



WELLFULLY



INVESTOR BRIEF
MAY 10, 2022

This presentation 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.

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.

WELLFULLY INVESTMENT HIGHLIGHTS



A HIGHLY INNOVATIVE WELLNESS COMPANY WITH GLOBALLY DISRUPTIVE PRODUCTS

About Wellfully Limited (ASX:WFL)

Wellfully Limited ('Wellfully' or 'the Company') is the world's first fully-integrated, science-based wellness company. Over the past two years, the Company has leveraged its vast enhanced drug deliveries technology inventory and developed industrial infrastructure and its own product portfolio.

Wellfully is active in the highly attractive beauty and personal care, beauty device, as well as the health and pain relief markets delivering innovative products through collaborations with industry majors spanning licensing, joint development and OEM, as well as with its own global cosmetic and healthcare brands, RÉDUIT and SWISSWELL, positioned to disrupt these global blockbuster markets.

Supported by a highly experienced Board and Management, Wellfully is poised to deliver notable and sustainable results.

Corporate Snapshot*

Share Price	\$0.068
Shares on Issue	~249.8m
Options on Issue	~201m
Market Capitalisation (fully diluted)	~\$16.99m
Cash (as at 31 Dec 2021)	~\$3.1m
Net Debt	Nil
Top 20	40.01%
Board & Management	9.29%

*Share price, market capitalisation, share holdings as at 9 May

ASX:WFL – May 2022

Share Price Performance



THE WORLD'S 1ST FULLY INTEGRATED WELLNESS COMPANY

END-TO-END EXECUTION IN LESS THAN 2 YEARS

WELLFULLY



April 2020

10 int'l patents



R&D laboratories, Perth

Technology licensing

None

One (P&G)

