



# WELLFULLY



INVESTOR BRIEF  
JULY 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

WELLFULLY

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	\$0.04
Shares on Issue	~275.2m
Options on Issue	~201m
Market Capitalisation (fully diluted)	~\$11.01m
Cash (as at 31 March 2022)	~\$1.2m
Net Debt	Nil
Top 20	40.9%
Board & Management	7.05%

\*Share price, market capitalisation, share holdings as at 20 July 2022

ASX:WFL – July 2022

## Share Price Performance

WFL Chart



## STRATEGY & COMPETITIVE ADVANTAGE

- Completion of Third Strategic Pillar
- WFL as a Data Company
- Consumer Insight Advantages

## FINANCING ACTIVITIES

- Private Placements
- Share Purchase Plan
- Equity Facility Draw Down
- New Investors

## OPERATIONS UPDATE

- Key Focus Area
- NPD and Supply-Chain
- Commercial Activities

# CREATING VALUE FOR CONSUMERS AND INVESTORS

WELLFULLY

THREE PILLARS IN SYNC FOR UNIQUE COMPETITIVE ADVANTAGE

PROPRIETARY  
TECHNOLOGIES

+

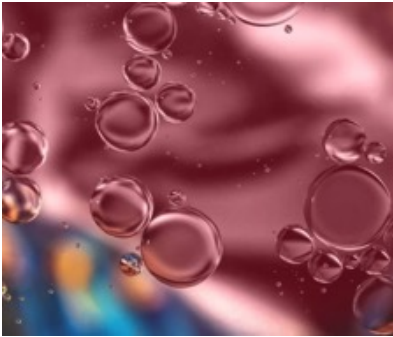
360° OPERATIONS  
INFRASTRUCTURE

+

CONSUMER  
INSIGHTS

=

CONTINUOUSLY GENERATING VALUE  
FOR CUSTOMERS AND INVESTORS



**ENHANCED DRUG DELIVERY**, the proven ability to move active ingredients from formulations to where they are needed in a controlled way



**+25 years** of research with global majors  
**+17 patents** covering key company technologies



**FULLY VERTICALLY INTEGRATED** operation spanning:

- Product & process R&D
- Industrialisation
- Formulations creation
- Device manufacturing
- Distribution & MKTG
- In-house brands

**SWISSWELL** R É D U I T

**GMP Certified** formulations plant  
**SWISS Made** topical production



**THE ONLY UNIVERSAL POINT-OF-USE APP** across health and beauty applications for 3<sup>rd</sup> party topical products available today:

- Active for over 1 million formulations – still growing perimeter
- Visibility of all relevant consumer parameters - based on applications

**+23,000 parameters** for different applications  
**+33 unique active ingredients** covered with tailored waveforms

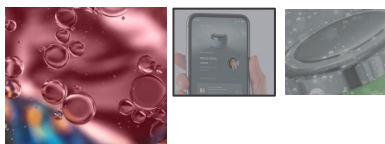
**WELLFULLY is the world's first science-based, fully vertically-integrated wellness company.**

The company is **scaling its proprietary** enhanced drug delivery **know-how** developed over the past 25 years, across a multitude of beauty, health and wellness applications.

With its own in-house ability to develop, manufacture and market products through own brands and distribution networks, WELLFULLY has outstanding time-to-market, **control of innovation, supply-chain, quality** – as well as **operative margins**.

Last, but not least, WELLFULLY has made its specialization in the delivery of its assets in terms of data management, and is currently the only company gathering **point-of-use information across 1.000s of 3<sup>rd</sup> party topical products** used by its consumers around the globe.

Through **superior consumer insights**, WELLFULLY is understanding its customers better, and able to close the loop in value creation and propose even **better innovation** and products, as well as **market these more effectively**.



