

Company Announcement
ASX: HPC

DATE: 12/8/2025

High-margin HydraLyte Plus Metabolic Support product launched

HIGHLIGHTS

- First pre-launch sales achieved via online channels
- Hydration Plus Metabolic Support (gut health product) is first of two SKU launches this quarter, with Hydration Plus Brain Health product to be introduced later this month
- Launches expected to build on sales and net profit momentum from high-margin Liver Detox SKU
- Through established supply partnerships, product innovation costs are almost exclusively allocated to opening order inventory – preserving cash until point of selling
- Metabolic product contains prebiotics, probiotics, and postbiotics. Key active ingredient, Akkermansia, promotes GLP-1 production to help maintain metabolic balance
- Prebiotics and probiotic supplements category is the fifth largest by sales volume on Amazon – delivering US\$840m in sales in 2024 alone

Hydration solutions company **The Hydration Pharmaceuticals Company Limited (ASX: HPC)** (“**HydraLyte USA**” or “**the Company**”) confirms the successful launch of a new stock keeping unit (SKU), with first sales of HydraLyte Plus Metabolic Support achieved through ecommerce channels and Amazon USA.

The new SKU targets the gut health segment and works as a functional electrolyte with a patented mix of prebiotics, probiotics, and postbiotics. Its active ingredient, Akkermansia muciniphila, promotes healthy gut microbiome, is a GLP-1 support and assists the body's fat and carbohydrate metabolism.



Metabolic Support is the first of two high-margin SKUs being brought to market this quarter, based on market research analysis of existing and emerging trends in the Better-For-You category. The second product targeting brain health is expected to launch in the coming weeks.

The gut health SKU has been launched in a 30-stick pack, designed for consumers to use daily and allowing for ongoing, monthly product sales with subscription sales a focus point.

The launch provides a grounding in the prebiotics and probiotic supplements segment in the US, which is the fifth largest category by sales volume on Amazon, HPC's largest sales channel. More broadly, the category generated US\$840m in sales via Amazon in 2024, 9% up on 2023 sales¹.

Sales of the new products are anticipated to bolster HydraLyte USA's momentum across both topline sales and operating margins during the high-demand US summer period during Q3 CY25.

Management commentary:

CEO Mr Oliver Baker said: *"The successful launch of our innovative gut health product is another pleasing development, as we deliver on our strategy to drive growth in revenue and operating margins with a streamlined US business model. Along with the forthcoming rollout of our brain health product, these new high-margin SKUs will build off the success of our R&D program which previously resulted in the launch of the Liver Detox product - the group's best-selling SKU and a key driver of recent growth. Our new products targeting gut health and brain health are well aligned with demand trends in the US market, and we're confident they'll contribute to our growing sales profile as we target a push towards profitability."*

ENDS

This announcement was authorized for release by the Board of HydraLyte USA.

For further information:

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Forward Looking Statements:

This ASX release includes certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Forward-looking statements are based on:

- assumptions regarding the Company's financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
- current views, expectations, and beliefs as at the date they are expressed, and which are subject to various risks and uncertainties.

Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guaranteeing of future performance and involve known and unknown risks, uncertainties, and other factors, many of which are beyond the control of HydraLyte USA. These factors may cause actual results to differ materially from those expressed in the statements contained in this announcement.

The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking statements to reflect any change in the Company's financial condition, status or affairs or any change in the events, conditions, or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this announcement have not been audited, examined, or otherwise reviewed by the independent auditors of the Company.

You must not place undue reliance on these forward-looking statements.

¹ <https://www.nutraingredients-usa.com/Article/2024/11/19/the-microbiome-modulation-market-the-rise-of-amazon-and-tiktok/>