

NGS to launch into 403 select Walmart retail stores in the US

Highlights:

- NGS to launch into 403 select Walmart retail stores across the United States
- Healthy Heights® KidzProtein canisters in chocolate and vanilla on shelves of all 403 stores by September 2022
- Walmart in-store launch complements previous achievements, with the rollout of NGS' US retail expansion strategy ahead of schedule and marks a significant growth opportunity for the retail business
- NGS transitioning entire Healthy Heights® portfolio of products to Walmart owned (1P) fulfillment centers for enhanced and accelerated service to Walmart online shoppers
- Walmart 1P provides NGS with the ability to significantly expand advertising and marketing efforts directly to Walmart shopper and drive both in-store and online sales
- Walmart is the world's largest company by revenue, ranking number one on the Fortune Global 500 in 2021¹

18 August 2022 – **Nutritional Growth Solutions Ltd. ("the Company" or "NGS")**, a global nutrition company creating clinically proven products to support growth development in children, has expanded its relationship with Walmart to include two SKU's of the Healthy Heights® KidzProtein range in an initial 403 retail stores across the United States. In addition, Walmart is moving the entire Healthy Heights® portfolio to 1P, fulfilled by Walmart.

Nutritional Growth Solutions CEO and Managing Director, Liron Fendell said, "The evolution of our Walmart relationship to now include 403 bricks and mortar stores across the US sees the rollout of our retail expansion strategy tracking ahead of schedule, and plays a large part in reaching our vision of Healthy Heights® becoming a global household name in child nutrition.

"Having Healthy Heights® stocked in Walmart stores coincides with growing consumer demand for nutritional children's products that are not only healthy, but also tasty, scientifically backed and safe to use, and is a trend we are seeing across both the US and in other global markets in which we operate.

"To be able to supply our evidenced based, nutritional products to families across the US from our local manufacturing facility in Utah is a tremendous achievement and we are proud to play a role in children having access to products they need for healthy growth development."

¹ Global Fortune 500, 2021, <https://fortune.com/global500/>



In addition to in-store placement for two KidzProtein SKU's, Walmart is also onboarding the entire Healthy Heights product portfolio to "fulfilled by Walmart" on Walmart.com. This will increase NGS' ability to reach even more consumers and improve both exposure and access to the brand. Previously, sales were supported on Walmart.com as "fulfilled by merchant" and supported from NGS' existing distribution center (DC).

The transition to fulfilled by Walmart means Walmart will buy directly from NGS, and product will be carried in multiple Walmart owned DC's for enhanced exposure, to support rapid delivery and added consumer value. The company is now also able to tap into additional marketing activity via Walmart Connect, that will enable NGS to reach more Walmart specific shoppers and drive both in-store traffic and online sales. The transition from Walmart Marketplace to fulfilled by Walmart from their DC's is a significant step in NGS' continued retail growth efforts.

The agreement will commence immediately with products expected to start selling in Walmart stores 18 September 2022. There are no conditions to be met prior to its commencement. The agreement can be terminated by either party at any time. Whilst it is unable to quantify the revenue that may be earned from the agreement, the company deems the agreement significant since it is its first entrance into a major retail store chain in the US.

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