

1H FY25 Results Webinar

26 February 2025

Glenn Cross, Non-Executive Chair

Anthony Guarna, Chief Financial Officer

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The EZZ Mission

To become a leading life science company improving quality of life and human health by accelerating innovation to market.

1H FY25 Highlights

EZZ



Strong Financial Performance

Revenue from operating activities increased by 40% on PCP to \$30.3m

Threefold increase in pre-tax net profit on PCP to \$4.8m

Gross margins increased to 77% from 71% on PCP.

Robust cash position of \$19.9m as at 31 December 2024 (with no debt excluding lease liabilities).



New Distribution Channels and Geographical Markets

Achieved 84% YoY revenue growth during the 2024 11.11 Global Shopping Festival, totalling \$5.9m across Douyin, Kuaishou, and Tmall.

Expanded into 14 independent pharmacies in Australia.

Advanced entry plans for the US market, with strategy execution on track for 2H FY25.



New Product Development

Successfully launched eight new products in 1H FY25.

Enhanced product development capabilities using consumer insights and market analysis.

Maintained high safety standards with TGA product registrations and GMP principles.

EZZ Brand Highlights

EZZ

**EZZ-branded products
continue to show strong
growth in 1H FY25**



EZZ-Branded Product Revenue

\$28.3M

Up 48% on PCP and accounting for 94%
of total revenue

B2C and Omnichannel Digital Marketing Revenue

\$25.7M

Up 37% on PCP

8

New EZZ-Branded Product Launched

Revenue from New Products

\$1.2M

Representing 4% of total Company
revenue in 1H FY25

Diverse Product Range

EZZ

EZZ

We formulate, produce, market and distribute health supplements under the brand of EZZ. Our deep understanding of our target consumers allows us to develop products that address their health and wellness needs.

EÁORON

We are an exclusive distributor of skin care products under the EÁORON brand in Australia and New Zealand to pharmacies, supermarkets and specialist retailers.

Top 3 EZZ Products by Revenue in 1H FY25



L-Lysine Growth Capsule



Bone Growth Chews



High Strength DHA



Hyaluronic Acid Glutathione Essence Face Mask



EAORON 10th Anniversary Limited Edition Gift Box



Hyaluronic Acid Glutathione Essence

Extensive and Growing Distribution Channels

EZZ

In 1H FY25 EZZ added 14 new independent pharmacy stores to our expanding omnichannel distribution network

Chemists
600+



Specialist and Grocery Retailers
200+



E-commerce Platforms
750+



Financials

1H FY25 Highlights

EZZ

Revenue from Operating Activities

\$30.3M

Up 40% on PCP

EBITDA (Excluding other income)

