

Nutritional Growth Solutions

COMPANY PRESENTATION

June 2021



Creating Scientifically Formulated Nutritional Shakes and Snacks with Functional Benefits to Help Kids GROW

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Unique, **scientifically formulated nutritional products** developed over twenty years by leading pediatric specialists from world renowned Schneider Children's Medical Center in Israel

In market, patented, clinically tested formulas with proven results benefiting children's growth (aged between 3 and 9)

Targeting **large growth markets** – namely US and China where there is a clear unmet need for a nutritional solution for children

Established distribution channels through select in country partners with proven distribution networks supplemented by direct online sales to customers

New range of products currently in clinical studies set to significantly expand the market opportunity in 2021 - 2022

Sales growing strongly; to be further supported by **new sales channels** and **global expansion** in 2021 and beyond

Investment Highlights



Children's **growth + height**

are a major concern for
parents around the
world ...



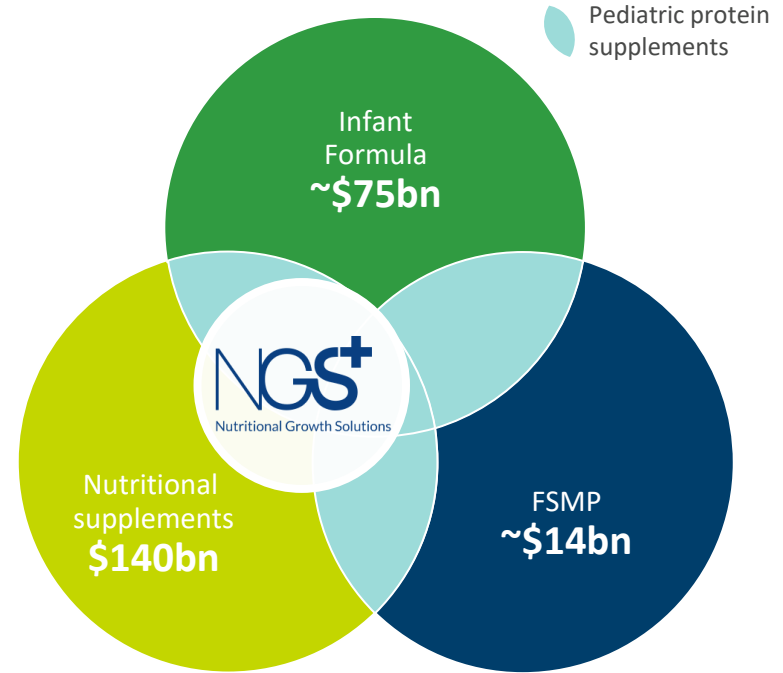
The Market

Large & growing opportunity

- Pediatric protein supplements are a product category linked to Infant Formula, Foods for Special Medical Purposes (FSMP) and Nutritional Growth supplements
- The overall market continues to grow particularly in developing markets due to rising preventative health measures, a growing awareness of pediatric nutrition, rising income levels and reimbursement programs in some markets
- New products are set to significantly expand the market opportunity for NGS beyond the pediatric protein supplements

