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# 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

WNX 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

## WELLNEXLIFE



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# Transformation of Wellnex Life

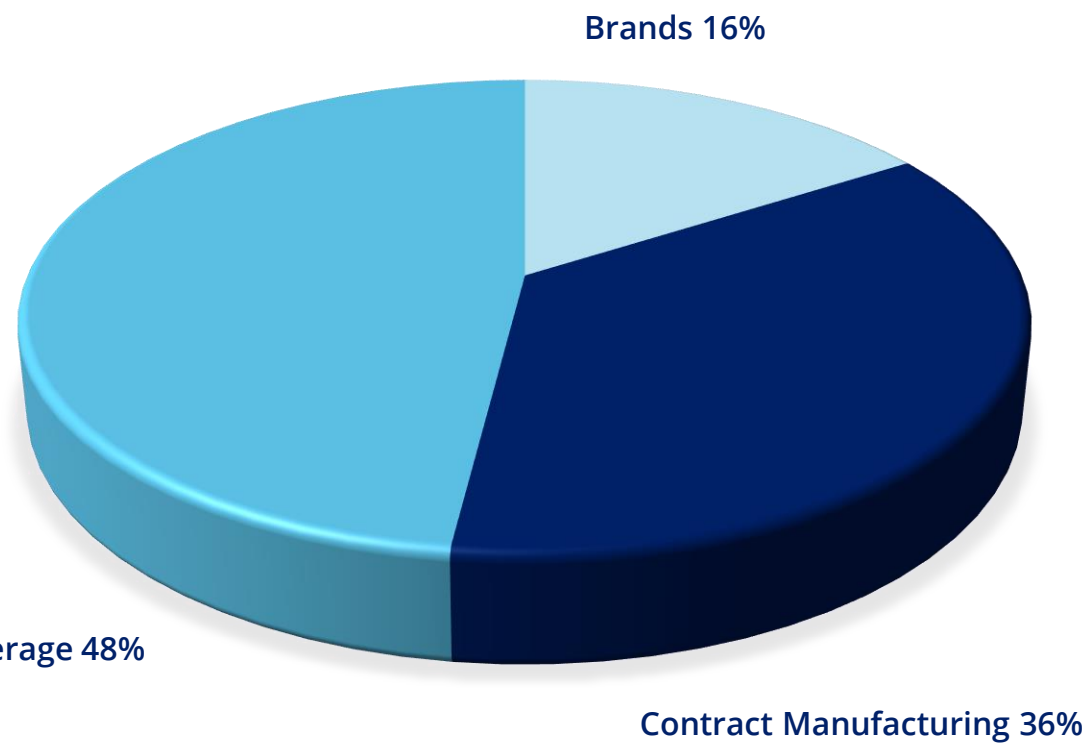
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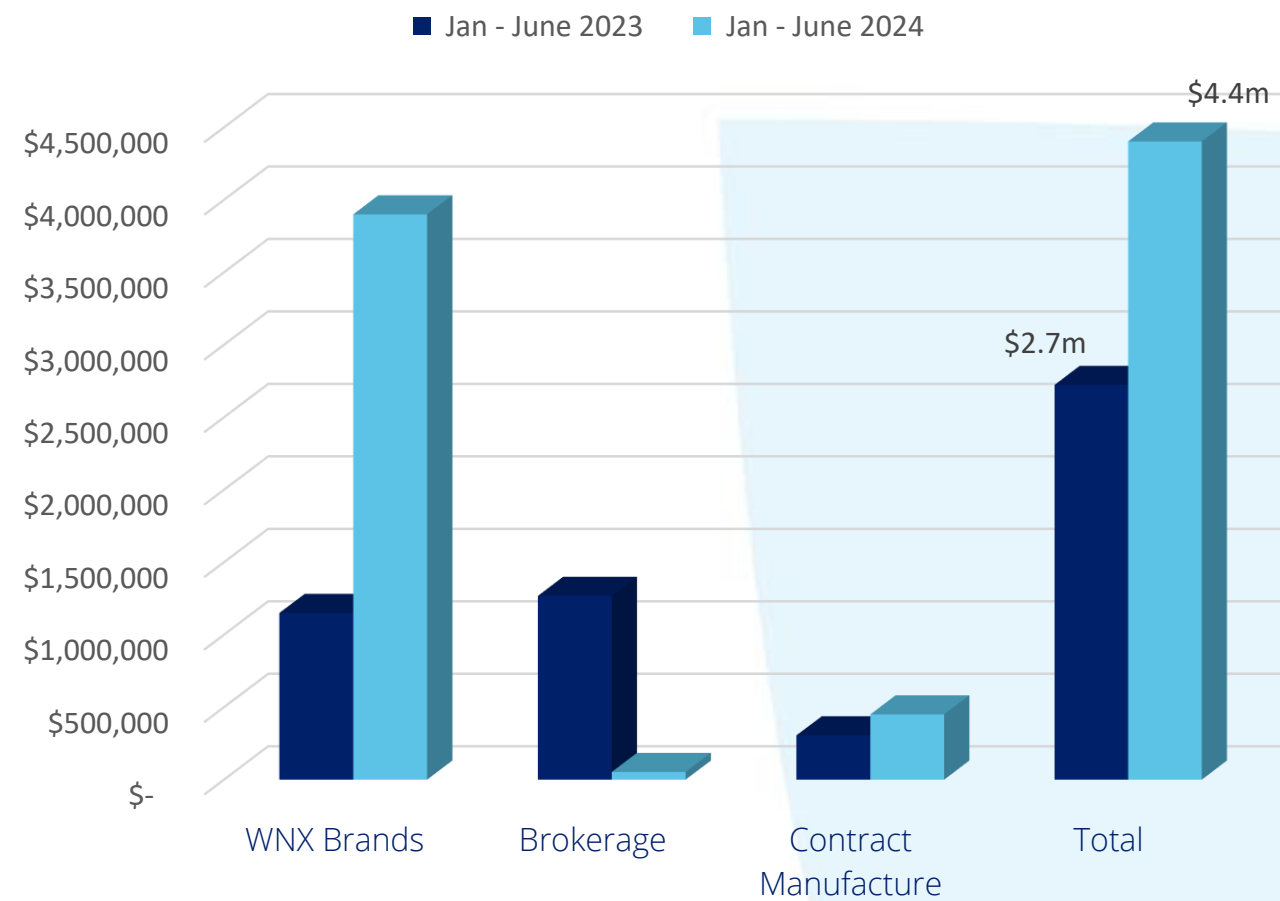
# Wellnex Life Profitability Evolution

