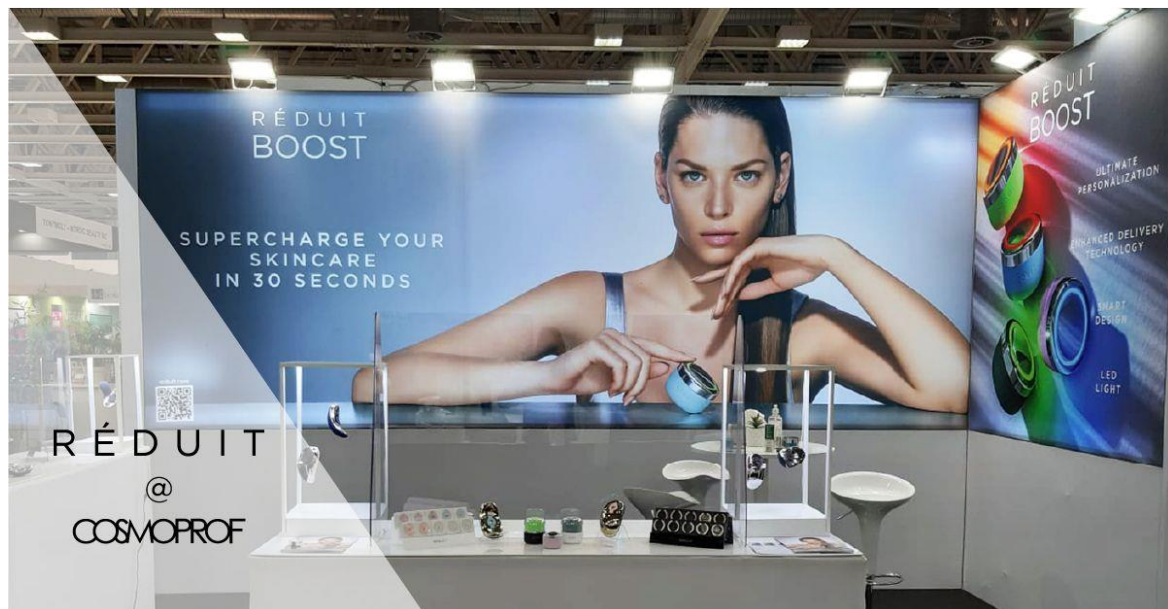


WELLFULLY'S RÉDUIT BOOST IS THE MOST AWARDED PRODUCT AT COSMOPROF WORLDWIDE BOLOGNA 2022

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce that its RÉDUIT Boost, launched earlier this month, has received awards across both of the Fair's competitions at Cosmoprof Worldwide Bologna, the world's largest and most famous cosmetics industry fair on April 29 and 30.

- **RÉDUIT Boost received the Best Skin and Personal Care Product in Cosmoprof's own Award**
- **RÉDUIT Boost was also one of the four products selected by BEAUTYSTREAMS in the Beauty by Numbers category of CosmoTrends**



The Cosmoprof Awards formally recognize the absolute best in beauty products. These awards “celebrate innovation and honour excellence in products, brands, innovations, new formulas and designs that are breaking beauty standards, changing the way to perceive beauty and that will become best sellers, globally”.

The evaluation is performed by a jury of cosmetics and beauty industry leaders that in this year's edition included: Munnawar Chisty, the Global Vice President and Marketing Director for Beauty Care and Skin Health at Walgreens Boots Alliance; Jessica Cruel, the Editor in Chief of Allure USA; Rosanna Gehring, the Global Digital Brand Director of

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Douglas; VP DMM Beauty at Nieman Marcus, Lizzy West; the Head of Product Development of Mecca Brands and numerous other prominent experts.

The evaluation is performed across dimensions of innovation, marketability, marketing impact, the capacity of brand building and promotion, social media impact, as well as innovative and outstanding online presence.

The CosmoTrends Report is curated by BEAUTYSTREAMS, the industry's leading beauty trends agency. The CosmoTrends Report is an essential trend guide for the beauty industry that showcases product innovation and notable brands among the exhibitors of Cosmoprof Worldwide Bologna 2022. BEAUTYSTREAMS analysed hundreds of online submissions and identified the most striking trends. The report that followed summarises what is new and next, and provides a vital perspective on where beauty is headed.

The RÉDUIT Boost was included in the report's Beauty by Numbers category, focused on products that answer to consumers seeking solutions targeted to their specific needs. With diversity and inclusivity playing an important role in the evolution of this specific trend, and enabled by ever more sophisticated forms of artificial intelligence and swathes of data, the tracking and analysis of individual beauty concerns is becoming increasingly critical.

Paul Peros of commented: "We are extremely honoured to have been recognised by Cosmoprof Worldwide Bologna, the most competitive platform of the beauty industry globally. The awards stand testament to our capacity to innovate, as well as our meticulous approach to product development. With Cosmoprof 2022, RÉDUIT has managed not only to receive an award at its first presence at the event, a rarity in itself, but also to become the only product to receive both awards. The impact on industry visibility was immediate, and we have already received a number of interesting inquiries for the commercial development of the brand. I would like to thank the organisers, other participants as well as our own teams for their hard work and for turning this into an important milestone for the company."

ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to our own-brands, RÉDUIT and SWISSWELL, we also offer a portfolio of proprietary technologies and support partners by providing IP and expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering, and production.

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ABOUT WELLFULLY'S TECHNOLOGIES

Wellfully has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces, positioning the Company as a world leader in the science of magnetic fields as they relate to drug or active-ingredient delivery.

The first of Wellfully's magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields, produced by low-cost microarray film, influence the movement and penetration through the skin of drugs, active ingredients, and formulations at the molecular level. This was licensed and commercialised in 2014.

The second magnetic technology, the Programmable Array technology, employs powered electromagnetic fields that can be altered to suit individual consumer's skincare needs. This was licensed for skincare applications in 2020.

The third magnetic technology uses magnetic fields to alter the wettability of a surface, substantially enhancing contact between liquid and solids. Magneto-Wetting underpins the Company's current developments in haircare, skincare, and surface hygiene, in conjunction with Wellfully's recently developed Ultrasonic Misting technology. International patents have been filed.

FORWARD-LOOKING STATEMENTS

This announcement 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-

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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.

This release has been issued with the authorisation of the Board.

- Ends -

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