

WELLNEXLIFE

Next Generation Consumer Health Products

Wellnex Life Limited ASX: WNX

August 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.
- Accounting & Finance tertiary education.

Vivienne Zhang
GM Finance

- A seasoned and highly efficient financial professional renowned for their meticulous attention to detail and proven expertise in finance management.

Dominique Ries
GM Marketing

- Highly experienced FMCG & Consumer Healthcare having worked with major brands under Unilever, Treasury Wines, and Ego Pharmaceuticals.

Nicholas Krogh
GM Sales

- Over 20 years experience in FMCG working with major brands including L'Oréal, Nestle Health Sciences, and Tommee Tippee.

Chris Kominatos
GM Scientific & Regulatory Affairs

- Over 20 years experience in pharmaceutical product development and obtaining TGA approvals.

Wellnex Life Non-Executive Directors

Diverse Skills Matrix to Deliver Guidance on Behalf of Stakeholders



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).

Investment Highlights

WNL is an ASX-listed consumer health company with a diversified portfolio of unique products, brands, and IP licensed to global blue-chip customers.



**Transformational
Margins &
Profitability**



**Initiation of Global
Distribution of
Proven Brands**



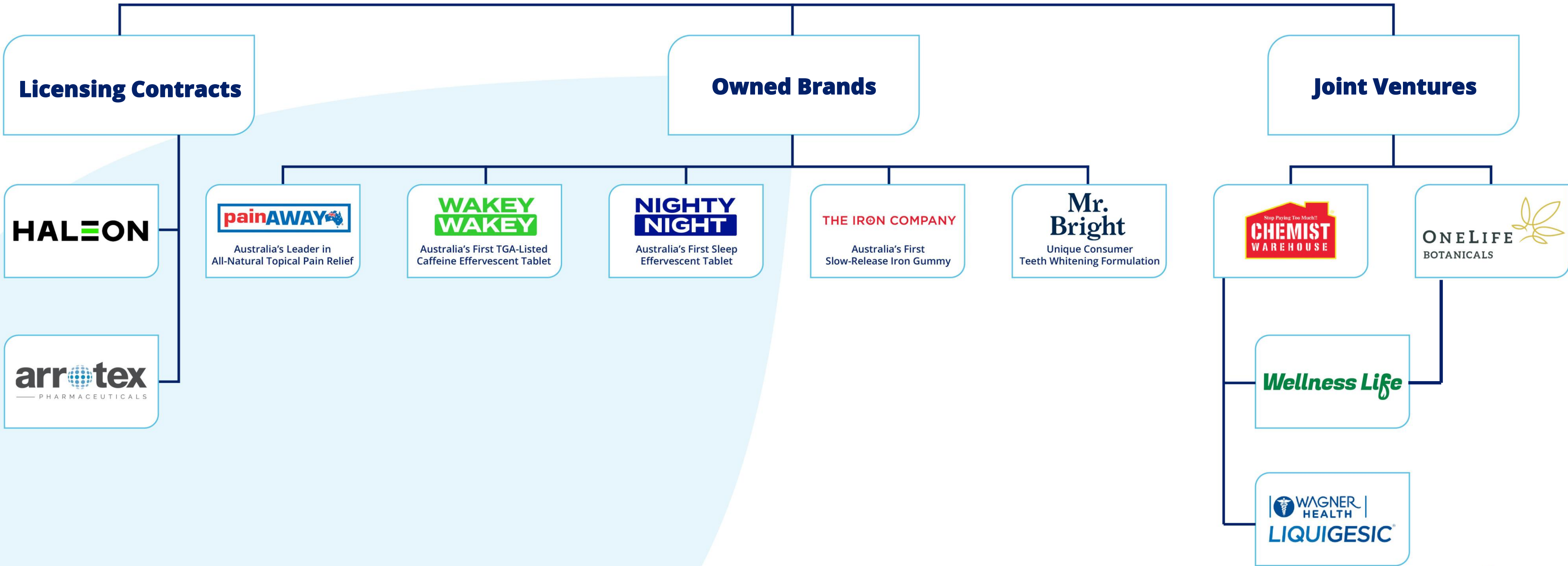
**Expansion of Haleon
Licensing Deal**



**Chemist Warehouse
JV in Medicinal
Cannabis**



Wellnex Life Asset Portfolio

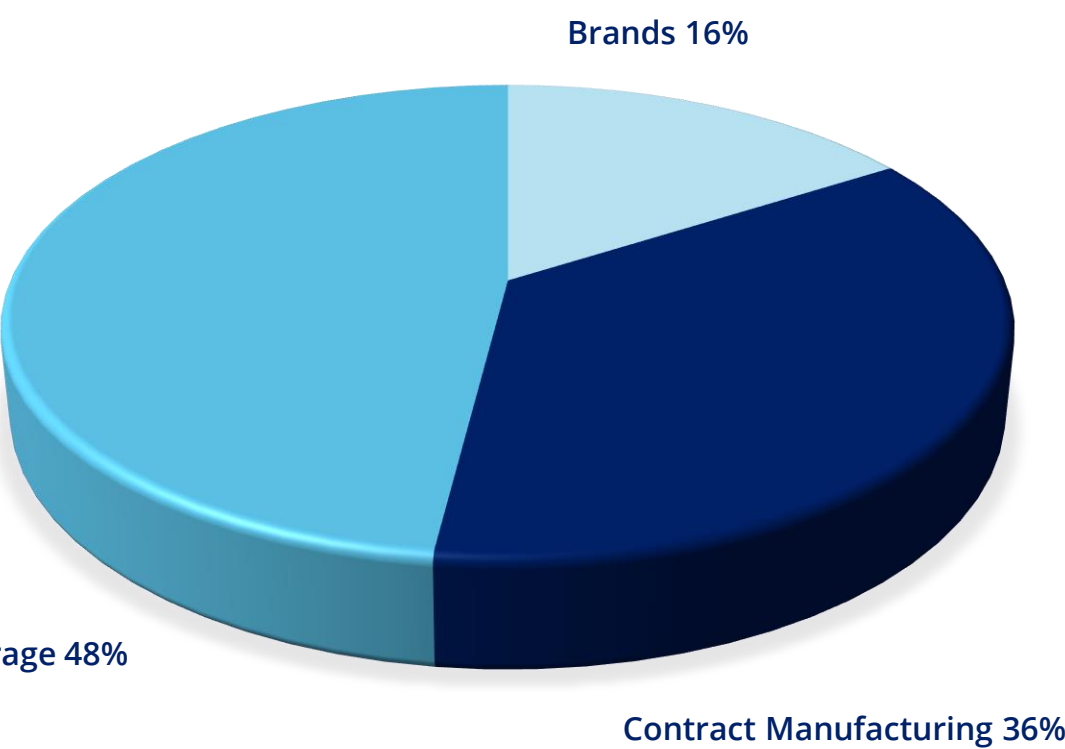


Transformation of Wellnex Life

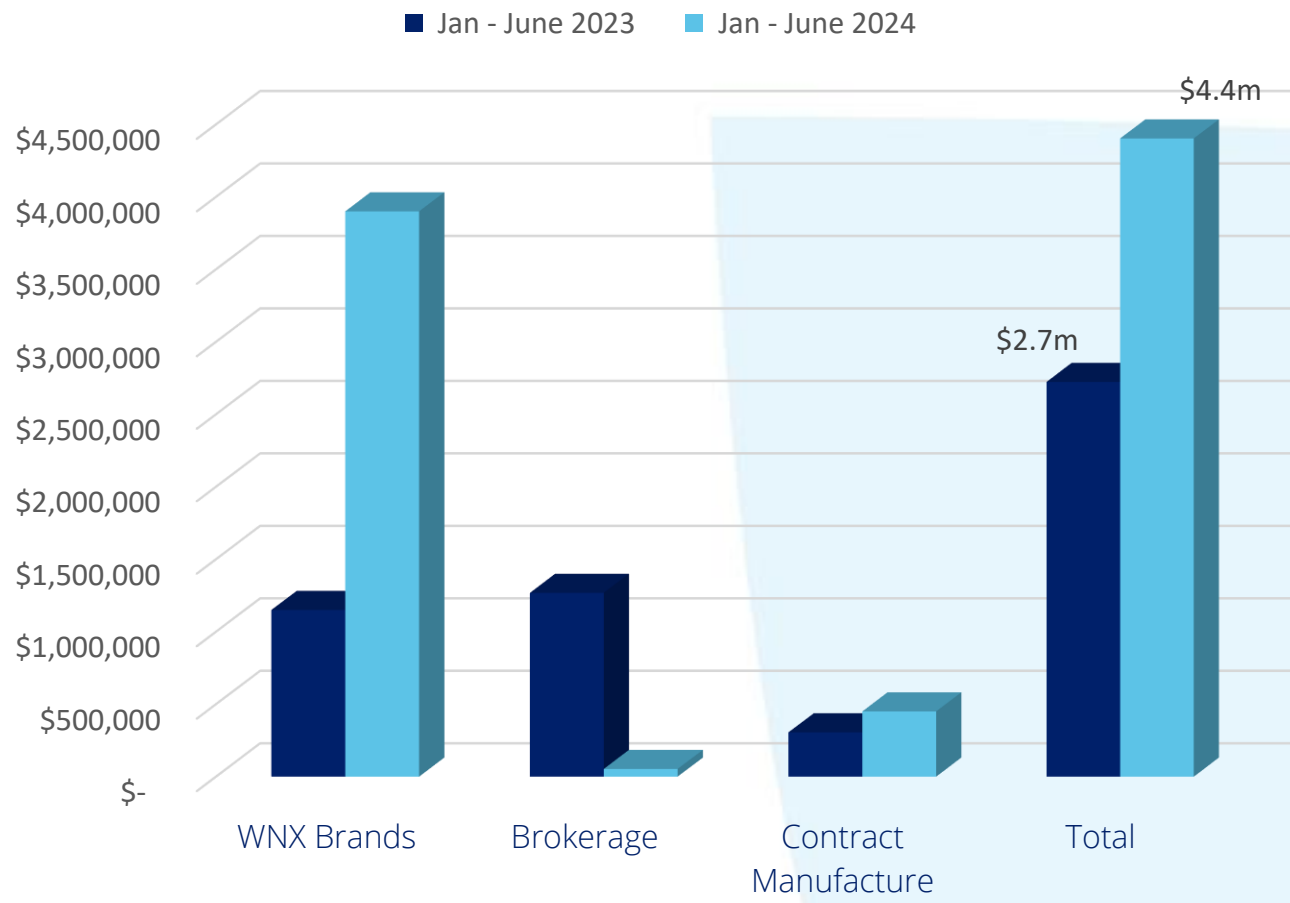


Wellnex Life Profitability Evolution

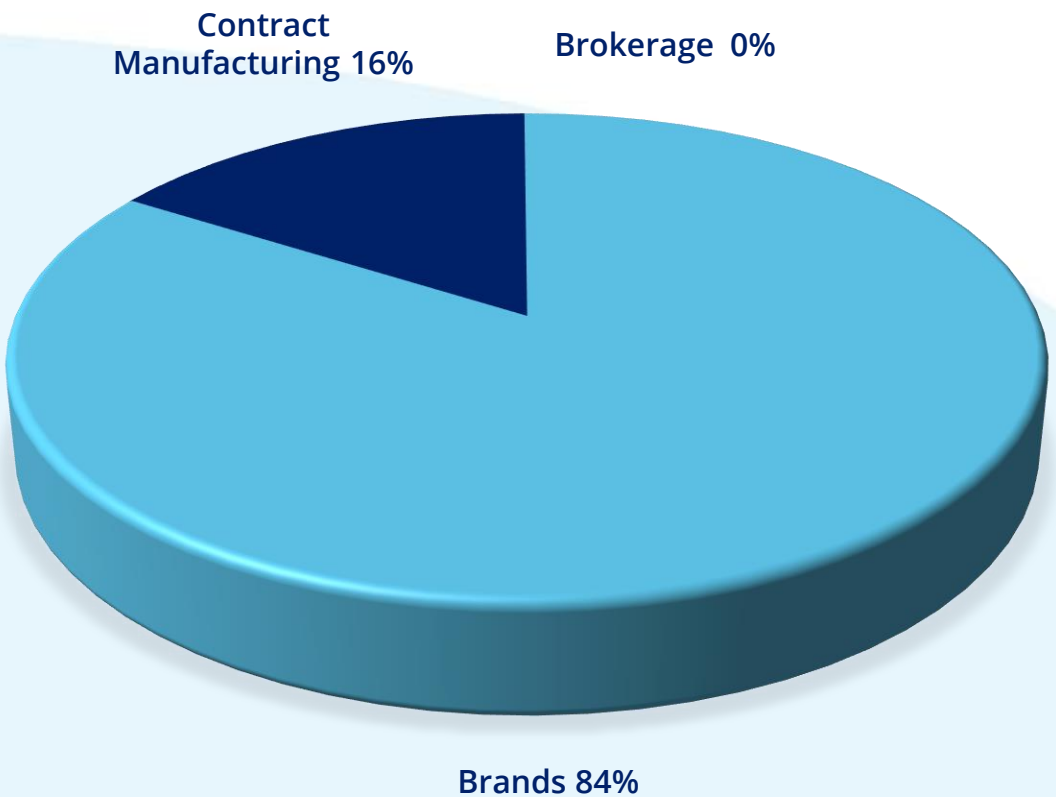
Successful transition from low-margin brokerage to high-margin brand sales



