

## Wellnex Life Limited (ASX:WNX)

### Wellnex capitalises on Wakey Wakey brand success with an additional two new products launched

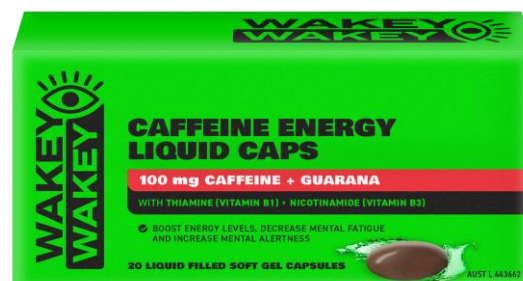
Extension of Wakey Wakey will continue to grow Wellnex's presence in the health and pharmaceutical market

#### Investment highlights

- Wellnex continues to expand its innovative product offering with the addition of 2 new products added to the Wakey Wakey range
- Ranging for the new products confirmed in Coles, Chemist Warehouse, Symbion and Sigma with a further roll out anticipated in additional grocery and pharmacy retailers/wholesalers
- The additional Wakey Wakey branded products will build on the impressive growth in its sales since launch of the brand in October 2021

Wellnex Life Limited (ASX:WNX) ("Wellnex" or "the Company") is pleased to announce the further expansion of its product range, with the launch of two new products under the Wakey Wakey brand increasing the range to eight product lines.

The launch will include an extension of the +range with the introduction of a multi vitamin effervescent with caffeine and the innovative launch of a caffeine energy soft gel.



#### Wellnex Life Limited

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Initially the new product lines will be available nationally in key retailers and pharmacy wholesalers including Coles, Chemist Warehouse, Symbion and Sigma. Wellnex expects further distribution of the 2 new lines in additional grocery and pharmacy retailers/wholesalers in the coming months. Wellnex will deliver the 2 new products lines to our retail customers in June 2024.

The extension of Wakey Wakey to eight product lines is recognition of the innovative products Wellnex Life is delivering which is continuing to grow our presence in the growing health and pharmaceutical market. This will also drive additional revenue and continue to increase the Company's margin, which has already seen a substantial increase since the completion of the acquisition of Pain Away.



**Wellnex Managing Director Zack Bozinovski said:** "The launch and acceptance of the 2 new Wakey Wakey lines reflects upon the companies broader vision to offer our retail customers and consumers innovative health and wellness products. The extension of our Wakey Wakey product range and the acceptance by major retailer of the new products further demonstrates that our product range is gaining traction in the market, providing a runway for further growth in our sales base and profitability of our business moving forward". "

This ASX announcement has been authorised by the Board of Wellnex Life Limited (ASX:WNX)

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### **About Wellnex Life**

Wellnex Life Limited (ASX: WNX) is a consumer healthcare business with a track record for developing, licensing, and marketing registered products and brands to customers in the growing healthcare market segment. Since listing in 2021, Wellnex Life has successfully launched a host of brands and products now ranged in major retailers in the healthcare market space, pharmacies and supermarkets included. Its distribution arrangements have seen Wellnex Life secure significant licensing arrangements with major pharmaceutical companies in Australia and globally that have given the company's registered products a distribution channel with a steadily increasing global geographic footprint.

Wellnex Life has more recently acquired leading Australian topical pain relief brand Pain Away. Its addition to Wellnex Life's product offering both compliments and accelerates the potential growth of the company's business operations. This transformational acquisition gives added impetus to Wellnex Life's financial growth and scale and reinforces its place as a major and respected participant in the growing healthcare market, both in Australia and overseas.

To learn more, please visit: [www.wellnexlife.com.au/](http://www.wellnexlife.com.au/)