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

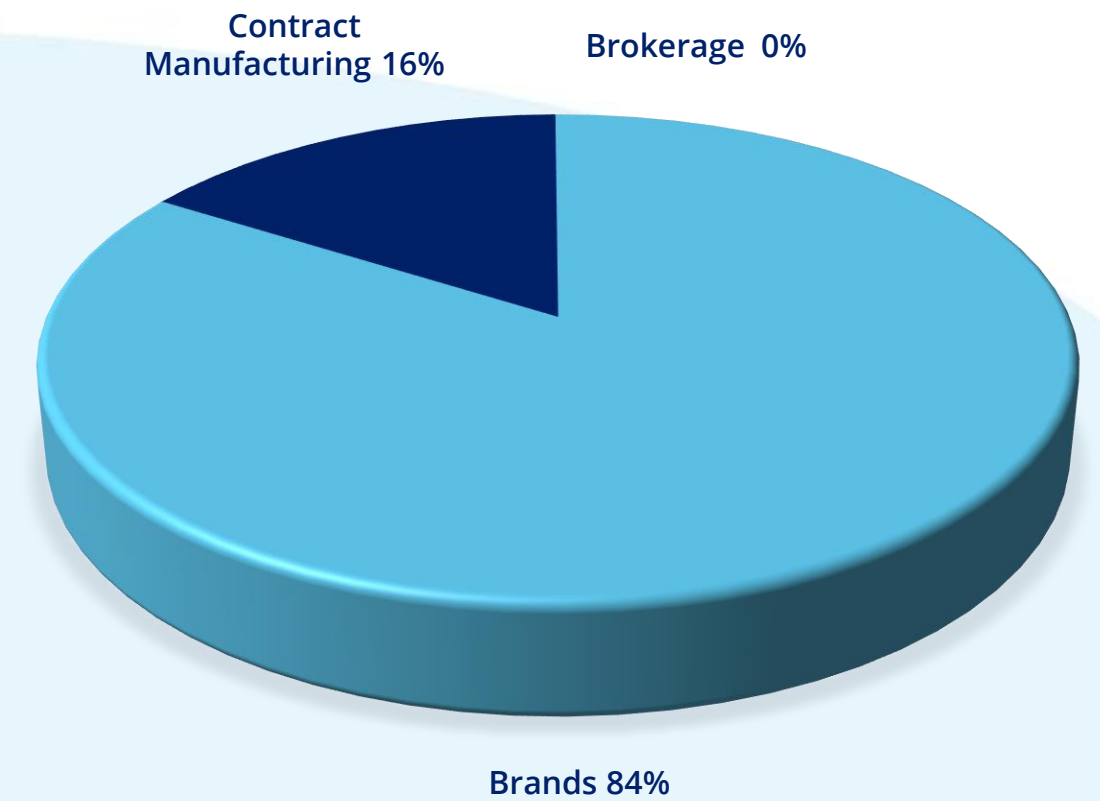
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Jan - June 2023