\$4.8M

Up 185% on PCP

Cash on Hand

\$19.9M

No external debt
at 31 December 2024

NPAT

\$3.2M

Up 180% on PCP

Sales during the 2024 11.11 Global
Shopping Festival

\$5.9M

Up 84% on PCP

Gross Margin Increased to

77%

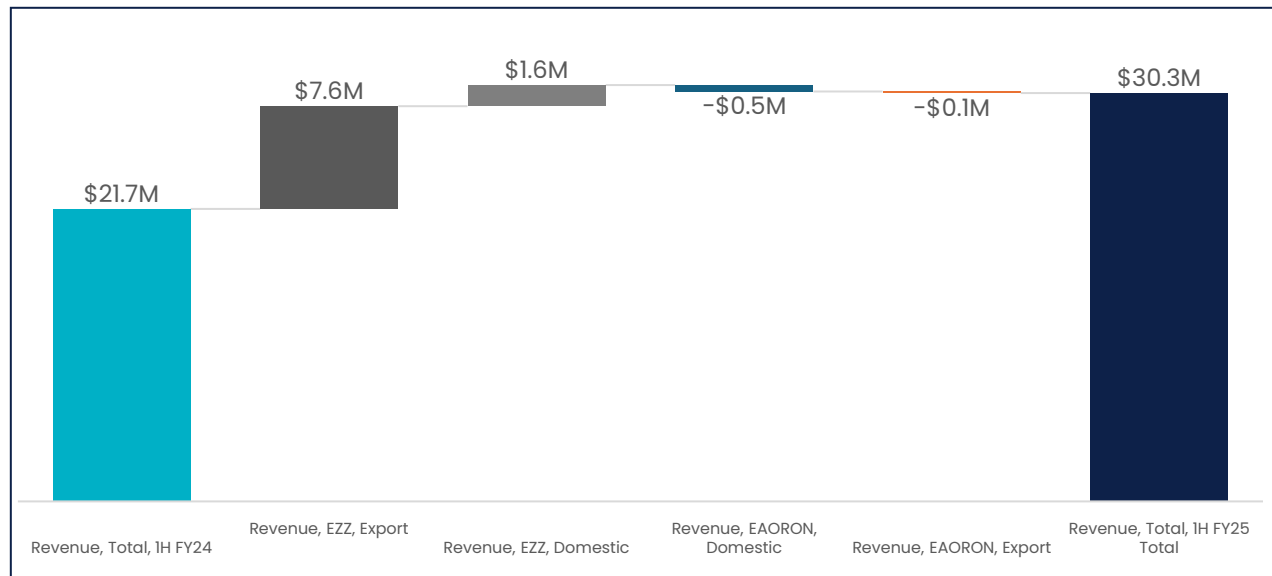
from 71% on PCP

1H FY25 Revenue

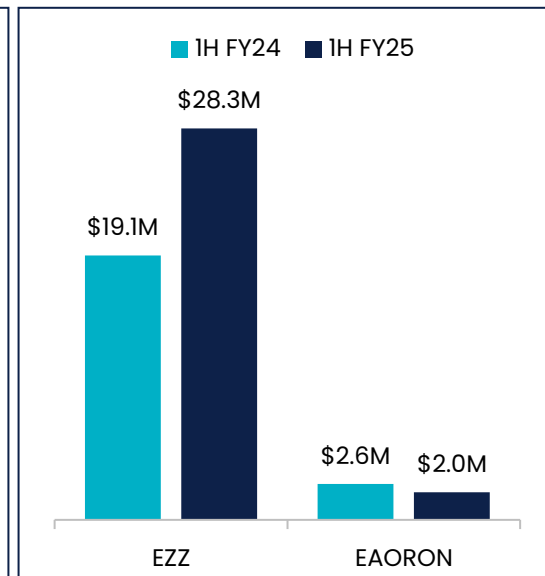
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Record revenue growth due to successful market-driven R&D, dynamic channel prioritisation, and targeted B2C marketing

Revenue Drivers



Revenue by Segment

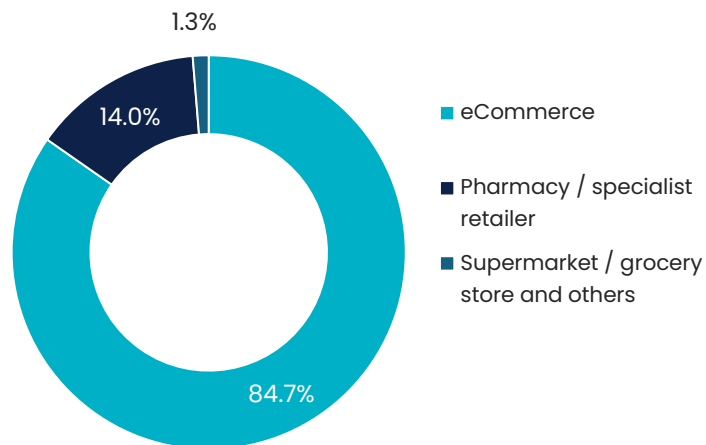


1H FY25 Revenue Mix

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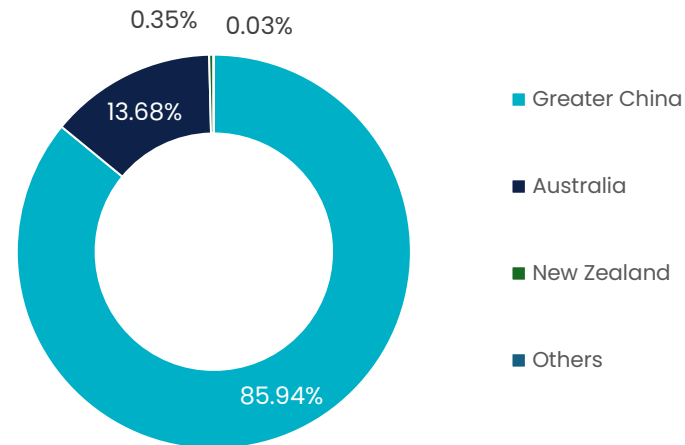
Increasingly diversified revenue streams across multiple distribution channels and geographic regions

