

NGS Business Operations Unaffected by Israel Conflict

Nutritional Growth Solutions Ltd (ASX:NGS) (“NGS”, or “the Company”) a global nutrition company, wishes to provide an update on the Company’s business operations and distribution channels, which remain unaffected by the current conflict in Israel and the middle east.

Shareholders and investors should note that the Company's headquarters are located in the US, with North America representing the major growth market and revenue generator. NGS CEO Steve Turner and the NGS marketing and operational team are located in San Diego, with the Board of Directors based in Australia.

The Company’s shares are listed on the Australian Securities Exchange and although the original Healthy Heights® products were developed by the Schneider Children's Medical Centre in Israel, the NGS product development pipeline and supply chain is not affected, with the Company continuing to work on the development of new products from its US headquarters. NGS's intellectual property is not impacted by the current situation.

The Board and Management of NGS sends their condolences to those affected in the middle east.

NGS’s remains focused on its expansion strategy to increase revenues in the US:

Increase Sales Velocity – through Walmart (units sold per week) through the continued execution of NGS’ strategic and targeted North American marketing campaign.

Grow Number of Stores – Increased sales velocity will result in NGS’ products being stocked in a greater number of the total 3,500 North American Walmart stores.

Expand Product Lines Through Further Development – New NGS product Happy Tummies® now stocked in 850 Walmart stores from September 2023, further increasing revenue, with NGS continuing to work with Walmart to identify further product development opportunities.

Increase US Retail Distribution – Gain further retail distribution in the US with additional retailers seeking to leverage off Walmart’s sales success. CVS onboarding completed with stock scheduled to be on shelves Q1 CY2024 and sales to commence through iHerb in Q1 2024.

Continued Support and Optimization on Amazon and E-Commerce platforms – Build on momentum gained in Q3/Q4 ‘22 with newer campaigns and content to build on growth in daily sales and reach. Provides a needed platform whilst NGS grows the retail channel.

-ENDS-

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

For Further information

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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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