Categories of Nutritional Products

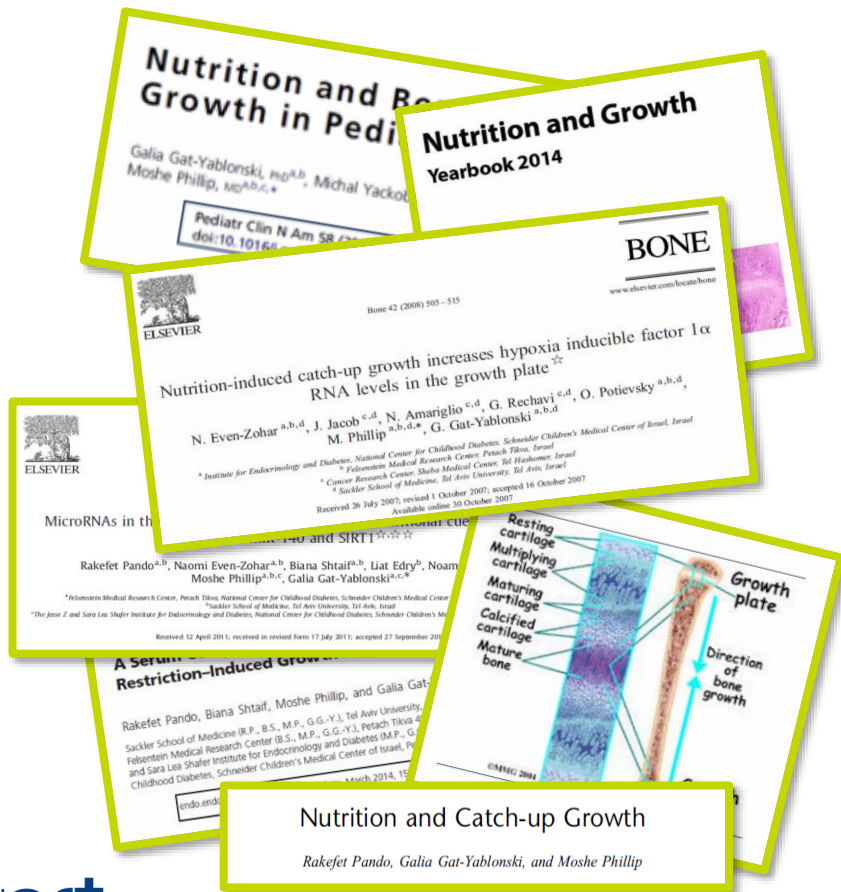
Market sizes



Our #1 goal is to **Help Kids Grow** and reach their **Full Potential**

- Founded by a pediatric endocrinologist and a pediatric gastroenterologist from Schneider Children's Medical Center of Israel who identified children weren't growing to their full potential due to lack of **key nutrients in a well-balanced diet**
- Serving the unmet need for high-quality nutritional products scientifically formulated to meet growing children's **specific nutritional requirements** during their most formative years





Built on a foundation of
decades of medical expertise

Over 20 years

of research on the interaction between
nutrition and growth

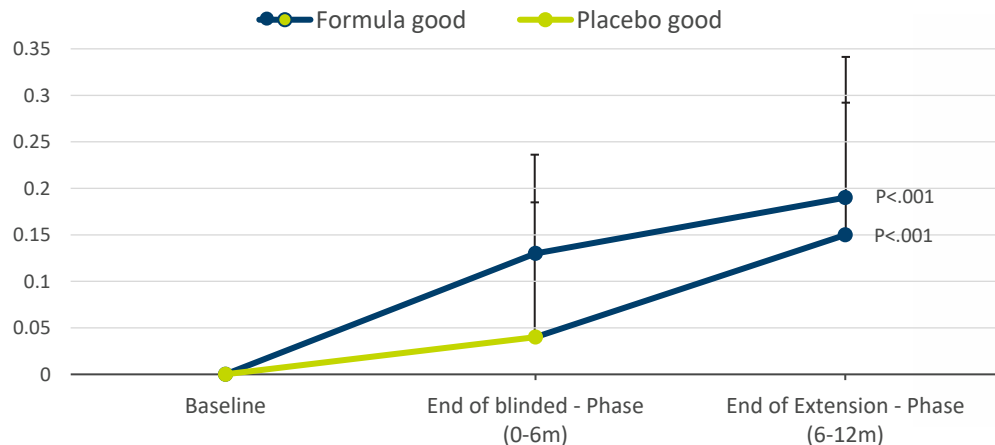
Dozens of
published articles

by our team of leading pediatricians

Results: Healthy Height Clinical Study

The JOURNAL
of PEDIATRICS

At 6 months, children who consumed Healthy Height nutrition demonstrated statistically **significant increases in height and weight**, compared to children consuming the control supplement



