



**The Next Generation of Wellness Your Life Deserves**



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WELLNEXLIFE

# Executive Directors

A wealth of experience in healthcare and fast-moving consumer goods



**Zack Bozinovski**  
Managing Director

- Over 35 years of senior experience within Fast Moving Consumer Goods (FMCG) and Pharmaceutical companies in Australia and internationally.
- Held senior positions at PepsiCo, Nestlé (Uncle Tobys) and Sigma Pharmaceuticals.
- Successfully developed established and owned brands, including Voöst Vitamins, (sold to Proctor & Gamble in April 2021)
- As owner, sold Brand Solutions, an Australian brokerage business to Wellnex Life in July 2021
- Commenced with Wellnex Life in July 2021



**George Karafotias**  
Chief Executive Officer

- Specialist in restructuring, reinventing and implementing turnaround strategies for various ASX-listed companies with great success
- Established track record with publicly-traded businesses, predominantly in senior executive positions.
- Appointed CEO of Wellnex Life in July 2021

# Company Highlights

## Major transition

Transitioned from a low margin brokerage business to a high margin branded business

## High demand products

Scientifically formulated products with clinical evidence developed for fast growing consumer markets and categories

## Strong revenue growth

Revenue growth of 112% for the 1HFY25 compared to 1HFY24, with brand revenue up 182% in the same period

## Improving financials

Revenue and margin growth on pathway to profitability

## Global partnerships

Licensing arrangement with-Haleon to supply Wellnex Life developed products globally for leading pain relief brand

## Growth opportunities

Further expansion opportunities in international market with branded business and IP licensing.

## Strong client base

Established relationships with leading retailers

## Omnichannel strategy

Products represented throughout 8,000 grocery and pharmacy doors and online

## Experienced management & board

Decades of experience in healthcare and FMCG supported by a diverse skills matrix

# **Company Profile & Owned Brand Portfolio**

# Company History





# Company Asset Portfolio





# Owned Brands

## Our Innovative Market Leading Products

|  |  |   |  |  |
|--|--|---|--|--|
|   |  |  |                     |                       |
| <b>Pain Away</b>   | <b>Wakey Wakey</b>   | <b>Nighty Night</b>   | <b>The Iron Company</b>  | <b>Mr Bright</b>   |
| Australia's No 1* topical liquid pain relief brand containing arnica specifically formulated for joints and topical pain | Caffeine & Guarana Effervescent Complementary Medicine boosting energy levels      | Ashwagandha Effervescent Complementary Medicine helping you to fall asleep faster   | Complementary Medicinal Iron gummy with Slow- Release Technology for the relief of tiredness & fatigue | Natural teeth whitening products without harmful hydrogen peroxide that whitens teeth up to eight shades |
| ACQUIRED: December 2023  | LAUNCHED: Oct 21   | LAUNCHED: July 2023   | LAUNCHED: Sept 2021  | ACQUIRED: December 2022  |



# Owned Brands

## Pain Away

### No1. Topical pain relief brand containing Arnica

- Completed acquisition for A\$20.85 million, on compelling metrics of 1.5x revenue and 6.3x EBITDA (FY23)
- All products are listed with the Therapeutic Goods Administration (TGA)
- High gross margins
- Extensive distribution in Australian market within pharmacy and grocery stores
- 84% of revenue derived from pharmacy thus further scope to increase in grocery
- Export growth opportunities identified into Asia, Europe and New Zealand. (First NZ export sales recorded in 1HFY25)



# Owned Brands

## Wakey Wakey and Nighty Night

Wakey Wakey is an Australian Complementary Caffeine & Guarana Effervescent Medicine boosting energy levels.

Nighty Night is an Australian Complementary Ashwagandha Effervescent Effervescent Medicine helping you to fall asleep faster.

- Revenue growth of **152% in FY24** compared to FY23
- Australian pharmacy and grocery vitamin category valued at over **A\$1.7B** (IQVIA Sep 24) with energy and sleep/stress one of the major sub segments
- Strong gross margins
- Potential export growth opportunities into Europe and New Zealand

**WAKEY  
WAKEY**

**NIGHTY  
NIGHT**



# Distribution Capabilities

You can find a Wellnex Life product in over 95% of Australia's grocery and pharmacy doors...and in the UK.

