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WELLFULLY LIMITED

Creating a fully integrated, science-based wellness company

Investor Call, October 1, 2020

Agenda

Investor Call, October 1, 2020

From OBJ to WELLFULLY

Current Focus

Going Forward

Q&A Session

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From OBJ to WELLFULLY

Expanding the Perimeter in Order to Capture Value



- Medical Device technology, licensor and developer.
- Leader in Magnetic Enhanced Delivery Systems.
- Mono-client licensing (P&G).
- Perth team (6 pax).
- Skilled Board with substantial International brand-building experience.

WELLFULLY

- Global leader in wellness – a fully integrated, science-based company focusing on holistic view of wellness.
- International business with distribution network for in-house developed products.
- Perth, Dongguan, Zagreb, London & Neuchâtel teams (36 pax).
- Strong capability to leverage own technologies to develop new products across the wellness sector.
- Proven understanding of the category and the consumer with 2 own brands, RÉDUIT & Lubricen.

Current Activities in Focus

Building the Infrastructure
Core Platforms of WELLFULLY

Technology

Collaborations

Organization

Operations

Products

Distribution

Communications



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Complementary Technologies

Advanced Delivery as a Springboard for a Wide Technology Portfolio

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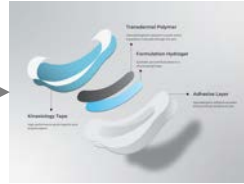
Technology
Collaborations
Organization
Operations
Products
Distribution
Comms

2019



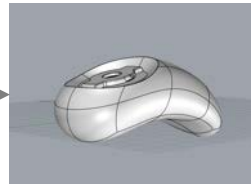
Magnetic enhanced delivery technologies to remain the foundation of subsequent developments and product performance.

2020



Bodyguard Patches

Product engineering technologies
Close to completion of regulatory
Core foundation for other treatments to follow



The RÉDUIT System

Integrated applicator and topical product
System interface and regulation platform architecture - universal
Structure engineering in 3rd generation



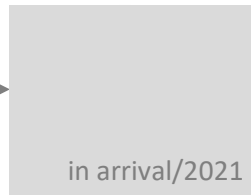
Hairpods & Skinpods

First-of-a-kind new structure concept
Active primary packaging with integrated ultrasonic diffusion system
Engineering in 3rd generation



In-house Formulation Laboratory

Part of the COVID-19 response
Specialized on light chassis formulations
Over 10 formulations in the first year
Own products and B2B collaborations



