

WELLNEX LIFE PRESENTATION

Wellnex Life Limited (ASX: WNX) is pleased to announce its participation in the Reach Markets' 'The Insider: Meet the CEO' session, to be held Wednesday 21st of July 2021 from 12:00pm AEST.

Chief Executive Officer George Karafotias will present at the live online session. George will give an update on the company's mission to deliver health, wellness and vitality products to consumers in a fast-growing market sector.

Session details:

When: Wednesday, 21 July

Time: 12.00pm AEST

[Click here to register](#)

A copy of the investor presentation to be delivered during the session is attached.

Please [click here to register your details](#) on our website to stay up to date with news and announcements.

This announcement has been authorised for release on the ASX by the Company's board of directors.

ENDS

Further Information:

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Warrick Lace

Head of IR

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About Wellnex Life

Wellnex Life is an Australian brand and distribution company of customer-focused health and wellness products. The ASX-listed company (ASX: WNX) was established when Wattle Health acquired Brand Solutions Australia. The combined company is now on a mission to deliver health, wellness and vitality solutions to consumers worldwide.

WELLNEXLIFE

A specialist health
and wellness
consumer brand
company

July 2021



Important disclaimer and qualification

The following material is of a general nature and has only been prepared as a presentation aid. This presentation does NOT contain all of the information that may be required for evaluating Wellnex Life Limited ACN 150 759 363 (WNX), its assets, prospects or potential opportunities.

This presentation may contain budget information, forecasts and forward looking statements in respect of which there is NO guarantee of future performance and which of themselves involve significant risks (both known and unknown). Actual results and future outcomes will in all likelihood differ from those outlined herein.

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Our mission and position

WHO WE ARE

Wellnex is an Australian brand and distribution company of customer-focused health and wellness products.

OUR MISSION

Wellnex will offer innovative, sustainable Australian health and wellness brands and products throughout the world.

OUR POSITION

Wellnex is uniquely positioned as a product innovator with a well established distribution infrastructure.



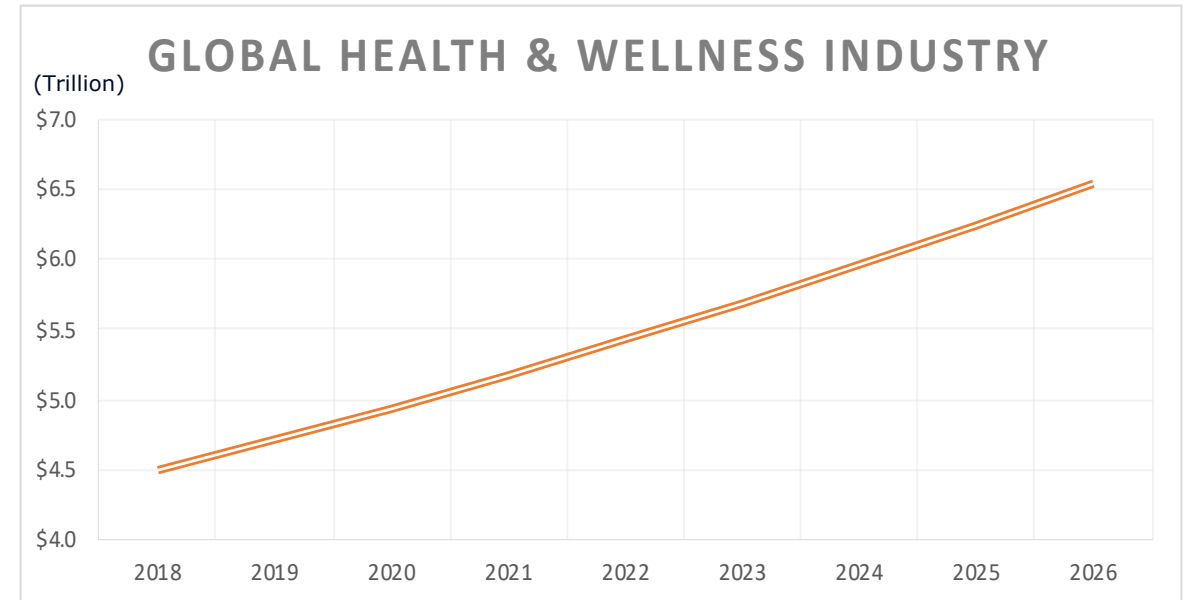
**Health
& wellness
products**

**Sustainable
products**

Growth of the global health and wellness market

A rise in consumer interest and purchasing power

- Consumers have become more health-conscious
- Greater awareness of the different types of health and wellness products
- Increasing demand for preventative solutions over traditional medicine



