



Half Year Presentation

June 2025





Managing Director

Andrew O'Keefe

We are pleased to report a strong performance for the first six months ended June 2025. Our organisation's fundamentals remain solid, reflecting the strength of our strategy and product offerings.

The Board and management are committed to sustaining growth whilst making strategic investments in our brands and markets.



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

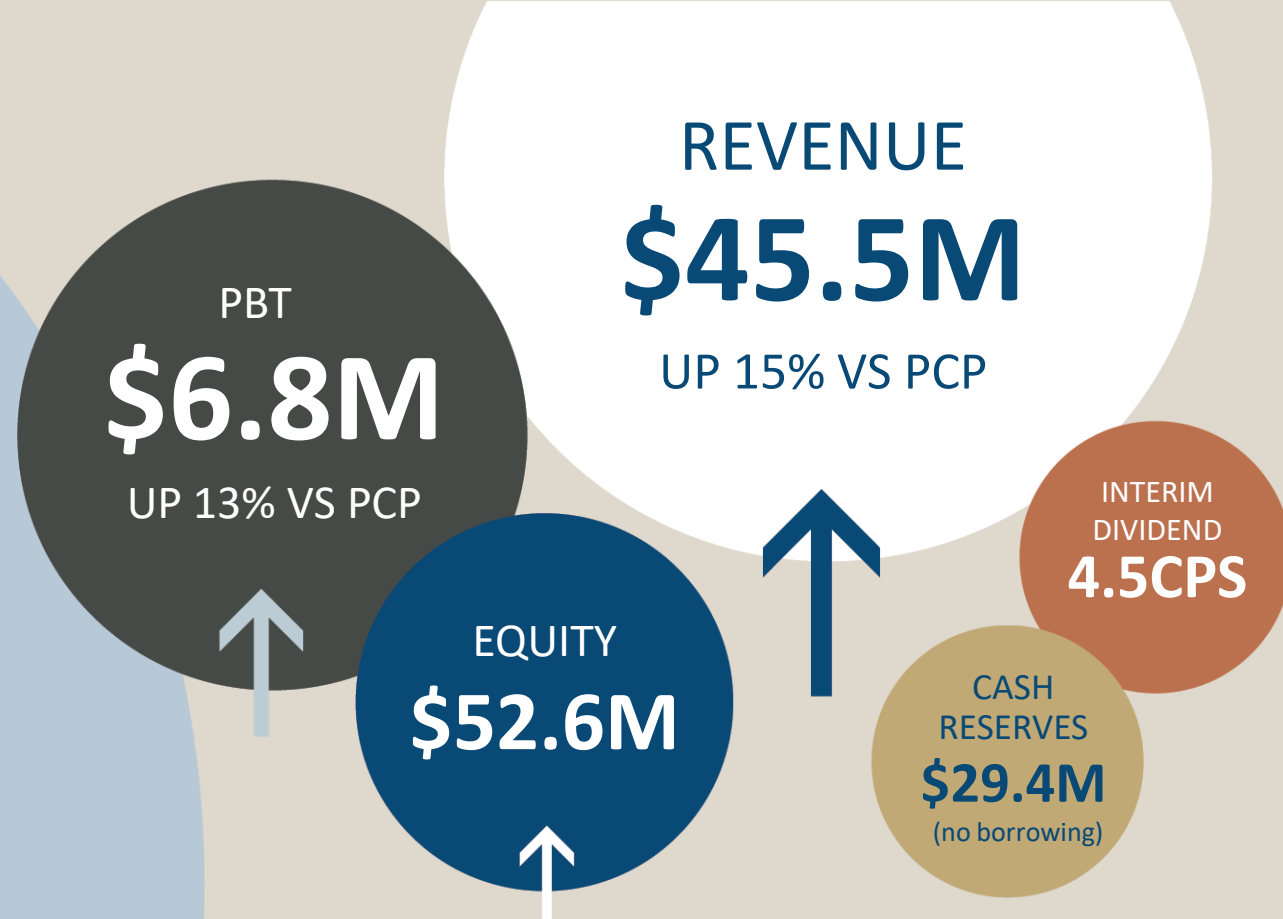
Considered approach
Aspirational
Rectitude
Excellence in product

Financial Highlights

- Record first half Revenue
- Gross profit margin **↑ 2% to 60%**
- Cash conversion: strong **109%**
- Strong balance sheet with no borrowings
- Share buyback: **\$1.2M**

DIVIDEND

A fully franked interim dividend of 4.5 cents per share was declared for the period, representing an increase of 1.0 cent per share on PCP.



The Group maintains a strong balance sheet with equity of \$52.6 million and cash reserves of \$29.4 million, with no bank borrowings.

