

WELLNEXLIFE

**THE NEXT GENERATION OF
WELLNESS YOUR LIFE DESERVES**

AGM Presentation

29th November 2022

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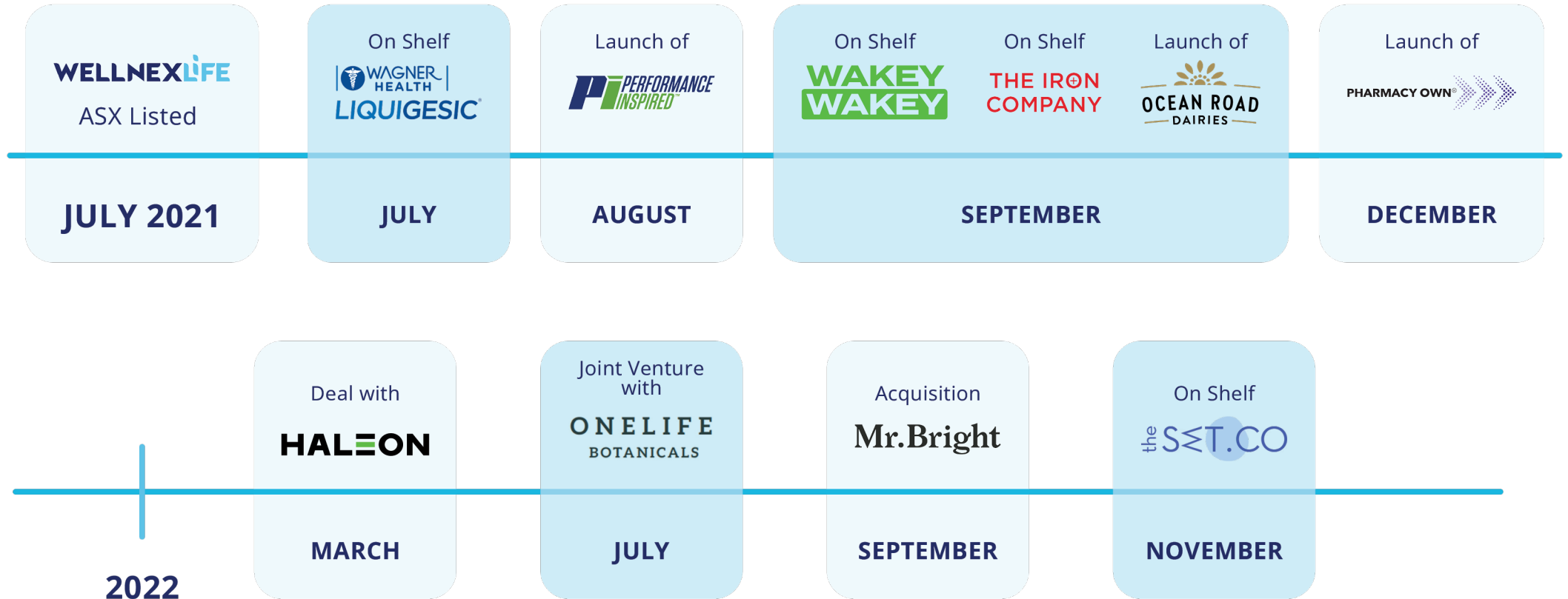
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Who we are

Wellnex Life is a brand and product innovator operating in the fast-growing health and wellness market.



How far we've come



A huge untapped market with evolving needs

- Consumer desire for product innovation
- Health and wellness a leading priority in consumer spending
- Seeking preventative solutions over treatment
- Increased focus on health and wellness products in retail
- Boom in online sales across health and wellness category
- Large S3 cannabis market opportunity

Consistent growth in target segments



\$10.7B*
Total Health and Wellness
Sales in Australia
2021

■ Pharmacy ■ Grocery

IQVIA Scan Data – February 2022

Wellnex brands

THE IRON COMPANY

WAKEY
WAKEY

PHARMACY OWN®

Mr. Bright

PI PERFORMANCE
INSPIRED™

the SΞT.CO

little
innoscents

WAGNER HEALTH | *
LIQUIGESIC®

Contract manufacturing

Stop Paying Too Much!!
CHEMIST
WAREHOUSE

arrotex
— PHARMACEUTICALS

HALEON

Established distribution networks

Established national coverage of over 90% of the health and wellness market

Key pharmacy wholesalers



Key pharmacy retailers



Blue chip Australian groceries



Wagner Health Liquigesics

- ✓ Joint Venture brand with Chemist Warehouse that launched Australia's first liquid Paracetamol in a soft gel
- ✓ Product offering expanded with new liquid Paracetamol and Ibuprofen analgesic
- ✓ Available nationally in all Chemist Warehouse stores
- ✓ All intellectual property of the products remains the property of Wellnex
- ✓ Supplied to contract manufacturing parties



