

**NGS commences US retail expansion with launch of Healthy Heights® on Walmart.com and RangeMe.com**

**Highlights:**

- Registered seller approval on Walmart.com and RangeMe.com to commence retail expansion in the US
- Approval granted for Healthy Heights Grow Daily 3+ single serve shake mixes on Walmart.com with additional ranging planned for Q2 2022
- Approval granted for complete Healthy Heights® product range and upcoming product launches on RangeMe.com
- Walmart is the world's largest company by revenue, ranking number one on the Fortune Global 500 2021<sup>1</sup> and receives 100 million unique visitors to its website each month
- RangeMe.com is a leading product discovery and sourcing platform used by over 10,000 retail brands including, Wholefoods, CVS Pharmacy, Target and 7-Eleven to source new products
- Ranging approvals are a key milestone in NGS' retail expansion strategy in the US, driven by recently appointed President, North America, Stephen Turner

**Nutritional Growth Solutions Ltd. ("the Company" or "NGS", ASX:),** a global nutrition company creating clinically proven products to support growth development in children, will commence its retail expansion strategy in the US, after receiving approval from Walmart Inc (**Walmart**) and RangeMe America LLC (**RangeMe**) to begin selling Healthy Heights® through Walmart.com and RangeMe.com respectively.

The approval for listing on Walmart.com will see Nutritional Growth Solutions' flagship product, Healthy Heights® Grow Daily 3+ single serve shake mixes sold on Walmart's ecommerce platform, which receives approximately 100 million unique visitors each month, as soon as the products are ready for shipping, which is expected March 2022. The approval is final, and no additional terms need to be met in order to activate the listing. Both Walmart.com and Nutritional Growth Solutions are free to terminate the engagement at any time. The set up and approval of Healthy Heights® Grow Daily 3+ on the platform paves the way for ranging expansion which is expected to occur in Q2 2022.

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

Walmart.com sales in the US amounted to US\$43 billion in 2021, a 70% growth compared with 2020, making it the second largest ecommerce marketplace in the US, after Amazon.<sup>2</sup> Nutritional Growth Solutions has been selling its Healthy Heights® brand on Amazon US since 2018.

In addition, the complete Healthy Heights® product portfolio, including upcoming product launches, has been approved for listing on leading product discovery and sourcing platform, RangeMe.com. The platform, used by over 10,000 retailers including Wholefoods, CVS Pharmacy, Target and 7-Eleven, will increase NGS' exposure to retail buyers and in turn, increase ranging of Healthy Heights® throughout retail stores in the US.

Nutritional Growth Solutions CEO and Managing Director, Liron Fendell said, "Our retail expansion strategy in the US officially commences today with ranging on the e-commerce platform of the world's largest retail group, Walmart.com. In addition, our Healthy Heights® brand will be exposed to over 10,000 retail buyers for some of the world's leading retail brands including Wholefoods, CVS Pharmacy, Target and 7-Eleven who are looking for new and innovative products to expand their ranges through RangeMe.com.

"The commencement of our retail expansion strategy is an important milestone for our business, as we strive to grow the Healthy Heights® brand into a global household name and is a testament to the knowledge and experience of our newly appointed President for North America, Stephen Turner.

"Our evidence-based products are designed specifically for children's growth and are eligible for cash rebates through private health providers in the US. The addition of our range on Walmart.com will increase our number of prospective customers and when they shop for Healthy Heights® on Walmart.com, parents may still be eligible for the rebate, making our clinically proven products even more accessible to children across the US who need them.

"Ranging approvals with Walmart and RangeMe.com are important steps in our ongoing US retail expansion strategy – complementing our already strong channels through pharmacies and medical sales. We look forward to stocking our products through more retailers to reach even more children with our nutritional products so they can grow into the person they are meant to be."

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

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<sup>2</sup> <https://www.statista.com/statistics/1109330/walmart-ecommerce-sales-by-division-worldwide/>



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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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