# PROPRIETARY TECHNOLOGIES

LEADING-EDGE IN ENHANCED DRUG DELIVERY TECHNOLOGIES FOR 25 YEARS

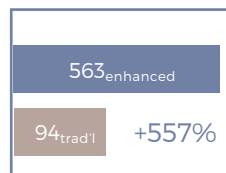
WELLFULLY

## WHAT IS ENHANCED DRUG DELIVERY?

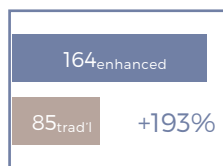
In short, getting active ingredients to where they are supposed to go:

- Greatly increasing the performance in existing product applications
- Creating novel applications opportunities with enhanced delivery

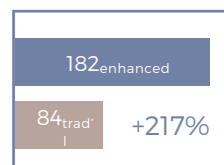
## NEW PARADIGMS OF PERFORMANCE::



Hydration with hyaluronic acid



Antioxidant performance, AA2C



Skin-barrier function, niacinamide

## FROM RESEARCH TO INNOVATION

For 25 years, WELLFULLY has been the reference for both research, as well as for finding practical and cost-effective engineering solutions for industry leaders across health, beauty and personal care applications.

## 17 INTERNATIONAL PATENTS

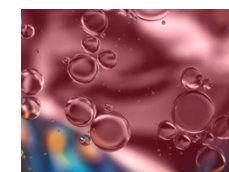
Patent	PCT Number:	International filing date
Apparatus for Facilitating Transdermal Delivery of Therapeutic Substances and Method of Transdermally Delivering Therapeutic Substances	PCT/AU2004/001599	18 November 2004
Device and Methods to Treat or Prevent Joint Degeneration	PCT/AU2015/000349	10 June 2015
Enhanced Penetration of Active Agents	PCT/AU2018/050860	14 August 2018
Methods for In Situ Separation of Mixtures	PCT/AU2016/000213	17 June 2016
Delivery of Fabric Care Products	PCT/AU2011/001169	12 September 2011
Delivery of Oral Care Products	PCT/AU2011/000619	24 May 2011
Delivery of Skin Care Products	PCT/AU2011/000735	17 June 2011
Method and Device for Transdermal Delivery of Substances	PCT/AU2012/001067	7 September 2012
Delivery Device	PCT/AU2013/000049	24 January 2013
A Device, System, Method, Computer Program and Data Signal for the Control of a Transdermal Delivery Device	PCT/AU2013/001311	13 November 2013
A Method and Apparatus for User-Controlled or Practitioner-Prescribed Transdermal, Intradermal or Transappendageal Delivery of Therapeutic, Cosmetic or Skin Care Ingredients	PCT/AU2019/050715	9 July 2019
A Method and Apparatus for Enhanced Transdermal, Intradermal or Transappendageal Delivery of Titanium Dioxide	PCT/AU2019/050716	9 July 2019
A Method and Apparatus for Enhanced Transdermal, Intradermal or Transappendageal Delivery of Hyaluronic Acid	PCT/AU2019/050717	9 July 2019
A Method and Apparatus for Enhanced Transdermal, Intradermal or Transappendageal Delivery of Retinoids	PCT/AU2019/050718	9 July 2019
Method for Enhanced Delivery of Haircare Agents	2020900021	6 January 2020
Method for Enhanced Delivery of Membrane Active Agents	2020900022	6 January 2020
Method for Enhanced Delivery of Liquids to Surface	2020900024	6 January 2020

Advanced research is continuing with 7 out of 17 patents granted in the last two years

## PLATFORMS



Magnetic Micro-Arrays



Dynamix Field-in-Motion Systems



In-situ separation of mixtures

## PARTNERS



Partner companies and collaborations

Through a multitude of projects with world-leading consumer companies, WELLFULLY has established itself in advanced drug delivery technologies research, as well as a reference in devising effective product solutions



