

NGS on shelves in Walmart stores across the US

Highlights:

- **Nutritional Growth Solutions' Healthy Heights® now on shelf in select Walmart retail stores across the United States**
- **NGS enters the estimated US\$20 billion¹ 'Grow up milk' category with its KidzProtein beverages now on shelves**
- **Walmart in-store rollout complements recent US retail agreements with The Healthy Edge Group, United Natural Foods and online sales through Walmart.com, Kroger.com, Smiths.com, Ralphs.com and RangeMe.com, marking a significant growth opportunity for the retail business**
- **Walmart on-shelf presence paves the way to be in store with additional retail brands**
- **Walmart is the world's largest company by revenue, ranking number one on the Fortune Global 500 in 2021**

26 September 2022 – Nutritional Growth Solutions Ltd. (“the Company” or “NGS”), a leading premium provider of evidence backed, clinically studied nutrition products for children, has entered the US\$20 billion 'Grow up Milk' category with its Healthy Heights® KidzProtein range that is now on shelf in 403 Walmart stores across the United States.

Two SKU's of the Healthy Heights® portfolio, Healthy Heights® KidzProtein canisters in chocolate and vanilla, are on shelf in select Walmart stores following the first batch of purchase orders from the Walmart regional distribution centres and rollout into 403 Walmart stores. Walmart will continue to coordinate product rollout into its bricks and mortar retail store network issuing purchase orders to NGS as needed.

In addition to in-store placement for two KidzProtein SKU's, Walmart has now also taken the entire Healthy Heights product portfolio onboard its online (Walmart.com) *“fulfilled by Walmart”* platform. This means that the products are held in multiple Walmart owned distribution centres and customers are able to benefit from enhanced, speedier delivery and in-store pick up services.

With its KidzProtein shakes in stores across the US, NGS has entered the US\$20 billion¹ Grow Up Milk (GUM) category for children aged one year and older, which is increasingly popular among parents.

¹ Euromonitor, Packaged Food, 2020;



CEO and Managing director of NGS, Liron Fendell said, “This is a significant milestone for NGS as we continue to grow our presence in North America with Walmart, the world’s largest company by revenue and the United States’ largest retailer.

“Our two-pronged retail strategy in the United States is really gaining momentum with the Healthy Heights® KidzProtein range stocked on shelves in more than 420 stores, including Walmart and Healthy Edge. This on-shelf presence in Walmart also paves the way for NGS to be in store with more retail brands across the US. We have optimised our US manufacturing facility to service these expanded channels as well as our increasing online sales.

“We are collaborating with Walmart marketing to use digital media reach to generate sales and foot traffic in-store and harness Walmart print, influencers and public relations to educate and build awareness in relevant regional markets.

“The recent shortages of baby formula in the US have bought to the fore an increase in demand for allied sector high-quality nutritional products like ours. As a result of this expanded retail rollout, our premium nutrition products will now be accessible to more children across the United States. We look forward to expanding our footprint in the United States with a long and mutually beneficial relationship with Walmart and welcoming new customers from Walmart’s loyal online and in-store shoppers.”

This announcement has been authorised for release by the CEO and the Chairman of Nutritional Growth Solutions Ltd.

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About Nutritional Growth Solutions

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20 years of medical research into pediatric nutrition at Schneider Children’s Medical Centre, Israel’s largest pediatric hospital. The nutritional supplements market has experienced



tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

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