

WELLFULLY LIMITED

Creating a fully integrated, science-based wellness company

Investor Call, November 6, 2020

Corporate Structure

WELLFULLY Limited	ASX:WFL
Total issued capital	146.49 M shares
Share price (5/11/20)	\$ 0.15
Market capitalization (5/11/20)	\$ 22.00 M
Cash on hand (30/9/2020)	\$ 2.56 M
Enterprise value	\$ 19.44 M

Agenda

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From OBJ to WELLFULLY

Infrastructure and Platforms

New Product Development

Looking Ahead

A Significant Transformation ...

From OBJ to Wellfully



- Medical Device technology, licensor and developer.
- Leader in Magnetic Enhanced Delivery Systems.
- Mono-client licensing (P&G).
- Perth team (6 pax).
- Skilled Board with substantial International brand-building experience.

WELLFULLY

- Global leader in wellness – a fully integrated, science-based company focusing on holistic view of wellness.
- International business with distribution network for in- house developed products.
- Perth, Dongguan, Zagreb, London & Neuchâtel teams (36 pax).
- Strong capability to leverage own technologies to develop new products across the wellness sector.
- Proven understanding of the category and the consumer with 2 own brands, RÉDUIT & Lubricen.

... Managed by a Team

From OBJ to Wellfully



Tony Varano – Non-Executive Chairman

Mr Varano has more than 30 years experience across Australia, Europe and the USA, operating and managing successful entrepreneurial, corporate and investment pursuits. This experience has covered start up, funding and growth, corporate operations, executive management and business exits. His expertise spans retail, cosmetics, skincare, real estate, agriculture, publishing, construction, entertainment and the arts. Many of these businesses have achieved a dominant position in the markets in which they operate.



Jeffrey Edwards – Managing Director

Mr Edwards is the founder and Managing Director of the Company and has led the Science, Technology and Innovation activities from the Company's inception. Mr Edwards is responsible for Licensing and Partnering programs with Procter & Gamble and other partners, Intellectual Property and Technology Innovations. He is the recipient of an Australia Design award, and Product Innovation and Partnering awards from Procter & Gamble Consumer Products Divisions.



Steven Schapera – Non-Executive Director

Mr Schapera founded the successful BECCA Cosmetic brand (www.beccacosmetics.com) and commercialised it into a range of cosmetic products that were distributed throughout Europe, Asia and North America. Mr Schapera guided BECCA from its infancy through to being a global player in the luxury cosmetic space. In 2016, BECCA was sold to Estee Lauder for more than US\$230 million.



Cameron Reynolds – Non-Executive Director

Mr Reynolds is the President, Chief Executive Officer (CEO) and Director of VolitionRX, a biotech company which listed on the New York Stock Exchange (NYSE) in February 2015 after being founded by Mr Reynolds in 2010. He has extensive experience in the management, structuring, and strategic planning of start-up companies and has held positions including CEO, Chief Financial Officer and Non-Executive Director of public and private enterprises.



Paul Peros – CEO

For over 25 years, Paul has been working on growth-orientated performance strategies and disruptive innovation, developing brands and businesses for challenges in an ever-changing world and the 'new normal'. Prior to Wellfully, Paul led a number of successful engagements in luxury consumer products and beauty-tech. Paul was the CEO of Swedish brand FOREO, from its 2013 inception, to what was effectively global market leadership with over USD 1 billion in revenues and a presence in over 80 countries achieved in a short period of five years.