Revenue by Channel



Sales via the pharmacy and specialist retailer channel increased to 14.0% from 7.7% on PCP.

Revenue by Geography

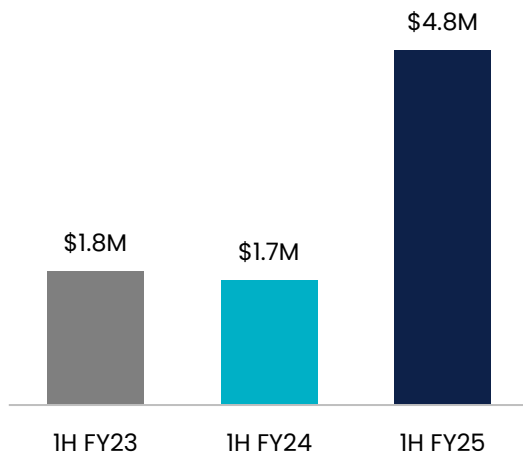


1H FY25 Profitability

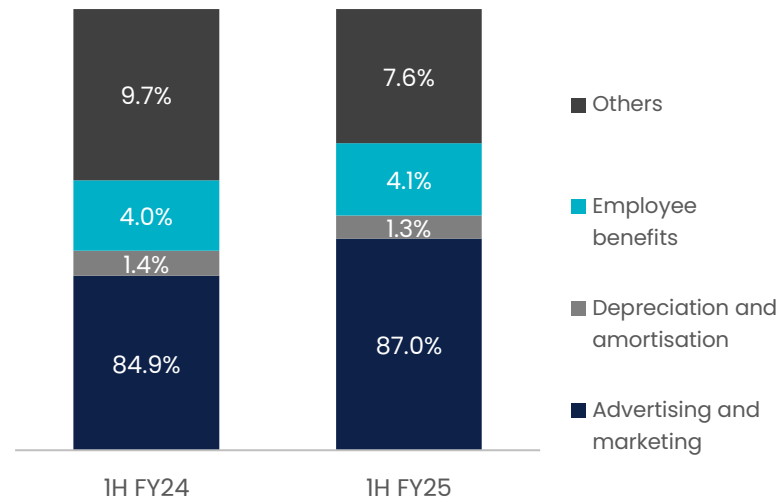
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Solid operating profit and strong growth momentum fuelled by successful investments in marketing

EBITDA (Excluding Other Income)



Operating Expense Breakdown



US Market Entry Strategy Update

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Dedicated Team

Appointed project team of four staff with backgrounds in marketing and biomedical science

New Product Focus

Launching four products high growth identified areas across probiotics and gut health, women's health and exercise health

EZZ Day: US Specific Brand

Developing US-specific brand to avoid confusion with Australian-made products and address pricing differences between markets

US Business Infrastructure

Established company framework, including bank accounts and operational structures, to facilitate future growth.

Next Steps

Update expected April 2025

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- The background of the slide features a blurred image of a person running through a wooded area, suggesting forward motion and progress.
- **US Market Entry:** Enhanced strategy and market entry expected in 2H FY25
 - **New Products:** Continue expanding product range with at least five new products in 2H FY25.
 - **China Growth:** Continuing to capitalise on EZZ's key market with ongoing investments in enhanced marketing and influencer/KOL engagement
 - **New Geographical Markets:** Anticipating market entry via wholesale distributors in new geographical markets in 2H FY25
 - **Acquisition Opportunities:** Exploring strategic acquisitions to enhance the product portfolio and global market presence.

Q&A

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