

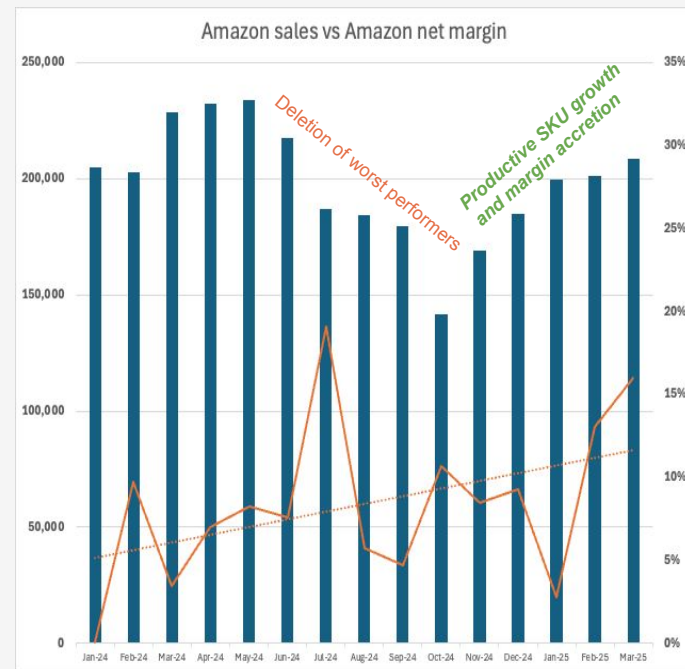
HydraLyte[®]

AGM + 2025 Outlook



2024 Highlights

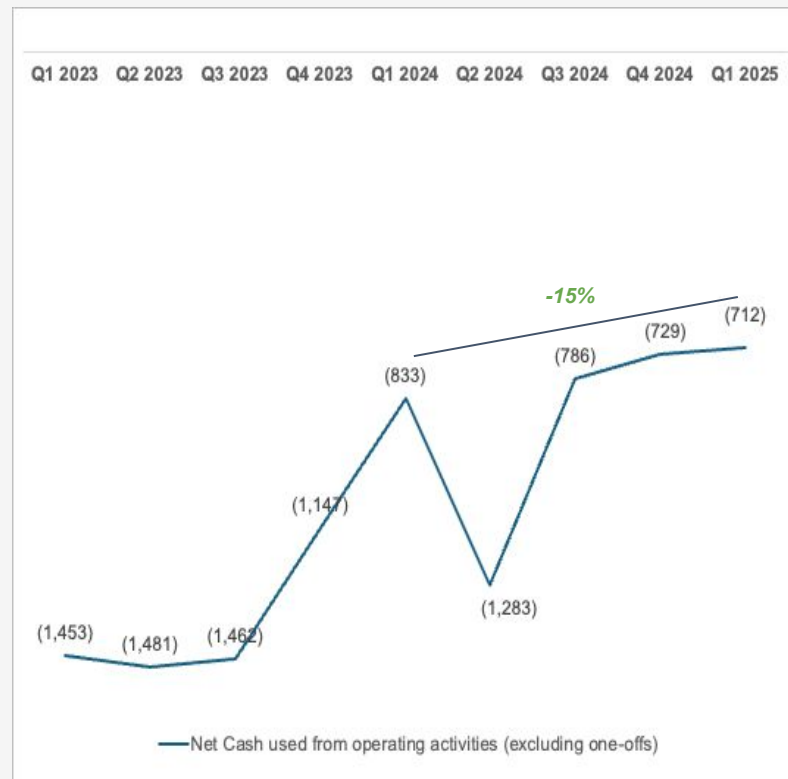
- Market cap fell well below intrinsic company value, A\$3-6m, during 2024. Combined with low liquidity plus our debt relative to market cap meant that securing a sale was by far the best course of action to return value to shareholders.
- Management was able to secure A\$13.7m divestiture of non-USA territories, allowing complete pay down of A\$8.5m in debt. Remaining funds enabled company to be funded without further shareholder dilution.
- Over the course of 2024, aggressive cost cutting and deletion of least productive USA SKUs/retailers allowed a stronger, more profitable US business to emerge, lead by newest SKU Hydration + Liver Support.
- Amazon became the largest retail channel and net profitability after all expenses including marketing has continued to rise



