

INTRODUCING SWISSWELL BOOST - THE UNIVERSAL APPLICATOR FOR PERSONALISED ENHANCED DELIVERY OF TOPICAL HEALTH PRODUCTS

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce the upcoming introduction of its latest innovation: the SWISSWELL BOOST.

- **The SWISSWELL BOOST is the world's first science-based universal applicator for personalised enhanced delivery of actives in topical health products;**
- **With SWISSWELL BOOST, the Company enters the topical drug market, which is valued at over US\$ 100 billion¹, and is expected to grow at 5.8% pa and reach US\$ 158 billion by 2028;**
- **The SWISSWELL BOOST efficiently leverages the Company's existing process, product and digital infrastructures developed for the well-received RÉDUIT BOOST range, synergies that are expected to improve economic performance.**



The SWISSWELL BOOST, is the world's first science-based universal applicator designed to enhance the efficient delivery of diverse topical health products across many applications including inflammation and pain reduction, products that increase speed of recovery, and the delivery of specialized treatments for specific injuries such as wound care and skin conditions. As with the RÉDUIT device, the innovation is in the diamagnetic "push" to enhance transdermal delivery of the active ingredients.

Director

Mr Paul Peros
Mr Antonio Varano
Mr Steven Schapera
Mr Jeffrey Edwards
Mr Anton Eaton

CFO

Mr Sergej Dolezil

Company Secretary

Mr Henko Vos

Registered Office

284 Oxford Street
Leederville
Western Australia
6007

Contact

Tel: +61 8 9443 3011
www.wellfully.net
ABN: 72 056 482 636

Over the past 20 years Wellfully's innovation centre in Perth has studied and developed a rich library of waveforms, each specifically designed to enhance the delivery of active ingredients found across various topical health products. These will now be easily accessible to consumers around the globe with the SWISSWELL BOOST universal applicator.

Following the extraordinary reception and early success of RÉDUIT BOOST, that already boasts prominent industry recognition such as Cosmoprof Worldwide Bologna 2022 Award, as well as outstanding interest from both press and premium retailers, the Company is now poised to continue its rapid pace of innovation, and announce the upcoming arrival of its health applications equivalent, the SWISSWELL BOOST.

With the SWISSWELL BOOST, the Company is tapping into the US\$ 100+ billion market of topical drug delivery, expected to grow at a CAGR of 5.8% to reach US\$ 158 billion in 2028. This effectively increases the total addressable market by more than 20%, from around US\$ 500 billion to US\$ 600 billion.

The SWISSWELL BOOST is also expected to have a positive impact on the Company's short to mid-term financial results, as it successfully leverages the existing industrial and supply-chain infrastructure developed over the last 2 years, as well as the existing process, product and digital platforms developed for its beauty equivalent, the RÉDUIT BOOST. These synergies should all result in an improved bottom line.

The SWISSWELL BOOST supports an expansion of the digital platform (established with the RÉDUIT app) across new health applications, thereby assisting segmentation and understanding of customer needs and habits in the health space.

¹ Topical Drug Delivery Market 2028 – The Brainy Insights Report, October 2021, TBI-12563;

² Total market accessed of US\$ 500 billion as per market information from previous company presentations in 2021-22.

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-looking statements to reflect events or circumstances after the date of this

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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 -

For more information:

Matthew Wright

NWR Communications

E: matt@nwrcommunications.com.au

Ph: +61 451 896 420

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