

NGS expands US grocery presence with Healthy Heights® launch on Kroger.com

Highlights:

- NGS expands grocery presence in the US, with full product ranging on Kroger.com as well as subsidiaries, Ralphs.com and Smiths.com
- Kroger Co. (NYSE: KR) is the United States' largest supermarket chain by revenue and third-largest general retailer behind Walmart and Amazon*
- Kroger.com has reported a two-year digital sales increase of 113% across 2020 and 2021*
- Ranging on Kroger.com is a key milestone in NGS' grocery and retail expansion strategy in the US and compliments recent ranging agreements with Walmart.com and Rangeme.com

14 June 2022 - Nutritional Growth Solutions Ltd. ("the Company" or "NGS", ASX:), a global nutrition company creating clinically proven products to support growth development in children, has expanded its grocery presence in the United States (US), through an ecommerce distribution agreement with the US' largest supermarket chain by revenue, Kroger Co. (NYSE: KR).

The non-exclusive agreement sees the entire Healthy Heights® product range stocked on Kroger Co's ecommerce channel Kroger.com, which has reported an increase in sales of 113% across 2020 and 2021. The agreement also includes ranging on the ecommerce channels of Kroger Co subsidiaries, Ralphs and Smith's Drug and Food.

Nutritional Growth Solutions CEO and Managing Director, Liron Fendell said, "Today our US retail expansion strategy has three new channels with the ranging on the ecommerce site of the US' largest supermarket chain, Kroger, as well as its subsidiaries, Ralphs.com and Smiths.com. This builds on the recent ranging we implemented on the ecommerce channel of Walmart, the US' largest general retailer and Rangeme.com. To add companies of this calibre to our trusted list of distribution channels is a testament to our Healthy Heights® products that have been created by specialist doctors after decades of research into the link between child nutrition and growth, and are clinically proven to support growth development.

"The launch of our products on Kroger.com also comes at a time when millions of parents in the US are seeking healthy, safe, label certified nutrition for their children. We are proud to be able to offer these products from our manufacturing facility in Utah, especially during a time where safety over children's formula products continues to be a huge concern."

The agreement will commence immediately and there are no conditions to be met prior to its commencement. NGS' listings on Kroger.com will run on a month-to-month basis with either party able to terminate immediately.

* <https://www.thekrogerco.com>

Nutritional Growth Solutions Ltd.

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This announcement has been authorised for release by the Chairman and the CEO of Nutritional Growth Solutions Ltd.

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About Nutritional Growth Solutions

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20 years of medical research into pediatric nutrition at Schneider Children's Medical Centre, Israel's largest pediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

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