New Technology Platforms

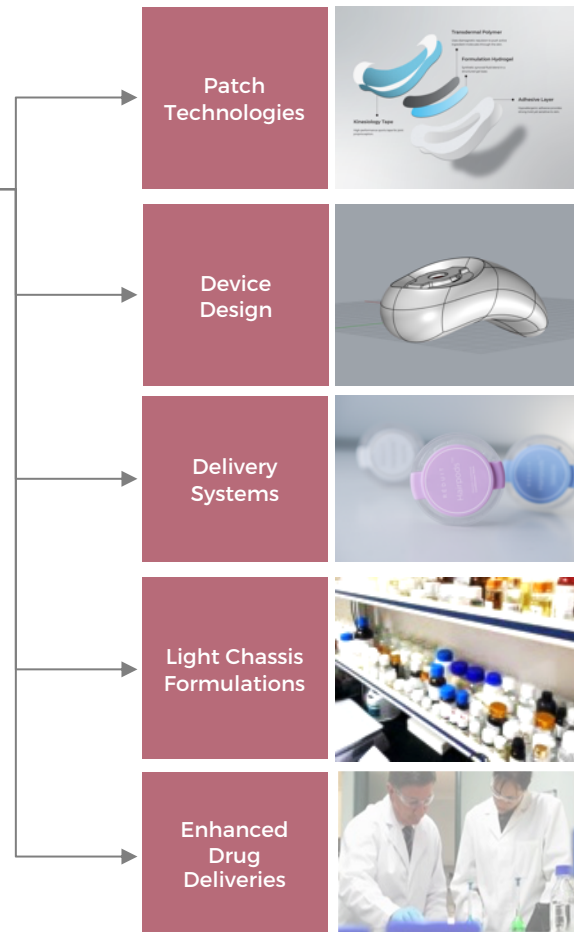
Advanced Delivery as a Springboard for a Wide Portfolio of New Competences

2019



Magnetic enhanced delivery technologies to remain the foundation of subsequent developments and product performance.

2020



Bodyguard Patches

Product engineering technologies
Close to completion of regulatory
Core foundation for other treatments to follow

The RÉDUIT System

Integrated applicator and topical product
System interface and regulation platform
architecture - universal
Structure engineering in 3rd generation

Hairpods & Skinpods

First-of-a-kind new structure concept
Active primary packaging with integrated
ultrasonic diffusion system
Engineering in 3rd generation

In-house Formulation Laboratory

Part of the COVID-19 response
Specialized on light chassis formulations
Over 10 formulations in the first year
Own products and B2B collaborations

Continuing with enhanced delivery innovation

Unique sustainable delivery system
At-home hygiene devices
Buccal inhalant delivery technologies
CBD delivery technologies

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An International Organization

The Basic Building Blocks of Wellfully

Location	Perth	Dongguan	Neuchâtel	Zagreb	London+
Current Activities	Innovation Licensing R&D support to Bodyguard & devices	Operations Device engineering Sourcing China MKTG	RÉDUIT brand Sales and marketing	Consumer marketing Content management Digital support	Sales activities Local marketing and activations
Team size, pax	6	24	2	8	1
KPIs	Licensing revenues Internal projects delivery	New product introductions Supply-chain performance	Development milestones Device division performance	Comms performance Digital infrastructure milestones	Sales and brand development performance
Future developments	Continuous innovation & 2 nd generation innovation team	Global sourcing center Device specialization	Swiss Made cosmetic operations center and organization	Bodyguard and other in-house brand MKTG operations	Home to Bodyguard int'l sales Equivalent AUS & US hubs

Focus on Value in Process Design, ...

Continuously Evolving Technology

Hair- and Skinpod Production Processes



Hair-/Skinpods
High complexity
(+10 components)

Perth
Design of waveforms
for applications and
specific topicals

Dongguan
Device and pods
sourcing and
assembly

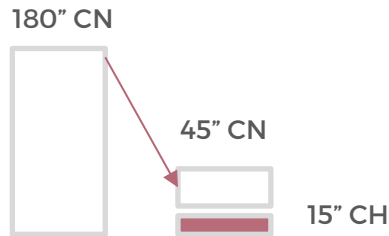


Lugano
Bulk production &
primary filling
operations (Jan. 21)