# 360° OPERATIONS INFRASTRUCTURE

EXECUTION OF INFRASTRUCTURE IN LESS THAN 2 YEARS

WELLFULLY

R&D  
TECHNOLOGY

INDUSTRIAL  
INFRASTRUCTURE

PRODUCT  
RANGE

BRAND  
MARKETING

COMMERCIAL  
DISTRIBUTION

## 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



Global sourcing &  
device production,  
Dongguan



Formulations lab and  
production, Lugano



Digital marketing and  
comms, Zagreb

Full beauty  
device range  
and 10 own  
formulations



RÉDUIT  
luxury beauty & beauty tech

Lubricen knee-  
patch medical  
devices



SWISSWELL  
health and wellness

Multiple industrial partners

**P&G** **HUDA** **BEAUTY** **BOCK**

+20 B2B premium retailers  
across +10 markets

**Harrods** **SEPHORA** **DOUGLAS**

1.000s of B2C clients from in  
+40 countries

WELLFULLY has created a world-class integrated infrastructure controlling all key business and technology processes spanning three continents within less than two years – in the midst of the COVID-19 pandemic





# CONSUMER INSIGHTS

THE BOOST - ENHANCING THE DELIVERY OF ANY TOPICAL PRODUCT ACTIVES

WELLFULLY

## TOPICAL PRODUCTS

Works with products consumers already know, use and like

## UNIVERSAL APPLICATOR

The BOOST platform covers +US\$ +200 billion market applications

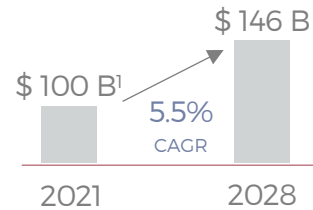
## PRODUCT-SPECIFIC

The BOOST delivery enhancement is product-specific (actives)

## CONSUMER-SPECIFIC

Ultior enhancement adjustments are based on user and her concerns

## RÉDUIT for skincare products



Automatic identification of products via EAN-scan ..



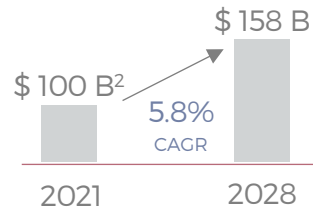
Hyaluronic Acid  
Niacinamide  
TiO<sub>2</sub>  
Retinyl Propionate  
Ascorbic acid-2 glucoside  
...

User profile information allow for additional optimization ....

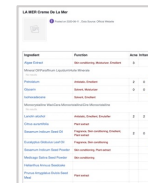


Location - climate  
User age and sex  
Skin type  
Skin tone  
Ethnicity  
Skin concerns

## SWISSWELL for topical drugs



... from database of +1 million products' formulation ingredients



Ibuprofen  
Naproxen  
Diclofenac  
Capsaicin + Diclofenac  
Estriol  
...

... and personalization of boost waveforms for specific concerns

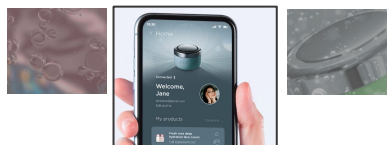


Location - climate  
User age and sex  
Fitness level  
Location - in anatomy  
Concern chronicity  
Pain level & behaviour

¹The global skincare market 2021-2028, Fortune Business Insights, 2020

²Topical Drug Delivery Market 2028 - The Brainy Insights Report, October 2021, TBI-12563;





