

ASX ANNOUNCEMENT

10 June 2025

EZZ Enters Southeast Asia through Multi-Year Distribution Agreement with ROFA Enterprises

Highlights

- EZZ has signed a three-year distribution agreement with ROFA Enterprises Pty Ltd for the sale of EZZ-branded products.
- The agreement secures a minimum purchase value of A\$21 million over the contract term.
- ROFA will distribute EZZ-branded products in Thailand, Vietnam and Singapore—significantly expanding EZZ's footprint in key Southeast Asian markets.
- ROFA will manage all local marketing, logistics and distribution costs in line with EZZ's operational standards.

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 it has entered into a new distribution agreement with ROFA Enterprises Pty Ltd (**ROFA**) for the sale of EZZ-branded products across key Southeast Asian markets.

The three-year agreement commences in June 2025 and secures a minimum purchase value of A\$21 million over the contract term. The agreement grants ROFA distribution rights for EZZ-branded products across Thailand, Vietnam, and Singapore. The agreement includes clear terms for market exclusivity, branding integrity, and compliance with EZZ's high standards of product storage, marketing and distribution.

This new partnership aligns with EZZ's strategy to accelerate growth in key markets in Southeast Asia – one of the fastest-growing regions for consumer health and wellness. With rising health consciousness, expanding middle-class populations and increasing demand for high-quality genomic wellness and functional health products, these markets offer significant commercial upside and long-term growth potential.

Glenn Cross, Chair of EZZ Life Science, commented:

"This is a major milestone in our regional expansion strategy. ROFA's established presence and deep experience in Southeast Asia make them an ideal partner to help scale EZZ's brand footprint across these important markets. We look forward to building a strong and successful partnership."

Summary Terms of the ROFA Enterprises Agreement:

- ROFA Enterprises Pty Ltd will distribute EZZ-branded products into Thailand, Vietnam and Singapore.
- The agreement includes a minimum purchase commitment of A\$21 million over a three-year period, commencing June 2025.
- ROFA will be responsible for all marketing, distribution and logistics costs in the region.
- EZZ retains full brand control and oversight over advertising, product integrity and positioning.
- The agreement is non-exclusive but prohibits ROFA from distributing competing products for the duration of the term and for two years thereafter.

- ROFA must maintain relevant insurances and comply with EZZ's operational and reporting standards.
- The agreement may be terminated by either party without cause by providing six months' written notice, or earlier in the event of breach, insolvency, or failure to meet minimum purchase obligations.

About ROFA Enterprises

ROFA Enterprises is an Australian-owned company specialising in the export of premium Australian and New Zealand dairy, health and beauty products to Southeast Asia. With over a decade of experience, ROFA has built a robust omnichannel distribution network across Vietnam, Thailand, and Cambodia, reaching more than 10,000 pharmacies, mother and baby stores, supermarkets, and online platforms. The company is recognised for its partnerships with trusted global brands and is committed to delivering tailored marketing support and deep retail expertise to drive brand growth across Asia.

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

For further information, please contact:**Investor Relations**

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About EZZ Life Science Holdings Limited

[EZZ Life Science Holdings](#) (ASX: EZZ), is a genomic life science company with a mission to improve quality of life and human health. EZZ 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. pleased to provide an update on its market entry strategy into the United States, a key growth market for the company.

For more information, please visit our corporate site ezzlife.com.au and our consumer site ezzdna.com.au.