ASX ANNOUNCEMENT

Vita Group Limited
ACN 113 178 519
77 Hudson Road
Albion Qld 4010

30 August 2022

Market Announcements Office
Australian Securities Exchange
4th Floor, 20 Bridge Street
SYDNEY NSW 2000

ELECTRONIC LODGEMENT

Dear Sir or Madam

Vita Group Limited – Financial Results for the full-year ended 30 June 2022 – CEO/CFO Analyst Briefing Presentation and Materials

In accordance with the Listing Rules, please find enclosed for immediate release to the market:

a) an announcement 'Vita Group positions Artisan for growth'; and

b) a presentation.

Vita will conduct an analyst briefing on its 2022 full-year results from 9:00am AEST.

This announcement has been authorised for lodgement by Vita Group's Board of Directors.

Further enquiries:

Andrew Ryan
Chief Financial Officer
Mob: 0417 644 756

George Southgate
Chief Legal and Risk Officer / Company Secretary
Mob: 0412 514 030

Yours sincerely

George Southgate
Chief Legal and Risk Officer / Company Secretary
Vita Group Limited

ASX ANNOUNCEMENT

Tuesday, 30 August 2022

Vita Group positions Artisan for growth

Vita Group (ASX: VTG) today announced reported revenues from continuing operations of $24.6 million for the year ended 30 June 2022, a 13 per cent decrease on prior year. EBITDA[1] from continuing operations was a loss of $8.8 million. After excluding business stand-up costs incurred in the period, legacy ICT[2] insurance requirements[3] and non-recurring items[4], underlying EBITDA was a loss of $8.4 million. Group NPAT[5] was a loss of $7.4 million, which included NPAT from discontinued operations of $1.2 million. NPAT from discontinued operations included a gain on sale of the ICT business of $2.2 million.

($m unless otherwise stated)		**FY22**
Continuing Operations (Artisan)	Revenue	24.6
	EBITDA	(8.8)
	Underlying EBITDA	(8.4)
	EBIT[6]	(12.0)
	Underlying EBIT[7]	(11.4)
	NPAT	(8.7)
Discontinued Operations (ICT) ***1 Jul 21 – 12 Nov 21***	Revenue	178.3
	NPAT	1.2
Group	NPAT	(7.4)

Vita ended the period with net cash of $16.4 million. Operating cash outflows from continuing operations after tax were $8.8 million. Investing cash outflows included $2.2 million of capital expenditure for Artisan branded fit-outs and the purchase of clinic equipment, and $2.0 million placed as a security term deposit. Net financing cash outflows were $91.1 million, reflecting lease payments of $3.6 million, net debt drawdowns of $0.2 million, and dividends paid of $90.6 million[8] offset by proceeds received from the dividend reinvestment plan of $2.9 million. Net cash inflows from discontinued operations including the proceeds from sale amounted to $84.0 million.

The Board has determined not to pay a final dividend for FY22, electing to utilise Vita's current cash position for ongoing investment in the Artisan business.

FY22 in review

The Artisan business was challenged by COVID-19 related impacts including clinic closures and lockdowns, client and team member vaccination policies and requirements, team member health-related absenteeism, plus increased levels of client cancellations and rescheduling. Artisan also experienced annualised impacts resulting from higher than expected turnover, including some founders from acquired clinics. Severe weather events and flood related issues in Queensland and New South Wales also impacted the business.

Significant resources were devoted to the divestment of Vita's ICT business to Telstra Corporation Limited (completed in November 2021), and then to transitional services, establishing an ERP for the Artisan business, and associated business processes throughout the balance of the year. Following the divestment, with management focused on the Artisan business, the team significantly progressed the development and evolution of Artisan's business model.

Realising Artisan's growth ambitions requires continued investment in the Artisan brand and delivery of Artisan's brand promise – *Master the Artistry of You®*. To achieve this consistently, Vita has continued with its brand standardisation program, whilst concurrently developing and implementing operational frameworks that are intended to support an evolved, repeatable, and scalable business model. Progress on key elements of Artisan's evolved business model include:

Brand Standardisation & Optimisation	• Continued to standardise pricing, modality, and product offering • Optimised network size to 18 clinics via consolidation of two non-branded clinics into a new larger Artisan branded clinic on the Gold Coast in June '22, and consolidation of two close proximity Artisan clinics into one clinic in July '22, with consolidation costs accounted for in June '22

Client Experience	• Developed and embedded into proprietary software cosmedcloud® (into all but one clinic):
	  ○ Multi-disciplinary team collaboration space
	  ○ Client assessment and modality system
	  ○ Systemised and perpetual treatment planning process
	  ○ Automated personalised client treatment plan communication process
	• Strengthened marketing initiatives
	• Developed marketing automation to create personalised client digital journeys
	• Launched centralised management of client social media leads

Team Member Experience	• Developed Clinical Academies for Doctors, Nurses, and Dermal Therapists, aiming to progress team members' expertise by expanding their scope of practice and consulting capability • Developing Operational Academies for Area Managers, Clinic Development Managers, and Client Experience Consultants
Clinical Governance and Risk Management	• Continued work on enhanced clinical governance and risk management frameworks • Developed Artisan quality and safety standards and clinic audit program, informed by the *National Safety and Quality Primary and Community Healthcare Standards* and the *Royal Australian College of General Practitioners Standards* for general practices
Clinic Planning	• Leveraged proprietary software and intellectual property retained from Vita's ICT business

It is intended that Artisan's evolved business model will enable organic growth, assist with best practice benchmarking, and facilitate future clinic network expansion.