Jan - June 2024

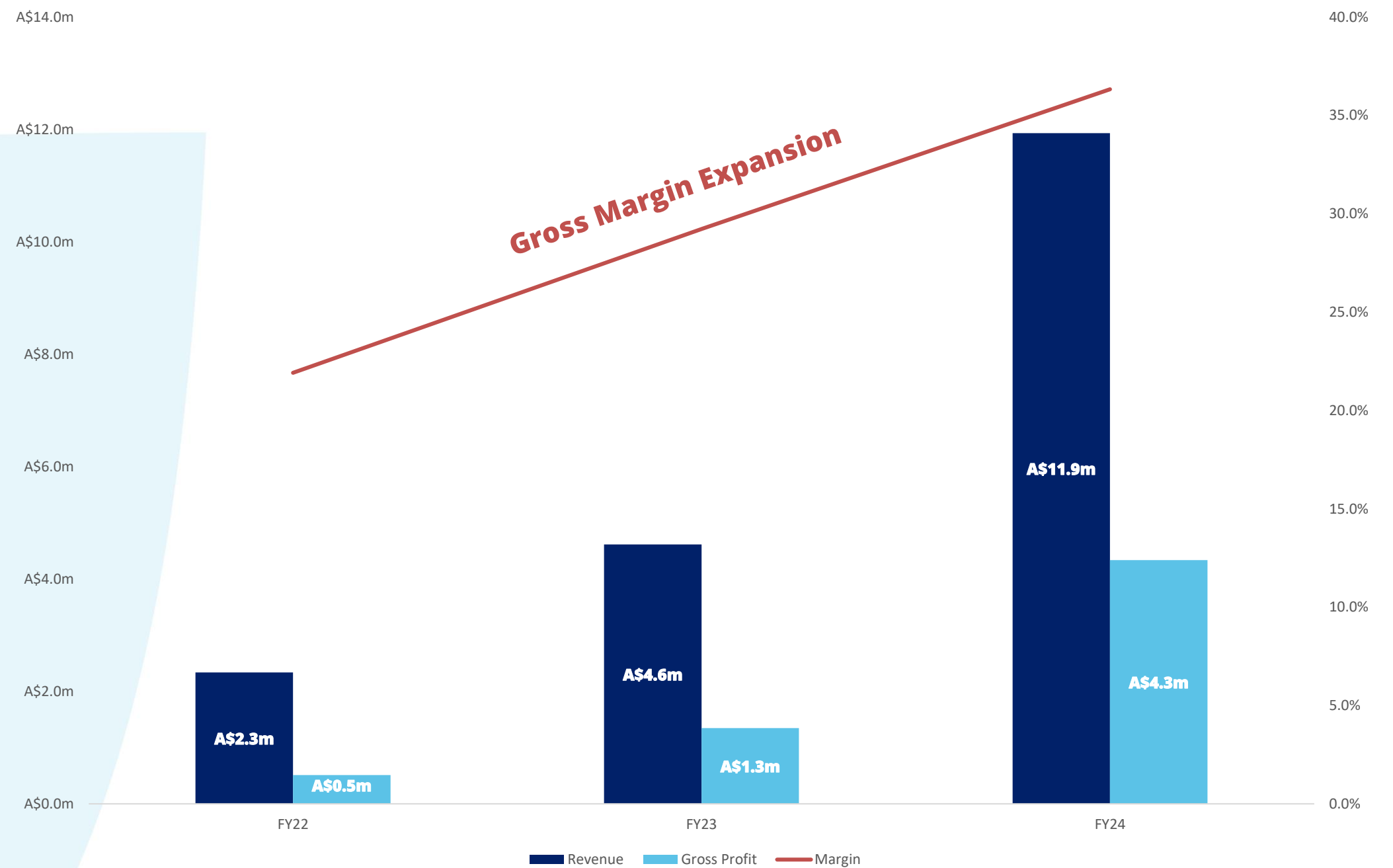


Gross Profit H2 FY24

# Brand Growth & Expanding Margins

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

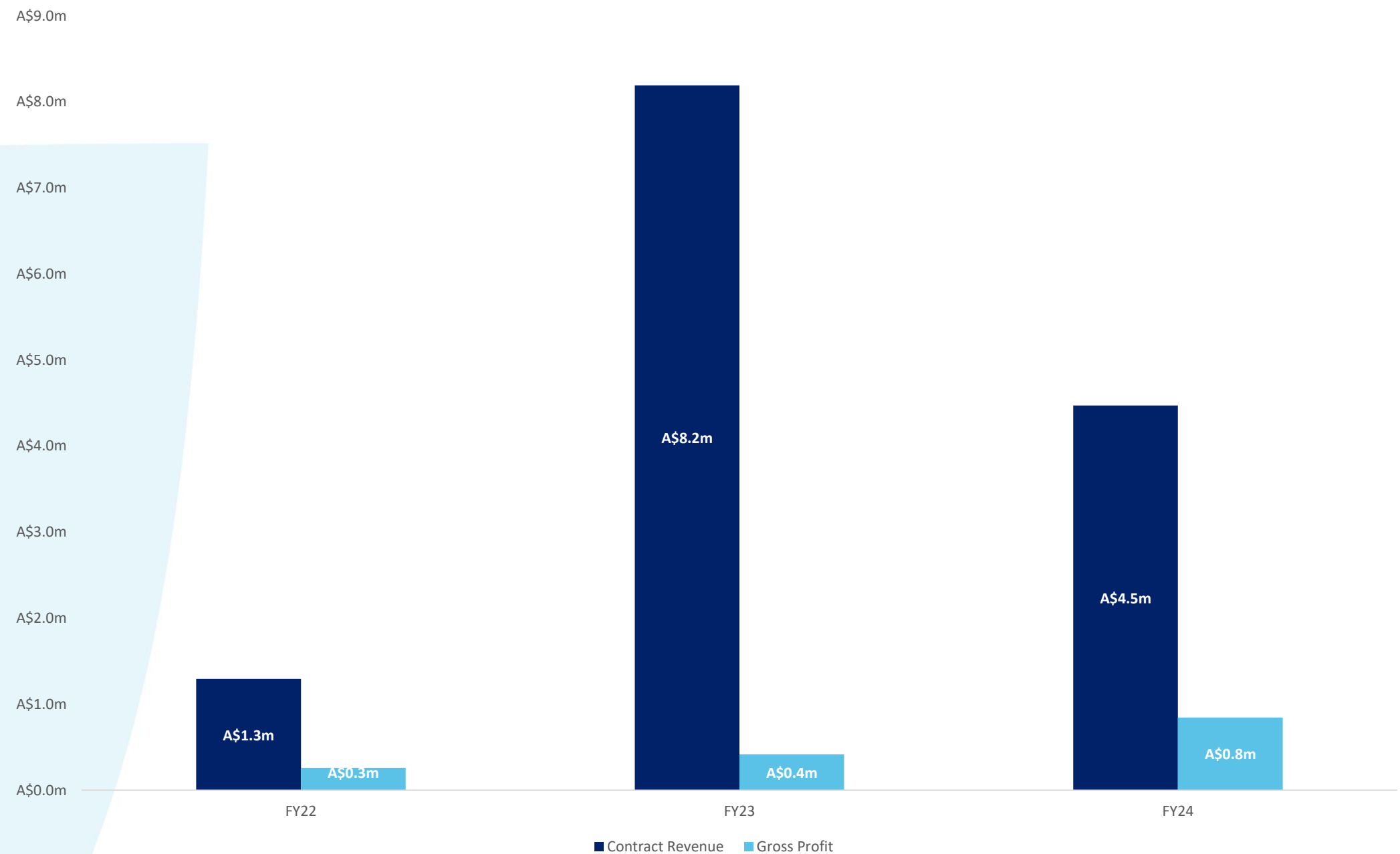
- First WNX brands launched in FY22.
- Approx. 126% CAGR revenue growth between FY22 and FY24
- Approx. 191% CAGR gross profit growth between FY22 and FY24
- Approx. 65.8% expansion in gross profit margin between FY22 and FY24
- Management expectations for continued growth in revenue and margins across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

