

**ASX Announcement**  
**8 September 2020**



## **WNB PRESENTING at ANNUAL ASX SMALL AND MID CAP CONFERENCE**

**MELBOURNE: 8 September 2020:** Wellness and Beauty Solutions Limited (ASX: WNB) ("WNB" or "the Company") an Australian beauty, wellness and lifestyle brand business, will be participating at the annual ASX Small and Mid-Cap Conference. The conference will take from the 8th to the 10th September 2020.

The Conference provides investors with a unique opportunity to hear from emerging leaders across a broad range of ASX-listed small and mid-cap companies. This year, for the first time, the conference will be hosted live in an entirely virtual format over three days with morning and afternoon sessions.

"The opportunity to present at the conference demonstrates significant interest in both our business and strategy for 2021 and beyond. Today, our Company's business strategy remains focussed on the expansion of the sales and distribution of its GBCo, TSA and MICRO19 product range, as we move toward a lower-cost and sustainable business model." said Managing Director Christine Parkes.

### **WNB Presentation Details:**

**When:** 8 September 2020

**Time:** 2:22pm (AEST)

**Register:** The conference is free. To register and access the event, please use the following [link](#).

A copy of the Company's presentation is attached to this announcement.

**-- ENDS --**

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

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### **About Wellness and Beauty Solutions Limited**

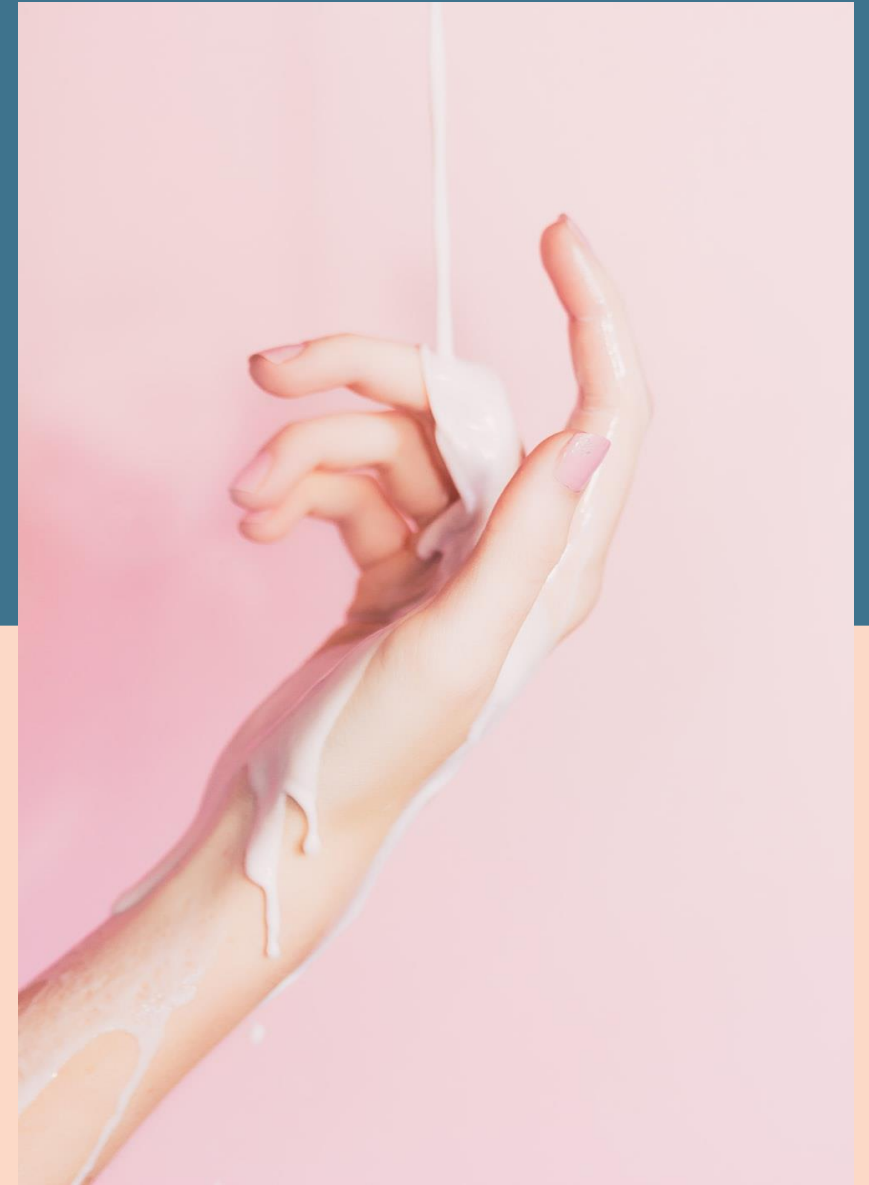
Wellness and Beauty Solutions Limited has a suite of owned and licensed wellness, beauty and lifestyle brands and a network of nine *Immersion Clinical Spas* in Australia.

