

Company Update - Brand and Product Growth

Highlights:

- Wellnex Life successfully acquired and integrated Brand Solutions Australia (BSA) bringing multiple new brands to market.
- Four new brands and products lines launched by Wellnex Life in recent months will increase the Company's gross margins and drive future revenue growth in excess of FY21 result of \$18.3 million.
- Wellnex now has over 15 brands and products across diversified health and wellness sectors that are ranged in leading national retailers.
- Manufacturing completed for Chemist Warehouse Joint Venture brand Wagner Liquigesic with the company receiving an initial purchase order of circa \$1 million.
- Signed Licensing Agreement with Mark Wahlberg's Performance Inspired brand for Australia and New Zealand.
- Continued product development on innovative and differentiated products including the imminent launches of Wakey Wakey and The Iron Company in Australian Pharmacy and Grocery retailers.

Wellnex Life Limited (ASX: WNX) (the **Company** or **Wellnex**), a leader in bringing innovative products that address targeted consumer needs in Australia's fast-growing health and wellness sector, is pleased to provide a company update.

Since the acquisition of Brand Solutions Australia (BSA) on 1 July 2021, Wellnex has successfully integrated the two businesses to become an established participant in the fast-growing health and wellness market.

Wellnex now has in excess of 15 diverse brands that service a wide range of the health and wellness segment. This has transformed the financial profile of the company, providing a diverse revenue stream from a wide range of brands and services.

Wellnex is actively pursuing opportunities that the health and wellness market offers, with the Company achieving several substantial milestones since the re-quotation of its securities on the ASX last month.

1. The launch of the new Wagner Liquigesic brand in Joint Venture with Chemist Warehouse. This launch of 4 SKU's including Australia's first soft gel liquid paracetamol range, with an opening order of circa \$1 million received.
2. Securing an exclusive licensing agreement to bring Mark Wahlberg's Performance Inspired brand to Australia and New Zealand. Performance Inspired is a well-known sports and health supplements brand with a substantial presence in the United States, providing Wellnex with an immediate opportunity to gain market share of the \$1.3 billion domestic sports and health supplement market. This agreement is a validation of the significant infrastructure and network Wellnex has built that puts the Company in a strong position moving forward.
3. Expanding our own brand portfolio, with the Company launching two new brands in the first half of FY22:
 - Wakey Wakey is a range of energy gummies and effervescent, and
 - The Iron Company which will be Australia's first slow-release Iron Gummy and Iron plus Vitamin C Gummy.

These brands have secured ranging across many established retailers in both Pharmacy and Grocery channels with first purchase orders received. These developments will accelerate the growing revenue of the group and increase our margins and profitability with prudent management of capital expenditure.

George Karafotias, CEO of Wellnex Life said: "Wellnex Life is exceptionally well positioned to grow our revenue in excess of FY21 revenue of \$18.3 million. The projected growth in revenue including purchase orders from our new brands (Performance Inspired, Wakey Wakey and The Iron Company), will enhance the gross margin profile of Wellnex Life. The position of the company is significantly strengthened, with expanding product portfolio in the diverse health and wellness sector. The Board and Management look forward to updating shareholders and investors on these exciting developments in the future."

Investor Briefing

The Company would like to invite investors to a briefing at 11am on Friday 27th August to provide a company update.

When: Friday, 27th August

Time: 11am AEST

[Click here to register for the briefing.](#)



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

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ENDS

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About Wellnex Life

Wellnex Life is an Australian brand and distribution company of customer-focused health and wellness products. The company is now on a mission to deliver health, wellness and vitality solutions to consumers worldwide.