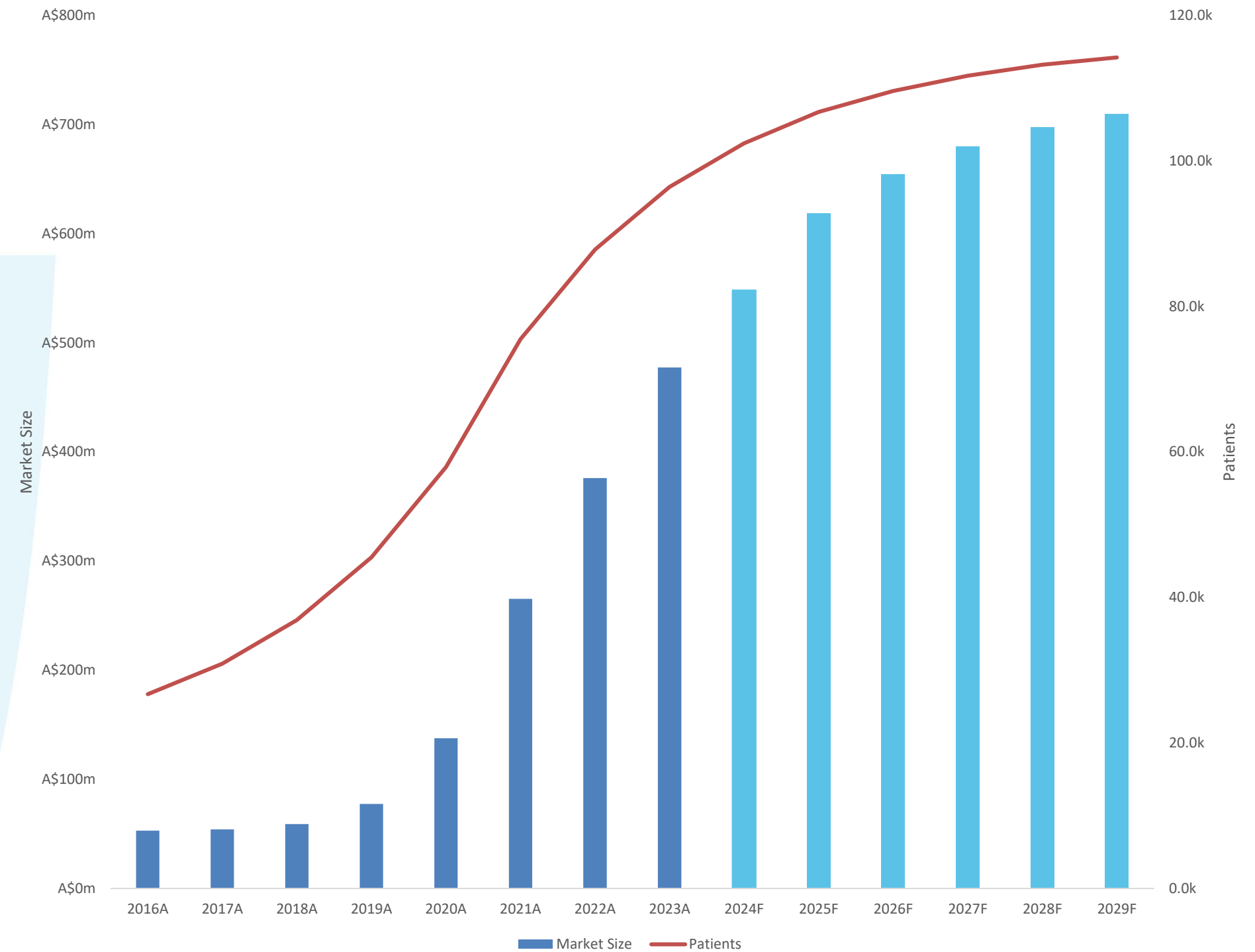


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# Australian Medicinal Cannabis Market Growth

