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# WELLFULLY

INVESTOR CALL  
APRIL 29, 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.

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# 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	\$0.077
Shares on Issue	~249.8m
Options on Issue	~201m
<b>Market Capitalisation (fully diluted)</b>	<b>~\$20.73m</b>
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 28 April

ASX:WFL – Apr 2022

## Share Price Performance



## QUARTERLY CASH FLOW REPORT

- Receipts
- Outflows

## LOOKING AHEAD

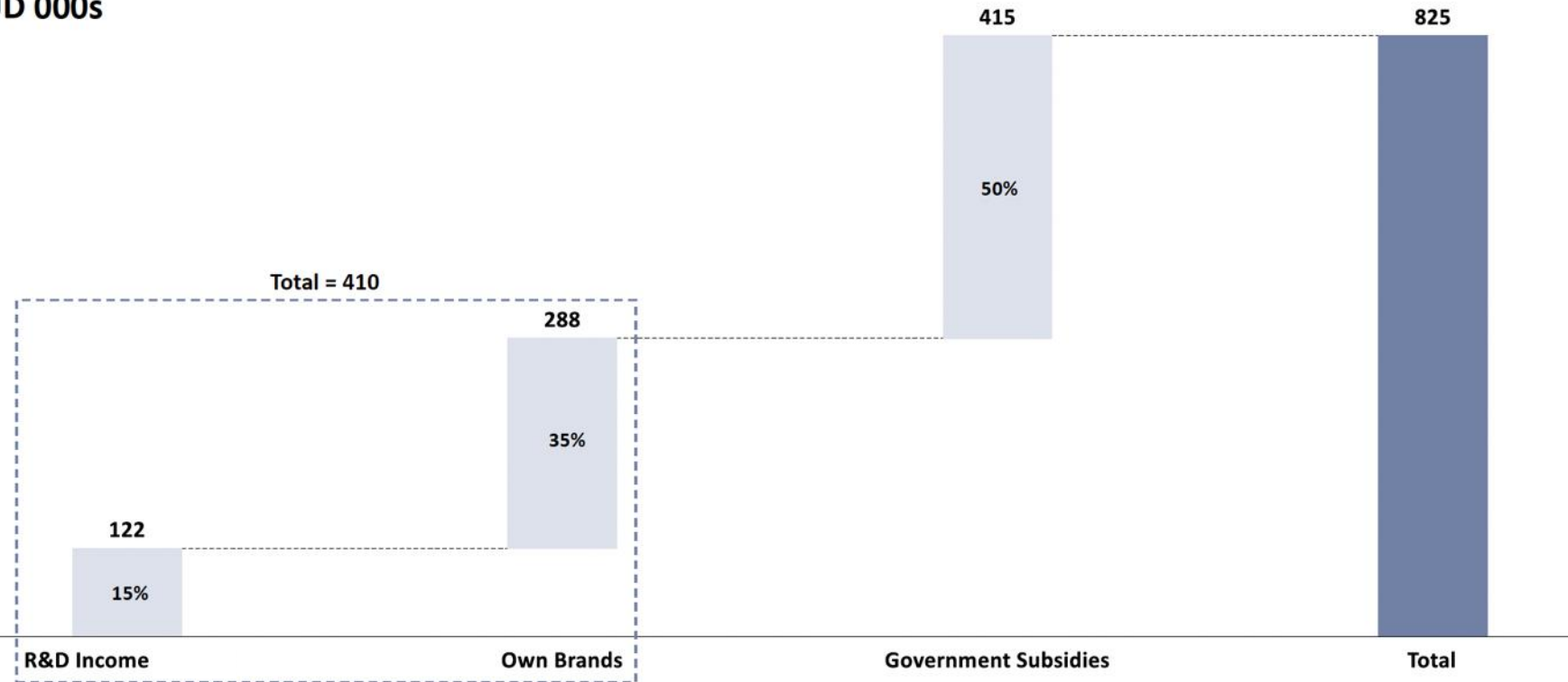
- Key milestones
- Financing strategy

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# POSITIVE PERFORMANCE ACROSS ALL FRONTS