## Australian Grocery & Pharmacy Retailers and Wholesalers - Approx 8,000 Doors



## International Distributors



## Supply Agreements



# July to December 2024 Highlights



## Strong Financial Performance

- ✓ H1FY25 total revenue up **112%** compared to H1FY24
- ✓ H1FY25 branded revenue up **182%** compared to H1FY24
- ✓ H1FY25 IP licensing revenue up **64%** compared to H1FY24
- ✓ Increasing brand investment
- ✓ Record **A\$3M** revenue in each month November and December 2024

## Branded Business

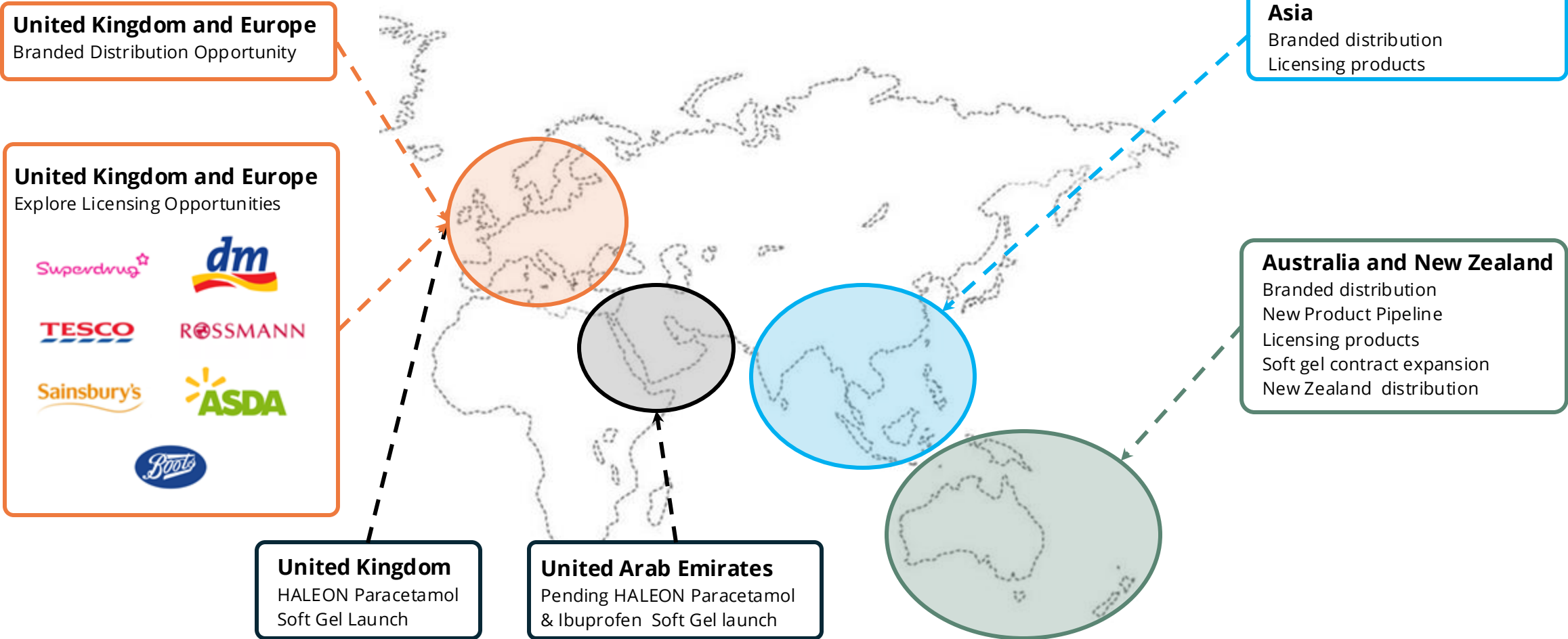
- ✓ Continued brand growth
- ✓ Incremental Pain Away distribution into New Zealand and supermarkets in Australia
- ✓ 100% of resources focused on owned brands
- ✓ Strong NPD pipeline development for 2025

## Licensing Growth

- ✓ Haleon launch UK
- ✓ Additional Ibuprofen Mini soft gel launches in Chemist Warehouse (3 lines)
- ✓ Additional Paracetamol soft gel launches in Arrotex (4 lines)
- ✓ Continued global dialogue for launches of additional lines in additional countries



# Domestic and International Growth Strategy



A background image of two scientists in a laboratory. A man in the foreground is looking through a microscope, while a woman in the background is looking on. The image has a blue overlay.