Above is right is 2024 through to end of Q1 2025

Q1 2025 Quarterly Results

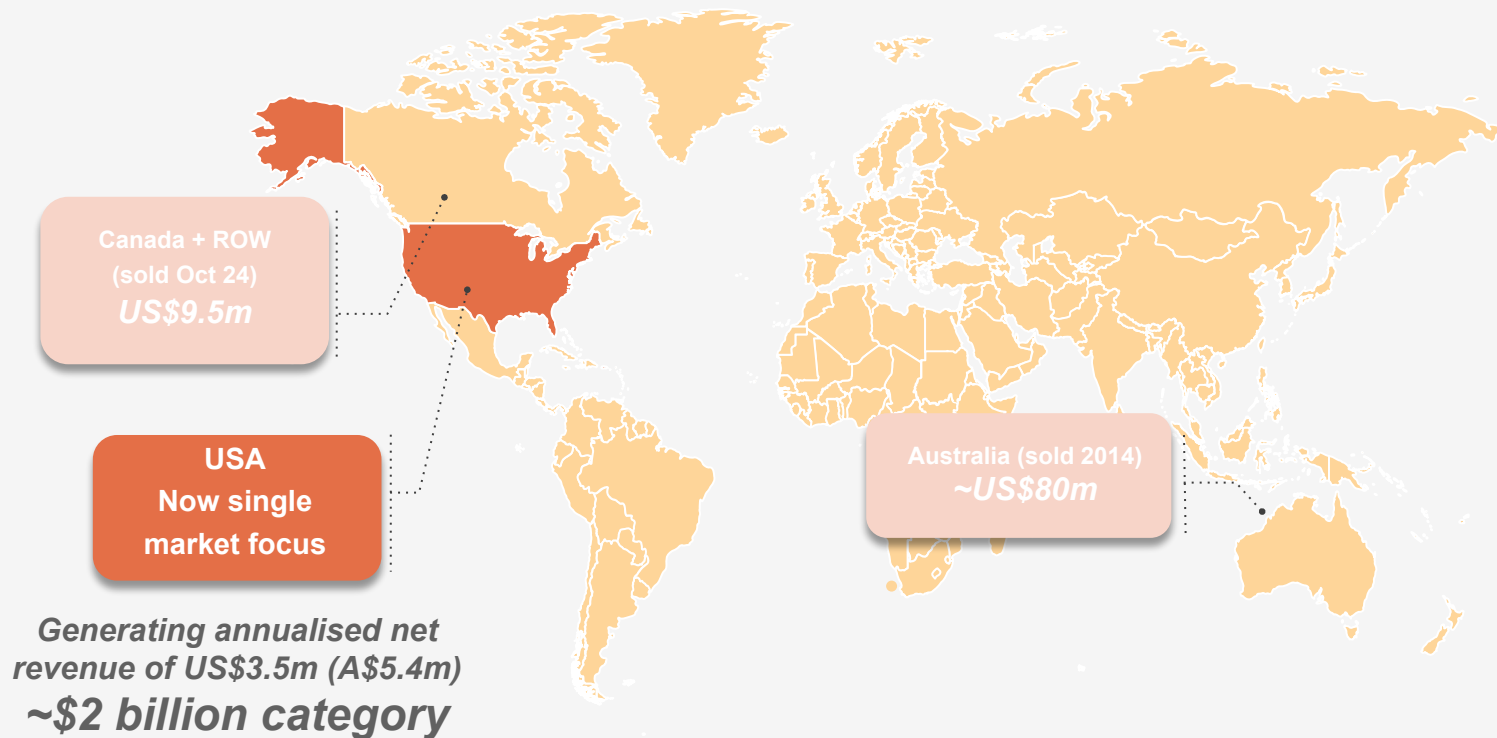
- Q1 net sales of **US\$720,177**, up 16% on PCP on a normalised basis, adjusting for discontinued SKUs and remaining range following non-US asset sale
- Quarterly sales consistent with annualised net revenue rate of **US\$3m-US\$3.5m**; growth underpinned by balance sheet strength with no debt and cash at quarter - **end of US\$2.39m**
- Ongoing improvement in gross margin on net sales to **64% in last quarter** – up from 62% in Q4 CY2024 and 61% in Q3 CY2024
- Completion of strategic placement to **Mr Joseph Constable** and another investor to raise A\$650,000 with Mr Constable joining Board as a Non-Executive Director
- Company continues to review strategic M&A options that can rebuild scale and deliver synergies.