P&G exclusivity constraint

March 2022

17 int'l patents

Full access to all patents



Global sourcing & device production, Dongguan

Full beauty device range and 10 own formulations



RÉDUIT

luxury beauty & beauty tech

Multiple industrial partners



Formulations lab and production, Lugano

Lubricen knee-patch medical devices



SWISSWELL

health and wellness

+20 B2B premium retailers across +10 markets



Digital marketing and comms, Zagreb

1,000s of B2C clients from in +40 countries

RECENT MILESTONES

COMMERCIAL EXECUTION FOCUS

WELLFULLY

RÉDUIT



SWISSWELL



Medical device Class 1 certifications US & EU

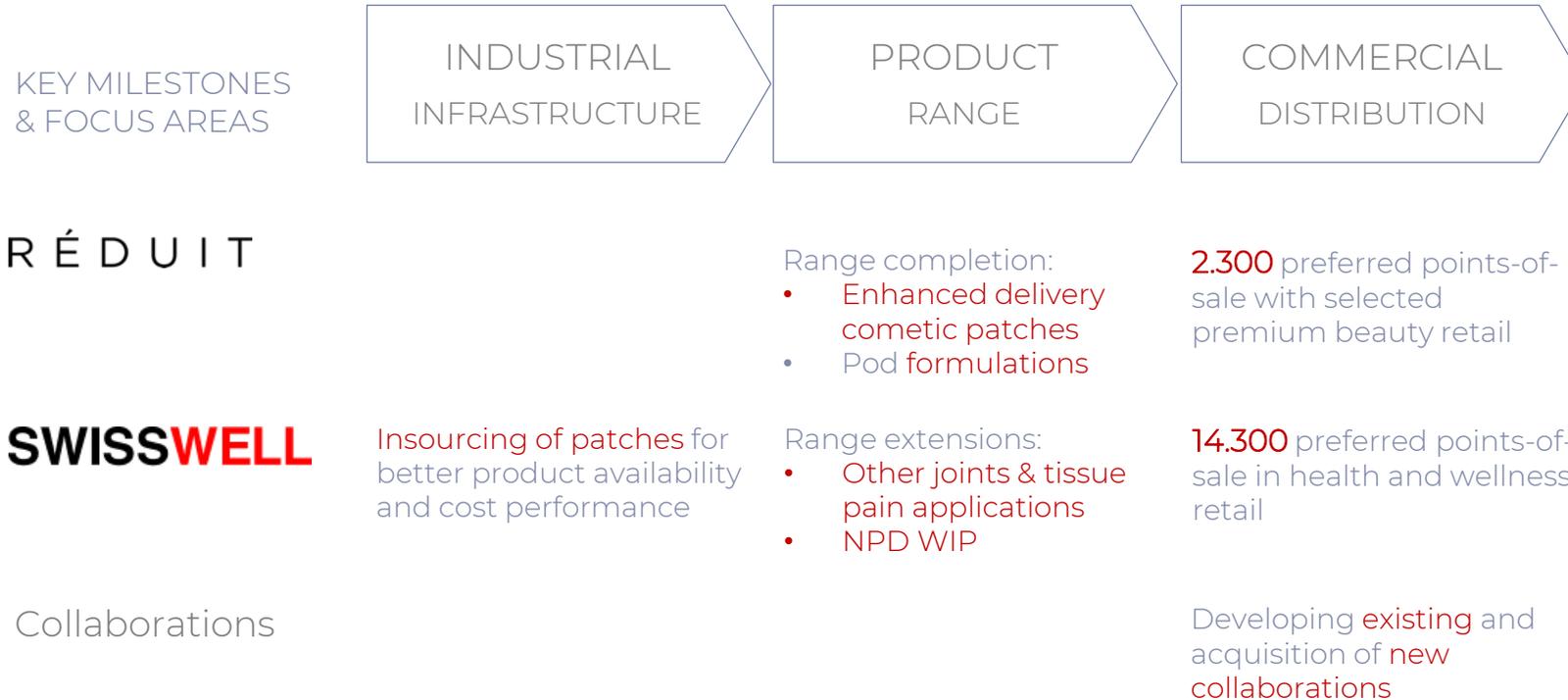
Market entry preparations execution



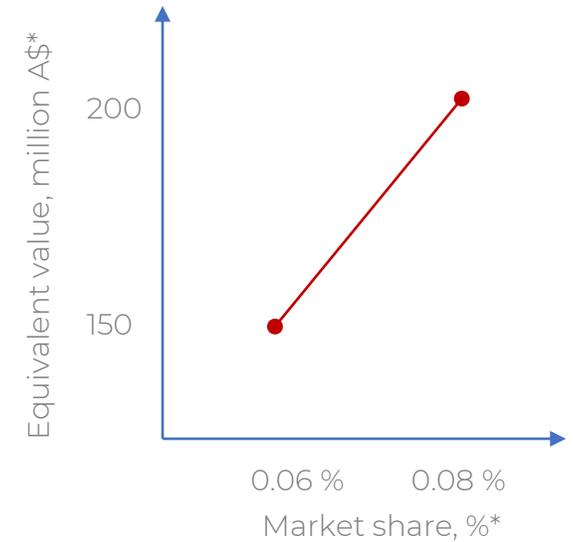
RÉDUIT BOOST go-live, Madrid

COSMOPROF Awards, Bologna

OPERATIONAL TARGETS



EXAMPLE SENSITIVITY



Operational targets translating into interested markets within the current brand & product portfolio.

* Market share and equivalent value as per the investor call presentation from April 14, 2022;

FINANCING USED IN THE PAST

- Public placements
- Rights issues

CONSTRAINTS

Limited scale
Short-term positions
Limited access

CURRENT FINANCING PORTFOLIO

- Private placement
- Share purchase plan
- Equity funding facility

BENEFITS

Long-term positions
Wide access
Larger scale

The aim is to secure different funding mechanisms to be used together in answering to the Company's operations financing requirements, each at the right time and scale, but also each with a particular role in terms of relevant considerations of existing and new investors.

OPERATION LOGIC

- Basic transaction: Draw Downs (DD) initiated by company as needed
- Dimensioning: shares equivalent to max 7x average trading volumes of the past 15 trading days (confirmed by GEM at 50-200% ... usually in line w/ company needs)
- Pricing: 90% of VWAP over the 15 days from DD notice above the floor price set by the company

OTHER KEY PARAMETERS

- Fees: 1% of total commitment of \$ 55 M (\$ 32 + \$ 23 post-AGM)
- Warrants: At 15c, 19.3 M (11.2 + 8.1 post-AGM)
- Issue capacity: 53.5 M – 11.2 (options now) – 8.1 (options post-AGM) - 7.1 (fee shares) = 27.1

A validation of the company's development strategy. A long-term oriented partner and facility with a healthy self-adjusting mechanism (vs similar products present on the market).