Source: Global Wellness Institute

Australian health and wellness market

Wellnex will grow its market share in the verticals

\$5.6 billion
health and wellness
industry in Australia

Vitamin and Dietary supplements	\$3.1 billion
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Sports nutrition	\$1.31 billion
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Herbal / traditional products	\$0.76 billion
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Immunity sub-category +16% in \$ growth since pandemic

Sustainability claim products growing 3.5 times faster than conventional products
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Health & wellness category is still in the growth phase on the category life cycle

Existing brand portfolio



Uganic – Organic nutritional milk products



Simply 7 Lentil Chips



Iron Gummies



Wakey Wakey – energy gummies



Little Innoscents - Organic Baby Skincare



Wagner Liquigesic – Soft Gel
Ibuprofen + Paracetamol



Compeed Plasters

Growth strategy

Increase the brand portfolio through acquisition and future new product development

Build on the established, growing revenue base

Capture a wider market through increased distribution channels

Focus on capital efficiency provides business model agility as opportunities arise

Core strategic competencies

Innovation rose in Australia in 2021 with Victoria crowned Australia's most innovative state.

1

Distribution capabilities

2

Experienced sales team

3

Branding expertise

4

Manufacturing capabilities

5

Trusted supplier relationships

Future revenue growth

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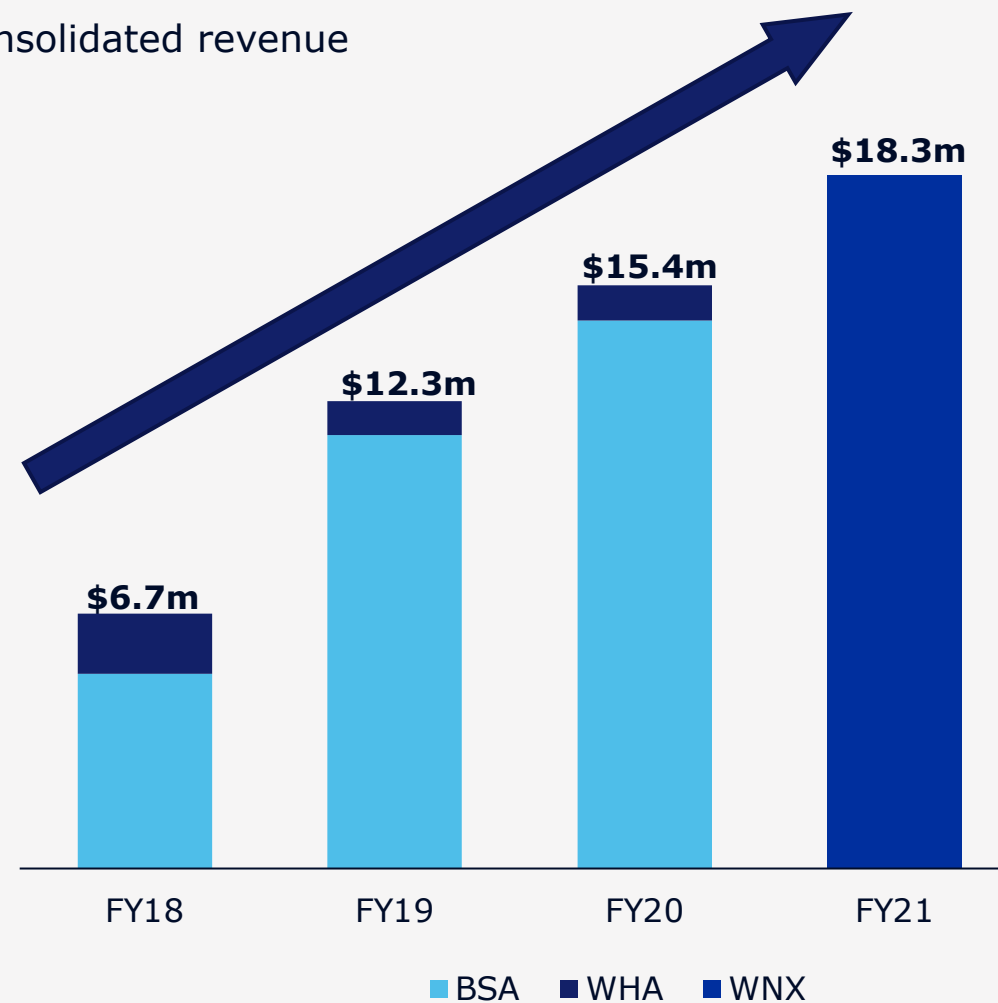