Outlook

Despite the headwinds experienced, Vita is encouraged by early positive indications from the implementation of Artisan's growth programs within its evolved business model. These include:

New Clients	• On a like-for-like social media campaign basis, the centralised new client lead program is delivering up to 2x the conversion rate compared to those leads managed in-clinic
Client Retention	• Since late April '22, total future bookings from clinics in the enhanced client experience program has collectively seen an approximately 25% increase. Bookings in Artisan's single clinic not on the enhanced client experience program have remained stable • Approximately 59% of clients visiting clinics in the enhanced client experience program during the week beginning 22 August '22 had a systemised treatment plan • Clients with a systemised treatment plan[9] have approximately 20% higher rebooking rates than those without
Client Visits	• Whilst it is too early to ascertain the proportion of increased total future bookings that will lead to incremental client visits, due to factors such as ongoing COVID-19 impacts including unclear seasonality, Vita has observed a positive trend in weekly client visits[10]

In an environment of continued uncertainty, Vita believes it is prudent to maintain its focus on organic growth via execution of programs within Artisan's evolved business model, whilst increasing marketing investment, to capitalise on available capacity within the existing clinic network. Once Vita is satisfied that Artisan is consistently delivering on its organic growth expectations, it plans to recommence expansion of the Artisan branded clinic network (currently 18 clinics, including 4 non-Artisan branded clinics).

As Vita invests in roles that directly support revenue generation, it will continue to review clinic operations[11] and indirect support overhead[12] efficiencies. Indirect support overhead efficiency initiatives taken during FY22 and early FY23 are expected to contribute a reduction of approximately $2.2 million annualised net employment savings, excluding restructure costs.

While Artisan's evolved business model has delivered early positive indications, significant work remains to realise outcomes from best practice execution. Subject to successful execution of growth programs and reduced headwinds, Vita is targeting monthly underlying EBITDA[13] from continuing operations to break-even during FY24.

This announcement has been authorised for lodgement by VTG's Board of Directors.

Further enquiries:

Andrew Ryan
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[1] Earnings before interest, tax, depreciation, and amortisation (including lease occupancy expenses). A pre-AASB 16 measure.
[2] Information and Communication Technology, includes accessory business Sprout and other related entities.
[3] Vita is required to maintain certain insurance policies commensurate with the size and scale of the business at the time of divestment of its ICT business.
[4] Includes gains on contingent consideration and redundancy and restructure costs.
[5] Net profit / (loss) after tax.
[6] Earnings before interest and tax.
[7] Earnings before interest and tax. Excludes business stand-up costs, legacy ICT insurance requirements, and non-recurring items.
[8] Fully franked special dividends totalling $86.6m were paid to shareholders during the year including the first tranche of the special dividend, being $0.39 cents per share (equating to $64.6 million), paid to eligible shareholders on 26 November 2021 and payment of the final tranche of the special dividend of $0.133 cents per share (equating to $22.0 million), paid to eligible shareholders on 13 May 2022 in addition to the final FY21 fully-franked dividend of $0.024 cents per share (equating to $4.0m).
[9] Based on rolling 3-month cohorts of clients, between March 2022 and July 2022.
[10] Based on rolling 4-week visits per trading day, since April 2022, excluding single clinic not on program.
[11] Includes clinic and clinic teams, field management, clinical educators, concierge hub, and telehealth.
[12] Includes Senior Management, Legal & Risk, Information Technology, Finance & Property, People & Culture, and Operations functions, and Marketing team.
[13] Excludes estimated annual incremental costs associated with legacy ICT insurance and head office lease obligations.

FY22 RESULTS

30 AUGUST 2022

Authorised for release by the VTG Board

FY22 REVIEW

Business headwinds

COVID-19 related impacts, severe weather events,
and annualised impacts from higher than expected turnover, including some founders from acquired clinics

ICT Divestment – November 2021

Significant resources devoted to divestment, transitional services, and establishment of a new ERP and associated business processes

Management focus on Artisan from November 2021

Significant progress achieved on development and evolution of Artisan's business model

FY22 HEADLINES

CONTINUING OPERATIONS

Revenues
$24.6m, down 13%

Underlying EBITDA[1]
($8.4m), down 6%

NPAT[2]
($8.7m), down 5%

DISCONTINUED OPERATIONS
1 July – 12 November 2021

Revenues
$178.3m

NPAT
$1.2m divested 12 November 2021
Includes gain on sale of ICT business of $2.2m

GROUP

Revenues
$202.9m

NPAT
($7.4m)

[1] Earnings before interest, tax, depreciation, and amortisation (including lease occupancy expenses). A pre-AASB 16 measure. Excludes business establishment costs, legacy ICT insurance requirements (Vita is required to maintain commensurate with the size and scale of the business at the time of divestment of its ICT business), gains on contingent consideration, and redundancy and restructure costs.
[2] Net profit / (loss) after tax.