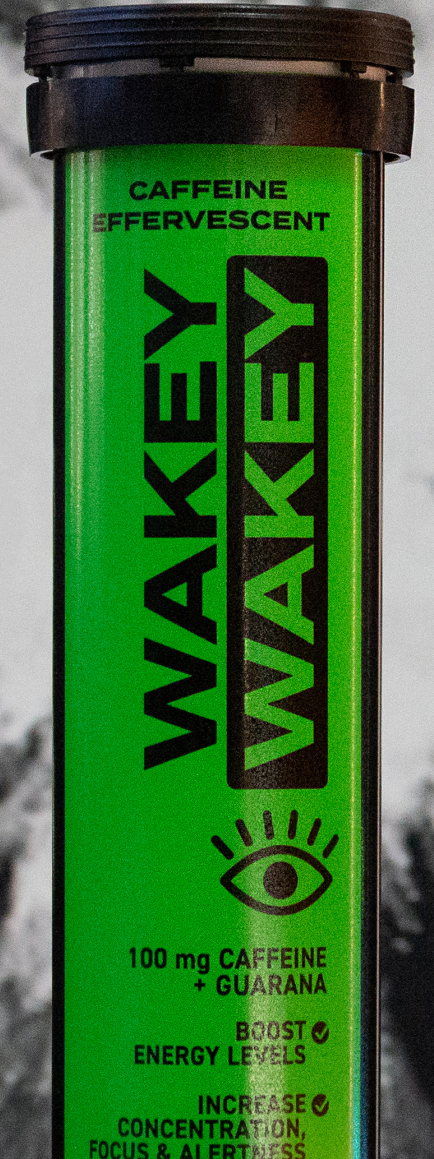
The Iron Company

- ✓ Australia's first Complementary Medicine Gummy with Slow-Release Iron, to minimise stomach upsets
- ✓ One a day to help meet the daily recommended intake of iron.
- ✓ Great tasting Vitamin C orange flavour to assist with iron absorption and each gummy has less than 14 calories per gummy.
- ✓ Available in Coles, Woolworths, CWH and selected pharmacies nationally



Wakey Wakey

- ✓ Energy supplement in new formats – Effervescent Tablets & Gummies, moving away from traditional tablets
- ✓ TGA approved for efficacy with 100mg of Caffeine in the effervescent and 15mg in the gummies, unlike other energy supplements
- ✓ On point packaging, bright and resonates with the target demographic of millennials
- ✓ Available in Coles, Woolworths, CWH and selected pharmacies nationally



Performance Inspired

- ✔ Celebrity Mark Wahlberg and Tom Dowd are the founders of Performance Inspired brand.
- ✔ Performance Inspired is a premium sports supplement range brand to inspire a more active lifestyle to everyone not only for professional athletes.
- ✔ Performance Inspired range available in 26 skus as Protein powders, BCAAs, Pre-Workouts, On the go drinks, snacks plus Vitamins and Supplements.
- ✔ Exclusive to Chemist Warehouse in Australia and New Zealand



Pharmacy Own

- ✓ New brand of high-quality pharmacy medicines
- ✓ Pharmacy Own offers the same formulation and delivery format as leading branded products
- ✓ Pharmacy Own will deliver more profit for the pharmacy at a lower price for the consumers
- ✓ Pharmacy Own has signed an exclusive distribution agreement with CH2 which services over 2,500 pharmacies nationally



Organic A2

- ✓ Australia's first Organic A2 infant formula using 100% Australian milk
- ✓ Joint Venture with Australian Dairy Nutritionals (ASX:AHF) providing the manufacturing expertise
- ✓ Ocean Road Dairies available nationally in Chemist Warehouse
- ✓ Looking to expand distribution channels in 2023



The Set Co

- ✓ New e-commerce brand *TheSet.Co* has launched with an initial 19 new products
- ✓ The unique offering will provide high-quality self care products
- ✓ Direct business to consumer (B2C) provides high margins
- ✓ The online health and wellness market in Australia is currently valued at \$1.5 Billion and expected to grow by \$3.5 Billion by 2026*

*Frost and Sullivan – The Online Retail Market July 2022



Mr Bright

- ✓ Take home natural teeth whitening solutions brand offering a core range of whitening kits, toothpaste, pens and strips.
- ✓ One of the only teeth whitening products on the market not to contain hydrogen peroxide as the active ingredient, providing a natural alternative to consumers suitable for sensitive teeth and gums.
- ✓ Real results in just 10 minutes, up to 8 shades lighter in 2 weeks.
- ✓ Distributed in major retailers across Australia, UK and USA.



