

SHAREHOLDER UPDATE

Wellfully Limited (ASX: **WFL**) (**Wellfully** or the **Company**) is pleased to provide a Shareholder Update on key activities of the Company.

Commercial and Distribution Activities

In addition to the existing placements with The Hut Group, Current Body and Douglas Poland, the Company has continued to grow its retail distribution presence:

- RÉDUIT Uni, the brand's newest applicator device, was launched as part of an exclusive collaboration with UK-based Cult Beauty. The product will be rolled out to other retail partners over the next few months after the exclusivity period ends.
- First brick-and-mortar placements of the RÉDUIT range will this month be made across a number of selected locations of Shaver Shop (ASX: SSG) in Australia and New Zealand.
- A second placement with the Douglas Group is being prepared with Douglas Portugal, encompassing in-store and on-line placements.

Third-party Technology Collaborations

Third-party collaborations have always been an important part of the Company's growth and development. They are a pivotal part of Wellfully being a science-based, vertically integrated wellness company and are aligned with the overarching strategy to develop capability and infrastructure.

The transdermal delivery of cannabinoids project, a collaboration with Dolce Cann, continues. Based on peripheral progress to date, additional collaboration opportunities have been initiated:

- Delivery of various medical products as inhalants and in buccal applications with an internationally renowned pharma company.
- A total of three collaborations with beauty companies focused on RÉDUIT's enhanced delivery system covering use of both RÉDUIT existing formulations, as well as adaptations of the partner companies' formulations.

Own Brand Product and Technology Development

With the March 2021 launch of the RÉDUIT UNI applicator devices successfully completed, the Company is currently working on:

- Upgrades of the RÉDUIT One and Spa devices and the integration of new structures and features from the development of the Uni into the other applicator ranges.

Directors

Mr Antonio Varano
Mr Steven Schapera
Mr Jeffrey Edwards
Mr Cameron Reynolds
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- Preparation of, and upgrades to, existing formulations for go-live in the new laboratories and facilities of Swisswell Sagl in Lugano.
- The final product elements of the Swisswell Lubricen patches required for the upcoming commercial launch of the line.
- The industrialisation and manufacturing preparation phase of the hygiene device to be launched under the Swisswell brand.
- The first product concepts based on the recently granted in-situ separation of mixtures including dedicated formulations.
- Advanced research on hydrogel structures and production processes of second-generation patches for health and wellness application.

Organisational Development

In addition to the recent appointment of Anthony Wright as a Non-Executive Director, Sergej Dolezil will take the role of Wellfully's CFO starting 1 May 2021. Mr Dolezil began his career with one of the Big Four global accounting firms working in audits, international business consulting and M&A, as well as tax advisory. In addition to more than eight years leading the Auditing Departments of the largest regional energy and insurance companies, he held a series of C-level and Board positions with responsibilities spanning M&A, fundraising, and general financial planning and administration management roles. Mr Dolezil will be based in Wellfully's Zagreb office.

In order to continue building the momentum through the business, the Company has approved a 2021 ESOP for a total of 1,000,000 Consideration Shares to be distributed to 10 key employees. The consideration shares will be issued at A\$0.01, and will convert to Ordinary Shares on the basis of 50% after one year, and 50% at the end of year two.

Investor Webinar – 28 April

A detailed operational update will be provided in the upcoming Investor Webinar scheduled for 11am AEST 28 April 2021.

Register for the webinar at:

https://us02web.zoom.us/webinar/register/WN_OlfTeZcqTjO23qMQllvXNQ

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ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to its own-brand, RÉDUIT, the Company also offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering and production.

Wellfully's established operations via its wholly-owned business units are:

- The Innovation & R&D unit provides technology to the other business units of the Company, as well as licensing and development services to international partners.
- The Design & Technology and Supply-chain hub in Dongguan, China has the ability to rapidly develop and industrialize the Company's technologies and innovations in an agile, efficient, secure and cost-effective manner.
- The Digital Communications and Marketing & Sales units are focused on supporting Wellfully's own consumer brands.
- BodyGuard is the Company's therapeutic unit and develops advanced "direct to site of injury" patch products for the wellness and pain management sectors. This technology also has applications across supplement, healthcare, and musculoskeletal sectors.

ABOUT WELLFULLY'S TECHNOLOGIES

Wellfully has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces, positioning the Company as a world leader in the science of magnetic fields as they relate to drug or active-ingredient delivery.

The first of Wellfully's magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields, produced by low-cost microarray film, influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level. This was licensed and commercialized in 2014.

The second magnetic technology, the Programmable Array technology, employs powered electromagnetic fields that can be altered to suit individual consumer's skincare needs. This was licensed for skincare applications in 2020.

The third magnetic technology uses magnetic fields to alter the wettability of a surface, substantially enhancing contact between liquid and solids. Magneto-Wetting underpins the Company's current developments in haircare, skincare and surface hygiene, in conjunction with Wellfully's recently developed Ultrasonic Mist technology. International patents have been filed.

FORWARD-LOOKING STATEMENTS

This announcement contains certain "forward-looking statements" concerning Wellfully. Where Wellfully expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

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There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with Wellfully and the industry which may affect the accuracy of the forward-looking statements. Wellfully does not undertake any obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

This release has been issued with the authorisation of the Board.

- Ends -

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