Jan - June 2023



Jan - June 2024

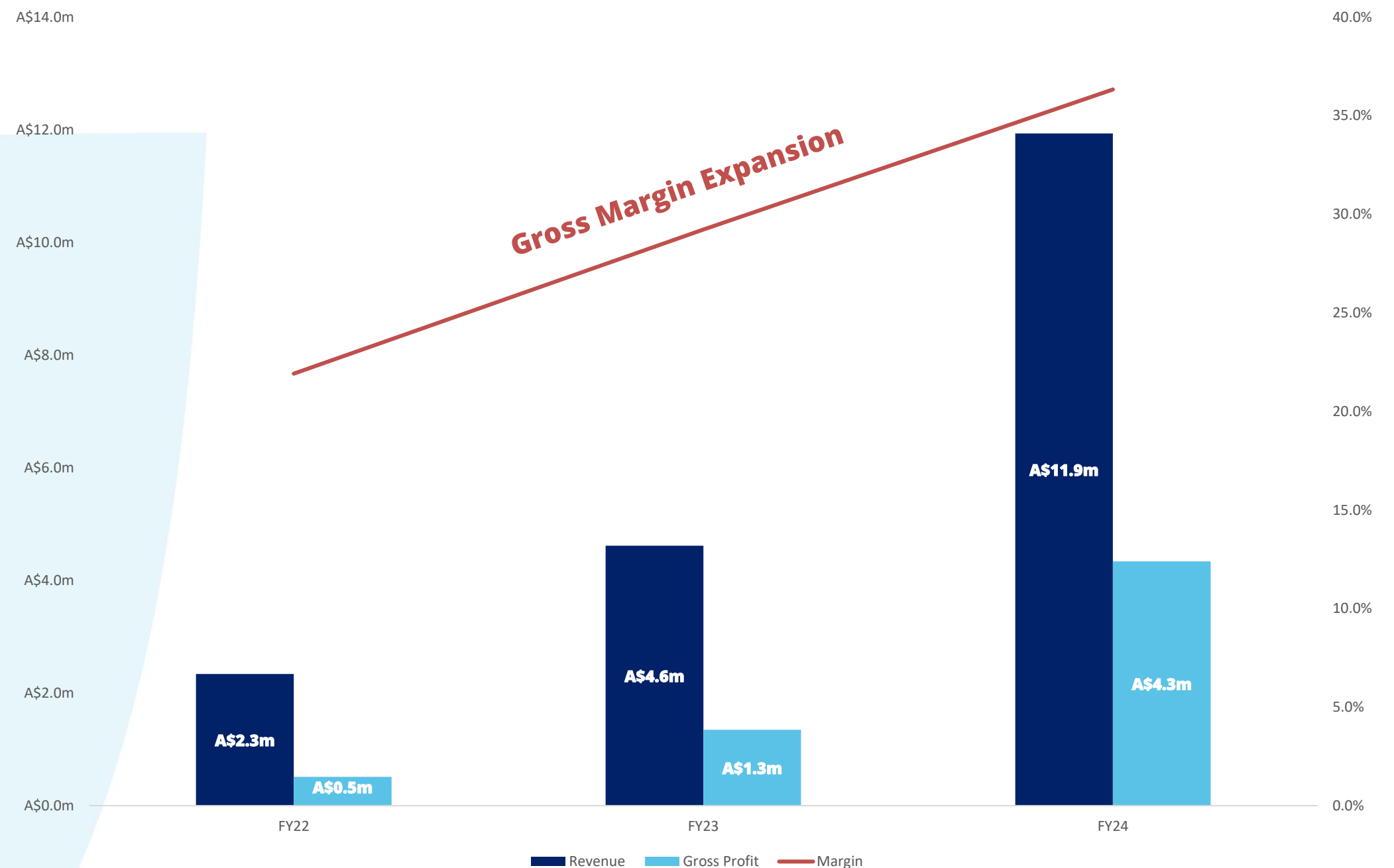


Gross Profit H2 FY24

Brand Growth & Expanding Margins

WNX's portfolio of 100% owned brands are high gross margin products that are growing Company profitability rapidly.

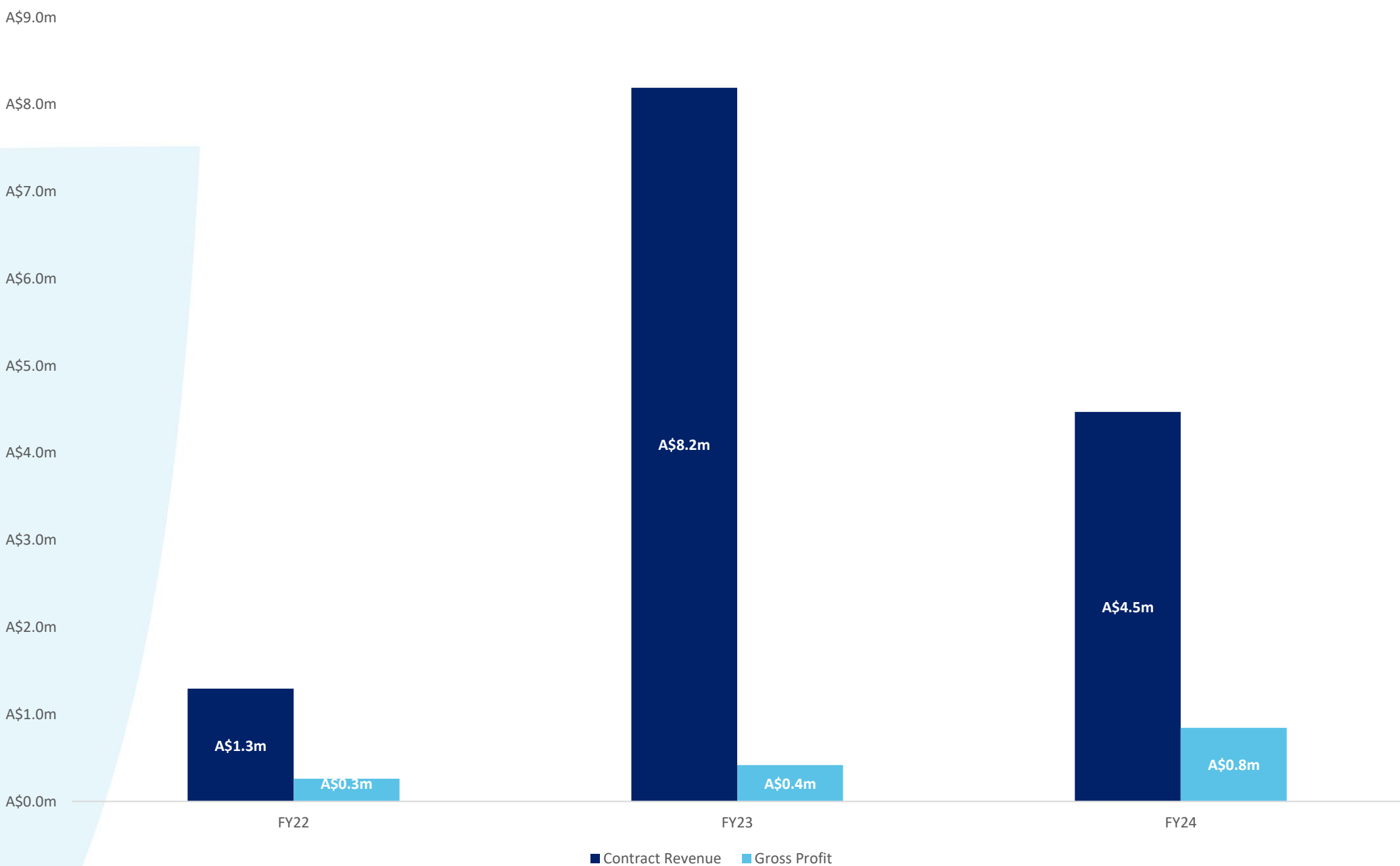
- First WNX brands launched in FY22.
- Approx. 126% CAGR revenue growth between FY22 and FY24
- Approx. 191% CAGR gross profit growth between FY22 and FY24
- Approx. 65.8% expansion in gross profit margin between FY22 and FY24
- Management expectations for continued growth in revenue and margins across WNX brands in FY25 as brand awareness continues to build.



