

**ASX ANNOUNCEMENT**  
30 March 2023

## **EZZ launches Amazon online store and announces new product releases**

**EZZ Life Science Holdings Limited (ASX: EZZ)** (EZZ or the Company), a genomic life science company with a mission to improve quality of life and human health, is pleased to announce the launch of its Amazon online store in Australia, along with the release of three new EZZ branded products.

### **New Amazon Online Distribution**

EZZ has officially launched its Amazon online flagship store at [Amazon.com.au](https://www.amazon.com.au) for Australian consumers. Amazon is recognised as one of Australia's leading online ecommerce platforms and will provide an important distribution channel for both EZZ and EAORON branded products moving forward.

The Company has selected an initial range of 29 key products to be distributed through Amazon, with further products to be added in coming months. Fifteen of these products are EZZ branded products and 14 are EAORON branded products.

### **New Products**

EZZ continues to develop its own range of targeted health supplements and has released three new products with approval from the Therapeutic Goods Administration (TGA) to complement the existing range of EZZ branded products currently in the market.

- EZZ Children's Eye Health is a supplement to support eye and macula health in children;
- EZZ Magnesium Plus is a supplement rich in natural magnesium oxide to support nerves and muscles and help keep the body's immune system balanced; and
- EZZ Sugar Metabolism is a nutritional supplement supporting the metabolism of carbohydrates and energy production in the body.

This new line of products has been developed for both local consumers in Australia and for export, particularly to Asia, and follows extensive market research conducted by the Company.

**Glenn Cross, Chairman of EZZ Life Science, commented:** *"We are delighted to have established a key new distribution channel with Amazon. Amazon is one of the largest and fastest growing online ecommerce marketplaces in Australia and will form an important part of EZZ's omnichannel strategy."*

*The Company has also released three new EZZ branded products for the domestic and Asian markets. Our R&D efforts continue to be directed towards supplements in large, high-growth markets and we look forward to further expanding our EZZ product range this year."*

*This announcement has been authorised by the Board of EZZ Life Science Holdings Limited.*

**For further information, please contact:**

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**About EZZ Life Science**

[EZZ Life Science Holdings Limited \(ASX:EZZ\)](#) is an Australian genomic life science company with a mission to improve quality of life and human health. EZZ Life Science has a focus on genomic research and development to address four key human health challenges: genetic longevity, human papillomavirus (HPV), helicobacter pylori, and weight management. EZZ Life Science is passionate about investing in the future of consumer health through the development of e-commerce and distribution of high-quality products via omnichannel models across Australia, New Zealand, China and worldwide. EZZ Life Science is led by an experienced senior management team that have implemented strategies to drive rapid and ongoing growth of the business.

For more information please visit our corporate site [ezzlife.com.au](http://ezzlife.com.au) and our consumer site [ezzdna.com.au](http://ezzdna.com.au).