FY22 HEADLINES

Balance sheet, cash consideration, and dividends

BALANCE SHEET	**$16.4m net cash** ‣ Low debt
CASH CONSIDERATION ICT DIVESTMENT	**$107.4m** ‣ $110m cash consideration less net working capital, net debt-adjustments, and includes tax exit consideration ‣ Locked box mechanism calculated at 30 September 2021
DIVIDENDS	**$90.6m paid to shareholders** ‣ FY21 fully-franked dividend being $0.024cps: $4.0m ‣ First tranche fully-franked Special Dividend being $0.39cps: $64.6m ‣ Final tranche fully-franked Special Dividend being $0.133cps: $22.0m ‣ No FY22 final dividend in order to utilise Vita's current cash position to invest in the Artisan business

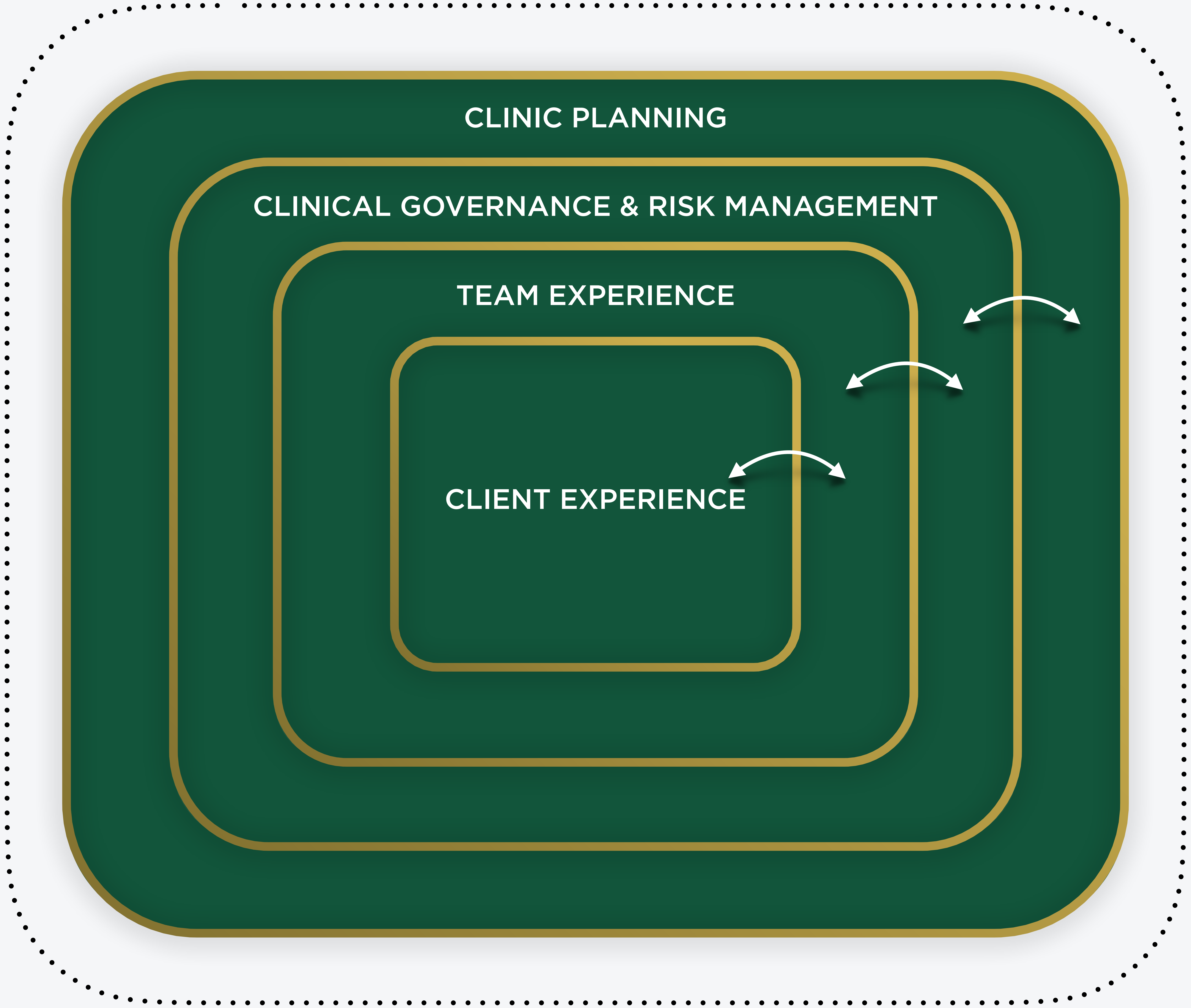
Realising Artisan's growth ambitions requires continued investment in the Artisan brand and delivery of Artisan's brand promise:

MASTER THE ARTISTRY OF YOU®

Real beauty is a form of artistry achieved by feeling truly confident in who you are. Combining artistry with experience, we provide a truly tailored and safe experience, working with you to achieve the very best results. Guided by expert hands in a bespoke and caring environment, we empower you to look and feel your confident best.

EVOLVED BUSINESS MODEL

Artisan Brand



Continued with ongoing brand standardisation and optimisation, whilst developing and implementing operational frameworks that are intended to support an evolved, repeatable, and scalable business model

