

ASX ANNOUNCEMENT

2 September 2025

Major New Zealand Partnership Delivers Immediate Access to Country's Largest Pharmacy Network

- **Biome executes trading terms with Green Cross Health New Zealand**, the country's premier integrated healthcare provider
- **Green Cross Health operates New Zealand's largest pharmacy network** with 328 stores processing 40% of national prescription volume
- **Activated Probiotics to commence retail launch into Life Pharmacy and UniChem pharmacies from September 2025**, providing immediate access to comprehensive urban and community markets
- **Strategic expansion builds on established wholesale infrastructure** through Propharma (EBOS) partnership announced 15 July 2025

Biome Australia Limited (ASX: BIO) is pleased to announce the execution of trading terms with Green Cross Health Limited (NZX: GXH), positioning *Activated Probiotics* for retail launch across New Zealand's largest pharmacy network from September 2025.

This strategic partnership represents a significant milestone in *Biome's* international expansion strategy, providing immediate access to 328 established pharmacies operating under the Life Pharmacy and UniChem brands. Green Cross Health processes over 34 million prescriptions annually, representing 40% of New Zealand's total prescription volume, while serving 1.95 million loyalty program members across the country.¹

¹ NZX Limited. (2025). Green Cross Health Full Year Results to 31 March 2025, Announcement 452440. New Zealand Exchange.

Building Integrated Market Infrastructure

The partnership leverages the wholesale distribution foundation established through Biome's relationship with Propharma (EBOS), announced to the market on 15 July 2025. This integrated approach creates a comprehensive supply chain solution, with Propharma providing wholesale distribution infrastructure and Green Cross Health delivering extensive retail market penetration.

Green Cross Health's dual-brand retail strategy provides optimal market coverage across different consumer segments. Life Pharmacy operates 65 premium stores strategically positioned in major shopping centers, focusing on urban professionals seeking integrated health and beauty experiences. UniChem represents the community pharmacy network with approximately 250+ locations emphasizing clinical expertise and professional healthcare services.²

The company achieved record revenue of NZ\$523.8 million in FY25, with pharmacy operations generating NZ\$370.4 million through its retail network. Beyond pharmacy services, Green Cross Health operates 65 medical centers serving 416,500 enrolled patients, creating unique co-prescribing opportunities that align with *Biome's* Australian business model.³

Strategic Market Opportunity

New Zealand's natural health products market totals NZ\$300 million with demonstrated 6.5% growth, driven by increasing consumer focus on preventative healthcare and immunity support. Importantly, pharmacies capture 75% of natural health product sales compared to 25% through supermarkets, highlighting the professional credibility advantage that underpins *Biome's* distribution strategy.⁴

² Canstar Blue New Zealand. (2024). UniChem: New Zealand's Favourite Pharmacies. Consumer Research Report.

³ New Zealand Doctor. (2025). Green Cross Health Full Year Results to 31 March 2025. Healthcare Industry Publication.

⁴ NutraIngredients-Asia. (2023, June 27). New Zealand supplement trends 2023: Pharmacy strengthens retail sales over supermarkets as domestic industry tops \$300m. Industry Market Report.



The partnership addresses New Zealand's favorable regulatory environment, where probiotics are classified as functional foods under Medsafe oversight, allowing evidence-based health claims supported by clinical validation. This regulatory framework enables Biome to leverage its comprehensive clinical trial data for product positioning and professional recommendations.

Vision 27 Strategic Alignment

This expansion directly advances Biome's Vision 27 strategic framework, which targets at least \$75 million in cumulative revenue over FY25-FY27. The international pillar emphasizes developing early-stage markets where Biome can establish competitive advantages through clinical differentiation and professional distribution partnerships.

Competitive Positioning and Growth Trajectory

Activated Probiotics represents one of Australia's highest growth practitioner-only and probiotics brands. The product portfolio features condition-specific formulations supported by randomized, double-blind, placebo-controlled trials, including specialised products for cholesterol management, women's health, mood support, and pediatric applications.

The partnership positions *Biome* to capitalize on New Zealand's dynamic pharmacy market, where traditional operators are emphasizing professional differentiation and clinical services in response to competitive pressures. Green Cross Health's "Care & Advice Health Hub" strategy, targeting 200 branded pharmacies by end of 2025, aligns perfectly with *Biome's* evidence-based positioning and clinical validation approach.

Biome Australia Managing Director Blair Vega Norfolk commented:

"This partnership with Green Cross Health represents a significant strategic milestone in our international expansion program. Their position as New Zealand's largest pharmacy network, combined with their integrated healthcare model and focus on professional clinical services, provides an ideal platform for introducing Activated Probiotics to New Zealand consumers and healthcare professionals."



The partnership builds on our established wholesale infrastructure through Propharma, creating a comprehensive market entry solution that accelerates our Vision 27 objectives while maintaining our disciplined approach to international expansion. We expect this relationship to generate meaningful revenue contribution as we establish market presence and leverage Green Cross Health's extensive consumer touchpoints and clinical credibility."

—ENDS—

Approved for release by the Biome Australia board of directors.

About Biome Australia Limited

Biome Australia develops, licenses, commercializes and markets innovative, evidence-based live biotherapeutics (probiotics) and complementary medicines supported by clinical research. Biome aims to improve health outcomes and quality of life, making products accessible through professional health channels.

Incorporated in Australia in 2018, Biome distributes locally and internationally. In partnership with leading microbiome research organizations, Biome produces unique live biotherapeutic products with innovative delivery technologies improving stability and efficacy for its flagship Activated Probiotics® range.

Supported by randomized double-blind placebo-controlled clinical trials, Activated Probiotics® and Activated Therapeutics® help prevent and support management of various health concerns including low mood and sleep, bone health, iron malabsorption, mild eczema and IBS. Through practitioner-recommended distribution, Biome educates health professionals on gut microbiota's systemic health effects, providing evidence-based natural medicines for prevalent chronic health concerns.

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