# **Company Profile** **Licensed Brands**

# Licensing Contracts

“A world leading consumer health company with clear purpose to deliver better everyday health with humanity”

# HALEON

## Partnership Milestones

Initial discussions March 2021

HALEON DD conducted, WNX signs supply agreement March 2022

Marketing Authorisation (MA) approval received with lines launched in Australia in May 2022

Success of Australian launch resulted in UK launch

New country and new product discussions continually ongoing



## Partnership Details

HALEON Australia issued With MA to launch Paracetamol Soft Gel in January 2022

Australian MA utilised to support UK Paracetamol MHRA approval in February 2024

Without Wellnex's MA, Haleon CANNOT market and sell the Soft Gels

Initially signed 3-year contract which was recently extended

HALEON place orders with WNX who in turn place order With WNX manufacturing partner

# Licensing Contracts

In licensing and supply agreement with Australia's largest generic drug manufacturer, a division of DBG group a company with **\$1.5b** revenue



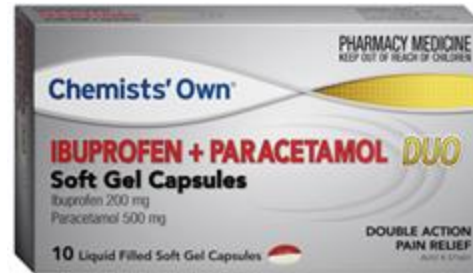
## Partnership Milestones

Initial discussions March 2021

4 lines supplied in Australia under Chemist Own & Apo Health Brands

Launch of new lines of Paracetamol Liquid Soft Gels in July 2024

Ongoing discussions for additional products



## Partnership Details

WNX issued Marketing Authorisation (MA) to launch Soft Gels in Dec 23 & Jan 24

Without Wellnex's MA Arrotex CANNOT market and sell the Soft Gels

Contract to July 2025 with an automatic 12 month extension

Arrotex place order with WNX who in turn place order with WNX manufacturing partner



# Licensing Contracts

Chemist Warehouse (CWH) is a leading Australian retail pharmacy franchisor and owns the 'Chemist Warehouse and My Chemist pharmacy franchise brands with annual revenue of **\$9b** in CY24



## Partnership Milestones

CWH own the Wagner Brand and WNX owns the LIQUIGESIC brand

Jointly owned Wagner LIQUIGESIC agreement signed in 2021

Wagner Liquigesic launched in market in March 2022 as the First Liquid Soft Gels Brand

Agreement in March 2024 to launch 3 lines of Ibuprofen Mini Liquid Soft Gels



## Partnership Details

WNX issued Marketing Authorisation (MA) to launch Soft Gels in Dec 23 & Jan 24

WNX Issues CWH With A Marketing Authorisation To Launch Soft Gels in Nov 20 and Jan 24

Without Wellnex's MA CWH CANNOT market and sell the Soft Gels

WNX responsible for procurement and CWH responsible for brand consumer marketing

CWH place order with WNX who in turn place order with WNX manufacturing partner

The image features a blue-tinted background of three scientists in white lab coats working in a laboratory. One scientist in the foreground is looking through a microscope, while another in the background is using a pipette. The scene is overlaid with a network of hexagonal icons representing various medical and technological concepts, such as a brain, heart, lungs, DNA helix, and mobile devices, along with numerical data points. The WellnexLife logo is positioned in the top right corner.