Half Year Results

Half year ended June	2025 \$'m	2024 \$'m
Revenue	45.5	39.5
EBITDA	7.0	5.9
EBIT	6.5	5.6
Profit before tax	6.8	6.0
Profit after tax	4.8	4.3
EPS (Basic – cents/ share)	8.61	7.84
Dividend (cents / share)	4.5	3.5

REVENUE
\$45.5M

PBT
\$6.8M

Balance Sheet

Balance Sheet as at	Jun 2025 \$'m	Dec 2024 \$'m
Current assets	59.2	58.9
Non-current assets	15.4	13.0
Total assets	74.6	71.9
Current liabilities	20.1	19.3
Non-current liabilities	1.9	0.3
Total Liabilities	22.0	19.6
Net Assets	52.6	52.3

Cash Flow

Cash Flow for the half year ended June	2025 \$'m	2024 \$'m
Receipts from customers	47.0	40.4
Payments to suppliers and employees	(39.5)	(36.6)
Gross operating cash flow	7.5	3.8
EBITDA	6.9	5.9
Gross operating cash flow / EBITDA	109%	65%
Net interest	0.2	0.5
Income tax paid	(1.1)	(1.6)
Operating cash flows	6.6	2.7
Cash flows for investing	(0.7)	-
Net movements in financing	(5.1)	0.4
Cash flows from financing	0.8	3.1
Net foreign exchange differences	-	-
Net increase in cash reserves	0.8	3.1
Cash at beginning of period	28.6	24.6
Cash at end of period	29.4	27.7

GROSS
OPERATING
CASH FLOW
109%

CASH AT END
OF PERIOD
\$29.4M

Operational Highlights

Segment performance - Broad based growth across core markets, supported by strong performances across all major channels and positive consumer sentiment.

- Australia **up 8%**
- Malaysia & Singapore **up 54%**

Market initiatives

- Continued distribution expansion in Australia, Malaysia and Singapore, with targeted initiatives to strengthen market penetration.
- Revised market strategy in China deployed.
- Appointment of new exclusive distributor for Herbs of Gold across the Pharmacy and e-commerce channels.

Marketing and Brand Investment

- Advertising and promotional investment increased by 26% on PCP, driving brand visibility and consumer engagement.



Our people

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. and online retailers in the health food and pharmacy sector.

OVER
300
EMPLOYEES

Our markets

We continue to evolve and expand our global presence.
We are currently in 6 markets.

AUSTRALIA
MALAYSIA
SINGAPORE
VIETNAM
INDONESIA
CHINA

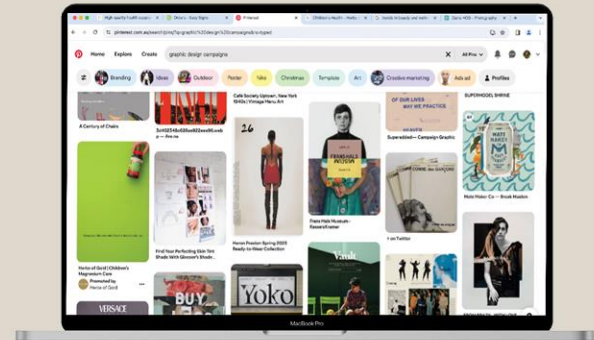
Our partners

Our products are available across some of the biggest offline and online retailers in the health food and pharmacy sector.



Marketing

Our marketing investment combines global scale with a deep understanding of local audiences. We connect with millions of consumers through coordinated activity across television, digital, social, radio, outdoor, print, and in-store channels. By integrating these platforms, we ensure our campaigns are relevant, consistent, and accessible, strengthening engagement and building lasting connections with diverse communities.





VitaHealth

RELAX, UNWIND & RECHARGE

CHARGE-UP MAG-EASE
Magnesium bisglycinate, L-Theanine, vitamin B2 & CoQ10

CHARGE-UP ASHWAGANDHA+
KSM-66® Ashwagandha & Lavender extracts

Moody
Poor sleep quality
Lemo
Cranky

- Supports energy levels
- Supports muscle function
- Promotes calmness
- Improves sleep quality

SINGAPORE CONSUMERS CHOICE 2024

VitaHealth

为您开启健康心理

VITAHEALTH CHARGE-UP® 心理健康系列

SINGAPORE CONSUMERS CHOICE 2024

2025 NPD H1



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

11 new products launched across Australia, Malaysia and Singapore.

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.



Strategic priorities



Outlook

The Board is encouraged by the Group's first half performance, particularly the strength in Australia, Malaysia and Singapore and expects the momentum to be maintained going into the second half.

The Group remains committed to delivering full year revenue and profit before tax growth over PCP. Full year guidance to be provided in QTR4.



ANDREW O'KEEFE
MANAGING DIRECTOR



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