PROGRESS ON **BRAND STANDARDISATION & OPTIMISATION**

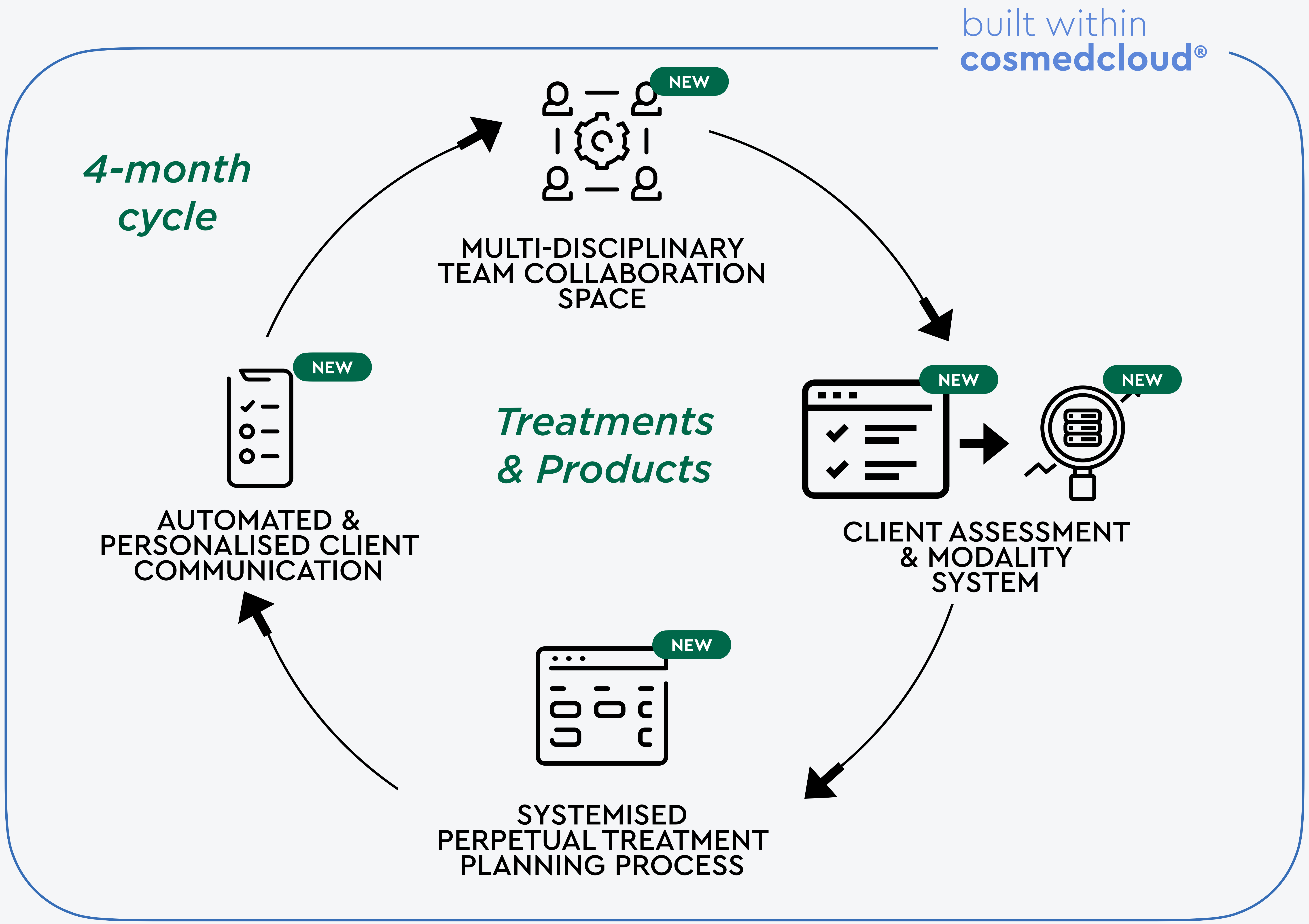
Continued to standardise:
- pricing
- modality offering
- product offering

Optimised network to 18 clinics[1] via the consolidation of:
- Two non-branded clinics into a new larger Artisan branded clinic on the Gold Coast
- Two close proximity Artisan clinics[1]

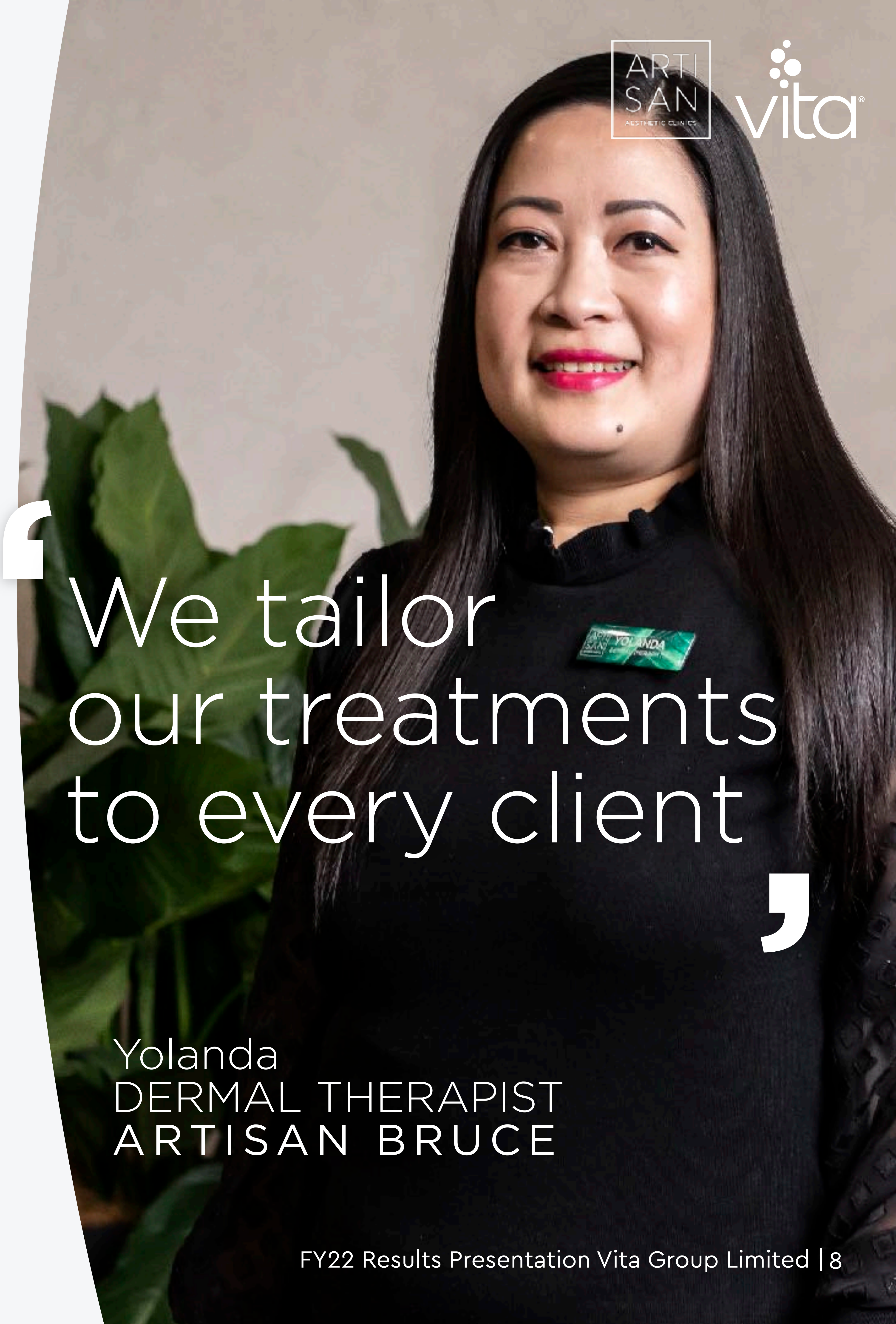
Standardisation enables:
1. Focus on the promotion and strengthening of the Artisan brand
2. The development of operational frameworks
3. Efficiencies in operations and partner engagement
4. Consistency in client and team experience