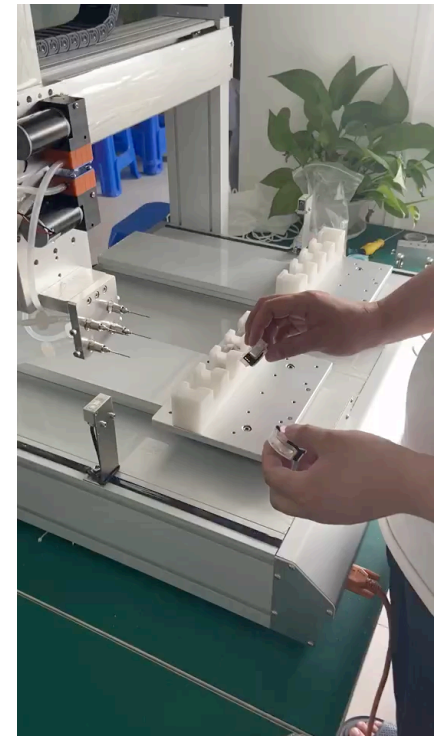
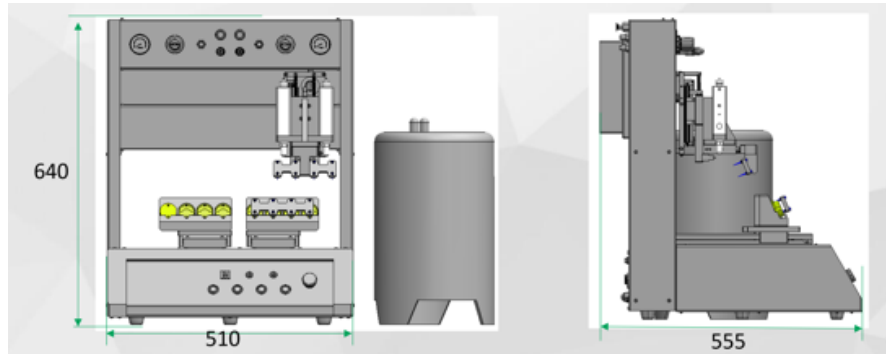
**Premium
Positioning**
Access to APAC
markets

Hair-/Skinpod Labour, sec/unit



Automatic Filling

Total labour content
reduction of +65%.
Only 25% exposed in
Switzerland
Capacity- increase
from 1.200 to +5.000
Hair/Skinpods per day.



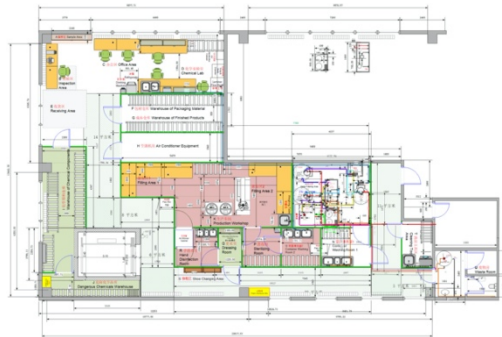
... and Focus on Value in Execution

Developing Fitting Infrastructure

Swiss Site



Lugano, Canton Ticino
 80 km from Milan
 Central traffic/logistics hub of Northern Italy
 Access to labour:
 - Skilled (cosmetics)
 - Competitive (daily migrants)
 600 km distance to Croatian hub (road)



Compact facility (300 sqm)
 Design tailored to (compact) pods bulk & filling
 In-house laboratory
 Integrated clean room
 Small office (4 pax)
 Rent appx USD 3.000 month

Facility Equipment Sourcing



2x 40 ft containers

Laboratory, bulk production (vacuum emulsifiers), water preparation, clean room itself and all other facility equipment – an upgraded version of existing infrastructure.

Optimizing for value added (CH location) and costs avoided (CN sourcing)
 Estimate for facility/equipment at -80% of equivalent at European costs