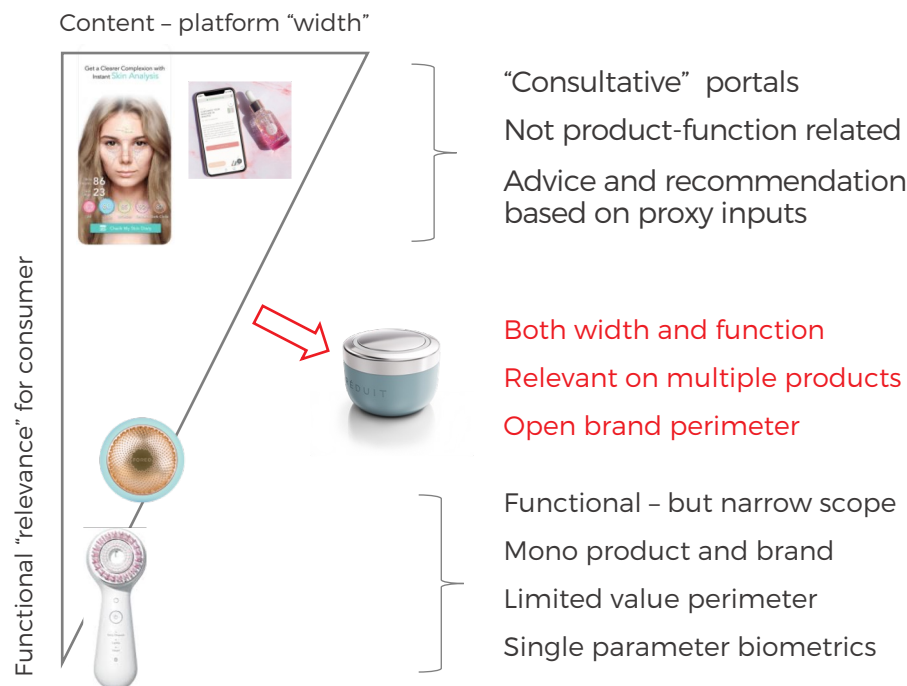
# CONSUMER INSIGHT

REAL POINT-OF-USE DATA FOR SKINCARE AND TOPICAL DRUG APPLICATIONS

WELLFULLY

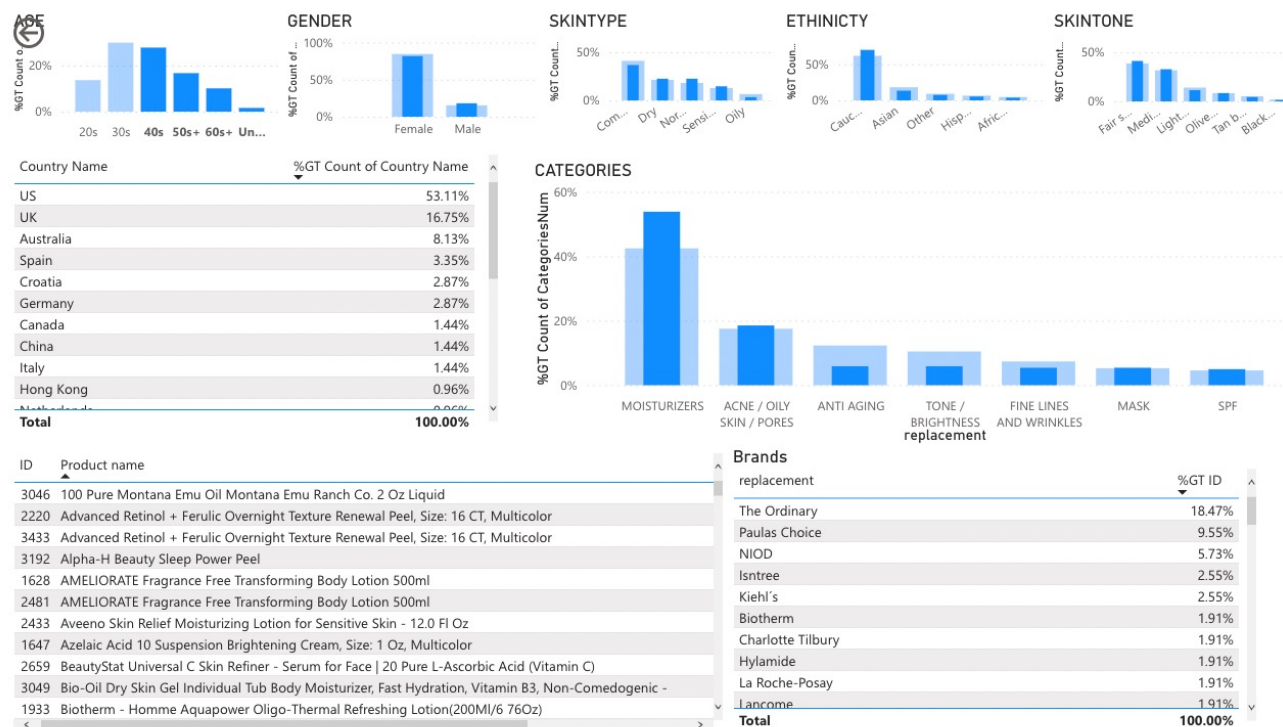
## CONSUMER BEAUTY & HEALTH APPS

BOOST has a unique positioning with consumers



## BOOST DATASETS

Data on users, profiles, application and specific product use allowing for any drill-down



Compared to any other apps on the market, the BOOST allows for never-before-seen insights as it is an open platform working with 3<sup>rd</sup> party products, providing users with unique and concrete performance benefits

# WELLNESS IN FOCUS

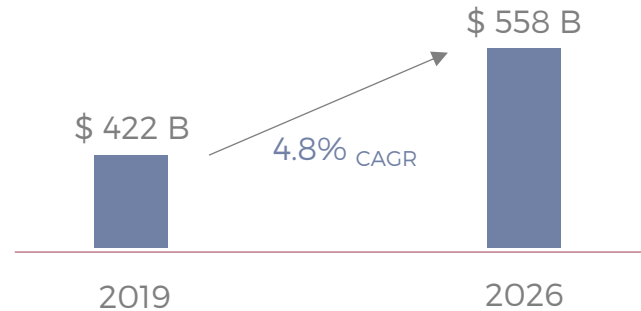