[1] Artisan traded with 19 clinics as at 30 June 2022, following which Vita consolidated two close proximity Artisan clinics in July 2022, with consolidation costs accounted for in June 2022.

PROGRESS ON **IN-CLINIC CLIENT EXPERIENCE**



This process was progressively rolled out from late April to June 2022, following a test and learn pilot.



PROGRESS ON **OUTSIDE OF CLINIC CLIENT EXPERIENCE**

STRENGTHENED MARKETING

- Local events
- Social presence
- Referral initiatives
- Loyalty programs

MARKETING AUTOMATION

- Launching from September '22
- Systemise tailored and personalised client digital journeys and offering
- Tailored via integration with cosmedcloud®

CONCIERGE HUB

- Launched in June '22
- Centralised function
  - initially managing new client social media leads
  - will increasingly support client re-engagement activities

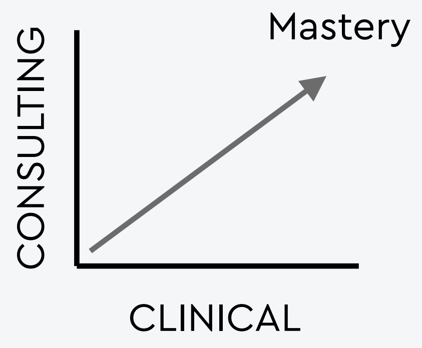
PROGRESS ON
TEAM MEMBER EXPERIENCE

ARTISAN ACADEMY

SKILLS

CONSULTING | CLINICAL | OPERATIONAL | LEADERSHIP

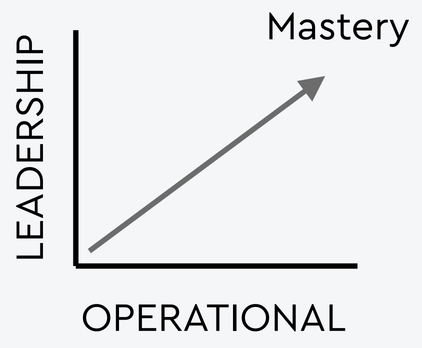
3x CLINICIAN ACADEMIES



- Designed and built for Doctors, Nurses, Dermal Therapists
- Aimed to expand scope of practice and consulting capability in a structured way
- Clinical Educators appointed

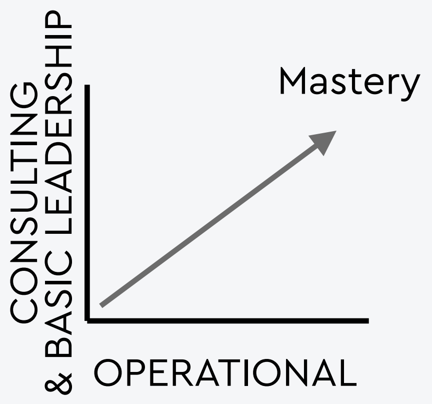
NEW

2x LEADER ACADEMIES



NEW

CEC[1] ACADEMY



NEW

[1] Client Experience Consultant.

