



Heritage Brands Limited
ACN 081 149 635
30 Bando Road, Springvale
VIC 3171 Australia

1300 650 981

www.heritagebrands.com.au

1st September 2025

Heritage Brands transition Pharmabroker Sales

Heritage Brands Limited (NSX: HBA) is excited to announce that effective 1st September 2025 **Pharmabroker Sales** will represent **HBA** as its pharmacy sales team in Australia.

Comments from Heritage Brands Chief Executive Officer, Jim Filis:

“Partnering with Pharmabroker Sales is an exciting phase for HB placing us in a stronger position to achieve our strategic plans in the coming years. Pharmabroker Sales reputation and capability is second to none and as our new pharmacy partner to drive strategic business development, I take great pride in having Geoff and his team partner with Heritage Brands moving forward.

I would like to thank Rocket Brands for their sustained support and efforts over the years”

Comments from Pharmabroker Sales Managing Director, Geoff Lovell:

“We are particularly pleased to have the opportunity to partner with Heritage Brands as its sales partner in the Australian pharmacy channel. The portfolio of market leading products such as Skin Republic and In Essence and iconic Australian brands such as Australis and LeTan are very exciting to work with. While the brands currently enjoy strong market positions from the hard work of Heritage Brands and Rocket Brands so far, we are confident that in these rapidly expanding categories, there is more of the iceberg to be revealed.”

About Heritage Brands Limited

Heritage Brands is an Australian Health, Wellness and Beauty company, enhancing the lives of consumers, with an assurance of quality, value and innovation. The Groups’ Brands include Oil Garden, In Essence, Le Tan, Skin Republic, Australis, Helios, Cedel and Innox. Heritage Brands iconic portfolio has products that are sold widely in major pharmacies and supermarkets throughout Australia, as well as exported to sixteen markets across China, Southeast Asia, the Middle East, and USA.

OIL GARDEN
100% BYRON BAY 100%

IN ESSENCE™



SKINREPUBLIC
SKIN LABORATORY

australis™

Helios

INNOXA

CEDEL™