ACTIVELY EXPANDING THE FOOTPRINT

WELLFULLY

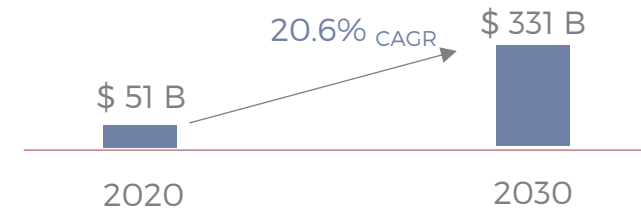
## MARKETS ADDRESSED

Over the past three years, WELLFULLY has already and rapidly engaged with products and brands in wellness markets totaling more than US\$ 600 billion.

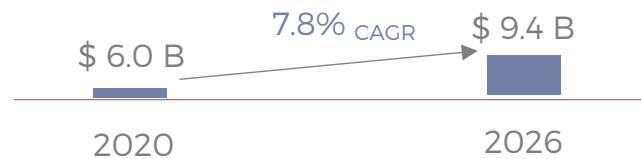
Beauty and personal care (2020)



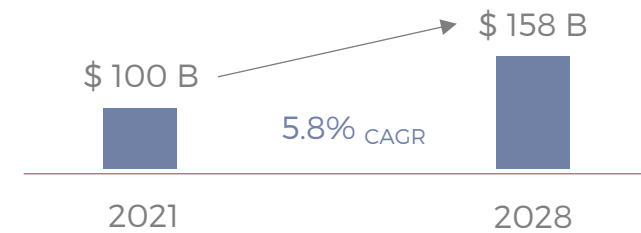
At-home beauty devices (2021)



Pain-relief Patches (2021)



Topical drug products (2022)



## STRATEGY & COMPETITIVE ADVANTAGE

- Completion of Third Strategic Pillar
- WFL as a Data Company
- Consumer Insight Advantages