Prospective, randomized, double-blind, placebo-controlled study (n=200)

The children who received Healthy Height grew **13.8 - 34%** more in height than the children who received the placebo

They gained height and weight, **without an increase in BMI**, showing that growth was proportional, not obesogenic

The Market Validation – partnering with Unilever to market in India

- In 2014 NGS sold the licensing rights of Healthy Height for India to GlaxoSmithKline (now Unilever) for ~A\$15 million
- The product now has broad distribution across pharmacies and health food stores in India under the Horlicks brand as Horlicks Growth Plus



HEALTHY HEIGHT[®]

Nutrition For Growth



In Market - Nutritional Formula to Promote Height in Kids 3-9 Years of Age

- In 2018 NGS launched the Healthy Height brand in North America
- Sales driven primarily through direct-to-consumer channels: Amazon + [healthyheights.com](https://www.healthyheights.com)

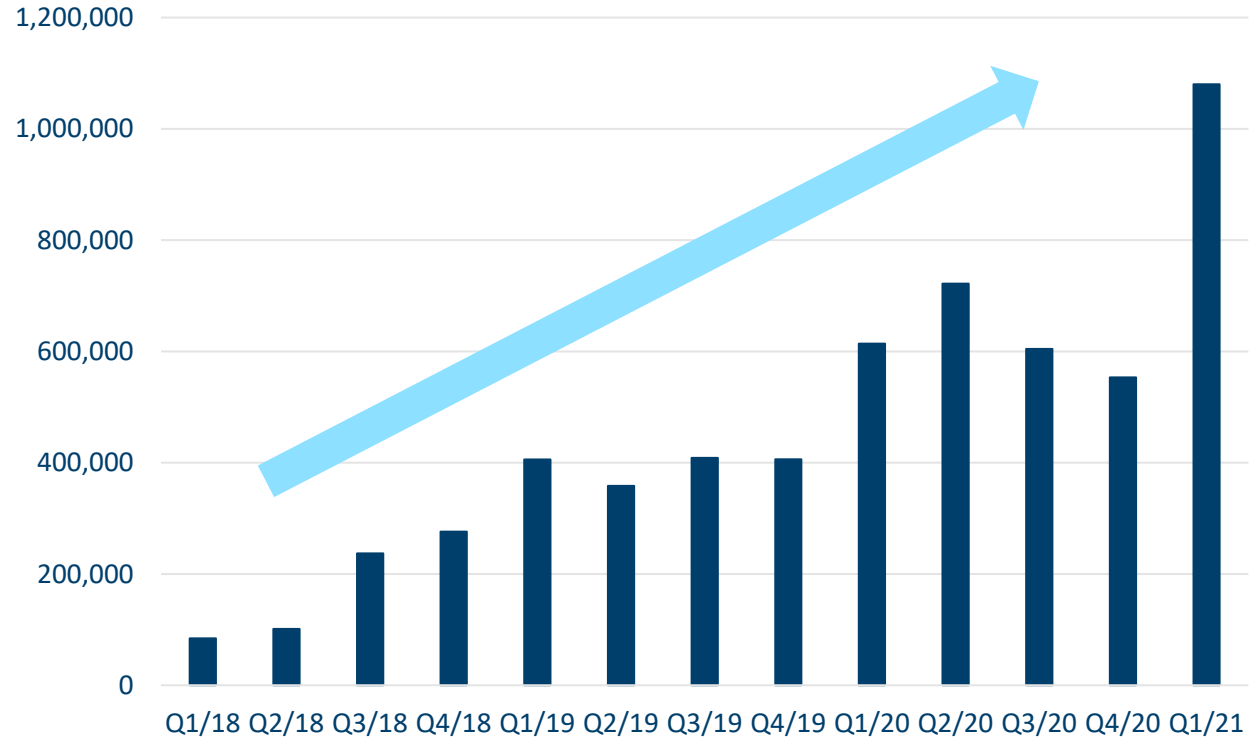
Continued Strong Quarterly Growth

Q1 FY21 generated
over A\$1M

76% increase
on previous
corresponding period

95% increase
on previous quarter

*Sales by quarters AU\$



* These quarterly sales numbers are derived from the aggregate sales numbers contained in NGS's IPO prospectus dated 14 September 2020 (see Table 4.3) and the audited annual financial reports released by NGS as pre-quotation disclosure on 28 October 2020. Numbers for Q1/21 are unaudited. Assuming AUD\$1=USD\$0.75.

3 pillar growth strategy

Pillar 1: new products



Evolved branding to accommodate new products to new formulas (everyday, teen, sport) and new formats (bars)

Pillar 2: new territories



New territories: Selling into China, expanding US operations and targeting South Korea and Europe

Pillar 3: new sales channels



Establishing new distribution agreements - selling through retail stores, marketing to healthcare providers and establishing cross-border ecommerce platforms in China

Bars are here!

- Launched May 17th
- Additional email, social, and SMS campaigns continue to roll out





- Acquired KidzShake to complement and broaden product portfolio & customer base
- The everyday shake for any kid - KidzShake's assortment is designed to fill children's nutrition gaps
- The product line-up also offers a Vegan extension of its best-selling classic formula, serving an unmet demand for plant-based nutrition
- KidzShake product portfolio sells in similar distribution channels as Healthy Height



New products

Grow Daily for Teens

- New formula, specifically designed to support growth of adolescents and clinically shown to increase muscle mass
- Separate formulas for boys and girls to accommodate their unique nutritional needs during puberty

