

Annual General Meeting – Chairman’s Address and CEO Presentation

Nutritional Growth Solutions Limited (ASX: NGS) (“NGS” or the “Company”) attaches the following documents to be presented at its Annual General Meeting being held today at 2pm (AEST):

- Chairman’s Address; and
- CEO Presentation

-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.

ngsolutions.co

Annual General Meeting – Chairman's Address

2023 is the year for change here at NGS. We have made a leadership change and positioned the company for growth built on a strong foundation of successes. Costs are down due to the significant restructuring and changes spearheaded by our new CEO, Steve Turner.

The cost reductions made, significantly impact our core burn rate and ensure that we are positioned for continued success and able to realize the opportunities we have created. With these changes, we can focus on our core markets in the US which will lead to future success and growth built on the new distribution we gained from Walmart last fall. Our focus on driving consumer demand and footfall has been a tremendous achievement since placement late last year. Our ability to unlock and demonstrate strong sales performance has already led to gains in distribution and we look forward to seeing more growth in all the retail expansion efforts led by the US team.

In addition to securing business with Walmart, our online DTC businesses remain a strong and important aspect of NGS' growth. We have a significant level of repeat purchases, consumer loyalty and long-term subscribers that show our customers love our brand. The revenues generated in the DTC channels also enable rapid redeployment in operations and marketing to continue to cultivate growth. The diversified revenue streams will help facilitate continued growth and we look forward to the future successes for the company.

ASX:NGS



Nutritional Growth Solutions

Annual General Meeting
July 2023

Healthy Heights is the creation of Nutritional Growth Solutions and a team of pediatric endocrinologists and nutritionists at the Schneider Children's Medical Center in Israel.

Nutritional Growth Solutions:

- ✓ Company founded on the discovery/research completed at Schneider Medical Center in Tel Aviv, Israel.
- ✓ Clinical studied and evidence-based nutrition designed and shown to fill gaps in children's nutrition that may lead to poor growth and development.
- ✓ Issued patents that cover formulation and the use in support of growth and development in children



Schneider Children's Medical Center:

- ✓ Preeminent medical and treatment center for growth and development disorders in children.
- ✓ Hundreds of clinical studies and core research across a range of disciplines including pediatrics, nutrition, and endocrinology.
- ✓ The research and treatments conducted at Schneider become one of the foundations of the treatments utilized in children around the world.

Premium Nutrition for Children Leading the Field of Child Growth and Development

- We Believe Every Child has the Inherent Right to Balanced Nutrition
- We Believe High Quality Nutrition Affects Positive Outcome
- We Believe in Healthy Nutrition for Children Around the Globe
- We Believe we will be the Market Leader of Premium Quality Nutrition for Children Worldwide by 2028



The Market: A Significant Growth opportunity



Growing Up Milk (GUM) for children aged 1 year onwards is increasingly popular among parents.