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Bodyguard LUBRICEN

Approaching Launch as per Plan

IP Status

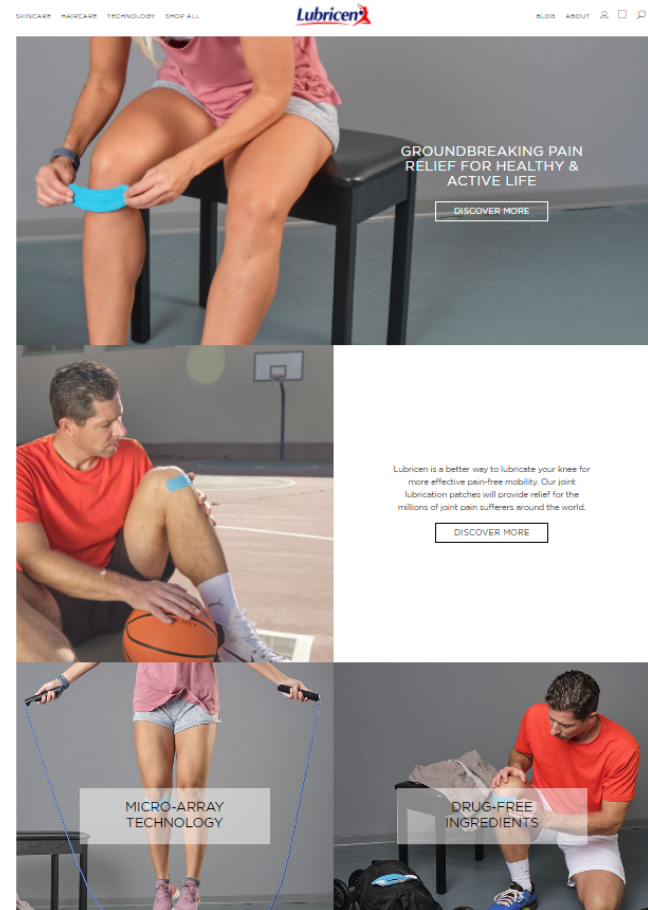
Patent granted:	Australia
Patent allowed:	EU
Under examination:	US, China, Japan

Operations Preparations

Regulatory:	on time (e-o-Dec)
Manufacturing:	on time (mid-Dec)

Go-to-Market Q1 2021

Branding & assets
PR/launch marcomms
Site and web/shop



RÉDUIT

The 20-20 Range

Over the past four months, RÉDUIT has brought to market a full range of applicator devices and unique topical solutions across both skincare and haircare

Devices (6)

HAIRCARE



SKINCARE



Topicals (24)

Hairpods™

Style line



Precision Conditioner
Volume Mist
Shine Diffusion

LED line



Precision Conditioner LED
Volume Mist LED
Shine Diffusion LED
Vapored Strength LED
Color Protect LED
Micellar Shampoo LED

Treat line



Vapored Strength
Color Protect

Pro line



Micellar Shampoo

Skinpods™

Care line



Hydro Boost
Precision Shield
Clean Vapor

LED line



Hydro Boost LED
Precision Shield LED
Clean Vapor LED
Ageless Mist LED
Pearl Diffusion LED
Clear Dew LED

Pro line



Ageless Mist
Pearl Diffusion
Clear Dew



RÉDUIT

Design Revolution 2021

Radical innovation doesn't stop in a lab. It requires continuous development of ideas and concepts - and the ability to repeatedly execute on these.

In a world of as-is products, RÉDUIT is unique for its in-house management of:

- Design and development
- Sourcing and production
- Marketing and communications

This way, we can guarantee effective innovation - by actively engaging in the evolution of the value proposition - to constantly deliver better solutions for consumers and partners.





RÉDUIT UNI

THE IDEA

RÉDUIT draws its inspiration from nature. In this case, RÉDUIT UNI seeks to align with the concept of the Amazon forest, its colors and the related values of universality, sustainability, diversity and inclusiveness.

RÉDUIT UNI

A New Standard in Precision Beauty

ETA early 2021

UNIVERSAL

- Applications Fit for use across the RÉDUIT range of topicals with both Hairpods and Skinpods applications
- Ergonomics Newly developed omni-directional click-in mechanism with advanced touch & feel



ATTRACTIVE

- Design Unique, compact design fit for everyday use with a choice of attractive, sleek colors
- Positioning A new attractive option to engage with RÉDUIT precision beauty already at MSRP 100 USD*.



