

Wellnex Life Limited (ASX:WNX)

Wellnex capitalises on Wakey Wakey brand success with four new products plus sleep aid Nighty Night

New brand and product launches grow Wellnex's presence in the pharmaceutical market

Investment highlights

- Wellnex has further expanded its product offering with:
 - ❖ Initial products released for new sleep segment brand Nighty Night
 - ❖ Four new products added to the Wakey Wakey product range
- Ranging and purchase orders have already been received from major retailers in both the grocery and pharmacy channels for these new products
- The additional Wakey Wakey-branded products will build on the impressive growth in its sales since launch in October 2021
- Nighty Night will take advantage of the growing demand for products assisting the body in achieving a good nights sleep

Wellnex Life Limited (ASX:WNX) ("Wellnex" or "the Company") is pleased to announce the further expansion of its product range, with the launch of new brand Nighty Night and Wakey Wakey adding five new products to its current range. These new products have achieved national distribution in key pharmacy and grocery retailers and wholesalers with strong opening orders received by the Company.



Wellnex Life Limited

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Wakey Wakey

The expanded Wakey Wakey range will now include six product lines, including a Wakey Wakey+ range that will offer consumers the benefits of the current caffeine energy pick up + magnesium and + immunity . Two new flavours Berry and Lemon Lime have also been added to the base range. The product extensions will be available nationally in key retailers such as Chemist Warehouse, Coles and Woolworths in early August. The Wakey Wakey brand extensions will continue to drive brand awareness and increase sales and margins for the Company.

Nighty Night

On the back of the success of Wellnex's Wakey Wakey energy brand, the Company began development of Nighty Night nine months ago. The now launched Nighty Night brand was developed to take advantage of the growing demand from consumers looking for assistance in achieving a good nights sleep. The retail market has been excited by the innovative launch of Nighty Night, with purchase orders already received from retailers across Australia including Coles, Woolworths and Chemist Warehouse.

The launch of Nighty Night further reinforces Wellnex's ability to understand market trends and successfully launch new and innovative products in the \$1.5B supplements market.

Wellnex Chief Executive Officer George Karafotias:

"Wellnex has continued to expand its product range with a broader Wakey Wakey offering and the release of the first batch of Nighty Night branded products. This will allow us to further leverage ongoing growth in the complimentary medicine category of the pharmaceutical market. We are excited by the pace at which orders for these new products have come through by major retailers in both our grocery and pharmacy channels. It further demonstrates that our product range is gaining traction in the market, providing a runway for further growth in our sales base and the scalability of our business over coming months".

For further information, please contact:

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About Wellnex Life

Wellnex Life Limited (ASX: WNX) is a consumer healthcare business with a track record for developing, licensing, and marketing registered products and brands to customers in the growing healthcare market segment. Since listing in 2021, Wellnex Life has successfully launched a host of brands and products now ranged in major retailers in the healthcare market space, pharmacies and supermarkets included. Its distribution arrangements have seen Wellnex Life secure significant licensing arrangements with major pharmaceutical companies in Australia and globally that have given the company's registered products a distribution channel with a steadily increasing global geographic footprint.

Wellnex Life has more recently acquired leading Australian topical pain relief brand Pain Away. Its addition to Wellnex Life's product offering both compliments and accelerates the potential growth of the company's business operations. This transformational acquisition gives added impetus to Wellnex Life's financial growth and scale and reinforces its place as a major and respected participant in the growing healthcare market, both in Australia and overseas.

To learn more, please visit: www.wellnexlife.com.au/

This ASX announcement has been authorised by the Board of Wellnex Life Limited (ASX:WNX)