



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



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

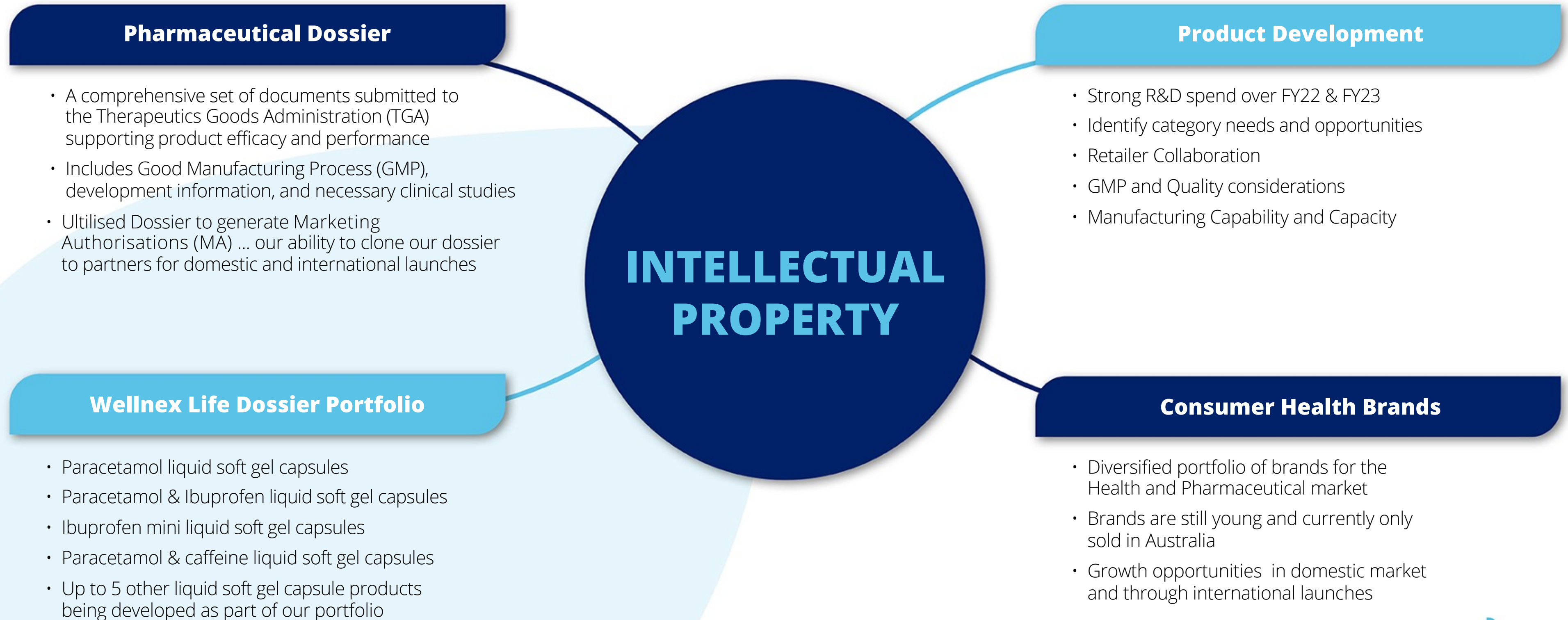
Unique natural teeth whitening products without harmful hydrogen peroxide that whitens teeth up to 8 times whiter

ACQUIRED: DEC 2022

GROSS MARGIN: 40-50%

2. Wellnex Life Intellectual Property

Formulating and Launching TGA Complimentary and Registered Medicines



3. Wellnex Life Supply Agreements

Maximising our Marketing Authorisation Revenue Domestically

HALEON

- Hialeon 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

arrotex

— P H A R M A C E U T I C A L S

- 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



Medial 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.