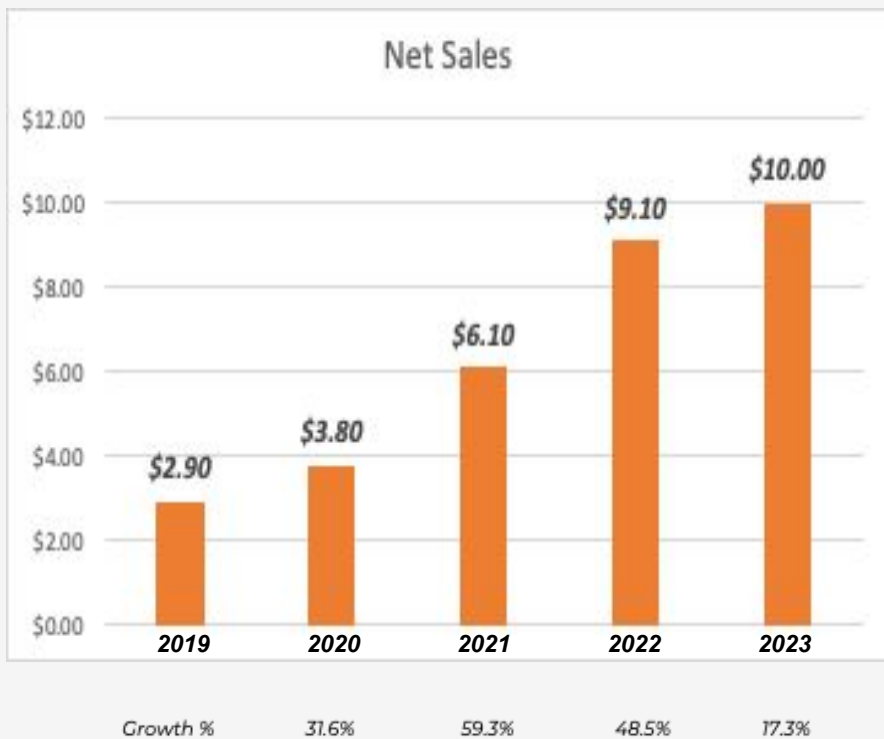
Looking Ahead: HydraLyte Territory Value History and US go-forward

Sale of Australia/NZ 2014 for ~US\$80m. Subsequent creation and IPO of Hydralyte International, now USA only HPC:ASX.

