

WELLFULLY AGREES TO SUPPLY SEPHORA BRAZIL

- **Wellfully Limited has reached an agreement to supply Sephora Brazil with its Réduit range of beauty devices**
- **Initial placement in 6 key locations and Sephora's online store in December 2021**
- **Progressive expansion into the rest of Sephora's 25 locations in Brazil is anticipated during 2022**
- **Sephora is the strongest premium retail beauty brand globally, presenting a significant qualification opportunity for Wellfully**

Wellfully Limited (ASX: WFL) (Wellfully, or the Company), is pleased to announce completion of an agreement with Sephora Brazil and its trading entities, Avenue Hoche Comércio Varejista de Produtos LTDA and Dotcom Group Comercio de Presentes SA in collaboration with Wellfully's Brazilian distributor, Universe SA, to stock the Company's range of Réduit beauty devices (the Agreement).

Under the Agreement, the Réduit range is to be offered initially in Sephora's six key brick-and-mortar locations as well as their high-traffic online store, beginning in December 2021. Additionally, a seventh location has already been identified, to be added in January 2022.

Assuming Réduit meets the initial sales targets, the Agreement intends for a progressive placement expansion of Réduit in all of Sephora's 25 brick-and-mortar locations in Brazil. Given the positive market feedback, Wellfully is confident in achieving these initial targets and reaching the expansion throughout CY2022.

The Agreement is a pivotal milestone for Wellfully and Réduit, providing the very first placement in Sephora, the strongest retail beauty brand in terms of positioning globally. Sephora is a critical component of the Moët Hennessy Louis Vuitton (LVMH) portfolio, boasting more than 2,600 stores and 39,000 employees across 35 countries.

Wellfully Chief Executive Officer Paul Peros commented:

"This agreement with Sephora Brazil is the most significant placement for Réduit to date. While it is a small placement, it is presenting an enormous opportunity for Wellfully to further validate Réduit and accelerate its global commercialisation." He added, "The Company is now well positioned to deliver upon such high-profile B2B collaborations. We anticipate continued execution of similar deals, and we look forward to updating the market as they eventuate."

Directors
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Mr Steven Schapera
Mr Jeffrey Edwards
Mr Cameron Reynolds
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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, supporting partners by providing IP and expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering and production.

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 liquids 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.

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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 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.

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