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WELLFULLY

INVESTOR CALL
APRIL 14, 2022

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 INVESTMENT HIGHLIGHTS



A HIGHLY 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, as well as with its own global cosmetic and healthcare brands, RÉDUIT and SWISSWELL, positioned to disrupt these global blockbuster markets.

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

Corporate Snapshot*

Share Price	\$0.044
Shares on Issue	~249.8m
Options on Issue	~201m
Market Capitalisation (fully diluted)	~\$19.84m
Cash (as at 31 Dec 2022)	~\$3.1m
Net Debt	Nil
Top 20	40.01%
Board & Management	9.29%

*Share price, market capitalisation, share holdings as at 14 April

ASX:WFL - Apr 2022

Share Price Performance



BOARD OF DIRECTORS

ALIGNING LEADERSHIP ACROSS OPERATIONS AND FINANCE

ANTONIO
VARANO
Chairman

Following four years of leading the critical transition phase of Wellfully, and having gathered important insights into the operation and organisational development, Mr Varano will be taking the role of an NED.

PAUL
PEROS
Chairman

In the role of the Chairman of the Board, Peros will continue to integrate Wellfully's operations, investment and financing strategies in order to ensure development optimised across all three functions.

ANTHONY
WRIGHT
NED

Following important contributions to Wellfully in the area of corporate governance, Mr. Wright will be leaving the Board of Directors concurrent with the nomination of Mr Eaton in order to pursue other opportunities.

ANTONY
EATON
NED

Mr Eaton co-founded corporate and commercial law firm Eaton Hall in 2014. He specializes in providing advice on all aspects of public and private equity transactions, initial public offerings, reconstructions, fundraising and projects and infrastructure, with a particular focus on the innovation and technology, agribusiness, and energy and resources sectors. Mr Eaton currently also acts as legal council for the Company.



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KEY GOALS ACHIEVED IN THE JAN-APR PERIOD

- RÉDUIT
- SWISSWELL
- Collaborations

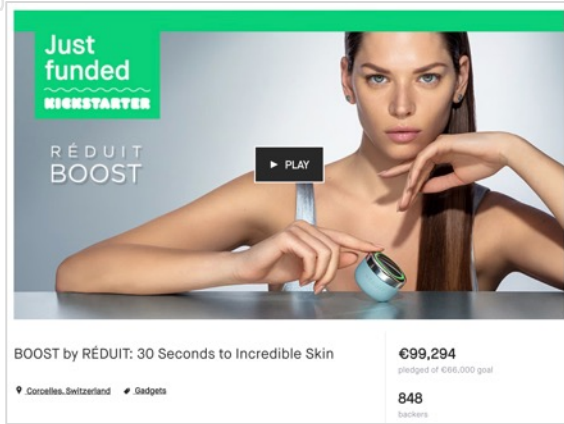
KEY ACTIVITIES AND MILESTONES AHEAD

- Commercial development and metrics
- Key milestones in focus
- Short-term financing strategy

RÉDUIT BOOST

A MAJOR INNOVATION IN PRODUCT AND RETAIL

PRE-LAUNCH CAMPAIGN



- Assets preparation ahead of launch
- Funding target reached in 24 hours
- Total close to USD 100 k in 25 days

1st FIELD TEST RESULTES

After one month of using BOOST, to what extent do you agree with the following statements	%Agree and strongly agree
BOOST is easy to use	85%
BOOST is enjoyable to use	77%
BOOST is leaving my skin smoother	77%
BOOST is leaving my skin softer	77%
BOOST is leaving my skin more moisturised	85%
BOOST is leaving my skin more radiant	85%
BOOST is leaving my skin more plumped	77%
BOOST is leaving my skin more firm	46%
BOOST is leaving my wrinkles less visible	38%
I felt better penetration of the creams I usually use	77%
I felt better overall results of the creams I usually use	77%

- Ease-of-use OK-ed across the board
- Very good short-term effects (moisture, radiance)
- Good prospects for long-term effects (WIP)

RETAIL PLACEMENTS WIP



- 1st large placements with Wow Madrid
- Driving additional placements
- Valued interactive POS experience

In addition to extremely positive consumer feedback, the RÉDUIT Boost is proving instrumental in accessing new prestige retail placements of critical value for the RÉDUIT brand: from Harrods to Selfridges, from Lookfantastic to ASOS, from Sephora Brazil to Mexico, ... all inroads to achieving the 50 placements s/t target.