**WELLNEXLIFE**

**Development Pipeline**

# Australian Therapeutic Goods Administration (TGA)



Australian Government

Department of Health and Aged Care

Therapeutic Goods Administration

**Australia's government authority responsible for evaluating, assessing and monitoring products that are defined as therapeutic goods whilst also regulating medicines, medical devices and biologicals to help Australians stay healthy and safe.**

Delivers strong guidelines around regulations associated with **advertising** therapeutic goods

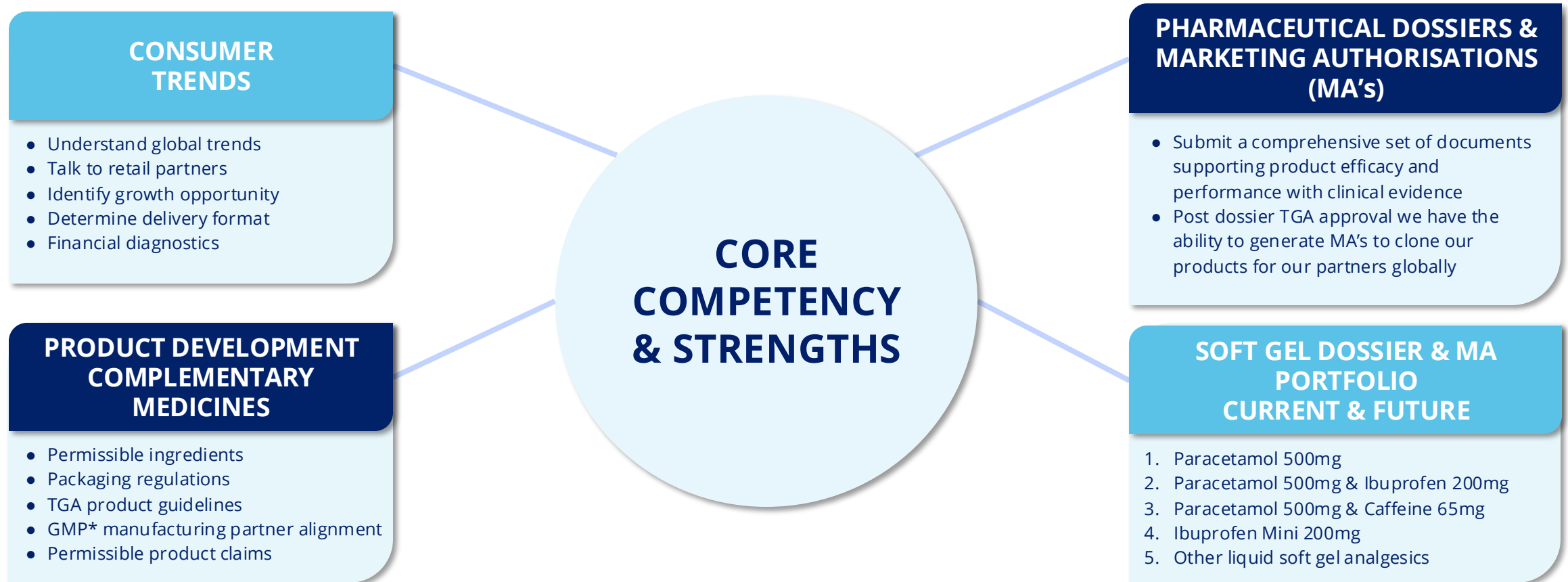
Information to assist manufacturers understand their **regulatory responsibilities**