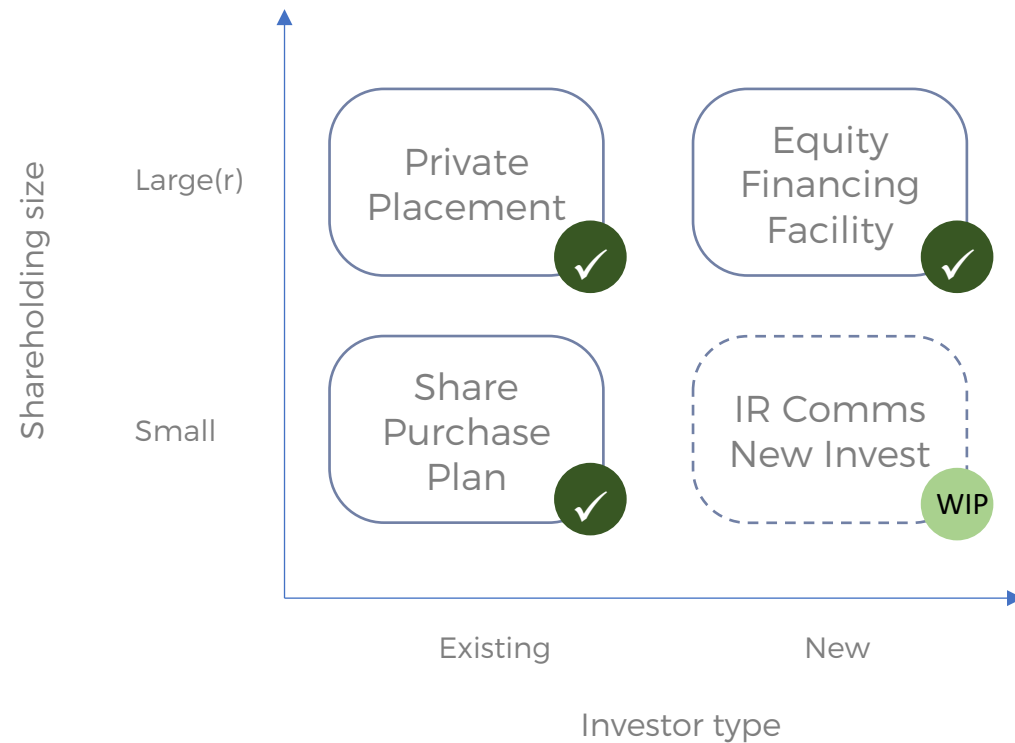
## FINANCING ACTIVITIES

- Private Placements
- Share Purchase Plan
- Equity Facility Draw Down
- New Investors

## OPERATIONS UPDATE

- Key Focus Area
- NPD and Supply-Chain
- Commercial Activities

### FINANCING PORTFOLIO



### EFFICIENCY DIMENSION

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

### PORTFOLIO ALIGNMENT

- Existing versus new positions
- Large versus small positions

### COMMUNICATIONS FOCUS

- Transparency
- Frequent updates
- Compliance w/ ASX

# STATUS OVERVIEW

WELLFULLY

## INVESTORS

INVESTMENT TYPE	PRIVATE PLACEMENT	SHARE PURCHASE PLAN	EQUITY FACILITY	NEW ON-MKT INVESTORS***
Timing	May and July	May	July	April-July
Nature	Existing shareholders, "on-demand"	Smaller existing shareholders	A\$ 55 million facility – new positions	New pool of shareholders
Total value	A\$ 468.000	A\$ 875.000	~A\$ 180-240.000*	A\$ 658,000**
Participation, #	9/12 (75%)	108/1801 (6%)	Not relevant	68/1801 (4%)
Participation, A\$/investor	A\$ 52,000	A\$ 8,102	Not relevant	A\$ 9,604
Status	Open - ongoing based on interest and outreach	Possible repeat in 2023 – important as a gauge function	Trial Drawn Down in progress – technical/execution test	Positive – in focus for IR (6.0% in value and 3.8% in volume)

