

## ASX ANNOUNCEMENT

29 May 2024

### International Market Update and Health Canada approvals

- Following January 2024 launch into health retail in the UK and Ireland, Biome expects FY24 International sales revenue to surpass \$850k
- Biome expects FY24 international sales revenue to grow 85%+ vs PCP (FY23 \$459k)
- Biome secures approval from Health Canada for eight product registrations, with more to follow in Q4 FY24
- Biome commences exploration into Western European markets for FY25 expansion
- Biome expects a test market launch into North America via Canada in H2 FY25

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Microbiome health company **Biome Australia Limited** (ASX: BIO) ('Biome' or 'the company') is pleased to share a trading update on its international market expansion.

Biome reports positive early sales revenue growth in International markets since the company's recent health retail launch in the United Kingdom and Ireland in January 2024. International sales revenue is expected to surpass \$850k for FY24, representing 85% growth vs. the previous corresponding period (FY23 \$459k).

Biome has now completed a rigorous phase of recruitment across the UK, Ireland and New Zealand over the last 18 months, assembling expert sales teams in each region to support the next 1-2 years of international business development in the practitioner and health retail channels.

Beyond these markets, Western Europe has been identified as a target for strategic expansion. Biome looks forward to sharing an update on the company's progression into mainland European markets in FY25.

In North America, Biome is pleased to share that following a 12-month process, the company has completed initial regulatory reviews for the Canadian market. Additionally, the Health Canada registration process has commenced, with eight *Activated Probiotics* products now registered with Health Canada and the remainder of the range to follow over the coming months. Biome is preparing for an initial test market launch into North America via the Canadian non-retail health practitioner market in H2 FY25.

Similar to Australia's Therapeutic Goods Administration (TGA), Health Canada is seen as a leading regulatory body globally, enforcing rigorous compliance parameters and high barriers to entry to achieve registration. The registration of products with Health Canada is expected to provide significant credibility for Biome's *Activated Probiotics* products beyond Canada and into the bordering United States market in the future. Biome's North American launch is planned for H2 FY25, with a low-risk test market launch into the Canadian practitioner channel with a skeleton sales and education team, similar to the test market strategy undertaken in the UK and Ireland markets preceding the regions' health retail launch in January 2024.

**Biome Australia's Managing Director and Founder, Blair Vega Norfolk commented:**

*"This measured step in our international expansion is a critical milestone in establishing Biome's Products with health professionals globally. In Australia, Activated Probiotics is acknowledged by thousands of health professionals as a leading, clinically-backed brand with many targeted product applications supporting patients' health outcomes. Through our international expansion efforts, Biome aims to replicate the trust, acceptance, and loyalty we have developed locally with both European and North American health practitioners and patients. Our goal is to position Activated Probiotics as the obvious choice when health professionals recommend a probiotic to their patients."*

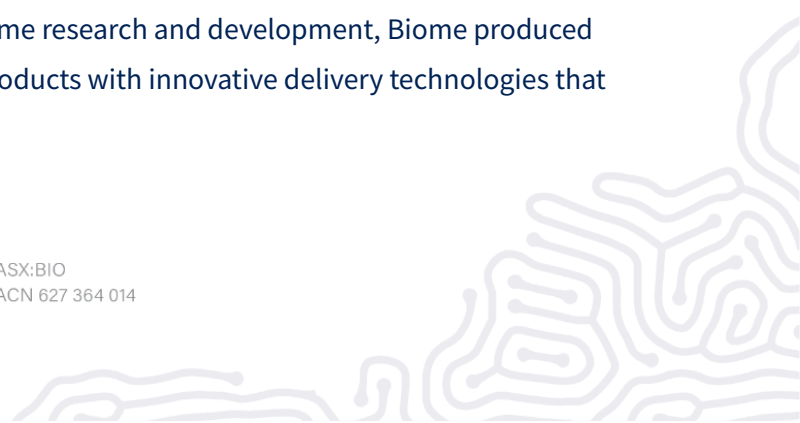
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Approved for release by the Biome Australia board of directors.

**About Biome Australia Limited**

Biome Australia develops, licenses, commercialises and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines, many of which are supported by clinical research. Biome aims to improve health outcomes and quality of life, and make its products accessible to all.

Incorporated in Australia in 2018, Biome distributes locally and abroad. In partnership with some of the world's leading organisations in microbiome research and development, Biome produced several unique live biotherapeutic (probiotic) products with innovative delivery technologies that



improve their stability and efficacy to create its flagship range of complementary medicines: Activated Probiotics®.

Supported by clinical research, including randomised double-blind placebo-controlled trials, Activated Probiotics help prevent and support the management of various health concerns, including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-only distribution, Biome is committed to educating health professionals on the newfound systemic health effects of the gut microbiota, helping them to provide innovative, evidence-based natural medicines for the management of some of humanity's most prevalent and chronic health concerns.

For more information visit: [www.biomeaustralia.com](http://www.biomeaustralia.com)

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### **Forward looking statements**

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*The Forward Looking Statements are based on information available to Biome as at the date of this release. Any Forward Looking Statements containing forward looking financial information provided in this release is for illustrative purposes only and is not represented as being indicative of Biome's views on its future*



*financial condition and/or performance. The historic financial information for the September 2021 financial quarter and revenue figures for October and November 2021 have not been audited or reviewed by Biome's auditors. Such information should not be taken as a guide for future performance.*

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