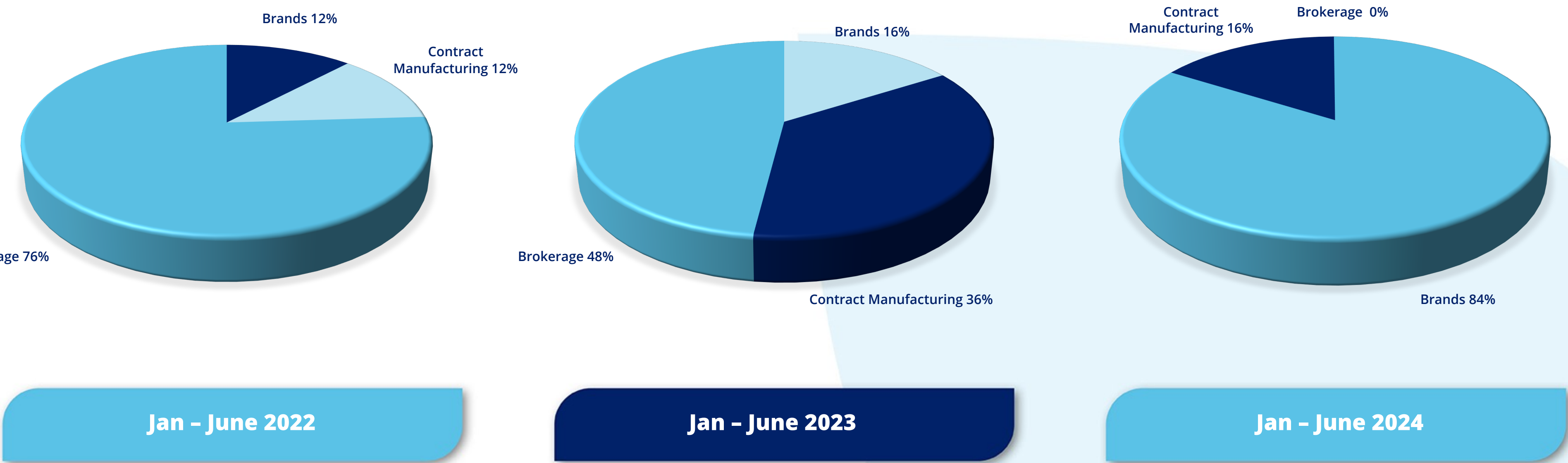
- Wellnex Life & Homart signed a distribution agreement in January 2024 to commence sales of all Wellnex brands through Homart's significant Asian market channels
- Excellent opportunity exists for our 'Australian Owned and Australian Made' Pain Away brand, in key Asian markets
- Sales to Homart are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