Information on types of and permissible **ingredients** and poisons standards

Provides guidelines around **importing** and **exporting** therapeutic goods

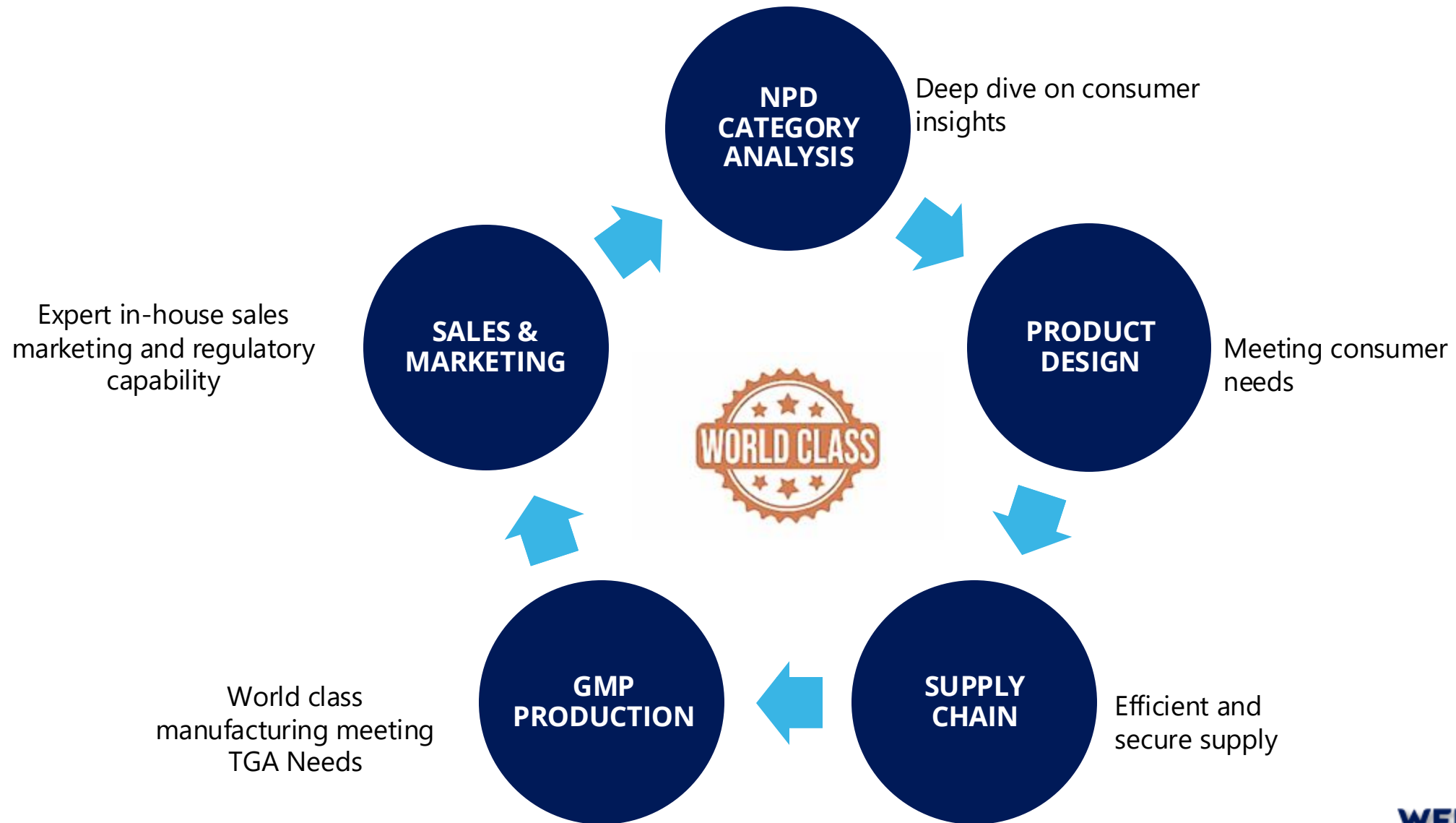
Ensures **labelling** and **packaging** meets the strict domestic requirements

