

## WALMART EXPANDS DISTRIBUTION OF NGS PRODUCT LINES

### HIGHLIGHTS

- NGS secures ranging of its new Happy Tummies® supplement in Walmart, following initial performance of its Kidz Protein® products in Walmart stores.
- Happy Tummies will be available at Walmart in Q3 2023, with the number of stores to be confirmed.
- The dietary supplement was developed based on conversations with Walmart's team and market analysis to design a digestive support product for kids.
- Happy Tummies is a unique blend of prebiotic, probiotic and protein, for digestive support in children.

**30 January 2023 - Nutritional Growth Solutions Ltd. (ASX: NGS) ("NGS" or the "Company")** a global nutrition company that creates scientifically formulated and clinically proven supplements to support growth development in children, is pleased to announce that leading US retailer, Walmart, has confirmed placement with the Company's new supplement Happy Tummies, following initial performance of its Kidz Protein products in Walmart stores and last year's participation in Walmart's exclusive "Open Call" event.

Happy Tummies will be available at Walmart in Q3 2023, with the number of stores to be confirmed. The Company's products are currently stocked in a total of 409 Walmart stores across the United States, in addition to being sold online via Walmart.com.

On 26 September 2022, NGS entered the US\$20 billion<sup>1</sup> 'Grow up Milk' category with its Healthy Heights Kidz Protein range stocked in Walmart stores across the US. Two SKU's of the Healthy Heights portfolio, Healthy Heights KidzProtein canisters in chocolate and vanilla, were stocked in Walmart stores and online via Walmart.com.

Ranging in-store and on-line with Walmart was a significant breakthrough in NGS' retail expansion in the US, promoting greater exposure to more consumers. In addition, the deal complements retail agreements with major health food retail stores, The Healthy Edge Group, United Natural Foods, and online sales through Kroger.com, Smiths.com, Ralphs.com and RangeMe.com.

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<sup>1</sup> Euromonitor, Packaged Food, 2020

Healthy Tummies is expected to start selling in Walmart stores in the September quarter of 2023. The placement and sales of NGS products can be terminated by either party at any time. Whilst it is unable to quantify the revenue that may be earned from the addition of an additional item into Walmart, which is highly dependent on the number of stores which is still unknown, the company deems the agreement significant since it indicated an expansion of its relationship with Walmart and potential revenue growth.

**Nutritional Growth Solutions CEO and Managing Director, Liron Fendell, commented:**

“The expanded distribution of NGS products through Walmart represents a major milestone for the Company and demonstrates the growing demand for our scientifically formulated and clinically proven supplements. Our new Happy Tummies supplement product, in addition to our existing Kidz Protein products, will now be available to even more consumers in the US.

This on-shelf presence in Walmart also paves the way for NGS to be in store with more retailers across the US, and having optimised our US manufacturing facility to service these expanded channels as well as our increasing online sales, we look forward to continuing to grow our US business.”

-ENDS-

*This announcement has been authorised for release by the Board of Directors 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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