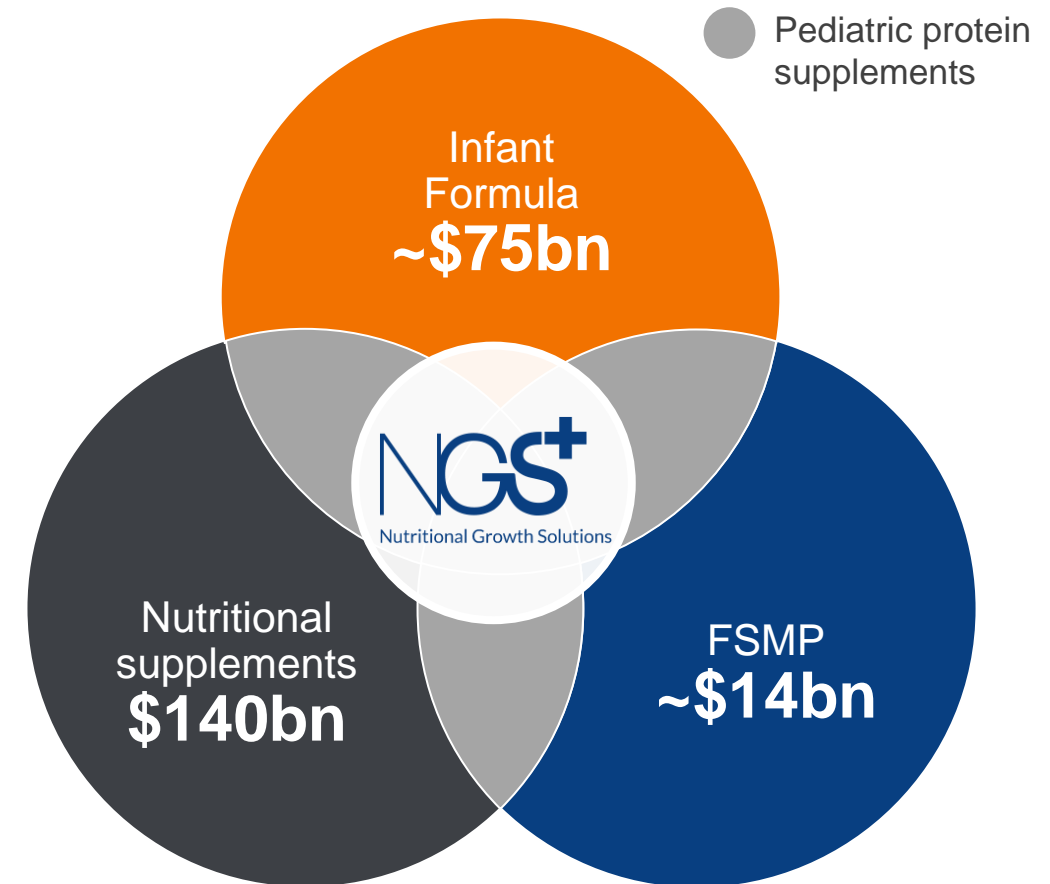
As the birth rate declines globally and the average number of children per household reduces towards 1 or 2 kids, parents pamper their kids more and want the best for them.



Such trends have spurred parents to spend more on their kid's wellbeing such as nutrition intake and education which supports the US\$20B GUM market and is expected to have a CAGR of 6.1% from 2020 to 2025.