# Formulating and Launching Complimentary & Registered Medicines With The Therapeutic Goods Administration (TGA)





# World Class Development Pipeline



# Financial Overview

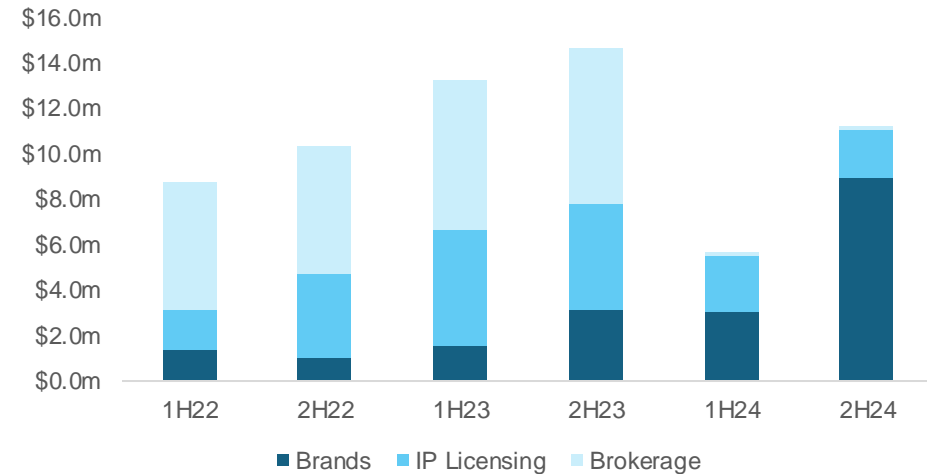
# Financial Information

## Brand Revenue Growth and Expanding Margins

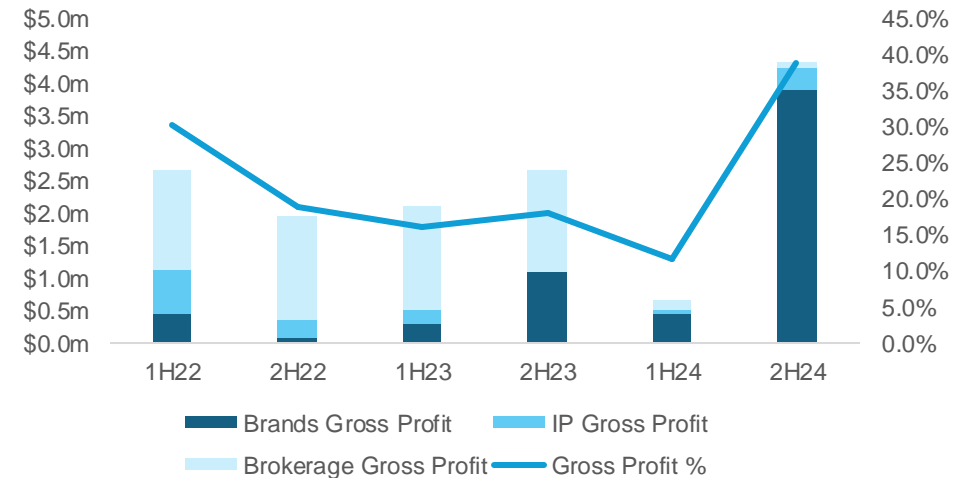
Wellnex Life portfolio of 100% owned brands are high gross margin products that are rapidly growing

- First WNX brands launched in FY22
- First Half FY25 revenue of **A\$12m** puts WNX on track to continue high growth trajectory
- Management expectations for continued growth in revenue and margins across WNX brands in H2 FY25 and FY26 as brand awareness continues to build and new geographic markets become accessible

Historical Revenue



Historical Gross Profit & Margin



# Financial Information

## Company Shares on Issue and Funds Use

### Pro-Forma Capital Structure

|                                   |                   |
|-----------------------------------|-------------------|
| Shares on Issue                   | 34,099,861        |
| Entitlement Offer                 | 34,099,861        |
| <b>Total Shares on Issue</b>      | <b>68,199,722</b> |
| Option: Exp 1-Jan-26, Ex A\$2.50  | 1,400,000         |
| Option: Exp 6-Feb-26, Ex A\$7.50  | 146,316           |
| Option: Exp 20-Jul-25, Ex A\$5.00 | 550,000           |
| Option: Exp 30-Jun-25, Ex A\$2.50 | 4,369,418         |
| Option: Exp 7-Feb-27, Ex A\$2.50  | 820,000           |
| <b>Fully Diluted Shares</b>       | <b>75,485,456</b> |

### Estimated Use Of Proceeds

|  |                     |             |
|--|---------------------|-------------|
| PA – Deferred Consideration                    | \$6,150,000         | 27.8%       |
| (Redemption of Notes)                          | \$6,400,000         | 28.9%       |
| Working Capital                                | \$7,750,000         | 35.2%       |
| Cost of Offer (including proposed AIM listing) | \$1,800,000         | 8.1%        |
| <b>Total</b>                                   | <b>\$22,100,000</b> | <b>100%</b> |



# Investment Summary

## Why it is a great time to invest in **WELLNEXLIFE**



### **Proven growth**

Growing revenue from high value and margin branded business both in Australia and internationally.



### **International expansion**

Commencement of international sales into the UK with Haleon will further drive the revenue and profitability and capitalise on further international expansion.



### **Strong partnerships**

Agreements with leading global and Australian consumer healthcare companies that continue to validate the business model.



### **Innovative pipeline**

Strong pipeline of innovative products for branded and contract business to diversify growth streams.



### **Experienced leadership**

Experienced board and management team focused on maximising the opportunities in Australia and internationally.

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# The Next Generation of Wellness Your Life Deserves

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