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

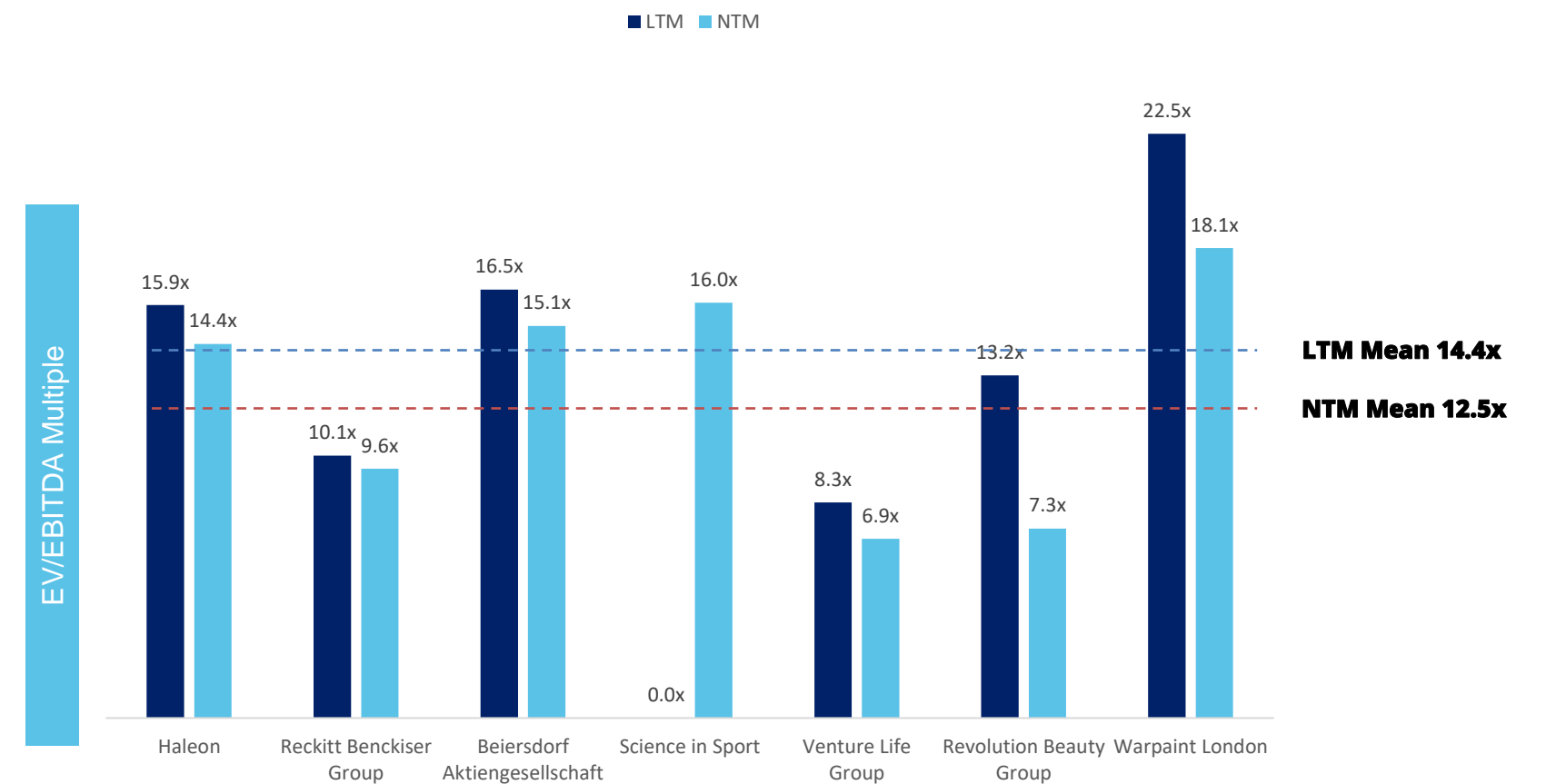