## CASH RECEIPTS

in AUD 000s



## KEY COMMENTS

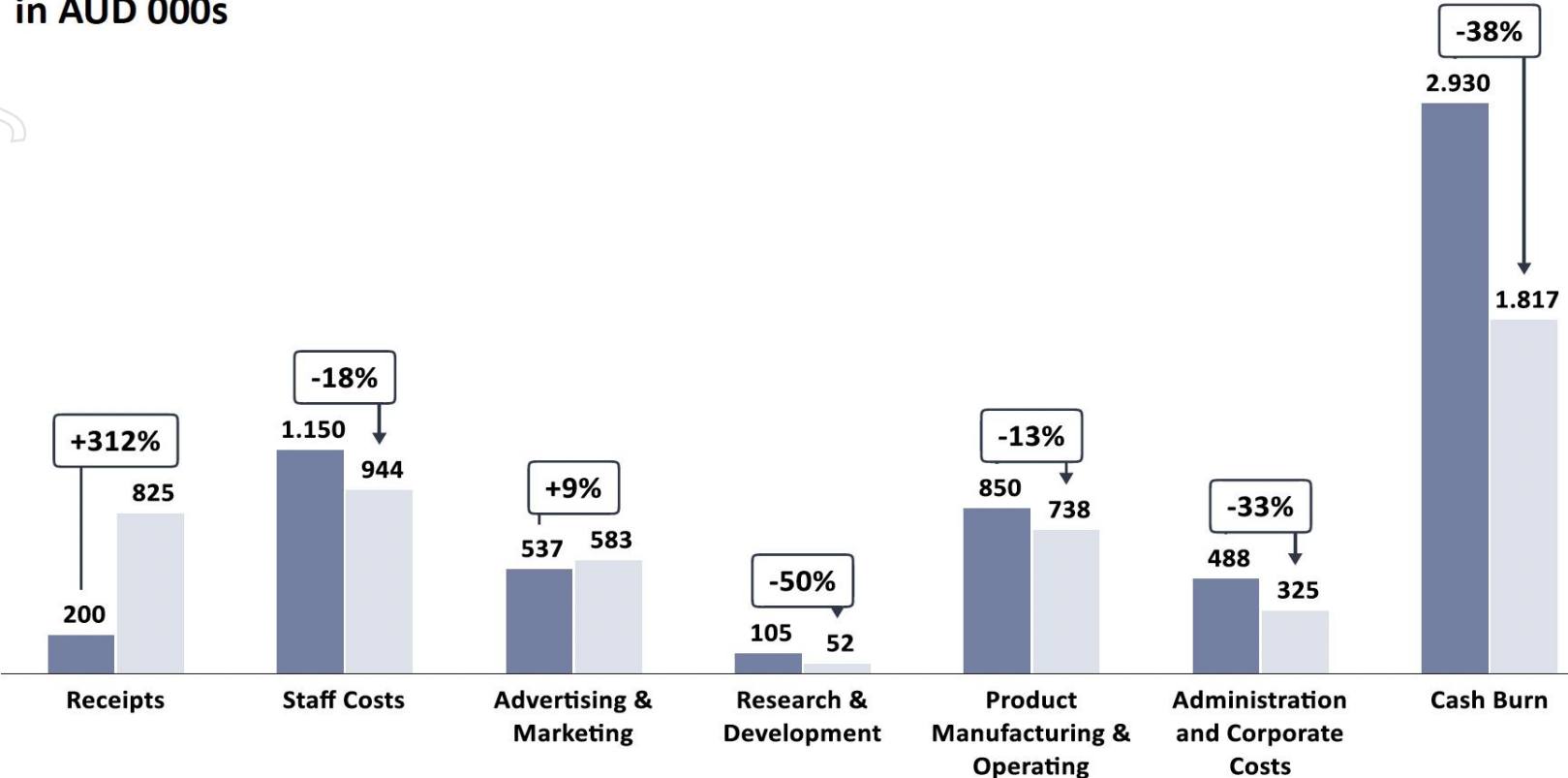
- R&D income and technology licensing increased from \$40k in Q2 2022 to \$122k (+205%)
- Own brands receipts increased from \$160k in Q2 2022 to \$205k (+80%)
- Without government subsidies the receipts increased from \$200k in Q2 2022 to \$410k (105%)
- With government subsidies the cash receipts increased from \$200k in Q2 2022 to \$825k (+312%)

Good performance in cash receipts across all business streams, despite the halt of the important Bork collaboration due to the crisis in Ukraine, stands testament to the solid foundation of the Company.

