

# ASX Announcement 8 March 2021

# Nutritional Growth Solutions' Healthy Height® to make EU debut

## **Highlights**

- Healthy Height® launches in the EU following a 3 year exclusive distribution agreement with Italian product distributor, Dicofarm
- Healthy Height® is now available in pharmacies and health food stores across Italy.
- Dicofarm was founded in 1977 with an annual turnover of ~€ 40 million and is a leading distributor of clinically proven products throughout the EU
- The launch of Healthy Height in Italy brings the number of markets that Nutritional Growth Solutions' Healthy Height® products are available to five – including China, North America, India and Israel.

Nutritional Growth Solutions Ltd. ("the Company" or "NGS", ASX:NGS), the global nutritional health company focused on the well-being of children, has announced it will launch its patented Healthy Height® product in the EU through a 3 years exclusive distribution agreement with clinically tested product distributor, Dicofarm.

Developed over 20 years by leading pediatric specialists from the world-renowned Schneider Children's Medical Center in Israel, Healthy Height® is a scientifically formulated nutritional product clinically proven to assist children grow taller through shakes and foods that contain specific key nutrients needed for growth.

Under the exclusive distribution agreement Dicofarm will initially have Healthy Height available for purchase in pharmacies and health food stores throughout Italy – a country with 8.2 million children under 14 years of age. Healthy Height is sold in Italy under the name "Dico Up". The financial impact of the Agreement is not determinable at this time, with revenue generated by the Company subject to customer purchases of its products.

Liron Fendell, CEO and Managing Director of NGS said, "We are delighted to be launching Healthy Height® into the EU through our trusted partners Dicofarm. With 44 years' experience distributing clinically proven products, Dicofarm understand our product and can clearly communicate to stockists the proven benefits of Healthy Height® to assist children reach their potential, healthy height.

"Parents around the world are keen to ensure their child can grow to the maximum height their genetics will allow. So we are thrilled to now be able to provide Italian children with access to a nutritional product, developed by leading pediatric specialists that's backed by rigorous science. We look forward to expanding our distribution network across the EU."

The launch in Italy brings the number of markets that Nutritional Growth Solutions' Healthy Height® products are available to five – including China, North America, India and Israel.

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ASX Code: NGS



This announcement has been authorised for release by the Board of Directors of Nutritional Growth Solutions Ltd.

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### **About Nutritional Growth Solutions**

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20 years of medical research into pediatric nutrition at Schneider Children's Medical Centre, Israel's largest pediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

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