



**WELLNESS
AND
BEAUTY
SOLUTIONS
LTD**

AGM PRESENTATION

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MANAGING DIRECTOR & CEO
November 2020

(ASX:WNB)

OUR VISION



WELLNESS AND BEAUTY SOLUTIONS LTD



Our **vertical company structure** is designed to improve supply chain coordination, provide more opportunities to differentiate by means of increased control over costs and resource management. It also captures upstream or downstream profit margins and provides better return on shareholder investments.

Owning our own brands are a key part of our strategy, supported by various distribution channels and intelligent omnichannel marketing - allows WNB to establish ourselves as leaders in the **Wellness and Beauty Industry**.

Provider of most trusted, loved and innovative
wellness and beauty solutions and brands.

Globally.



The logo consists of a silver-colored circular border. Inside the circle, the text "WELLNESS AND BEAUTY SOLUTIONS LTD" is written in a white, sans-serif, all-caps font, arranged in four lines.

WELLNESS
AND
BEAUTY
SOLUTIONS
LTD

WHO WE ARE

We **create, build** and **amplify** inspirational and aspirational brands.

We deliver innovative product choice and exceptional consumer experiences across the **Lifestyle, Beauty** and **Wellness** sectors.

Our products are **Australian owned** and **manufactured**.

We are committed to locally sourced ingredients, local supply chain and **investing back into Australia**.

OUR PURPOSE & VALUES

Good
for you.
Good
for me.
**Good
for the
Greater
Good.**

Our values are the deeply ingrained principles that guide all of a company's actions. They serve as its cultural cornerstones which also affect the way they conduct their business.

The acronym **PRIDE** is the overarching value for Wellness and Beauty Solutions (**WNB**) and provide products and services our organisation can be proud of. WNB also strive to deliver a safe and creative workplace that encourages our employees to be proud of the work they create and deliver.

Each letter extends to values that support the company's core purpose:
Good for you. Good for me. Good for the Greater Good.

P

PASSION

Ongoing learning, striving to master what we love to do.

R

RELATIONSHIPS

Of trust, honesty and integrity.

I

INSPIRATION

Open to the new, the different and improved.

D

DEDICATION

Relentless aim for achievement.

E

EDUCATION

Finding **A Better Way**. Learning lessons, collectively.

BRAND PORTFOLIO



The Giving Brands Company is, a proudly Australian, consumer brand development house. We create and own, inspirational, efficacious and aspirational brands. We partner with influential brand ambassadors and global publishing houses, to build imaginative brands that aim to disrupt the norm. We specialise in taking brands to market with compelling stories. We do this by balancing innovation with commercial acumen, pushing both creative and globally conscious boundaries.



True Solutions has become the leading anti-ageing, wellness and medspa supplier to the professional beauty aesthetics' market. For 25 years, our business has empowered the beauty professional to make a difference in people's skin. We distribute the world's best professional and cosmeceutical skincare and makeup brands, microneedling technology and LED light therapy to the professional aesthetic and medical markets.

- Tanning Range
- Make Up & Beauty Range
- Health & Living Range
- Retail Range
- Professional Range
- Kids & Baby
- Equipment