# POSITIVE PERFORMANCE ACROSS ALL FRONTS

## CASH OUTFLOWS AND NET OPERATIONS CASH

in AUD 000s



### KEY COMMENTS

- Compared to Q2 2022, all cash outflows were reduced except for the advertising & marketing (+8% due to Kickstarter RÉDUIR Boost campaign) for a total of \$-488k from \$3.130k of outflows in Q2 2022, to \$2.642k (-16%);
- Combined with the increase in receipts, the net burn in cash from operations was reduced by \$-1.113k (-38%) from \$2.930k in Q2 2022 to \$1.817k in Q3 2022.

The effect of the increase in cash receipts was additionally aided by a reduction of cash outflows for a significant improvement in overall operations cash from as compared to Q2 2022 of 38%.

# AGENDA

INVESTOR CALL – APRIL 29, 2022

WELLFULLY

## QUARTERLY CASH FLOW REPORT

- Receipts
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## LOOKING AHEAD

- Key milestones
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# DEVELOPMENT STRATEGY

## OPERATIONAL TARGETS

### 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;

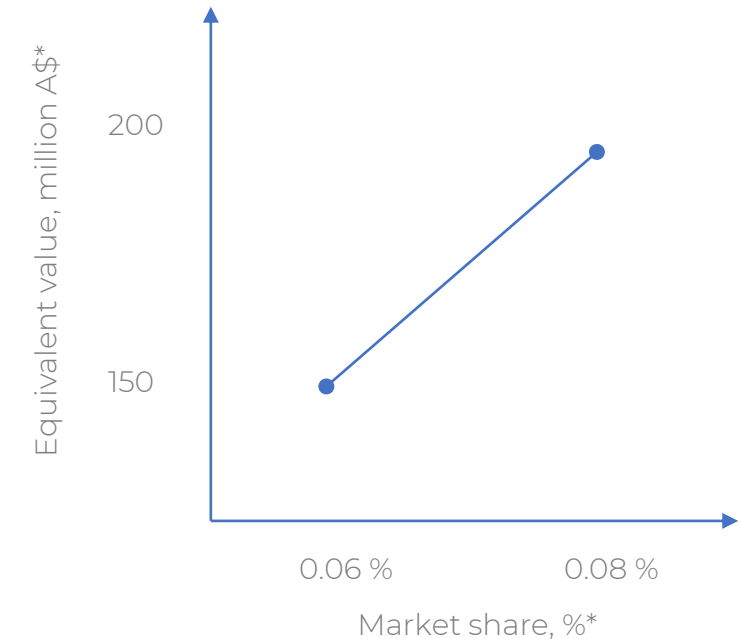
#### SWISSWELL

- 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 share and equivalent value as per the investor call presentation from April 14, 2022;



# SHORT-TERM FINANCING STRATEGY

SUPPORTING THE DEVELOPMENT

WELLFULLY

## FINANCING USED IN THE PAST

- Public placements
- Rights issues

## CONSTRAINTS

Limited scale  
Short-term positions  
Limited access

## POTENTIAL FINANCING UNDER CONSIDERATION

- Equity funding facilities
- Private placements
- Share purchase plans

## BENEFITS

Larger scale  
Long-term positions  
Wide access

The aim is to secure different funding mechanisms to be used together in answering to the Company's operations financing requirements, each at the right time and scale, but also each with a particular role in terms of relevant considerations of existing and new investors.

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# WELLFULLY

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ASX:WFL – Apr 2022



Thank  
You