

Company Announcement  
ASX: HPC

DATE: 8 February 2022

## **Hydralyte North America appoints experienced US executives to Board and advisory team**

### **KEY HIGHLIGHTS**

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- Former ERGOBaby CEO Margaret Hardin joins Hydralyte North America as an Independent Non-Executive Director.
  - Ms Hardin is an experienced CEO and COO who grew two US companies to more than USD\$100M revenue during her tenure.
  - She now advises companies on growth opportunities.
  - US-based entrepreneur and investor Vanessa Dew has joined Hydralyte's advisory team.
  - Ms Dew is co-founder and Chief Sales Officer of US kombucha brand Health-Ade.
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Hydration solutions company The Hydration Pharmaceuticals Company Limited (ASX: HPC) ("Hydralyte North America" or "the Company") is pleased to announce it has appointed experienced US business executive Margaret Hardin to its Board as an Independent Non-Executive Director.

Ms Hardin is a global products senior executive and board director, who has previously scaled two consumer goods companies to generate more than USD\$100 million in revenue, and currently advises founders on growth opportunities.

As CEO of ERGObaby Carrier Inc from 2013 to 2020, Ms Hardin revived product innovation while managing an omni-channel distributor, retail and eCommerce model across more than 60 countries and 19 company-owned websites.

Prior to that, she was CFO during the early growth phase of US baby products and accessories company Munchkin, and was progressively promoted to President and COO, growing the company to a major brand leader in juvenile industry where she led sales, acquisitions, brand partnerships and marketing efforts. She oversaw the opening of sales operations in Canada and opened the EMEA headquarters.

Ms Hardin has an MBA in Accounting & Finance from the University of Chicago Booth School of Business, and a BBA in Economics & Business Computer Systems from New Mexico State University.

She joins a highly experienced Board and management team at Hydralyte North America, which includes former Swisse executives George Livery, Oliver Baker and Adem Karafili, and entrepreneur Gretta van Riel, who has founded start-ups including SkinnyMe Tea, the 5TH Watches and Drop Bottle.

In addition, Vanessa Dew, an entrepreneur and investor from Los Angeles, has joined Hydralyte North America's advisory team. Ms Dew is the co-founder and Chief Sales Officer of Health-Ade, one of the largest kombucha brands in the USA. Concurrently, she has worked with several emerging, innovative brands as a board member and advisor.

**Hydralyte North America CEO Oliver Baker said:**

*"We're excited to welcome Margaret to our Board. She has had a phenomenal career developing products and brands to assist in meeting the needs of young parents. The #1 brand in rehydration in North America is made for kids so her insights into that category, our shopper and her wealth of knowledge across omni-channel selling will come as a welcome addition to the team"*

*"Meanwhile, Vanessa Dew has built from the ground up one of the biggest new beverage brands in an emerging health and wellness category. She brings significant product development, grass roots marketing and start-up experience to our advisory team.*

*"Both appointments bring new and diverse experience and skillsets, and we look forward to working with Margaret and Vanessa in their new roles."*

The appointments follow Hydralyte North America's strong quarterly sales revenue of US\$1.66m (unaudited) in the December 2021 quarter, which represented 44% year-on-year growth in what is typically a softer sales period for the brand. In addition, e-commerce net sales increased 186% on the prior corresponding period due to stronger trading with Amazon USA and Amazon Canada.

Hydralyte North America listed on the ASX in December 2021 following an Initial Public Offer (IPO) which raised US\$12.1 million. It plans to launch multiple new products in the first half of CY2022 across its target geographies of the US and Canada.

An Appendix 3X in respect of Margaret's interests is attached to this announcement.

**ENDS**

**This announcement was authorised for release by the Board of Hydralyte North America.**

For further information:

**Investors/Media**

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# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity</b>	The Hydration Pharmaceuticals Company Limited
<b>ABN</b>	83 620 385 677

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Margaret Hardin
<b>Date of appointment</b>	8 February 2022

### Part 1 - Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
Nil

+ See chapter 19 for defined terms.

## Appendix 3X

### Initial Director's Interest Notice

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#### Part 2 – Director's relevant interests in securities of which the director is not the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

<b>Name of holder &amp; nature of interest</b> <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	<b>Number &amp; class of Securities</b>
	N/A

#### Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	N/A
<b>Nature of interest</b>	N/A
<b>Name of registered holder (if issued securities)</b>	N/A
<b>No. and class of securities to which interest relates</b>	N/A

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+ See chapter 19 for defined terms.