



WELLFULLY

CEO UPDATE
AGM – DECEMBER 2021

PAUL PEROS

This presentation contains certain “forward-looking statements” concerning Wellfully. Where Wellfully expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with Wellfully and the industry which may affect the accuracy of the forward-looking statements. Wellfully does not undertake any obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

WELLFULLY CORPORATE SNAPSHOT



AN INNOVATIVE WELLNESS COMPANY WITH GLOBALLY DISRUPTIVE PRODUCTS

About Wellfully Limited (ASX:WFL)

Wellfully Limited ('Wellfully' or 'the Company') is the world's first fully-integrated, science-based wellness company. Over the past two years, the Company has leveraged its vast enhanced drug deliveries technology inventory and developed industrial infrastructure and its own product portfolio.

Wellfully is active in the highly attractive beauty and personal care, beauty device, as well as the health and pain relief markets delivering innovative products through collaborations with industry majors spanning licensing, joint development and OEM. Additionally, the Company has launched its own global cosmetic and healthcare brands, RÉDUIT and SWISSWELL, which are positioned to disrupt blockbuster global markets.

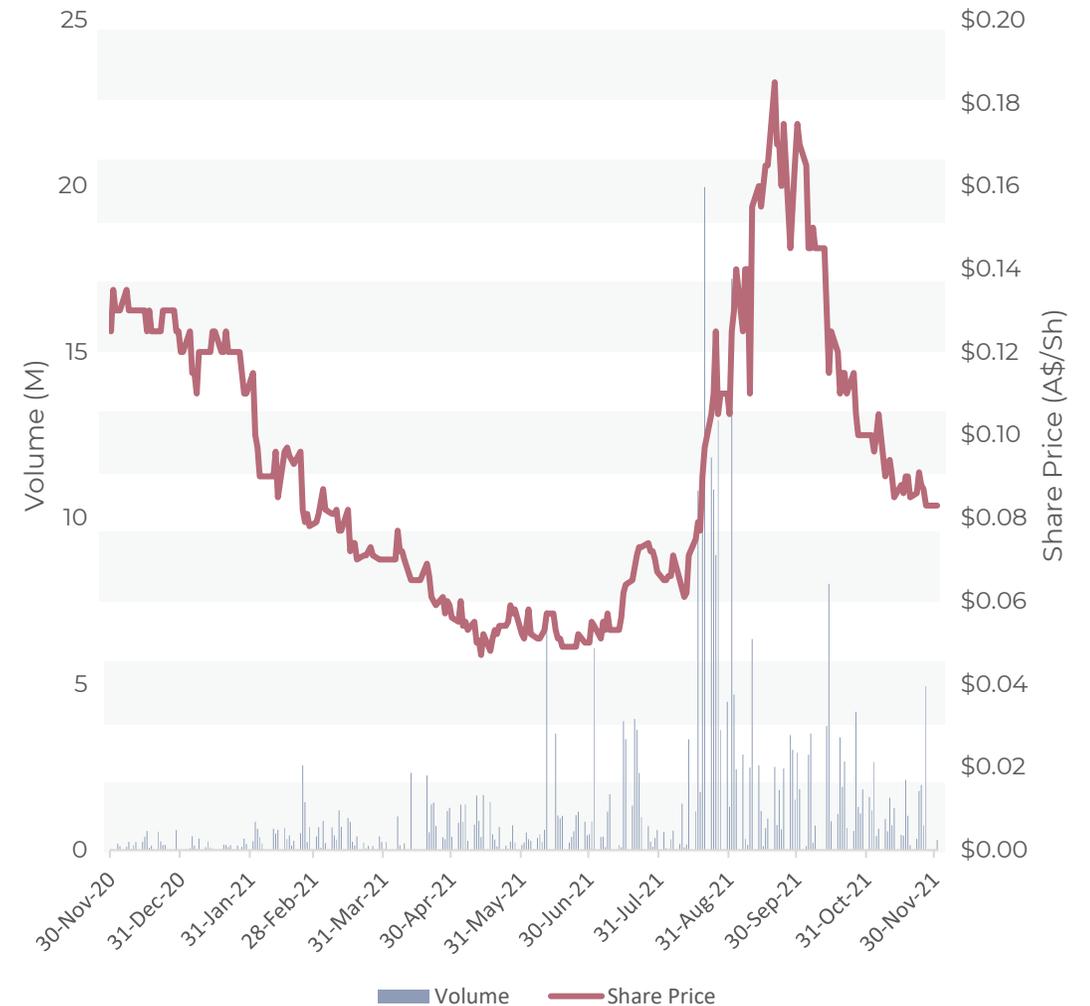
Supported by a highly experienced Board and Management, Wellfully is poised to deliver notable and sustainable results.