CONSUMER DIVISION

J bronze	ELLE	ELLE Baby	MICRO19 ANTIBACTERIAL
TANNED	ON ORGANIC NATION	ELLE kids	NOVĀLENT [™] SHIELD ⁺
ORLY [®] POLISH			

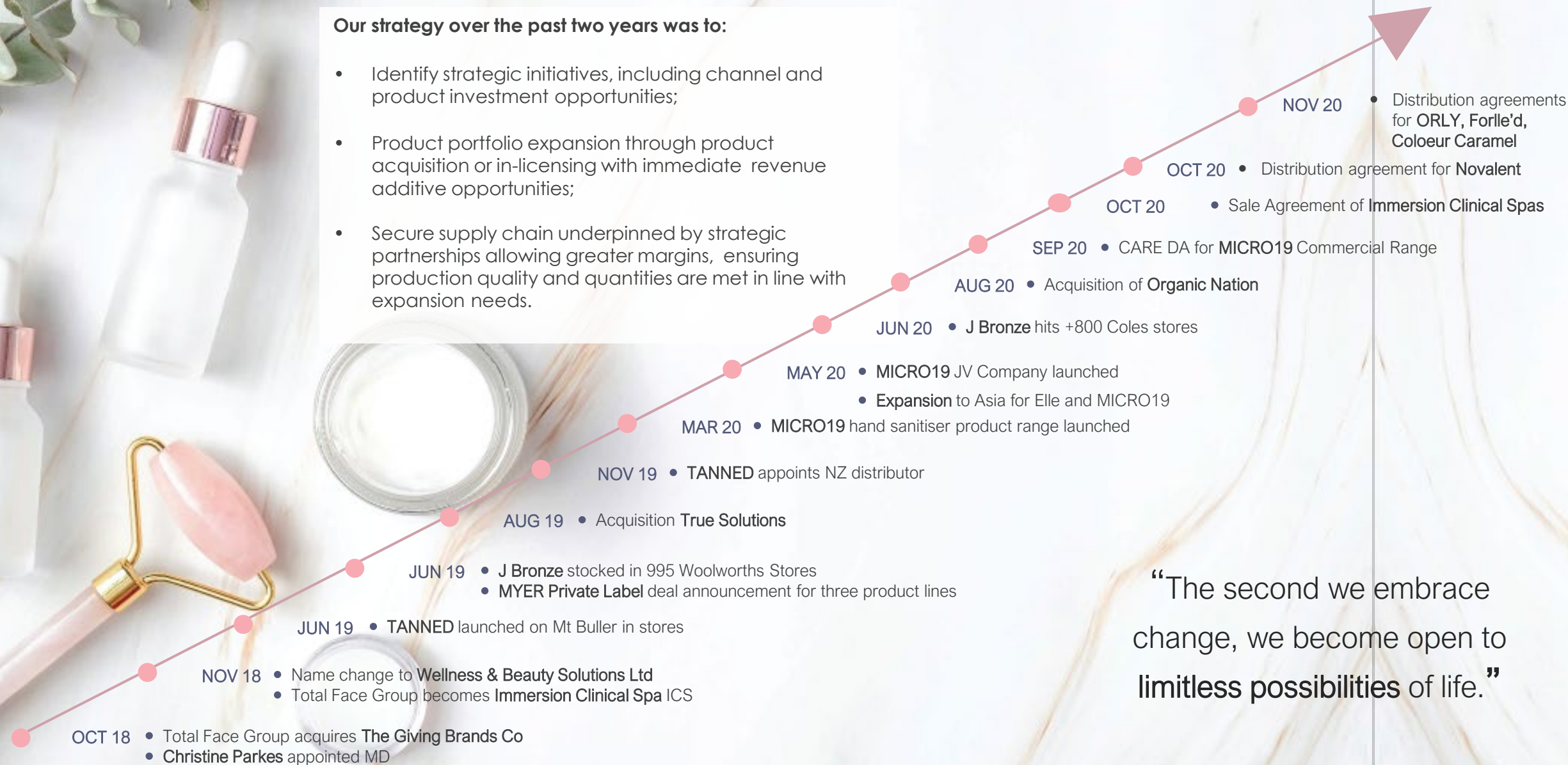
LUXURY DIVISION

PRIORI [®] SKIN DECODED	Aesthetics Rx Skin Hydration Vitality	Hcsi 1958	ON ORGANIC NATION
OMNILUX leaders in light therapy	NANOPORE stylus 02	lightfusion [™]	ORLY [®] POLISH
J bronze	TANNED	NOVĀLENT [™] SHIELD ⁺	MICRO19 ANTIBACTERIAL
FORLLE/d	C COULEUR CAMEL		

OUR TRANSFORMATION | Achievements

Our strategy over the past two years was to:

- Identify strategic initiatives, including channel and product investment opportunities;
- Product portfolio expansion through product acquisition or in-licensing with immediate revenue additive opportunities;
- Secure supply chain underpinned by strategic partnerships allowing greater margins, ensuring production quality and quantities are met in line with expansion needs.



“The second we embrace change, we become open to limitless possibilities of life.”

DELIVERING SUSTAINABLE PROFIT

Brands: Range and Reach

- Growing revenue from established brands in Australia
- Launching market ready brands in Asia
- Securing international brand sales in US and UK
- Extending brand portfolio – owned, private label and licensed

Consumer Focus

- Vertical integration of online, e-commerce and media agency
- Owned channel driving strong B2C capability
- Higher product margin enabled through e-commerce
- Rapid expansion of international markets
- Smart data utilisation to track buyer behaviour

Operational Excellence

- Innovative marketing and sales:
- Supply chain:
Consolidation of warehouses delivering significant cost savings and improved dispatch and inventory management
- All but one product made in Australia limiting international supply chain risk.

Financial Performance

- Multiple pronged revenue growth
- Strengthened e-commerce platforms
- Agile product development
- Disciplined cost management

SUMMARY & OUTLOOK

- We remain committed to building fully integrated wellness, lifestyle and beauty business to scale through:
 - Expansion of our owned and licensed brands
 - Omnichannel sales and marketing and greater focus on e-commerce / marketplace
 - Geographic expansion
 - M&A
- We have addressed important operational impediments that allow us to fully focus on sales and marketing to generate momentum
- We are focussed on building a sustainable, profitable business that has global aspirations

WELLNESS AND BEAUTY SOLUTIONS LIMITED	ASX: WNB CAPITAL STRUCTURE (as at 25.11.2020)
Ordinary shares on issue	1,348,180,288 shares (20:1 Share Consolidation at AGM)
Convertible notes on issue	\$1,895,000
Share price	\$0.005
Market Capitalisation (31/8/20)	\$6.7M
Net cash (30/6/20)	\$1.04M
Board of Directors	Julian Glynn - Chairman Christine Parkes - Managing Director Naveen Somia - Non-Executive Director Yitzchok (Yossi) Spigler - Non-Executive Director

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THANK
YOU

DISCLAIMER

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