PRODUCT REGISTRATION



- Cosmetic registration EU – Jan 2022
- Medical Device EU reg – Apr 2022
- Next: US, AUS registrations

SWISSWELL.COM GROWTH



- Excellent consumer feedback
- Jan 2022 > Aug-Dec 2021
- Sampling and subscriptions live

DISTRIBUTION EXPANSION



- Italy (6k pharmacies) - market test
- Spain (7k pharmacies) - market test
- Other EU markets WIP

Positive consumer feedback and insight into purchasing behaviour is valuable for the long-channel distribution activities in preparation that were made possible by the product registrations received over the past few months. Activities on supply-chain are continuing with product availability and cost competitiveness as the major focus areas.

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COLLABORATIONS

SCALING EXITING PLATFORMS

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1st BOOST-BASED PROJECTS



- Optimised for specific ranges
- 3rd party brand collaborations
- 1st project already WIP

STEADY-STATE w/ P&G



- Positive field-tests
- Project is live
- Regular reorders

BORK COLLABORATION



- December order completed
- Payment cleared, shipping WIP
- Future perimeter TBD

Industry collaborations are proceeding across the whole spectrum – from first inroads into new concepts, to steady-state projects with ongoing replenishment sales. The aim is to a) continue and expand the activity, and b) do so with higher-value product and technology platforms.

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DEVELOPMENT STRATEGY

BUILDING SELECTIVE COMMERCIAL FOOTPRINTS ACROSS MARKETS AND RETAILERS

RÉDUIT

Market	Chain	Total doors	% preferred	Preferred doors
AUS	Sephora	20	60%	12
AUS	David Jones	47	50%	24
AUS	Meyers	59	40%	24
AUT	Douglas	46	40%	18
BRA	Sephora	22	70%	15
CAN	Other	60	40%	24
CHN	Department Stores	50	40%	20
CHN	Sephora	295	50%	148
EEU	Other	100	30%	30
ESP	ECI	91	60%	55
ESP	Sephora	133	40%	53
ESP	Douglas	300	20%	60
FRA	Department Stores	10	50%	5
FRA	Sephora	320	40%	128
FRA	Marionnaud	512	20%	102
FRA	Nocibe	621	20%	124
GBR	Department Stores	20	50%	10
GBR	Space NK	69	40%	28
GBR	Debenhams	150	30%	45
GER	Department Stores	4	50%	2
GER	Douglas	370	30%	111
ITA	Department Stores	3	100%	3
ITA	Sephora	94	40%	38
ITA	Douglas	128	40%	51
ITA	Limoni	500	20%	100
MEX	Sephora	11	70%	8
MEX	Puerta del Hierro	19	50%	10
NOR	Other	100	40%	40
POL	Sephora	40	30%	12
POL	Douglas	100	30%	30
ROM	Sephora	28	50%	14
ROM	Douglas	34	50%	17
RUS	Bork	200	100%	200
SEA	Sephora	200	30%	60
SUI	Globus	18	80%	14
SUI	Manor	59	50%	30
SUI	Marionnaud	59	40%	24
USA	Space NK	29	50%	15
USA	Nieman Marcus	39	70%	27
USA	Bloomingdales	56	30%	17
USA	Bluemercury	160	30%	48
USA	Nordstroms	468	40%	187
USA	ULTA/Sephora	600	50%	300
WEU	Other	100	30%	30
Total		6'344	36%	2'311

SWISSWELL

Market	Channel	Doors	% preferred	Preferred doors
AUS	Pharma	10'000	4%	400
AUT	Pharma	2'000	5%	100
BRA	Pharma	114'000	1%	1'140
CAN	Other	4'000	7%	280
CHN	Pharma	400'000	1%	2'000
EEU	Pharma	10'000	3%	300
ESP	ECI	91	100%	91
ESP	Pharma	22'000	7%	1'540
FRA	Pharma	21'000	5%	1'050
GBR	Pharma	20'000	4%	800
GER	Pharma	20'000	5%	1'000
ITA	Modern	4'000	7%	280
ITA	Pharma	18'000	6%	1'080
MEX	Pharma	6'000	4%	240
NOR	Other	3'000	4%	120
POL	Pharma	13'000	3%	390
ROM	Pharma	8'000	3%	240
RUS	Pharma	60'000	1%	600
SEA	Pharma	150'000	1%	1'500
SUI	Pharma	2'000	5%	100
USA	Wallgreens	9'000	6%	540
USA	CVS	10'000	6%	600
Total		906'091	2%	14'391

- The preferred doors are the doors of the retailer that are in line with Wellfully's brand positioning.
- The preferred doors don't contain all accessible doors - e.g. travel retail, box business and new retail formats are not included.

