

ASX ANNOUNCEMENT

6 August 2024

EZZ EXPANDS PRODUCT PORTFOLIO WITH THE LAUNCH OF FOUR NEW FUNCTIONAL FOOD PRODUCTS

EZZ Life Science Holdings Limited (ASX: EZZ) (“EZZ” or “the Company”), is a genomic life science company with a mission to improve quality of life and human health. EZZ is pleased to announce the launch of four new products, marking the Company's entry into the functional foods category. These innovative products are designed to meet the nutritional needs of children and adults and further complement EZZ's strong offering in the health category.

The new products are:

- EZZ Multi Vitamins Milk Powder for Children (for children ages 3+)
- EZZ KidzSure Formulated Nutrition Powder (for children ages 3+)
- EZZ Lactoferrin Complex Powder (for children ages 3+)
- EZZ VitalSure Formulated Nutrition Powder (for adults)

These products are manufactured in New Zealand and formulated to provide essential vitamins, minerals, and other nutrients to support growth and development. These products will further enhance EZZ's existing portfolio particularly in the children's category which includes the Company's two top selling products: EZZ Bone Growth Chews and EZZ L-Lysine Growth Capsules.

Market Strategy

EZZ will leverage its established omnichannel distribution network to launch the new functional food products, specifically in mainland China, which includes online platforms and retail stores. This strategic approach will allow EZZ to further leverage its expertise in the children's health category and its deep understanding of omnichannel and influencer-led distribution and marketing models in China.

The functional foods category has seen significant growth, particularly in mainland China, driven by increasing consumer awareness of the importance of nutrition in maintaining health and preventing disease. According to recent market research, the Asia-Pacific functional food and beverage market was valued at USD130.85 billion and is projected to grow at a compound annual growth rate (CAGR) of 10.46% from 2024 to 2032¹.

Glenn Cross, Chair of EZZ Life Science Holdings Limited, commented: “We are thrilled to introduce our new adult and children's nutrition range to the market. These products represent our commitment to innovation and our dedication to meeting the evolving needs of our customers. With the increasing demand for high-quality nutrition products, we believe our new offerings will be well-received in the market, particularly in China. This launch reinforces our position as a provider of children's nutrition products and sets the stage for growth in the functional foods category.”

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The Company is unable to provide an estimate for the revenue to be derived from the sale of the products. The actual revenue will be disclosed in the quarterly cash flow report for the quarter ended 31 December 2024.

This announcement has been authorised for release by the Board of EZZ Life Science Holdings Ltd.

¹ Fortune Business Insights - Functional Food and Beverage Market Size, Share & Industry Analysis, Regional Forecast, 2024-2032, <https://www.fortunebusinessinsights.com/functional-foods-market-102269>

For further information, please contact:

Investors

EZZ Life Science Holdings Limited
ir@ezzlife.com.au

Media

James Hudson
for EZZ Life Science Holdings Limited
+61 467 761 166
James.hudson@ezzlife.com.au