Corporate Snapshot*

Share Price	\$0.081
Shares on Issue	~248.3m
Options on Issue (\$0.15 exercise)	~154.9m
Market Capitalisation	~\$20.1m
Top 20	35.9%
Board & Management	8.7%

*Share price, market capitalisation, share holdings as at 30 November 2021

Share Price Performance



WELLFULLY HAS GROWN SUBSTANTIALLY

CHANGES IN COMPANY ACTIVITY SINCE PAUL PEROS JOINED AS CEO

WELLFULLY

Development area	April 2020	December 2021
Organization	Total of 6 people Perth	Total of 75 people Perth – Dongguan – Lugano – Zagreb – London – San Diego
Infrastructure	R&D laboratories, Perth	R&D laboratories, Perth Supply-chain, devices industrialization and manufacturing, Dongguan Formulations laboratory, bulk production and topicals filling, Lugano Digital marketing and communications, Zagreb
Products	Ad hoc technology licensing	Device and formulations platforms Lubricen and hydrogel patch platforms
Brands	-	RÉDUIT – premium beauty SWISSWELL – health and wellness
Clients	One (P&G)	Multiple industrial partners +20 B2B collaborations in +10 markets 1.000s of B2C clients from 39 different countries
Governance	Single office/central	Set of new policies to ensure new scope coverage

DRIVEN BY NEW TALENT

A HIGHLY MOTIVATED AND DIVERSE TEAM ENGAGING ACROSS A VARIETY OF RESPECTIVE SPECIALTIES



Anthony Wright – NED

Experienced senior executive with 20+ years of across leadership, commercial, legal, governance, strategy, sales and marketing roles. Founder/CEO of Lexvoco, a legal service and tech company, acquired by LOD in 2019. His qualifications include Bachelor of Laws, Bachelor of Business (Accounting), Master of Laws, MBA, and he is Lean Six Sigma (Green Belt) qualified and a Member of the Australian Institute of Company Directors.



Sergej Dolezil – CFO

Wellfully's CFO has started his career with one of the Big Four global accounting firms working in audits and international business consulting and M&A and tax advisory. In addition to over 8 years of leading the Auditing Departments of the largest regional energy and insurance companies, he held a series of C-level and Board positions with responsibilities spanning M&A, fundraising as well as general financial planning and administration management roles.



Ivan Liu – Head of Engineering

With a Bachelor's degree in Environmental Design and Architecture, and a Masters in Industrial Product and Design, Ivan has extensive experience in covering design projects across a multitude of product and process categories relevant to Wellfully's product portfolio. In addition to the design of RÉDUITS unique product and system architecture, Ivan is spearheading all the underlying industrial process development activities for of the group technology portfolio.



Gloria Galli – Operations Manager

Wellfully's new operations manager, in charge of the new Swiss facility, comes with a rich background in process and quality management and operations in the pharmaceutical and healthcare industries. With a Bachelor's degree in biomedical engineering, a Master in Mechanical Engineering and an MBA from the Milano Polytechnical, she is well equipped to cover a wide spectrum of execution realities in product and process design. Being a hands-on person and a technology enthusiast, she is also a FIA-certified technical verifier.



Ivo Parac – Creative Director

A seasoned beauty journalist and beauty editor with over 20 years of experience in important publications such as Elle, the world's largest fashion magazine, and Hearst's Cosmopolitan magazine, Ivo will be responsible for RÉDUITS content creation. An expert in communications and a beauty appassionato, Ivo will be working on connecting WELLFULLY brands with consumers and trends. In addition to a degree in French literature and civilization, Ivo Parac is also an academic musician.



Iva Belic – Product Manager

A highly motivated and experienced marketing professional with a proven track record in luxury beauty brands and product management spanning both haircare and skincare. Having led challenging projects across L'Oréal with Kérestase and Garnier, as well as Foreo, Iva leads the coordination of product and marketing activities for the RÉDUIT range. Iva holds a Bachelor's Degree in Marketing from the University of Zagreb's School of Economics and Business, as well as a graduate degree in PR.



