

## **Wakey Wakey and The Iron Company to be ranged in Coles**

- Wellnex has received confirmation from Coles supermarkets to range its new Wakey Wakey and The Iron Company brands instore nationally.
- The Coles ranging adds to the existing ranging of the Wakey Wakey and The Iron Company brands with other key pharmacy retailers nationally.
- Ranging by national Grocery and Pharmacy retailers demonstrates Wellnex's ability to bring new and innovative products to market
- Wakey Wakey and The Iron Company brands are both 100% owned by Wellnex Life

**Wellnex Life Limited (ASX: WNX)** (the **Company** or **WNX**) is pleased to announce it has received confirmation from national supermarket retailer Coles, for the ranging of its new, innovative, and 100% Wellnex-owned brands: Wakey Wakey and the Iron Company.

The first manufacturing run of the new products is complete, and first delivery of the new product is expected in October 2021. The decision by Coles to range both Wakey Wakey and The Iron Company brands is significant as it immediately provides the brands with national grocery channel distribution. Both brands have already achieved distribution in the Australian pharmacy channels with major national Pharmacy groups and national wholesalers including Chemist Warehouse, Terry White Chemmart, Australian Pharmaceuticals Industries (API) and Symbion with additional ranging decisions pending.





The Iron Company has developed Australia's first slow-release Iron Gummy with Vitamin C which helps to supplement consumers Iron needs. The Wakey Wakey range provides an energy boost in a convenient gummy and effervescent format. These two brands build on Wellnex's core strength of bringing new and innovative brands and products to Australian consumers. It follows the previously announced launch of Wagner Liquigesic (Australia's first soft gel liquid paracetamol) joint venture brand and Mark Wahlberg and Tom Dowd's Performance Inspired sports nutrition brand.

**George Karafotias, CEO of Wellnex Life, said:** "We're delighted that two totally new and 100% Wellnex-owned brands have been ranged in both the national grocery and Pharmacy channels. These national retailer commitments to range, give Wellnex great confidence that we are producing and bringing to market health and wellness products that are in demand and address clear consumer needs."

Wellnex is continuing to grow its current portfolio of brands, products, and distribution channels to drive revenue growth and improve margins.

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

## **ENDS**

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### **About Wellnex Life**

Wellnex Life (ASX: WNX) is an Australian brand and distribution company of customer-focused health and wellness products. The company's large portfolio, first-to-market strategy and established retail distribution network provide an attractive business model for growth and profitability. Wellnex's mission is to deliver health, wellness, and vitality solutions to consumers in Australia and worldwide.