Global Expansion of Licensing Deal

Growing our Contract Manufacturing revenue through global expansion with Haleon

- First dossier approved in FY22 followed by first major contract with Arrotex.
- TGA changes to paracetamol pack sizes disrupted revenues in FY24.
- Haleon contract extension to UK and UAE launched in FY25.
- First purchase orders from global expansion with Haleon occurred in July 2024.
- WNX update to the market signalled total licensing sales in the month of July 2024 totalling \$4.03m.



Wellness Life Medicinal Cannabis

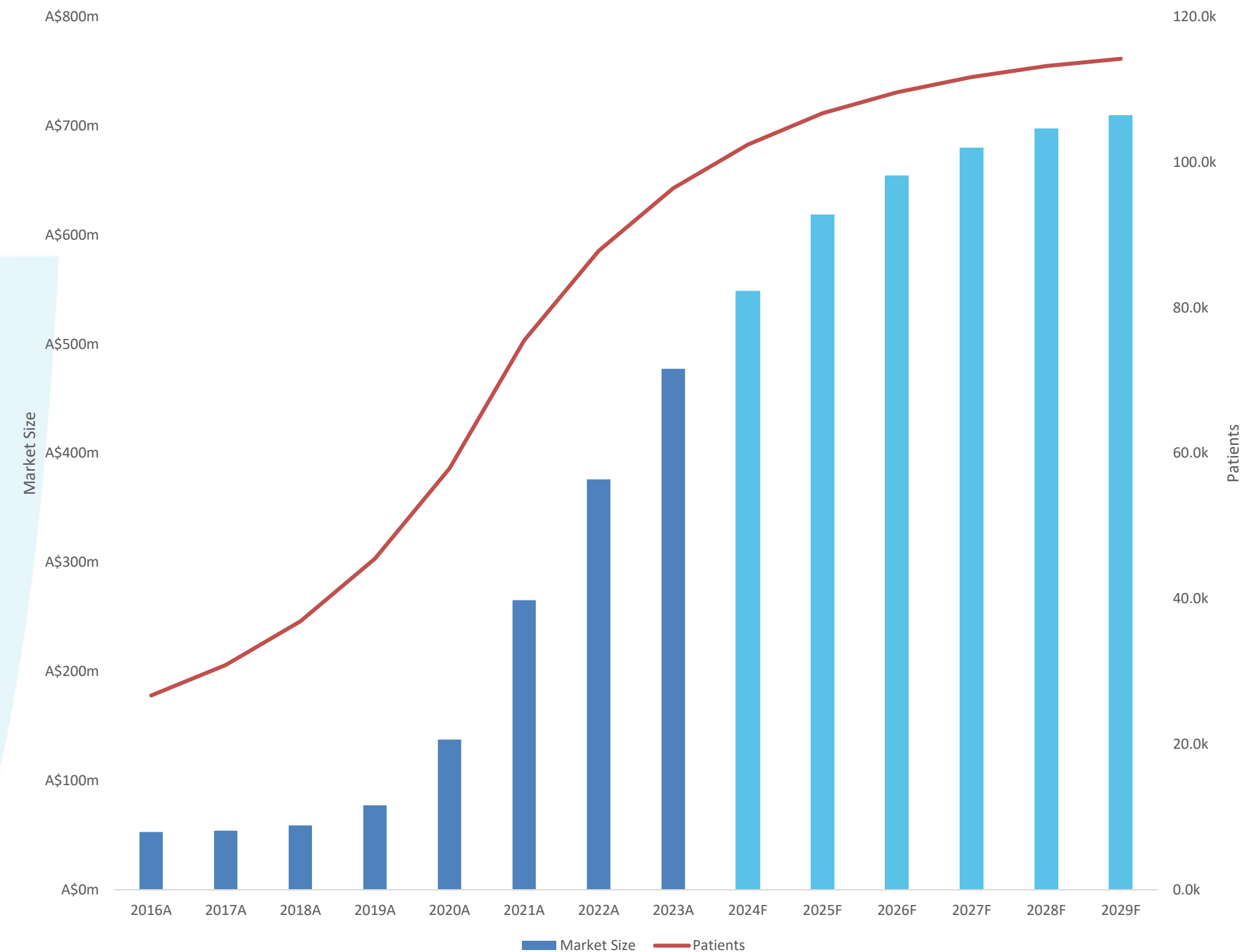
A joint venture between Chemist Warehouse, OneLife Botanicals, & Wellnex Life