Ignas Gee – Media Manager

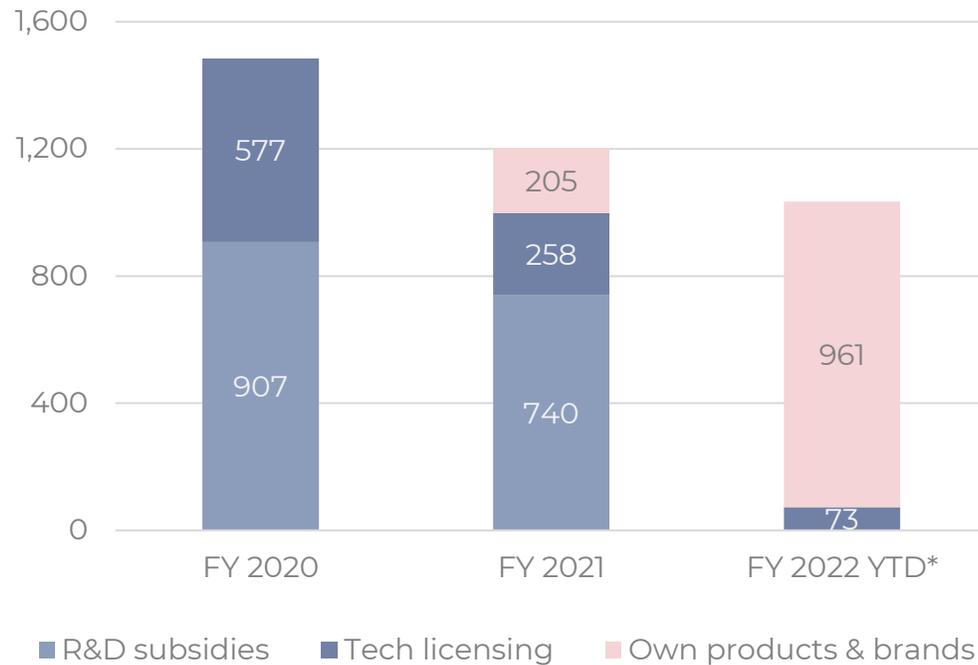
Ignas led the expansion and scaled a beauty tech business up in over 70 countries, creating a unique marketing attribution model and software to enable performance marketing to work at it's best, while investing heavily in top of the funnel and branding while not losing the acceptable overall return. He brings high analytical and strategical direction, with the focus on making things happen beyond the idea itself.

THE NEW PERFORMANCE IS ALREADY VISIBLE

TOP LINE DEVELOPMENT FOR THE FY 2020-2022 (YTD) PERIOD

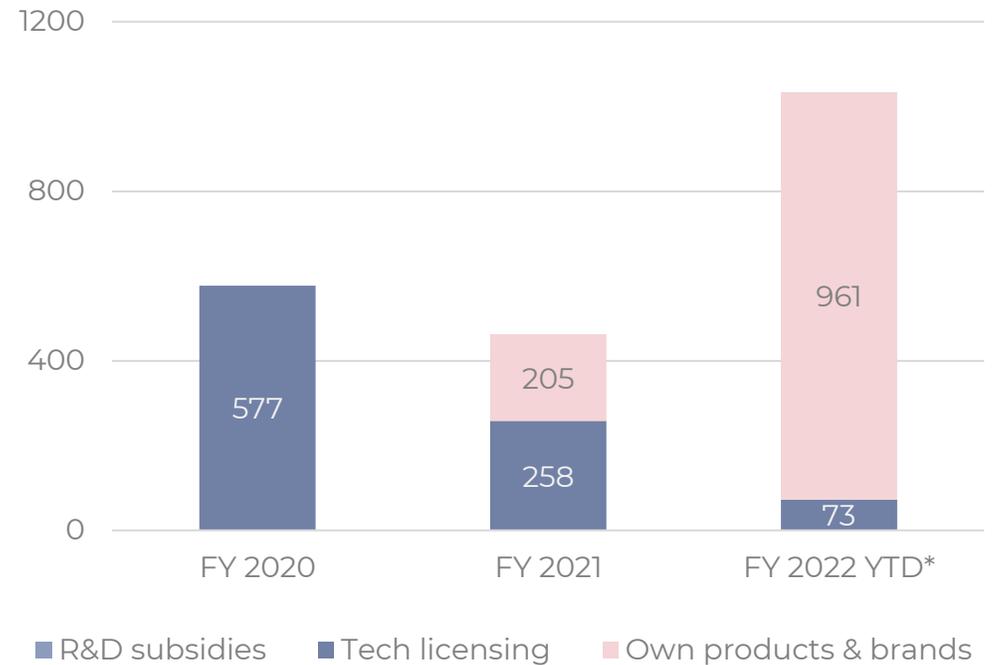
Already in the first 5 months of FY 2022, own product and brand revenues are showing a significant contribution to the top line