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).



# ASX MICRO - CAP INVESTOR PRESENTATION

**CHRISTINE PARKES**  
**MANAGING DIRECTOR & CEO**  
8 September 2020  
(ASX:WNB)



A close-up, warm-toned photograph of a woman's face. Her eyes are closed, and her hand is gently touching her mouth and chin area. The lighting is soft and focused on her features.

# Wellness and Beauty Solutions (ASX: WNB)

We create and own inspirational, efficacious and aspirational beauty, family wellness, and lifestyle brands.

Our products are Australian owned and manufactured with a commitment to locally sourced ingredients, local supply chain and investing back into Australia.

# Investment Summary

- Portfolio of beauty, wellness and lifestyle products serviced through two product subsidiaries:
  - Giving Brands Company (GBCo)
  - True Solutions Australia (TA)
- Implementing a growth strategy that has already delivered expansion to Asia and new products
- Capitalising on demand for anti-viral hygiene products with launch of MICRO19 and establishment of JV to support rapid sales expansion
- Australian owned and manufactured products with commitment to using local supply chain where available
- Improved capital structure and balance sheet; cash flow positive in Q4
- Immersion Clinical Spa network currently closed due to COVID. Divestment options under consideration to enable focus on core products business



# News flow

- Acquisition of anti-ageing skin and body care products in the Organic Nation range
- Exclusive distribution agreement for MICRO19 with CARE Distributors with a \$3M minimum sales target over 3 years
- Jbronze, by Jennifer Hawkins has recently commenced sales in 800 Coles stores
- Expansion to Asia (Singapore, Hong Kong, Malaysia) with launch of ELLE and MICRO19 ranges through exclusive Agency Agreement
  - \$1.7M purchase orders received in first month
- Joint venture to scale up production of MICRO19 sanitiser products
- Mr. Julian Glynn appointed Chairman
- MICRO19 hand sanitiser product range launched
  - 100% Australian owned and manufactured. Effective against 99.99% of germs
- TANNED launched into Chemist Warehouse

**AGILE BUSINESS MODEL ABLE TO PIVOT QUICKLY TO OPPORTUNITIES**

# Our Portfolio

**GBCo.**

The Giving Brands Company

**MICRO19**  
ANTIBACTERIAL

**TANNED**

**ON**  
ORGANIC NATION  
bioactive

**ELLE**

**J**  
bronze  
*by Jennifer Hawkins*

**ELLE kids**

**ELLE Baby**



**Aesthetics Rx**  
Skin Hydration Vitality

**OMNILUX**  
leaders in light therapy

**PRIORI®**  
SKIN DECODED

**lightfusion™**

  
**NANOPORE**  
stylus 02

**Ilcsi**  
1958

**glo**  
SKIN  
BEAUTY





# Organic Nation

- Anti-ageing skin and body care products
- Fuse ingredients from nature with cosmeceutical ingredients
- 19 products across three categories – anti ageing, cleaning, and body
- Products currently sold in more than 100 clinics outlets in Australia and Canada
- Owner distributor of brand model allows for increase revenue; leveraged through True Solutions network
- Founders George and Vanessa Jilly appointed GM of Brand Development and Creative in True Solutions and Product Trainer True Solutions respectively