DEVELOPMENT STRATEGY

KEY OPERATIONS DEVELOPMENT METRICS

KEY PARAMETERS

Accessible market, billion US\$*

BRICK AND MORTAR (B&M)

B&M doors, 000s

% of preferred B&M doors

Preferred doors, 000s

Sales/door (RRP), US\$/month**

R É D U I T

SWISSWELL

169

9.4

6,3

906

36%

2%

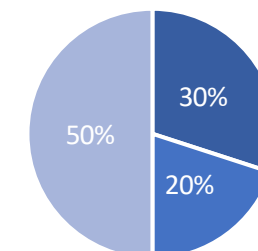
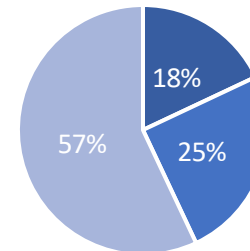
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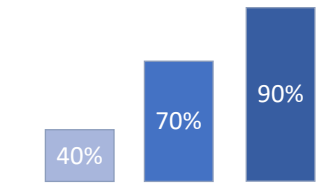
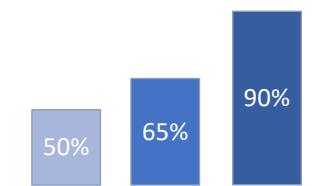
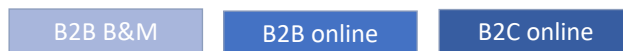
2,500

85

SALES MIX (% of total value at RRP)***



SELL-IN VALUE CAPTURE (as % of RRP)****



* Market shares as per the previous investor call presentations market information at 2026: 9.4 B US\$ in 2026 for pain relief patches), 311 B US\$ in 2020 for global beauty devices market; ** RRP is recommended retail price (price paid by end user), the monthly values are per historical figures; *** The mix percentages are based on actuals achieved in the past **** The trade margins are in line with the values contracted and realized across channels

DEVELOPMENT STRATEGY

OPERATIONS FOCUS

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KEY MILESTONES

RÉDUIT

- Commercial presence across 2.300 preferred points-of-sale with selected premium beauty retailers;
- Range completion across devices, pods and enhanced delivery patches;

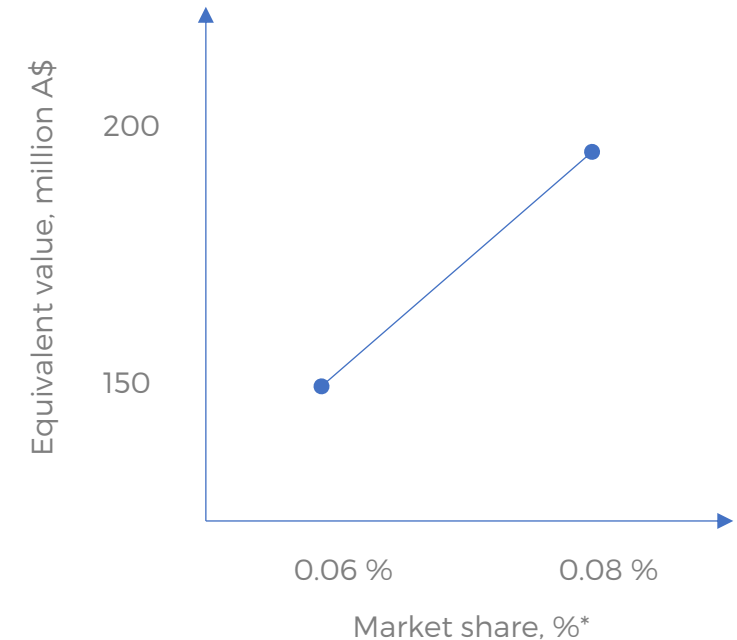
SWISSWELL

- Process and supply-chain insourcing of patches for better product availability and cost;
- Range extension across other joint and tissue pain applications;
- Securing commercial presence across 14.300 preferred points-of-sale in health and wellness retail outlets;

Collaborations

- Development of existing and acquisition of new collaborations scaling product and industrial platforms;

EXAMPLE SENSITIVITY



* Market shares as per the previous investor call presentations market information at 2026: 9.4 B U\$ in 2026 for pain relief patches), 311 B U\$ in 2020 for global beauty devices market;

SHORT-TERM FINANCING STRATEGY

SUPPORTING THE DEVELOPMENT

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FINANCING OPTIONS UNDER CONSIDERATION

- Private placements – strengthening the mix
- Institutional investors – cornerstone
- Equity financing facilities – continuous

FINANCING OPTIONS NOT UNDER CONSIDERATION

- Industrial investors
- Convertible bond facilities

WELLFULLY

COMPANY

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Thank
You