Current Status

- Product fully developed
- Grow Daily – Teen (boys)
 - Clinical study completed
 - Launch in market Q3
- Grow Daily – Teen (girls)
 - Clinical study initiated





New products Formula for Young Athletes

- Innovative formula to enhance sports performance in children and teens

Current Status

- Formula completed
- Clinical study in Israel (soccer) and Slovenia (swimming)

New territories

The China Opportunity

- **Road to China market** –
 - Tmall Global flagship store launched in February
 - Expanding China distribution both online and offline
- NGS products **not bound by the same strict regulatory requirements** of infant formula products in China
- Shifting production from USA to **New Zealand**



Launch of Healthy Height into Europe

Healthy Height® launched in the EU in March following a 3-year exclusive distribution agreement with Italian reputable product distributor, Dicofarm

The agreement will see Healthy Height® stocked in pharmacies and health food stores across Italy with plans to expand further throughout the EU

Dicofarm has 44 years' experience distributing clinically tested products

Dicofarm will supply Healthy Height® to pharmacies and health food stores throughout Italy and speak to the product's scientific formulation and clinically proven benefits



New channels

The US Opportunity

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- **Existing distribution agreement with IMCO, Inc in the US**
 - Leading US medical distributor with over 1,000 sales reps across 166 US locations
 - IMCO, Inc also providing sales & marketing support to increase brand awareness and drive sales
- **Large opportunity to expand existing channels**
 - Expand online distribution through Amazon and Healthy Height website
 - Forming agreements with healthcare providers
 - Target large scale distribution agreements through established distributors
- Healthy Height has been assigned an insurance billing code in the US, which would facilitate the submission of claims for **reimbursement** to health insurers.

Priorities for second half of 2021 and beyond

Continue to execute on 3-pillar growth strategy

- New products | New territories | New sales channels
- Launch Healthy Height® protein bar, Grow Daily® formula for kids 10 Yr old+, junior sports formula. Launch KidzShake® vegan protein shake under Healthy Height branding
- Grow online China sales – leveraging production in US / New Zealand. Close a deal with a major distributor into China.
- Grow offline sales in US through pharmacies and retailers



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Let's Grow Together

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