Categories of Nutritional Products Market sizes

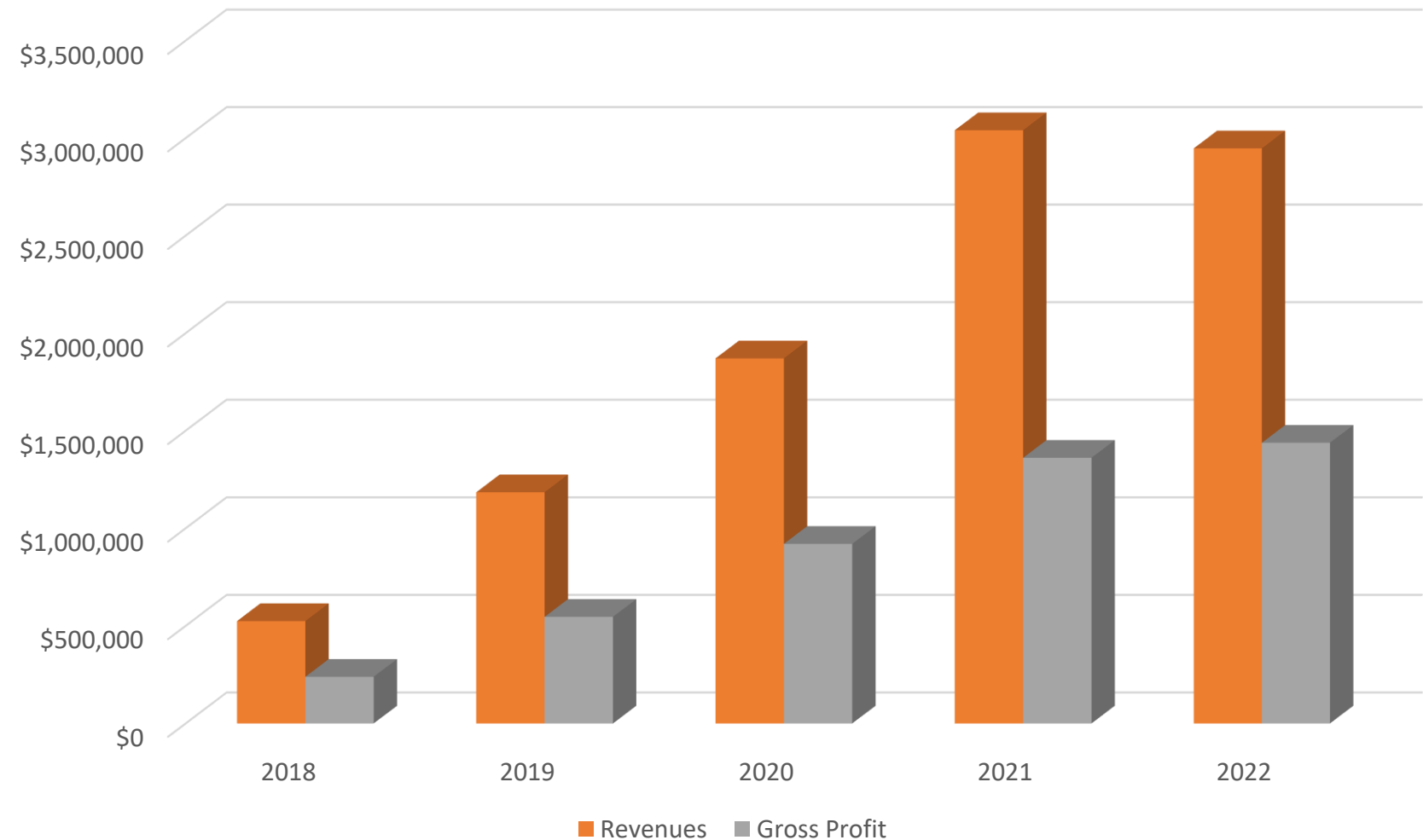


Consistent growth in revenues for core markets

FY22 generated
US\$2.95M compared to
just over \$3M in FY21

The portion of revenue
from US operations was
\$2.73M compared to
\$2.51M prior year
generating higher gross
margins compared to
other channels

Historical Revenues and Gross Profit



Growth in Gross Margins up to 49% FY22

Company Highlights – 2023 is the year of change



NGS has established strong foundations in the US\$20B grow-up milk market and continues to build momentum for the next stage of growth in 2023 and beyond.

Newly Appointed CEO

Driving the next stage of growth in north America

Sold through Walmart

Walmart Now stocking Healthy Heights with significant opportunities for expansion

Future opportunities in China and South East Asia

Strategic opportunities in global markets with with discussions continuing

Patented, Clinically tested products designed by doctors

Created at a leading children's hospital with a unique offering in the market

49% Gross Profit Margin

Strong gross margin will be critical to gain profitability

Unlocking Potential Growth

Increase Walmart sales to maximize revenue in US market

FLAGSHIP PRODUCT LINE: *Grow Daily*®

Developed & tested in a *clinical study by Pediatricians* with over 20 years experience and published in the *American Journal of Pediatrics*

Patented formula & use, shown to *help kids ages 3-9 grow in height and healthy weight*