**Final MRSPs for the different markets & currencies will be communicated e-o-2020*

Swiss Made

New RÉDUIT Skinpods and Hairpods

ETA early 2021

SWISS Facility

RÉDUITs in-house enhanced delivery topicals laboratory
Proprietary testing, bulk production and filling process technologies

Operation in line with the Cosmetics GMP quality standards ISO 22716

NEW Skinpods

New attractive applications – unique formulations developed for RÉDUITs Precision Beauty enhanced delivery:



- Exfoliation
- Toner
- Sun protection

MALE GROOMING

A key element of the line will be the first generation of dedicated male topical Skinpods:



- Cleanser
- Moisturizer
- After-shave
- Anti-aging



Growing the Footprint in Parallel

The Brand as a Platform

Communication Parameters - quantity

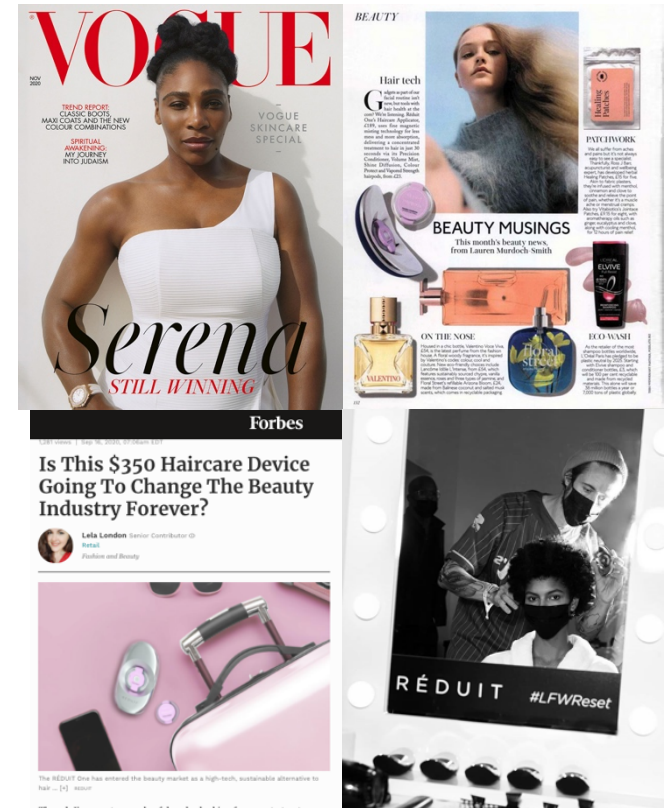
Month	July	August	September	October	Total
reduit.com visits, 000	3	13	6	20	44
SM (IG, FB) followers, 000	0.4	0.7	1.2	1.5	1.5
SM (IG, FB) reach, 000	12	3,173	1,670	6,603	11,428
PR articles, #	4	35	24	9	75
PR reach, 000	1,285	1,464,954	137,397	6,163	1,610,363
Influencer posts, #	2	3	15	18	37
Influencer reach, 000	87	185	32,505	1,191	33,968

Increase in communication activities:

- Critical mass in product/offer
- Messaging and assets evolution
- Targeting and metric evaluations

Developing communications to ensure positioning and messaging capacity needed for the support of existing and upcoming products and retail collaborations

Sep-Oct Placements - quality



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Looking Ahead

And Creating a Science-Based, Fully Integrated Wellness Company

Key Challenges

- **Priorities and reactivity** of the WFL actions portfolio: doing right things at the right time; even if mistakes, w/o long-term repercussions;
- **Balancing timing and nature of go-to-market resources** with the COVID-19-related inefficiencies;
- **Creating one company culture** across 3+ continents and new teams w/o the possibility of direct person-to-person contact.

Key Opportunities

- **Continuing with the development of a competitive infrastructure** integrating WELLFULLY's proprietary technologies with other tailored complementary product and process technologies, operations, as well as brand, distribution and communication platforms – **building scale**;
- **Speed and capacity** to create new positions without constraints of vested interests.

Q&A Session

Open

WELLFULLY