WELLNEXLIFE

Financials

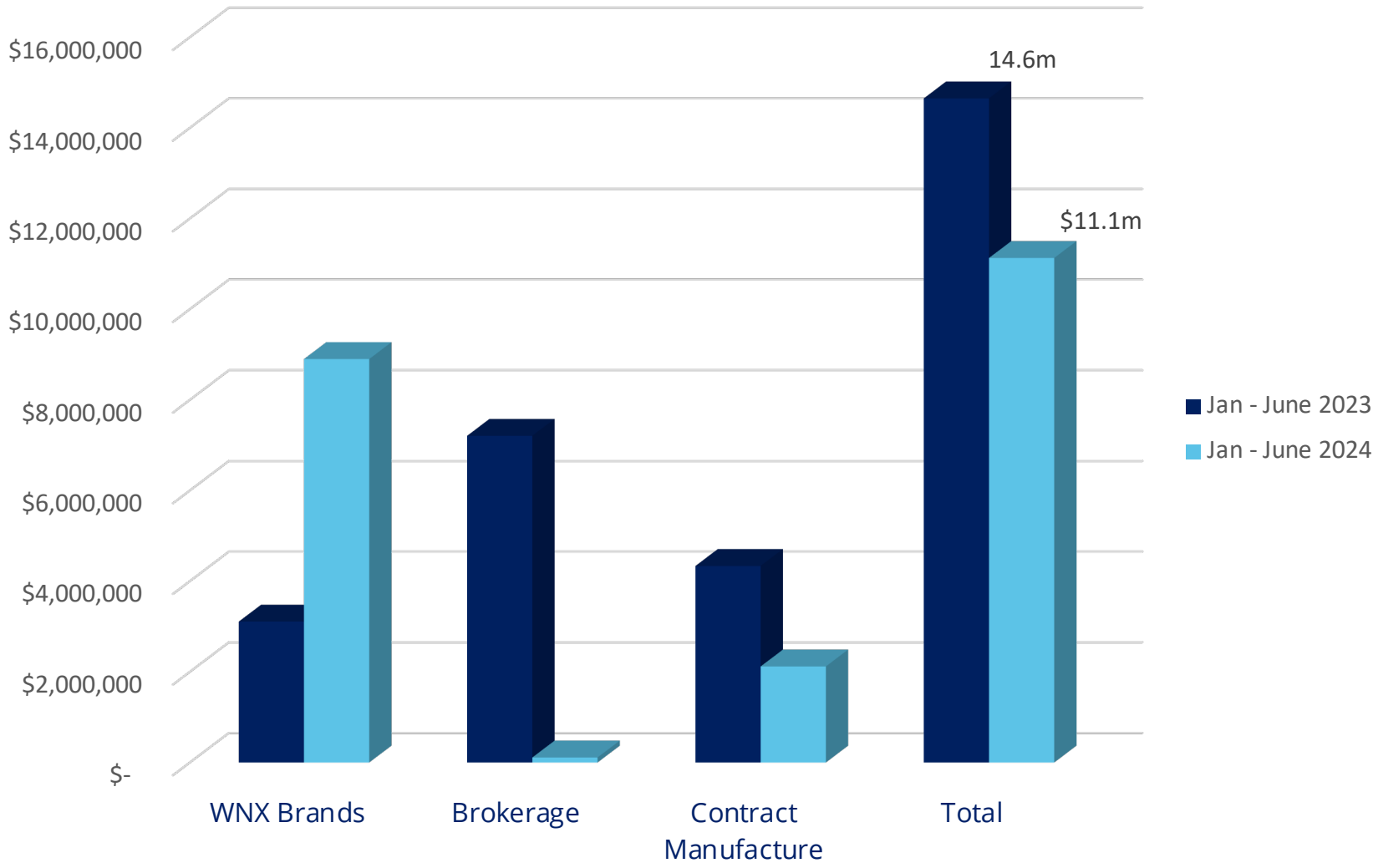
Wellnex Life Revenue Breakdown

Focus on Increasing Company Owned Brand Revenue

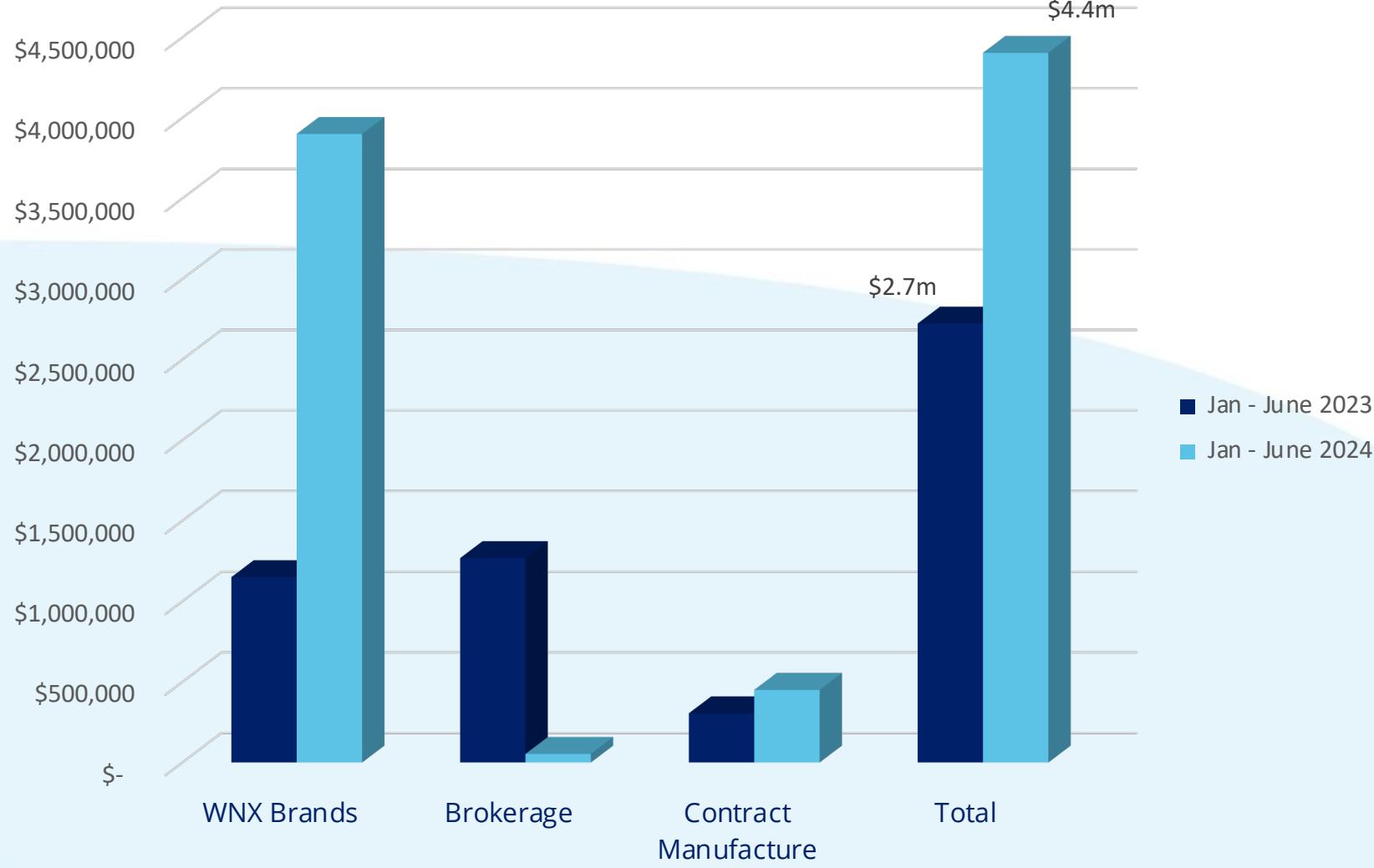


Wellnex Life Financial Growth Jan-Jun 2024 vs 2023

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).



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.



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.



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).

Thank You

**FOR FURTHER INFORMATION
CONTACT THE FOLLOWING:**

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