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AFT extends e-commerce presence into Amazon US

AFT Pharmaceuticals (ASX: AFP, NZX: AFT) announces an extension of its global e-commerce strategy with the launch of online stores on Amazon in the US and Australia.

The new AFT Pharmaceuticals-branded stores on the North American-facing <https://www.amazon.com/AFTPharmaceuticals> and the Australian facing <https://www.amazon.com.au/AFTPharmaceuticals> sites complement and build on AFT's global e-commerce strategy.

This includes a Tmall site through which AFT sells into China using the cross-border e-commerce platform <https://kiwihealthbjp.tmall.hk/>, and the broad online presence we already enjoy in Australia with our own AFT Pharm website shop <https://nz-shop.aftpharm.com/>. The Australian site also supports our extensive distribution network through pharmacies, medical practices and hospitals <https://au-shop.aftpharm.com/>.

AFT has been working with Sell Global, a specialist Amazon agency, to launch on Amazon USA and Australia. The project so far has included researching the market opportunity, understanding the compliance requirements for imports, setting up quality product listings and brand presence, and now advertising and promoting on Amazon.

The US and Australian Amazon sites will initially carry AFT's trusted portfolio of Liposomal vitamins, but additional launches of other products are planned for the Australian store in the coming months and the North American site after the initial launch is satisfactorily completed.

The products, which will be available for US, Canadian, and Australian customers, include Vitamin C LipoSachet[®], Vitamin C LipoSachet[®] for Kids, Vitamin D LipoSachet[®], and Ferro (Iron) LipoSachet[®].

AFT Pharmaceuticals Founder and Managing Director Dr Hartley Atkinson said: "The Amazon AFT Pharmaceuticals e-commerce store aims to leverage off the existing strong awareness of Liposomal vitamins in the US. To date this interest has mainly centred around liposomal Vitamin C but AFT will also include both Vitamin D and Iron forms of liposomal vitamins.

"The products offer a further growth opportunity for AFT's international business unit. The US is the world's largest market for nutritional supplements and is growing rapidly. The North America dietary supplements market size was valued at over USD50 billion

in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 5.6% from 2021 to 2028^{1,2}" Dr Atkinson said.

"Building our online presence is a further element of our strategy to extend AFT's reach around the world. It builds on the strong growth we are seeing in the Australasian business, which is being fuelled by growth from existing products and a planned 68 new product launches through until the end of FY26.

"Our ecommerce presence enhances our brand recognitions in key markets enabling us to make our products readily accessible to consumers globally.

"We also see further potential to expand our online presence. Notably, in China we are also working to further build and evolve our existing on-line cross border e-commerce presence through both additional products and e-commerce platforms.

"These growth initiatives will also be supported by products emerging from our extensive research and development pipeline."

We have also expanded our operational hubs in Singapore and Malaysia to include Hong Kong and the United Kingdom. This will allow us to add selected products from our new and existing Australasian pipeline to these additional markets" Dr Atkinson said.

Released for and on behalf of AFT Pharmaceuticals limited by Malcolm Tubby, Chief Financial Officer.

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About AFT Pharmaceuticals (ASX:AFP, NZX:AFT)

www.aftpharm.com

AFT Pharmaceuticals are a growing multinational pharmaceutical company that develops, markets, and distributes a broad portfolio of pharmaceutical products across a wide range of therapeutic categories which are distributed across all major pharmaceutical distribution channels: over the counter, prescription, and hospital. AFT Pharmaceutical's product portfolio comprises both proprietary and in-licensed products, and includes patented, branded, and generic drugs.

About Sell Global

Sell Global - www.gosellglobal.com

Sell Global is Australasia's leading Amazon and eMarketplace agency. Having worked with over 300 brands to help them sell globally via Amazon and on other

¹<https://www.grandviewresearch.com/industry-analysis/north-america-dietary-supplements-market>

²<https://www.ibisworld.com/united-states/market-research-reports/online-vitamin-supplement-sales-industry/>

leading marketplaces like eBay and Catch, Sell Global has a unique perspective and expertise to help brands make the best decisions and maximise their sales results.

Utilising cutting edge AI technology and data analytics, Sell Global helps brands understand the competitive landscape for their brand and provide clarity on how they can best compete to win. Then, with the collective experience and skills of our full service agency team, we treat clients as partners to build sustainable success on Amazon and eMarketplaces.