Canada + ROW sold October 2024 for ~US\$9.5m / Company focus is now USA only

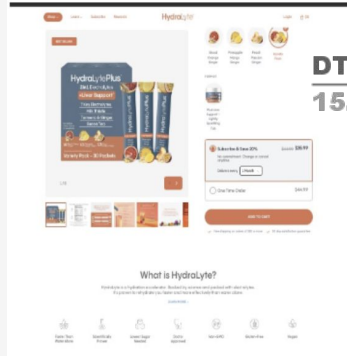


Company performance before sale of Non-USA territories



US standalone sales snapshot

Breakdown on Q1 run rate of ~\$US3.5m in net sales



DTC
15.0%

DTC
Low focus
vs Amazon

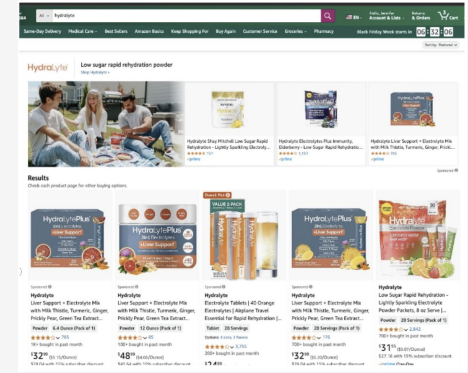
Legacy SKUs /
Low growth

Retail
25.0%

Retail

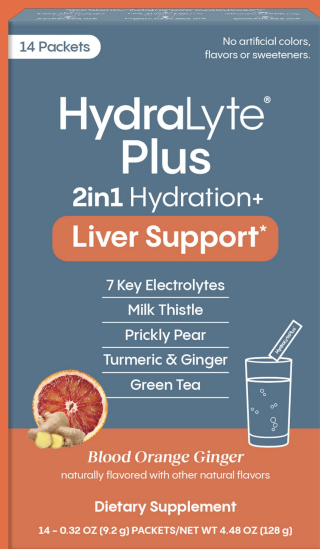
Amazon

High Growth
Our current and
continued focus



Amazon
60.0%





HydraLytePlus®

Liver Support

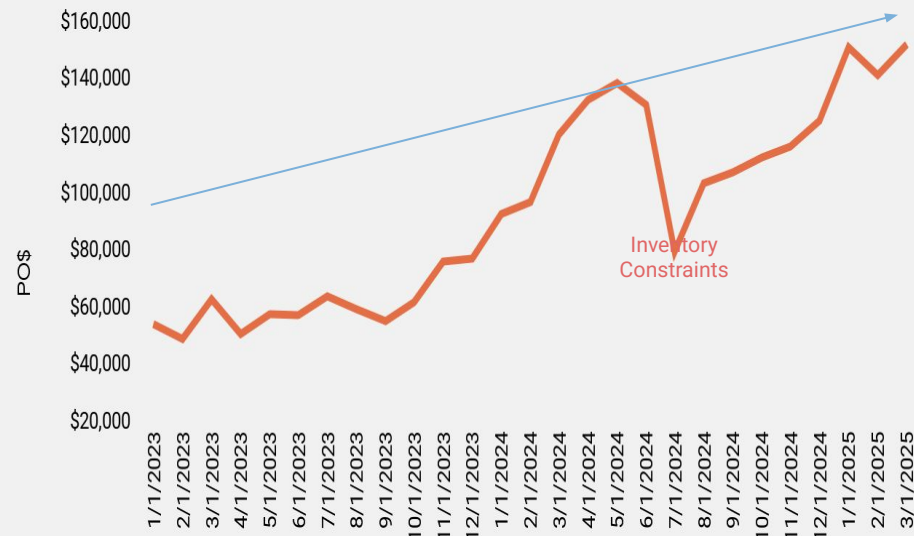
In market: \$35k a week on Amazon +40% YTD Growth

Electrolytes + Detox

18 Ingredients

Inc. Milk Thistle

Amazon PO\$ by Month



A 2-in-1 formula for daily hydration and liver support featuring antioxidant rich ingredients such as milk thistle, ginger, turmeric and green tea for hydration plus liver health support. 18 Total ingredients for:



Hydration Support



Liver Support



Energy Support



Immune System Support

18 Ingredients for Daily Wellness

Designed so that one serving provides an array of daily benefits from real ingredients.

Amazon Search Volume Over Time - Top Search Terms



US products have evolved to meet consumer & category

HydraLyte at the intersection of daily rehydration and drinkable vitamins - leading industry innovation

Original Products from AUS / CA



Granule Sticks
8oz (200 ml) &
16oz (400 ml) Serves



Ready to Drink
17 oz (500 ml)&
34 oz (1 L) Serves



Tablets
8oz (200 ml)
Serves

US growth drivers



HydraLyte Plus Liver Support
7 Key Electrolytes
6 Antioxidants
Ginger & Turmeric, Milk Thistle
Prickly Pear



HydraLyte Plus Collagen

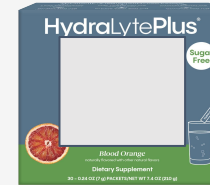
5 Key Electrolytes
Verisol Collagen
Vitamin C
Zinc



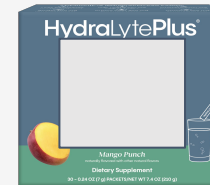
HydraLyte Plus Immune System Support

7 Key Electrolytes Vitamin C
Magnesium
Zinc

COMING SEP QUARTER



HydraLyte Plus Gut Health



HydraLyte Plus Brain Health

What matters

<i>Sales (\$USD)</i>	<i>Cash (\$USD)</i>	<i>Future</i>
Base US\$3-3.5m (+16% on same SKU) Best SKU +40% growth	US\$2.4m in bank, ~US\$700k current quarter and declining	New and existing SKUs with improving margin profile, more \$ cuts already made