

26 March 2021

Strategic emphasis on D2C e-commerce growth

Following the announcement of the launch of our breakthrough cosmetic skincare offering on 23 March 2021, we are pleased to update the market regarding our strategic emphasis on revenue opportunities through the D2C e-commerce channel.

As previously advised, over the past 12 months our existing retail sales channels have been impacted by the covid pandemic with a reduction in foot traffic through retail stores and a trend toward online purchase.

In line with this trend, we continue to build our own internal e-commerce capability and strategic partnerships to transition the business towards a D2C business model, emphasising a digital e-commerce strategy supported by distribution partnerships which complement Blis' own in-market activities.

Notable recent e-commerce developments which are expected to make a meaningful contribution to future revenue growth include:

- In January 2021, Blis launched the BLIS PROBIOTICS® store on Alibaba's TMall Global marketplace, the largest cross-border marketplace in China. This represents the next stage of the company's CBEC strategy.
- In Canada we recently launched our products on Amazon. This activity will be complemented by retail pharmacy and health store activity with our distribution partner Purity Life Health Products. We have now supplied the first shipment for pharmacy distribution.
- More recently we announced the launch of our new breakthrough skincare product under the Unconditional Skincare Co brand. The live probiotic hydration serum will initially be sold exclusively on our own ecommerce platform www.unconditionalskin.com. The next phase of the launch includes a media and influencer event mid April 2021, followed by an extensive promotional campaign.

Along with the launch of our first skincare product, we have an exciting pipeline of products in development including a probiotic toothpaste, additional upper respiratory health / immunity offers and skin and personal care products.

Our ongoing ability to develop and commercialise unique probiotic offerings is underpinned by a substantial proprietary library of probiotic strains. The genomic sequencing and assessment of this extensive library provides the catalyst for future opportunities. Along with this we will continue to explore additional applications for our existing probiotic strains including functional foods, pet care, extraction of peptides and virus/ immunity solutions.

The company continues to build and protect a range of IP assets including patents, trademarks, trade secrets, clinical data and information to support regulatory approvals. BLIS® probiotic strains are supported by decades of research and know-how covering fermentation, characterisation,

validation, quality control and formulation. Extensive dossiers have been built up covering this information that support regulatory approvals and represent barriers to competitive entry.

The company has an established brand in market and has a programme of ongoing IP development including new patent opportunities. Additional patents in process include a new oral composition, a new use against respiratory infections, new fermentation formulations of BLIS K12™ and BLIS M18™, and new topical composition and use.

In the new financial year ahead we will be focused on growing sales of the existing portfolio across our 3 attractive health and wellness categories ENT/immunity, oral health and skincare, while also continuing to develop new innovative probiotic offerings to take to market.

Ends

For further information, please contact:

Brian Watson
CEO
+64 27 705 9133

About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis 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 Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.

Website: www.unconditionalskin.com

Instagram: @unconditionalskin #BLISQ24 #USC

Facebook: @unconditionalskin