PROGRESS ON **CLINICAL GOVERNANCE & RISK MANAGEMENT**

CLINICAL GOVERNANCE FRAMEWORK

LEADERSHIP & CULTURE

Artisan Leadership Team

Clinical Governance Committee

Clinical Education and Training | Artisan Quality Assurance

Clinical Risk Management | Clinical Operations

Clinic Audit — NEW

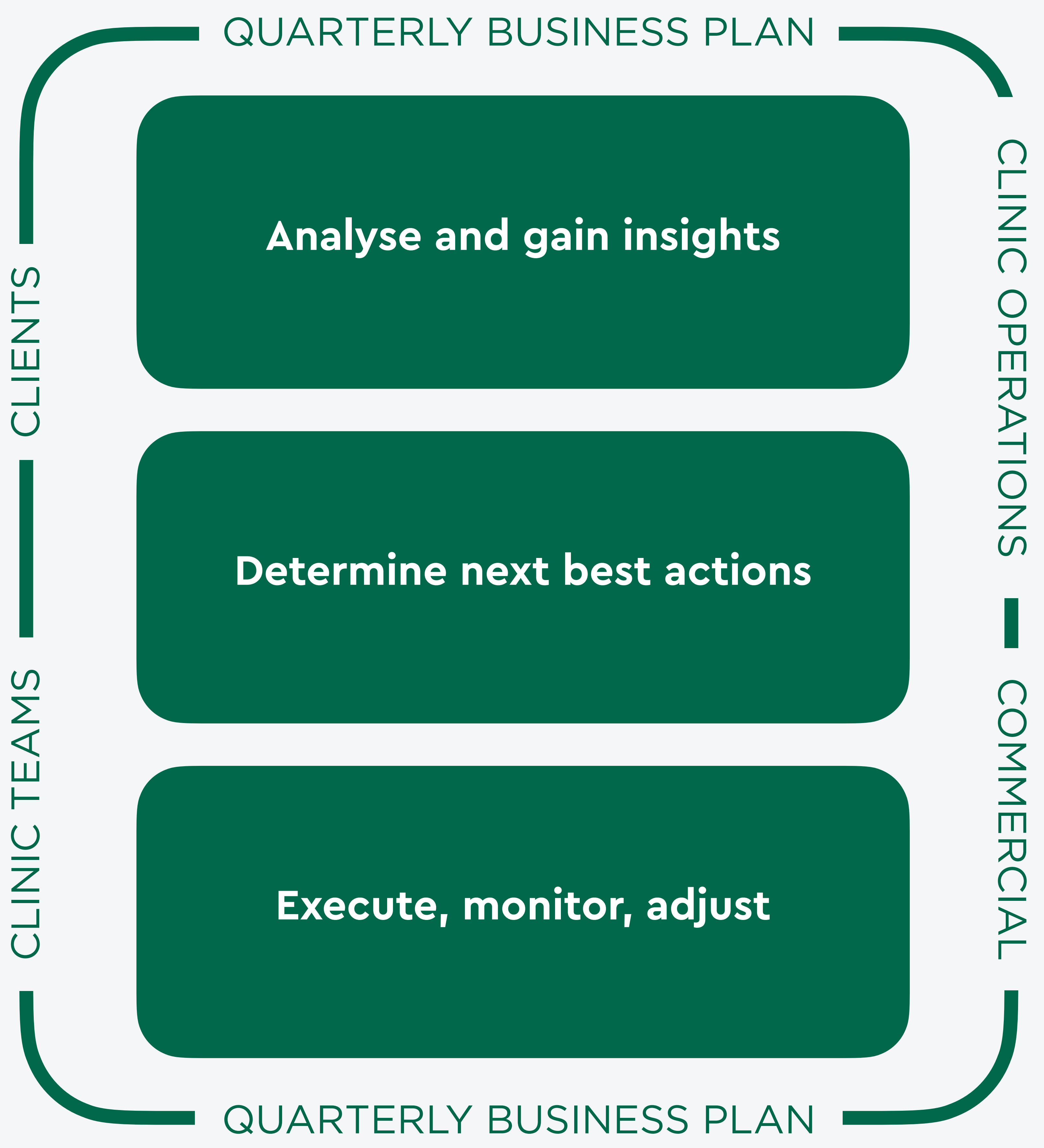
Informed by best practice health, safety and quality standards — NEW

SAFE & EFFECTIVE TREATMENTS

"Our clients can be confident they are always in safe hands at Artisan"

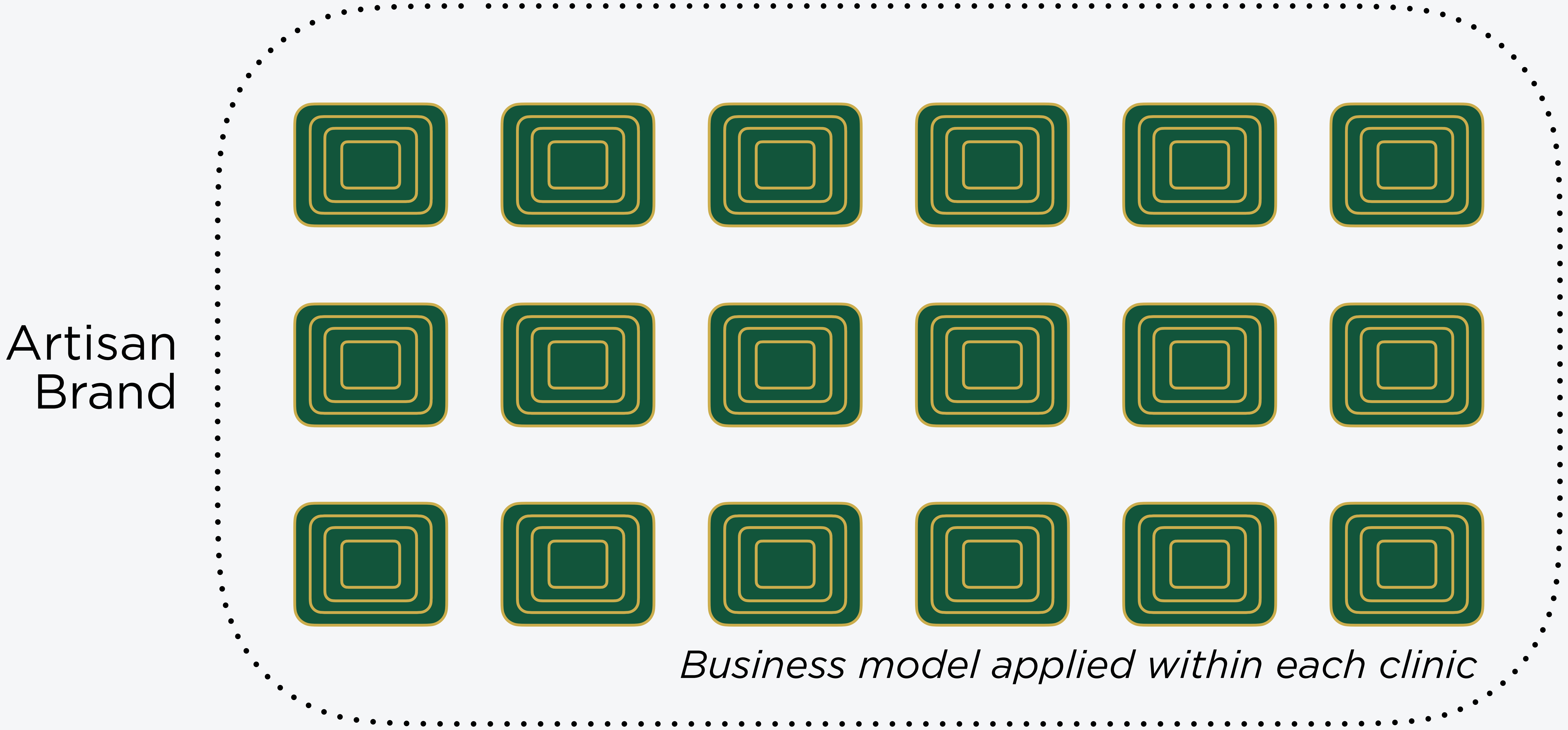
Dr. Andreas Fox
MEDICAL DIRECTOR
ARTISAN