Australian Medicinal Cannabis Market Growth

Huge Opportunity in an Emerging Alternative Medicine Market

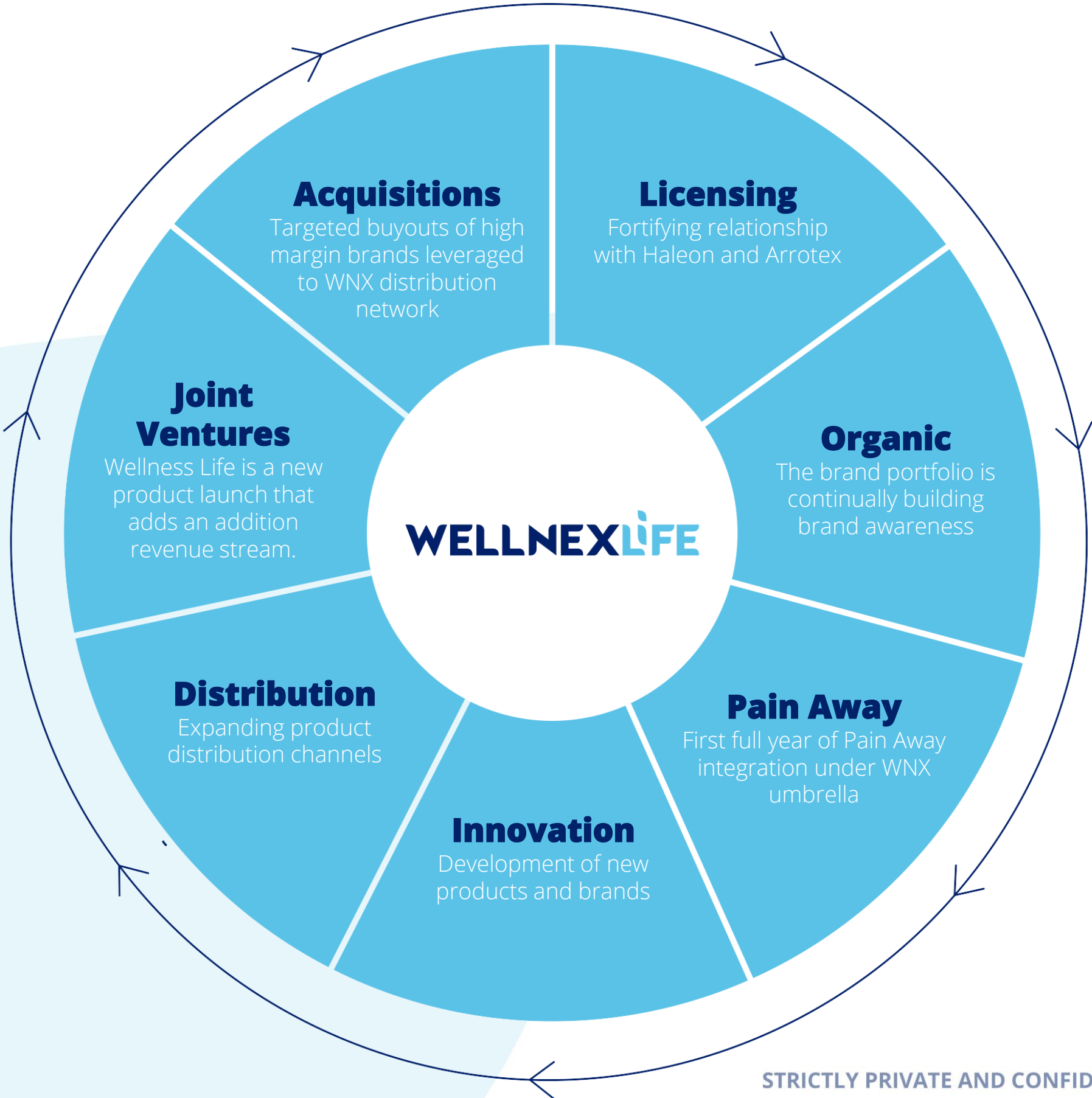
- In 2016, the Australian Government legalised access to medicinal cannabis.
- Since legalisation, the market has grown at an approximate CAGR of 37% to a 2023 market size of circa A\$477m with ~96.4k patients.
- Research forecasts growth to A\$548m and 102.4k patients in 2024.
- Forecasters expect the market to reach A\$710m in 2029 representing a ~5.3% CAGR from 2024.



