

Mr. Bright Acquisition and Trading Update

Highlights

- Wellnex Life has finalised the acquisition of premium teeth whitening brand, *Mr. Bright*.
- *Mr. Bright* will bring an immediate uplift in revenue and profitability to Wellnex Life. Further upside is expected in CY23 with increased domestic distribution.
- Year-to-date FY23 revenue to 30 November was \$10.85 million compared to \$6.92 million for the prior corresponding period (PCP), an increase of 57%.
- Wellnex Life expects increased revenue and margins for the remainder of FY23 with the:
 - Launch of *Pharmacy Own* in the first quarter of CY23
 - Medicinal cannabis products to be offered under the SAS-B scheme in the first quarter of CY23
 - Continued growth of the new and innovative e-commerce brand and platform – [TheSet.Co](https://www.theset.co)
 - Continued growth of Wellnex Life's wholly owned brands and contract manufacturing orders

Wellnex Life Limited (ASX: WNX), customer-focused health and wellness brand and product company, is pleased to announce that the acquisition of premium teeth whitening brand, Mr. Bright, has been finalised. The acquisition of Mr. Bright will allow Wellnex Life to enter the growing oral cosmetic and care market, and will provide Wellnex Life with immediate uplift in revenue and profitability. Mr. Bright has had limited distribution in the Australian market to date and Wellnex Life is seeking to expand domestic distribution to further increase sales and profitability of Mr. Bright.

Wellnex continues its strong FY23 with YTD revenue for FY23 (1 July - 30 November) up 57% on PCP to \$10.85 million (1 July – 30 November FY22: \$6.92 million). Wellnex continues to see growth across its whole business in both its wholly owned brands and contract manufacturing orders, and reconfirms its guidance of \$29 million revenue for FY23. Revenue and margins are expected to accelerate for the second half of FY23 and beyond with the launch and growth of new brands and products.

The strong start to FY23 will be further strengthened with new brand and product launches in FY23, including below.

Pharmacy Own

Wellnex continues to progress the launch of *Pharmacy Own* and is on track to launch this in January 2023. *Pharmacy Own* will bring a strong offering of over-the-counter (OTC) products to market that will provide consumers equivalent efficacious products to the major brands currently found in the Australian market.

Wellnex has entered into an exclusive distribution agreement with CH2, Australia's only fully integrated pharmaceutical and medical consumable distributor, which services over 2,500 pharmacies. This agreement with CH2 will provide Wellnex with a large distribution network to generate substantial sales and margins.

Medicinal cannabis

Wellnex, with its pivotal Joint Venture (JV) with OneLife Botanicals, is progressing multiple medicinal cannabis products for the growing Special Access Market (SAS), with a planned launch in January 2023. This will be done in conjunction with progressing Wellnex's over-the-counter Schedule 3 (S3) registration, with the aim to be one of the first to obtain an S3 approval in the Australian market. S3 registered products can be sold directly to consumers by a pharmacist without requiring a prescription.

TheSet.Co

The launch of the [TheSet.Co](https://www.set.co.au), as announced on 2 November 2022, has allowed Wellnex Life to enter the \$1.5 billion online health and wellness market for self-care products (Frost & Sullivan – The Online Retail Market July 2022). The innovative launch of the new e-commerce brand, with an initial 19 products, will provide the opportunity to grow revenue as well as enhance margins for the Company.

George Karafotias, CEO of Wellnex Life, said: "We are pleased to have now finalised the acquisition of premium teeth whitening brand *Mr. Bright*. The acquisition will provide immediate uplift to Wellnex's revenue and margin and we are seeking further enhancement by expanding the distribution of these products through Australia. Pleasingly, revenue for Wellnex Life continues to grow, with revenue for the first five months of FY23 up 57% vs PCP to \$10.85 million. We expect the launch of *Pharmacy Own* and SAS medicinal cannabis products in January 2023 will further strengthen our position in the growing health and wellness market and add value for shareholders."

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.

To stay up to date with Wellnex Life news and announcements, please register your details on the [Wellnex Life investor portal](#).