# MICRO19

- MICRO19 hand sanitiser product range; 100% Australian owned and manufactured with raw materials and packaging sourced through Australian suppliers
- MICRO19 products are effective against 99.99% of germs and the range was developed in direct response to efforts to contain the spread of COVID19
- Range includes:
  - MICRO19 Hand Sanitiser Pump in 300ml in both peach/cucumber and lavender scents
  - MICRO19 Hand Sanitiser in 50ml bottle in both peach/cucumber and lavender scents
  - MICRO19 Room and Surface Spray 300ml orange scent
  - MICRO19 100ml tube products





# MICRO<sub>19</sub> JV

- JVCo 50% owned by WNB and 25% owned by private companies Piggott Investments Pty Ltd and Glegra Pty Ltd
- Brings together parties with extensive experience in the manufacture, plastics packaging, distribution and retail of personal care products
- Growth opportunities to meet the expected long-term demand for quality, efficacious hand sanitiser products
- Inbound demand from retailers in Australia including Chemist Warehouse
- Distribution agreements established to supply MICRO<sub>19</sub> into:
  - Singapore, Malaysia and Hong Kong via exclusive agency agreement with Thurston Agencies
  - Australian transport and infrastructure industries with CARE Distributors Pty Ltd (CARE) range to include commercial-size products, and floor and counter stands





## Fully owned by Wellness and Beauty Solutions

- 12-product safe sunless tanning range launched in June 2019
- Control of formulation, manufacturing, sales & marketing
- Currently available in via e-commerce and select retail outlets
- Distribution agreement with Sisterhood Beauty in New Zealand

TANNED



- Proudly Australian made and owned since its inception, Jbronze by Jennifer Hawkins is 100% Vegan friendly and free of parabens and palm oil
- The formulas contain naturally derived DHA and are not tested on animals to ensure each tan is guilt-free
- Available in Chemist Warehouse, Priceline, Woolworths, Terry White, Coles (800 stores Australia wide) and e-commerce

J  
bronze  
*by Jennifer Hawkins*





# ELLE

Three ranges: ELLE Makeup (50 product lines), ELLE kids & ELLE Baby (35 product lines)

- Licensed by Lagardere Active Enterprises, owner of ELLE globally
- 4-year license (from 2019) to design, manufacture, and retail beauty, skincare and related products for three ELLE Ranges
- License for ELLE Makeup for multiple territories in Australasia, Europe and North America
- Launched in Singapore, Malaysia and Hong Kong
- E-commerce site launch

## ELLE Baby ELLE kids

- Formulation (IP) owned by WNB for ELLE kids & ELLE Baby
- ELLE kids and ELLE Baby licensed for Australasia, Europe, Hong Kong, China, and Thailand, and South East Asia
- Launched in Singapore, Malaysia and Hong Kong
- E-commerce site launched





# ICS

IMMERSION CLINICAL SPA

- Network of 9 Immersion Clinical Spas
- Fee-for-service model
- Professional GP-led non-invasive medical aesthetic treatments, and complementary wellness and beauty services

**CURRENTLY CLOSED DUE TO COVID 19  
THE BOARD IS REVIEWING THE CLINIC  
NETWORK WITH OPTIONS UNDER  
INVESTIGATION**



## BUILDING A BUSINESS TO SCALE

# Strategic Growth Priorities

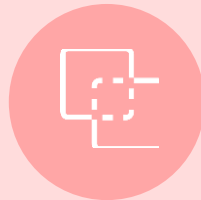
The pro-aging and wellness market is rapidly growing and outpacing many other consumer discretionary spend industries