PRIVATE PLACEMENT

LONGER HORIZON POSITIONS

GENERAL CONSIDERATIONS

- Answering to interest received by current large shareholders
- Balancing existing positions of importance w/ new investor positions

OPERATION LOGIC

- Pricing: A\$ 0.08
- Subscription: A\$ 288,000
- Closing: Monday, May 9, 2022

SHARE PURCHASE PLAN

WIDER INVESTMENT LOGIC

WELLFULLY

GENERAL CONSIDERATIONS

- Investment opportunities for smaller shareholders – position-based
- Balancing existing positions w/ new investor positions

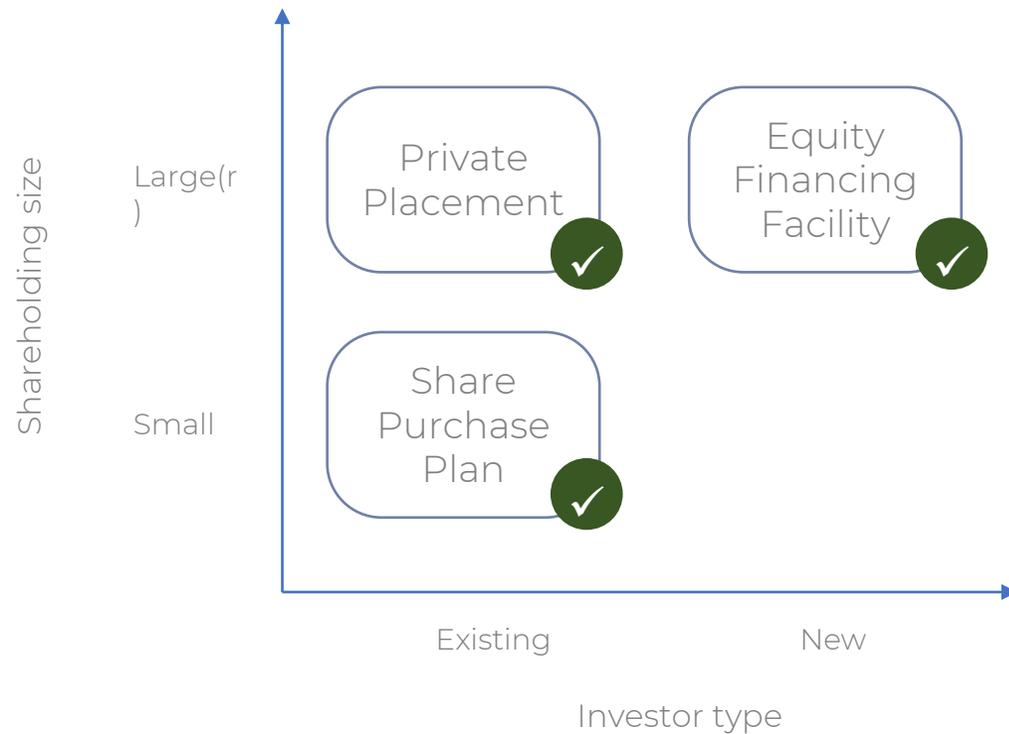
OPERATION LOGIC

- Pricing: -6% off 5-day VWAP at closing
- Dimensioning: A\$ 30,000 per single shareholder
- Total: Up to A\$ 3,000,000
- Timing: Closing on May 31, 2022

FINANCING STRATEGY

APPROACH TO FUNDING TRANSACTIONS

FINANCING PORTFOLIO



EFFICIENCY DIMENSION

- Direct engagements
- Mid/long-term facilities
- Operations-aligned transactions

PORTFOLIO ALIGNMENT

- Existing versus new positions
- Large versus small positions
- Pricing optimisation(s)

COMMUNICATIONS FOCUS

- Transparency
- Frequent updates
- Compliance w/ ASX

CONTACT

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