



Half Year Presentation

June 2024





Managing Director **Andrew O'Keefe**

We are pleased to report a strong performance for the first six months ended June 2024. Our organisation's fundamentals remain solid, reflecting the strength of our strategy and product offerings. Despite some economic uncertainties, our results for the first half demonstrate the resilience of our approach.

The Board and management are committed to sustaining growth whilst making strategic investments in our brands and markets. We remain focused on delivering long-term value to our stakeholders.



About Vita Life Sciences

Who we are

Developers and distributors of premium and therapeutic complementary medicines throughout Australia and South East Asia.

Our purpose

To provide people with trusted formulations that gives them the opportunity to improve their health and happiness.

Our mission

Intelligently crafted formulations, combining traditional evidence with clinical research, to ensure they are clean, effective and functional.

Our vision

To provide health solutions that cater to people in different life stages, ages and personal preferences – something for everyone.

Our Values C.A.R.E

Considered approach
Aspirational
Rectitude
Excellence in product

Our brands



herbs of gold™

Herbs of Gold

Herbs of Gold is an Australian brand that was founded in 1989. By utilising traditional evidence combined with the latest research, Herbs of Gold produces premium herbal, mineral, vitamin and superfood products.

Retailers: Health Food Stores and Pharmacies

Countries Available: Australia, Malaysia, China, Singapore and Vietnam.



VitaHealth™

VitaHealth

VitaHealth first started in 1947 as a retail pharmacy. It offers a comprehensive range of nutritional products that cater to every health need, from inner wellness to outer radiance, all backed by science.

Retailers: Pharmacies, Medical centres and department stores

Countries Available: Malaysia, China, Singapore, Vietnam and Indonesia.



VITA SCIENCE
THE SCIENCE OF HEALTHY LIVING

VitaScience

VitaScience was launched in 2002 as a vivacious nutritional supplement brand. It is committed to offering practitioner strength quality formulations using carefully selected ingredients with clinically proven efficacy.

Retailers: Exclusively to AA Pharmacy.

Country Available: Malaysia

A history that spans almost 80 years



From VitaHealth's establishment in 1947 as a single retail pharmacy, to current day where we are a multi-brand and multi-market business, we focus on acting locally but thinking globally.

1947

VitaHealth was first established as a retail pharmacy in Singapore



1973

VitaHealth supplement brand was established



1989

Herbs of Gold was born in Australia as a medical herbalist brand

herbs of gold

2000

Vita Life Sciences was established. Vita Life Sciences acquired VitaHealth.

2024

Launched Herbs of Gold in Vietnam



2001
Vita Life Sciences acquired Herbs of Gold

2002
VitaScience was established and launched in Australia, exclusive to pharmacies

2007

Vita Life Sciences (VLS) was listed on the ASX



2008
Launched VitaHealth in China & Thailand

2010
Launched VitaHealth in Vietnam

2015
Launched VitaHealth in Indonesia

2016
Launched Herbs of Gold in Malaysia & Singapore

2018
Herbs of Gold Australia expanded into pharmacy

2019
Herbs of Gold & VitaHealth export agreements signed.

2020
Establishment of distributor relationship in Mainland China. Herbs of Gold & VitaHealth brands on major SEA E-Commerce platforms

Our people, markets & partners

We have over 300 employees in the Vita Life Sciences Group across Australia, Malaysia, Singapore, China, Indonesia and Vietnam. We have teams of qualified naturopaths, nutritionists, herbalists, biotechnologists, and pharmacists. Our products are available across some of the biggest offline and online retailers in the health food and pharmacy sector.



342
employees



Herbs of Gold new market
VIETNAM



3000
retailers



There are currently over **350 products** registered across the business.

22 new products launched, across Australia, Malaysia and Singapore.



Australia

Herbs of Gold Vitamin K2 180 MAX
Herbs of Gold Evening Primrose Oil Daily
Herbs of Gold Activated B Stress
Herbs of Gold Women's Liver & Skin Care
Herbs of Gold Magnesium Powder High Strength
Herbs of Gold Magnesium Night
Herbs of Gold L-Theanine 200mg
Herbs of Gold Pain Relief PEA Forte



Malaysia

VitaHealth Kids SambuKid
VitaHealth Quercetinbreth
Herbs of Gold Turmeric +
VitaScience Saw Palmetto Complex
VitaScience VegiOmega
VitaScience Omega-3 Fish Oil 1200mg
VitaScience Multivitamins & Minerals+



Singapore

VitaHealth Charge-Up Liveli
VitaHealth Kids SambuKid
VitaHealth Charge-Up Ultra Sleep Well
VitaHealth NMN+
VitaHealth Charge-Up Magease
Herbs of Gold NMN+
Herbs of Gold Probiotic 60 Billion

