



EZZ Life Science Holdings Ltd.

ASX Announcement

8 June 2021

EZZ secures long-term EAORON contract pricing, expands distribution channels

Highlights:

- **Renegotiated agreement with Australian United Pharmaceuticals, manufacturer of the EAORON-branded skin care range**
- **Fixed pricing for EAORON products secured**
- **Exclusivity on expanded EAORON product range, including four new products in the *Concentrate* series, available for immediate sale**
- **Additional distribution channels opened up via retailers Costco and MINISO, giving effect to EZZ's strategic growth plan.**

EZZ Life Science Holdings Limited (ASX: EZZ) (“EZZ” or the “Company”), a producer of consumer health products and the exclusive wholesale distributor of the EAORON skin care products for pharmacies, supermarkets and retailers in Australia and New Zealand, is pleased to announce that it has secured stable, long-term pricing and extended its product range under an amended distribution agreement with Australian United Pharmaceuticals Pty Ltd (AUP), the manufacturer of the EAORON product range. The updated contract coincides with the stocking of EAORON products and EZZ's own flagship product range of health supplements into new distribution channels via listings of products of both brands with major retailers, Costco and MINISO.

Fernando Rodriguez, CEO of EZZ said, *“The EAORON range has proven to be very popular in pharmacy channels within Australia and New Zealand. This revised agreement with AUP provides us with price stability and supports our ongoing efforts to bring innovative, new skincare products to our customers. We look forward to launching the EAORON Concentrate series of products with many of our existing retailers shortly.*

“We are also delighted to see additional products from our EAORON and EZZ ranges sold now in Costco stores across Australia and Taiwan, and to see our products listed for the first time in MINISO stores. These are valuable relationships, which EZZ foresees strengthening and expanding upon over time.”

Stable pricing secured and flagship product range extended

The updated agreement between EZZ and AUP provides for pricing on EAORON products to remain fixed during the contract term, with any price increases (allowed only if there is an increase in manufacturing costs) capped at the increase in the Consumer Price Index¹ for

¹ The Consumer Price Index for Sydney, Australia in the preceding 12 months, as noted on the Australian Bureau of Statistics website



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Sydney for the immediately preceding 12-month period. This stable pricing will be in place for the remainder of the current contract term (ending 31 May 2023), with EZZ holding the option to renew the contract on the same terms for a further three-years.

Under the updated agreement, EZZ retains its exclusive distributor status for AUP's EAORON branded products in pharmacies, chemists, supermarkets, hypermarkets and specialist retailers (excluding gift shops) but is extended to cover all products in the EAORON range. EZZ retains the non-exclusive right to sell EAORON through gift shops.

In line with EZZ's strategy to diversify its target markets and expand its product range, EZZ will take immediate advantage of the amended agreement by launching throughout Australia and New Zealand four new products from EAORON's *Concentrate* series, which include a toner, moisturiser, face serum and eye serum.

EZZ expands its retail distribution via Costco and MINISO

EZZ is also pleased to confirm that EZZ and EAORON brands are now being stocked in:

- Costco stores across different jurisdictions including the multinational's 13 Australian stores and 13 Taiwan stores; and
- MINISO stores for the first time. The new listing will see 2 products from the EZZ range and 5 EAORON products listed in 14 MINISO stores across Australia.

EZZ is hopeful its expanded product range and opening of additional distribution channels will increase the Company's profile in its chosen target markets and have a positive impact on revenues.

The Company looks forward to keeping investors updated on its ongoing progress.

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This announcement has been authorised for release by the EZZ Board of Directors.

For more information please contact:

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About EZZ Life Science Holdings

EZZ Life Science is a consumer products company headquartered in Sydney, Australia. EZZ develops, produces, and distributes its own range of consumer health products under the EZZ brand to retailers and consumers through on-line and off-line channels. It is also an exclusive wholesale distributor of EAORON skin care products for pharmacies, supermarkets and retailers in Australia and New Zealand. See more at: <https://www.ezzlife.com.au>