PROGRESS ON
CLINIC BUSINESS PLANNING



EVOLVED BUSINESS MODEL

Systematic, repeatable, and scalable programs and frameworks applied within a standardised brand environment



Intended to:

- Enable organic growth and best practice benchmarking
- Facilitate clinic network expansion

INCOME STATEMENT CONTINUING OPERATIONS

($m unless otherwise stated)	FY22	FY21	Change
Revenue	24.6	28.4	(13%)
Gross Profit	18.2	21.3	(15%)
Gross Profit %	74.0%	75.0%	
EBITDA[1]	**(8.8)**	**(6.8)**	(31%)
Less JobKeeper	-	(1.7)	
Add business stand-up and ICT legacy costs[2]	0.8	-	
Less other non-recurring items[3]	(0.4)	0.5	
Underlying EBITDA	**(8.4)**	**(8.0)**	(6%)
EBIT[4]	**(12.0)**	**(11.0)**	(9%)
EBITDA adjustments[2,3]	0.4	(1.2)	
Add other non-recurring items[5]	0.2	0.8	
Underlying EBIT	**(11.4)**	**(11.6)**	2%
NPAT[6]	**(8.7)**	**(8.3)**	(5%)

[1] Earnings before interest, tax, depreciation, and amortisation (including lease occupancy expenses). A pre-AASB 16 measure.
[2] Vita is required to maintain certain insurance policies commensurate with the size and scale of the business at the time of divestment of its ICT business.
[3] Includes gains on contingent consideration and redundancy and restructure costs.
[4] Earnings before interest and tax.
[5] Includes restructure costs.
[6] Net profit / (loss) after tax.

Artisan revenues $24.6m, down 13%

- COVID-19 impacts throughout the period
  - H1: clinic closures experienced, with extended lockdowns in NSW, Victoria, and the ACT between July and mid-October 2021. Over 500 (~21%) trading days lost
  - H2: state-by-state vaccination requirements and client vaccination policy; client cancellations; team member health-related absenteeism;
- Severe weather impacts in Queensland and New South Wales in H2
- Higher than expected turnover impacts, including some founders from acquired clinics

Healthy gross margins

- Treatment and product mix
- Consulting with clients to deliver holistic and individualised treatment plans

Headwinds continued to impact profitability

- Offset by reduction in roles, including key management personnel

Underlying EBITDA ($8.4m), down 6%

- **EBITDA: ($8.8m), down 31%**

Underlying EBIT ($11.4m), up 2%

- **EBIT: ($12.0m), down 9%**

INCOME STATEMENT DISCONTINUED OPERATIONS

($m unless otherwise stated)	FY22[1]	FY21
Revenue	178.3	605.1
NPAT	**1.2**	**34.6**
Less gain on sale of ICT (preliminary)	**(2.2)**	-
Less JobKeeper	-	(14.9)
Underlying net profit after tax	**(1.0)**	**19.7**

Pre divestment completion

- Impacted by COVID-19 including:
  - Store closures from mandated lockdowns
  - Reduced foot traffic
  - Social distancing capacity constraints
  - Increase in service-related transactions

Performance to 12 November 2021

- Revenue $178.3m
- Net profit after tax $1.2m
  - Includes gain on sale of ICT $2.2m
- Underlying net loss after tax (excluding gain on sale) ($1.0m)

[1] Reporting period 1 July 2021 to 12 November 2021.

BALANCE SHEET

($m unless otherwise stated)	30 Jun 2022	30 Jun 2021
Cash	18.0	38.2
Current assets (exc. cash)	6.1	47.3
Non-current assets	45.5	186.8
Total assets	**69.6**	**272.3**
Current liabilities	(12.7)	(94.9)
Non-current liabilities	(11.1)	(36.3)
Total liabilities	**(23.8)**	**(131.1)**
Net assets	**45.8**	**141.1**

Cash	18.0	38.2
Debt	(1.6)	(7.2)
Net cash	**16.4**	**31.0**

[1] The size of Vita's legacy head office premises is larger than required for continuing operations. Vita is actively exploring all opportunities to reduce this commitment.

