

20 January 2022

Meluka Australia – Half Year Update

Highlights

- **EVE subsidiary - Meluka Australia unaudited revenues up 34% to \$750k on HY21 and excluding China/Taiwan up 142% on HY21**
- **Revenue growth in all existing markets of Australia, US and Canada**
- **Strong initial sales performance in Japan, with growth every quarter to date since launch**
- **New Product Development progressing well**
- **Meluka Australia to be one of the first Australian businesses to launch on WhatsApp commerce**

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 for HY22.

Meluka Australia Growing Strongly

EVE subsidiary, Meluka Australia has had a strong start to the 2022 financial year with unaudited revenue of \$750,000 in the first 6 months of FY22. The revenue has increased 34% compared to the prior half year. Australian revenue is up 359%, US revenue is up 21% and Canada revenue up 492% on the prior half year period. In addition, the launch into Japan started better than expected with revenue in the December quarter doubling that of the September quarter. The primary driver of this growth has been Meluka Australia's probiotic beverage line which recorded the strongest growth of 427% from the prior corresponding half year period.

New Product Development

Meluka Australia's ambitious new product development program is progressing well. A new Collagen Probiotic Concentrate drink was released in December and four new probiotic products are expected to be launched before the end of the March 2022 quarter. The focus for the new products is expanding on the success of the established probiotic products.

Pioneering New eCommerce Channels

Meluka Australia is excited to be one of the first businesses in Australia to be launching its eCommerce store on WhatsApp commerce. Direct messaging channels are believed to be the future of eCommerce and Meluka Australia has taken the opportunity to leverage this exciting opportunity to launch its store via this evolving and rapidly growing eCommerce channel. The launch is expected to take place before the end of January 2022.



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Australian Distribution Poised to Grow

Neptune Bio-Innovations entered an agreement with Meluka Australia last year to form an Australian focused distribution alliance. The appointment of the sales team and the distribution commencement is proceeding according to plan with the commencement of sales and distribution poised to commence during February 2022.

Meluka Australia CEO, Ben Rohr said:

"Meluka Australia has had an impressive six-month period, with growth across Australia, North America and Japan. Distribution and expansion plans are well progressed with new products expected to expand our brand awareness and grow sales accordingly".

Authorised for release by Bill Fry, Managing Director.

— ENDS —

For more information, please contact:**Company enquiries**

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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 and follow us on LinkedIn or Twitter.