

## Happy Tummies<sup>®</sup> To Launch in 795 Walmart Stores

### HIGHLIGHTS

- Initial inventory has been received into NGS' distribution warehouses in support of the new item launch for Healthy Heights<sup>®</sup>.
- Initial order received of 5,760 units totaling US\$70,560.
- Happy Tummies<sup>®</sup> is a unique blend of prebiotic, probiotic and protein, for digestive support in children.
- The dietary supplement was developed following initial performance of its Kidz Protein<sup>®</sup> products in Walmart stores.
- Stock will be on shelves in a minimum of 795 stores in September as part of the week 32 Modular in department 40.

**Nutritional Growth Solutions Ltd (ASX:NGS)** (“NGS”, or the “Company”) a global nutrition company creating clinically proven products to support growth and development in children, is pleased to announce that leading US retailer, Walmart, has confirmed that the Company's new supplement Happy Tummies<sup>®</sup> will be made available in a minimum of 795 Walmart stores throughout the United States per the original modular award (Figure 1). This confirmation is an exciting update from NGS' previous announcement<sup>1</sup> regarding Walmart's agreement to securing ranging of Happy Tummies<sup>®</sup>. This milestone follows the initial performance of NGS' Kidz Protein<sup>®</sup> products in Walmart stores and the Company's participation in Walmart's exclusive “Open Call” event the previous year.

Initial inventory has been received into NGS' distribution warehouses to facilitate the launch of the new item for Happy Tummies<sup>®</sup>, a probiotic and fibre supplement for Kids. Happy Tummies<sup>®</sup> is set to be made available on Walmart shelves in early September, with confirmation that it will be stocked in a minimum of 795 stores as part of the Week 32 Modular in department 40. The initial order of 5,760 units, totaling US\$70,560, has

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<sup>1</sup> Refer ASX Release dated 30 January 2023

been received exceeding initial expectations and indicating strong market interest in the product. Revenue recognition for the initial order of Happy Tummies<sup>®</sup>, will occur once the shipment has been received by Walmart at their distribution centers.

Department 40 encompasses over-the-counter (OTC) and Pharmacy items and will serve as the designated area for NGS' Happy Tummies<sup>®</sup>. This product is part of a newly updated set of products focusing on cleaner versions of supplements called "Cleaner Living" and has been identified as a priority brand as one of the leaders in this transition at Walmart.

The formulation for Happy Tummies<sup>®</sup> takes a cleaner approach in comparison to other fibre and probiotics products available on the market. It consists of a limited amount of ingredients, with all-natural sweeteners and no sugar. It is a simple combination of whey protein, Sunfiber<sup>®2</sup>, and probiotic (*Lactobacillus rhamnosus*), without any artificial flavours, colours or preservatives.



**Figure 1: Image of Happy Tummies<sup>®</sup> to be stocked in Walmart**

<sup>2</sup> Sunfiber<sup>®</sup> is a registered trademark of Taiyo International, Inc.

**NGS Managing Director Stephen Turner Commented:**

*“The expanded distribution of our Happy Tummies® product into a minimum of 795 Walmart stores 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 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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