



ASX Announcement
29 May 2020

WNB RECIEVES FIRST PURCHASE ORDERS FOR ELLE AND MICRO19 PORTFOLIOS INTO ASIA

Highlights:

- **GBCo received \$1.1M purchase orders for sale of ELLE and MICRO19 brands in Asia**
- **Product registration process underway**
- **Manufacture to commence of ELLE kids, ELLE Baby and MICRO19 products**

MELBOURNE: 29 May 2020: Wellness and Beauty Solutions Limited (ASX: WNB) (“WNB” or “the Company”) is pleased to announce its wholly owned subsidiary The Giving Brands Company Pty Ltd (GBCo) today received its first purchase orders totalling \$1.1 million for the sale of brands into Asia following the signing of an exclusive agency agreement with Thurston Agencies.

The purchase orders include products from its four brand ranges - ELLE Makeup, ELLE kids, ELLE Baby, and MICRO19 - for sale in Singapore, Malaysia and Hong Kong.

Government registration is required for all products prior to import and sale in line with the ASEAN Cosmetic Directive (ACD)¹. GBCo has commenced the registration process for all products and expects registration will be granted no later than Q2 2021, with product expected to be available in the respective markets immediately following registration approval. As all products in all ranges have been formulated for Australian and export markets, the Company sees no impediment to required registration being granted.

As announced on 22 May 2020, GBCo has ELLE Makeup stock on hand for the first order and will now commence manufacture of ELLE kids, ELLE Baby and MICRO19 products for this order.

Thurston Agencies has strong relationships with major local and global retailers, including health and beauty retailers AS Watsons, Mannings and SASA; supermarket chains Coldstorage, Giant, Mustafa, NTUC, Prime and Shengsiong; and e-commerce sites Lazada, Redmart and Zalora. These retailers have more than 2,000 doors across the three markets in addition to online sales channels.

Products in the ELLE kids, ELLE Baby and MICRO19 ranges carry genuine Australian made credentials which have significant appeal in Asia due to high quality of ingredients, and best practice manufacturing and packaging. This consumer sentiment is heightened in the current COVID-19 environment with quality assurance elevated as a major driver of sales.

WNB Managing Director Christine Parkes said: “We are pleased to receive the first order for our ELLE and MICRO19 ranges for sale in the very important Asia market. This initial order provides a sound platform

¹ ASEAN Cosmetic Directive (ACD) are similar regulatory principles and requirements as the European Union (EU) regulations on cosmetic products.

that will be used to build our Australian created brands by opening in Asia in the short term, with further expansion for international markets in the medium to long term."

-- ENDS --

This announcement has been approved for lodgement by the Board of WNB.

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About Wellness and Beauty Solutions Limited

Wellness and Beauty Solutions Limited has a suite of owned and licensed wellness, beauty and lifestyle brands and a network of nine *Immersion Clinical Spas* in Australia.

Our suite of brands is sold to the professional and retail markets via our wholly owned subsidiaries The Giving Brands Company (GBCo) and True Solutions Australia (TSA). Our expanding brand portfolio includes, MICRO19, ELLE Makeup, ELLE kids, ELLE Baby, Jbronze, TANNED, nailKALM, Aesthetics RX, Glo Skin Beauty, Priori, Nanopore, Ilcsi, Lightfusion and OMNILUX.