

RÉDUIT Announces Retail Partnership with The Hut Group

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce it has agreed to supply terms for, and is launching, its RÉDUIT brand with one of the world's most reputable beauty e-commerce operators, The Hut Group (THG).

The collaboration will enable RÉDUIT to continue its market expansion and growth strategy. The alliance will expose the brand to THG's e-commerce network covering market-leading platforms such as lookfantastic.com, hqhair.com, skinstore.com and ry.com.au, with a consumer reach of over 12 million¹ premium beauty visitors per month across the globe.

With revenues of approximately GBP 1.14 billion², THG is one of the largest beauty e-commerce operators globally with a substantial expertise in the device and beauty technology category.

Wellfully's CEO Paul Peros highlights the launch as an important milestone for bringing Wellfully's innovation closer to consumers with a progressive partner such as THG, able to transform the beauty and wellness industries towards new standards of performance and sustainability.

"Launching with one of the most reputable partners in the beauty world is a major step forward for RÉDUIT's expansion and commitment to bringing sustainable, yet smart, science-based products to the market. Consumers across the globe will be coming out of COVID-19 with a very different mindset and attitude, a newer appreciation for solutions that are better for the environment – choosing brands that share this vision. THG's unique customer focus and progressive approach to retail will be vital in connecting with such new consumer realities."

The supply of the Company's products will be subject to THG's supplier terms and conditions, which are considered standard for agreements of this nature.

Sources: ¹ similarweb.com, September 2020; ² thg.com, June 2020;

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.

Directors

Mr Antonio Varano
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Mr Cameron Reynolds

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- 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 Misting technology. International patents have been filed.

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.

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17 September 2020

This release has been issued with the authorisation of the Board.

- Ends -

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