- Increase revenue from existing brands
- Launch new brands
- New strategic partnerships
- Acquisitions

Financial statement

Proforma Consolidated Revenue (\$M)			
Group	FY18	FY19	FY20
BSA	5.143	11.444	14.452
WHA	1.575	0.887	0.934
Total	6.718	12.331	15.386
GP %	26%	22%	26%

Consolidated revenue



Management and Board

George Karafotias Chief Executive Officer

George has a lengthy track record in listed companies holding various roles, predominantly as a senior executive.

George has specialised in restructuring and implementing a turn around strategy for various listed companies with great success.

George is currently a non-executive Director of Perpetual Resources Limited (ASX:PEC).

George holds a Bachelor of Commerce degree from the University of Adelaide.

Georgia Sotiropoulos Chief Operating Officer

Georgia has over 25 years experience in Australian and international retail.

Georgia has previously held senior executive positions in various publicly listed companies including Woolworths (WOW) and the Specialty Fashion Group (SFG). Georgia's previous roles included Group General Manager of Brands at SFG and General Manager of Apparel & Footwear and Hardlines for Big W.

Georgia holds a Bachelor of Commerce from the University of New South Wales.

Zack Bozinovski Executive Director and Chief Strategy Officer

Zack is a highly successful and seasoned executive in the Australian retail industry with over 35 years' experience within FMCG and Pharmaceutical companies in Australia and internationally.

Zack co-founded VÖOST (recently sold to Procter & Gamble) and has previously held senior positions at Uncle Tobys/Goodman Fielder, PepsiCo & Sigma. He has successfully developed and established many brands in the Australian retail sector.

Zack has most recently held the position of Managing Director at Brands Solutions Australia

Zack will join the Company as Executive Director and Chief Strategy Officer.

Zheng (Kobe) Li Independent Non-Executive Director and Company Secretary

Kobe is a qualified lawyer and has extensive experience as a company secretary with a particular focus on advising on transactions and appropriate corporate governance.

Eight years at the Australian Securities Exchange (ASX) Listings Compliance team, where he held a Senior Adviser role overseeing a portfolio of listed entities and ensuring their compliance with the ASX Listing Rules.

Kobe is a member of the Governance Institute of Australia.

Eric Jiang Independent Non-Executive Director

Eric brings a distinctive understanding of the cultural, economic and strategic context in which Australian businesses engage with China.

Previously held directorships with Connexion Media Limited (ASX: CXZ), Perpetual Resources Limited (ASX: PEC) and Wingara AG Limited (ASX: WNR).

He is a past President of The Chinese Community Council of Australia.

Julius Cohen Advisor

Julius has worked in finance and banking for the last 10 years gaining experience throughout Asia, having been based in Hong Kong, Shanghai & Sydney.

Julius has been predominately focused on capital raisings and advisory work for companies across the capital stack within Asia. He also has a strong network in the US, most recently being involved in facilitating a substantial investment by MWIG LLC in F45 Training Holdings Inc.

Thank you

For further information, please contact:



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