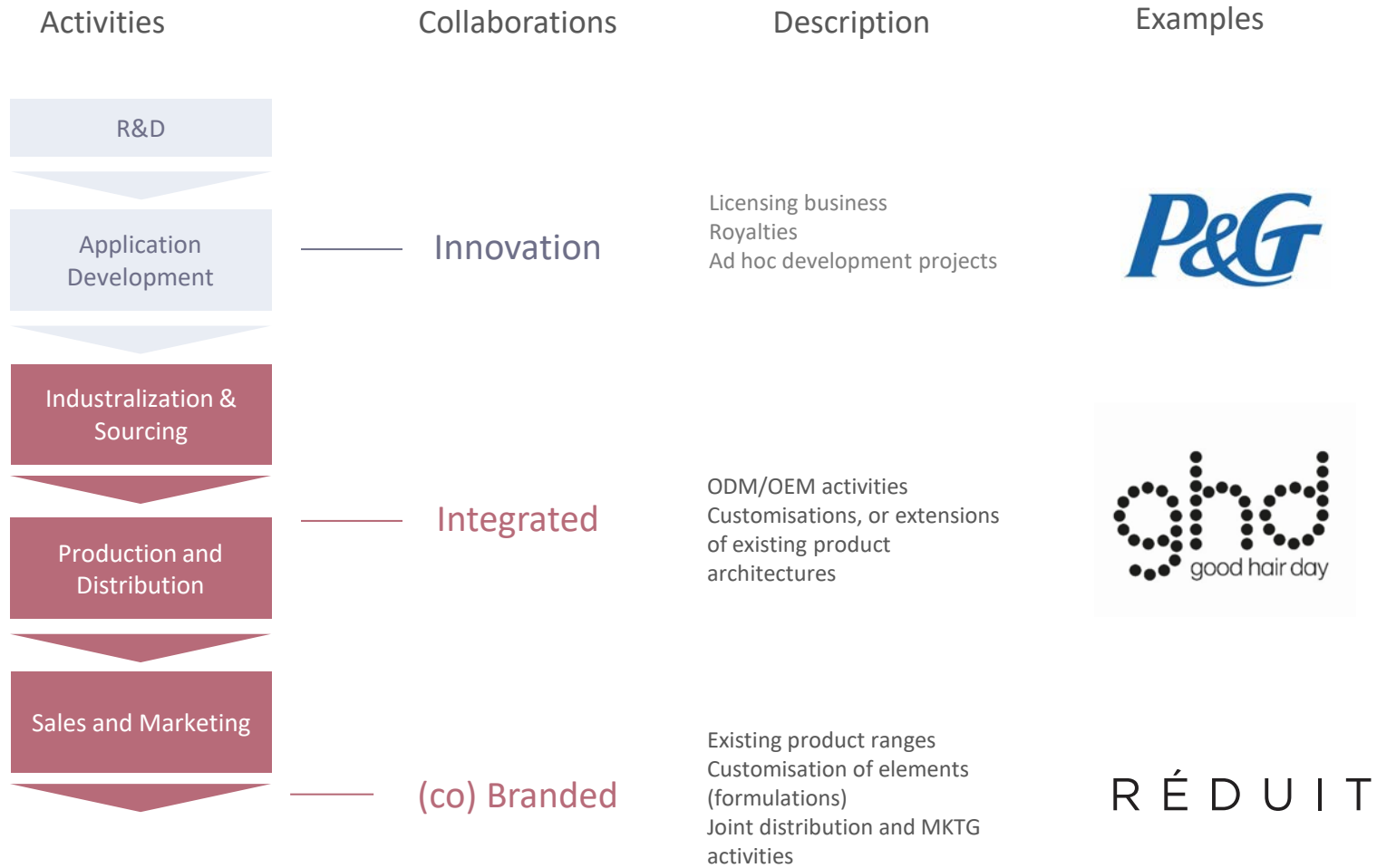
At-home Hygiene Devices

Unique sustainable delivery system
Advanced operation and diagnostics Target: both consumer and professional applications

Downstream Integration

New Assets Engaged to Capture New Value

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An International Organization

The Basic Building Block of Wellfully

Location	Perth	Dongguan	Neuchâtel	Zagreb	London+
Current Activities	Innovation Licensing R&D support to Bodyguard & devices	Operations Device engineering Sourcing China MKTG	RÉDUIT brand Sales and marketing	Consumer marketing Content management Digital support	Sales activities Local marketing and activations
Team size, pax	6	22	1	6	1
KPIs	Licensing revenues Internal projects delivery	New product introductions Supply-chain performance	Development milestones Device division performance	Comms performance Digital infrastructure milestones	Sales and brand development performance
Future developments	Continuous innovation & 2 nd generation innovation team	Global sourcing center Device specialization	Swiss Made cosmetic operations center and organization	Bodyguard MKTG and digital operations	Home to Bodyguard int'l sales Equivalent AUS & US hubs

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- Technology
- Collaboration
- Organization**
- Operations
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An Effective and Efficient Foundation

Continuing to Evolve the Business Infrastructure

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Production

Perth
Design of waveforms for applications and specific topicals

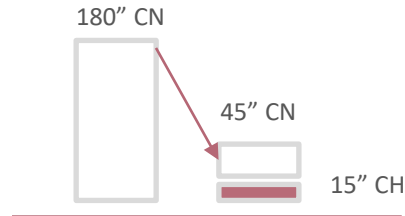
Dongguan
Device and pods sourcing and assembly



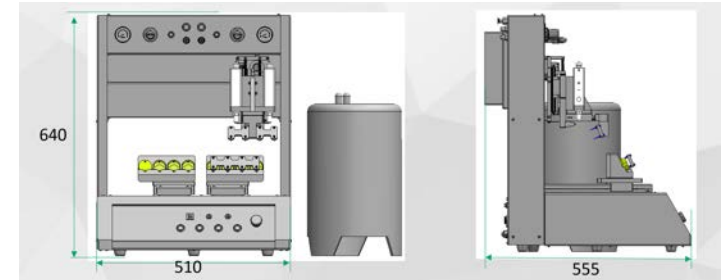
Neuchâtel
Bulk production & primary filling operations (Jan. 21)

Premium Positioning
Access to APAC markets (no made in China accepted)

Hair- Skinpod Labour, sec/unit



Automatic Filling
Total labour content reduction of +65%.
Only 25% exposed in Switzerland
Capacity- increase from 1.200 to +5.000 pods per day.



