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New Distribution Partner for NZ Pharmacy Channel

BLIS Technologies Limited (NZX:BLT) is pleased to announce a new agency partnership with Wilson Consumer Products Limited, a leading distributor in New Zealand's Pharmacy sector.

Effective July 1, 2024, Wilson Consumer Products will assume the role of sales agent for BLIS, succeeding Radiant Health. "We would like to thank the Radiant team for helping to drive the growth of the BLIS Probiotics brand over the past six years. Their collaboration has been invaluable in establishing BLIS Probiotics as a trusted name in the industry," says Scott Johnson, Chief Executive Officer of BLIS.

With over three decades of industry experience, Wilson Consumer Products brings a wealth of expertise and a robust network of trade relationships across both pharmacy and grocery channels.

"This partnership presents an exciting opportunity for BLIS to capitalize on Wilson Consumer Product's sales acumen and wide market reach within New Zealand," states Johnson.

Throughout this transitional phase, BLIS reaffirms its commitment to delivering excellent service and support to its valued customers and partners.

Ends

For further information, please contact:

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About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis Technologies is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support, teeth and gum health and skin health. BLIS® products are sold throughout New Zealand and in Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.

Website: www.blis.co.nz
Instagram: @blisprobiotics #blisk12 #blism18
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