Total revenues, 000 A\$



Without subsidies, the revenues of own products and brands over the 5 months surpass traditional total revenues of the past two years

Revenues without R&D subsidies, 000 A\$



*Non-audited revenues for the 5 months from July 1 to November 30, 2022 period

RÉDUIT BRAND & B2C ACTIVITIES

SIGNIFICANT INCREASE - AS PER PLAN

Increased Media Activity ACROSS ALL CHANNELS

Influencers 240 content pieces
45M reach

PR +300 pieces of coverage
400 M reach

Social +10 M reach
+20 k followers

Website +5k daily visits (Nov 21)
5 pods/device in B2C



Cassandra Bankson
1.6m



Mona Kattan
2.4m



Daisy Keech
1.8m



Symple Katie
300k



Franny Arietta
600k



Media activities were spearheaded with important qualifying 3rd party influencer videos and then scaled across all of the company's platforms through the 2nd FY quarter greatly increasing the brand's visibility

DEVELOPING RÉDUIT'S RETAIL FOOTPRINT

RETAIL PLACEMENTS OVERVIEW AS COMPARED TO SEPTEMBER TARGET

September 2021

1	LOOKFANTASTIC	The Hut Group	UK
2	CURRENTBODY	Current Body	UK
3		Cult Beauty	UK
4		Shaver Shop	Australia
5	DOUGLAS	Douglas	Poland
6	SKINVITY	Skinivity	Spain
7		Little Red Book	China
8	JD.COM	JinDong	China
9	IDENTICOS	Identicos	Croatia
10	OBSENTUM	Obsentum	Romania

December 2021

11	DOUGLAS	Douglas	Portugal
12	TMAIL	T-mall	China
13	SEPHORA	Sephora	Brazil
14		Harrods	UK
15		El Corte Ingles	Spain
16		Perfecthair	Switzerland
17		Wolf & Badger	UK
18		Beleiza na Web	Brazil
19		Wow Madrid	Spain
20		Galleries Lafayette	UAE

The planned doubling of the retail footprint was achieved faster than anticipated. Through 2022, we will seek to again double the network of retail collaborations to some 40-50 placements in total

SWISSWELL : OFF TO A GOOD START, PREPARING TO SCALE

OVERVIEW OF KEY ACTIVITIES



DTC SALES - COMMENCED

- Launch and delivery activities live as of September
- Initial feedback from consumers and industry very positive

MARKETING AND COMMUNICATIONS

- Focus on product-in-hand and word-of-mouth marketing
- Larger scale sampling coordination in course

COMMERCIAL ACTIVITIES

- B2C to scale with media activities
- Preparation of B2B sales activities
- Long channel (distributors), as well as direct retail placements

PRODUCT SOURCING AND SUPPLY-CHAIN

- Target to ensure availability of 0.5-1.0 M patches in 2022
- Aim to increase service levels and reduce costs

BORK COLLABORATION - EVOLUTION

PARTNERSHIP TO DELIVER SIGNIFICANT VALUE

Existing Activities

- Initial order and launch completed as per plan
- Positive first sales resulting in reorder of existing pods and new Travel packs - ongoing

Collaboration Development

- New product introductions in discussions in order to increase the collaboration perimeter. Products under consideration:
 - New Skinpod formulations for existing applicators
 - REDUIT Boost universal applicator
 - Swisswell technology-based eye patches
- Review of collaboration term, currently at only one year, and terms planned for December 2021



BORK

OVERVIEW OF KEY PROJECTS

Delivery System for Premium Beauty Brand

- Enhanced delivery systems using the REDUIT architecture
- Applicator devices with and without 3rd party formulations
- Ongoing evaluation by senior management of partner company

Personal Care Enhanced Delivery Application

- Ad hoc project centered on integrating enhanced delivery technology into existing personal care devices
- Successful completion of market tests by the partner company
- 1st industrial order received – expecting additional orders over the next two years

Adoption of RÉDUIT System by 3rd Party Brands

- Collaboration with large international beauty company for Hair- and Skinpods for a number of their brands
- Discussions of a field test including pop up store in the US in progress