Supply-Chain

Dongguan-only
COVID-19 limited
Low inventory
Good for modifications
High shipping costs

June-Sep Shipped
8.7 k Hair/Skinpods
1.3 k Devices
Pod production l/t <7 days
Device production l/t <2 days



Regional Centres
APAC/Dongguan
Europe/Zagreb
Australia/Perth
USA/San Diego

System Integration
Order System
Integrated logistics
In-house development
RÉDUIT & Bodyguard

The RÉDUIT Product Range

+20 Launches in 20 Weeks Completed

Devices (6+)

HAIRCARE

RÉDUIT One



- Gold



- Pro



SKINCARE

RÉDUIT Spa



- Gold



- Pro



Reduced entry barriers
Mainstream/lifestyle
Geared to adoption

(in arrival)

Topicals (24)

Hairpods™

Style line



Precision Conditioner
Volume Mist
Shine Diffusion

Treat line



Vapored Strength
Color Protect

LED line



Precision Conditioner LED
Volume Mist LED
Shine Diffusion LED
Vapored Strength LED
Color Protect LED
Micellar Shampoo LED

Pro line



Micellar Shampoo

Skinpods™

Care line



Hydro Boost
Precision Shield
Clean Vapor

Pro line



Ageless Mist
Pearl Diffusion
Clear Dew

LED line



Hydro Boost LED
Precision Shield LED
Clean Vapor LED
Ageless Mist LED
Pearl Diffusion LED
Clear Dew LED

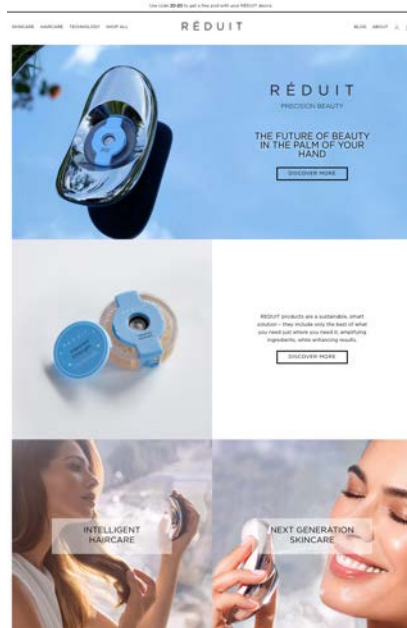
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Commercial Footprint Evolution

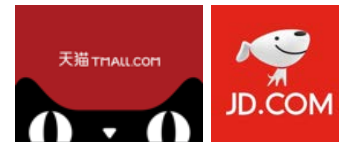
Connecting Innovation with Consumers

Own Site



Core for the brand presence
Awareness, education (10%)

Marketplaces



High reach and conversion ability –
stage 2 focus (5%)

3rd Party Examples



Qualification and positioning of the
brand (85%)

Sales activities focused on brand development, positioning and qualification. Selective considering efficiency and risk in the COVID-19 environment.

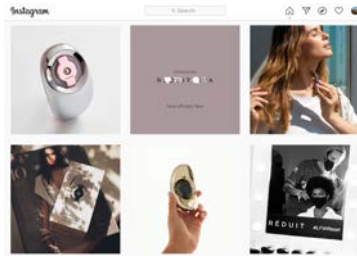
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Increasing Media Activities

Arriving to Critical Mass of Content

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Forbes

Is This \$350 Haircare Device Going To Change The Beauty Industry Forever?

Lela London Senior Contributor @ Retail Fashion and Beauty



The RÉDUIT One has entered the beauty market as a high-tech, sustainable alternative to hair ... [4] more

Though I've spent a couple of decades looking for ways to treat my frizzy, curl-tangled hair with love, I haven't had much luck.

Even worse, the hundred-or-so brands I've put my faith in over the years have done more harm than good, packing weak formulations in non-recyclable plastics and loading their 'treatments' with so many fillers I might as well wash my hair with hand soap.



Owned Media

.com, SM channels
Brand positioning
Communication (assets, messaging) development

Earned Media

Currently key communications lever
Novelty dimension and engagement with press
Storytelling & education

Paid Media

1st inroads into (gathering performance data):
Digital campaigns
Paid influencer marketing
Affiliate marketing
Coop MKTG with retailers

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Going Forward

And Creating a Science-Based, Fully Integrated Wellness Company

Key Challenges

- Priorities and reactivity of the actions portfolio: doing right things at the right time; even if mistakes, w/o long-term repercussions;
- Balancing timing and nature of go-to-market resources with the COVID-19-related inefficiencies;
- Creating one company culture across 3+ continents and new teams w/o the possibility of direct person-to-person contact.

Key Opportunities

- Continuing with the development of a competitive infrastructure integrating WELLFULLY's proprietary technologies with other tailored complementary product and process technologies, operations, as well as brand, distribution and communication platforms;
- Speed and capacity to build these new positions without constraints of vested interests.

Technology

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Q&A Session

Open

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