WNB has committed to scaling the company through three growth initiatives



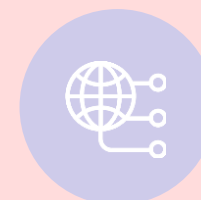
## Organic growth

- Immediate cross selling distribution channels
- New product development
- New product launches
- Additional private label opportunities



## M&A

- Growing the product portfolio through strategic acquisition, in-licensing or new product development
- Able to pivot quickly to opportunities with library of formulations and strong industry network
- Additive revenue opportunities
- Opportunity for further industry consolidation to build WNB to scale



## Geographic expansion

- Expansion of existing brands into high demand markets in Asia, Europe and North America (Some locations paused due to COVID19; ready to move quickly)
- Licensing and distribution opportunities

# Company Summary

## Capital Structure (as at 31/8/20)

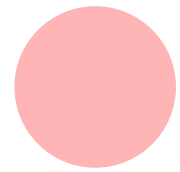
WELLNESS AND BEAUTY SOLUTIONS LIMITED	ASX WNB
Ordinary shares on issue	1,348,180,288 shares
Convertible Notes on issue	1,895,000
Share price (31/8/20)	\$0.006
Market Capitalisation (31/8/20)	\$8.0M
Net cash (30/6/20)	\$1.04M

## Board of Directors

Julian Glynn	Non-executive Chairman
Christine Parkes	Managing Director
Dr Naveen Somia	Non-executive Director

# Financial Summary

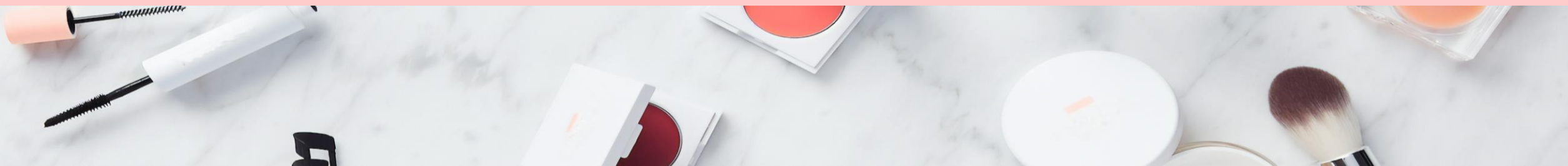
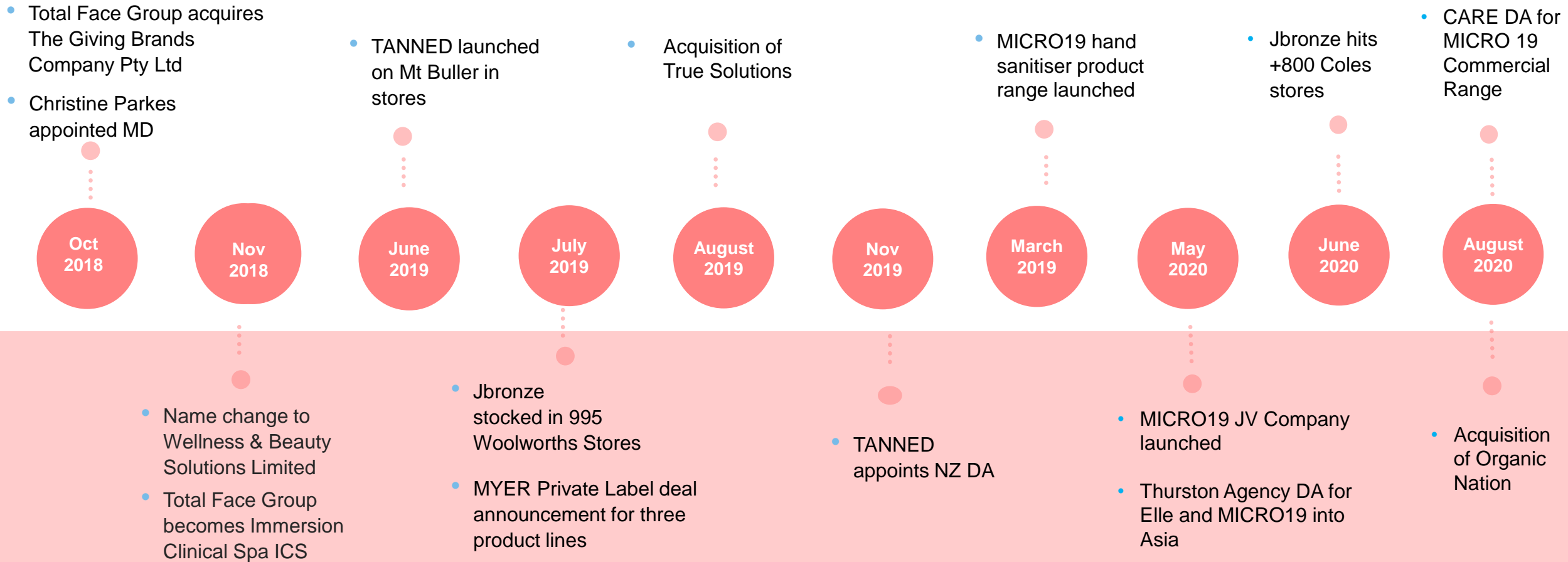
- Q4 positive operating cashflow in challenging COVID 19 trading environment (Q4'20: positive cashflow of \$0.27M vs Q3'20 negative cashflows of \$2.125M)
- FY20 Revenue of \$10.30M (+3.7% of FY19) and net loss after tax of \$11.79M (\$13.32M net loss in FY19)
- Performance was severely impacted by both the bushfires and the COVID19 pandemic
- Expanded sales and distribution channels for Giving Brands Company and True Solutions products, \$5.78M FY20 revenue contribution
- Strengthened balance sheet with \$1.5M cash equity raising, the conversion of \$1.4M convertible notes, and a 16-month extension of \$1.6M of convertible notes with redemption date now October 2021
- Outlook good with sales revenue per month for the Wellness and Lifestyle Products segment for July and August 2020 are strongly up on sales for the previous six months, despite the ongoing COVID19 pandemic