\* Ongoing draw down estimated value; \*\* Not funding – purchased on market for a total of 16.5 M shares of new holdings in the April to July month-to-date at current share price of A\$ 0.04;

## STRATEGY & COMPETITIVE ADVANTAGE

- Completion of Third Strategic Pillar
- WFL as a Data Company
- Consumer Insight Advantages

## FINANCING ACTIVITIES

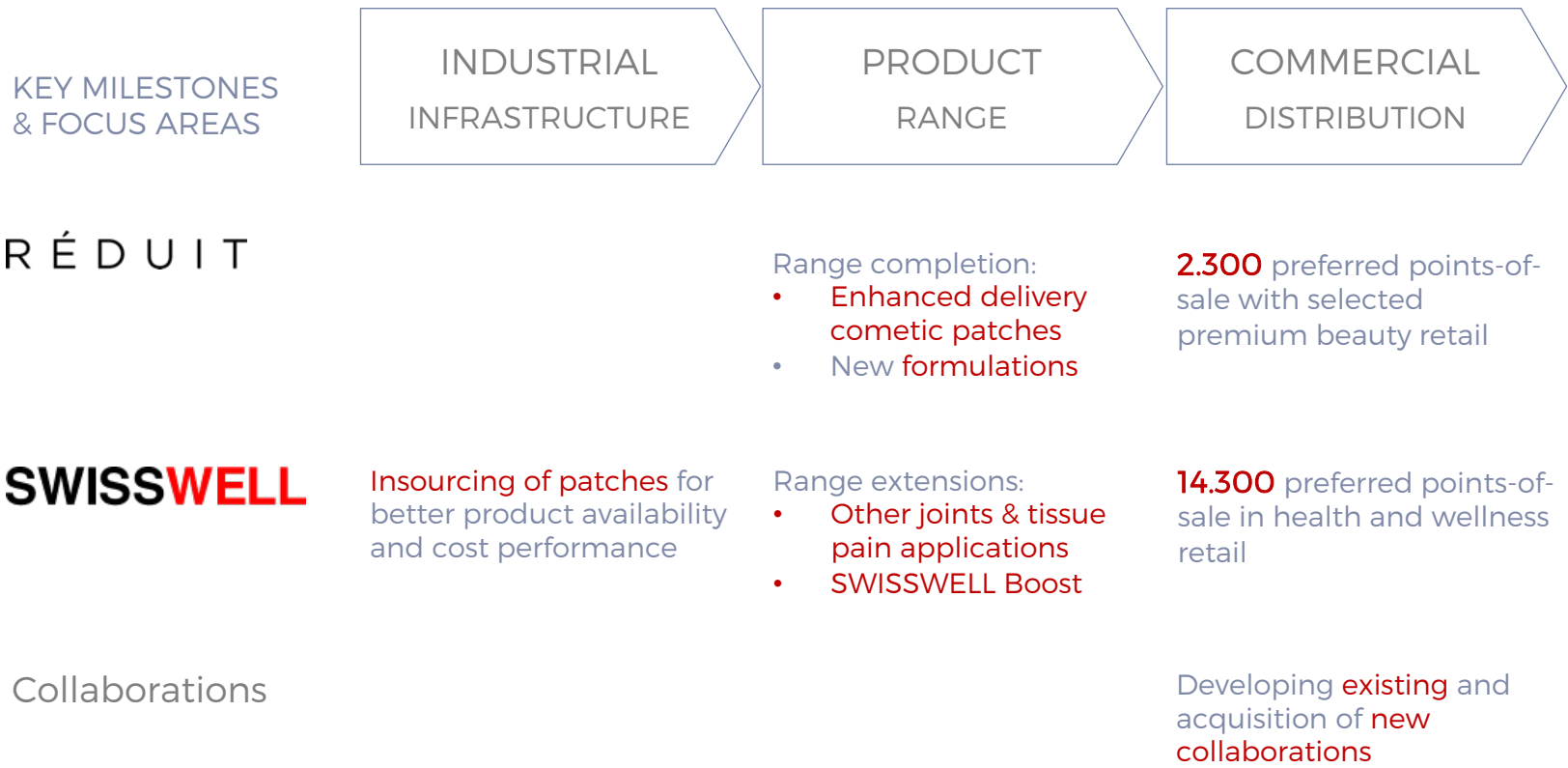
- Private Placements
- Share Purchase Plan
- Equity Facility Draw Down
- New Investors