Source: <https://www.statista.com/outlook/hmo/cannabis/medical-cannabis/australia#users>

Wellnex Life FY25 Domestic Growth Strategy

Brand building organic growth and opportunistic acquisitions



Wellnex Life International Growth Strategy

Leveraging domestic success into an international growth strategy



Pain Away is Australia's largest natural topical pain relief product. Wellnex Life are seizing on an opportunity to export the brand globally. First international sales to Chemist Warehouse NZ occurred in May 2024.



Haleon global contract expansion starting with UAE and UK. First orders placed Q1 FY25 for liquid gel caps across their pain relief brands.



An Asian distribution agreement has been signed with Homart Pharmaceuticals to market Wellnex Life brands into high growth Asian markets.



Wellnex Life UK Dual Listing

Benefits of listing on the London Stock Exchange & Selected European Public Comparables

1

Underpins European Expansion

2

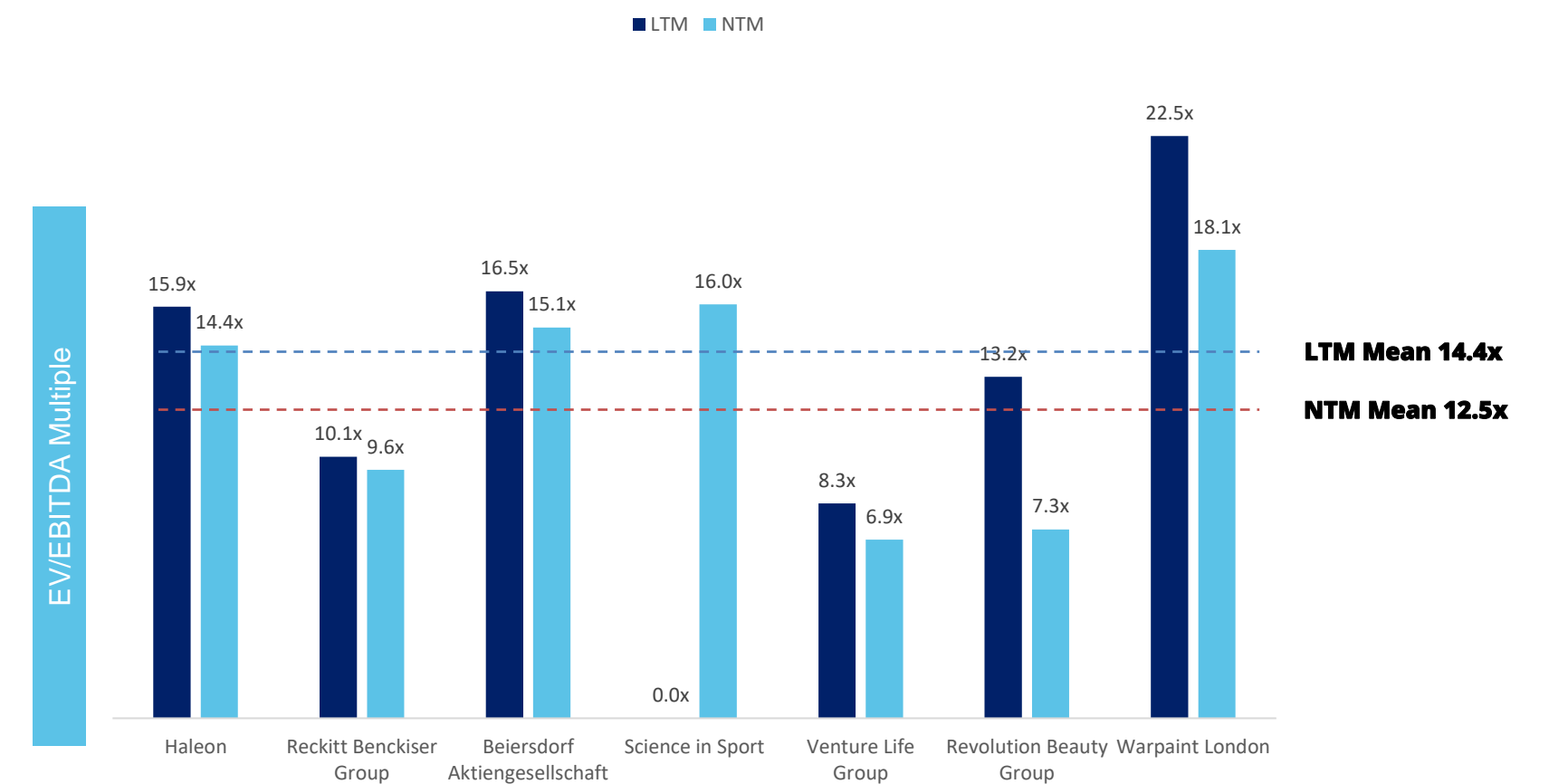
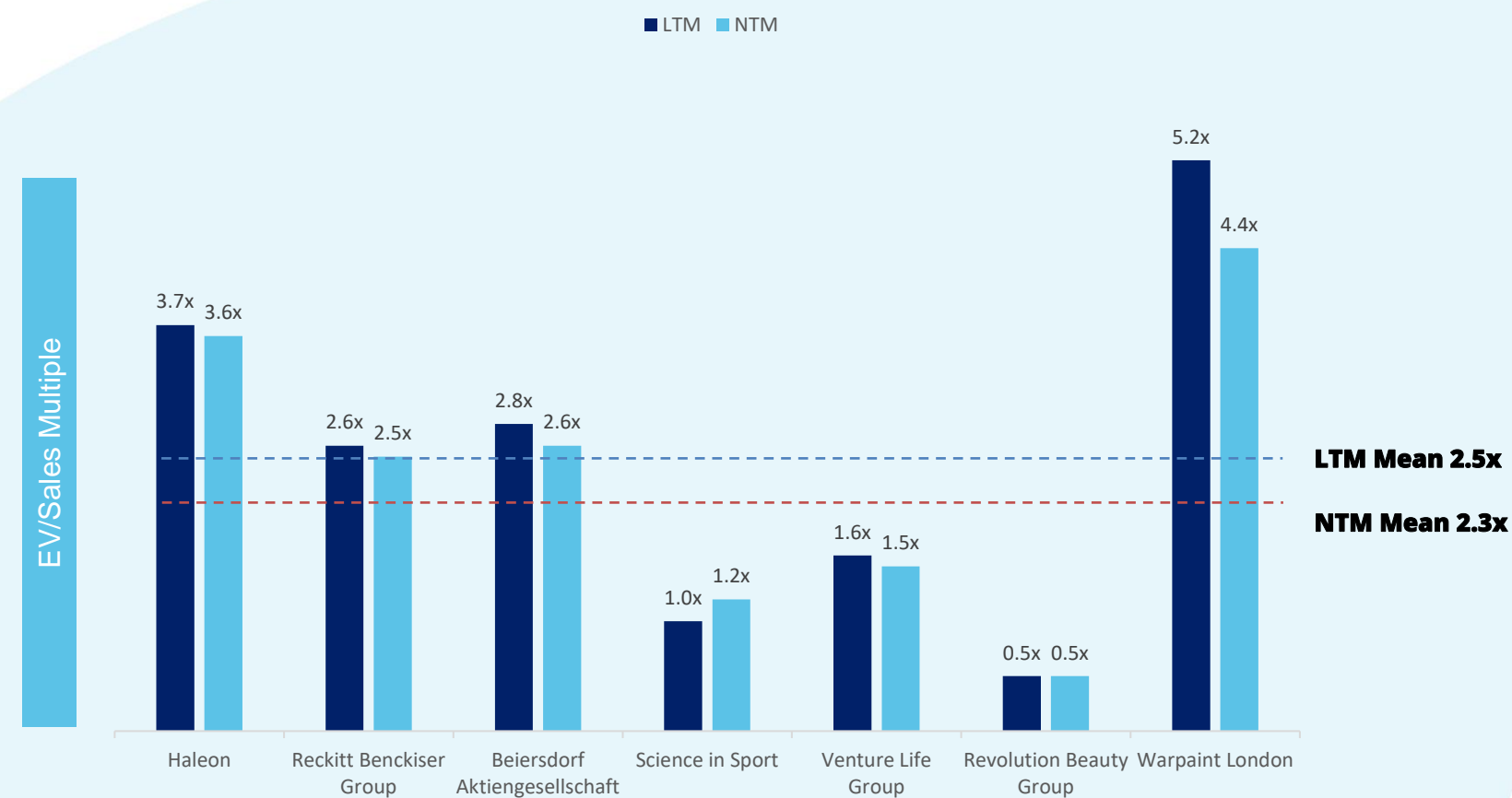
Deeper Capital Pool

