

## WELLFULLY EXECUTES DISTRIBUTION AGREEMENT FOR GCC MARKETS

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce that it has secured a distribution agreement for RÉDUIT in the Gulf Cooperation Council (GCC) markets.

- **Wellfully's distribution partner is Beauty Solutions, an established premium beauty operator in the region;**
- **The collaboration targets placements in premium selective retail points of sale, as well as luxury professional channels including medi-spa's;**
- **The collaboration agreement includes a minimum performance clause of US\$ 150.000 of revenues to Wellfully, and more than 55 doors in the first year.**

bloomingdale's

HARVEY NICHOLS

OUNASS

THE DEFINITIVE HOME OF LUXURY

beauty  
SOLUTIONS

WELLFULLY is proud to announce the signing of its distribution collaboration agreement with Beauty Solutions Trading DMCC (Beauty Solutions), one of the major beauty distributors in the Gulf Cooperation Council markets. Beauty Solutions is active in the UAE, KSA, Oman, Qatar and Bahrain market, with established operations in retail and professional channels spanning premium departments stores such as Bloomingdales, Harvey Nichols, Galleries Lafayette, Printemps; selective beauty retailers including Sephora, Ounass and Echo: as well as luxury professional operators and spas

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including the Burj Al Arab, the Emirates Palace, Bulgari Hotel, Four Seasons Spas and Resorts and many others.

Wellfully's continued appointment of Beauty Solutions as its exclusive distributor in the region is conditional upon a minimum performance threshold. For the first year, this is set at securing more than 55 premium doors in GCC, and generating at least USD 150,000 of revenues to Wellfully for the RÉDUIT brand.

The agreement has an initial term of 3 years. Wellfully is able to terminate the agreement following a default by Beauty Solutions. The agreement contains other terms and conditions which are considered standard for agreements of this nature.

## ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to our own-brands, RÉDUIT and SWISSWELL, we also offer a portfolio of proprietary technologies and support partners by providing IP and expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering, and production.

## 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 commercialised 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 Misting technology. International patents have been filed.

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## **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.

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.

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