

6 December 2021

## Alliance Agreement – Australian Sales Force

### Highlights

- Alliance entered into with health and wellness company Neptune Bio-Innovations to significantly expand Meluka Australia's national retail distribution channel
- The Alliance is led and managed by experienced sales & marketing director Mark Nguyen
- Neptune Bio-Innovations will manage a sales force for alliance members targeting Australian distribution opportunities

**EVE Health Group (ASX:EVE, EVE or the Company)**, a vertically integrated health, nutrition and wellness company, provides an update on the sales and distribution activities of Meluka Australia.

### **Alliance Agreement with Neptune Bio-Innovations**

Meluka Australia has entered into an Alliance Agreement (the Agreement) with Australian health and wellness company, Neptune Bio-Innovations. Neptune Bio-Innovations has a range of consumer products in the health and wellness space and distribution agreements with various Australian food and pharmacy networks.

Under the Agreement, Meluka Australia and Neptune Bio-Innovations will establish an Australian sales force to seek and manage distribution opportunities for members of the alliance, raise awareness of the alliance members products, increase sales through distribution opportunities while providing a low-cost opportunity for each party to access a dedicated sales network.

Neptune Bio-Innovations' sales & marketing director, Mr Mark Nguyen, who was previously Head of Sales at Eco Farms, a leading distributor of organic and natural food products in Australia, will be managing this alliance. Neptune-Bio currently has distribution arrangements in place with several high-profile distributors across FMCG retailers, Pharmacy and organic goods distribution channels, including Eco Farms, Symbion, API, Vero Foods and Born Organics. These networks will be available for Meluka's products as part of the Alliance.

Each Alliance member will be responsible for provision of their products to the alliance, Meluka's being a range of premium honeys, probiotic products, and essential oils. While Neptune Bio-Innovations' responsibilities will include presenting alliance members products to potential distributors, managing the relationship with distributors and appointing and managing the sales team. Each member of the alliance will pay costs of the alliance in accordance with their proportion of the alliance. Initially, there is proposed to be four members of the alliance.

The alliance arrangement will commence in February 2022.

**Meluka Australia CEO, Ben Rohr said:** *"We are very pleased to be embarking on this distribution alliance with Neptune-Bio. The alliance is a great opportunity to leverage off the successful performance of Mark Nguyen who has many years' experience in establishing and managing distribution agreements in Australia, to secure national retail distribution for Meluka Australia's product lines."*

**Neptune Bio-Innovations CEO, Dr Vijaya Rajendram commented:** *"We see many mutual benefits in this alliance, and we look forward to working closely with Meluka Australia. Mark's experience will be a great asset and he will certainly be a huge guiding force in taking this alliance to new heights."*

*Authorised for release by Bill Fry, Managing Director.*

— ENDS —

**For more information, please contact:**

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**About EVE Health Group**

EVE Health Group, (ASX: EVE) is a leading, vertically integrated producer of branded nutrition, health and wellness products. The Company has global reach and application to fast-growing markets across Australia and New Zealand, Asia Pacific and North America. Our mission is to create high quality, innovative, natural and sustainable health and wellness products that help the wellbeing of consumers and in turn help our people, shareholders and community prosper.

For further information, please visit [www.evehealthgroup.com.au](http://www.evehealthgroup.com.au) and follow us on LinkedIn or Twitter.

**About Neptune Bio-Innovations**

Neptune Bio-Innovation Pty Ltd is a fast-growing Australian science-based company specialised in Consumer Health. Neptune Bio-Innovation uses proprietary technologies to Formulate and Distribute food ingredients and consumer wellness products to B2B and B2C customers. Neptune Bio-Innovation products include dairy formula, plant-based proteins, oral re-hydration, health products, salt alternative and a sugar alternative. Our mission is helping people improve their health and wellness for a healthier life.

For further information, please visit [www.nbicorporate.com](http://www.nbicorporate.com) and follow on Facebook, Instagram and LinkedIn