3

Higher Valuation Trading Multiples

4

Greater Stock Liquidity



Wellnex Life Corporate Structure

Trading on the ASX under the ticker WNX

Capital Structure

| | |
|---|---------------|
| WNX Shares on Issue | 1,401,882,652 |
| WNX Options on Issue ¹ | 333,276,394 |
| Fully Diluted Shares on Issue | 1,735,159,046 |
| Fully Diluted Equity Value ² | \$39,908,658 |

1. Options issued at various strike prices and maturities
2. At \$0.023 per share as of close on 16 August 2024

Director Shareholdings

| | |
|-------------------|-------------|
| George Karafotias | 3,838,059 |
| Zack Bozinovski | 26,642,857 |
| Eric Jiang | 2,127,609 |
| Andrew Vidler | 892,858 |
| Jeffery Yeh | 194,402,855 |

WNX ASX Chart



Thank You

**FOR FURTHER INFORMATION
CONTACT THE FOLLOWING:**

George Karafotias
Chief Executive Officer
[**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
Suite 68, Building 2, Level 3,
574 Plummer Street, Port
Melbourne VIC 3207, 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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Appendix

WELLNEXLIFE

Wellnex Life 100% Owned 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%

Wellnex Life Intellectual Property

Formulating and Launching TGA Complimentary and Registered Medicines