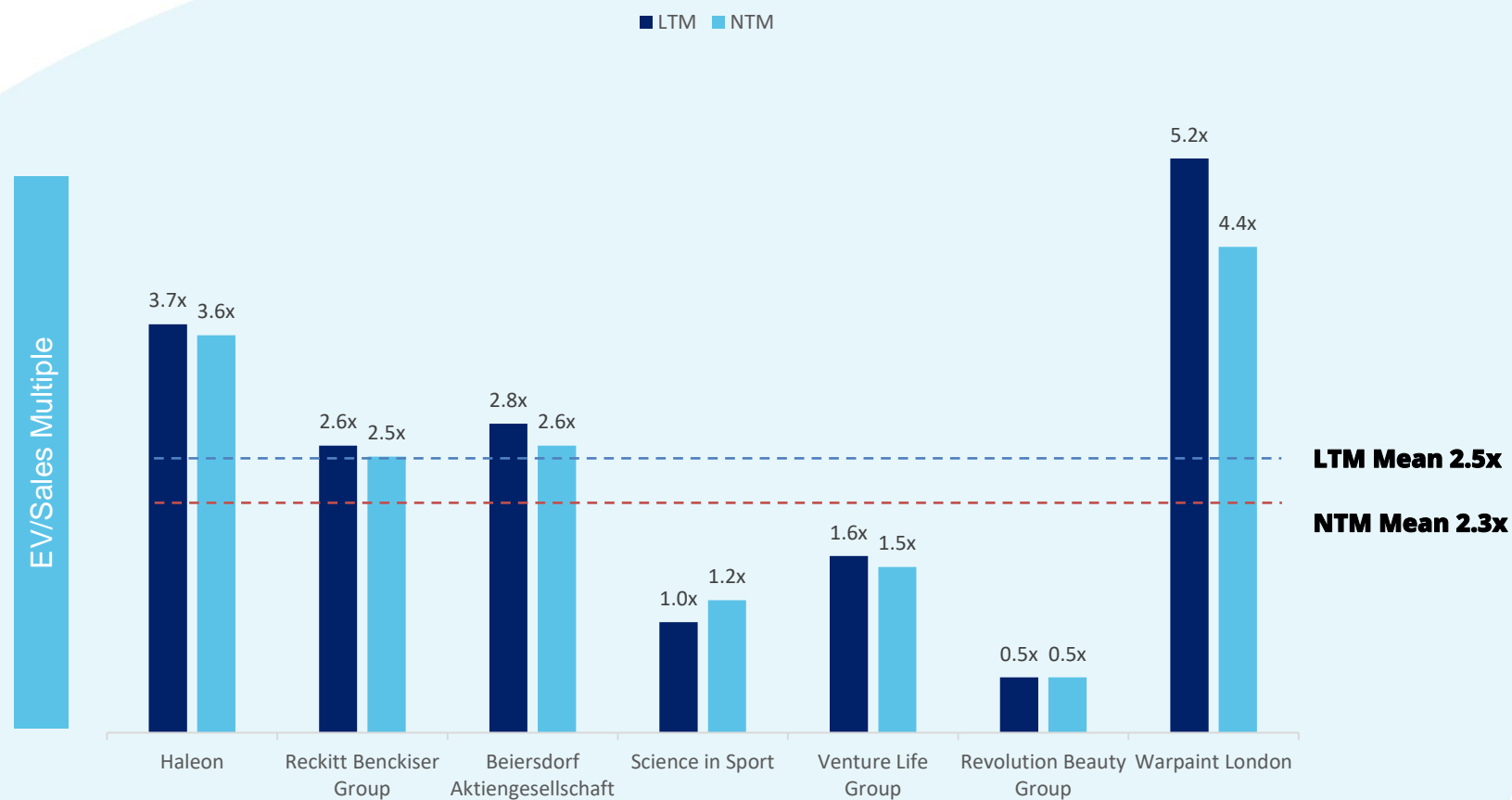
Benefits of listing on the London Stock Exchange & Selected European Public Comparables