ICT assets divested 12 November 2021

Cash

- Cash retained to fund and invest in Artisan growth $18.0m
- Final tranche of Special Dividend paid in H2 FY22 $22.0m
  - Total FY22 dividends paid $90.6m (including FY21 fully franked final dividend of $4.0m and first tranche of the fully-franked Special Dividend of $64.6m in H1 FY22)

Current assets

- Inventory $1.2m
- Receivables $4.0m
- Other assets $0.9m

Non-current assets

- Security term deposit $2.0m
- Plant and equipment (including clinic fit-out and technologies) $7.9m
- Right of use assets (ROUA) $6.2m
- Intangibles $24.8m
- Deferred tax assets $4.6m

Total liabilities

- Trade and other payables $4.2m
- Borrowings $1.6m
- Lease liabilities $11.3m (including legacy head office commitment)[1]
- Provisions $3.1m
- Other liabilities $3.6m

Net cash $16.4m

- Gross cash $18.0m; bank debt $1.6m

CASH FLOW

($m unless otherwise stated)	FY22	FY21
Continuing Operations		
Operating cash flows	(8.8)	(2.6)
Investing cash flows	(4.3)	(4.5)
Financing cash flows	(91.1)	(15.2)
Total continuing operations	**(104.2)**	**(22.3)**
Discontinued Operations		
Operating cash flows	15.7	49.3
Investing cash flows	79.4	(5.8)
Financing cash flows	(11.1)	(19.8)
Total discontinued operations	**84.0**	**23.7**
Net cash movement		
Opening cash balance	38.2	36.8
Closing cash balance	18.0	38.2

Continuing operations

Operating cashflows

- Primarily reflecting trading impacts from headwinds experienced in FY22

Investing cashflows

- Artisan branded fitout and aesthetic equipment ($2.2m)
- Security term deposit ($2.0m)

Financing cashflows

- Lease payments ($3.6m)
- Net debt drawdowns $0.2m
- Dividends paid ($90.6m):
  - Final FY21 dividend of ($4.0m)
  - Special Dividend – first tranche of ($64.6m)
  - Special Dividend – final tranche of ($22.0m)
- Proceeds of dividend re-investment plan $2.9m

Discontinued operations

Operating cashflows

- Primarily reflecting trading impacts from COVID-19, including movements in locked box period

Investing cashflows

- ICT equipment $0.4m
- Net ICT divestment inflow $79.8m

Financing cashflows

- Lease payments $5.3m
- Debt repayments $5.7m

Outlook

Early positive indications from growth programs within Artisan's evolved business model

Up to 2x
new client social media lead conversion within centralised program[1]

~25%
collective increase in total future bookings[2] for clinics on enhanced client experience program vs single clinic not on program, where bookings remain stable

~59%
of clients[3] visiting clinics have a systemised treatment plan

~20%
higher rebooking rates for clients[4] with a systemised treatment plan

+
positive trend in client visits[5]

[1] On a like-for-like social media campaign basis, the centralised new client lead program is delivering up to 2x the conversion of leads compared to those managed in-clinic.
[2] Since late April 2022.
[3] During the week beginning 22 August 2022, excluding single clinic not on program.
[4] Based on rolling 3-month cohorts of clients, from March 2022 to July 2022, excluding single clinic not on program.
[5] Based on rolling 4-week visits per trading day, since April 2022, excluding single clinic not on program.

Outlook

Growth and operational efficiencies

In an environment of continued uncertainty, Vita believes it is prudent to:

- Maintain focus on execution of organic growth programs, whilst increasing marketing investment, to capitalise on available clinic capacity
- Recommence the clinic network expansion program[1] once it is satisfied Artisan is consistently delivering on expectations
- Continue to review clinic operations[2] and indirect support overhead[3] efficiencies
  - Indirect support overhead efficiency initiatives taken during FY22 and early FY23 are expected to contribute a reduction of approximately $2.2m annualised[4]

Monthly underlying EBITDA[5] break-even

Subject to:

- Successful execution of growth programs within evolved business model, and
- Reduced impact of headwinds on the Artisan business,

Artisan is targeting monthly underlying EBITDA break-even from continuing operations during FY24

[1] Clinic network optimised from 20 clinics to 18 clinics following consolidation of two non-branded clinics to an Artisan clinic on the Gold Coast in June 2022, and consolidation of two Artisan clinics in July 2022.
[2] Includes clinic and clinic teams, field management, clinical educators, concierge hub, and telehealth.
[3] Includes Senior Management, Legal & Risk, Information Technology, Finance & Property, People & Culture, and Operations functions, and Marketing team.
[4] Annnualised net employment savings excluding restructure costs.
[5] Excludes estimated annual incremental costs associated with legacy ICT insurance and head office lease obligations.

DISCLAIMER

The material in this presentation is a summary of Vita Group Limited's (Vita) activities and results, and is current at the date of preparation, 30 August 2022. Further details are provided in the Company's accounts and results announcement released on 30 August 2022.

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This presentation should be read in conjunction with other publicly available material lodged with the Australian Securities Exchange (ASX) by the Company which are available at www.asx.com.au. Further information including historical results and a description of the activities of Vita is available on our website, www.vitagroup.com.au.

FY22 RESULTS

30 AUGUST 2022

Authorised for release by the VTG Board