

WELLFULLY RECEIVES PAYMENT OF US\$ 204,000 FROM US RÉDUIT BOOST CAMPAIGN DEAL

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce that it has received payment from BFA for the US-based IPSY campaign curated by Anastasia Beverly Hills.



IPSY Funds Received

Payment of USD 204,000 was received for the 40,000 units of RÉDUIT BOOST.

Red Dot Winner

The campaign is aided by the prestigious Red Dot Design Winner label awarded to RÉDUIT BOOST last month.

10x Visibility

Since the launch of the campaign the RÉDUIT website traffic is 9.7x above the 15 days of the previous month

67x Engagement

The RÉDUIT App is currently at 67x more downloads per day versus the same period in April 2023

About RÉDUIT BOOST

RÉDUIT BOOST amplifies the effects of skincare products - serums, creams, or lotions - thanks to its patented diamagnetic technology that enables better absorption and deeper penetration of active ingredients in over 2 million specific skincare formulations¹.

Directors
Mr Andy Wortlock
Mr David Wheeler
Mr Paul Peros

CEO
Mr Paul Peros

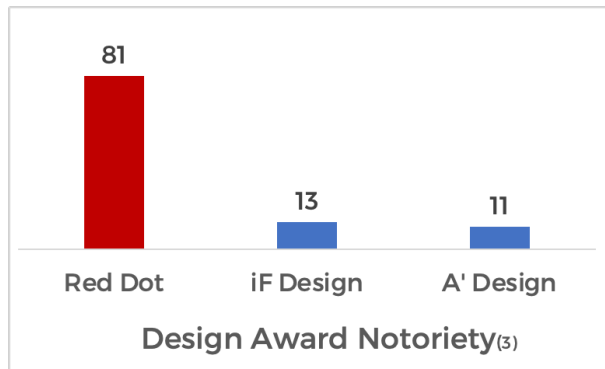
Company Secretary
Mr Tim Slate

Registered Office
Level 3,
101 St Georges Tce
Perth, WA 6000

Contact
Tel: +61 8 6558 0886
www.wellfully.net
www.obj.com.au
ABN: 72 056 482 636

The smart device is further optimized for better results through personalization based on your skin type, specific skin condition, type of product you are using, and the climate you live in, creating a one-in-a-million treatment for you and your skin alone².

About Red Dot



With its credo, “in search of good design and innovation”, the Red Dot Award is the most prestigious and largest design competition in the world³. As a Red Dot winner, RÉDUIT BOOST now stands alongside the likes of the Apple iPhone 13, BMW 5er Touring, Ferrari Daytona, Hublot Big Bang, Shiseido's BAUM or Bugaboo. with its own spot in the Red Dot design museum's permanent exhibition for Product Design winners.

On the IPSY campaign, and being awarded the design industry's highest acclaim, Paul Peros, CEO of RÉDUIT said: “The timing of the two is almost perfect – the high-visibility campaign is greatly helped by the Red Dot award. Together they are changing the paradigm of the brand in the market, building awareness and engagement of RÉDUIT BOOST in a new paradigm.

RÉDUIT has always been about truly innovative concepts and product excellence. This is also true for RÉDUIT BOOST. We were the first to successfully tap into the immense potential of diamagnetics with simple and effective product concepts. Still, creating a product that serves the consumer (and not the other way around), requires discipline in making sure that one arrives at the optimal solution for every single design dimension. I would like to thank Red Dot and the world's leading design experts for such an acknowledgement, as well as our team for the outstanding result!”

¹ RÉDUIT BOOST operates on the basis of specific diamagnetic enhancement waveforms for +2 million specific skincare products, based on their unique descriptions, claims and ingredients.

² Personalization and optimization of the waveforms are adjusted across nine user-specific parameters spanning over 35,000 different input combinations.

³ Source: Google Trends, worldwide perimeter and 12-month time-interval average trend index.

ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to its own-brand, RÉDUIT, the Company also offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering and production.

Wellfully's established operations via its wholly-owned business units are:

- The Innovation & R&D unit provides technology to the other business units of the Company, as well as licensing and development services to international partners.
- The Design & Technology and Supply-chain hub in Dongguan, China has the ability to rapidly develop and industrialize the Company's technologies and innovations in an agile, efficient, secure and cost-effective manner.
- The Digital Communications and Marketing & Sales units are focused on supporting Wellfully's own consumer brands.
- BodyGuard is the Company's therapeutic unit and develops advanced "direct to site of injury" patch products for the wellness and pain management sectors. This technology also has applications across supplement, healthcare, and musculoskeletal sectors.

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 commercialized 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 Mist 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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