Next major opportunity: S3 cannabis

- ✓ Rising awareness of health benefits of cannabidiol (CBD) and its effectiveness in pain management & various other treatments is propelling industry growth.
- ✓ Global CBD market USD \$12.8 billion in 2021 and is estimated to grow with 21.7% CAGR to reach \$56.2 billion by 2028.
- ✓ Australian S3 market expected to be sizeable and have high barriers to entry on the back of a strong regulatory framework.
- ✓ **Wellnex has the opportunity to be one of the first business to launch an OTC medicinal cannabis product under Australia's S3 classification.**



Why Wellnex can win

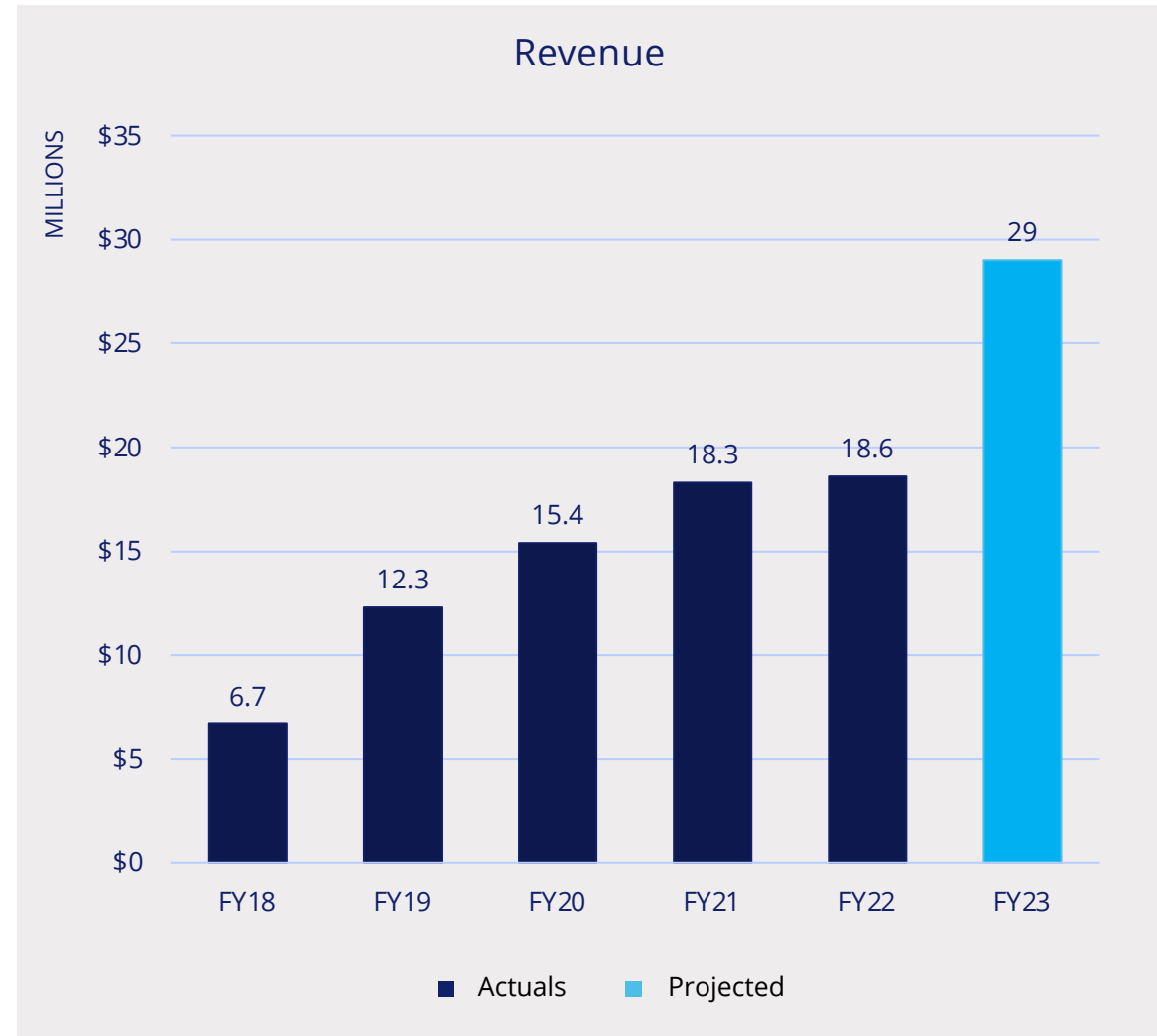
- ✓ Wellnex will approach S3 with the same logistical and partnership precision that was implemented for Wagner Liquigesic.
- ✓ TGA Approval → Strategic partnership → established sales channels
- ✓ Wellnex has formed a strategic partnership with OneLife.
- ✓ Wellnex will have access to a state of the art TGA, ODC and GMP approved medicinal cannabis cultivation and processing facility. Enormous 20 tonne p/a capacity, no cost to Wellnex.
- ✓ Wellnex will then utilise their established sales channels to distribute the product.



Revenue

Increasing revenue of our own brands will increase overall profit margin.

Key to moving towards positive EBITDA.



Building sales momentum



Sales up **192%** in 8 months to August 2022

THE IRON COMPANY

Sales up **132%** in 8 months to August 2022



Sales up **61%** in 6 months to July 2022



Thank you.

George Karafotias
Chief Executive Officer



THE IRON COMPANY



Mr. Bright



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innoscents

