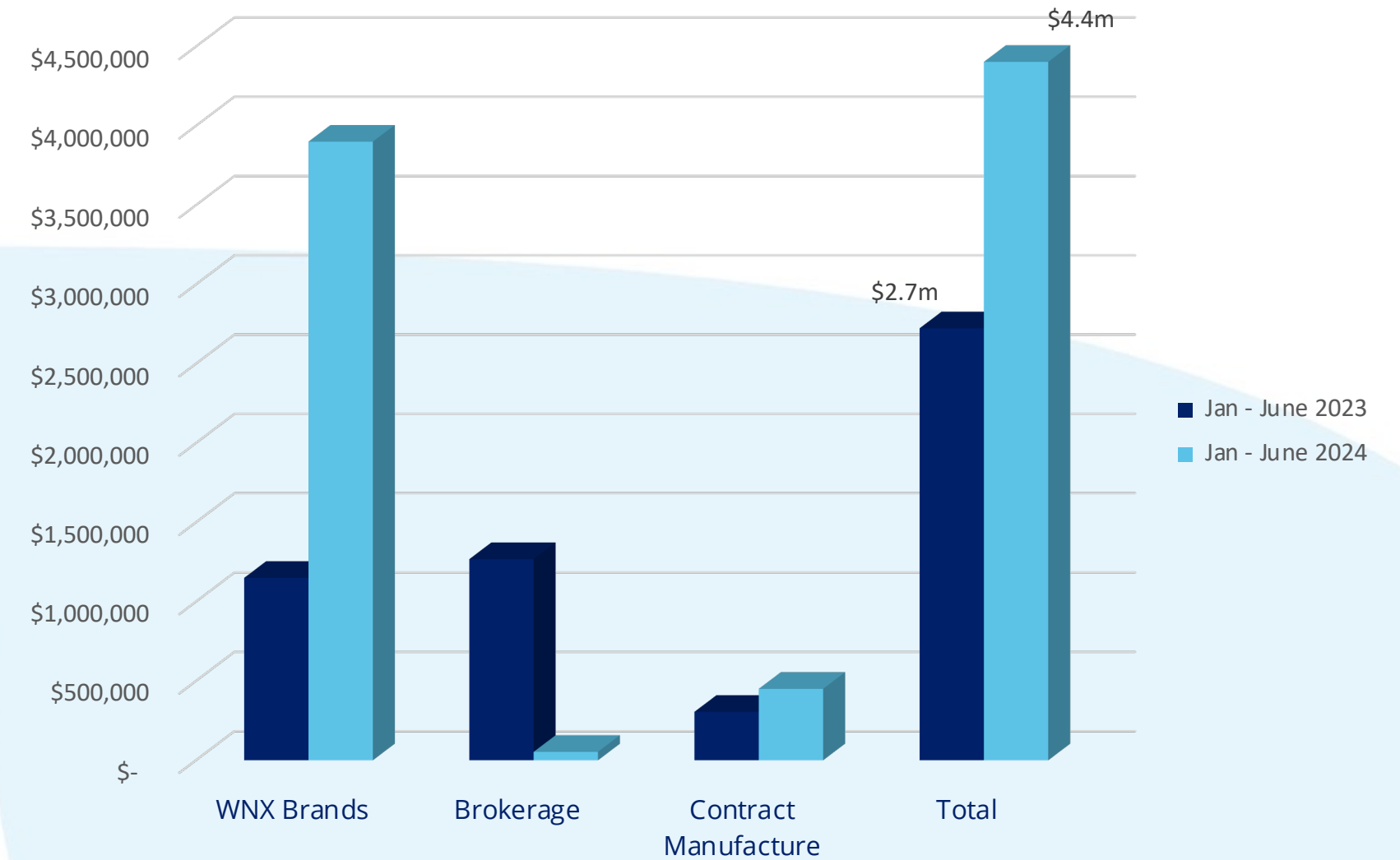
Jan - June 2024

# 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).

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# Thank You

**FOR FURTHER INFORMATION  
CONTACT THE FOLLOWING:**

**George Karafotias**  
Executive Director & CEO  
[george.k@wellnexlife.com.au](mailto:george.k@wellnexlife.com.au)

**Zack Bozinovski**  
Managing Director  
[zack.b@wellnexlife.com.au](mailto: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](http://www.wellnexlife.com.au)  
Email: [info@wellnexlife.com.au](mailto:info@wellnexlife.com.au)  
Phone: +61 3 8399 9419

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