# Appendix



# Our transformation over the past 2 years





Thank you

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Managing Director

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# Disclaimer

This presentation has been prepared by Wellness and Beauty Solutions Limited ACN 169 177 833 (WNB). The financial information includes non-IFRS information which has not been specifically audited in accordance with Australian Accounting Standards but has been extracted from the Financial Statements in the Half Year Report 2019. FY2020 numbers are unaudited. The information provided is general information only and does not purport to be complete. It should be read in conjunction with WNB's other periodic and continuous disclosure announcements. WNB does not make any representation or warranty, express or implied, as to the fairness, accuracy, correctness or completeness of the information, opinions and conclusions contained in this presentation. This information is subject to change without notice. Subject to applicable law, WNB does not undertake to update any information. To the maximum extent permitted by law, WNB and its related bodies corporate and affiliates and each of their respective directors, officers, employees or agents, disclaim any liability (including, without limitation, any liability arising out of fault or negligence) for any loss or damage arising from any use of this information, including any error or omission, or otherwise arising in connection with it. This material may include "forward-looking statements". Forward looking statements can generally be identified by the use of the words "anticipate", "believe", "expect", "project", "forecast", "estimate", "likely", "intend", "should", "could", "may", "target", "plan", "guidance" and other similar expressions. Indications of, and guidance on, future earnings or dividends and financial position and performance are also forward-looking statements. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of WNB and its officers, employees, agents or associates, that may cause actual results to differ materially from those expressed or implied in those statements. Actual results, performance or achievements may vary materially from any projections and forward-looking statements and the assumptions on which those statements are based. Readers are cautioned not to place undue reliance on forward looking statements, which are current only as at today's date, and WNB assumes no obligation to update that information.