

Nutritional Growth Solutions launches Healthy Heights® in South Korea

Highlights

- NGS to launch Healthy Heights® range in South Korea following a supply agreement with Coupang
- Founded in 2010, Coupang is South Korea's largest online retailer with 18 million active customers and annual revenue exceeding US\$18 billion in 2021
- All Healthy Heights® product formulas including Grow Daily 3+, Grow daily 10+, KidzProtein and KidzProtein Vegan will be available through the popular online retailer
- South Korea is identified as a target market for NGS due to its large population and increasing demand for children's nutritional products
- Healthy Heights® was successfully trademarked in South Korea in 2020

3 August 2022 – Nutritional Growth Solutions Ltd. (“the Company” or “NGS”, ASX:NGS), a global provider of scientifically formulated and clinically studied pediatric nutritional products, is pleased to announce it will launch its Healthy Heights® product line in South Korea following a supply agreement with South Korea's largest online retailer, Coupang.

The non-exclusive agreement will see Healthy Heights® children's protein formulas, including Grow Daily 3+, Grow Daily 10+, KidzProtein and KidzProtein Vegan lines, stocked through the popular online retailer that currently has 18 million active customers.

Nutritional Growth Solutions CEO and Managing Director Liron Fendell said, “South Korea has long been identified as a target market for Healthy Heights® due to the country's increasing demand for nutritional products for children, its large population, and growing trend towards online food sales. This launch has been in the works since 2020, and I am thrilled Coupang has signed on as our first trusted supplier in the region.

“Our Healthy Heights® range is scientifically formulated by paediatric doctors at the renowned Schneider Children's medical center to fill the nutritional gaps in children's diets to ensure they have the best possible chance to grow to their maximal height, a value proposition I believe will resonate with parents in South Korea given the growing need for nutritional children's products.

“I look forward to growing the Healthy Heights® brand in South Korea and globally, to become a leading household name for child nutrition, that's trusted by parents around the world.”

The agreement will commence immediately and there are no conditions to be met prior to its commencement. The agreement is for a twelve-month period and can be terminated by either party by providing one month notice in writing. Whilst it is unable to quantify the revenue that may be earned from

Nutritional Growth Solutions Ltd.

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the agreement, the Company deems the agreement significant since it is its first entrance into the South Korean market, together with a renowned and experienced partner in the region.

This announcement has been authorised for release by the CEO and the Chairman of 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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