Awards

Outstanding industry
and customer recognition

herbsofgold™

**VOICE OF THE
CUSTOMER**

ADVANTAGE PHARMACY
PROGRAM 2023
- AUSTRALIA

VitaHealth™

BEST BRAND

STAR OUTSTANDING
BUSINESS AWARDS 2023
- MALAYSIA

VitaHealth™

**CONSUMERS'
CHOICE**

2023/2024
- SINGAPORE

BEST HEALTH SUPPLEMENT AEON WELLNESS REAL BEAUTY AWARD 2024 - MALAYSIA

CONSUMERS' CHOICE 2023/2024 - SINGAPORE

VOICE OF THE CUSTOMER ADVANTAGE PHARMACY PROGRAM 2023 - AUSTRALIA

BEST COMPLEMENTARY MEDICINE BRAND NATURALLY GOOD AWARDS 2023 - AUSTRALIA

BEST BRAND STAR OUTSTANDING BUSINESS AWARDS 2023 - MALAYSIA

MOST WANTED SUPPLEMENT FOR SKIN BRIGHTENING WATSONS HWB AWARDS 2023 - MALAYSIA

BEST EYECARE SUPPLEMENT GUARDIAN AWARDS 2023 - MALAYSIA

BEST ANTI-INFLAMMATORY SUPPLEMENT ALPRO VIP'S CHOICE AWARDS 2023 - MALAYSIA

BEST EYECARE SUPPLEMENT FOR KIDS BABYTALK MAMAPAPA AWARDS 2023 - MALAYSIA

BEST MENTAL WELLNESS SUPPLEMENT NATURAL HEALTH AWARDS 2023 - MALAYSIA

LEADING HEALTH SUPPLEMENT EXCELLENCE ASEAN OUTSTANDING BUSINESS AWARDS 2023 - MALAYSIA

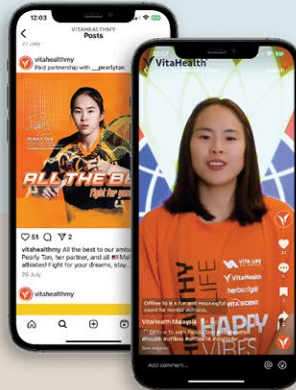
MARKETING EXCELLENCE AWARD 2023 - SINGAPORE

RADIANCE AWARD, EYE CARE SUPPLEMENTS GUARDIAN AWARDS 2023 - SINGAPORE

TOP SELLER, TURMERIC SUPPLEMENT UNITY POPULAR CHOICE AWARDS 2023 - SINGAPORE

Marketing

Our advertising and promotional approach is global but acts local. Reaching millions of consumers, our marketing efforts are across television, digital, social, radio, outdoor, print and in-store.