Good Housekeeping Parenting 2022 Award Winner

Uniquely designed to support healthy immune function

12 grams of protein per serving

No artificial colors or flavors, corn syrup, GMO's

Free from Soy and Gluten



A portfolio of products built on consumer insights and science





How Healthy Heights Compares

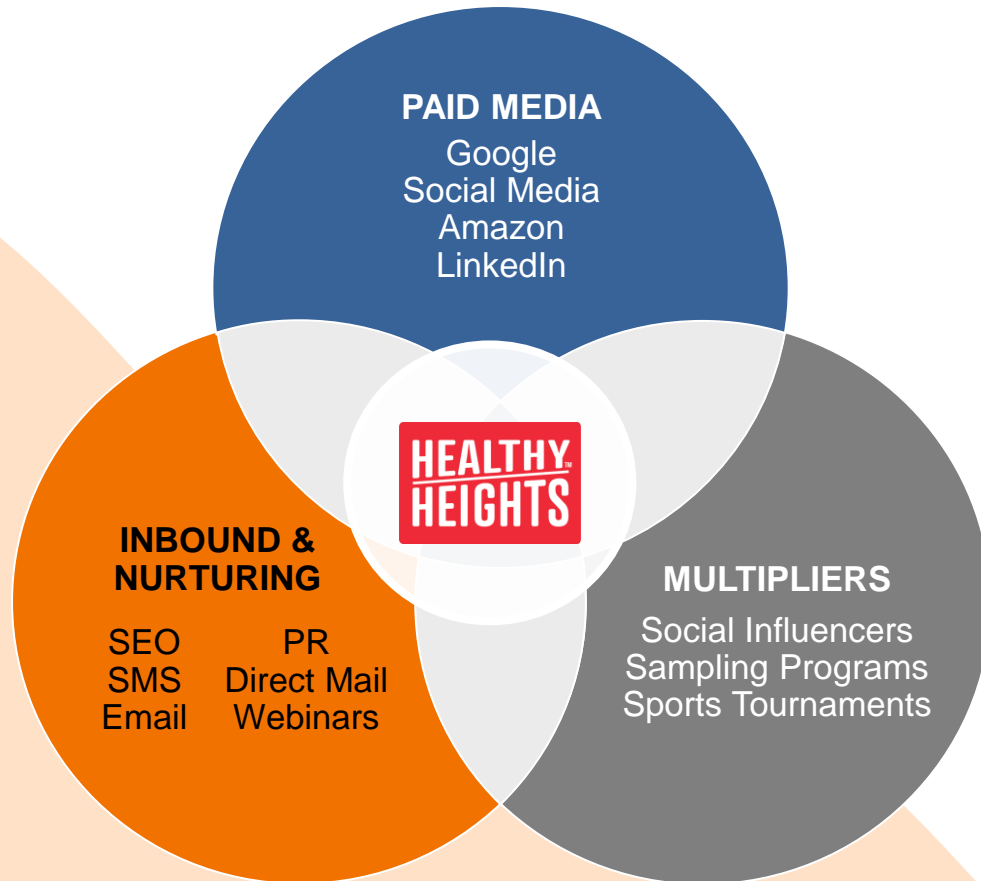
	Grow Daily 3+ Nutrition Shake	Grow Daily 10+ Boys Nutrition Shake	KidzProtein Nutrition Shake	PediaSure Grow & Gain Nutrition Powder	PediaSure PRO (ages 9-15)	Boost Kid Essentials Drink	Orgain Kids Protein Shakes	Carnation Instant Breakfast
Protein Per Serving	12g	18g	10g	6g	13g	7g	8g	5g
Total Sugar Per Serving	9g*	9g	6g	12g	8g	9g	9g	19g
Added Sugar Per Serving	3g*	4g	4g	12g	8g	9g	9g	12g
Calories Per Serving	180	290	90	220	180	240	180	220
Artificial Flavors or Colors	No	No	No	Yes	Yes	No	No	No
Serving Size/FL Ounces	43g/4 FL oz	65g/6 FL oz	25g/4 FL oz	49g/6 FL oz	8 FL oz	8 FL oz	8.25 FL oz	36 g/8 FL oz
Price Per Serving	\$2.46	\$3.70	\$0.94	\$1.75	\$1.92	\$1.62	\$1.98	\$1.30
Price Per Gram of Protein	\$0.22	\$0.20	\$0.19	\$0.29	\$0.15	\$0.23	\$0.24	\$0.13
Protein Per Ounce	3g	3g	2.5g	1g	1.5g	1g	1g	1g

2023 Growth Strategy

A clearly defined strategy for US expansion in 2023 and beyond

- ✓ **Increase Sales Velocity**
Increase Walmart sales velocity (units sold per week) from the current 1.2 to 1.5 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 stock in a greater number of the total 3,500 North American Walmart stores.
- ✓ **Expand Product Lines Through Further Development**
New NGS product 'Happy Tummies' to be stocked in Walmart by Q3/Q4 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.
- ✓ **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 while we grow the retail channel

Robust Marketing Strategy to Support Growth



- ✓ Utilise custom paid Digital Media to educate customers, drive awareness and create demand for both digital and brick and mortar channels.
- ✓ NGS is a digitally emerging brand quickly becoming the market leader of premium quality nutrition for children worldwide, loved by parents with 4.5 product star average ratings.
- ✓ Annual reach of over 50 million, with a loyal customer base and a strong 42% returning customer rates.
- ✓ Customer Lifetime Value of \$1,800 annually when taken as directed (Grow Daily 3&10+)
- ✓ Advertising driving high order values averaging A\$65 with strong bi-weekly repurchase rates.

NGS Continues to Execute on a 3 Pillar Growth Strategy

Pillar 1: Products



Expend product lines through further development

Pillar 2: Global Expansion



Unlock opportunities in the global market through strategic partnerships

Pillar 3: Sales Channels



Continued expansion with e-commerce channel, Grow number of stores and increase sales velocity

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Nutritional Growth Solutions

Let's Grow Together

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