## OPERATIONS UPDATE

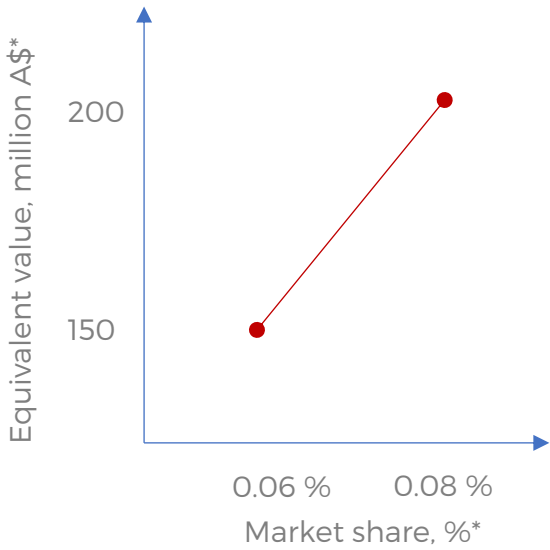
- Key Focus Area
- NPD and Supply-Chain
- Commercial Activities



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;  
ASX:WFL – July 2022



### SWISSWELL IN-SOURCING

- Production process definition - final
- In-house formulation, 10.000 units/day
- Go-to-market est Jan 2023



### SWISSWELL BOOST

- First TI batch (100) in arrival
- Digital platform in execution
- Go-to-market WIP – est Nov 2022



### RÉDUIT EYE PATCHES

- Formulation final
- Structure as per above project
- Go-to-market est Mar 2023



### RÉDUIT SUNSCREEN

- Formulation final
- Applicator WIP
- Go-to-market est Apr 2023

Insourcing of patches remains priority. It is closely followed by the BOOST platform – the SWISSWELL derivation - given its economics and impact on marketing activities.

# OPERATIONS UPDATE

SALES AND MARKETING

WELLFULLY

## RÉDUIT

DEVELOPING LARGER PARTNERS



- Scale +2,500 units/order
- High-visibility placements

US MARKET DEVELOPMENT FOCUS

**VIOLET GREY**    **SEPHORA**

- Critical-path development
- Clear positioning support



## SWISSWELL

PRODUCT-IN-HAND

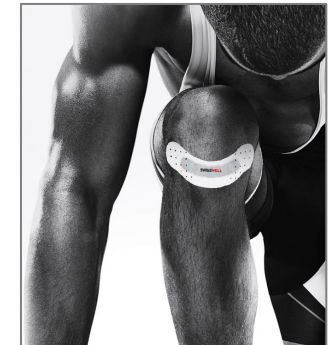


- Scaling influencer sampling
- B2C focus through CY 2022

DISTRIBUTION NETWORK DEV'T

**SP + IT + EE**

- Partners with +15,000 outlets
- Market tests through CY 2022



COLLABORATIONS



Both projects continuing – seeking to scale and expand w/in CY 2022

# WELLFULLY

## COMPANY

Email: [henko.vos@nexiaperth.com.au](mailto:henko.vos@nexiaperth.com.au)

## ADVISORS

Kira Bradbury – Advisir

Email: [kira.bradbury@advisir.com.au](mailto:kira.bradbury@advisir.com.au)

Phone: +61 405 928 128

## ADDRESS

Wellfully Ltd - 284 Oxford Street, WA, 6007, Leederville Australia

ASX:WFL – July 2022



Thank  
You