Social impact & corporate responsibility

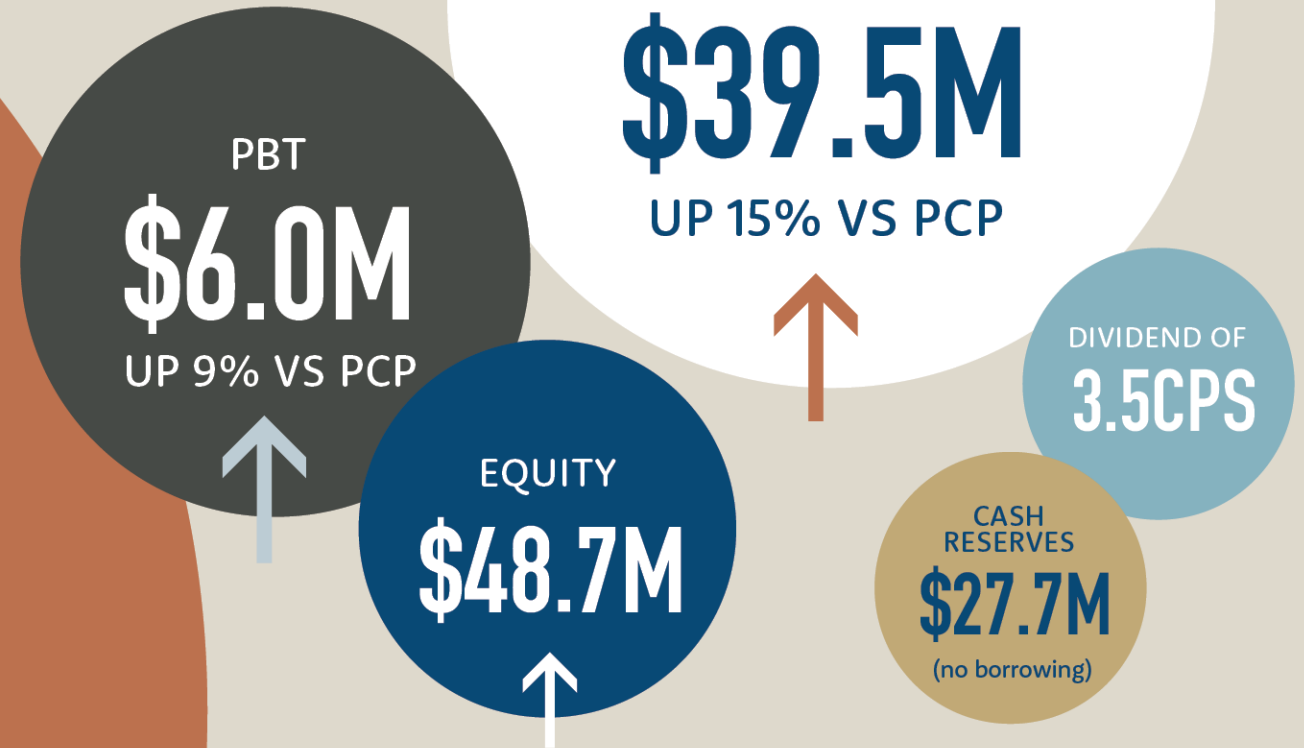


At Vita Life Sciences, we are dedicated to enhancing our Environmental, Social and Governance (ESG) strategy by embedding initiatives into our business operations to uphold the high standards we set for ourselves and our partners. We have developed partnerships with charities, launched team initiatives and are building programs to enhance education and literacy to further improve on this. These efforts reflect our commitment to making a positive impact on our communities. Our goal is to drive sustainable growth and create long-term strategies that benefit both our business and the planet.



Operational Insights

- **REVENUE GROWTH:** Growth in revenue is attributed to moderate increases across various markets, driven by customer acquisition, range expansion and increased market share in key categories.
- **MARKET FOCUS:** The Group continues to concentrate on expanding market penetration in its core markets (Australia, Malaysia, China and Singapore) and the launch of the Herbs of Gold brand into Vietnam.
- **MARKETING AND BRAND FOCUS:** Increased marketing activities have been a crucial driver, with a \$1.0 million increase in advertising and promotional investment compared to PCP. The Group plans to continue these activities in the second half.
- **FINANCIAL HEALTH:** The Group maintains a strong balance sheet with equity of \$48.7 million and cash reserves of \$27.7 million, with no bank borrowings.
- **FULLY FRANKED INTERIM DIVIDEND** of 3.5 cents per share has been declared for the financial period. An increase of 0.5 cents per share over PCP. The Group remains focused on achieving full-year revenue growth, though it acknowledges the potential for softened consumer sentiment in the second half of the year.



The Group maintains a strong balance sheet with equity of \$48.7 million and cash reserves of \$27.7 million, with no bank borrowings.

A man and a woman are leaning over a table, looking at documents. The man is on the left, wearing a dark shirt, and the woman is on the right, wearing a white polka-dot blouse. They appear to be in a professional setting, possibly a meeting or a collaborative work environment. A light blue circle is overlaid on the left side of the image, containing the word "Outlook".

Outlook

The Board is satisfied with the HY June 2024 performance. The positive outcomes across Australia, Malaysia and Singapore are expected to continue into the second half of the year. A cautious yet optimistic approach in navigating the China market is expected during the second half.

The Group remain focused on delivering full year revenue growth over PCP. Directors will provide a further outlook update in the fourth quarter.

Half Year Results

Half year ended June	2024 \$'m	2023 \$'m
Revenue	39.5	34.4
EBITDA	5.8	5.7
EBIT	5.6	5.4
Profit before tax	6.0	5.5
Profit after tax	4.3	4.0
EPS (Basic – cents/ share)	7.84	7.42
Dividend (cents / share)	3.5	3.0

Balance Sheet

Balance Sheet as at	Jun 2024 \$'m	Dec 2023 \$'m
Current assets	56.2	48.3
Non-current assets	11.7	11.5
Total assets	67.9	59.8
Current liabilities	19.0	16.2
Non-current liabilities	0.2	0.3
Total Liabilities	19.2	16.5
Net Assets	48.7	43.3

Cash Flow

Cash Flow for the half year ended June	2024 \$'m	2023 \$'m
Receipts from customers	40.4	35.3
Payments to suppliers and employees	(36.6)	(29.3)
Gross operating cash flow	3.8	6.0
EBITDA	5.8	5.7
Gross operating cash flow / EBITDA*	65%	105%
Net interest	0.5	0.1
Income tax paid	(1.6)	(1.5)
Operating cash flows	2.7	4.6
Cash flows for investing	-	(0.1)
Net movements in financing	0.4	(1.1)
Cash flows from financing	3.1	3.4
Net foreign exchange differences	-	(0.4)
Net increase in cash reserves	3.1	3.0
Cash at beginning of period	24.6	15.7
Cash at end of period	27.7	18.7

*Decrease in June 2024 due mainly to higher stock purchases.



ANDREW O'KEEFE
MANAGING DIRECTOR



CHIN L KHOO
CHIEF FINANCIAL OFFICER



+61 2 9545 2633



1/ 102 Bath Road, Kirrawee, NSW 2232



enquiries@vitalifesciences.com.au



vitalifesciences.com

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