Industrial & Commercial Collaboration with a Beauty Brand

- Advanced ongoing discussions on device sourcing and supply-chain optimization between the two companies
- Scope to include both the partner company's existing device ranges, as well as possible integration of RÉDUIT devices
- Evaluation of commercial portfolios in the light of possible geographical synergies

INVESTMENT SUMMARY

WELLFULLY HAS ESTABLISHED A ROBUST FOUNDATION UPON WHICH TO DELIVER

NEAR TERM GOALS - SEPTEMBER



Singles Day (11th Nov): T-Mall and Black Friday (26th Nov).
Currently stocking warehouse in preparation



First cash instalment of BORK contract (\$700k) due in
September



Additional REDUIT & first SWISSWELL B2B collaborations



ISO 22716 & cGMP certification in Switzerland



Delivery of SWISSWELL Lubricen patches (September) &
expansion of marketing initiatives



Launch of new products: Active Sunscreen, RÉDUIT
Universal Applicator/Adaptor & Smartphone application

STATUS UPDATE - DECEMBER



Media activities increase through October and November
brought needed visibility and traffic



Completed - reorder already in progress, as well as
additional NPD and general collaboration extension



Doubling of the REDUIT footprint as per plan, Swisswell B2B
preparations in progress



Filing completed – first audit scheduled for December 23,
2021



Completed as planned – scaling of media activities in
progress



RÉDUIT Universal Applicator Kickstarter Pre-launch
imminent, 1st deliveries planned for March 2022

WELLFULLY

COMPANY

Email: henko.vos@nexiaperth.com.au

ADVISORS

Matthew Wright – NWR Communications

Email: matt@nwrcommunications.com.au

Phone: +61 451 896 420

Alastair Murray – Candour Advisory

Email: alastair@candouradvisory.com.au

Phone: +61 415 629 977

ADDRESS

Wellfully Ltd - 284 Oxford Street, WA, 6007, Leederville Australia



Thank
You

Top Holders Grouped Report

Wellfully Limited

Security Class(es): WFL - ORDINARY FULLY PAID SHARES

Display Top: 20

 As at Date: 30-Nov-2021

Position	Holder Name	Holding	% IC
1	 VIA PASTURA LIMITED	11,550,000	4.65%
2	ROKAMAHO PTY LTD <PUMBA BLOSSOM A/C>	11,413,334	4.60%
3	DYAMOND TRADING AND CONSULTING PTY LTD <DYAMOND FAMILY A/C>	7,000,000	2.82%
4	CITICORP NOMINEES PTY LIMITED	6,999,494	2.82%
5	MR NEVILLE HINRICHSEN & MRS ANNETTE HINRICHSEN	5,375,000	2.16%
6	MR DANNY ALLEN PAVLOVICH <PAVLOVICH FAMILY SPEC 2 A/C>	4,530,638	1.82%
7	GAKS INVESTMENT HOLDINGS PTY LTD <GAKS INVESTMENT A/C>	4,500,000	1.81%
8	RFID SYSTEMS PTY LTD <THE RFID CONSULTING A/C>	4,283,333	1.73%
9	MR VICTOR KULIVEOVSKI	4,000,000	1.61%
10	SUNSET CAPITAL MANAGEMENT PTY LTD <SUNSET SUPERFUND A/C>	3,920,000	1.58%
11	GAKS INVESTMENT HOLDINGS PTY LTD <GAKS INVESTMENT A/C>	3,244,221	1.31%
12	NEAVERSON SUPER FUND PTY LIMITED <NEAVERSON SUPER FUND A/C>	3,225,000	1.30%
13	DR ALOK JHAMB	3,150,000	1.27%

Position	Holder Name	Holding	% IC
14	THE BRAND LABORATORIES FZ LLC	2,858,013	1.15%
15	SABINA PTY LTD <AUSTRALIAN ENTERPRISE A/C>	2,827,330	1.14%
16	OTIS DEVELOPMENTS PTY LTD	2,750,000	1.11%
17	MASTEX GROUP PTY LTD <JAGRSAST SUPER FUND A/C>	2,033,333	0.82%
18	BNP PARIBAS NOMINEES PTY LTD SIX SIS LTD <DRP A/C>	1,859,958	0.75%
19	MISHTALEM PTY LTD	1,753,846	0.71%
20	SCINTILLA STRATEGIC INVESTMENTS LIMITED	1,750,000	0.70%
TOTALS		89,023,500	35.86%
Total Issued Capital		248,285,005	100.00%

 Holding is aggregated over a shareholder group

 Report generated on 01-Dec-2021 at 10:20 AM