**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 <sup>1</sup>	333,276,394
Fully Diluted Shares on Issue	1,735,159,046
Fully Diluted Equity Value <sup>2</sup>	\$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  
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Managing Director  
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# Appendix

**WELLNEXLIFE**

# Wellnex Life 100% Owned 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%

# Wellnex Life Intellectual Property

Formulating and Launching TGA Complimentary and Registered Medicines

## Pharmaceutical Dossier

- A comprehensive set of documents submitted to the Therapeutics Goods Administration (TGA) supporting product efficacy and performance
- Includes Good Manufacturing Process (GMP), development information, and necessary clinical studies
- Utilised Dossier to generate Marketing Authorisations (MA) ... our ability to clone our dossier to partners for domestic and international launches

## Product Development

- Strong R&D spend over FY22 & FY23
- Identify category needs and opportunities
- Retailer Collaboration
- GMP and Quality considerations
- Manufacturing Capability and Capacity

## INTELLECTUAL PROPERTY

## Wellnex Life Dossier Portfolio

- Paracetamol liquid soft gel capsules
- Paracetamol & Ibuprofen liquid soft gel capsules
- Ibuprofen mini liquid soft gel capsules
- Paracetamol & caffeine liquid soft gel capsules
- Up to 5 other liquid soft gel capsule products being developed as part of our portfolio

## Consumer Health Brands

- Diversified portfolio of brands for the Health and Pharmaceutical market
- Brands are still young and currently only sold in Australia
- Growth opportunities in domestic market and through international launches